MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, MAY 28, 1915

HOW THE BOYS ARE TAUGHT TO SWIM

The Latest and Best Method, The "Crawl Stroke," Being Imparted r at Y. M. C. A.

(H. O. Bonk, Y. M. C. A. Instructor).

For many years swimming instructors were fully satisfied when they were able to teach a few at a time to swim. The methods used at that time were such that the instructor could handle only one person at a time. The beginner would be taken in the water at ones a belt fastened around his body with a long rope attached to it. The instructor would walk along a spring board extended out in the water, holding the rope firm, thus holding the swimmer well upso that he would be free to use his arms and feet. The old fashioned methods used were the breast stroke or broad arm stroke (sailor fashion). The world's greatest swimming instructor says regarding the bre stroke, that it has done more to hold back the popularization of swimming than all other hindrances combined. With this stroke the swimming much more awkward. I am firmly convinced myself that after years of experience in various methods of swimming all have been more or less of a strain on the body and that the pleasure or ease in swimming was lacking.

Some years ago this unpleasantness in swimming and teaching beginners to swim was solved, when George H. Corsan, the country's greatest instructors, who holds the world's record of teaching the largest number of beginners in the largest number of beginners in the

The Stroke Works Like a Windmill.

little finger in advance. Left thumb to rear. Back hollowed, chest out. Motions—Right arm swings back. Left arm swings forward.



Always Cane Sugar

Lantic Granulated is pure cane sugar - no beets - no substitutes! Made in a new Refinery by new and improved methods—packed by automatic machines in original packages.

Lantic Granulated is perfect for cooking and preserving. Sold in 2 lb. and 5 lb. sealed cartons, also in 10 lb., 20 lb. and 100 lb. bags. Weight guaranteed. Buy "The Sugar of Extra Quality"

Atlantic Sugar Refineries Limited

Lantic

Sugar

TANGO PLACES

Case of Wealthy Girl Has Stirred Gotham

HEIRESS TO MILLION

Jealousy of Another Led to Court Proceedings Which May Disclose Astounding Conditions Relative to Dancing Craze of the da

New York, May 27—When Bonnie Seized With Paralysis Could Not Walk

Most Extraordinary Cure Effected By The Use of Dr.

How Some Canadians Were Taken

Kicking about hard times is done by the men who don't FOR RED CROSS FUNDS

The control of the control of

For the First Time in the History of Our Dominion "MADE-IN-CANADA" Becomes a Hall Mark

(Prepared by R. A. BAKER of the Baker Advertising)

Will Canada Accept the Vast Trade Lost By Germany and Austria?

to how the new lines are to be made. We believe this part of the

proposition presents little difficulty to the manufacturer-certainly no unsurmountable difficulties. What we do emphasize is that now

T NEVITABLY the next few months will see vast and far-reaching changes in the commerce of Canada. There will be decided changes in the stocks of Canadian merchants. New accounts will be opened by manufacturers who have heretofore striven in vain is the time to stop theorizing, and ACT.

All this because at a single stroke, literally over-night, the vast trade with Canada of Germany and Austria, to say nothing of other combatants in the European war, is wiped out.

CANADA HAS ALL IN HER FAVOR

SOMEBODY is going to get this business. England is alert for ft. The United States wants it. Canada has the first choice. Here we know our people; we know the needs; we have the sales organizations; we have the factories; we have the workers; we have the

Also we have in our favor that newborn spirit of patriotism among Canadian purchasers that leads a man or woman to demand "Made-in-Canada" goods. The words "Imported" and "Direct From Europe" have lost their savour. Today "Made-in-Canada" sounds with a new ring—the ring of Necessity as well as of patriotism, and as a consequence, for the first time in the history of our Dominion, "Made-in-Canada" becomes a Hall Mark.

We do not presume to advise any manufacturer technically as

Unless the Canadian maufacturer and merchant accept this opportunity NOW, it will be snapped up by more enterprising concerns. who are already training their guns on our market.

READ THE OPINION OF AN AMERICAN TRADE

WO months ago I realized that we wanted the Canadian market. Today the Canadian market wants us. True, we must still fight for it, but our greatest problem-German and French competition—was solved almost overnight, and through no effort of our own. * * * Canada imports nearly seven hundred million dollars' worth of goods. * * * Right here is a great field for the American manufacturer. * * The American manufacturer, once established here, will give all comers, even after the war is over, a stiff fight to take the market away from him."

"There is no reason in the world why an American manufacturer cannot go into Canada now and practically sweep the market in his line." So says an American trade investigator. He investigated the Canadian market, but not the Canadian manufacturer, who furnishes one very substantial reason why the United States cannot

The limitless forces of Initiative and Advertising enter vitally into the situation. Canadian manufacturers must use their initiative NOW and go after the market with greater vigor than they ever before exercised—they must study Canada's import statistics, and make the sternest possible bid to supply the demand.

THE TIME HAS COME FOR ACTION

PEACH out for the markets with the mighty force of Advertising. Tell your story far and wide. Canada wants to know which are the right lines to buy, under the new condition, Faced with the necessity of choosing new brands to replace the imported products, and fired with the patriotic impulse to encourage "Madein-Canada" merchandise, they await your message, eager to respond.

Advertising in the daily newspapers will reach them in their buying mood. Make it plain to them that by purchasing what you have to offer they are not only supporting Canada and the Empire, but they are getting as good quality and better value than the imported articles they heretofore bought. The people won't know these facts unless you tell them—and that is what advertising does.

Advertising in Canada today will "pull" better than ever before. The time is opportune to strike. Strike with a will.

"Made-in-Canada"

(Republished from Toronto Globe.)

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