



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

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.

The Sussex Manufacturing Co. Ltd.
SUSSEX, 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

OUR Intelligent and Artistic Preparation of copy together with our Skilful handling of plates insures a Service unexcelled anywhere for the production of

HIGH CLASS ENGRAVINGS

F. C. WESLEY COMPANY
Designers and Engravers

59 Water Street :: ST. JOHN, N. B.



IF YOU WISH
QUALITY
MARVEN'S
Fig Bar Biscuits
will please you

For sale at your grocers
White Lily Brand Biscuits
SATISFY

TRADE MARK

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

JAS. W. FOLEY & CO.,

POTTERS.

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

St. John, N. B.

When YOU Need
STRUCTURAL STEEL

Secure OUR Estimates

Steel for structural purposes, forms one of our strongest features. We have every modern facility to furnish promptly all your requirements in this line, including Steel Beams, Angles, Tees, Channels, Plates, Rivets, Bolts, Nuts, Etc.

Tell us what you want and we will be pleased to furnish estimates.

PATRONIZE HOME INDUSTRY.

James Fleming — Phoenix Foundry

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

A DOUBLE ECONOMY

Economy and efficiency are two things that the world is getting hammered home as a result of the war. Waste is always a loss; inefficiency is worse. Industry that stands up against the conditions imposed by the war must be efficient. Canadian manufacturers are testing themselves out in efficiency. They are under an economic contract to produce what Canadian consumers need to buy. A factory or a plant that might have been ninety per cent. efficient before the war, is a hundred per cent. efficient now. When the whole country hums along on the full tide of prosperity it is easy to hold business without testing the mettle of every department. When the tide turns the weak business lets go. It is no longer able to compete.

The economy of buying goods made in this country is a double economy. It means the efficiency of our manufacturing industries as a whole and that means no unemployment and the return of good times. It means also in many cases an actual saving in dollars and cents to the individual consumer because he gets as good or better value for the same money or, in many cases, gets as good or a better article at less cost. There must be no question as to the relative value of the goods. The Canadian-made article must be the equal of its competitor. It can be bought for less money, because it does not have to take away from the quality in order to meet the Canadian price, nor add to the price in order to make the same relative profit on goods of the same quality.

If the Canadian made article is not at least as good value for the same money as anything imported it has no right to ask for the made in Canada preference.

How to be Sure

Shopkeepers and merchants throughout the Dominion are giving magnificent support to the "Made in Canada" movement.

Occasionally a shopkeeper, through lack of accurate information, may express the opinion that a certain class of article is not made in Canada, or is made only of an inferior grade.

If you are conscientiously trying to give "Made in Canada" goods first call in all your purchases, do not be content to relax your efforts just because you happen to receive this answer.

The shopkeeper may be perfectly sincere in his opinion, but there are other people who are more likely to have full and accurate information.

Why not write direct to the Canadian Manufacturers Association, Montreal, Toronto or Winnipeg? They have agreed to constitute themselves a general information bureau for the assistance of those who are trying to live up to the "Made in Canada" idea, and a line to them will always bring you prompt and reliable information, as to how and where to obtain the article you desire most conveniently and most quickly. If it is not made in Canada they will frankly tell you so.

"Canada First" is Everyone's Duty

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. ISACCS - PRINCESS ST. St. John, N. B.

Cornwall And YORK

COTTON MILLS

WE SEE GOOD TIMES AHEAD.

Denims, Flannellets, Towels, Colored, Cassing Cotton, Yarns for Electrical Manufacturers, Warps and Yarns for Woolen Knitting and Carpet Mills in Grey Bleached or

ST. JOHN,

ST. JOHN.

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.

JOSH BILLINGS once said: "Next to a clear conscience for solid comfort comes an Easy Shoe."

THE GOLDEN RULE

AND

AMHERST SOLID SHOES

are thus linked by the great humorist to man's comfort and happiness.

Say AMHERST at any up-to-date store and get satisfaction.



RECORD "SUNSHINE HEATERS"

are positively the best value in coal heaters on the market today.

The "MAPLE No. 12" is our latest production in this line, and it is a beauty.

RECORD SUNSHINE HEATERS are made of polished steel, with extra smooth castings handsomely nickel-plated, and are brick lined with anti-rattle plates.

Ask your dealer for a RECORD SUNSHINE HEATER, or send to us for a catalog.

RECORD FOUNDRY & MACHINE COMPANY
MONCTON, N. B.

WILSON BOX CO. LTD.

ST. JOHN, N. B.

MILLS AT:

Fairville, Westfield and Bonny River, N. B.

We have one of the largest Box Plants east of Montreal

Have you tried our absolutely Dry Bundled Kindling? It's the best value in the city.

"Ganong's"

GB

Algonquin Assortment

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

Ganong Bros. Limited.

Spending an Evening at Home



Sitting around your fireside on these long autumn evenings, reading, chatting or having a quiet game, develop, before bed-time, the desire for a cool and sparkling drink. At such times, nothing can be more enjoyable than a glass of RED BALL ALE, and nothing is easier to serve.

Simeon Jones, Ltd.
Brewers



Saint John,
N. B.

Shipped to your Home in Light, Plain, Clean Boxes.

EDWARD PARTINGTON
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LATHS

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