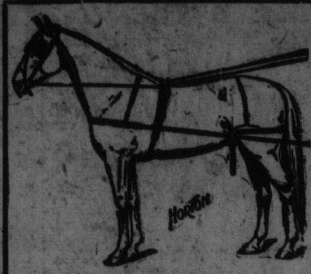


"Canadian Goods for Canadian People" Is the Slogan of Our Manufacturers



Horse Furnishings

We carry the largest stock of Horse Furnishings, Harness, Blankets, Fur Robes in the Maritime Provinces which we offer at the lowest prices.

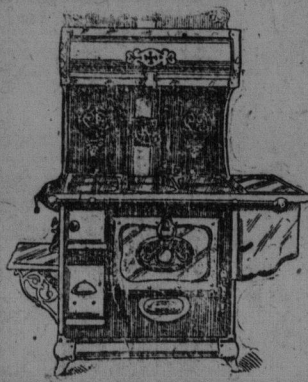
H. Horton & Son, Ltd.
MANUFACTURERS
9-11 Market Square, St. John, N. B. Telephone 448

AMHERST SOLID SHOES

have been tried and tested since Confederation year, and have not been disappointing. No wonder we make

STRONG CLAIMS

for them. Just say **AMHERST**, that's all.



Makes Cooking Easy!

A Woman Can't Help wanting a Record Brilliant Range, it is so smooth and easy to clean. No filigree or fussy ornamentation, just smoothness, the Labor Saving Idea, applied to a range. Every essential refined and improved upon. It matters not whether your kitchen is large or small—There's a Record Brilliant made to fit it.

Record Foundry & Machine Company,
MONCTON, N. B.

BOLTS

Builders' Iron Work Forgings
Fire Escapes and Structural Steel

WM. LEWIS & SON
BRITAIN STREET - ST. JOHN, N. B.

Humphrey's Solids

Made in Saint John

The HUMPHREY Stamp on FOOT-WEAR is Your Guarantee of the BEST for your MONEY, in Material, Workmanship, Fit, Wearing Qualities and Comfort. Again, HUMPHREY SHOES are nicely finished, neat and shapely. ASK YOUR DEALER.
J. M. HUMPHREY & CO.
Sole Makers of HUMPHREY'S SOLIDS - St. John, N. B.

GENUINE SMALL QUEENS

Canada's finest five cent cigar.

Quill Top and Buster Brown

Two outstanding favorites.

10c--The A. & I. Cigar--10c

Known everywhere.

A. & I. ISAACS Princess St., St. John.

EDWARD PARTINGTON
Pulp and Paper Company Ltd.

PULP LUMBER
LATHS

Marysville - St. John - Blackville

To "Retrench" Means to Dig Anew

By A. A. BRIGGS

Advertising Manager Dunlop Tire & Rubber Goods Co., Limited

Retrench—"To lessen, to abridge, to curtail"—that's what the dictionary especially calls it. But hasn't the war so far shown that to retrench means particularly to dig out a fresh trench, to secure the means and the assistance to make a new assault on the enemy? In the latter interpretation we undoubtedly find what ought to be the keynote for the present situation in Canada. One hundred courageous manufacturers and five hundred patriotic purchasing agents are worth more to Canada at the present moment than a million sermons or editorials on humaneness in war. Realizing that one of the big sticks in the commencement of Canada's Comeback is to be wielded by the purchasing agent, every man occupying such a position in Canada, should have a creed something to this effect hung over his desk where he who runs in for an order may read:—"I have hitched the firm's wagon to the Made-in-Canada star. I will specify on all purchases that Canadian materials must be used or the order will be subject to cancellation. I know in so doing that I will thereby be encouraging the other fellow—whose traveller calls on me—to buy my firm's goods and possibly at a higher price, too, than he would have to pay for the foreign article." Let us be assured that Canadian purchasing agents as a body have lined up behind the Made-in-Canada slogan, and we can expect to see Canadian advertising manufacturers assume the offensive. They all know that if they can secure a portion of the trade which formerly went out of the country, they can afford to write off certain business, the loss of which was consequent on a measure of consumer retrenchment. Canadian manufacturers as a body must of necessity exist on Canadian orders. To the great majority "export" is an unused word.

The Endless Chain.

Mr. Retail Merchant; your business depends entirely on the prosperity of your customers. Canadian factories running at top speed mean top-notch business for Canadian merchants.

The merchant himself can be a big help in bringing this about. Consumption of goods "Made in Canada" means employment for every Canadian workman.

Mr. Merchant, urge your customers to buy Canadian goods for their sake, for your own sake. Every Canadian faces the responsibility of keeping Canada prosperous—this is the way you can do your share—and it is to your own advantage.

Push Them Because
They're "Made in Canada."

Corona Patriotic Packages

Corona Imperials -:- Corona Snow Flakes
Corona Almontinos
Are Particularly Fine

"CORONA" stands for PURITY

THE CORONA CO., LIMITED - ST. JOHN, N. B.

Cream of New Brunswick

Ready's Ale, Porter, Lager
Aerated Waters

Brewery - Fairville, N. B.

Soda Water Factory and Head Office, Peel Street, Saint John, N. B.

HOUSE FINISH AND LUMBER

We manufacture Inside and Outside Finish of all kinds, including Hardwood Flooring, Spruce Flooring and Sheathing, Stair Stock and Mouldings, Doors and Sashes. In our yard we handle Cedar Poles and Lumber of all kinds. Special Furniture orders given prompt attention. Write for prices.

THE SUSSEX MANUFACTURING CO., LTD. - SUSSEX, N. B.

CAMPBELL'S XXX AXES

SOLD BY ALL DEALERS.

Campbell's XXX Edge Tools and Axes are made from best selected stock, under rigid inspection, by men who know, and are sold on their merits. THAT'S WHY they are WHAT they are -THE BEST.

CAMPBELL BROS., - ST. JOHN, N. B.

MADE IN CANADA.

Buy St. John Manufactured Goods

We manufacture all sizes and grades of Mattresses, Pillows, Bolsters, Woven Wire Springs, Cots, Folding Bedsteads, Divans, Cosy Corners, Etc.

Iron Bedsteads for Institutions a Specialty.

Hutchings Company, Limited



MARVEN'S
WHITE LILY
CREAM SODAS
SATISFY

For sale at your grocers, in 5c. and 10c. packages. They are both crisp and good.

TRADE MARK

J. A. MARVEN, LTD. Biscuit Manufacturers MONCTON, N. B.
BRANCHES—ST. JOHN AND HALIFAX.

"Ganong's" GB

Algonquin Assortment

Just a little more deliciously flavored than any chocolates you have ever tasted.

Ganong Bros. Limited.

Cornwall and York Cotton Mills

WE SEE GOOD TIMES AHEAD.

Denims, Flannelettes, Towels, Warps and Yarns for Woollen Knitting and Carpet Mills in Grey Bleached or Colored. Caulking Cotton, Yarns for Electrical Manufacturers.

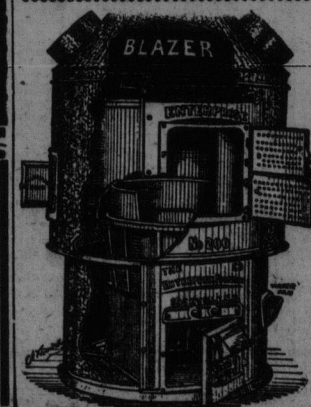
ST. JOHN

JAS. W. FOLEY & CO.,

POTTERS.

MANUFACTURERS OF
Butter Cocks, Jugs, Bean Pots,
Tea Pots, Flower Pots,
Stove Linings, Etc.

St. John, N. B.



Ask for Booklet
"Warmth and Comfort"
Describing fully the

Enterprise Blazer
Warm Air Furnace
With Patent Fire Pot

and other improvements which place it at the head of the class.
The Enterprise Foundry Co.,
Sackville, N. B.,
Manufacturers.