

Waterbury & Rising Ltd.

THREE STORES
KING ST. UNION ST. MAIN ST.

There is WISDOM

in being prepared for the Stormy day.

The Storms Will Come

The beautiful balmy days will soon change and it will be necessary to have handy at home proper foot apparel. Our stock now is most complete in heavy walking boots for Men and Women, Black and Tan with and without Waterproof bottoms. Rubbers, Overshoes, Overgaiters, Felt Boots.

How About Your Feet.

The "Doctors Special" and Dry Sox Boots are made expressly for men who do not want to wear rubbers. They are undoubtedly the best goods made.

MACAULAY BROS. & CO., KING STREET, ST. JOHN, N. B.
Our stores open 8.30 a.m., close 6 p.m. Saturday, 10 p.m.

An Unusual Sale So Early in the Season —OF— New Cape and Coat Cloths

All are the most stylish weaves and colorings of this season, for ladies' and misses' winter coats, at

\$1.25 a Yard

They are not a job range, but newest weaves in small checks, plaids and mixtures. This line of cloth is just adapted for the popular cape coats. Only 23 pieces in the lot and no two alike; so you can have exclusive designs in newest cloths for

\$1.25 a Yard

All are pure all wool, and several lines were priced to sell at \$2.50 a yard. Now your choice at

\$1.25 a Yard

NO SAMPLES CUT OF THIS SALE LOT, EXCEPTING FOR MAIL ORDERS.

MACAULAY BROS. & CO.

TRADE REPORTS BETTER NOW

Sir George E. Foster is giving personal attention to Trade and Commerce Department Report.

The Trade and Commerce Department in its report for the week ending November 2 (which may be consulted at the Board of Trade rooms) finds it necessary to appeal to the receivers of the report to save it from an early interment in the waste basket. When enquiries have been made of firms receiving the report "the explanation always given is that having in the past held the report very lightly because of its negligible character, a direct journey is accomplished from the postman to the waste basket." Sir George Foster, it says, is giving personal attention to both the matter and the form of its production and every effort is being made to render it worthy the attention of leading men of business.

This week's report has special articles on trade and general conditions in China, Cuba, Japan, Norway, Denmark, South Africa, Great Britain and Russia, besides a lot of trade statistics of Canada and information of a

ROYAL



YEAST

EMBARGO ON N. B. POTATOES MAY BE RAISED BY DEC. 1

Conference between U. S. official and growers at invitation to Hon. Mr. Murray likely to result in lifting of ban.

Special to The Standard
Hartland, N. B., Nov. 4.—Carleton and Victoria county farmers will be pleased to know that the embargo on New Brunswick potatoes which has been maintained by the United States for some months will probably be lifted about Dec. 1.

On Tuesday evening, by special invitation of Hon. Mr. Murray, minister of agriculture in the local government, representatives of the produce dealers from this section as well as from different parts of the province had a conference with the minister at Fredericton, when a proposition by the United States government was thoroughly discussed, the session lasting until after three o'clock in the morning. The details of the proposal were not to be made public until after the governments at Ottawa and Washington had concurred in the decision arrived at in Fredericton. This much is known, however, that the New Brunswick representatives present agreed to the plan laid down by Washington, and that the new order of things will go into effect as soon as the formalities are arranged between the governments interested.

The main idea, as set forth in the Washington proposal, was not to stop the export of potatoes for food, but to protect the growers in the south from the powdery scab which had been found in some of the crop grown here. The prompt action of the local government in providing for the extermination of the disease has had a marked effect on this year's crop and the Washington authorities see no reason to continue the embargo.

Its removal will not materially increase ordinary trade in potatoes, but will be a great help as regards the shipment of tubers for seed purposes. Local dealers who were present at the conference are greatly pleased and with the attention the department of agriculture has given the matter.

TRY UNGAR'S LAUNDRY.

FUNERALS.

The funeral of Mrs. Catherine Dempsey took place at 2.30 o'clock yesterday afternoon from the residence of her son-in-law, James McGill, St. Patrick street, to the Cathedral, where the funeral services were conducted by the Rev. Father Bourgeois. The funeral was very largely attended and there were numerous floral offerings. Interment was in the new Catholic cemetery.

The funeral took place yesterday afternoon at 2.30 o'clock, of the late Rupert E. Walker, from Trinity church. The obsequies were conducted by the Ven. Archdeacon Raymond. A number of friends attended the funeral. The members of the Standard staff sent a beautiful wreath as a token of their respect for their former co-worker. Many other floral offerings bore mute testimony to the respect for the kindly and hard-working journalist. Members of The Standard staff bore the pall. The remains were laid to rest in Fernhill cemetery.



This Adv. is Worth One Hundred Dollars (\$100) to Someone.

Cut this out and the next time you require any dentistry of any kind whatever, such as teeth extracted, filled, cleaned, artificial teeth made or mended, call and see us, as you may be the lucky one.

BOSTON DENTAL PARLORS,
527 Main St.—245 Union St.
DR. J. D. MAHER, Proprietor.
Tel. Main 683.
Open 9 a. m. until 9 p. m.

RADIATES WARMTH AND CHEERFULNESS

Is just about the truth as regards open fires of Broad Cove Coal.

We make a specialty of Broad Cove, in fact, it is the only Soft Coal we handle, and have a large stock, fresh mined, ready for immediate delivery.

TRY SOME

CONSUMERS COAL CO. LIMITED
331 CHARLOTTE STREET
TELEPHONE: MAIN 2670

STANDARD, NOVEMBER 3, 1914.

CHRISTMAS SEAL PERMITTED THIS YEAR

Ottawa, Nov. 4.—The Post Office Department has again consented to the issue of Christmas seals in aid of charitable institutions, etc., but these will not be allowed to be affixed to the address side of letters or parcels. There is no objection to their being placed on the back of mail matter. Letters bearing stamps other than postage stamps on the address side, will be returned to the sender. It has been proposed to issue seals for the benefit of the Canadian Patriotic Fund.

THREE STATES VOTE TO OUST SALOONS

Chicago, Nov. 4.—Three of the six states that voted Tuesday on the question of ousting saloons decided to retain barrooms while the other three, on latest returns tonight, apparently went dry. Ohio, California and Washington voted in favor of retaining saloons. Arizona apparently voted dry, women voters contributing materially. Colorado and Oregon, on incomplete and unofficial returns, show slight lead in favor of ousting saloons.

MAJORITY OF 14 FOR DEMOCRATS IN CONGRESS

New York, Nov. 4.—Latest returns from yesterday's elections indicate that the Democratic majority in the House of Representatives for the sixty-fourth congress will be reduced to eighteen. The probable Democratic majority in the Senate will be fourteen. Dr. D. Townsend, of the River Glade Sanitarium, came into the city on the Boston express last evening. He had been in Fredericton in connection with his work.

SAW JAPANESE FLEET NEAR EASTER ISLAND

Santiago, Chile, Nov. 4.—A steamer collier which has arrived at Valparaiso reports having seen eight Japanese warships at Easter Island, in the Pacific, about 2,800 miles west of the Chilean coast. Easter Island belongs to the Republic of Chile.

The War Presents a New "Made-in-Canada" Opportunity—

(Prepared by W. H. Bowman
Of McConnell & Fergusson,
Advertising Agency, Toronto, London, Winnipeg.)

Every dollar spent for "Canadian-made" products is a contribution to the support of Canadian workmen and Canadian industries. The larger the amount of money spent for "Canadian-made" products the greater the number of workmen required to produce these products.

The money that Canadians spend for "imported" products is just that much withdrawn from the support of Canadian workmen and Canadian industries, and just that much support given to foreign industries and foreign workmen. The more money spent for imported products the less work for Canadian workmen.

To Succeed, The Movement Needs Driving Force

The people of Canada are beginning to grasp the foregoing facts—beginning to realize the true meaning of the "Made-in-Canada" movement. With the right sort of force to drive it along, this "Canadian-made" propaganda, which has already attained great momentum, could be made a tremendous national success.

It is the duty of everyone to lend a hand. It is the duty of the Canadian newspapers to exert their power on its behalf. It is the duty of the Canadian Manufacturers' Association as a body to play a strong hand. It is the duty of Canadian labor to support the movement loyally; the duty of retailers and clerks, whose influence in the final sale of goods to the customer is so weighty, to do their big part. And it is the duty of the Canadian public, the court of last resort, to buy "Canadian-made" products and make this movement a national success.

This "Made-in-Canada" movement undoubtedly presents a great advertising opportunity. It is always good strategy to hit the enemy, and hit them hard, when they are at a disadvantage. And the "Made-in-Canada" crusade has already created a prejudice against "imported" goods—a decided disadvantage. The time is now ripe to hit them hard, to make the disadvantage fatal. And in no way can Canadian industries strike so hard or so quickly as through the power of Newspaper Advertising.

To Identify Individual Manufacturers With the Movement

It is only by Advertising that individual Manufacturers can quickly and closely identify themselves and their products with the "Made-in-Canada" crusade. How otherwise are Canadians going to quickly know which goods are "Canadian-made"? How otherwise are they going to distinguish between "Canadian-made" and unlabelled and unstamped imported goods? How otherwise can they be made to realize that any manufacturer's "Canadian-made" products are equal, if not better, than imported competing trade-marked products which already have built up a reputation in Canada? How otherwise are they going to know what to ask retailers for?—It is too much to expect the public to search through retailers' stocks to find out if their requirements can be met by "Made-in-Canada" products. And if Canadian manufacturers haven't enough faith in their products to tell the public about them—to advertise—how can they expect Canadians to have confidence enough in the merits of their products to buy them in preference to "imported" competing lines, which they have been in the habit of buying?

Another point to remember is this: The greater the number of "Canadian-made" products that are advertised the greater the benefit to all concerned. It is, therefore, to the interests of Canadian manufacturers, individually and collectively, to advertise their "Canadian-made" products whole-heartedly, aggressively and forcefully.

Now is not the time to "mark-time." Not the time for a manufacturer to "hide his light under a bushel." It is the time for action. The time to come out into the open—to ADVERTISE. And by Advertising NOW, manufacturers are enabled to cover an immense amount of territory at a comparatively low cost, because many of the newspapers, particularly the big mediums with general circulations, have of late largely increased their circulations without so far increasing their rates. All things considered,

Now is the time to advertise