

PEOPLE OF CARLETON !

Probably there is not one who will read this paragraph but has to a greater or less extent the pernicious habit of "sending away" for every-day purchases. This is not fair to your home town merchants, nor is it fair to yourselves.

True, it is reasonable that one should buy where they can get the most or the best for their money. True, also, the mail-order houses are constantly making new and tempting offers and naturally "one shops where they are invited to shop."

If the merchants of Carleton county could be assured of the cash trade of all the people within the county, they could and would give just as good values as may be secured from the mail-order catalogue; and also give the added advantage of seeing the goods and making your direct choice from the whole stock before you pay out your money.

Surrounding this panel are thirty-two mute, wordless appeals of the most enterprising merchants in Carleton county. No doubt they take this matter of sending away so much to heart that they are too full for utterance.

Perhaps they will find words to express themselves next week. We hope they will.

THE SEED IS PLANTED IN THESE SPACES—WATCH IT GROW!