

## BOOST YOUR OWN CITY MAKE IT A POINT TO OBTAIN BRANTFORD-MADE PRODUCTS

If You Have Faith in Your Home Town and Want to See it Prosper, Make it a Point to Encourage Others to Locate Here Through Patronizing Home Industries.

City of industry, city of play,  
City of striving and city of love;  
City of smiles in the heat of the day,  
City of peace when the moon is above.  
Honest sweat on the brow of the man,  
Gentle laughter that rings in the air;  
Built for aye on the home-loving plan,  
Born out of courage and sacrifice rare.

See, in the skies is the smoke of her trade!  
Hark, on the breeze is the hum of her wheels!  
Love is the light in the eyes of each maid,  
Happiness here every morning reveals.  
Sanctified here every doorstep you pass,  
Sanctified here are the church-spired domes,  
Sanctified here every green blade of grass—  
This is the city, the city of homes.

Here are devotion to duty and God,  
Deep love of country and purposes true;  
Here at our doorway the June roses nod,  
Dripping with honey and sparkling with dew.  
City of industry, city of play,  
City of commerce and music and art,  
City of living and loving each day,  
City of conscience and city of heart.

If it bears the trade-mark "Made in Brantford" it is right beyond question. This holds true of everything made in Brantford factories by Brantford labor. The name won by Brantford for goods made here is due to the fact that they excel all others, regardless of where manufactured.

It is the duty of every man, woman and child to buy goods in Brantford in preference to those made anywhere else in the world. There are cogent reasons for this: First, because you live in Brantford, you make your living here, whether you are a mechanic, laborer, clerk, professional man, merchant or broker. It is the same in every case. When you

buy the goods that are made here you are keeping the money at home. Furthermore, it is your duty to encourage home industry and help to boost your own city and aid in developing all its fertile resources, for a city is like a great farm, where everything is produced for the use of man.

It is far better to help the enterprises of your own making than to help those of other localities. It is here that you are either making a living or accumulating a fortune. It makes no difference as to what business you are engaged in; it is your duty to your fellow, to your family, to your friends and the community to leave your money in your home

city if you would enjoy continued prosperity at home.

It is your duty to aid in building up the city in which you live. By helping to enlarge your home manufacture you are adding to your own wealth. The wealth, the health and the success of your own locality, whether you are a wage-earner or a capitalist, is as important to you as it is to the man or the corporation whose goods you are promoting by using them.

That would not be a reasonable argument if the goods made in Brantford were inferior to those made in any other section. But the fact will ever stare you in the face that Brantford-made goods are the peer of the world, and that this is their reputation—not here alone, but in every part of the inhabitable globe.

Buying goods in another city, when the goods made at home are not only equally as good, but, as a matter of fact, cheaper in price, is the least of your mistakes, for when you are buying the goods of outside make you are driving your own good money away from home, where it will help to enrich another community instead of your own.

Just scan the advertisements of the merchants and manufacturers that appear in this issue of the Courier. Note the names of the concerns that are represented. Don't they appear to you as indicative of Brantford business grit and Brantford enterprise and Brantford character that has made Brantford synonymous with all that is solid and good in business and mercantile life?

Remember, then, if you want to see Brantford grow and prosper in the future as it has in the past, keep your money right here where it will help to keep you employed, and to encourage others to enter the manufacturing field—others from outside who may come to Brantford and find an inducement to stay and invest their capital in new and successful enterprises as are in existence here to-day.

The manufacturers and merchants of Brantford have won the battle of competition by being able to meet it from every angle; not by cheapening the quality of their goods, but by excelling and making the prices as attractive as the goods are in make and quality.

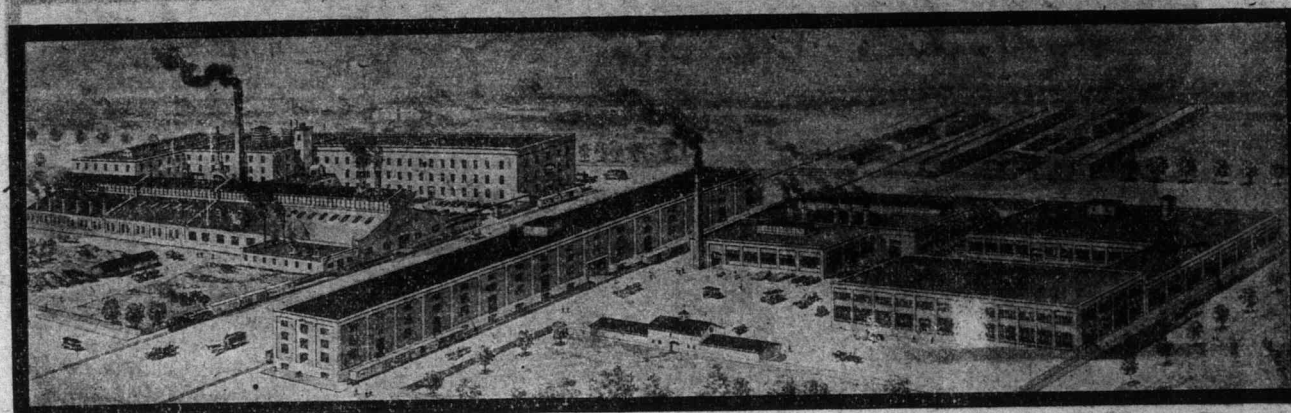
## Brantford Gas and Gasoline Engines

### 1½ to 60 H. P.

We Manufacture a Most Complete Line

If you want the cheapest power it will pay you to investigate our Natural Gas Engines.

We Have Over 2000 H. P. in Operation in Brant County



We also manufacture complete lines of Windmills, Grain Grinders, Pumps, Tanks, Water Boxes, Towers, Flag Staffs Saw Frames, Power Sprayers and Concrete Mixtures.

## Goold, Shapley & Muir Co. Limited

BRANTFORD, CANADA

## Brantford Hydro-Electric System

"HYDRO CUTS DOWN EXPENSE"

You run a big factory and you know what this means—  
Experience has taught you that tie-ups are costly—  
When your working schedules are interfered with you are delayed in getting out orders,  
Customers are dissatisfied, and you lose business—  
Lost time means lost pay to your employees—  
**Labor troubles mean cash losses to you!**  
You know the value of Reliable Power—  
Hydro is available 8760 hours each year—

**Hydro Power is Available to Every Manufacturer in Brantford**

Engineers Figure Electric Power in Watts, Amperes, Volts, and Horsepower. But Power Talks to You in the Language of Dollars and Cents when You Come to Pay Your Monthly Bill

Our engineer can show you how with HYDRO your consumption can be reduced so many watts, and your plant's efficiency increased by so many per cent.  
But let our business office translate this into a straight dollars-and-cents proposition.  
Let us show you just how much money you can save by using HYDRO.

**Electric Light, Power and Heat**

Are enjoyed by Brantford's citizens at Cost Prices.

The cheapest and most reliable power is available at rates never before equalled by any corporation.

All consumers, large or small, are supplied on the basis of actual cost to them.

Hydro Electric is the People's Project, and every citizen is financially interested.

Bring your grist to your own mill.

The More Consumers the Lower the Rates!

Put Brilliant Hydro-Light in Your Store and Watch Increased Sales  
Use Hydro-Light in Your Home and then Tell Your Friends  
Every Consumer a Becomes a Hydro Booster

## Brantford Hydro-Electric System

PHONE 1784 and Our Representative Will Call At Once

OFFICE: 7 GEORGE STREET

## MANY GOLDEN AWAIT THE LOCATED

Splendidly Served W  
In the Very Heart  
tre, With Ideal Soc  
Extends the Right

There are very many reasons why manufacturers have located and should locate, in Brantford. In the first place, a look at a map demonstrates how central the place is located in the best portion of the banner Province of Canada. Within a radius of seventy miles of this city there reside one-tenth of the people of Ontario.

Geographically, we are 25 miles north of Lake Erie, 68 miles west of Niagara Falls and 80 miles from Buffalo. In comparative close adjacency are such cities as Toronto, Hamilton, London, St. Thomas, Guelph, Galt, Windsor, Stratford, and so on, the intervening districts are thickly populated.

Brantford is splendidly served with regard to railways, and here it may be pointed out to the residents; even in the early days, were very keen to realize the importance of transportation facilities. This was shown as early as 1818, when the then grand scheme of connecting the waters of Lakes Erie and Ontario by a canal to assume practical form in connection with the construction of the Welland Canal. At this period much trouble was encountered excavating and constructing the entrance lock from Lake Erie to the main channel of the canal. This difficulty was caused by the loose and drifting nature of the sandy formation of the lake margin, and resulted in the caving and filling up of the work, as well as the formation of a bar across the approaches to the inlet on the per end of the waterway.

To overcome this trouble a cut was constructed across the Cr

## The

THIS plant has been and remodelled under the control of the Foundry Company, Inc. dry has been considerably extended during the past equipment has been. Brantford has one of Malleable Foundries. The entire Core Department by fire in the month of well as a considerable Foundry building; regularly, taken care of, of the building, and in the early part of the plant was again in operation. The city of the shop has 1,500 tons to 3,000 tons.

Among the more have been a 250 x 175 Foundry at the west story fire-proof pattern. The latter is of brick along the north side proper. The top floor is the Shop and Pattern which has been made of an electrically heated by the Whitcomb Company of H. also located in this building the Carpenter's very latest wood-working Chemists' Laboratory and raw material storage room for machines when not in

A large brick addition to the Shipping Room capacity, and a Mac much new equipment now in operation. System has been in entire plant for fire