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We carry the largest stock of  
Horse Furnishings,  
Harness,  
Blankets,  
Fur Robes

In the Maritime Provinces which  
we offer at the lowest prices.

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MANUFACTURERS  
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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.**  
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### 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.

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CREATES and DEVELOPS BUSINESS  
Are YOU trying it?**

**F. C. WESLEY COMPANY**  
Designers and Engravers  
In ONE or MORE colors for any ILLUSTRATIVE purpose  
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IF YOU WISH  
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MARVEN'S  
Fig Bar Biscuits  
will please you

For sale at your grocers  
White Lily Brand Biscuits  
SATISFY

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

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### 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, Plate, 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 PAIR OF BOOTS

Just after the war broke out a Canadian bootmaking firm got an order from the Canadian Government to make 40,000 pairs of boots for the army. The manager of the company, making a speech to the employees, gave some good advice to show what every worker might do to make sure that every boot that went on a Canadian soldier's foot in Europe was as good as any other part of his equipment. He showed that a poorly filled sole, a rotten counter in the heel, a badly-sewn seam or a defective arch might spoil a soldier's efficiency in the field. In view of the fact that the war is teaching us all to be soldiers one way or another, suppose we apply a little of this bootmaking philosophy to the boots we wear in everyday life. A man is known by the boots he wears. Looking over the honor roll of your boots past and present—probably made in Canada—how do they compare for efficiency with the things you have bought from other countries?

The writer of this article has been looking over his. He has reviewed a few rotten boots, some middling, and some absolutely unimpeachable. At this moment he has a pair on which he bought eleven months ago and has worn every day since—except a few Sundays and the day he took them to the cobbler to get new lifts on the used-off heels. In those boots of honor there is not a break in the sole, nor a ripped seam, nor a crack in the leather, nor a counter gone down in the heel. That pair of boots couldn't have been better value for the money if they had been made under oath in a time of war for a Canadian soldier to wear maintaining the honor of his country abroad. The man who made them had the honor of his firm on his conscience. When he put them on the market he charged a good price because he knew they were worth it.

Those boots were made in Canada, from Canadian leather, by Canadian workmen, paid in Canadian money by a firm financed on Canadian capital. What is true of boots is equally true of the thousand and one other articles that Canadians buy. In the small proportion of cases where it is not true, it can be made true. And those few manufacturers may well take a leaf from the book of the manager who made the speech on good bootmaking to his employees. Now that Canadian manufacturers are going out to increase the consumption of goods made in Canada, they will see to it that no man has a shred of argument to show why he should not spend his money for Canadian-made goods.

### Trampled To Death

Suppose you were to read in the paper some morning that a disastrous fire had wiped the town of Amherst, or Galt or Lethbridge completely off the map. That would be a hard knock to Canada wouldn't it?

Yet, figuratively and literally, Canadians are ruthlessly trampling a town that size under their feet every year,—actually obliterating it.

Every year we Canadians import \$4,000,000 worth of boots and shoes from the United States. On them we pay over \$1,000,000 duty.

That \$5,000,000, if spent for Canadian-made boots, would keep six big shoe factories busy the year round—employing altogether about 2,400 hands, paying out \$1,500,000 in wages, supporting in all about 10,000 people.

Concentrate all these people in one place and you add to the map of Canada a good live town like Amherst or Galt or Lethbridge. Rather startling, isn't it?

When out of pure thoughtlessness, you buy an imported boot you crunch under your heel the opportunity to build up such a town.

In buying Canadian-made shoes you are paying for quality, not duty. Dollar for dollar they give you a value that is equal to, if not better than any others.

Next time be patriotic enough to refuse the pair the dealer offers you that is not

"MADE IN CANADA" 18

**GENUINE SMALL QUEENS**

CANADA'S FINEST FIVE CENT CIGAR.

**Quill Top and Buster Brown**

TWO OUTSTANDING FAVORITES.

**10c.—The A & I Cigar—10c.**

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

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**Cream of New Brunswick**

**Ready's Ale, Porter, Lager  
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### AMHERST SOLID SHOES

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

**STRONG CLAIMS**

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### 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-crinker grates.

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

**RECORD FOUNDRY & MACHINE COMPANY  
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Just a little more deliciously  
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After a Game of Auction



Sitting all evening in a warm room with the mind intent on the pleasures of bridge produces conditions both physical and mental, demanding light refreshment. Nothing can be more refreshing with less trouble than a glass of RED BALL ALE or PORTER with wafers. And no offering on the part of the hostess could be more highly appreciated.

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