

Spend Your Wages in Brantford, Where You Earn Them

BUY-AT-HOME CAMPAIGN IS FORECAST OF GREATER BRANTFORD PROSPERITY

Citizens Generally Are Being Roused to Value of Campaign which the Courier is Conducting to Curb Ruinous Practice of Buying Blindfolded—The very Future of the City Depends on How Far its Citizens are Prepared to Go on Strengthening Local Trade by Buying at Home Whenever Possible.

From manufacturers, merchants, professional men and representatives of local trade and labor interests have come congratulations to The Courier on the splendid start of the campaign to keep Brantford dollars at home, inaugurated by this newspaper.

Leading citizens of every class have expressed their interest in this campaign and their wish to see it prove successful. They know what it means to this city and district. Realizing the sums of money—in the aggregate—an astonishing figure—that are sent out of Brantford every year to mail order houses in the big cities of Canada and the United States, they have given a glad welcome to this organized effort to shake from the city the shackles of mail order monopoly.

But something more than sympathy is needed to make the Buy-at-Home Campaign the splendid success The Courier hopes it will be. Active practical support is essential. The manufacturer, the merchant and the consumer have each a duty to discharge in this respect. Will they rally to the call and help to emancipate their city from the trammels of unfair outside competition? Will they throw themselves wholeheartedly into the fight for a better and a bigger Brantford, conserving its resources and keeping its money circulating within its own territories to the mutual benefit of all the people who make their homes here?

The Courier is conducting a campaign through the columns of its paper in the interests of the Buy-at-Home movement. The purpose is to stimulate the patronage of the local merchant to the exclusion of the mail-order house, and outside dealers. The aim has been to conduct a campaign of education along these lines, appealing to the reason more than to sentiment.

If Brantford people want to see the city grow they will purchase everything they can in Brantford.

Every dollar spent within the city puts money into the banks, adds to the value of real estate and increases the general prosperity of the community.

Buy-at-Home and insist that your household do the same. And The Courier will keep on talking about this subject—for it means much toward the welfare and prosperity of Brantford.

"FEEL THE TOUCH"

Co-operation is a Winner in Every Phase of Life

"It ain't the guns nor armament, nor funds that they can pay, but the close co-operation that makes them win the day; it ain't the individual, nor the army as a whole, but the everlasting team-work of every blooming soul."

—Kipling.
Drawn up along the sandy desert of the Soudan, stood a troop of English infantry with fixed bayonets—out on the plains before them rode back and forth thousands of the wild followers of Mohammed, their beautiful Arab steeds, their white, flowing robes, their turbaned heads, their swarthy visages, making a fantastic picture silhouetted against the grey clouds. A tremor was felt around the hollow square—a rookie fresh from the streets of London, his first time under fire, quivered and his bayonet shook—a tremendous wave like the flash of a wireless went around the square and was felt by an old sergeant stationed at the far corner. Without taking his eyes from the dashing horsemen, he gripped his gun a little tighter, and shouted, in a stentorian voice, "Feel the touch, feel the touch." Instantly, elbow pressed against elbow, shoulders stiffened, bayonets became steady, and the attack was repulsed.

BUY AT HOME

The Courier asks the women of this city to stop and think before they make their purchases, to consider each individual advertiser upon the "Buy at Home" page of this paper, which appears every Saturday; use the products of the manufacturer upon that plan, look up their brands, ask about their goods, try them out, and be convinced.

Be it large or small dealer, they are all mighty important, good local business concerns.

Go to the various retail dealers and other business interests represented there, and buy from them. They will serve you correctly.

Help them to realize that you are heartily interested in this plan. Speak to them about this plan. It will encourage and help them and to a world of good.

Say a good word about it—pass it on.

ARE WE PULLING TOGETHER OR IN OPPOSITE WAYS?

Only Benefits We Can Share With Neighbors Count

Are we, as a community, pulling together? Or are we pulling in opposite directions?

Organization is the great community need of the day. Without organization men and women are apt to sink below the level of mules. Even mules, in times of danger or panic, have been known to co-operate. They sometimes kick together. If it were given to mules to think, they would wonder at the ways of men.

That men and women, living and working in the same community, should refuse to co-operate, is one of the riddles of civilization. The only benefits that count are those we can share with our neighbors. Individual benefits count for little.

It is the co-operative effort that brings everlasting good. Good roads, factories, better schools, good markets can only be secured when all pull together.

A MAIL-ORDER BABY

Arthur has long believed that a baby in the family was desirable, since most of his playmates came from homes provided with this adjunct. In good time his mother told him confidently that his oft-expressed wish for a family baby would probably be gratified. The news was too good to keep, and Arthur was promptly boasting to his nearest chum. "But when are you going to have it?" demanded the friend. "Oh, I don't know—fore long, I guess," answered Arthur. "Huh," sniffed the other, "what's the use of waiting? What good's a baby if you can't have it when you want it? Why don't you get it right away?" "Well, you see, it's this way," explained Arthur, driven to his wits' end: "we've ordered the baby, but haven't paid for it yet!"

This Happens Frequently---But



There's always the remedy. You can, of course, return unsatisfactory goods to the mail-order house, but stop and figure the delay, the vexation, the running to the express office or post office, the worry that the next garment may not be just right. Now for the remedy for disappointments like the above, Buy-at-Home. That's the remedy in three words. Not half the chance of getting unsatisfactory or misfitted garments in the first place—and then the satisfaction of knowing that a message to the local dealer will right the difficulty. Isn't it worth while to "Buy-at-Home?"

The Business Men Endorse Campaign

With only a few exceptions Brantford's business men endorse the Buy-at-Home Campaign. This means that each of these merchants, needing what another merchant sells, will make his or her purchase locally. This is as it should be. The pledge to buy at home is easily kept, and will, without doubt, be of much value to the city.

Already the following local business firms are giving their support to the campaign for a Bigger and Better Brantford, which was inaugurated by The Courier:—

J. M. Young & Co., Dry Goods, Rugs, Linoleums, Etc.

Ogilvie, Lochhead & Co., Dry Goods, Rugs, Linoleums, Etc.

E. B. Crompton & Co., Limited, Department Store.

The Crompton Grocery, Pure Food Store.

C. J. Mitchell, Automobiles and Sporting Goods.

J. W. Burgess, Furniture and House Furnishings.

The Brantford Willow Works, Willow Furniture.

R. Stoler, Furniture and House Furnishings.

Sheppard & Co.—Shoe Repairers.

T. A. Cowan, Plumbers & Electricians.

M. E. Long, Furniture Co., Furniture.

Dominion House Furnishing Co. Furniture and Clothing.

Howie's—Heavy and Shelf Hardware.

W. G. Hawthorne, Bicycles and Sporting Goods.

Ludlow Bros.—Clothing, Boots and Shoes.

A. C. Percy—Gents' Furnishings.

J. G. Townsend—Boots and Shoes.

A. N. Pequegnat—Jeweller.

T. A. Squire—Shelf and Heavy Hardware.

The Scotland Woolen Mills Stores—Men's Clothing.

M. E. Buck—Millinery.

Henkle Bros., Limited—Clothing, Furs, Etc.

E. H. Newman and Sons—Jewellers.

Greif's—Jewellers.

The Western Fair—Millinery.

F. J. Calbeck—Men's Clothes.

L. Pettit—Millinery.

Clark Lampkin Co.—Milliners.

Joseph Orr—Harness Maker.

W. L. Hughes, Limited—Ladies' Wear.

S. G. Read & Son—Piano Dealers.

Buller Bros.—Jewellers, etc.

Andrew McFarland—Clothing and Gents' Furnisher.

Grafton & Co., Limited—Clothing, Furnishings, Hats and Caps.

S. Nyman—Ladies' Furs and Clothing.

Edy's Limited—Drugs, Successors to F. McDowell.

Agnew's, Limited—Boots and Shoes.

Chris. Sutherland, Merchant Tailor.

Neillon Brander—Druggist.

Gord Shoe Co.—Boots and Shoes.

Tip-Top Tailors—Men's Clothes.

Wiles & Quinlan—Men's Furnishings and Clothing.

WATCH OUT FOR THE BOTTLE WITH CLOSED-IN LOWER END WHEN BUYING FROM TOUTS

Speaking of solicitors working out-of-town houses there is the man who tries to sell you bottled goods. Watch him carefully. You may discern several ingenious tricks in his business.

When the solicitor offers you a two-ounce bottle of extract for the price you have to pay for a one-ounce bottle elsewhere, see that there is more than a one-ounce cavity in his 40-ounce flask. See if the liquid shows on the entire bottom of the bottle. Some bottles are so nearly closed at the bottom that the liquid shows only the thickness of a case knife.

Patent medicine bottles are nearly always made this way for the soliciting agents. The way they carry on their graft is something like this: To show that he knows that his remedies are O.K. and will do the work, he leaves perhaps five \$1.00 bottles at your place and you pay only for what you have used when he comes again; i.e., if you use below the arrow mark you pay \$1.00 and that bottle is yours.

Let us suppose that among the bottles left at my house was a bottle of "Pain Killer." Some night a child would be stricken with something that I thought the medicine on hand was recommended for and so used below the mark on the bottle without relief, and had to get the doctor after all, or perhaps lose my child. When the agent called to settle up would I not refuse to accept the bottle on the ground that it failed to do as recommended and make him take it back, or could I not fill the bottle with water till it registered above the arrow and refuse it because I did not exceed the limit?

Stuff Will Make the Rounds Again

Out of several thousand bottles distributed, he might take back a thousand bottles partly used and partly adulterated with water, etc. It would perhaps take 300 of these to refill the remaining 700. Wouldn't that make an excellent bunch of stuff to distribute? He surely would get some of them back again adulterated a little more with—who knows what—and after that it wouldn't be fit for the hog-trough, but it unquestionably would have to make the rounds again.

The distributor's patent medicines as a rule are below the standard strength without adulteration. If you want good, reliable medicines go to the drug store, where you will find only standard goods and run no risk of getting adulterated dope not fit to use.

There is also a solicitor who is to be pitied, not censured. It is the boy or girl who is induced by some firm to sell, say \$5.00 worth of cheap jewelry, some cheap post cards, some fake medicine or the like, and forward the amount and get a handsome premium. The premium would perhaps be a 45-cent watch. This would be the pay for several days of hard labor.

COME, LET US MAKE A GOOD RESOLUTION

Let us all resolve to make every day remaining in 1917 a "Shop-in-Brantford" day. Let us make our town the best trading town in this locality.

Not only once or twice a year, or once a month, or once a week; but every day. That is the only goal worth striving for.

We can do it. Other towns have done it. We have the same means that they had.

All we need is to get together. We can fight off mail-order competition by displaying each day the Shop in Brantford banner. Each day let us demonstrate the value of home buying.

A PLAIN TRUTH

A man may patronize the mail-order houses for years—send them in that time hundreds of dollars—and at the same time they wouldn't accommodate him with a two-cent stamp. This is the plain, unvarnished truth. If you think otherwise try it for yourself and see. These out-of-town houses do not know YOU—do not CARE to know you—are not interested in you in any way—only in the money you send them. Spend your money with Brantford townsmen, who know you for what you really are, who appreciate your worth, your business, your assistance in building up home interests.

MY PLEDGE

As a Resident of Brantford I Herby Pledge Myself:—

1st.—That I will Boost Brantford at all times.

2nd.—That as a Booster I will buy, as far as possible, everything I need for myself or for my family, in my home city.

3rd.—That I will, where possible, purchase Brantford-made goods in preference to goods manufactured in other cities or towns.

4th.—That I will, on every occasion, urge my friends and neighbors to buy in Brantford and Boost Home Industries.

(Signed)

Address