MIND Your Own Business

HIS business of keeping St. John prosperous is not the work of any association. It is not particularly the duty of preachers, lawyers, doctors, politicians or others, excepting in so far as they are good citizens. It has nothing whatever to do with our civic rulers unless they are in close accord with the ordinary everday householder in a great undertaking. It is above all parties, creeds and factions. It is as simple as rolling off a log.

There are a great many people who talk patriotism on the street corners, and buy their dry goods by mail.

Others wave the flag, glory in the Maple Leaf, and send to the United States for their machinery.

We want none of this in St. John.

To keep prosperity in Canada and the spectre of hard times out, just means that from now on every man and woman must consider their own business of first importance, and spend their money in St. John for goods made at home. It is the necessity of maintaining payrolls --- yours as well as ours --- that puts us all on the same level.

We Are In to Help The Empire!

Waterbury & Rising, Ltd., Scovil Bros., Ltd., Oak Hall, J. & A. McMillan, Wanamaker's Restaurant, McRobbie Shoe Co., Ltd. H. N. DeMille & Co., L. L. Sharpe & Son,

J. L. Thorne & Co., Ferguson & Page, F. E. Williams Co., Ltd. A. Ernest Everett, A. Gilmour, Sharpe's Confectionery Store, Silas McDiarmid,

Marr Millinery Co.

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