Social Notes of the Week

We are within a few weeks of seed time and citizens fortunate enough own absorban homes are already per using the seed catalogue. We are told by times and citizens fortunate enough own absorban homes are already per using the seed catalogue of a special catalogue. We are within a few weeks of seed time and citizens fortunate enough own absorban homes are already per using the seed catalogue. We are told by times in authority "the swing of a possible times and citizens fortunate enough own absorban homes are already per using the seed catalogue. We are told by times in authority "the swing of a possible times." We saider, Mrs. J. S. Naraiso and Miss. Ecclements.

We are within a few weeks of seed time and citizens fortunate enough to we absorban homes are already per using the seed catalogue. We are told by times in authority "the swing of a possible time and citizens fortunate enough to we are told by times in authority "the swing of a point of tood any theretol its await of the point of tood any theretol its await of the point of tood any theretol its await of the fact of the fact of the fact of the tood

Mr. Allister Morrison.

Mr. and Mrs. Ryan and family, who have been residing at the Prince William apartments, on Wednesday took up their residence at 24 Horsfield on April 7, in St. Thomas church, street, until recently the home of Major-General McLean. On Tuesday er Keiliner of Miss Heien, daughter of the guests at the Prince William gave a pleasant little party in honor of Mr. Richard Charles Burchill, Fredericton to Charles V. son of the late parture.

Mr. Rehard Charles Burchill, Fredericton to Charles V. son of the late Row. Mr. and Mrs. David Lynch, Paradise Row. Mr. and Mrs. David Lynch, Paradise Row. Mr. and Mrs. Lynch will reside at 24 Rodman street, Forest Hills. Mrs. Frederick B. Schofield, Carleton street, entertained very informally on Tuesday evening at a sewing party in honor of Mrs. F. T. Short of New York.

Mrs. Freed Jones who has been theretoed yevening at a sewing party in honor of Mrs. F. T. Short of New York.

Mrs. H. B. Robinson, Hazen street, was the hostess at a smail but enjoyable bridge on Saturday atternoon. The guests were Mrs. John McMillan, Mrs. G. S. Keator, Mrs. William Hazen, Mrs. A. H. Powell, Mrs. J. B. Cydlip, Mrs. George F. Smith, Mrs. James Jack, Mrs. Carleton Lee, Mrs. J. R. Harrison, Mrs. Hazen Grimmer, Mrs. John K. Schofield and Mrs. George B. Hegan.

The annual meeting of the St. John tiental Society was held at the rest-tene, Lancaster Avenue, on Monday avening. After the business of the meeting, bridge was enjoyed and the prises won by Dr. Ernest Sewell and the prises won by Dr. Ernest Sewell and the grises won by Dr. Ernest Sewell

Dispersion of the part of a request from the National Council of Women a metal to the local Council of Women a metal to the local Council of Women, a meaning was held in the Hoard of Trade rooms, on Wednesday morning to consider food conservation. Mrs. E, Atherton Smith presided. The work was lott in the hands of the Housewise lott in the hands of the Housewise lott in the hands of the Housewise of the Housewis

sespecially on Mr. Mathers with Mrs. Diver Rothesay this of her brother amily.

Master Hor Mr. and Mrs. has been so reported bet friends have hope how for A few friends thave the most of the man from the mear Toronto, school, cause many friends Royden. Thom be with him. her said the as reported, t crushed by a high hopes fo On Monday John, was g walter Fremi Mr. R. Coo the Easter home in time the college.

This aftern few friends forth, who won in St. Johing micely. The sympathy exin their anxigood news.

Miss Hoope with Mrs. Hiy, con few friends for their anxigood news.

Miss Hoope with Mrs. Hiy, con few friends for their anxigood news.

Miss Hoope with Mrs. Hiy, con few friends for their anxigood news.

Miss Hoope with Mrs. High Mrs. High Mrs. Hill Miss Billy of Miss Hoope with Mrs. Hill Miss Billy in Miss Margar Miss Margar Miss Hoope with Mrs. Hill Miss Bill Miss Bill

FACE C

## CANADA'S PRIDE

CANADIANS have good reason to be proud of the position Canada holds in the world today. This pride is justified by the activities of her people, by her unlimited natural resources, by her splendid institutions, and particularly by her Industries.

Facts about the immensity of some Canadian industries would astonish most people.

These industries, when viewed in the light of comparison with other countries, are simply tre-

mendous. The growth of any industry is limited to the number of people it can serve, and that is a fact not often properly appreciated when Canadian industries are compared to similar enterprises in, say, the United States.

For example: the population of the United States exceeds 100,000,000. Opportunity for in-dustries there is almost unlimited. In comparison, Canada with its seven million population is a small country—yet in spite of this comparatively small population, Canada possesses several industries which in actual size rank among the biggest in the world.

In shoemaking, one Canadian concern has developed a volume of business and a service to the Canadian people which is not

equalled by another shoe manufacturer anywhere in the world. This concern, if located in the United States, would rank as one of the twelve largest out of some two thousand shoe manufacturers

While the sales of the largest shoe manufacturer in the United States—selling to the American people—do not exceed twenty-five cents per capita per year, the sales of Ames Holden McCready to the Canadian people last year were approximately eighty cents per

In a comparative sense, therefore, this Canadian concern is greater than the foremost American shoe manufacturer in the

Thus Ames Holden McCreadý title "Shoemakers to the Canadian Nation.

Just imagine for a moment the enormous work of supplying a large portion of Canada's 7,000,000 peo-ple with its boots and shoes: —it requires—huge up-to-date fac-tories equipped with the most modern machinery able to turn out 8,000 pairs of shoes a day.

it requires—a variety of nearly 800 different styles to meet the requirements of all classes of people, for different grades, shapes and kinds of shoes.

-it requires-the maintenance of six large distributing branches in principal cities from coast to coast, and in these are carried over a million dollars worth of stock, ready for quick delivery to re-

-it requires sixty travelling salesmen to call on the retail trade, because out of approximately 10,000 retail dealers who sell shoes in Canada, more than 5,000 handle A.H.M. Shoes.

of organization and equipment, but this brief outline will give you some slight idea of the part that this great shoe concern is playing in the business of supplying footwear to the Canadian people.

You will be interested in these facts, because the next time you buy footwear bearing the A.H.M. Brand, you will know that they are the product of a large and efficient organization making shoes which will in every case give you the greatest

## AMES HOLDEN McCREADY

"Shoemakers to the Nation"



