

If YOU Buy Out of Town, and I Buy Out of Town, What Will Become of Our Town?



The Dollar You Spend in Kingston will 'Come Home to Boost'

THE WHIG'S "BUY-AT-HOME" CAMPAIGN

Read these articles with care. They may present something you hadn't thought of before. Patronize the Merchants of Kingston. They are your neighbours and will treat you right.

THE MONEY YOU SPEND WITH THEM STAYS IN CIRCULATION IN KINGSTON AND THE NEIGHBOURHOOD

NEW ONE BORN EVERY MINUTE
Mail Order Man Need Not Worry About Keeping His Old Customers.
HIS FIELD NOT RESTRICTED
Local Merchant, on Other Hand, Must Give Good Values and Service in Order to Hold His Trade.

(Copyright.)
 It has been said that there is a sucker born every minute. If this be true, there are 1,440 potential customers of the mail-order houses ushered into the world every 24 hours and the number reaches a total of 325,600 every year.

Of course, as Mark Twain remarked regarding reports of his death, these figures may be exaggerated, but they serve to illustrate the fact that the mail-order houses of the big cities always have new fields to exploit and are not hampered in their dealings by the necessity of pleasing all their old customers. If the mail-order buyer discovers that he has been "stung" and registers a vigorous kick, it means nothing in the young life of the mail order man. Why should he worry as long as there are some 39,999,999 other persons in the United States to whom he may make his alluring appeals.

Did anyone ever hear of a mail order house refunding a customer's money if the customer was not satisfied with his purchase? Don't all speak at once, please. The big mail order houses in the cities expect to receive a large number of complaints from their customers. They know that the buyers, whose ideas as to what they will receive have been formulated from the pretty pictures and alluring descriptions given in the catalogues, large corps of clerks whose sole duty it is to answer the letters of irate customers. These clerks, or correspondents, as they are called, exercise all their powers of cajolery in an effort to appease the complaining customer, but if this is found to be impossible, after an exchange of letters, the mail customer has no cause for worry. His living is not dependent upon the order man to whom he has already sold goods. "There are as good fish in the sea as have ever been caught" and he turns his attention toward the landing of the new fish.

Compare the position of the mail order man with that of the retail merchant in the small city or town. The retail merchant has a certain limited territory from which he must draw his trade. All his business must be done day after day and year after year among the same people. The buyers to whom he can appeal for business number only a few thousand at the most and in some cases a few hundred. Unless he can make his customers his friends and bring them back to his store again, he cannot continue in business. The result is that he looks beyond the single sale which he may be making at the time. It is to his interest to please every one of his customers. It will profit him nothing to make a big profit on a customer on one sale if that customer is not satisfied with his purchase and refuses to come back to his store again.

From what man can the buyer expect to get the best values, the best service and the best prices in proportion to the quality of the goods sold? From the man who must please him and give him his money's worth in order to remain in business or from the man who figures that he may never hear from the buyer again and that it will make no great difference whether he pleases him or not?

The idea upon which the mail order man works is to get the money while the getting is good. If the customer is satisfied with the goods which he receives, all well and good. The mail order man knows that the customer is the kind of a man or woman who likes to take a chance or he wouldn't have sent in his order in the first place. Therefore he may figure that the customer is likely to take a second chance even if the first does not turn out to his liking. If the customer has enough spirit to make a kick, the trained correspondents in charge of the complaint department way, for there are millions of others who may be caught with the same bait—there is one born every minute, you know.

It is well for the consumer to remember these facts if he is ever tempted to take a chance on the offerings of the mail order houses. The home merchant has something at stake in every sale that he makes. The mail order man has nothing at stake. The home merchant has everything at stake in the manner in which he treats his customers for he cannot get others to take their places. The mail order man has nothing at stake for it is to his interest to get all that he can out of each sale, knowing that he may never have another chance at that particular customer.

Which is the safest man to do business with?

SAY IT WITH FLOWERS
 We supply flowers for any function, weddings, parties, etc. Special prices made for tourists. Always a big stock of Cut Flowers on hand. Potted plants, etc. Call us up by phone. We are prompt.
A. D. HOLTON
 234 Princess St.

WE ARE COMPLETE OUTFITTERS
 for Men and Boys' Clothing. We carry a large stock. Just compare our prices and then decide where to buy your outfit. You know you will not regret it by trading with us.
E. P. JENKINS

TRADE AT THE VETERAN'S CLOTHING COMPANY
 You will get a square deal. Big stock of Clothing, Men's Furnishings, etc. All new and up-to-date goods. Our motto is "Give and let live." See us first and best prices.
244 Princess Street.

THE COLLEGE BOOK STORE
 is the place to buy your books. We do a wholesale and retail business in all kinds of Books and Stationery, Music, Talking Machines and Records. We are strong believers in trading at home.
109-102 Princess Street

FOR ALL KINDS OF MEATS
 See us. We pride ourselves in our special cuts of Beef and Pork products. Our facilities for handling Fresh Meats is the best. If you want the best at reasonable prices trade here.
FISHER'S MEAT MARKET
 Princess and Clergy Streets

A WORD AS TO HARDWARE
 We handle a complete line of General Hardware, Stoves, Sherwin Paints, Ranges, and all kinds of Sporting supplies. We try to make our prices a real advantage for all to trade at home.
STEVENSON & HUNTER
 52-57 Princess Street.

W. H. COCKBURN & CO.
 On Princess street is the place to buy Hardware, Stoves, Sherwin Paints, Household Utensils, contract supplies, and high grade Cutlery. We compete with anyone anywhere in prices.
W. H. COCKBURN & CO.

WE ARE AGENTS FOR THE FORD
 —the universal cars made in Canada. We carry a large stock of accessories and auto needs. The Ford service station is open to all Ford owners. Make our Garage yours.
Van LUYVEN BROS.

MAKE OUR GARAGE THE HOME
 for your auto. We do all kinds of repairing, any make of cars, and are local distributors for the McCaughran Automobile. Quick and efficient service is our motto. All kinds of accessories.
ANGROVE BROS.

OUR BUYING FACILITIES ARE THE SECRET
 of selling. You will find our prices lower in all kinds of Clothing, Boots and Shoes and Gent's Furnishings than any place in Kingston. Make us prove it.
L. ZACKS, 271 Princess street.

BICYCLE REPAIRING
 done here. We always have a stock of Bicycles to sell, and our repair work is very reasonable. We try to give you satisfaction in every way. We also do Electric and Vacuum Carpet Cleaning.
H. MILNE
 Phone 542, 272 Bagot St.

WHEN YOU BUY FURS FROM US
 you are dealing directly with the manufacturer, thus saving the middleman's profit. We carry the largest stock in Ontario. See us before you buy Furs. It will pay you.
JOHN HEKAY, Ltd.

WE MEET, IF WE DO NOT BEAT,
 all out-of-town prices. Our new store enables us to serve you better than ever.
NEWMAN & SHAW
 130 Princess Street

STEACYS
Kingston's Greatest Store
 Who by actual comparison meet or beat mail order house prices. We invite comparison.

OUR STORE IS FULLY STOCKED
 with an up-to-date line of Clothing and fifty styles of Gent's Furnishings. Get our prices. It will be a big lesson on buying at home every time.
"THE CLUB"—P. G. BEAVES & Co.

SHIP BLUE-BLOODS TO PRINCE'S FARM
Selected Racing Stock and Cattle Come to Royal Ranch in Canada.
 Calgary, Alta., Feb. 3.—Prince Edward of Wales will ship from England in the next few weeks to his recently acquired ranch in southern Alberta, 20 head of short-horn cattle, 25 Shropshire sheep, eight thoroughbred racing mares and 20 Dartmoor ponies.

LET US TAKE CARE OF YOUR AUTO
 If it needs any repairs, we can do it quick. We handle all kinds of Tires and Accessories and Service Station Oils and Gasoline. We handle used cars, too.
CENTRAL GARAGE
 335 King Street.

THERE IS NOTHING IN THE DRUG
 you can not get at our store. All 100% pure. Big line of Toilet Articles and sick room supplies. It will be to your advantage to buy here.
PROUSE'S DRUG STORE
 Corner Princess and Clergy Sts.

WE HANDLE A FULL LINE
 of Hardware, Stoves, Tinware, Enamelware and Dairy Supplies. Stoves and all kinds of ammunition for hunters and trappers. You will find our prices right. Get our estimates on builders' hardware.
J. B. BURT & CO.
 253 King St.

WE DO MERCHANT TAILORING
 and carry a full line of imported and domestic goods. If we make your clothes you are sure of satisfaction. Cleaning, Pressing and Repairing done promptly. Give us a try and see the difference.
PERRY & LEAVOY
 59 Clarence Street.

THE VICTORY SHOE STORE
 is the place to get your Boots and Shoes. We are right up-to-date in fashions, and carry a superb line of all the products of the best Canadian factories. Big line of ladies' fine Shoes.
209 Princess Street

YOUR CHRISTMAS GOODS
 Diamonds, Watches, and all kinds of High Class Jewelry, Stelway and Nordlinger's Pianos, Phonographs, etc. We carry the most complete line in Kingston and our prices are right.
R. J. RODGER
 132 Princess Street.

HOPKINSON'S GROCERY
 Market Square
 We aim to please you in the grocery line. Try our Tea, they are sure to please. Prices are getting very high but are still selling at the old prices. Try us for an order.
 Prompt delivery. Phone 708.

DEAL AT THE UNITED FARMERS' STORE
 and save money. We carry a large stock of Groceries and Provisions; direct from producers to consumers. Only one profit. You will be satisfied at our store.
UNITED FARMERS CO-OPERATIVE STORE

THE CHANDLER HEADQUARTERS
 —the one of many cars that stand all tests. We are district distributors for Kingston. Also handle a full line of accessories, and do all kinds of repairing. Have your batteries charged here.
H. E. PAIR
 207 Princess Street.

BUY A WILLARD
 Threaded Rubber Insulated Battery. Inquire about our guarantee and service.
WILLARD SERVICE STATION
 L. Leases, Prop.
 Phone 1346, 10 Brock Street.

WHEN YOU BUY JEWELRY BE SURE
 you deal with a house that is known for reliability. You don't have to know jewelry when you deal with us. Big stock of all kinds of Jewelry to choose from.
KINNEAR & D'ESTERRE

WHY ARE WE PARTICULAR WHEN WE SERVE YOU?
 We have always found that it pays to be particular—pays the customer and ourselves. Goods sold where QUALITY counts stay sold and create permanent trade.
HIBBY'S LTD.

HAVE YOU NOTICED OUR WINDOW DISPLAY?
 Well, come inside and see a complete line of Clothing and a fifty styles of Gent's Furnishings that will please any good dresser and at prices that are hard to beat.
D. S. COLLIER
 Princess street.

YOU CAN ALWAYS FIND BARGAINS
 in used Furniture. We have a big stock of used Furniture, Stoves, Rugs, etc. If you are furnishing a home it will pay you to see us first.
LOUIS LESSIS, 507 Princess Street

ONE GOOD REASON
 For buying shoes at home, your feet will be properly fitted. Result: you will have more comfort, your shoes will last longer and retain their shape.
LOCKETT'S
 Fit the Feet—Also the Pulse

WHEN YOU BUY JEWELRY BE SURE
 you deal with a house that is known for reliability. You don't have to know jewelry when you deal with us. Big stock of all kinds of Jewelry to choose from.
KINNEAR & D'ESTERRE

WE ARE EXTENSIVE DEALERS
 in wholesale Scrap Iron, Steel, mottos, etc. We can handle any quantities and give the highest market prices. Get in touch with us. Mail, wire or aeroplane—it will pay you.
I. COHEN & CO., KINGSTON

LADIES OF KINGSTON, IF YOU ARE INTERESTED
 in fancy goods, you will find just what you want at our store. We carry a full line of fancy goods, such as Ribbons, Silks, Yarns and all supplies for Crochet work.
MISS M. A. LEADER
 106 Brock Street.

A WORD TO FARMERS
 Get in touch with us for all kinds of Agricultural Implements. We are agents for the Deering Products. You will find just what you want here.
F. W. CLOW
 471 Princess Street.

OF COURSE YOU WANT YOUR MONEY
 to go as far as it can in buying Clothing. Call at our store. We can show you a line of goods that will be an object lesson on buying at home.
L. ABRAMSON
 238 Princess Street.

SEE WHAT YOU ARE BUYING
 Catalogue Furniture all looks alike in cuts. When dealing with us you see for yourself. Our prices meet any others anywhere. We are doing everything possible to make home trading an advantage.
JAMES REID.

WHY ARE WE PARTICULAR WHEN WE SERVE YOU?
 We have always found that it pays to be particular—pays the customer and ourselves. Goods sold where QUALITY counts stay sold and create permanent trade.
HIBBY'S LTD.

BUY A WILLARD
 Threaded Rubber Insulated Battery. Inquire about our guarantee and service.
WILLARD SERVICE STATION
 L. Leases, Prop.
 Phone 1346, 10 Brock Street.

WHEN YOU BUY JEWELRY BE SURE
 you deal with a house that is known for reliability. You don't have to know jewelry when you deal with us. Big stock of all kinds of Jewelry to choose from.
KINNEAR & D'ESTERRE

OUR REPUTATION FOR FAIR DEALING
 in Furs and Hats has been established. You can always rely on the standard of all our goods, and do a whole lot better by buying right here in Kingston and from us.
CAMPBELL BROS.

THE LION HOLDS SUPREME
 So does the Clothing handled by us. If it is good goods at bargain prices, we have them in big lots, and you will save money on every garment you buy.
THE LION CLOTHING STORE
 247 King Street.

WE DO EVERYTHING
 Electrical. Get our estimates first on anything you may need in electrical wiring. You can depend if we do it, it will be done right. Big line of electrical goods and fixtures. Buy at home.
HALLIDAY ELECTRIC CO.

TEAS AND COFFEES
 Fresh and fragrant and satisfying—both in price and quality. This is the reputation our Teas and Coffees have got from hundreds of satisfied customers. Try them.
STROUD BROS.
 109 Princess Street, Kingston.

GET IN TOUCH FOR YOUR GROCERIES
 and Provisions. Try our Teas and Coffees. You will like our way of doing business. We guarantee not only prices but quality. Buying at home will help Kingston.
D. COOPER, GROCER

PURE DRUGS OUR SPECIALTY
 We are sole agents for the Penzler and Nyle goods. They have an international reputation. Big stock of Bandages and Toilet Articles, sick room supplies, etc. Do your shopping for Christmas here and early.
T. H. SARGENT, DRUGS, etc.

FOR YOUR FISH ORDERS JUST CALL
 Phone 529 and you will get prompt service. We have at all times all kinds of fresh Fish and do a wholesale and retail business. No order too small or too large.
DOMINION FISH CO.

WE ARE FULLY CONVINCED
 there is no use of sending out of town for Dry Goods, as our prices are lower than out-of-town concerns. Get posted. Get our prices first and be sure. Big stock of ladies' goods.
McINTOSH BROS.

OUR FALL AND WINTER STOCK
 of Boots, Hats and all kinds of goods are on display. You will find just what you want at our store. We are leaders in up-to-date styles. A large stock of Ladies' and Gent's Shoes, Trunks, Valises, etc.
H. JENKINS
 350 King Street.

GET OUR ESTIMATES
 on your plumbing and heating. We do all kinds of sanitary work; also handle a full line of Stoves, Heaters, Furnaces, etc., and Tinware and Household Supplies. Don't overlook seeing us first.
LEMMON & SONS
 137 Princess Street.

WE HANDLE A FULL AND COMPLETE LINE
 of Flour, Salt and all kinds of Seeds, Shorts, etc. Bring your products to us. We handle a wholesale and retail business. Home buying is a good idea. See us.
W. P. PETERS
 Phone 51, 117 Brock St.

BORDEN MAY ATTEND OPENING OF SESSION
 News of Being Northward Bound Causes Speculation in Ottawa.
 Ottawa, Feb. 3.—Parliamentary business and political speculations are rampant over the news that Sir Robert Borden may be in Ottawa for the opening of the session. It is certain that he is on his way north and will be in New York City on Tuesday

NOW ALTOGETHER, LET US CULTIVATE
 the habit of home trading, and make Kingston a better place to live in. We will do our share by making prices on Dry Goods and Ladies' Wear an object on buying at home.
JOHN LAIDLAW & SON

YOUR EYES ARE YOUR MOST VALUABLE POSSESSION. Have them treated by us. We are proficient and do scientific treating that will surely help your vision and stop those awful headaches. Come in and consult us.
J. J. STEWART, OPT. D.
 Opposite Post Office

IF YOUR AUTO IS SICK
 and needs doctoring, see us. We specialize on all better grades of cars. Our mechanics are the best, and if we do your repair work, you may be sure it is right.
E. B. EDWARDS
 110 Clergy Street.

MEATS OF ALL KINDS
 Choice Westport cuts; Fresh Lamb, Veal and Pork; Fearman's pure Pork Sausages; Gunn's East-First Shortening—Choice stock, to select from.
J. S. CLENAHAN
 Cor. Colborne and Barry Sts.

THE UNIQUE GROCERY
 Our Groceries in the Grocery line are always fresh and wholesome. All so all kinds of Meats. You will find a wholesale and retail business, and help home trading. See for yourself.
C. H. PICKERING
 University and Princess Sts.

All goods marked in plain figures
 and one price to all without any exception.
Mahood Brothers

MAKE UP THAT ORDER FOR GROCERIES
 Don't send it out of town. We can compete in prices and quality with any one anywhere. We do both a wholesale and retail business, and carry a full line of provisions.
JAMES REDDEN & CO.
 178 Princess Street.

SCIENTIFICALLY FITTED GLASSES WILL
 do more than medicine for that sickly headache. We are scientific optometrists and can fit you with glasses that will not only help your vision but give you comfort. See us first.
KEELEY, JR., M.O., D.O.
 226 Princess Street

AT BARNET LIPMAN'S
 A big clearing sale of Men's and Boy's Clothing, Sweater Coats and heavy Underwear. Prices very low. Buy in Kingston and help your home town.
BARNET LIPMAN

NEVER SEND OUT OF TOWN FOR
 anything you can buy at home. See us for bargains in Ladies' Goods and Men's Wear. We can save you money. Make us prove it. We give you credit, too.
JOSEPH H. ABRAMSON
 207 Princess Street.

OUR CASH AND CARRY SYSTEM
 will save you money on every dollar's worth of Groceries you buy at our store. Just compare our prices. All marked on the goods, and decide for yourself. Everything fresh.
J. B. HUTCHESON

or Wednesday of this week. The purpose of the New York visit is to see a well-known specialist, but at the same time it brings the premier within a day's journey of Ottawa.
 What adds to the interest of the report is the well-grounded belief that the prime minister will be joined in New York, or on his way there, by Hon. John D. Reid, minister of railways and canals, who a week ago left for St. Augustine, Florida, for a prolonged rest. Those who knew Dr. Reid best say

that taking a rest is about the last thing the doctor is able to do. They even suggest that he went south for the purpose of getting into personal touch with the prime minister, and has something to do with his chief coming Canada-wards later on.
 Pat Bohemian Reformists Out. Rome, Feb. 3.—The Holy See today excommunicated the Bohemian Reformist priests who organized a Czech-Slovak national church, thus preparing themselves for the Vatican.

les. This announcement was made by W. L. Carlyle, manager of the ranch. The animals will form the nucleus of breeding herds and will become the source of aristocratic blood that eventually will raise to the highest standards the live stock of western Canada.
 The short-horns were bred on the prince's estate in Scotland and their blood lines trace to the most fashionable bred animals in Great Britain, the original home of the short-horn. The Shropshire sheep are selected animals from the Duke of Devon-

shire's flock. The thoroughbred mares are in fact some of the famous sires in King George's stables that have turf history in England.
 The Dartmoor ponies will be a new breed to Canada. Prince Edward believes they will be finely adapted to the prairie. He breeds them on his estate in Cornwall, on the high windswept moors of which, according to Mr. Carlyle there are a number of herds running wild.
 The Dartmoor ponies, it is said, came originally from Spain and were introduced into England in early cen-

turies. They are among the hardest and oldest breeds of horses in England. They weigh 600 and 700 pounds, and make excellent saddle animals. In the Dartmoor country, they are also driven to carts.
 The prince's Alberta ranch, Mr. Carlyle says, will be known in the future as the E. P. ranch—the letters being the inverted Latin initials of "wedged" his apparent. The prince, according to Mr. Carlyle, expects to visit the ranch at least once every two years and probably will stop there next summer on his return trip from Australia.