POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, OCTOBER 9, 1918

The Value of "Made-in-Canada" Goods to Retailer and Consumer

EVERY dollar you spend in Canada for Canadian-made goods helps to keep the wheels of industry turning. Every factory kept running to capacity, no matter where it is located in Canada, helps to build up all Canada.

Yet there are being sold in Canada to-day cheaply-made, "shoddy" foreign goods in place of reputable articles made in Canada.

Sometimes there are socalled reasons for thisbut most frequently it occurs through lack of thought on the part of the buyer or seller, or both. The increased profit obtained by the retailer on the transaction is as nothing compared to the fact that the bulk of the sale price is permanently lost to Canada-it will never pay its share of local improvements or help to build a creditable city for other than dangerous imitaforeigners in a foreign

The Canadian Manufacturer stands back of his goods—the foreign maker is unknownsometimes even to the No more specific in-

stance can be found than in Electrical Equipment-no more glaring instance of fraud than the manufacture of cheap, infershare one way is to ior, uninspected and

tions of goods copied from well-known Standard lines of Electrical Devices. Every one of these specific instances of un-

fair trading that can be eliminated is so much toward the betterment of Canadian Industry. the maintenance of business integrity, the safety of Canadian homes, and the upbuild-ing of Canada itself. If you would do your

Industrial Lighting

Insist on Benjamin Products

Electric Lighting Specialties

"Two-Way" Plug

Made in Canada by The Benjamin Electric Mfg. Co. of Canada, Limited 11-17 Charlotte St., Toronto

Sold by Responsible Electrical and Hardware Dealers Everywhere

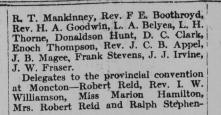


ST. JOHN COUNTY

S.S. CONVENTION

The station on their arrival in the edity, At the afternoon session the programme commenced with a devotional service conducted by Rev. F. H. Wentworth, and the nominating ome commenced with a devotional service conducted by Rev. F. H. Wentworth, and the nominating ome commenced with a devotional service conducted by Rev. F. H. Wentworth and the nominating ome commenced with a devotional service of the station of officers, the newly chosen pression of officers, the newly chosen pression of officers, the newly chosen pression of the Rev. I. W. Williamson, took the characteristic of the control of the St. John.

One of Best Yet Held—Noted Leaders Present—Rev. I. W. Williamson spoke on link the problems of Sunday school work, following the problems of Sunday school work in this locality. The reports of the department superintendents and the converted the evening selection of the St. John Courty Sunday school work in this locality. The reports of the department superintendents and the converted the evening selection of the St. John Courty Sunday school work in this locality. The reports of the department superintendents and the converted the evening selection of the St. John Courty Sunday school work in this locality. The reports of the different committees were baddened to make the annual convention of the St. John Courty Sunday school state the school school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gratifying progress had been made during the year. The school and all showed gr



Today Messrs Lawrence, Excel and Roper will go to Moncton to attend the Provincial convention,

Depot Unit In Winter Quarters

The Depot Battalion arrived in the city yesterday afternoon from Camp Sussex under Lieut.-Colonel J. L. Mc-Avity. It is estimated that about 1,800 men of the unit are out on harvest leave. Lieut.-Colonel McAvity yesterday celebrated a birthday. He was made the recipient of a box of cigars and bouquet of flowers by his fellow officers.

Michael O'Keeffe, 11 Ready street, Fairville, has been notified that his son, Fairville, has been notified that his son, Private Michael O'Keeffe, infantry, has

Inspection.

Major-General MacDougall, accompanied by Major-General McGowan, visited the quarters yesterday afternoon of the 7th C. G. R. General MacDougall's mission here is to secure the approxi-mate man power in Military District No.

From Overseas.

St. John extended a hearty welcome St. John extended a hearty welcome to about ninety-nve returned men who reached the city a little before midnight. Despite the late hour, Charles Robinson, secretary of the New Brunswick Soldiers' Commission, and members of the reception committee were on hand and greeted the heroes, who seemed very glad to get back again. Major Skinner Home.

Among those to arrive was Major S. S. Skinner, who left here as second in command of No. 16 Field Ambulance and who has seen much service in eral months and has, during his term overseas, rendered valuable service as a

The High Cost of Whims THE United States Government has found it necessary to issue strict orders regulating the styles of shoes. Why? Because the high cost of fads imposes a burden all along the line—upon manufacturer, dealer and consumer, and upon the Government itself. Such action may be avoided in Canada, if you—the consumer-will co-operate with the manufacturer in reducing the demand for extravagant styles—if you will buy prudently, for service rather than for effect. To do this will be a direct benefit to you. You will get better and longer service, more comfort, and your shoes will be quite as neat and attractive. You will need fewer pairs of shoes in the More than that: you will help to cut down needless extravagance, to reduce superfluous stocks on the dealers' shelves, to keep prices down, and to release essential supplies of leather for our forces overseas. A.H.M. War-Time Selections offer Special Service Value for Man, Warnen and Children. Ask your dealer for them. AMES HOLDEN McCREADY "Shoemakers to the Nation"

in the city to take over the duties as barracks officer of M. D. No. 7 in succession to Captain Warner, who has received an appointment in the Siberian Viscount Matsudaira, Admiral Omuci, the prince will proceed direct to Otta-



You have earned it. But-

Will you use it for Canada or against Canada? Will you save your money and help to shorten the War? Or will you buy what you want, go wherever your pleasure dictates, dress as well or better than you always have dressed, indulge such whims as you can afford?

You must choose

The money is your own to do as you like with. But when you buy what you do not need-urgently need-your money actually works against Canada. For, it represents precious materials and labor, both of which are absolutely essential to the army. Your money uselessly spent delays all-important war work-merely for your selfindulgence.

You would not, knowingly, stop the progress of Canada's war efforts. You would not prolong the war. You would not let your money work for Germany. But it is possible that unwittingly you are doing this very thing.

Remember Canada's need. Let not Canada's sacrifice go for

Thrift, self-denial, patriotic privation, give us who stay at home the glorious privilege of a share in the great struggle for human freedom.

Save your money for Canada, and for Canada's fighting men.

Save your money to bring nearer that day we all long for-the Victorious end of the War.

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