

HELP US
HELP OUR
GOVERNMENT

THE WILMINGTON DISPATCH

HELP US
HELP OUR
CITY

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THE WILMINGTON DISPATCH, WEDNESDAY AFTERNOON, MARCH 20, 1918

PRICE FIVE CENTS

Boost Wilmington---Trade at Home



BUY IN WILMINGTON

The Wilmington concerns advertised in this paper, conscious of the fact that thousands of dollars are being sent out of this territory for goods that can be bought at home, have launched a campaign in the hope that it will create a stronger feeling of community interest—a sentiment most vital for the prosperity of the entire Wilmington trade territory. In bold type, you therefore, read the slogan that they propose to popularize—**“BUY IN WILMINGTON.”**

It is the purpose of the progressive concerns whose names appear in this paper, to present arguments by their advertisements of such convincing nature that the people of this community will respond thereto with the result that they will make a solemn pledge, to first endeavor to get what they need from home merchants before sending their money to mail order houses.

The time for the consideration of this question could not be more opportune than the present. “Preparedness”—the watchword of the United States—should begin at home and can be exemplified in no more far-reaching manner than by real co-operation in this vitally important **“BUY IN WILMINGTON”** movement. It is a thought that should be taken to heart and given consideration by every person who earns their living, or owes their success to this community.

The **“BUY IN WILMINGTON”** movement is no selfish propaganda of these progressive concerns who have combined in co-operative community appeal. They urge that you read the brief message they will give you from time to time through their ads in The Dispatch. They invite you to give careful consideration to the merchandise and prices presented. To talk this matter over with your friends and neighbors. If you do so, results are sure to follow.

The firm resolve to **“BUY IN WILMINGTON”** will not only help the retail merchants, but the manufacturer and jobber, the farmers adjacent to our city, the general merchants in the nearby towns—it will help every line of business, it will either directly or indirectly benefit every individual of this section. So, **“BUY IN WILMINGTON.”**