MC 2035 POOR DOCUMENT

CALIFORNIA SEEDLESS ORANGES

Are Luscious Eating Just Now

We have them at.....30c. doz.
Florida Grapefruit also are now at their best, large ones, very juicy, 3 for 25c.
Choice Malaga Grapes.....20c. lb.
California Seedless Lemons, 20c. doz.
Guaranteed New Laid Eggs, 35c. doz.
PHILPS' Special Coffee is not excelled in the city, is fresh roasted and ground as ordered.....40c. lb.

'Phone Orders Promptly Delivered to Any Part of the City

PHILPS
Douglas Avenue and Main St.
'Phone M. 886

CANADIAN PACIFIC

PANAMA-PACIFIC EXPOSITION SAN FRANCISCO.

Tickets on Sale March 1st. to Nov. 30th.
Limit Three Months
$115.70
From ST. JOHN, N.B.
Going and Returning via Chicago

Going via Chicago and Returning via Vancouver, or vice versa, $17.50 additional

W. B. Howard, D.P.A., C.P.R., St. John, N.B.

THE BEST WE KNOW HOW TO; BUY CAREFULLY PREPARED AND DELIVERED

COAL

FOR KITCHEN USE

We strongly recommend our **"Free Burning American Chestnut."** It is a clean, sharp burning coal free from clinkers and always rescreened before delivery to remove all slack and dust.

Makes Kitchen work a pleasure.

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

TIMES, MARCH 9, 1915

Shops You Ought To Know!
Designed to Place Before Our Readers The Merchandise, Craftmanship and Service Offered By Shops And Specialty Stores.

BARGAINS

OUR departments are now complete with the spring stock in our wash-goods. We have a complete line of brocaded, plain, and fancy crepes, ginghams, duck, beach suiting, pique, and also English cambrics, shirt waists, gowns and combinations, a large range to select from. J. Morgan & Co., 681 Main street.

BARRISTERS

TAIT & SMITH (J. Starr Tait and H. Lester Smith), Canada Life Bld., St. John; Phone 2779.

BOARDING—PRIVATE

CHOICE TABLE, comfortable rooms, spacious drawingroom. Terms day or week; dinners served to transients. Coburg Hall, 100 Coburg street. 4—4

COAL

I HAVE a special lot of Scotch Soft Coal, leaves little ash, gives great heat. Tel 42. James S. McGivern, 5 Mill street.

T. M. WISTED & CO., 142 St. Patrick street. Scotch and American Anthracite in stock. Broad Cove and Springhill soft coal also in stock. Phone 2145-11. Ashes removed promptly tf

COAL AND WOOD

DRY Slab Wood, sawed in stove lengths. $1.25 per load. McNamara Bros. 'Phone Main 733. t.f.

ORDER Your Coal by 'Phone, Main 2752-31. We are selling good coal by ton, load or barrel. Prompt delivery. L. Davidson, 68 Brussels street.

DRINK HABIT

THE GATLIN—A High Class Scientific 3 to 5 day Guaranteed Treatment for Alcoholic Addictions. 'Phone 1685 or Write for particulars, 46 Crown street.

ENGRAVERS

F. C. WESLEY & CO., Artists and Engravers, 59 Water street, Telephone 982.

HORSE FURNISHINGS

HEADQUARTERS FOR HARNESS, Horse Blankets, Fur Robes, and a general line of horse furnishing goods, all at reasonable prices. H. Horton & Son, Ltd., 9 and 11 Market Square.

HATS BLOCKED

LADIES' Panama chip, tagle and straw hats blocked over in latest styles. Mrs. M. R. James, 280 Main street.

HAIRDRESSING

MISS McGRATH, New York Parlors, Imperial Theatre Building, first floor. Special sale of switches. All branches of the work done. Hair work a specialty. 'Phone Main 2695-31. Gentlemen's manicuring, Door 2.
5-19—1915.

SCAVENGERS

ASHES promptly removed. Telephone Main 952-41. 22654-4-2

MASSAGE

SWEDISH MASSAGE—Nature's Own remedy for all ailments arising from poor circulation and nervous diseases. By expert male graduate, 14 years' experience. Treatments $1, $10 for 12. Also medicated baths by appointment only; Phone Main 1685.
2-8—1916.

MONEY FOUND

RUBBER STAMPS of every description, stamp ink pads, daters, automatic numbering stamps; automatic fire extinguishers, most wonderful fire destroyer on the market; high grade brass sign work. Agent for No-Dust Sweeping Powder. R. J. Logan, 21 Canterbury street, Daily Telegraph Building. Phone Main 1527.

USE THE WANT AD. WAY

OVERCOATS

BALMACCANS are the latest in Spring Overcoats—Call and look over our large stock; also, new Spring Clothes in our Custom Dept. Turner's, out of the high rent district, 440 Main.

CUSTOM and Ready to Wear Suits at reasonable prices for this month. W. J. Higgins & Co., custom and ready to wear clothing.

PATENT ATTORNEYS

PATENTS and Trade-marks procured. Fetherstonhaugh & Co., Palmer Chambers, St. John.

SEWING MACHINE REPAIRING

AT 13 WATERLOO St. 'Phone. M. 288.

SECOND-HAND GOODS

WANTED TO PURCHASE. Gentlemen's cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write L. Williams, 16 Dock street, St. John, N. B.

WANTED—TO PURCHASE, Gentlemen's cast off clothing—fur coats, jewelry, diamonds, old gold and silver, musical instruments, bicycles, guns, revolvers, tools, etc. Best prices paid. Call or write H. Gilbert, 24 Mill street, 'Phone 2892-11.

STOVES

GOOD LINE OF SECOND HAND Stoves—Well repaired; will sell cheap; also new stoves of all kinds, 165 Brussels street. 'Phone 1308-11, H. MILLEY.

TILING

WE are Experts in Tile, Marble, Mosaics and Fire Places. Call and see our samples. The W. Nonnenman Tiling Co., 254 Union stdeet.

IRON FOUNDRIES

UNION FOUNDRY AND MAchine Works, Limited, George H. Waring, manager, West St. John, N. B. Engineers and Machinists, Iron and Brass Foundry.

WATCH REPAIRERS

FOR reliable clock and watch repairs, go to Huggard, 67 Peter streets (7 years in Waltham watch factory.) t.f.

W. BAILEY, the English, American and Swiss expert watch repairer, 188 Mill street (next to Hygenic Bakery.) For reliable and lasting repairs come to me with your watches and clocks. Prompt attention and reasonable charges. Watches re-magnetized.

FINANCIAL

NEW YORK STOCK MARKET
Quotations furnished by private wire of J. M. Robinson & Sons, St. John, N. B.

March 9.

	Previous Closing	Opening	Noon
Am Cop	55½	55½	55⅜
Am Car & Fdry.	42⅝	..	..
Am Loco	20½	..	..
Am Beet Sugar	39⅞	40	39¾
Am Ice	28⅝	28¾	29
Am Sugar	102	102	101¾
Am Smelters	64⅛	64⅛	63¾
Am Tel & Tel	..	120¾	120⅞
Am Cot Oil	46¾	..	..
Ana Miding	26¾	..	..
Atch, Top & S Fe	95¾	96⅛	96
B. R. T. x d	88¾	87¼	87¼
B. & O.	69	68¼	68⅛
C. P. R.	160¾	160	159½
Cent Leather	..	38⅞	..
C. & Gt West	10⅝	..	..
Chino Cop	..	36⅛	..
Ches & O	43	42	..
Col Fuel Iron	24¾	24½	24¾
Con Gas	118	117½	..
Del & Hud	145	..	..
Erie	22⅜	22¼	22
Erie 1st pfd	..	35⅝	..
General Elect	140¾	141	..
Gt North pfd	115¾	115⅞	..
Interborough	13	12⅞	12¾
Interborough pfd	..	59½	59
Ill Cent	..	104⅛	..
L. & N.	..	113	..
Lehigh Val	135½	135½	134¾
Miss Pac.	12¼	12	13
National Lead	55¼	54¾	..
Nevada	..	13	..
N. Y. C.	83⅞	83⅞	83½
North Pacific	108⅝	108¼	..
Nor & West	..	102¼	..
Pennsylvania	105½	105½	..
Peoples Gas	..	120	..
Pressed Steel Car	..	26¼	..
Reading	145⅞	145¾	145⅝
Rep Iron & Steel	20⅞	..	..
Soo Ry	115	114¾	..
Southern Pacific	85	85¼	84¾
St. Paul	88	87¾	87½
Sloss Shef	26	26	..
South Ry	16	16⅛	16
Union Pacific	120⅝	120½	120⅛
U. S. Rub	56⅝	56½	..
U. S. Steel	45⅝	45⅞	45¼
U. S. Steel pfd	104¾	105⅛	105
Utah Cop	58⅝	58⅜	..
West Maryland	20½	20⅝	..
Westing Elect	69	..	..
Western Union	63⅞	68¾	63½

Sales, 11 o'clock, 71,100.

AN EASY WAY TO GET FAT AND BE STRONG

The trouble with most thin folks who wish to gain weight is that they insist on drugging their stomach or stuffing it with greasy foods; rubbing on useless "flesh creams," or following some foolish physical culture stunt, while the real cause of thinness goes untouched. You cannot get fat until your digestive tract assimilates the food you eat.

Thanks to a remarkable new scientific discovery, it is now possible to combine into simple form the very elements needed by the digestive organs to help them convert food into rich, fat-laden blood. This master-stroke of modern chemistry is called Sargol and has been termed the greatest of flesh builders. Sargol aims through its re-generative, reconstructive powers to coax the stomach and intestines to literally soak up the fattening elements of your food and pass them into the blood, where they are carried to every starved, broken-down cell and tissue of your body. You can readily picture the result when this amazing transformation has taken place and you notice how your cheeks fill out, hollows about your neck, shoulders and bust disappear and you take on from 10 to 20 pounds of solid, healthy flesh. Sargol is absolutely harmless, inexpensive, efficient. Leading druggists of St. John and vicinity have it and will refund your money if you are not satisfied, as per the guarantee found in every package.

Caution:—While Sargol has given excellent results in overcoming nervous dyspepsia and general stomach troubles it should not be taken by those who do not wish to gain ten pounds or more.

To Grow Hair On a Bald Head

BY A SPECIALIST

Thousands of people suffer from baldness and falling hair who, having tried nearly every advertised hair tonic and hair-grower without results, have resigned themselves to baldness, and its attendant discomfort. Yet their case is not hopeless; the following simple home prescription has made hair grow after years of baldness, and is also unequalled for restoring gray hair to its original color, stopping gray hair from falling out, and destroying the dandruff germ. It will not make the hair greasy, and can be put up by any druggist: Bay Rum, 6 ounces; Lavona de Composee, 2 ounces; Menthol Crystals, one-half drachm. If you wish it perfumed, add 1 drachm of your favorite perfume. This preparation is highly recommended by physicians and specialists, and is absolutely harmless, as it contains none of the poisonous wood alcohol so frequently found in hair tonics.

RECIPE TO CLEAR A PIMPLY SKIN

Pimples Are Impurities Seeking an Outlet Through Skin Pores

Pimples, sores and boils usually result from toxins, poisons and impurities which are generated in the bowels and then absorbed into the blood through the very ducts which should absorb only nourishment to sustain the body.

It is the function of the kidneys to filter impurities from the blood and cast them out in the form of urine, but in many instances the bowels create more toxins and impurities than the kidneys can eliminate, then the blood uses the skin pores as the next best means of getting rid of these impurities which often break out all over the skin in the form of pimples.

The surest way to clear the skin of these eruptions, says a noted authority, is to get from any pharmacy about four ounces of Jad Salts and take a tablespoonful in a glass of hot water each morning before breakfast for one week. This will prevent the formation of toxins in the bowels. It also stimulates the kidneys to normal activity, thus coaxing them to filter the blood of impurities and clearing the skin of pimples.

Jad Salts is inexpensive, harmless and is made from the acid of grapes and lemon juice, combined with lithia. Here you have a pleasant, effervescent drink which usually makes pimples disappear; cleanses the blood and is excellent for the kidneys as well.

ADVERTISING VS. CONSCRIPTION

Publicity Made Kitchener's Army Possible

HEDLEY LE BAS' PART

Statement of Empire's Needs Will Enable Britain to Finish War With Volunteer Army

London, Feb. 16, by mail to New York.—It pays to advertise.

Ask Lord Kitchener. Ask Winston Churchill. Ask the British government. Not many weeks ago Kitchener was a conscriptionist. He had the man's size job on his hands of getting together an army ten times larger than Britain had ever hoped or planned to have. It looked to him and many another Englishman as if the Kitchener army would, beyond certain point, have to be made up of drafted men.

But all this time an influence was at work that Kitchener didn't know much about. Of war and armies and the task of ruling colonies no man knows more than Kitchener, but what Kitchener knew about advertising—newspaper advertising or any other kind—was nothing. There was one man in England who knew as much about advertising as Kitchener did about armies, and while Kitchener and his army council were worrying about conscription this man was patiently, scientifically and hopefully advertising. And this man's advertising has saved England from conscription.

Willing Volunteers

No Englishmen are to be forced into the army, no men are to be dragged, unwillingly from their families. England will go through the war with the proud boast that every one of her army of millions is a willing volunteer.

That is the task today. Kitchener is no longer a conscriptionist. The voices of the Dukes and Lords who believed that the masses ought to be forced to join the army have been silenced. And England will have the glory of possessing an army of men who asked to be permitted to fight for her.

This man is Hedley LeBas. He is a psychologist of the masses. He knows how the public thinks and what it wants and what it will want. And always before the public knows these things itself. He has made a fortune in a publishing concern by this talent, and when this war started he knew that Englishmen wanted to fight for their country. His duty was to tell them they did. The War Office knew LeBas. One day a War Office official said to him, on a golf links: "Say, you've got a big business. With many men working for you. What would you do if you wanted more men? How would you get them?"

Would Advertise

"Easily," said LeBas, "I'd advertise for them."

"Well, the army needs thousands of men. Do you suppose you could get them by advertising?"

"Without a doubt," said LeBas. Whereupon the War Office gave LeBas a sum of money and told him to go ahead. This was just before the war broke. LeBas was just about getting started when the declaration of war came, like a bolt out of the blue. The need then came for millions.

"How shall I tell England the army wants men? What thought is big enough and what words strong enough to catch their attention?"

The danger was that his first message would be too weak. He worked one whole night, writing down short phrases. By morning he had only twenty. Then he spent the rest of the twenty-four hours picking out the phrases that were not good enough and throwing them away. Finally there was only one phrase left. It read: "Your King and your country need you."

The newspapers blazed forth that advertisement that night. They called attention to the fact that this phrase was to appear on posters and bill boards everywhere. The public read the newspapers and watched for the posters. The phrase hit the English mind exactly in the centre. The seven words became a watch cry.

On Big Campaign

And then La Basse, set out on a terrific advertising campaign. He followed English public opinion. He kept his nerves raw to English feeling. Lord Roberts died at the front.

"Lord Roberts did his duty. Will you do yours?" was thundered in the newspapers and then on the bill boards, even while the public attention was still fixed on the old hero's death.

When some British ships had been sunk LeBas knew that there would be a flutter of worry in the English mind. And so he put out this message, through the press: "Britain's strong army and your help will carry us through."

These messages were of the masses. What about the employers whose businesses might suffer by letting their men go? LeBas handed these thoughts in one huge blast in the evening papers: "Is there some man serving your customers who ought to be serving his country?"

"Is there some man preserving your game, who ought to be preserving the country?"

These two queries were punches. Land owner and employers wrote to the newspapers in which the advertisements had appeared, saying that they had never looked at the matter in this new light.

"Of course they hadn't" said Le Bas, in effect; "that's what advertising is supposed to make a man do."

A Boastful Period

Then came a boastful period in British thought. LeBas was equal to it. The pupblic must not get the idea into its head that everything was all right.

"We shall win, but you must help," replied LeBas, in display type.

When the soldiers' letters began to come from the front and England was dotted with proud homes and neighborhoods, LeBas sensed the feeling. "You're proud of your pals in the army, of course but will your pals think of you?"

And then there was a display as, showing a soldier silhouetted on a hill, holding his rifle.

"Are you content for him to fight for you? Why don't you do your bits?" asked the advertisement.

Every one of these advertisements hammered away at the public opinion of England just as the German guns had hammered away at the fortifications at Leige. It was a hammering that Kitchener didn't understand. His soldier ears didn't catch the explosions in this psychological cannonading. His military senses didn't feel the vibrations of the crashing walks of personal inertia. Recruits were coming in too steady. Conscription was talked about. The newspapers began to prepare the public mind for it. But these same newspapers were carrying, day after day, the forceful, unresistible advertisements prepared by LeBas.

Question of Sports

The question of football and sports came up in the public prints. LeBas countered with: "Halt, go into training and help the boys at the front."

Then arose talk about the necessity for some sort of badge to those who had been refused on account of health. It was a popular theme. LeBas had his word to say: "If you cannot join the army try to get a recruit."

The Army Council and Kitchener can almost put their finger on the day and hour when the torrent broke. The battering of advertising had done its work. Recruits began to come in faster than they could be equipped. That was five weeks ago. The tide has been flowing in ever since.

But LeBas is still at it. For instance there was a spell of peace talk, and everybody began to hopefully ask: "When will the thing be settled?" It was a dinner table question; you heard it everywhere. And LeBas answered, in a glowing advertisement: "What in the end will settle this war? Trained men. It is your duty to become one."

LeBas' job isn't done yet. He's still on it. Incidentally, he works for nothing.

GOING MAD FROM THE TERRIFIC PAIN

Prominent Merchant Thinks His Life Was Saved by "Fruit-a-tives"

Drysdale, Ont., June 15th, 1913.

"I am a general storekeeper at the above address, and on account of the great good I have experienced from using 'Fruit-a-tives,' I recommended them to my customers. They were a great boon to me, I can tell you, for about two years ago, I was laid up in bed with vomiting and a terrific pain at the base of my skull. The pain nearly drove me mad. Doctors feared it would turn to inflammation of the brain, but I took 'Fruit-a-tives' steadily until I was cured. I have gained fifteen pounds since taking 'Fruit-a-tives,' and I verily believe they saved me from a disastrous illness."

J. A. CORRIVEAU.

50c. a box, 6 for $2.50, trial size, 25c.—or sent postpaid on receipt of price by Fruit-a-tives, Limited, Ottawa.

Don't Merely "Stop" a Cough

Stop the Thing that Causes It and the Cough will Stop Itself

A cough is really one of our best friends. It warns us that there is inflammation or obstruction in a dangerous place. Therefore, when you get a bad cough don't proceed to dose yourself with a lot of drugs that merely "stop" the cough temporarily by deadening the throat nerves. Treat the cause—heal the inflamed membranes. Here is a home-made remedy that gets right at the cause and will make an obstinate cough vanish more quickly than you ever thought possible.

Put 2½ ounces of Pinex (50 cents worth) in a 16-ounce bottle and fill the bottle with plain granulated sugar syrup. This gives you 16 ounces of the most pleasant and effective remedy you ever used, at a cost of only 54 cents. No bother to prepare. Full directions with Pinex.

It heals the inflamed membranes so gently and promptly that you wonder how it does it. Also loosens a dry, hoarse or tight cough and stops the formation of phlegm in the throat and bronchial tubes, thus ending the persistent loose cough.

Pinex is a highly concentrated compound of Norway pine extract, rich in guaiacol, and is famous the world over for its healing effect on the membranes.

To avoid disappointment, ask your druggist for "2½ ounces of Pinex," and don't accept anything else. A guarantee of absolute satisfaction, or money promptly refunded, goes with this preparation. The Pinex Co., Toronto, Ont.

REMARKABLE CASE of Mrs. HAM

Declares Lydia E. Pinkham's Vegetable Compound Saved Her Life and Sanity.

Shamrock, Mo.—"I feel it my duty to tell the public the condition of my health before using your medicine. I had falling, inflammation and congestion, female weakness, pains in both sides, backaches and bearing down pains, was short of memory, nervous, impatient, passed sleepless nights, and had neither strength nor energy. There was always a fear and dread in my mind, I had cold, nervous, weak spells, hot flashes over my body. I had a place in my right side that was so sore that I could hardly bear the weight of my clothes. I tried medicines and doctors, but they did me little good, and I never expected to get out again. I got Lydia E. Pinkham's Vegetable Compound and Blood Purifier, and I certainly would have been in grave or in an asylum if your medicines had not saved me. But now I can work all day, sleep well at night, eat anything I want, have no hot flashes or weak, nervous spells. All pains, aches, fears and dreads are gone, my house, children and husband are no longer neglected, as I am almost entirely free of the bad symptoms I had before taking your remedies, and all is pleasure and happiness in my home."—Mrs. JOSIE HAM, R. F. D. 1, Box 22, Shamrock, Missouri.

If you want special advice write Lydia E. Pinkham Medicine Co., (confidential) Lynn, Mass.

DANDRUFF SURELY DESTROYS THE HAIR

Makes It Dull, Brittle, Lifeless and Causes It to Fall Out

Girls—if you want plenty of thick, beautiful, glossy, silky hair, do by all means get rid of dandruff, for it will starve your hair and ruin it if you don't.

It doesn't do much good to try to brush or wash it out. The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning, most if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy, every single sign and trace of it.

You will find, too, that all itching and digging of the scalp will stop, and your hair will be silky, fluffy, lustrous, soft, and look and feel a hundred times better. You can get liquid arvon at any drug store. It is inexpensive and four ounces is all you will need, no matter how much dandruff you have. This simple remedy never fails.

USE THE WANT AD. WAY

When The Sun Sets

your eye troubles begin. Excessive night reading will in time break down the keenest eye-sight. The only safety lies in a pair of good eye-glasses. An ounce of prevention is worth a pound of cure, so come in before your eyes become too bad.

K. W. Epstein & Co.
Optometrists
Open Evenings 193 Union Street

These are not human beings, they're fashion plates.

The exaggerations help to show at a glance the main points of style.

For young men and others who are on the live wire circuit here are the correct clothes, but we do not neglect the man of quiet taste and conservative ideas.

Dress suits, $30; silk lined, $35.

Overcoats, $12 to $30.

Shirts, Neckwear, Collars.

A GOOD PLACE TO BUY GOOD CLOTHES

Gilmour's
68 King Street

It is the only Gin Made in Canada

KEEP your cash in Canada by insisting on Canadian Made Gin—Gold Cross Gin.

This is your old favorite "RED" Cross under the new name "GOLD CROSS."

GOLD CROSS GIN

Matured for years under bond before being sold to you—See the Government label on every bottle.

Sole Agents **BOIVIN, WILSON & CO. Limited, Montreal**

Labatt's 27

ALE --- STOUT --- LAGER

PURE — PALATABLE — NUTRITIOUS — BEVERAGES

FOR SALE BY WINE AND SPIRIT MERCHANTS EVERYWHERE

LOCAL OPTION—Residents in the local option districts can legally order from this brewery whatever they require for personal or family use. Write to

JOHN LABATT, LIMITED, LONDON, CANADA

Parties in Scott Act localities supplied for personal use. Write St. John Agency 20-24 Water Street.

Wilson's INVALIDS' PORT
(à la Quina du Pérou)

is a rational preparation that has the hearty support of the modern physician. It is a superb brain and nerve tonic that successfully combats the depressing effects of sudden and unseasonal changes in temperature which exhaust the most robust unaided organism.

Prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark.

Absolutely no alcohol or other ingredients are added.

BIG BOTTLE ASK YOUR DOCTOR ALL DRUGGISTS 255