

## 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 so-called reasons for this—but 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 credit-

able city for other than foreigners in a foreign land.

The Canadian Manufacturer stands back of his goods—the foreign maker is unknown—sometimes even to the retailer.

No more specific instance can be found than in Electrical Equipment—no more glaring instance of fraud than the manufacture of cheap, inferior, uninspected and

dangerous imitations of goods copied from well-known Standard lines of Electrical Devices.

Every one of these specific instances of unfair 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 upbuilding of Canada itself. If you would do your share—one way is to

Insist on **Benjamin** Products

Electric Lighting Specialties "Two-Way" Plug Industrial Lighting

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

One of Best Yet Held—Noted Leaders Present—Rev. I. W. Williamson is New President

Stimulating addresses, exceptionally fine music and an unusually large attendance combined to make the annual convention of the St. John County Sunday School Association, which was held yesterday afternoon and evening in St. Andrew's church, a notable occasion. Marion Lawrence, the well-known Sunday school worker and secretary of the National Sunday School Association of the United States, spoke at both sessions, and R. O. Exord, accompanied by Mr. Roper, a most versatile improviser on the piano, led the singing. Mayor Hayes

met the three distinguished visitors at the station on their arrival in the city.

At the afternoon session the programme commenced with a devotional service conducted by Rev. F. H. Wentworth, and the nominating committee was then appointed. Marion Lawrence gave a stirring and helpful talk on county Sunday school work, following which R. O. Exord led in a service of song. Rev. I. W. Williamson spoke on the problems of Sunday school work in this locality. The reports of the department superintendents and the conveners of the different committees were read and all showed gratifying progress had been made during the year. The secretary's report showed that there are now forty-five Sunday schools in the county, 6,741 scholars and 692 teachers. Twenty-nine of the schools contribute missions and in all their contributions amounted to over \$2,800. The number of scholars joining the church was 298. The secretary's report referred to the re-organization of the Teacher Training department and the division of the county into six districts for the carrying on of the work, which was placed in the hands of Rev. E. H. Wentworth. Mention was

also made of the Summer School at Sackville, which had been attended by delegates from St. John.

At the evening session, after the election of officers, the newly chosen president, Rev. I. W. Williamson, took the chair and expressed his diffidence in accepting the office and his earnest desire to fill it efficiently. Mr. Exord took charge of the next part of the programme, and then Marion Lawrence delivered the evening address.

The officers elected for the coming year were as follows: President—Rev. I. W. Williamson. Vice-president—Robert Reid. Secretary—Gordon Flewelling. Treasurer—James E. Arthur. Superintendent of the different divisions: Elementary—Mrs. Gordon Flewelling. Secondary—Rev. George F. Dawson. Adult—Chas. R. Wasson. Teacher training—Rev. F. H. Wentworth. Missionary—Miss Jean Sommerville. I. B. R. A.—Mrs. F. E. Boothroyd. Additional members—E. Thomas, Rev. J. A. MacKegan, Rev. George Morris.

R. T. Mankney, Rev. F. E. Boothroyd, Rev. H. A. Goodwin, L. A. Belyea, H. Thorne, Donaldson Hunt, D. C. Clark, Enoch Thompson, Rev. J. C. B. Appel, J. B. Magee, Frank Stevens, J. J. Irvine, J. W. Fraser.

## Depot Unit In Winter Quarters

The Depot Battalion arrived in the city yesterday afternoon from Camp Sussex under Lieut-Colonel J. L. McAvity. It is estimated that about 1,900 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'Keefe, 111 Ready street, Fairville, has been notified that his son, Private Michael O'Keefe, infantry, has been wounded in the right leg.

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 approximate man power in Military District No. 7.

St. John extended a hearty welcome to about ninety 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 second in command of No. 16 Field Ambulance and who has seen much service in France. He has been in the lines several months and has, during his term overseas, rendered valuable service as a physician.

Another interesting member of the party was Sergeant Rolfe K. Nevers, of Lower Jernag, but well known in St. John, who was taken a prisoner of war in the third battle of Ypres. He has been for more than two years a prisoner in Germany and was most delighted to get back again to New Brunswick. He is a guest of Mrs. Clarence Harrison, 25 Cedar street, before proceeding to his home.

Appointment. Captain Burke, of Halifax, has arrived 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 Contingent.

## A JAPANESE PRINCE

Victoria, Oct. 8.—Travelling incognito, Prince Fushimi, of the royal family of Japan, arrived in Victoria this morning on the Japanese steamer Fushimi Maru, on a special mission to London as a representative of his imperial majesty, the Emperor of Japan. His highness was accompanied by a distinguished staff, including Marquis Maeda, Marquis Inoue, Viscount Matsudaira, Admiral Omura,

The medium broad high toe is popular with many men who want a roomy wide-fitting shoe. Blucher: black or brown leathers, \$6 to \$20

## 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 course of a year.

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 Men, Women and Children. Ask your dealer for them.

### AMES HOLDEN MCGREADY

"Shoemakers to the Nation"

ST. JOHN MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER

When you buy Shoes look for—

—this Trade-mark on every sole.

## Dominion Rubber System Belting is Better Belting for Every Purpose

There is yet to be found a process, condition, use or industry in which belting is required, that the Dominion Rubber System's belting engineers have not successfully and efficiently served with some type of our Belting.

If you have a problem for which there is no parallel, our technical experts will undertake to solve it without charge and produce, if necessary, a special type of belt to satisfactorily meet your requirements.

Nearly every factory, mine, quarry, paper or flour mill, grain elevator or railway shop is using our belting as a satisfactory part of its equipment—some of the largest users specify it exclusively.

Our Dominion Friction Surface Belting will out-serve, at lower cost per horse-power, any belt made—because it is built up to the highest quality standard—by the oldest, largest and most highly specialized rubber organization in Canada.

An important factor in the service of Dominion Rubber System Belting is in placing the right type of belt where it will produce maximum efficiency—this is primarily due to our Dominion wide service branches through which the free advice of our belting engineers is available to every user of belting.

As one of these service branches is within phone distance of you, put it up to our experts to get you out of any difficulty that concerns belting.

**Canadian Consolidated Rubber Co. Limited**  
Head Office, Montreal

Service Branches: Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver, Victoria.

## The money is yours!

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 self-indulgence.

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 naught.

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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