

## SAVE MONEY AT PHILPS' ON YOUR GROCERIES

THE BEST FOR THE LEAST FOR CASH

We sell the Thickest of Cream at 35c. quart, and deliver it to you in a sealed container which you do not have to return.

Good Apples are scarce. Try a tin containing one gal. for 25c. Just the Thing for Sauce and Pies.

Fresh Luscious Prunes, the largest size put up.....18c. lb.

Something Nice for Breakfast  
Grey's Scotch Marmalade.....2 lb. glass jars, 30c. each

**PHILPS, Douglas Ave. and Main.**  
Phone Main 386. Right on the Corner.

## Shops You Ought To Know!

Designed to Please Before Our Readers The Merchandise, Craftsmanship and Service Offered By Shops And Specialty Stores.

### AUTOMOBILE REPAIRING

IF YOUR Automobile or carriage needs painting, call 57-21 for information.  
38570-4-5

### BARGAINS

PLASTER accessories. Now at hand a full range of ladies' waists, fancy velle, smart tailored effect, new military style. Every garment has a stylish new touch; also neckwear chic and up-to-date. J. Morgan, 620-628 Main street.

### HARRIERS

TAYLOR & SMITH (J. Starr Taylor and H. Lester Smith), Canada Life Bldg., St. John; Phone 9779.

### BOARDING-PRIVATE

CHOICE TABLE, comfortable rooms, spacious drawing room. Texas day or week; diners served to transients. Coburg Hall, 100 Coburg street. 4-4

### BUILDERS' SUPPLIES

MURRAY & Gregory, Limited, supply all materials for spring repairs and alterations to buildings. Phone Main 8000. 35028-4-30

### DRINK HABIT

THE GATLIN—A High Class Scientific 5 to 8 day Guaranteed Treatment for Alcoholic Addictions. Phone 1683 or Write for particulars, 46 Crown street.

### COAL

I HAVE a special lot of Scotch Soft Coal, leaves little ash, gives great heat. Tel. 42. James S. McGivern, 5 Mill street.

T. M. WISTED & CO., 148 St. Patrick street. Scotch and American Anthracite in stock. Broad Cove and Springfield soft coal also in stock. Prepared to deliver in bags and barrels. Phone 2145-11. Ashes removed promptly.

### COAL AND WOOD

DRY Soft Wood in stove lengths. Large load, \$1.25 cash. J. W. Carleton, 105 Union street, W. Phone 781 and W 711.

OUR WOOD IS DRY, our loads big, our price is right, our phone is 468. City Fuel Co., City Road. 8-10

DRY slab wood, sawed in stove lengths, \$1 per load in the North End. McNamara Bros., Phone Main 783. 7-1

CHIROPY AND MASSAGE  
FOR Particulars ring up Main 2069. 4-16

### HAIRDRESSING

MISS McGRATH, New York Parlor, Imperial Theatre Building, first floor. Special sale of wigs. All branches of the work done. Hair work a specialty. Phone Main 2895-31. Gentlemen's manicuring, Door 2. 5-10-1915.

USE THE WANT AD. WAY

### FEATHER BEDS

FEATHER BEDS made into Folding Feather Mattresses and Puffs, also down puffs cleaned and made over. Canadian Feather Mattress Co., 247 Brunswick street. Phone Main 197-11. 1-1

### ENGRAVERS

F. C. WESLEY & CO., Artists and Engravers, 69 Water street, Telephone 982.

### HATS BLOODED

LADIES' Panama clip, tagle and styles. Mrs. M. R. James, 280 Main street.

### HORSE FURNISHINGS

HEADQUARTERS FOR HARNESS, Horse Blankets, Fur Robes, and a general line of horse furnishing goods, all at reasonable prices. H. Horton & Son, Ltd., 9 and 11 Market Square.

### IRON FOUNDRIES

UNION FOUNDRY AND MACHINE Works, Limited, George H. Waring, manager, West St. John, N. B. Engineers and Machinists, Iron and Brass Foundry.

### MASSAGE

SWEDISH MASSAGE—Nature's Own remedy for all ailments arising from poor circulation and nervous diseases. By expert male graduate, 16 years' experience. Treatments \$1, \$10 for 12. Also medicated baths by appointment only. Phone Main 1683. 2-8-1915.

### MILLINERY

GREAT bargains of Millinery at Miss Campbell's, 55 Germain street. 28292-4-25

### MONEY FOUND

RUBBER STAMPS of every description, stamp ink pads, deters, automatic numbering stamps. The Best Check Performer on the market for \$1.50, does the work of a \$25.00 machine. High grade brass sign work. Agent for No-Dust Sweeping Powder. R. J. Logan, 21 Canterbury street, Daily Telegraph Building. Phone Main 1997.

### OVERCOATS

CUSTOM and Ready to Wear Suits at reasonable prices for this month. W. J. Higgins & Co., custom and ready to wear clothing.

### PATENT ATTORNEYS

PATENTS and Trade-marks prepared. Fetherstonhaugh & Co., Palmer Chambers, St. John.

### PLUMBING

PHONE Main 2390 for prompt and good work, James Byrne, 25 Broad street. Estimates given. 6-10

### ROOFING

KANT-LEAK Gravel Roofing. J. Joseph Mitchell, 204 Union street, opposite Opera House; estimates furnished. 25661-5-1

### SCAVENGER

ASHES promptly removed, and general trucking. Telephone Main 932-41.

### SECOND-HAND GOODS

WANTED TO PURCHASE, Gentlemen's cast off clothing, boots, muslin, jewelry, diamonds, old gold and silver, musical instruments, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write L. Williams, 16 Dock street, St. John, N. B.

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

### SUITS

BROADWAY Brand Suits, made in Canada by expert workmen. Also a large assortment of Cloths made into high class made-to-order suits, in our Customs Dept. Turner, out of the high rent district, 440 Main street.

### STOVES

GOOD LINE OF SECOND HAND Stoves—Well repaired, will sell cheap; also new stoves of all kinds, 105 Brunswick street. Phone 2839-21. H. MILLEY.

### SEWING MACHINE REPAIRING

AT 18 WATERLOO ST. Phone M. 288. 1-1

### WATCH REPAIRERS

FOR reliable clock and watch repairs, go to Huggard, 67 Peter streets (7 years in Waltham watch factory). 1-1

W. BAILEY, the English, American and Swiss expert watch repairer, 138 Mill street (next to Hygienic Bakery). For reliable and lasting repairs come to me with your watches and clocks. Prompt attention and reasonable charges. Watches demagnetized.

### TILING

WE are Experts in Tile, Marble, Mosaic and Floor Laying. Call and see our samples. The W. Neumann Tiling Co., 354 Union street.

## FINANCIAL

NEW YORK STOCK MARKET  
Quotations furnished by private wire of J. M. Robinson & Sons, St. John, N. B.  
Monday, April 5, 1915.

Previous Closing	Today	Change
Amal Copper .....	63	63 1/2
Am Car and Fdry .....	47 1/2	47 1/2
Am Locomotive .....	30 1/2	30 1/2
Am Beet Sugar .....	44 1/2	44 1/2
American Ice .....	30 1/2	30 1/2
Am Sugar .....	107 1/2	108
Am Steel Furnaces .....	27 1/2	27 1/2
Am Smelters .....	67 1/2	67 1/2
Am Tel and Tel .....	119 1/2	119 1/2
Am Cotton Oil .....	46 1/2	46 1/2
Anaconda Mining .....	29 1/2	29 1/2
At, T and S Fe .....	90 1/2	90 1/2
Chic & N West .....	127 1/2	127 1/2
Ches and Ohio .....	72 1/2	72 1/2
Canadian Pacific .....	104 1/2	104 1/2
Central Leather .....	35 1/2	35 1/2
Chic & Gt West .....	12 1/2	12 1/2
Chino Copper .....	38 1/2	38 1/2
Erle, 2nd Pfd .....	94 1/2	94 1/2
Gen Electric .....	145 1/2	145 1/2
Gt Northern Pfd .....	118 1/2	118 1/2
Interborough .....	18 1/2	18 1/2
Interborough Pfd .....	69 1/2	69 1/2
Lehigh Valley .....	107 1/2	107 1/2
Missouri Pacific .....	146 1/2	146 1/2
National Lead .....	68 1/2	68 1/2
N Y Central .....	85 1/2	85 1/2
Northern Pacific .....	106 1/2	106 1/2
Pennsylvania .....	105 1/2	105 1/2
Reading .....	146 1/2	146 1/2
Republic 1 and 2 .....	22 1/2	22 1/2
Rock Island (Ord) .....	29 1/2	29 1/2
Soo Railway .....	65 1/2	65 1/2
Southern Pacific .....	87 1/2	87 1/2
St. Paul .....	88 1/2	88 1/2
Southern Railway .....	17 1/2	17 1/2
Union Pacific .....	125 1/2	125 1/2
U S Rubber .....	65 1/2	65 1/2
United States Steel .....	49 1/2	49 1/2
U S Steel Pfd .....	106 1/2	106 1/2
Utah Copper .....	86 1/2	86 1/2
Western Electric .....	78 1/2	78 1/2
Western Union .....	65 1/2	65 1/2
Sales—11 o'clock, 225,000		

Newfoundland has for several years steadily increased its agricultural production.

Unreserved Auction Sale of About 75 British Army Horses

I am instructed by order of the British Remount Commission to sell by public auction at Barrack Square on Thursday morning, April 8, at 10 o'clock, about SEVENTY-FIVE HORSES among which are twelve (12) mares in foal. These horses are of a very superior quality and have been carefully selected; they will be on exhibition at the grounds from 9 to 10 in the morning of the sale where they can be inspected by prospective purchasers. This is a splendid opportunity for farmers to purchase fine mares for breeding purposes. Call and see. Will also sell all lumber used for stabling, etc. Terms cash. R. F. POTTS, Auctioneer.

### RECENT DEATHS

Mrs. Fenwick McKelvey.  
Many friends of Fenwick M. McKelvey will extend to him sincere sympathy in the death of his wife, Mary J. McKelvey, who died yesterday after a lingering illness at her home, 77 Elliott row. Her death came as a great shock. She was formerly Miss Mary McNeill, of Dutton (Ont.), and she leaves to mourn besides her husband, two brothers and four sisters.  
Mr. McKelvey is one of the port's leading pilots.

At Canterbury Station on March 19, Daniel Grant, aged thirty-two years, son of Mr. and Mrs. John A. Grant, passed away. Besides his parents, five brothers and two sisters survive.

Armour Mills, a respected citizen of Upper Corner, Kings county, died on Sunday evening. He was fifty-nine years old and is survived by his wife.

Simon P. Grant, who died in Woodstock, N. B., on Friday as the result of a fall from a building on which he had been working, was buried there yesterday. He was sixty-eight years old.

The friends of Mrs. Herbert D. Everett, of St. John, who died on Friday at the death of her sister, Mrs. M. T. Carroll, which occurred in Dorchester, Mass., on Good Friday, after a short attack of pneumonia. She was a frequent visitor to St. John.

A colored ribbon tied to scissors will save many minutes that are otherwise spent in looking for them, especially if they are used by children who forget where they have left them. A piece of ribbon is always sure to show where scissors are half-hidden under papers or sewings.

When a Japanese tray becomes old and chipped give it two coats of white paint and one of enamel, the bottom as well as the top. Stand it on edge to dry after each coat. It will be found as good as new as well as very pretty. The enamel is easily renewed.

MUSICAL INSTRUMENTS  
Every home, where music is really appreciated, but where no individual member of it is an accomplished pianist, should have a Player Piano.

The Sherlock-Manning Player Piano with human-like control, contains all the latest improvements and devices. They are perfect in tone, artistic in design, and capable of life-long service.

Call and Hear Them

Bell's Piano Store  
86 Germain St.



"It looks as if this country were to be the 'primrose path' now for the young man of energy."  
"As to the long future I do not hesitate to say with emphasis that the opportunities for success in this country are greater than ever before."

—Elbert H. Gary  
New spring suits, special styles for young men that will help smooth the path to Success.

Prices \$20 to \$25. Others \$12 to \$22.  
The successful look is a big step toward real success.  
Shirts, Neckwear, Collars.  
A GOOD PLACE TO BUY GOOD CLOTHES

Gilmour's  
68 King Street

The Virtues  
of eyeglasses depend not upon the glass of which they are made, but on the skill with which they are fitted.

The exact needs of each eye must be determined to the most minute degree.

K. W. Epstein & Co.  
Optometrists and Opticians  
Open Evenings 83 Union Street

Estate of Hannah Lynch  
All persons having claims against the estate of the late Hannah Lynch, are requested to send them to the administrators, Ann O'Brien, 887 Ludlow street, Carleton, and all persons indebted to the estate (except book debts), to make returns by the 7th of April, 1915, to the said Ann O'Brien.

Call and Hear Them

Bell's Piano Store  
86 Germain St.

Call and Hear Them

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

(Prepared by R. A. BAKER, of the Baker Advertising Agency, Limited, 18-20 Wellington Street East, Toronto.)

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

INEVITABLY the next few months will see vast and far-reaching 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 over-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 market.

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 savor. 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 advise any manufacturer technically as

to how the new lines are to be made. We believe this part of the proposition presents little difficulty to the manufacturer—certainly no unanswerable difficulties. What we do emphasize is that now is the time to stop theorizing, and ACT.

Unless the Canadian manufacturer 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

"TWO 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 grab our trade.

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

REACH 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 "Made-in-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"

(Republished from Toronto Globe.)