

Shoe Of Quality and Character

Business and professional men who choose their footwear by these two marks will see in our Spring Shoe display a fulfillment of all their requirements.

We have a special line of Oxfords that are particularly worthy of your attention. Made with special care from especially selected stock to insure maximum of fit and comfort.

TANS AND BLACK

With fibre and leather soles, on the snappiest of narrow English lasts

"THE HOME OF RELIABLE FOOTWEAR"

Waterbury & Rising, Limited

61 KING ST. 212 UNION ST. 677 MAIN ST.

TRY Drummond SCREENED Coal

The best Soft Coal substitute for Anthracite in a furnace. Let us explain to you how to use this coal. You can soon get the "hang" of it, and it's cheaper—\$10 a ton dumped.

CONSUMER COAL COMPANY, LIMITED

The World's most famous Dressmakers

are making changes in styles to which this season's D & A Corsets are perfectly adapted.

The D & A Corsets are fitted on living Canadian models and bring to Canadian women the latest styles adapted specially to their requirements.

The prices of D & A Corsets average one-half those of imported corsets.

D & A Corsets are made by the Dominion Corset Co., makers of the La Diva Corsets and the D & A "Good Shape" Brassieres.

5.37



DOMINION CORSET CO. QUEBEC MONTREAL

THE EMPIRE'S BREAKFAST PURITY OATS SOLD IN GERM PROOF TUBES

MANUFACTURED BY Western Canada Flour Mills Co. Limited

Use The WANT AD. WAY

WOMEN'S COUNCIL

To discuss War Gardens a special meeting of the Local Council of Women was held yesterday afternoon in the King's Daughters' Guild. In the absence of Mrs. E. A. Smith, Mrs. Hooper, second vice-president, occupied the chair.

T. H. Estabrooks gave a talk upon the War Gardens' Association. The ladies of the West Side are organizing under the patronage of Mrs. W. I. Fenton, regent of the Brunswick Chapter, I. O. D. E., and East St. John will be looked after by a committee with Mrs. H. B. Peck as convener.

Mr. Estabrooks asked the help of the Women's Council in arranging, through their affiliated societies a house-to-house canvas to interest the people of St. John in the matter of the War Garden Association, and to try to find out how many will become members and thus help in the greater production campaign.

Mrs. Peck, Miss Haley and Mrs. Hooper spoke in the matter. It was moved by Mrs. E. A. Young, seconded by Mrs. J. H. Doody, that while the members present were in hearty accord with the aims of the War Gardens' Association it was considered advisable to postpone action until the next meeting of the Local Council, when it is hoped all representatives of affiliated societies will be present. This was unanimously passed.

Y. W. C. A. MEETING

The meeting of the board of directors of the Y. W. C. A. was held in the transient home yesterday afternoon. Reports of the increased membership of the League of Honor were very encouraging. Reports of the excellent progress that the association has been making in their last few months were also received.

The following report was presented to the board: Transient visitors, 288; persons at Y. W. C. A., 82; persons helped at trains, 24; persons helped at boats, 20; employment found for, 5; persons sent to hotels, 25. A. C. A. secretary employed, who will take charge of all the activities of the association. Call to Prayer.

The following letter was received from the dominion council of the Y. W. C. A.

"Dear Mrs. McAvity,—The following is the copy of a message sent to us by the corresponding secretary of the National Council of Women. In view of the fact that the expected great offensive is now apparently taking place and that the results of the world's conflict may thereby be decided, the National Council of Women issues a call to the local council for intercession and prayer.

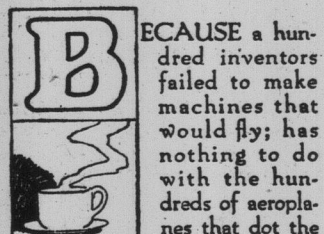
"As a similar request has likely gone to the local councils and other organizations it has been suggested that where no arrangements have been made the Young Women's Christian Association should take the initiative and set aside April 22—the anniversary of the Battle of St. Julien—and call to prayer and intercession their own members and those of other women's organizations. Believe me,

"Yours sincerely,
"N. S. ROWELL, Y.P."

MULTIPLICATION OF DELIVERIES

At a meeting of the Ontario Women Citizens' Association, held in Cobourg, the following resolution was passed: "Where as in many places the wasteful multiplication of deliveries by merchants are being eliminated; be it resolved that we, the Ontario Women Citizens' Association of Cobourg, heartily endorse the action of the Cobourg merchants in attempting the same economy of labor during the time of the war, and promise them our hearty support. Be it also resolved that we should strongly urge as a training in thrift for

Turning Failure Into Success



France, Belgium and Canada. Because you can't make a rich, delicious cup of coffee with the brand you are using, has nothing to do with your success with

SEAL BRAND COFFEE

Rightly chosen—expertly blended—perfectly roasted—"Seal Brand" comes to you with all its rich, aromatic flavor sealed in the tin and ready to delight you with its rare deliciousness. In 1/2, 1 and 2 pound tins—in the bean, ground, or fine ground for percolators. Have you read "PERFECT COFFEE—PERFECTLY MADE"? Write for a copy. 197 CHASE & SANBORN, MONTREAL

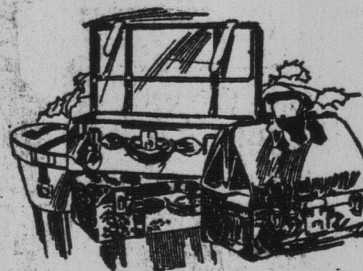


Manchester Robertson Allison, Limited

Stores Open at 8.30—Close at 6 o'clock Daily, Saturdays 10 p.m.

SPECIAL SHOWING OF WEEK-END

Hand Bags



Inexpensive and good-looking. The appearance, finish and values are surprising, specially suitable for suburban travel. Made of Waterproof Cord Fibre and Real Leather-like Fibre; also in Real Leather.

HAND BAGS—Made of Waterproof Cord, Fibre Matting, Keenstol bound and without locks. Sizes 14, 16 and 18 inches. Prices \$1.10 to \$1.75

SMALL SUIT CASES—Made of Waterproof Cord Matting, without frame and with metal frame, iron corners and strong handles, 14, 16 and 18 inches. Prices \$1.00 to \$1.75

SMALL SUIT CASES—Made of Leather-like Fibre, without frame and with metal frame, iron corners, strong handles, 14, 16 and 18 inches. Prices 85c. to \$1.65

REGULAR SIZE SUIT CASES—Made of Waterproof Cord Matting, reliable makes, with and without straps, 24 and 26 inch. Prices \$2.00 to \$6.75

LEATHER-LIKE FIBRE SUIT CASES—Best makes, with and without straps outside, 24 and 26 inch. Prices \$1.85 to \$6.00

REAL LEATHER SUIT CASES—Tan, brown and black, with and without straps, 24 and 26 inch. Prices \$3.00 to \$12.50

"BELLWORTH" SUIT CASES..... \$16.75 to \$43.50

SMALL HAND BAGS—New substitutes and Real Leather, several grains, tan, brown and black. Sizes 12 to 18 inches. Prices \$3.00 to \$3.75

LARGE CLUB BAGS—In Fabrikoid and Real Leather, newest grains, black, tan and brown. Sizes 16 to 20 inches. Prices \$5.75 to \$36.50

THE POPULAR COLLEGE BAGS—In Split and Heavy Cowhide, tan and black, 14 and 15 inch. Prices \$4.00 to \$8.50

THE OVER-NIGHT CASE—One of the newest and most convenient short-trip cases in Black Enamel and Fabrikoid; some with fit-all straps inside for toilet articles. Prices \$5.50 to \$14.75

TRUNKS—Our reliable makes, in Steamer, General Purpose and Wardrobe styles; best values procurable.

MEN'S FURNISHINGS DEPARTMENT

Ladies' One-Piece Pyjamas

The "Billie Burke" style, in pink batiste and cotton crepe, empire and V neck, gathered at the ankle with frill, four different styles. \$3.25, \$3.50 and \$4.10

New Boudoir Caps

The very latest New York models \$1.75, \$2.35 and \$3.00

New Camisoles

A great variety in Silk and Crepe de Chine, all sizes, \$1.35 to \$3.00

See Our King St. Window Display

New Spring Hosiery

For Ladies and Children in Hosiery Department

New Wash Fabrics

In Wash Goods Dept.

New Auto Scarfs

In Neckwear Dept.

New Ribbons

In Ribbon Department

New Madras

and Other Curtain Materials In Curtain Dept.

Ladies' Costumes

Latest Styles in Costume Department

Boys' Spring Suits and Overcoats



Smart new styles, introducing many novelties in cut and material that emphasize the alert youthfulness so desirable in Boys' Clothes.

We give particular attention to the quality of cloth and carefully scrutinize the tailoring and workmanship in each garment, assuring complete satisfaction and good wear.

NORFOLK SUITS

Bloomer Pants, Prices \$6.50 to \$17

NORFOLK SUITS

Two Pairs Bloomer Pants, Prices \$7.25 to \$19.00

JUNIOR NORFOLKS

Ages 3 to 9 years. Prices \$5 to \$9

BOYS' OVERCOATS

Prices \$3.75 to \$10.50

CLOTHING DEPT.

Manchester Robertson Allison, Limited

our people that the merchants of Cobourg be requested to consider a "cash-and-carry" department with suitable reduction in the prices charged for goods carried."

FIND WHEAT SUBSTITUTES.

Toronto Restaurants Overcome Regulations By Introducing Corn and Rye Products.

(Toronto Star.) Toronto restaurant managers have quickly solved the difficulties that arose through the recent wheat regulations. As an example of what can be accomplished without the use of wheat one Yonge

street restaurant has a most attractive window display, which drew considerable attention at noon today. Most tempting rye cakes, corn biscuits, also corn cakes, soda biscuits and pastry were in evidence. Hundreds passing the window were attracted by the unusual sign "Absolutely no wheat in these products."

Rye flour has practically supplanted wheat for the time being. "It is a shame that it was not brought into force long ago," declared the manager. "Restaurant patrons have taken to the rye flour readily and it has only taken a little experimenting on the part of our cooks to turn out very successful paste

also biscuits and cake."

"The great difficulty is that rye flour is more expensive than the wheat. Where we paid about \$12 a barrel for the best wheat, rye costs us anywhere from \$15 to \$17 per barrel.

"We use the pure rye flour in the pie paste also in sweet cakes. Corn biscuits, which had a delicious flavor something similar to nuts, were made out of a mixture of corn, oatmeal, buckwheat, rye and rice. Even the soda biscuits have been experimented on, and have turned out most successfully.

"The only wheat product used in this establishment is white bread."

No hardship to the majority as many new dishes which have been eaten rarely by the general public are being played up. One of the most popular dishes today is calves liver with onions, kidney saute and braised sweet breads, also boiled tongue and carrots. These dishes are served at practically the same prices and are as equally inviting and nutritious.

The city of Schoenberg, Germany, which adjoins Berlin, announced that it was planned to continue municipal feeding of the population after the war. This evoked numerous protests from mercantile associations.



Anniversary Celebration of Our 29th Birthday

is to commence on Thursday next and extend over the three following business days, Friday, Saturday and Monday.

It will be a time for the attention of all the St. John shopping public, as we have gathered together many lines of most up-to-date, attractive merchandise and Ladies' Apparel to mark this event. Do not allow anything to prevent your paying our store a visit during these Celebration days.

There Will Be

A dandy line of \$32.50 and \$35.00 Suits for our 29th Anniversary All at \$29.00 each
A Sample Line of Kiddies' Spring Coats for our 29th Anniversary All \$3.29 each
Excellent Lines of Dress Silks for our 29th Anniversary.
Very Attractive Silk Underwear for our 29th Anniversary.
Girls' School Dresses at Very Special Prices for our 29th Anniversary.
Most Attractive New Spring Dresses, in Serges and Silks for our 29th Anniversary. At \$29.00 each
Gloves and Hosiery—Excellent lines for our 29th Anniversary.

There Will Be

A Wonderful Special in 200 pairs of \$2.00 Corsets for our 29th Anniversary. At \$1.39 a pair
Ladies' Spring Coats in most taking styles for our 29th Anniversary. All \$29.00 each
Great Abundance of New Spring Whitewear at Special Prices for our 29th Anniversary.
Three Special Lines of Dress Goods and Suitings for our 29th Anniversary.
Women's Tub Dresses—Sometimes called Utility Dresses—big choice at \$1.39 each for our 29th Anniversary.
Many Worthy Specials in Home Furnishings for our 29th Anniversary.
Towels, Table Cloths, Sheetings, etc., in Staple Department for our 29th Anniversary.

Remember Thursday Is The Opening Day

Daniel

London House

Head of King Street