MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, MAY 8, 1915

TO SUBURBANITES!

To Those Who Go to the Country for the Summer, Our Service is All That Could be Desired. 'Phone your GROCERY orders every morning to Main 886, and we will look after them, delivering same to any train you wish.

FIRST QUALITY GOODS AT REASONABLE PRICES

Orders carefully packed and promptly delivered are contributing factors to the large business this store is now enjoying. Are we serving you?

PHILPS' Douglas Ave. and Main. 'Phone Main 886



CARPENTERS AND BUILDERS

CONTRACTORS

E. STAIRS, 58½ Dock street, pair and general job work; Bung and Drafting; Phone M 2662.

ENGRAVERS

F. C. WESLEY & CO., Artists an Engravers, 50 Water street, Tele

FEATHER BEDS

Shops You Ought — To Know! —

Designed to Place Before Our Readers The Merchandise, Craftmanship and Seavice Offered By Shops And Specialty Stores.

BARGAINS

A SPLENDID LOT of Ladies' Shir Waists also Misses' Middy Blouses. Prices ranging from 25c., to \$1. Morgan & Co 629-683 Main street. WALL PAPER bargains in factoremnants. Remember, just h price. H. Baig, 74 Brussels street.

TAIT & SMITH (J. Starr Tait and Bld., St. John; Phone 2779.

CARRIAGES AND WAGONS

BUILDERS' CUPPLIES

BUILDING MATERIALS—Murray & Gregory, Ltd. Saw Mill, Woodworing Factory, Glass Works. Supplying everything in wood and glass for buildings. 'Phone M 8000, Private Exchange

COAL AND WOOD

OUR WOOD IS DRY, our loads big, our price is right, our 'phone is 468. City Fuel Co., City Road. 9-10

MISS McGRATH, New York Par Imp. Theatre Bld, Switches, Spe \$1,25 and \$1.50; also, new process coloring. All branches of work of

HORSE FURNISHINGS

VE ARE NOW showing an excellen line of Driving Whips, Sponges rushes, and Curry Combs at low prices L. Horton & Son, Ltd., 9-11 Market Sq

HORTICULTURAL

IRON FOUNDRIES

LADIES' TAILORING

PATENT ATTORNEYS

PIANO MOVING at a reasonabl price. Phone Main 1427. F. F. Bel 86 Germain street. 26125-5-11 NEW YORK STOCK MARKET

PLUMBING

SECOND-HAND GOODS

SITUATIONS VACANT

WALLPAPERS

BARNS TO LET

AGENTS WANTED

WANTED-FEMALE HELP

WANTED—Women for quick lunch Apply evenings, 38 Water street, 27410-5-14 WANTED—Experienced waist maker.
Apply Mrs. Fanjoy at F. A. Dykeman's store.

27409-5-11

GIRL WANTED — General Public Hospital. 27359-5-13

GIRL WANTED—General work, Q. Richardson, 276 Prince street, City. 27862-5-13 DINING Room and kitchen girl want-ed, Grand Union Cafe. 27365-5-10

WANTED LADIES PERMANENT-LY OR SPARE TIME to dis-tribute religious literature. Make two to three dollars daily. Linscott Company, Brantford, Ontario.

FOR SALE OR TO LET

PIANO MOVING

'Glad Hand" Town

Asbury Park, N. J., proposes to do its lest to make every stranger within its lates feel at home and so much pleased with his welcome that he will desire to

SOLE AGENT 20TH CENTURY GARMENTS Gilmour's 68 King Street

Our Optical Parlor 103 Union Street

iyo uiiuii Jucci Our Place is Being Conducted Along Strictly Scientific

Your eyes tested by expert opticians, glasses are being fitted in a proper manner.

All Work is Guaranteed

K. W. Epstein & Co.

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

(Prepared by R. A. BAKER, of the Baker Advertising Agency, Limited, 18-20 Wellington Street East, Toronto.)

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

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.

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 It. 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

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

Unless the Canadian manfacturer and merchant accept this op-All this because at a single stroke, literally over-night, the vast portunity 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

EACH 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 "Made-

in-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.)

"Made-in-Canada"