

Patronize The Home Stores And Help to Build Up Your Community

We Invite You

To Shop at Our Store

We cannot boast of unrivalled prices or a huge stock but you can be assured of genuine value for every dollar you leave with us.

GENERAL MERCHANDISE
DRY GOODS, BOOTS and SHOES
FANCY AND STAPLE GROCERIES

A. S. ARSENEAU

General Merchant

Upper Charlo, N. B.

Mutual Benefits

There are always mutual benefits in giving the home store first call. With your co-operation we hope to be able to serve you better as time goes on.

We invite you to call and inspect our lines when in need of anything in general merchandise. Our aim is to give full value for every dollar we receive.

T. A. LANDRY

General Merchant

Nash Creek, N. B.

D. McALISTER
General Merchant

FIRE AND ACCIDENT
INSURANCE

Jacquet River, N. B.

We Aim to Serve

Spend your money where it will count. Every dollar spent in our store helps us to give you better service. Help yourself by helping us.

THE McMILLAN Co. LIMITED
Durham Centre, N. B.

Let Us Quote You

Before buying elsewhere call and let us show you our prices on the following lines.

Banders, Threshers, Gasoline Engines
Washing Machines
Stoves, Ranges and Other Household
Necessities.

FORD CARS AND GENUINE FORD PARTS

S. McALISTER

Phone 2-22

Jacquet River, N. B.

Save Money

By Buying at Our Store

Our stock is large and varied and our prices attractive.

General Merchandise
BOOTS & SHOES — CLOTHING
FANCY AND STAPLE GROCERIES

J. HELLO

JACQUET RIVER, N. B.

HOME TRADE PROBLEM IS BECOMING A QUESTION OF VITAL IMPORTANCE

Patronage of Home Stores is One of the Biggest Factors in Up-Building of The Community—A Few Facts About Conditions in Restigouche—An Example.

Because this article deals with a subject which should interest every man and woman, and particularly every householder in Restigouche we trust that our readers in this territory may find time to peruse it. Moreover, its interest should be enhanced by the fact that it does not deal with a timely question only in a general way. It comes much nearer home for it reflects conditions as they actually exist today on the North Shore between Campbellton and Bathurst. The Graphic's representative has just completed a survey of this territory and from this first hand information will, from time to time set forth a few facts which should be of interest to the people of this particular district.

Examining our charges, Sunday schools and educational institutions there is, perhaps, no one factor which is more important in the up-building and consequent prosperity of a community than a well-stimulated home trade—steady and liberal patronage of the home stores of home producers and local farmers.

It is impossible of course in our short article to go into much detail in a discussion of this many-sided problem. Most of the facts already stated are familiar to many and therefore need little more than time-worn repetition. It is a matter however for the average purchaser of keeping these plain facts in mind which they are convinced that the policy of home buying is not applicable in an economic sense, in their particular locality. There are no doubt, instances in which confining one's trade to the home store might not be economical from a purely personal viewpoint but such instances merely present the exceptions. Home buying has the same ultimate effect the world over, it matters not if the community be Charlo, Jacquet River, Rosedale, Mass., or a small town in the Philippine Islands. When thousands of dollars are sent out of any section of the country it means that that community is robbed of it forever. Whatever good the money might have accomplished at home is something that we are obliged to forget. The distant mail order houses reap the benefits and the centres in which they are located are made the more prosperous through the use of our hard-earned money from which our community as a whole has not secured the full measure of its potential value.

Some Disclosures
In our survey of conditions affecting the problem of home buying along the north shore we have made several disclosures, some of which are alarming in their possibilities.

Most Unfair
Apart from its aspect as purely a business proposition the matter of mail order buying as it is practised in some localities in Restigouche is manifestly unfair. Our survey reveals the fact that many people do nearly all their buying from distant centres during the more "prosperous" season of the year, paying cash in advance for every purchase large or small. Then in the fall when industry is at its ebb, "is what we subsequently secure these people, unable to secure credit from the mail order houses they have helped to support during the summer, come to the local merchant and purchase their needs throughout the winter on credit. If this accommodation is refused these same people are often indignant. The fact that the merchant is often obliged to wait on into the following summer does not seem to be considered. The whole system is most unfair—it is obviously unfair—that if the matter were given serious consideration the practice would probably be abandoned. "One of the worst features of this matter" a Restigouche merchant said to us the other day, "is that we are placed in a position where it is extremely hard to finance. Not having our share of this money that is sent out of the country curtails our activities in as much as we are not able to carry as large and complete a stock as we otherwise would. On the other hand our turnover is not as steady as it should be. As a result we are not able to purchase in as large quantities as we otherwise would and are consequently forced to sell at prices which are, not ways as attractive as those of the 'big houses'."

The above statement is a brief but comprehensive explanation of one side of this difficulty. It is no more than reasonable to suppose that if our people would learn to patronize the home stores these merchants would, by means of their support, be able to give us a better service.

As a result of this increased patronage would come greater security. As the part of the home merchant, he would be able to run a much more up-to-date store, give better service, sell at lower prices and his customers and the community at large would benefit as a result.

As Important Issue

More and more the matter of shopping by mail is being realized as an issue of vital importance. The sending of such an enormous amount of money out of the country each year now presents, in the light of the results it is showing, a serious problem. It is a monetary hemorrhage which is trying to cramp home enterprise. When home industries are kindred in this way the result is always disastrous. In different parts of Canada and the United States this matter is being given serious consideration and in some places organized campaigns are being launched in an effort to stimulate home trade. Eminent business men all over the country are taking a decided stand in the matter and are putting forth energetic efforts to stem this tide which, in the last analysis, is threatening the growth and commercial development of our country.

An Example
It is impossible of course in our short article to go into much detail in a discussion of this many-sided problem. Most of the facts already stated are familiar to many and therefore need little more than time-worn repetition. It is a matter however for the average purchaser of keeping these plain facts in mind which they are convinced that the policy of home buying is not applicable in an economic sense, in their particular locality. There are no doubt, instances in which confining one's trade to the home store might not be economical from a purely personal viewpoint but such instances merely present the exceptions. Home buying has the same ultimate effect the world over, it matters not if the community be Charlo, Jacquet River, Rosedale, Mass., or a small town in the Philippine Islands. When thousands of dollars are sent out of any section of the country it means that that community is robbed of it forever. Whatever good the money might have accomplished at home is something that we are obliged to forget. The distant mail order houses reap the benefits and the centres in which they are located are made the more prosperous through the use of our hard-earned money from which our community as a whole has not secured the full measure of its potential value.

In a certain section of Canada a few years ago the country merchants were confronted with exactly the same problem which is now presenting itself to the merchants of Restigouche. Mail-order buying had passed the epidemic stage and was a disease which was obviously becoming a positive menace to the development of that particular territory. Becoming thoroughly alarmed the merchants co-operated in an effort to stimulate home trade. A campaign was inaugurated and the people of the district urged to patronize the home stores and boost their own community. At first the movement gave little promise of success but eventually favorable results became more evident. Having the money that had formerly gone to the mail order houses to do business with, the merchants were enabled to give much better service. The people soon saw that buying at home and soon acquired the habit of buying everything at home. Business picked up, stores were enlarged, the villages through that district enjoyed a period of unprecedented prosperity and other outside interests began to investigate. Several small industries were established, these supplying employment to considerable numbers and providing a new means of livelihood for many who had previously been in want. New homes began to spring up and a new era of progress was ushered in. This is an example of what co-operative home buying did for one district. We could, did space permit, cite several other similar instances which are equally interesting. But the point is this: What has been accomplished in other places can be done here too, on a small scale at least. All that is needed is a clearer realization on the part of the buying public just how much their money means in the up-building of their own community, how great a contribution it will be to the progress and development of their own district. It is to be hoped that as time goes on the people and the merchants may come closer together in the interests of each other and that through more liberal-minded co-operation they may work in unison for the advancement of their own community.

BOLT DIGS A 25-FOOT WELL; BRINGS IN WATER
Rosedale, Mass., Aug. 11.—Lightning struck near the home of George Davis, dug a well twenty-five feet deep, and the hole immediately filled with water. Mr. Davis some time ago dug a well fifteen feet deep back of his house. He didn't strike water, so the hole was filled with rubbish, and consequently these were in full bloom when the storm broke. The lightning hit the spot exactly and was successful, even to bringing water, in a fraction of a second.

"If you will allow me to advise you, my boy, I wouldn't propose."

"She isn't pretty."

"She has an adorable back."

"Sell you don't want that turned on you all your married life."

We Offer You

GOOD MERCHANDISE AT
REASONABLE PRICES

When in need of anything a good general store can supply you, give us a call. We are sure that the service we can render will add your name to our long list of satisfied customers.

Give Us a Trial and Let Us Prove Our Claims

THE CONTINENTAL LUMBER CO.
Charlo, N. B.

Let Us Serve You

Throughout this district we have a long list of satisfied customers. Why not become one of our regular patrons. You will find us at all times anxious to supply your requirements and render you the best possible service.

A Seasonable Suggestion

GET YOUR BINDER TWINE FROM US

THE FARMERS' STORE

General Merchants

Charlo, N. B.

To Our Customers And Friends

We thank you for your patronage which has compelled us to seek new and larger quarters.

You will find us in our new store at the Old Stand, better able, we hope, to supply the requirement of our community.

R. E. MacMILLAN

General Merchant

New Mills, N. B.

We Thank You

We thank our customers for their patronage and trust that the service we are able to render and the value we give may merit a continuance of their trade.

We would ask all our patrons to remember that we are always anxious to serve them to the best of our ability.

J. & A. CULLIGAN

General Store

Culligans, N. B.

Keep Your Car In Good Health

The measure of service you get from your auto depends on the care you give it. Like your own body—you should keep it in good health.

Let Us Do All Your Repair Work

Service and Satisfaction are First Considerations with us and our rates are very reasonable.

AUTO ACCESSORIES GASOLINE MOTOR OILS AND GREASES

Hart Battery Service Station

MacMILLAN'S GARAGE

Jacquet River, N. B.