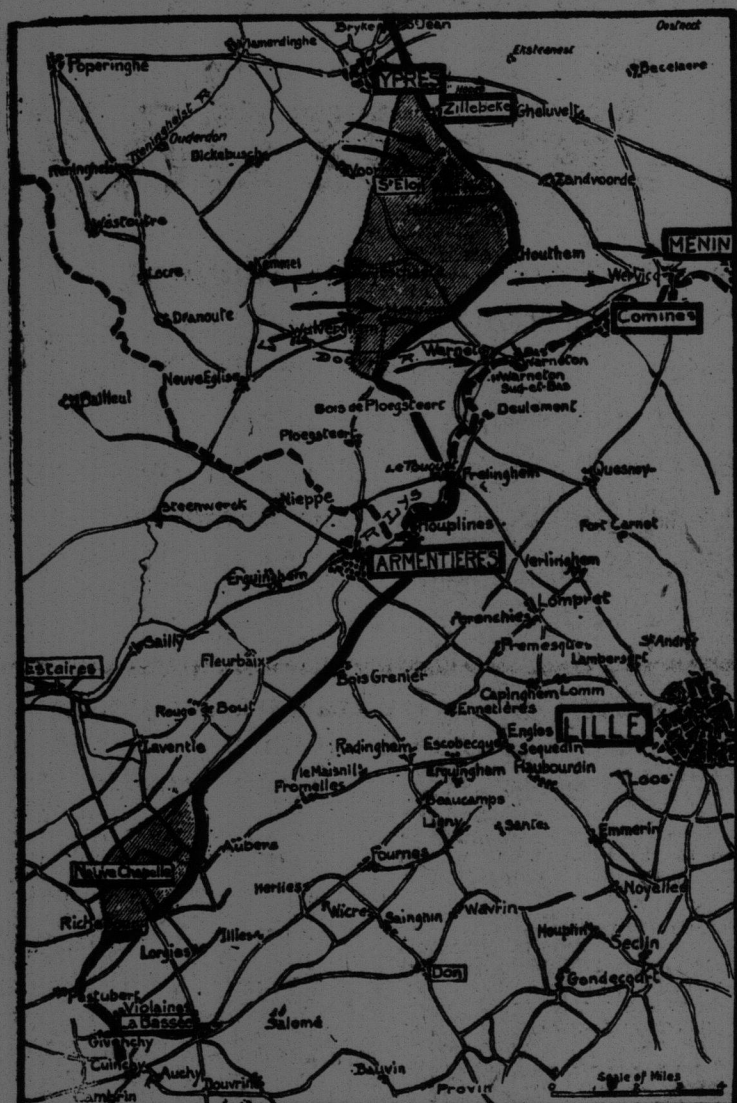


THE SECOND BRITISH DRIVE



This week's reports indicate that the British gains in the recent battle southwest of Ypres are greater than any since the German retreat from the Marne. The heavy black line shows the approximate location of the battle line, and the shaded portions the ground gained at Ypres and Neuve Chapelle. The recent drive was apparently in two main sections, one directly south of Ypres, which resulted in the capture of Hill No. 60, the other between Komel and Wulverghem, as indicated by the arrows. The gain approximates three miles. Reports of fighting near Comines and Menin indicate that advance British parties have progressed much further, as the arrows show.

A strong man, doing two shows a day, was a recent passenger on a train from Kansas City to Omaha, and had occasion to go into the day coach. There he was accosted by a tall man with silvery hair, who said:

"Excuse me, but ain't you the strong man?"

"Some say I am," was the good-natured response.

"You can lift three tons in harness?"

"That's my record?"

"You can hold 300 pounds at arm's length?"

"Yes."

"And put up 300 pounds with one hand?"

"I can."

"In that case will you kindly undertake to raise this car window for me?"

Before using a new saucepan add a lump of soda and some potato peelings and let it boil for some hours. Then wash out thoroughly and all danger from poisoning from the tinned lining will be gone.

MAPLE SUGAR FOR SOLDIERS

Woodstock Press:—"Working Girls" gift to our boys in the Duchess of Connaught Hospital, 118 pounds of pure Maple Sugar was displayed in the window of Mr. Malin's drug store last week. Mr. Nevenham very kindly sent the sugar to Lady Tilley, who will forward it to the Duchess of Connaught Hospital, Cliveden, England.

A Bad Boy.

"Waiter, is this real?"

"Yes, sir."

"Well, I'll bet he gave his family lots of trouble. He certainly was a young tough."

I am instructed to sell on Market St. Saturday morning at 11 o'clock, one Bay Horse, weighing about 1,000 lbs., and also one black, to be sold without reserve.

I. WEBBER, Auctioneer.

LIBERALS WILL NOT BE CAUGHT NAPPING

Ottawa, April 22.—Sir Wilfrid Laurier will spend next week in the province of Quebec looking after organization work and conferring with the provincial Liberal leaders. He will spend a day in Montreal, three days in the city of Quebec, and a day or so in Three Rivers. Next month Sir Wilfrid will spend a few days in Toronto.

Although the Liberal leader sees no justification for a general election at this time, when the energies of the government and of the whole country should be devoted to doing Canada's full share in the empire's life and death struggle, he does not intend to be caught unprepared in case the government springs an election this summer.

Reports from all the provinces indicate that Liberals are actively getting ready for an election campaign, and the party organization will be in much better shape than it has been for years, whenever the government makes up its mind and asks the country for a new lease of life.

Conservative members who have come to the capital during the past two or three days to get a line on the election

prospects and also to fix up patronage and contract matters affecting their constituents, are rather inclined now to doubt the recent forecasts of a June election. They have found Sir Robert Borden and other ministers inclined to turn down Hon. Robert Rogers' demand for an immediate appeal. The Quebec ministers are averse to an election this year at all, and Sir George Foster, Hon. Martin Burrell and General Sam Hughes and Hon. T. W. Crothers are also saying that the sentiment of the country is against an election, under present conditions. The whole question will be thoroughly discussed at a full cabinet meeting early next week.

Judging from the opinions expressed today by those in close touch with Premier Borden the decision will be to wait for a little time yet, at any rate, to see whether some signal victory by the Allies will decide in the public mind, at any rate, that a victorious peace for the Allied arms is almost in sight. In that case there is no doubt but that the government would decide that the psychological time had come for an election.

HINTS FOR THE COOK

Date and Apple Pie

Line a plate with a rather rich crust, fill it with a mixture of chopped dates and apples, sprinkle over half a teaspoon of cinnamon and half a cup of sugar. Cover with a top crust and bake about half an hour in a good oven. Serve hot or cold, with or without cream and sugar.

Brain Muffins

One and one-half cups of milk, one tablespoon molasses, one cup flour, sifted with one teaspoon baking powder, two heaping cups bran. Mix and bake in gem pans.

Cookies

One egg, 1 cup sugar, 1 cup lard (melted), ½ cup cold water, with 1 teaspoon of soda dissolved in hot water; 2 teaspoons of cream tartar, sifted in flour, and a little salt. Flavor, if you wish, add raisins or currants.

Flaker Rice Macaroons

One and a half cups of flaked rice, 1 egg, ¼ teaspoon salt, 1 tablespoon butter, ½ cup sugar. Beat egg, add remaining ingredients, drop from a teaspoon on a buttered sheet. Bake in a moderate oven.

Perfection Cookies

One cup pressed down full of brown sugar, ½ cup of butter, yolks of 2 eggs, 3 tablespoons salt, 1 tablespoon butter, ½ cup sugar. Beat egg, add remaining ingredients, drop from a teaspoon on a buttered sheet. Bake in a moderate oven.

Marshmallow Candy

Three cups brown sugar, ½ pint medium cream, or top of milk; boil together eight minutes, stirring constantly. Have ready 1 cup English walnuts and ½

pound of marshmallows. Stir well into the sugar, pour out on or into buttered pans and cut into squares while warm.

Caramel Cake

Two eggs, one cup sugar, half cup butter, half milk, one and a half cups flour, one teaspoon cream of tartar, half teaspoon soda. Bake in two pans.

A SUNDAY MENU

By Caroline Cox.

Breakfast:
Chicken Liver Omelet
Rolls, Coffee.

Dinner:
Grape Juice Cocktail.
Roast Pork and Apples.
Mashed Potatoes. Buttered Beets.
String Bean Salad. Coffee.

Lunch:
Cold Pork. Potato Salad.
Cheese Sandwiches. Oatmeal Cookies.
Coffee or Tea.

Former President Taft tells this one on himself:

"There is a lad of my acquaintance in New Haven," said Mr. Taft "who used to bite his nails. See here," said his nurse to him one day, "if you keep biting your nails like that, do you know what will happen to you?"

"No," said the youngster, "What?"

"You'll swell up like a balloon and burst!"

"The boy believed his nurse. He stopped biting his nails at once. A month after the discontinuance of his habit he encountered me at luncheon. He surveyed me with stern disapproval. Then he walked over and said to me seriously: 'bite your nails'—'Everybody's Magazine.'"

Medical Rumor.

Boy—Pa, was Job a doctor?
Father—Not that I know of.
Boy—Then why do people have so much to say about the patients of Job?

Only a Few More Days Left For the Great Going Out of Business Sale

OF J. W. Calhoun

WE must sell every pair of boots in our store regardless of cost or profit to us, at once. Such values in boots and shoes were never before heard of in St. John. We are selling the very newest styles at positively your own prices. Come and get your choice of the savings before it is too late. Opportunity knocks but once.

Women's Tan Calf Blucher Cut Boots, regular \$3.50 value, only \$1.98
Women's Oxfords, good style, from 49c
Men's Tan Goodyear Welt Button Boots, regular \$5.00 value, only \$3.19
Men's Black Blucher Boots, regular \$4.50, only \$2.78
Men's Heavy Working Boots from 98c up
We have a good line of Boys' School Boots from 69c up.

Please read the above prices and come and see for yourself what tremendous bargains you can get for a very small outlay.

NOTE—We have positively no shop-worn goods in this Sale.

Don't Forget the Place
J. W. Calhoun,
339 Main Street. Opp Cor. Douglas Ave.

A man in the country once asked Cy Warman what he did for a living.

"I work for the Grand Trunk," said Warman.

"What kind of a job have you got—do you sell tickets or handle baggage?"

"O, I've got a better job than either of those," said Cy. "You know the man who goes alongside of the train and taps

the wheels with a hammer to see that everything's all right. Well, I help him listen."

Major Deride of the French Army Medical Service has been wounded ninety-seven times, and has so far recovered from a recent wound that he is looking forward to going to the front again.

"Now this," said Skinfynte, "is the cigar I smoke myself. Just try it, and tell me what you think of it."

Buttles lit the weed and took two puffs.

"Ha! Hum!" he said, with a slight cough. "Fine! What are you trying to do, Skiny—break yourself of the smoking habit?"

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 savor. 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 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.)