

RAW RECRUIT TO TRAINED SOLDIER

(Continued from page 1.)

There stands a chap who comes from the family of a well known merchant; beside him in line is one who was a bookkeeper, with a good position, or perhaps a coal-transporter, a stevedore, a clerk, a lawyer's son—all now on the same democratic level, the private's rank in the army of the king—all bound to one another by the common bonds of regimental loyalty, patriotism and the fraternal desire to further the cause of England in her righteous war.

True, in a muster of a thousand and more men, it is not possible to find all good, all measuring to the standard of the true man, square and upright. And generally the deficiencies and discrepancies of the few are burdened upon the majority, and they must suffer a share of condemnation for things in which they have no part. But take the majority of these young men—they come from the best of homes to a life in barracks (at its best but a treacherous family circle); they go about their daily routine quietly and obediently, longing only for the day when the muster has been made after the last fight overseas, that they have been through the fray and are awaiting the order to embark for home and loved ones again. But, of course, before that word is given they want to have seen some action

Baby's Eczema Cured by Zam-Buk

Mrs. Elgin Cossett, Joggin Bridge, N.S., says:—"When my little daughter was five months old a rash broke out on her face and body. I called in a doctor, who stated that it was eczema, and treated her for it. His treatment, however, did not bring any relief, and the child got worse. I then tried a great many salves and so-called eczema cures, but nothing proved of any benefit. The sores continued to spread, and became one large mass. One day a friend advised me to give Zam-Buk a trial. I did not have much faith in Zam-Buk working a cure, but as there could be no harm in trying it, I obtained a supply.

At that time the disease had defied all remedies for over a year. By the time I had used one box of Zam-Buk there was a marked improvement. I continued the Zam-Buk treatment and day by day the sores showed signs of improvement. Finally Zam-Buk banished every trace of the disease."

For the tender delicate skin of babies, nothing equals Zam-Buk. Unlike other ointments, it is purely herbal.

Use Zam-Buk for cuts, burns, bruises, eczema, piles, cold sores, chapped hands, and all skin diseases and injuries. At all druggists and stores 50c per box. Name "Zam-Buk" is on every box, refuse substitutes. FREE TRIAL BOX. Send this article, name of paper, and 1c stamp for return postage to Zam-Buk Co., Toronto.

Three Boxes Cured His Rheumatism.

It cost Mr. Moore's father just \$1.80 to be cured of chronic rheumatism from which he had suffered for years. Just three boxes of GIN PILLS at 50c a box, completely cured him and today he has not a sign of rheumatism.

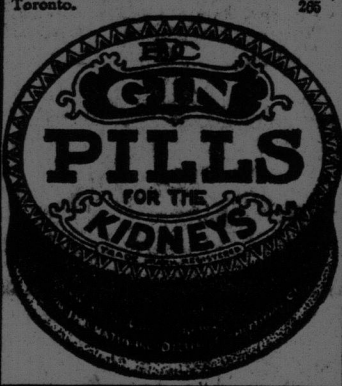
GIN PILLS FOR THE KIDNEYS

Newburg, Ont. April 26th. "My father has been troubled with Rheumatism for a number of years, having tried two doctors and getting no relief. He was finally advised by a friend to try GIN PILLS. He purchased a box and after taking them for a week, found that they gave him relief. He then purchased three more boxes which were the means of curing him. He is now a strong man and good health and is able to do his daily work. For this great change, all the credit is due to GIN PILLS.

ALEX. MOORE.

Every box of GIN PILLS is sold with our positive guarantee of satisfaction or money back.

Gin Pills are "Made in Canada". Your dealer has them—50c a box. Sold in U.S. under the name "GINKO" Pills. Trial treatment free if you write National Drug & Chemical Co. of Canada, Limited, Toronto.



abroad—to have had a "whack" at the Kaiser's hordes, and then, when the day is won, to seek the welcome awaiting them from those they've left behind and whose battles they've been fighting.

Have You Considered?

Did you ever think, you who have uttered condemnation of the soldiers because of the actions of a few that in those passing ranks which march evenly now along the street, there are heroes in the making? Did you ever contemplate that these odd thousand lads have made a telling sacrifice if they parted with the comforts of home alone, aside from other considerations? Did you ever consider that these same young men will be in the heat and din of battle, and when they emerge, this face now smiling at some friend across the street, or that had now smartly nodding to his mother glancing down at him from the windows of their home, or that young chap now passing all but unnoticed in the host who has bid farewell to folks at home some weeks ago to be ready to leave with the rest, or this or that young soldier in the different ranks, may never again respond to earthly regimental roll call? You, who perhaps call into use various epithets against these soldier lads, consider these, and know that when you see that body of men, those faces may be missing from the ranks, and the gaps may signify little unbelieved graves in some eventful field in Flanders France or Belgium.

A Change of Scene.

For the most part they are new to the life. Of course there are some old

be found in almost every Canadian battalion, but the vast majority of those formed for the second or third contingents are young Canucks who have had little, if any, previous experience in military activities. This is that his first few days in uniform are hours of enchantment and wonderment to the recruit—all is of interest about him, and he is bewildered with the whirl of events from reveille to lights out.

Few of the lads who have been wearing the uniform of the king for the last few months have been accustomed through life to rising at dawn, or, as it has been during the winter, before dawn. That is probably the "toughest" part of the "rookie's" experience, but once he has washed and gotten the scales of slumber off his eyelids in a brisk physical drill which follows for half an hour, he is feeling like a fighting cock, ready for anything, especially breakfast, and when the "cook-house door" sounds out in the clear morning air, the sight of strapping healthy lads causing their rations of porridge, bacon, beans or whatever "mess" the cook has prepared, to disappear like magic, would make Rockefeller for all his millions, green with envy.

The Day's Routine

Of course there are "lickers" to be found in every company. They are part and parcel of every military unit no matter where organized. They are not popular with their fellows, these soldiers with a "grouch" and never get beyond the first step to serving in the ranks. Their complaints are very often such as are overlooked by the other lads, who probably have been accustomed to as good as they, and in some cases better.

For the most part, however, there has been no ground for complaint from the usual source, the quantity and quality of the rations. The men of the 28th have been served with good food, not fancy decorated substance, but hearty, body-building food, their mid-day meal, usually the heaviest consisting of plenty of meat and potatoes, stew, roast, fry, or fish as the case may be. Occasionally, some little dainties, but even when this is not ordinarily done, all goes smoothly in the mess, and the orderly officer has a negative response to his query: "Any complaints, men?"

"Parade" blows at 9 a. m. and all hands turn out for the orders of the day. Few of the men know when they go on parade in the morning just where the day's work will take them. It may be only company drill about the armory, it may be a route march into the suburbs which, now that the weather has been getting there is a welcome holiday for the lads in uniform. Noon-day rations may be taken, already prepared, or due to be cooked in the field, each man for himself. After a well-spent day in the arduous task of manoeuvring and drilling, dusty and grimed, the men march home. The supper-table is the next object of interest, and afterwards usually, a "chill" up town, a few short hours of pleasure, and then back to barracks, "lights out" at 10.15, and off "on the beam" to slumberland, nothing to do till tomorrow."

POTS

Starting on Tuesday afternoon we will book orders at private sale for dwarf and climbing roses at \$3.00 for bunch of ten; three standard roses, \$2.00 per bunch, and other plants in proportion. Any information re plants will be gladly given at store, 60 Gorman street. R. F. POTTS, Auctioneer. Phone 773. 5-18.

THE BIG LOCAL EVENT FOR LOYALIST DAY, MAY 18

Although it has not seemed fitted or possible to recognize Loyalist Day in St. John this year by a visit from some noted speaker, a social or historical reunion or other special event still the day is to be marked in a most suitable way by a children's patriotic entertainment being arranged by the Women's Canadian Club in the Imperial Theatre. The public has shown keen interest in the teaching of music in the schools. They will now have a chance to observe the results already reached, for the choruses to be given on Tuesday next are chiefly from the schools.

A large attendance will encourage the work. This is the only public gathering arranged for the day, and at 4.45, when the programme begins, the theatre should be filled. Tickets are to be had at Messrs. Nelson & Co's and Messrs. Ritchie & Gray's, King street, as well as at the Imperial Theatre Store, the prices being fifteen cents for adults and ten cents for children.

Glad To Play a Losing Game.

"I shrink from the ordeal," she said, but there was triumph in her voice. The lady was dieting and exercising to reduce her flesh and the scales had just shown that she had sloughed off 80 pounds.

MAUDE ADAMS WEEPS; DENIES SHE MARRIED

Grieving for Frohman, Actress Gives Performance—Says He Was Not Her Husband.

Kansas City, Mo., May 15.—Maude Adams, who is playing here, collapsed when she learned of Chas. Frohman's death in the Lusitania disaster. Preparations were made to call off the performance, but before that was done, she revived and was persuaded to go on. Few of the audience knew the cause of the delay.

In the first act of Quality Street she appeared with eyes still puffed and tear-stained, and her voice broke repeatedly in the opening scenes. As the play progressed, however, she mastered her emotions and played the heart free, coquettish flirt in the last two acts with dash and abandon. At the close she refused to see any one and drove to her private car.

Through her manager, W. G. Newman, Miss Adams denied rumors that she was married to Mr. Frohman.

"Of course," Mr. Newman said, "a warm affection had sprung up between them during the years they had been associated with each other, and the fact that neither had ever married no doubt gave rise to the absurd reports."

Automobile Owners

For a limited time only we will allow \$1.00 an inch for old tires in any condition, in exchange for a new tire.

This is not a tire advertisement, but we have taken this way of becoming acquainted with all automobile owners who wish to take advantage of this offer.

Imperial Garage and Motor Co.

27-33 Paradise Row

C. E. MAWHINNEY

E. J. LA PIERRE



"MADE IN CANADA"

Ford Touring Car
Price \$590

Your neighbor drives a Ford—why don't you? We are selling more Fords in Canada this year than ever before—because Canadians demand the best in motor car service at the lowest possible cost. The "Made in Canada" Ford is a necessity—not a luxury. Buyers of Ford cars will share in our profits if we sell 30,000 cars between August 1, 1914 and August 1, 1915.

Runabout \$540; Town Car \$540; F. O. B. Ford, Ontario, with all equipment, including electric headlights. Cars on display and sale at

St. John Branch, Phone 2206.



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 Agency, Limited, 18-20 Wellington Street East, Toronto.)

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

INEVITABLY 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 against foreign competition.

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 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 market.

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

"Made-in-Canada"

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 is the time to stop theorizing, and ACT.

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

READ THE OPINION OF AN AMERICAN TRADE INVESTIGATOR

"TWO 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 grab our trade.

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

REACH 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.)