MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MAY 11, 1915 LADIES' TAILORING **PHILPS** Fruits For Right on Douglas Ave. **Breakfast** The Corner and Main MILLINERY See our window display of Fresh Fruits. They will make tasty, healthful breakfasts for you. The season is coming on when you should eat less meat and heavy food, and what is more delicious than nice, juicy oranges or grapefruit. GREAT BARGAINS of Millinery a Miss Campbell's, 55 Germain stree 26855-5-25 MONEY FOUND PHILPS' Modern and Clean Grocery 'Phone Orders Carefully Looked After and Promptly Delivered. 'Phone Main 886. PATENT ATTORNEYS PATENTS and Trade-marks proc F. C. WESLEY & CO., Artists and Engravers, 59 Water street, Tele == To Know! === FEATHER BEDS PIANOS MOVED FEATHER BEDS made into Folding
Feather Mattresses and Puffs, also
down puffs cleaned and made over. Canadian Feather Mattress Co., 247 Brussels street. 'Phone Main 137-11 t.f Designed to Place Before Our Readers The Merchandise, Craftmanship and Seavice Offered By Shops And Specialty Stores. HATS BLOCKED BUILDERS' SUPPLIES

CARPENTERS AND BUILDERS

A SPLENDID LOT of Ladies' Shi Waists also Misses' Middy Blouses. Prices ranging from 25c., to \$1... Morgan & Co 626-683 Main street. ALL kinds of work promptly attended to, jobbing a specialty; Phone 729-41, Pollock & McKenney.

26327-5-16

WE ARE NOW showing an excellence of Driving Whips, Sp. price. H. Baig, 74 Brussels street. BARRISTERS TAIT & SMITH (J. Starr Tait and H. Lester Smith), Canada Laf

CARRIAGES AND WAGONS

OUR WOOD IS DRY, our loads big

COAL AND WOOD

CONTRACTORS C. E. STAIRS, 58½ Dock street. I pair and general job work; Bui ing and Drafting; Phone M 2662.

DRINK HABIT

HAIRDRESSING

HORSE FURNISHINGS

HORTICULTURAL

HORTICULTURAL—Gardens renov ated or new gardens made and tended during summer by expert. W Dorey, 84 Paradise Row. 27106-5—14 IRON FOUNDRIES

SECOND-HAND GOODS 5. 2. 'Phone
5-18—1915

[WANTED—TO PURCHASE, Gentlemen's cast off clothing—fur coats, jewelry, diamonds, old gold and silver, musical instruments, bicycles, guns, revolvers, tools, etc. Dest prices paid. Call or write H. Gilbert, 24 Mill street, 'Phone 2392-11.

SEWING MACHINES

NEW YORK STOCK MARKET

WATCH REPAIRERS

WALLPAPERS

FIRE ALARM TELEGRAPH

(REVISED TO DATE)

struck the house of George M. Hubbard

"Sure it's a peach of a coat—a beauty, but why did you pay \$35?

Exactly the same coat I saw yesterday for \$25 at Gilmour's We have 'em.

You can get them anywhere from \$12 to \$30. Your choice is here, sure, at any price, but in only one value and that's Gilmour's, and you can be sure of that,

Come in tomorrow. It's not too early, and someone will get yours, if you don't. Shirts, Cravats, Collars.

68 King Street

SOLE AGENT 20TH CENTURY GARMENTS Gilmour's

EYESTRAIN and

ITS RESUTLS Eyestrain means wasted nervous energy, often chronic headaches, and sometimes

he eye muscles being tire hrough overwork, and if the vestrain is not relieved by scientifically adjusted glasses, the result is impaired health. Consult us.

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

For the First Time in the History of Our Dominion "MADE-IN-CANADA" Becomes a Hall Mark

8-20 Wellington Street East,

Will Canada Accept the Vast Trade Lost By Germany and Austria?

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 ever-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

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 savour. 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 advice any manufacturer technically as

"Made-in-Canada"

TNEVITABLY the next few months will see vast and far-reaching 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 do emphasize is that now is the time to stop theorizing, and ACT.

Unless the Canadian manfacturer and merchant accept this opportunity NOW, it will be snapped up by more enterprising concerns. who are already training their guns on our market.

READ THE OPINION OF AN AMERICAN TRADE INVESTIGATOR

66 Wo 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

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

EACH 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 "Madein-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"

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