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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, JANUARY 12, 1913


### BAKER'S COCOA

**HAS GREAT FOOD VALUE**

THE food value of cocoa has been proven by centuries of use, and dietitians and physicians the world over are enthusiastic in their endorsements of it. It is said to contain more nourishment than beef, in a more readily assimilated form. The choice, however, should be a high-grade cocoa,—"Baker's" of course.

IT IS DELICIOUS, TOO  
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### BIG GERMAN SCHEME OF POST-WAR TRADE

Vast Expansion of Shipping Industries Has Already Begun

Army To Be Made a Factor — Demobilization To Be Effected So as To Serve the Purpose of "Transition Economics"

How Germany's business interests are steadily preparing for a strenuous battle for the world's trade after the end of the war is a subject frequently mentioned in cables reports from European cities. Articles found in copies of German newspapers recently reaching London contain some details about the German trade plans not included in the cablegrams.

At the conference of representatives of German, Austrian and Hungarian industrial associations, held in Hamburg and briefly noted in an Amsterdam cablegram of Nov. 17, the principal subject of discussion was "the sea interests of the Central Powers." Addresses were delivered by Herr Asplinger of the Austrian Lloyd; Herr Kovacs of the Adriatic Line; and Herr Huldermann of the Hamburg-American Line.

As regards Herr Huldermann's speech, the Hamburg correspondent of the Kolnische Zeitung says that he was fully reported, as most of what he said was not intended to go beyond the "trusted audience." But the German reports of the conference indicate the lines upon which the German shipping interests are working. They argue, on the one hand, that it is of vital importance to restore, in the act of concluding peace, the international character of German shipping. On the other hand, they assert that Austrian and Hungarian

shipping must be firmly bound to German shipping. As Herr Huldermann put it, Germany and her allies "may occasionally be divided on the march, but must be united in the battle." He declared that the Central Powers must recover every trade position in which they were established before the war, and that they must even extend their former claims to "equal rights"—for example, in Italian shipping and in Morocco.

Herr Huldermann disclosed the fact that it was proposed to effect the demobilization of the German army in such a way as immediately to serve the purposes of "transition economics"—that is to say, the reconstruction of industry and especially the rapid importation of raw materials. The details are not published, but Herr Huldermann said that by these methods Germany would be able to achieve very much even with a small amount of tonnage. Herr Huldermann and the other speakers welcomed enthusiastically suggestions which they attribute to Sidney Webb, that in the period after the war all the raw materials of the world should be controlled by an international pool. Herr Huldermann said that the great objects of German shipping were the restoration of freedom of trading and traffic, and the recovery of freedom of movement in all enemy countries.

It appears that the representative of the Austrian Lloyd insisted that the Central Powers would have to be careful not to provoke reprisals by their own "nationalistic" measures. In this connection he criticized the German attempt to supplant Lloyd's, and the various proposals for the Germanization of insurance and re-insurance and centralized control of international travel.

#### Increase in Shipping Capital.

The Berlin Tageblatt publishes some details of the development of the German shipping yards, showing that in 1916 and 1917 all the private yards, except some of the largest, like the Vulkan concern, increased their capital. Blohm & Voss of Hamburg raised their capital from \$5,000,000 to \$8,000,000 and the Howaldt yards at Kiel raised theirs from \$1,000,000 to \$2,500,000. In other respects the German concerns have anticipated the bill for the reconstruction of the German mercantile marine. The Hamburg-American Line and the All-gemeine Electrische Gesellschaft have founded the new Hamburg Shipbuilding Company and among the new establishments and projects are two at Lillbeck, one at Hamburg, several at Stettin and Bremen, and one at Tonnung. The ship repairing firm of Jansson & Schmidsky of Hamburg, has just raised its capital from \$75,000 to \$750,000 and has become a shipbuilding concern.

The German Shipbuilding Engineering society, a concern which had much to do with the development of the German navy and mercantile marine, recently held its annual meeting in Berlin. It was attended by nearly 900 delegates, the largest number on record, and the president, the Grand Duke of Oldenburg, pointed to this as proof that "German economic conditions are flourishing." The grand duke, who is a large shareholder in the Hamburg-American Line, and the North German Lloyd, made some remarks on "good taste in the architecture of ocean liners." While German ship designers had contrived to design passenger vessels which did away with the "dreadfulness" of English

### THE NEW BRITISH AMBASSADOR TO UNITED STATES

(New York Times.)

Varied training in business, finance and law, joined to abilities of a very high order, give Lord Reading special qualifications for the unusual duties he will be called upon to perform as British ambassador at Washington. Lord Reading has had no diplomatic experience, and that is quite unimportant, since the present relations of the United States and Great Britain are of a nature so friendly, both being engaged in the war for freedom and democracy, that misunderstandings are quite unlikely to arise and no questions of great difficulty and delicacy may be expected to demand the attention and service of the embassy at our national capital.

But the new ambassador is a man accustomed to large affairs, and he is especially skilled in finance. It is in that branch of the relations of the two countries that his experience and abilities will be of greatest service, and it is with the large financial and business transactions

ships, they had been led into certain "excesses of style" in a desire to gratify the whims of the ocean-crossing public. Germany's newest creation in shipbuilding, the 22,000-ton Bismarck of the Hamburg-American Line (launched in June, 1914) would show, he said, that German ship architects had "at length left behind them the limit of tastelessness which they had adopted for the benefit of American tourists."

At the Vulkan yards, near Bremen, the Hamburg-American Line recently launched a 14,000-ton steel vessel, christened Rheinland, which is the largest ship ever laid down in Germany for purely freight-carrying purposes. The press acclaims the launching not only as a sign that "Germany's determination to make her presence felt in world trade after the war," but because, despite the strain imposed on her industry for purely war purposes, her shipyards are able to turn out this "record-breaking" merchantman.

#### New Foreign Trade Association.

On Nov. 30 a special cablegram from The Hague to The New York Times told of the organization of a new German foreign trade association with central offices in Hamburg. The Kolnische Zeitung gives the following summary of this association's plans:

"This great new concern is to occupy itself exclusively with the development of German overseas trade. Important export houses, manufacturing corporations, shipping lines, and banks in Hamburg and all the other commercial and industrial centres of the empire will be interested. The company is to serve as an active and efficient axis round which all Germany's efforts to re-knit her old relations and establish new ones will revolve. It is not to be a bank in the ordinary sense or an export bank. It will on the contrary, refrain from banking operations of the usual sort. It will not primarily be a syndicate for exploiting foreign markets, and when advantageous opportunities present themselves will fulfill the functions of a financial promoting company. It will take up, on behalf of all German interests concerned, promising projects abroad, such as waterworks construction and operation, railway building, harbor and dock works, and transactions of similar magnitude. These the company will not only promote and carry out, but it will, provide the money for. The initial capital of \$5,000,000 is wholly provisional. It will be multiplied many times over as required."

### MENNEN'S COLD CREAM

—prevents roughened or chapped hands, caused by dish washing and other household tasks which are hard on the hands.



### THE ONLY MEDICINE THE BABY NEEDS

Baby's Own Tablets is the only medicine a mother needs for her little ones. They are a gentle, but thoroughly laxative which instantly relieve all stomach and bowel disorders thus banishing all the minor ills of little ones. Concerning them Mrs. Jos. Levesque, St. Simon, Que., says: "Baby's Own Tablets are a marvelous medicine for little ones. They never fail to cure stomach and bowel troubles and neither my sister-in-law or myself would use any other medicine for our little ones." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

of his country with the United States, that he will chiefly concern himself at his new post.

It is a marked departure from custom and prescription for the British government to ask the least chief justice to step down from that high seat to undertake a foreign mission, but there are good reasons for the innovation, the best

of which is that Earl Reading is just the man for the work. His fitness for it is beyond all question, and he has already performed with much credit the duties attaching to special missions to this country.

He is sure of a warm and sincere welcome here, for he not only has many friends and acquaintances in the United States, but the story of his brilliant career and of his rise to that place of great distinction which he occupies at home has won for him the admiration of Americans. It is understood that while he gives his attention chiefly to affairs of business and finance, he will be relieved of the routine diplomatic duties of the post, while military and naval affairs will be entrusted to attaches of those branches of the service.

Sir Cecil Spring-Rice, whom Lord Reading succeeds, has not been so prominent a figure before the American people as some British ambassadors, notably Lord Bryce, or even Sir Julian Pauncefote, for he has avoided, rather than sought, occasions of public appearance. But Sir Cecil, throughout his term of service, during a considerable part of which the discharge of his duties called for great discretion and soundness of judgment, has represented the interests of his country faithfully, tactfully, and most agreeably to the government to which he was accredited. The departing British ambassador, as an incident of service to his own country, has done us much valuable service, more, doubtless, than has ever been revealed, and where it would have been easy to make mistakes, he has avoided them. He leaves his post with the very high respect and esteem of all those Americans who have had occasion to know the value of his efficient service.

### SAVE FOOD

In a time needing food economy many people are not getting all the nourishment they might from their food. It is not how much you eat, but how much you assimilate, that does you good.

The addition of a small teaspoonful of Bovril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food, for you need less.

Shoulder to Shoulder.  
(Brooklyn Eagle.)

Stating the terms upon which the British government would be willing to consider peace, Lloyd George makes it clear that England demands no material compensation for her great sacrifices. In taking this stand he ranges his country's shoulder to shoulder with the United States, which seeks in the prosecution of the war and the negotiation of peace no profit of peculiar benefit to itself.



### We shall begin today at the Semi-ready Stores a January Sale of All Suits and Overcoats

The price of each will be found in the pocket of each garment and this price will include the cost of each garment we offer.

**\$14.40**

This will be the price of all Overcoats, Ulsters and Suits labelled \$18.00. Ulsters, Overcoats, Winter Overcoats, Ulsters with belts, plain, raglan. All the different models.

There is a good assortment of Semi-ready Overcoats, winter styles for men, young men, and elderly men—many of them luxurious and warm—very finest of woollens. Colors, plain grey, mixture of stripes and checks.

These extraordinary values based on the label price in the pocket compared with the present prices are 10 per cent. to 25 per cent. less than the actual prices of these goods.

\$18.00 Suits Reduced to.....	\$14.40	20.00 Ulsters and Overcoats Reduced to.....	16.00
20.00 Suits Reduced to.....	16.00	25.00 Ulsters and Overcoats Reduced to.....	20.00
25.00 Suits Reduced to.....	20.00	30.00 Ulsters and Overcoats Reduced to.....	24.00
30.00 Suits Reduced to.....	24.00		
\$18.00 Ulsters and Overcoats Reduced to.....	\$14.40		

Come While the Assortment is Largest.

**The Semi-ready Store**  
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