

# THE HERALD.

VOL. XXII No. 25,

WHITEWOOD, SASK., SEPTEMBER 2ND, 1915.

\$1.00 PER YEAR

## V. E. LEFEBVRE

Real Estate, Loans, Insurance  
Notary Public

C. N. WEST LAUD CO.  
WHITEWOOD TOWN SITE  
HUDSON BAY and C.P.R.  
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WHITEWOOD SASKATCHEWAN

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Conveyancer and Commissioner

## MONEY TO LOAN

## H. W. MacDonald B. A.

Barrister, Notary, Etc  
BROADVIEW AND WHITEWOOD

## Ashlar Lodge

No. 8

A. F. and A. M. C. R. S

Regular meeting held on Tuesdays  
or before full moon.

Visiting Brethren always welcome  
J. WILSON Dr. J. H. MANN,  
Worshipful Master Secretary

## DR. C. R. CAMPBELL DENTIST

OFFICE OVER HERALD BUILDING.  
Will visit Broadview Friday and  
Saturday of each week.  
Office hours: 9 a. m. to 5 p. m.

## I. O. O. F.



## FRIENDSHIP LODGE NO. 25.

Hold their regular meeting on Mon-  
day evening of each week in their  
Lounge Room, in the Grierson Block.  
Visiting Brethren Cordially Invited.

D. A. CAMPBELL MAL. McLEAN,  
Noble Grand Secretary

## PATENTS PROMPTLY SECURED

In all countries. Ask for our INVEN-  
TION'S ADVISOR, which will be sent free  
MARION & MARION,  
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A half-century illustrated weekly. Largest cir-  
culation of any scientific journal. Terms for  
advertising a reasonable price. Send for  
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We represent the most reli-  
able companies for FIRE  
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place your Policies in any of  
the following:

THE SUN LIFE  
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FIRE INSURANCE  
BRITISH-EMPIRE LIVE STOCK  
INS. CO.

## MONEY TO LOAN

Improved and Unimproved  
Farm Lands For Sale

J. Scott, Whitewood

## SPORTING GOODS

We have just received our stock of  
Sporting Goods which are on dis-  
play in our windows. If you need  
anything in the following line, it  
will pay you to give us a call.

**Base Balls, Tennis Balls,  
Footballs, Baseball Mitts  
Bats, Tennis Rackets,**

all going at very reasonable prices.

## J. R. BIRD & COMPANY

WHITEWOOD SASKATCHEWAN

## MONEY TO LOAN

We have all kinds of Money to Loan on  
good improved Farm Security.

## Improved Farms For Sale

We have several improved farms for sale at  
a reasonable price per acre and on easy terms.

## Fire and Life Insurance

We represent the very best Companies both  
for Fire and Life Insurance.

Agent for **Miniota Farmers' Mutual  
Fire Insurance Company**

Scott Real Estate Agency

WHITEWOOD SASKATCHEWAN

## Preserving Fruits!

The season for Preserving Fruits  
is now at hand and we are able to  
supply the needs of all with the very  
best preserving fruit at reasonable  
prices. Leave your order with us  
to be filled.

**Pears, Peaches, Plums,  
Appricots, Etc.**

CIGARS CIGARETTES, PIPES  
and TOBACCOS

## J. W. Dayman

Opposite Knowler's Jewelry in Connection



## SYNOPSIS OF CANADIAN NORTH-WEST LAND REGULATIONS.

THE sole head of a family, or any  
male over 18 years old, may  
homestead a quarter-section of avail-  
able Dominion land in Manitoba,  
Saskatchewan or Alberta. Applicant  
must appear in person at the Domini-  
on Lands Agency or Sub-Agency for  
the District. Entry by proxy may be  
made at any Dominion Lands Agency  
(but not Sub-Agency), on certain con-  
ditions.

Duties—Six months residence upon  
the cultivation of the land in each of  
three years. A homesteader may live  
within nine miles of his homestead on  
a farm of at least 80 acres, on certain  
conditions. A habitable house is  
required except where residence is  
performed in the vicinity.

In certain districts a homesteader in  
good standing may pre-empt a quarter-  
section alongside his homestead. Price  
\$3.00 per acre.

Duties—Six months residence in  
each of three years after earning homestead  
patent; also 50 acres extra culti-  
vation. Pre-emption patent may be  
obtained as soon as homestead patent,  
on certain conditions.

A settler who has exhausted his  
homestead right may take a purchas-  
ed homestead in certain districts.  
Price \$3.00 per acre. Duties—Must  
reside six months in each of three  
years, cultivate 50 acres and erect a  
house worth \$300.

The area of cultivation is subject to  
reduction in case of rough, scrubby or  
stony land. Live stock may be sub-  
stituted for cultivation under certain  
conditions.

W. W. CORY, C.M.G.,

Deputy of the Minister of the Interior.  
N.B.—Unauthorized publication of  
this advertisement will not be paid for.  
64388.



EVERY man who has  
to carry coal to a  
stove—and most of us  
do—will find much to in-  
terest him in the Heaters  
and Kitchen Ranges we  
have on our floors now.

You will be especially  
pleased with our display of  
self-feeding Heaters and  
Ranges.

You can fix them up at night  
and when you get up in the morn-  
ing, you'll have a fire. Simply  
shake it down a little, open the  
draft and the heat comes.

Another thing—it is the ex-  
perience of most of our customers  
that one of these stoves pays for  
itself in a winter's use just by the  
way it saves coal.

What kind of Shot-  
gun do you shoot—  
Single Shot, Double-  
barrel or Repeater?  
Stop in and see our  
REMINGTON-UMC  
Pump Guns and Autoloading  
Guns. Their advantages of bal-  
ance, accuracy and easy operation  
give REMINGTON-UMC Guns  
peculiar superiority both at the  
traps and in the field.

W. G. KRESCY  
LANGBANK, SASK.

## POUND-NOTICE

Threemares, two browns and one  
bay; two three year olds and one year-  
ling, branded B on left shoulder with  
I upside down. These animals are in  
pound on section 2133.

B. J. Upton,  
Poundkeeper,  
Langbank, Sask.

Sept-2

## NOTICE.

The party who removed the wheel  
from off my seeder on S. W. 1, section  
21 17-1 is known by the owner, and the  
return of the same is requested and  
save further trouble.

Sept 2

James Venard

## Town Council Meeting

The regular meeting of the above  
Council was held on Tuesday even-  
ing of this week at 8.30 p.m. Present  
—Mayor Lamont, Councillors Smith,  
Boul and Larry.

Minutes of last meeting were read.

Larry—Smith—That the minutes be  
adopted.—Carried.

Correspondence read.

Smith—Bond—That the correspond-  
ence be filed with the exception of Mr.  
McPherson's, re-assessment on section  
house, which was laid over for con-  
sideration at next meeting.—Carried.

Accounts presented—J. Apperley  
\$154; J. G. Robertson \$72; A. Szaboo  
\$375; E. Brown \$3; J. Steele \$17.50;

W. J. Shepherd \$5.75; J. Dunkirk  
\$2.50; J. Scott \$5.00; J. Grierson & Son  
\$12.65; Telephone Department \$28.50;

J. Munro \$54; L. Robertson \$35.

Smith—Bond—That the accounts be  
passed for payment.—Carried.

Smith—Bond—That all who received  
remuneration for their services as  
Councillors up to January 1915, be  
notified to return the amounts re-  
ceived before November 1st next. If  
not paid by that date such action as  
the Council may deem necessary will  
be taken to collect same.—Carried.

## An Absurd Law

The provincial government man-  
aged to slip one over the public at  
the recent session, in the act, which  
was passed making it compulsory for  
towns, villages and rural municipal-  
ities to advertise all parcels of land  
for sale for arrears of taxes in the  
Saskatchewan Gazette. Kerrobert  
alone will be obliged to spend from  
\$150.00 to \$200.00 in support of the  
Gazette. In other words, she will be  
bound by law to pay that sum to ad-  
vertise in a paper that no one in this  
district, with the exception of a few  
civil servants, ever sees.

The proper  
place to advertise lands for sale for  
arrears of taxes would be in the local  
paper. In Kerrobert, the Citizen  
would be the right medium. In Major,  
Luseland, Plenty and Macklin,  
the mediums would be the Mercury,  
Dispatch, Advocate and Times, re-  
spectively. These papers go into the  
homes of every person with any inter-  
est in his district, and the ads. would  
be seen by the person who the persons  
most likely to buy the lots offered for  
sale. An ad. in the Gazette is money  
thrown away so far as the majority of  
the people are concerned. The com-  
pulsory advertising in the Gazette of  
strayed animals, impoundment no-  
tices and notices of local improve-  
ment is foolish enough, but this is  
the limit.—Kerrobert Citizen.

## Information for Re- cruits

1. How long am I to serve? Un-  
til the end of the war and six months  
after if required.

2. What pay shall I receive? Your  
pay as a private shall be \$1.00  
a day and 10 cents field allow-  
ance. Besides you will be clothed,  
equipped and subsisted by the gov-  
ernment.

3. What shall my wife receive during  
my absence? Every month there  
shall be paid her a separation allow-  
ance of \$20 (also part of your pay)  
and, if it is not enough to comfort-  
ably support your family, the Cana-  
dian Patriotic Fund will further as-  
ist them.

4. What will happen if I am  
wounded or sick? You will be cared  
for by the government, your pay con-  
tinued until you are discharged. If  
you are permanently disabled an al-  
lowance will be paid you, varying ac-  
cording to the extent of your injury  
or disability.

5. What will be done for my wife  
and children if I die while in active  
service? The government will pro-  
vide an adequate pension that will  
enable the family to live comfortably  
until the children are old enough to  
look after themselves. The widowed  
mother of a single man, if the son be  
her whole support, is treated in the  
same manner.

## Prairie Fires---Warning to Citizens

Generally speaking, all natural  
agencies that contrive to rob the  
farmer of the fruits of his labor have  
been survived; gophers, insects, hail  
and drouth no longer give cause for  
any variety and even the danger  
from frost is almost at a vanishing  
point. Moreover, the latest crop re-  
ports are so bright and hopeful that  
even the depressed amongst us are  
compelled to smile and assume an air  
of prosperity.

Under such pleasing conditions it  
seems almost unpardonable to remind  
one that there is many a slip between  
the binder and the bank account,  
but it is because we are so vitally  
concerned in husbanding our re-  
sources to the utmost that we are  
convinced we would be failing in our  
duty if we did not issue a note of  
warning at this time respecting the  
possibility of prairie fires. "An ounce  
of prevention is better than a pound  
of cure." The camp fire not properly  
extinguished, the lighted match, the  
live cigar stub, or tobacco ashes care-  
lessly thrown about, cinders from en-  
gine fire box might cause a blaze,  
which fanned by the wind may be-  
come of such proportions that men  
might be powerless before it and the  
loss of property and even lives ap-  
palling. This season's luxurious grow-  
ing in the western portion of the  
Province makes it doubly necessary  
to take extra precautions in this dis-  
trict. The native grasses are tall  
and the stubble unusually long. This  
dry vegetation is so inflammable that a  
spark from an engine or from any  
other source may result in untold  
loss.

All fires are small to begin with  
and that is the time to fight the fire,  
not when it has got beyond control.  
Be prepared, lose no time in getting  
firebreaks ploughed, and have water  
barrels and fire beaters ready. Do  
not hesitate but turn out promptly  
when a fire is noticed or suspected.  
Those most interested, the people,  
are the fire brigade, municipal Coun-  
cillors, or the mounted police constables,  
and the officially appointed fire  
guardians being their leaders, all of  
whom have authority to insist on any  
man under sixty years of age giving  
assistance as shown in Section 11 of  
The Prairie Fires Ordinance here  
quoted:—

"Any fire guardian may order any  
grown up person under sixty years of  
age (other than postmasters, railway  
station agents, members of the medi-  
cal profession, telegraph operators,  
conductors, engineers, brakemen,  
firemen or trainmen) residing or then  
within ten miles of a prairie fire or  
within fifteen miles of a bush fire to  
proceed at once to the locality of such  
fire and assist in extinguishing it; and  
any person neglecting or refusing  
without lawful excuse to obey any  
such order shall be guilty of an of-  
fence and liable on summary convic-  
tion thereof to a penalty not exceed-  
ing \$5.00."

One of the most effective fire-  
breaks for this season of the year may  
be provided by stooking the grain  
clear off the outside rod or twenty  
feet of each field and ploughing this  
strip the first broken day thus pre-  
venting every field of stooks from fire  
without. Beaters may be made by  
tying gunny sacks by the middles to  
the end of suitable sticks for handles  
and these when dipped in water, car-  
ried in barrels or buckets along the  
line of fire, are very effective.

While threshing by steam is in  
progress great care should be exer-  
cised as every season we hear of out-  
fits and crops being burned by sparks  
from the engine smoke stack or cin-  
ders that were thought to be dead.

Brandon Steam Laundry—We have  
the agency for the Brandon Steam  
Laundry. Shipments made every two  
weeks on Tuesday.—W. S. Scott.



## C. P. R. New Time Card

### East Bound

No. 4 ..... 10 a.m.  
No. 54 ..... 13.04 p.m.  
No. 62 ..... 22.45 p.m.  
No. 2 Limited ..... 23.30 p.m.

\* Star indicates flag stop for passengers east of Port Arthur.

### West Bound

No. 1 ..... 6.30 a.m.  
No. 61 ..... 6.55 a.m.  
No. 73 ..... 16.42 p.m.  
\* No. 3 Limited ..... 19.55 p.m.

\* Star indicates flag stop for passengers west of Calgary.

## Local News

### Pay your taxes.

Have you paid your subscription to "The Herald"?

Mrs. E. Stainer left to-day on a visit to friends in Carleton Place, Ont.

Mrs. W. R. Scott left yesterday on a visit to friends in Winnipeg.

Mr. F. Kennedy, of Regina, spent this week here visiting friends.

Mrs. W. Enigh and her son James left yesterday on a visit to relatives in Ontario.

Mr. Frank Campbell, of Ottawa, arrived in town on Friday last, and will spend a month or two here.

Labor Day was observed by all the business places in town as a public holiday.

The Silverwood donation to the Machine Gun Fund, is Thos. Stewart \$25, Jno. McFadden \$2, total \$27.00.

Handyman W. H. Stoddart, of Sewell, is spending a few days of this week visiting his home here.

Born in Whitewood, on September 15th, to Mr. and Mrs. Robert Cosgrove, a son.

A bunch of ripe, fully developed strawberries were picked on the prairie west of town and left at this office.

Mr. N. McLeod left recently for Toronto, Sask., where he has accepted a position as teacher in a public school.

Recent donations to the Machine Gun Fund are: J. Cuning, making a total of \$100.00.

On and after October 1st, 1915, this store will be run on a cash basis. Thirty days will be considered as cash. Whitewood Supply Co.

Mr. W. S. Mercer left Monday of the week for Brandon, where he has accepted a position with the International Harvester Co.

We have a large number on our mailing list who are in arrears for subscription to "The Herald," and it would be appreciated if a prompt remittance be made.

The little girls of St. Mary's Church will hold a tea in the Parish Room on Saturday next in aid of the Red Cross. Everybody come and help the good cause.

Don't fail to attend the Social Dance in the Town Hall on Monday evening September 13th, in honor of the local boys who have enlisted for active service.

Any 1915-16 holding keys for the Whitewood Supply Company's premises, the Cabinet of Silverware, are requested to bring them in as soon as possible, as all the keys have been lost.

The Social Dance under the management of the Whitewood Quadrille Club, advertised for the 29th, has been changed to Friday, September 17th. Admission, gentlemen \$1.00.

The Winnipeg Free Press in presenting its 11th annual estimate of the crops of the three prairie provinces show a grand total of all grains of 530,253,354 bushels, or 91,567,463 bushels more than any previous crop. The wheat crop of 222,184,071 bushels is 36,225,550 bushels higher than any previous wheat crop reaped in the west.

An Irishman was going along the road when an angry bull rushed at him and tossed him over a fence. The Irishman recovering from his fall upon looking up saw the bull pawing and tearing up the ground, as is the custom of the animal when irritated, whereupon he smiled at the animal and said: "If it was not for your bowing and scraping and humble apologies, you brute, faith I should think that you'd throw me over the fence on purpose."

The Social Dance which is being held under the management of the Whitewood Quadrille Club in the Town Hall, Friday, September 17th, promises to be a splendid success. The event is being held in honor of the young men who have enlisted for active service, and no doubt be attended by a very large gathering. The following have been invited to act as Patronesses: Mrs. J. L. Lamont, Mrs. J. H. Knowler, Mrs. B. Limoge, Mrs. R. S. Park, Mrs. Jas. Grierson, Mrs. E. Carter and Mrs. M. R. Gills.

Brandon Steam Laundry—We have the agency for the Brandon Steam Laundry. Shipments made every two weeks on Tuesday.—W. S. Scott.

A meeting of the Benevolent Aid Society will be held at the residence of Mrs. J. H. Knowler, on Wednesday, September 15th, at 3.30 p.m. All members and those interested in Red Cross work are cordially invited to attend.

Recruits Wanted.—Arrangements have been completed whereby all those wishing to recruit for army service may do so by applying to Dr. J. R. Bird. This will do away with the inconvenience of going to outside points. Recruits are wanted just now for the 68th Battalion which is being organized at Regina.

The heavy rain on Tuesday brought harvesting operations to a stand still, but yesterday farmers were again able to resume cutting. The wheat will all be in stock by the close of this week, and another few days of favorable weather will practically see all grain cut. Threshing on some farms in the Qu'Appelle valley commenced last week.

An important business transaction is taking place to-day, by which the well-known drug business of J. R. Bird & Co. is being transferred to T. A. McGillivray. The reason for this change is owing to Hamilton Gills, who has been in charge for several years, having joined the overseas forces on the 68th Battalion. General regret is expressed at Mr. Gills's severance with the business, as he is highly respected and extremely popular with all classes. Mr. McGillivray, the new proprietor, is not a stranger to the people in and around Whitewood, with his pleasing personality and good business instincts, we predict a successful future for him.

The first regular meeting of the "Surprise Home Makers' Club" was held at the home of Mrs. E. Westcott. After the opening of the meeting the most urgent needs of the Red Cross Society were outlined by Mrs. Stunt. She also very carefully explained the making of different articles. Mrs. Sell Mrs. McLean and Miss Lindsay were appointed directors. Two auditors, Mrs. Curry and Mrs. Westcott were also appointed. This was followed by a bright and interesting talk on the objects of Home Makers' Clubs and their work. This was very much appreciated by all present, and well explained by Mrs. Thos. Stewart. After the business part of the meeting, Mrs. Westcott served a very dainty lunch. The next meeting will be held at the home of J. G. Gemmell, on October 7th, at 3 o'clock.

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## St. Mary's, Whitewood

15th, Sunday after Trinity. Services at St. Mary's Church for Sunday, are as follows:—  
Evensong at 7 p. m.  
Friday, Evensong at 7.30 p. m.  
Choir Practice at 8 p. m.  
Forest Farm—Holy Communion at 11 a. m.

Rev. T. W. Cunliffe in charge.

### Notice

Notice is hereby given to all who are in arrears of Taxes to the Town of Whitewood, that under the new "Act for Collection of Arrears of Taxes," a Tax Sale must be held annually, before the 1st day of November of each year, at which all lands on which Taxes are not paid up, to 31st December of the previous year will be sold for said arrears.

This sale will take place in the Town of Whitewood on October 19th, 1915, Notice of which shall appear in the Saskatchewan Gazette and the Whitewood Herald.

L. Robertson,  
Sec. Treas.

### Notice

Notice is hereby given to all who are in arrears for taxes to the Rural Municipality of Willowdale, No. 153, that under the new "Act for the Collection of Arrears of Taxes," a Tax Sale must be held annually before the 1st day of November each year, at which all lands on which taxes are not paid up to 31st December of the previous year will be sold for said arrears.

This Sale will take place in the Town of Whitewood on October 19th, 1915, Notice of which shall appear in the Saskatchewan Gazette and Whitewood Herald.

L. Robertson,  
Sec. Treas.

## NOTICE TO CREDITORS

RE ESTATE OF JEANNE PIERRE COLARD, DECEASED

Notice is hereby given that all persons having claims against the estate of Jeanne Pierre Colard, late of Township twelve, Range four, Bender, Saskatchewan, farmer, who died on or about the 22nd day of June, 1915, are required to deliver their claims and full particulars of such claims to Jeanne Pierre Bourhis, Executor, in care of John Sproat, Kipling, Saskatchewan, on or before the First day of October, 1915.

And that after said 1st day of October, 1915, I will distribute the assets of the said deceased among the parties entitled thereto, having regard only to the claims of which I shall then have received notice.

JEAN PIERRE BOURHIS,  
Sept 30 Executor.

## LIVERY, FEED AND SALE STABLES



Good Rigs,  
Careful Drivers,  
Moderate Rates  
LICENSED DRAY

G. M. READE



After the Honeymoon  
In the time when domestic help becomes pressing. A Want Ad. in our paper will solve the problem.  
Desirable people who want employment appreciate its value and consult the "Wants" section.

# CASH OR CREDIT

The Signs of times and why we have decided to place our Business on a Strictly Cash Basis on and after October 1st, 1915.

The strife between capital and Labor, the Wars and Strikes, the unrest all the World over, is showing its baneful effect in every land. Perhaps less here in Canada than elsewhere, but even here the pinch is being felt. Banks, Loan Companies, Financial Institutions, are raising their rates of interest, and reducing their loans. This has had the effect of stopping or restricting both Public and Private enterprise.

The Railroad Companies are already announcing their inability to construct many branch lines and other contemplated improvements in their service.

The Banks say no more accommodation until you pay up and very little even then.

The Wholesale House says Cash or thirty days, if your credit is good and your paper negotiable at the Bank.

The Large Merchantile Institutions, Departmental Stores, etc. say Cash With Order or Cash On Delivery. Now, when these large and strong financial companies can choose and dictate their own policies, and the public must accept them, the Merchant in an Agricultural district like our own has had an entirely different problem to face. In nearly every case his start was with a small capital, the need of a necessary adjustment of business conditions to meet the requirements of his customers and the giving of credit until crops were harvested or pay cheques drawn.

What Does This Mean with the advent of changed conditions as outlined above?

It Means that a Merchant doing credit business finds his capital tied up in his books the necessity of charging a larger margin of profit to provide for bad debts, his ability to borrow gone, and yet expected to meet—both with assortment and price—his spot cash competitor.

What is the result? Two courses are open to those situated, one to quit the field and turn their energies into some other business presenting better returns—the other to adopt the methods which have proved successful to the large and well established houses.

As we do not intend to quit the field, let us stop and consider the benefits to be derived by both the Consumer and the merchant.

### By The Adoption Of The Cash System

It eliminates all loss from bill accounts. It prevents mistakes and removes sources of friction. It reduces by half the cost of bookkeeping. It enforces economy and enriches those who practice it. It lowers prices by lessening expenses. It proves service, time and energy spent collecting being devoted to buying and selling. It prolongs life by saving worry to buyer and seller. It prevents the deadweight from lying on the savings of honest men. It has only been after a very, very serious consideration of the present existing conditions and the benefits that will be derived by both our customers and ourselves that we have decided to place our business on a strictly cash basis. By the adoption of this system and the reducing of expenses incidental thereto, we will be in a position to mark our goods as to be able to compete with the large mail order houses. With our capital free and not tied up in book accounts we will be able to increase and assort our stock to meet the requirements of the trade and eliminate the necessity of sending to the mail order houses for goods. Do you know that approximately \$100,000.00 per year is sent out of Our Town to the mail order houses. What would it mean to our town if this money or at least a part of it were spent here it would mean increased prosperity to all—You Mr. Customer as well as the merchant.

We trust that this reform will meet with the hearty approval of all our customers and we ask that one and all give it a fair trial.

## The Whitewood Trading Co.

# Lumber! Lumber!



The building season is now here and you who are thinking of erecting a dwelling, a barn, shed or any building we will be glad to supply you with an estimate of the lumber cost. You will find our prices right and our yard well stocked.

## CEDAR FENCE POSTS

We have just received a carload of cedar posts and can supply these splendid posts at 15c. to 20c. each.

### Newest Wallpaper Designs

Farm and factory hand in hand, town and country standing together for increased production, the prosperity of Canada and welfare of the Empire.

**CANADIANS FOREIGN BUYERS**

Canadians buy more goods outside their own country than the citizens of any other important nation in the world. Here is the average amount which each citizen of the following countries bought abroad in 1911, the latest year for which comparative statistics are available.

Canada	\$70.24
Great Britain	61.55
Argentina	47.39
France	39.30
Germany	35.17
United States	16.63
Austria	13.61
Russia	3.40

It seems incredible that every Canadian annually spends \$70.24 for foreign goods while Russians only spend \$3.40 each abroad. Canadians must cut down their foreign purchases and buy more goods produced in their own country or face national bankruptcy.—Industrial Canada.

Keep Canadian Money at home where you can share in the good business it will create. Buy goods "Made-in-Canada."

**WHY BUY AT HOME ?**

The following reasons for purchasing at home were features in a campaign recently put on by Peterborough retailers and manufacturers to encourage Peterborough citizens to buy in their own town. What Peterborough has done can be followed to good advantage by practically every town and city in Canada.

- Because our interests are here.
- Because the community that is good enough for us to live in is good enough for us to buy in.
- Because we believe in transacting business with our friends.
- Because we want to see the goods we are buying.
- Because we want to get what we buy when we pay for it.
- Because some part of every dollar we spend at home stays at home, and helps work for the welfare of our home town.
- Because the home man we buy from stands back of the goods, thus always giving value received.
- Because the man we buy from pays his share of the taxes.
- Because the man we buy from helps to support our poor and needy, our schools, our churches, and our homes.
- Because when luck, misfortune or bereavement comes, the man we buy from is here with his kindly expressions of greeting, his words of cheer, and, if need be, his pocketbook.
- Let us make Peterborough a good place in which to work and live.



Canadian Merchant to Foreign Drummer: "No! 'Made in Canada' goods are what my customers want. They say they get their money in Canada and want to spend it there."

Out of work. WHY?



**Because** In two years you've helped to pay out **1,350 MILLION DOLLARS** for foreign-made goods.

**BUY GOODS MADE IN CANADA**

"EVERYBODY'S DOING IT"



Preparing the Signs of the Times

# A LESSON FROM THE CLOCK

A CLOCK that strikes is better than a non-striking clock. It tells us the time through our ears as well as through our eyes. It saves our steps. It signals, spurs us on, rouses us, speaks to us in the dark and from far away. It is useful far beyond the usefulness of the silent clock.

So with a business that advertises. The shop or store that sends out this message to us in the form of advertisements in our newspaper serves us far beyond the shop or store that is silent—that must be visited before its service or merchandise can be known.

The shop or store that advertises saves our time and money, etc. Speaks to us at the right time, rouses us to attention, and stirs us to action. We buy more as the result of advertising, and we buy from advertisers.

## To the Merchants of Whitewood

Put a striker—an intention-getter, an arouser, a stimulator—on your business. In other words—advertise. Strike often and regularly by weekly advertisements in The Whitewood Herald.

## Answer the Call of Advertising