MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, JULY 20, 1915

ARE YOU INTERESTED IN CHEESE? WE HAVE A NICE ASSORTMENT, INCLUDING	
MacLaren's Imperial Cheese	jar
MacLaren's Cream Cheese, in cakes, two sizes	ach
MacLaren's Pimento Cheese, in cakes	
MacLaren's Bulactic Cheese, in cakes	
MacLeren's Cream Cheese, in bulk30c.	lb.
MacLaren's Pimento Cheese, in bulk30c.	lb.
French Roquefort Cheese	lb.
Neufchatel Cheese	25c.
'PHONE ORDERS PROMPTLY DELIVERED.	
Call up Main 886-PHILPS'-Douglas Ave. and Ma	in

(Prepared by J. J. GIBBONS, Limited, Agents for Advertisers, 119-121 Wellington Street West, Toronto.)

HAT Canadian business men need right now is to practice sincerity. Many business firms pretend to have adopted the motto, "Business as Usual." They preach the necessity for keeping-factories going, and yet in practice they absolutely there their own preachments. They seem to overlook the one factor that will enable them to practice what they

One may inquire what it is that will help to keep business as usual and keep factories running with a full corps of men employed. There is only one method: That is, to create the demand, to sell your proposition to the public. The question is, are YOU doing it?

To create a demand it is necessary to advertise. Yet we know of an actual instance where a business firm with the togan "Business as Usual" printed on their envelope used that envelope to enclose a cancellation of their adver-

But this is not all. To their travelling men many firms preach courage and confidence with the spirit that says, "Go out and get orders," "Stock up the dealer with the goods." Yet in the next breath they deny to their sales organisation the greatest asset to selling that an organisation can have, to wit, THE ADVERTISING WHICH CREATES THE DEMAND

The retailers, who sell their goods, have been urged not to get reachers, who sell their goods, have been urged not to get reachers. But when the dealer, on the strength of these protestations, has stocked his their with the manufacturer's goods, the manufacturer, instead of helping that dealer to sell them, has proceeded to curtail his advertising appropriation.

Is that being sincere?

Many dealers have bought their Fall goods on the strength of the advertising support they would get from the man-

2 No. 2 Engine House, King square.
3 No. 3 Engine House, Union street.
4 Cor. Sewell and Garden streets.
5 Cor. Mill and Union streets.
6 Prince Wm. street, opposite M. R. A. alley.
7 Cor. North Wharf and Nelson street.
8 Own. Mill and Pond streets.
9 Water street, opposite Jeters street.
13 Cor. St. Patrick and Union streets.
14 Cor. Brussels and Richmond streets.
15 Cor. Brussels and Richmond streets.
16 Cor. Brussels and Hannord streets.
17 Cor. Erin and Brunswick streets.
18 Cor. Union and Carmarthen streets.
19 Cor. Courtenay and St. David streets.
20 Cor. Germain and King streets.
21 M. R. A. stores, private.
22 Cor. Germain and King streets.
23 Cor. Germain and King streets.
24 Cor. Princess and Charlotte street.
25 Cor. Prince William and Princess streets.
26 M.A. vity Foundry, Water street, private.
27 Cor. Duke and Prince Wm. streets.
28 M.A. vity Foundry, Water street, private.
29 Cor. Duke and Bydney streets.
20 Cor. Duke and Bydney streets.
21 Cor. Germain and Queen streets.
22 Cor. Gueen and Carmarthen streets.
23 Cor. Germain and Queen streets.
24 Cor. Wentworth and Princess streets.
25 Cor. Gueen and Carmarthen streets.
26 Cor. Gueen and Carmarthen streets.
27 Cor Sydney and St. James streets.
28 Carmarthen street, netween Duke and Orange streets.
29 Cor. frown and Union streets.

38 Carmarthen street, between Duke and Orange streets.
39 Cor. Grown and Union streets.
41 Cor. St. James and Prince Wm. streets.
42 Cor. Duke and Wautworth streets.
43 Cor. Broad and Carmarthen streets.
46 Cor. Britain and Charlotte streets.
47 Sydney street, near Military buildings.
48 East End Sheffield street, near Imperial Oil Ca.
51 City Road, opposite Christies' factory.
52 Cor. Dorchester and Hazen streets.
53 Examouth street.

68 East End Sheffield street, near Imperial Oil Oil City Road, opposite Christies' factory.

20 Cor. Dorchester and Hazen streets.

58 Exmouth street.

59 Waterloo, opposite Golding street.

50 Waterloo, opposite Golding street.

50 Waterloo, opposite Golding street.

51 Waterloo, opposite Golding street.

52 Waterloo, opposite Golding street.

53 Elliot Row, between Wentworth and Pits.

54 Carleton street, on Calvin church.

65 Carleton street, on Calvin church.

66 General Public Hospital.

62 Cotton Mill, Courtenay Bay, private.

63 Erin street, opposite Peters' Tannery.

64 Cor. Clarence and Erin streets.

75 King street, east, near Carmarthen.

76 NOETH END BOXES.

77 Stetson's Mill Indiantown.

78 Electric Car shed, Main streets.

79 Morray & Gregory's Mill, private.

70 Douglas Ave., Sentley street school.

71 Douglas Ave., Bentley street school.

72 Douglas Ave., Bentley street school.

73 Murray & Gregory's Mill, private.

74 Cor. Eigin and Victoria streets.

75 Cor. Sheriff and Strait Shore.

76 Cor. Sheriff and Strait Shore.

77 Mills, Strait Shore.

78 Mills, Strait Shore.

79 Maritime Nail Works, private.

70 Main street, Poplos station.

70 Main street, Poplos station.

71 Main street, Poplos tellon between.

72 Maritime Nail Works, private.

73 Main street, Poplos tellon Depos.

74 Femiles Row, near Harris street.

75 Heming's Foundry

76 Mills street, Opposite Union Depos.

77 Femiles Row and Millidge.

78 No. 4 Engine House, City road.

79 Mount Pleasant and Burpee Avenue.

79 Scholield's Terrace, Wright street.

70 Cr. Scheneret and Barker streets.

71 No. 5 Engine House, March Road.

72 W. R. 5 station, Rodney wharf.

WEST END BOKES.

21 N. B. S. station, Rodney wharf.
24 Market place and Rodney street.
25 Albert and Minnette streets.
26 Ludlow and Germain streets.
21 Luncaster and Duke streets.
21 Ludlow and Guilford streets.
22 Ludlow and Guilford streets.
23 Ludlow and Ludlow streets.
25 Tower and Ludlow streets.
26 Tower and Ludlow streets.
26 Tower and Ludlow streets.
27 Line rosd.
21 No. 6 Engine House, King street.
21 Cor. Ludlow and Water streets.
21 Cor. King and Market place.
21 Middle street, Old Forf.
21 Guilford and Union streets.
21 Protection street, Sand point.

How Wounded Are Received
Into The Red Cross Hospital.

The following account of one of the lin the central square of the hospital. The details of the daily routine of a Red Cross Hospital will show the military of the conducted.

The hospital is warned before hand distributes tickets marked 'medical' or pected. Just before the train is dure, the Red Cross bugitar wound the Fall in Red Cross bugitar wound to the Red Cross bugitar wound the Fall in Red Cross b

If you think this is exaggerated, just look in the mirror when you are trying to read the Russian words. And while you're in front of the glass, take a good look at your suit. The new suits are here for just this kind of weather.

Two-piece suits \$12.50 to \$28 -if you want to be cool.

SOLE AGENT 20TH CEN-TURY CLOTHES

Gilmour's

68 King Street



placed at the disposal of the Red Cross with the common there are now three Red Cross work rooms.

The average attendance of voluntary woman helpers has been about 150. All the garments are cut gratuitously by local tailoring company. In eight days 14,000 surgical dresslings were made used to be companied to the state of the secondary of the shipping department at the Canadian Red Cross commissioner in England has written to the head quarters in Toronto that certain difficulties attended the shipping department at the Canadian Red Cross commissioner in England has written to the head quarters in Toronto that certain difficulties attended the shipping department at the Canadian Red Cross commissioner in England has the shaped separately and declared as tobacco. The violation of this regulation causes great confusion and delay.

Mr. Dulton, the superintendent of the shipping department at the Canadian Red Cross work is admitted from the wars of the past is the absence where there has been a special call for supplies, goods should be shipped by freight and not by express. The express where there has been a special call for supplies, goods should be shipped by freight and not by express. The expression of the subject of the silping department of the silping department of the silping department of the supplies, goods should be shipped by freight and not by express. The expression of the guns throwing the use of smokeless powder no smoke is made when a rifle is discharged, which haves the far when shipment by freight, would be used as well.

The Auxiliary Home Hospital of the Red Cross supplies free of charge but there is no reason why their line silping department at the Cross man terial when shipment by freight, would be subject to the subject of the wars of the past of the subject of the wars of the past of the subject of the wars of the past of the past of the subject of the wars of the past of t

whole purpose being to conceal the position of the guns throwing the projectiles while making the points where the projectiles explode clearly visible. The expression, "the smoke of battle" so faithfully descriptive of the wars of the past, has little meaning when applied to a modern war.—From the August Popular Mechanics Magazine.

BATTLESHIP JOURNALISM

One of the most curious cartoons yet published, reproduced in the current number of Cartoon's Magazine, is taken from a newspaper printed on board one of the big British battleships. The name of the newspaper is "The North Sea Times," and it is edited, so the announcement reads by "one scribe and two Pharisees." The cartoonist, who is probably a Pharisee, signs himself Chas. I. The battleship is the "King"

HOUSEHOLD

FURNITURB
BY AUCTION
AT RESIDENCE
(West) St. James street (West) St. John, N. B. I am instructed by Edward Simmonds to sell at his residence on a Wednesday morning, July 23rd, at 10 o'clock, household furniture, consisting in part: Five-piece Parlor Suite, Wicker Chairs, Parlor Chairs (Fancy Mantle and Mirror), Brass Bed, Springs, Mattresses, Divan, White Dressing Case, Carpets and Garpet Squares, Oilcloth, Oak Dining Suite, Sideboard, Chairs, Kitchen Cupboard, Kitchen Range, Tidy Stove, Refrigerator, Dishes, and the usual household requisities. All furniture practically new.

R, F. POTTS Auctioneer.

How to Find a Good Room-Mate or Get Roomers



Glance at the Picture—It'Illustrates Perfectly What You Can Do With Our Little Want Ads

The next thing to home is a place like home. Note the picture. Scores and scores of young men and young women have come to this city meking employment and a good home to live in. Those who have sought a position, a room, or a room-mate through our little Want Ads have usually secured what they wanted.

It means everything to live in a neat, clean, home-like place where everything is done for your comfort and your pleasure is doubly increased if you secure a congenial reom-mate with tastes like yours. If you want a soom-mate, a little Want Ad inserted in this paper telling exactly the kind you want, will search and search until just the one desired is found.

If you are a woman with the right kind of a room to rend to young men or young women, a Want Ad in this paper will find them for you—at slight cost. This paper goes into good homes and is read by substantial people. Therefore the results come from this class.

Why not decide right now

(Suggestions for You to Adopt)

YOUNG MEN ROOMERS WANTED—Here total large frest rooms, with modern convenience, which we desire to rent to young men. We as strusted closes to the business section and yot for enough away for quickness. Each room can be used by two young men. Out \$4.00 per week.

"The Want Ad Way"

"Business As Usual"

Are You Sincere?

These people must needs be fed, clothed and sheltered, and in addition, Canada is called upon

to provide a substantial portion of the wheat and foodstuffs for the old country. Raising these foodstuffs is Canada's greatest industry. More than four millions of our people live upon the land. The crops these people have raised this year are not as great in volume as were the crops raised last year. Reliable estimates point to their being at least 30% less. But this smaller crop is selling for about 35% to 40% higher than last year's crop. Wheat, for instance, at this time last year was offered at 78c. a bushel. Today it is being held at \$1.13 bid. Other farm products are selling at about the same proportionate advance.

at about the same proportionate advance.

So that, although Canada will reap a crop that may be 30% smaller than that of last year, she will get as much money for that crop, at the current increased price, as money for that crop, at the current increased price, as the received for last year's larger crop at the lower price. The point we want to make is that, despite conditions in Europe, about 55% of our population will be just as prosperous this year as they were last year. The money these 55% will have to spend will keep the remaining 45% employed. In fact, proportionately speaking, the 55% which comprises the argicultural population will be far

For example, Provincial Governments have already passed legislation making the extension of farm mortgages absolutely compulsory. In the past few years, owing to the fact that they have

speculated in land, some farmers were not as prosperous as they would otherwise have been, because they have had to make heavy payments on land (both of principal and interest), money which they otherwise would have spent for developing their original holdings, for machinery, or on personal comforts. Now, while it is true that today individual farmers may

be in debt for supplies and machinery, and may have to use some of the money they receive for their crops to take up old notes, these same farmers will still have a surplus to put into the buying of new machinery, clothing, and the things that are necessary to modern farm life.

This year, and for possibly another two or more years, they will be spending this money for the development of cultivating facilities, and by doing so, raise a surplus that will enable them to make land payments two or three years hence without burdening themselves.

Furthermore, not all Canadian farmers have the millstone of debt hanging round their necks, so that the increased prices they receive for their crops will, in many cases, allow them a bigger spending margin than they have ever

Admitting, then, that we, as an agricultural country, are dependentt upon the crops for our prosperity, is there any cause for alarm about the small crop, when, on the face of it, the farmer is getting 35% more for his yield than he

Moreover, if this is true, it is also true that the farmer never had a greater inducement to increase his acreage than he has at the present time.

For the next two years the crops of Europe will be a negligible quantity, and Canada's agricultural products will be at a greater premium than ever. Is is not reasonable, therefore, to suppose that Canadian farmers will be buying more equipment and supplies durCanadian manufacturer whose business is entirely governed by domestic conditions, as most manufacturing businesses in this country are?

ufacturer. These dealers now find themselves deserted. Their confidence is shaken. The manufacturers have left

Do you think that these men will forget? They will not. And when the day of reckoning comes, many a Canadian manufacturer will have to pay the price.

Your factory might be burned down: You can replace it in due course. You might lose your salesmen: You can get a new force together. Your factory organization might break down, but you can replenish it in a short

But, once let the public forget your product, and the cost of re-establishing it in their favor is double or treble the amount of what it originally cost you to get it there. The cumulative value of advertising is the greatest asset that any business has.

The most welcome news to your competitor is the item which tells him you have stopped advertising. He sees in

We know of one case where an old-established concern

the leader in its line, lost both leadership and prestige in the panic of 1907 by withdrawing its advertising. Its chief competitor, who was then a trailer, trebled his advertising and increased his sales force to take advantage

of the opportunity presented to him, and eventually captured the market. This is an extreme case, but it will serve to show what can be accomplished by a far-sighted

We urge upon every manufacturer, jobber and financier to analyze their actions at the present time, to inquire of themselves whether they are acting in accordance with their published policies. If they are, all honor to them, if they are not, then the judgment of men will cry "Shame!"

These are strong words, but this is the time for clear thinking and plain speaking.

your retrenchment his opportunity.

There are only two courses open. One is a policy of curtailment and Micawber-like timidity; the other is to go on doing business as usual.

Admitting that there will not be as much business this year as there was last year, or the year before, it must also be admitted that there will not be as many men sharing in it. Some manufacturers have already quit. They seem to have lost their nerve, while other manufacturers have taken stock of resources, pulled their forces together, and girded themselves up to the point of getting every possible cent's worth of business that is to be had.

To give you an instance: Supposing there is a million dollars' worth of business to be done in a certain industry and that ten firms share it equally between them. We will assume that industry falls off 25%; that leaves \$750,-000 to divide up. But you will find that at least three, and possibly four, of the concerns in that line have lost their nerve, have closed up, or have cut down, or be showing signs of panic in other directions. The other six or seven who stay in the business with a strong resolve can obtain just as much, if not more, buiness each, than they received in previous years.

True, they may not make as much money this year as they did last year, but if they can keep their oganization together, their goodwill and standing at the end of the present crisis will be far greater than the mere matter of profit secured would indicate. And eventually their profits will be much greater, because they will be deriving profits from an increased percentage of the extra business secured now. That is to say, whereas in normal times they only received profits on 10% of the total business done, the fact of three concerns dropping out of business will give them profits on about 13% of the total business to be done when conditions are again at normal.

Not only so, but the banks are watching concerns that have courage. The manufacturer who goes to a bank with a look on his face as though he has lost his spinal nerve is going to get the treatment he expects. But the man who meets his banker with a courage born of the certainty that the present conditions are not going to upset his business will get, within reason, the credit and support that he is looking for. Particularly is this the

case with the manufacturer of an advertised product. The man who keeps up his advertising at the present time The man who keeps up his advertising at the present time will be the last man to feel the pressure of adverse conditions. But the public is fickle, and if such a man withdraws his advertising during the present period, the banker will not only become suspicious, but the public will confirm those suspicions by transferring its allegiance to the man who uses the present to get his product before the public in a stronger and more forceful manner than ever before.

And it is a fact that a dollar spent for advertising now will give the publicity value, that, by contrast, could not be secured for \$3.00 under normal conditions.

Canada is not dependent for her prosperity upon experted manufactured goods. In fact, the balance of trade has been against her for many years. Right now, imports from Europe have decreased. Many things that were formerly made in Europe can be made in Canada by the Canadian manufacturer, if he will bring to the task the energy and ability first exercised by his European competitors. There is one other phase to this matter, and it is this:

(Republished from Toronto Globe.)