

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

WOMEN CONTROL TOWN'S DESTINY.

Can Make or Break a Community Through Exercise of Their Buying Power.

THEY HOLD PURSE STRINGS

It is Estimated That at Least 80 Per Cent. of Retail Purchasing Is Done by Feminine Shoppers.

(Copyright.)

It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and, as a rule, is very glad to have her hand on the reins.

It has been estimated by some students of the merchandising game that 80 per cent. of all retail buying is done by women. This may be a high estimate but a visit to the retail stores of any town or city is enough to convince one that the figures are not too high. The preponderance of women among the buyers is sufficient, at any rate, to make not only the retailer but the manufacturer and the wholesaler realize that it is the women that they must please with their merchandise.

Because they do by far the greater part of the buying in any community, the women have a responsibility that they do not always appreciate. The women of a town, through their buying power, can make or break the merchants of a town and as a natural consequence they can make or break the town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsequies.

Just why a woman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lure of the mail order house it is difficult to understand but, unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. The good shopper, when on buying bent, does not always take the first article that is offered for inspection. In fact this is the exception rather than the rule. The merchants know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper not only expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance.

This same woman, however, may order a suit from a mail order house on the strength of nothing more than a pretty picture and an alluring description. She has not the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking a chance on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unaccustomed and averse, as a rule, to shopping excursions should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue than to go to a store and look for the article that he wanted or he might take the position that he wouldn't know what he was getting anyway if he went to the store and he might as well take a chance on the mail order gamble, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it should buy on the "sight unseen" plan—well, that's another question altogether.

Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the ballot they are playing a big part, individually and through their organizations, in the conduct particularly of local governments, yet in the one field where they can do most to help build up their communities they may be overlooking that opportunity. With the buying power in their hands they can do more for their community by staunchly supporting their home business men than they can possibly do in any other way.

Man may think he is a very important element in the progress and development of his town, but when he reflects that 80 per cent. of the buying power of the community is in the hands of the women he is apt to realize that he is a very insignificant atom.

SAY IT WITH FLOWERS
We supply flowers for any function, weddings, parties, etc. Special prices made for funerals. Always a big stock of Cut Flowers on hand. Pot-plants, etc. Call us up by phone. We are prompt.
A. D. HOLTON
254 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. We know you will not regret it by trading with us.
E. F. JENKINS

TRADE AT THE VETERANS' CLOTHING COMPANY
You will get a square deal. Big stock of Clothing, Men's Furnishings, etc. All new and up-to-date. Our motto is "live and let live." See us first and get 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. We have Talking Machines and Records. We are strong believers in trading at home.
100-102 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

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 and care, too.
CENTRAL GARAGE
335 King Street.

HAVE YOU NOTICED OUR WINDOW DISPLAY?
Well, come inside and see a complete line of Clothing and a nifty line of Gents' Furnishings that will please any good dresser and at prices that are hard to beat.
D. V. COLLIER.
Princess Street.

A WORD AS TO HARDWARE
We handle a complete line of General Hardware, Paints, Tinware, Stoves, Ranges, and all kinds of Sporting supplies. We try to make our prices a real advantage for all to trade at home.
STEVENSON & HUNTER
85-87 Princess Street.

SICKNESS
In case of sickness demand the best quality, and quickest service. Telephone at once and see how quickly your order will come from
PROUSE'S DRUG STORE
Phone 52.

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 LESSES, 507 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 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. BUNT & CO.
333 King St.

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

WE ARE AGENTS FOR THE FORD
—the universal car 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 LUEN BROS.

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 trial and see the difference.
G. W. LEAVOY
39 Clarence 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

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

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.
200 Princess Street

WE ARE EXTENSIVE DEALERS
wholesale in Scrap Iron, Steel, metals, 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.
L. COHEN & CO., KINGSTON

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

DIAMONDS
Diamonds have been our specialty for half a century.
R. J. RODGER

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, 105 Brock 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. 273 Bagot St.

THE MARKET SQUARE GROCERY
Market produces fresh every day. All our goods are bought at the lowest Cash Prices, which enables us to sell the same. We have some very fine lines of Tea and can sell for a while yet at old prices. All trial order solicited.
W. E. HOPKINSON & BRO.,
Phone 708. Prompt Delivery.

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

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 MCKAY, Ltd.

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

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
336 Princess Street.

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

WE HAVE SAID IT BEFORE AND SAY IT AGAIN: We can sell you Furniture at better prices than in Toronto. Now make us prove it. Big line of Furniture and floor covering for every room in house.
T. F. HARRISON CO., Ltd.

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

STEACYS
Kingston's Greatest 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. M. FAIR
207 Princess Street.

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.
BIRBY LTD

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 nifty stock of Gents' Furnishings. Get our prices. It will be a big lesson on buying at home every time.
"THE CLUB"—F. G. REAVES & Co.

BUY A WILLARD
Threaded Rubber Insulated Battery. Inquire about our guarantee and service.
WILLARD SERVICE STATION
J. Lessee, Prop.
Phone 1260. 19 Brock Street.

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.

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
For Better Eye Glasses

THE LION HOLDS SUPREMACY
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
347 King Street.

Stewart
EYE SIGHT SPECIALIST
Opp. Post Office.

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.

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.

STROUD'S TEAS AND COFFEE
cannot be equalled in the Dominion! A trial will convince you. Headquarters for Crockery, China, Glassware, etc.
STROUD BROS.
100 Princess St.

MEATS OF ALL KINDS
Choice Western cuts; fresh Lamb, Veal and Pork; Fearman's pure Pork Sausages; Guan's East-First Shortening—choice stock to select from.
J. S. CLENAHAN
Cor. Colborne and Barris Sts.

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

IT ALWAYS PAYS
in the long run to buy in your own town when you consider freight and cost. We have in stock just now many lines that are extra good value, which we bought before the rise in prices. We will give you the advantage.
G. H. PICKERING
Grocer and Meat Dealer
490 and 492 Princess St. Phone 530

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

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

FOR YOUR FISH ORDERS JUST CALL
Phone 530 and you will get prompt service. We have at all times a large stock of fresh fish, a wholesale and retail business. No order too small or too large.
DOMINION FISH CO.

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.

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.

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.
KIRKLEY, JR., M.D., D.O.
226 Princess Street

OUR FALL AND WINTER STOCK OF BOOTS
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 Gents' Shoes, Trunks, Valises, etc.
H. JENNINGS
354 King Street.

Our sale, NOTICE
shortly. At the prices we are offering it is a big money-saving for you. Don't miss your opportunity. Buy now. Buy in Kingston.
BARNET LIPMAN
The Up-to-Date Clothing Store

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.
LEMON & SONS
187 Princess Street.

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 E. ABRAMSON
257 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. F. PETERS
Phone 31. 117 Brock St.

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

DOINGS AT ODESSA.
The Patrons Were Well Represented at the Annual Cheese Meeting. Odessa, March 8.—Mrs. Clark, who has been spending the past two months with her grand-parents, Mr. and Mrs. William V. Smith, left last Saturday for her home in Detroit, intending to visit her uncle, George Smith, Cobourg, en route. Mr. and Mrs. Peters and children, who have been guests of Mrs. Peter's parents, Mr. and Mrs. W. T. Hodges, returned to their home near Toronto last Wednesday. Mrs. James Bailey, who has been spending a couple of weeks

with her daughter, Mrs. Herbert McCabe, Fredericksburg, returned to her home last Sunday. Mrs. Fred Burt, who has been visiting relatives in Ottawa, returned to her home last Monday. Miss Mary Hodges, who has been visiting relatives in Kingston, returned last Tuesday. Mrs. Herbert Barnet is visiting her sister, Mrs. Lockwood, Enterprise.

Mr. and Mrs. James McLellan have moved on the Kelly farm near Wilton. Miss Annie Smith has been engaged as teacher at McIntyre's Corners. The annual cheese meeting was held last Wednesday afternoon in the town hall, and the patrons

were well represented. The Ladies' Aid Society met at the home of Mrs. George Hamm last Wednesday afternoon, and the attendance was unusually large. The many friends of Mr. and Mrs. Percy Venton met at the groom's home last Thursday night, the occasion being a variety shower. The numerous and valuable gifts told of the esteem in which they are held. The evening was spent with music and dancing. A dainty spread was served at midnight.

The parting words of a barber are, "Which side, please?"

ON THE WILTON CIRCUIT.
Methodists Exceeded Apportionment for the Forward Movement. Wilton, March 8.—The Forward Movement National Campaign throughout the Wilton circuit has been most successful. The Methodist church has exceeded its apportionment of \$1,850 to over \$2,000. The canvass includes the three appointments, Wilton, Violet, Camden East. The rain on Friday last was very welcome, it being the first in three months.

On Feb. 29th, born to Mr. and Mrs. Harry Snider, a son. At Har-

roy Smith, on Feb. 25th, Miss Louise Macdonald, of Wilton, and David R. Garrison, of Yarker, were united in marriage by Rev. A. W. Stewart. Mr. and Mrs. Garrison will reside near Petworth. Several are suffering from "flu" and grippe. Several attended the shower given to Mr. and Mrs. Charlie Jefferies, at the home of John E. Peters on Wednesday of last week.

Miss Lillie Cole, Hexrowamith, spent a few days with Mrs. H. N. Storms, before leaving for her new home in the west. Mrs. J. E. Sanderson, of Yarker, spent the weekend with her sister, Mrs. Frank

Ward, Mr. and Mrs. David Garrison, of Yarker, with John Macdonald; Mrs. Sanderson, of Peterboro, with her daughter, Mrs. Latimer, at the personage; Mr. and Mrs. Bert Sills, of Sydneyham, spent Saturday at the home of James Laird.

TO BANK EMPLOYEES
\$125 a Month Least on Which Two May Live. Chicago, March 8.—A book of rules for employees of the Federal Reserve Bank of Chicago, circulated to-day, says: "No male employee receiving less

than \$125 a month will be permitted to marry while in the service of this bank without first taking the matter up with the chief clerk."

"The sum set in the book is the minimum on which an employee can make a matrimonial venture," said C. R. McKay, vice-governor of the bank, who added that the rule was "imperative."

"The bank officials believe that is the least sum on which two may live in these days," he said. Two cupfuls of salt is considered a handsome wage for a day's work in England.