MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, APRIL 19, 1915

Fashion and Business in West

brought constantly to the attention of the people and it may have an important influence on the shoe trade in the near future. At present the only influence is fashion and the place where fashion holds sway is the church. In Roseau, Dominica, one. does not see many shoes on week days, but wait until Sunday comes and go to church. There you will see that all Dominica is not barefooted. On the contrary, nearly all the churches are all crowded. I visited four churches of different denominations in Boseau one Sunday creming, staying a little while at each. It was the same at every church and shoes were not the only thing. The whole appearance of these people was transformed. Young women whose only head dress on week days was a large wooden tray, filled with vegetables and fruit, where hats bedeeked with ribbons. Their mothers looked fine with colored handserfichers wound about their heads. There were Sunday-go-to-meeting dresses worn with the shoes and hats. Rashion is a great thing and if it held sway in these islands every day of the week worn with the shoes and hats. Rashion is a great thing and if it held sway in these islands every day of the week worn only on Sindays last longer than if they were worn every day of the week as it does on Sunday, the sales of the merchants would greatly increase, for shoes and hats that are worn only on Sindays last longer than if they were worn every day of the week as it does on Sunday, the sales of the merchants would greatly increase, for shoes and hats that are worn only on Sindays last longer than if they were worn every day of the week as it does on Sunday, the sales of the merchants would greatly increase, for shoes and hats. Fashion is a great thing and if it held sway in these islands every day of the week as the same at the proposal prop

CARDS OF THANKS

Sergeant Stockley and Private Stockley and family wish to thank the N. C. O's and men of the detention force at King square for their kindness shown them in their recent sad bereavement.

Mr. and Mrs. Geo. Cunningham, 29 Clarence street, take this opportunity to thank their many, friends for kindness and sympathy, also the beautiful flowers sent during their recent sad bereavement.

IN MEMORIAM

FLOWERS—In loving memory of Jessie, wife of William C. Flowers, who departed this life April 19th, 1918.

Two long years have passed away And we miss you more from day to day. A patient mother true and kind, No friends on earth like you we find. Inserted by husband and family.

GRAY—In loving memory of William G. Gray, who departed this life on April 19, 1914.

One year has passed and still we miss



"Him in hospital," said the laundry-man, "Clistain gentleman struck him in the head with a blick."

The Best Quality at a Reasonable Price

REST GLASSES

sewing, drawing, etc.—puts an undue strain on the eyes. This as we near middle life none of are protected by properly fitted

. L. Sharpe & Sor

Jewelers and Opticians 21 King Street, St. John. N. 3.

RECENT DEATHS

ATLANTIC SUGAR PRICES.



"THE CALL OF THE BOY."

We know all about parties and plat-



For Your Dining Room

is these islands every day of the weich characts or Service on Bordes, the sales of the merchants would greatly increase, for Service on Bordes, the sales of the merchants would greatly increase, for Service on Bordes, the sales of the merchants would greatly increase, for Service on Bordes, the sales of the merchants would greatly increase, for Service on Bordes, for Service on Bordes, the sales of the merchants would greatly increase, for Service on Bordes, for Service on Bor

Too Late For Classification

BUILDING BOOM FLATS TO LET—Frank Garson, St. Paul street. 26552-5-20

Best Quality Kitchen, Blacksmith's and American Nut Coal

Attended To Ford H. Logan 460 Main St. M. 2175-4

Girls Wanted

Smart girls to learn the bru siness; steady work. T. S nins & Co., Ltd., Fairville, N. 26403-4-20.

DRUG BUSINESS

Greenwood Cemetery 100 Lots, 10 x 15 At \$15.00 BUY NOW!

FRANK BLIZZARD. Phone West 219-22

In Time of War Prepare For More War

(Prepared by G. F. HOBART, MANAGER, Hamilton Advertisers' Agency, Limited, Hamilton, Canada.)

WHEN the treaty of peace is signed in Berlin, a new and free Germany will arise from the ashes. As a business competitor it will be more aggressive than the Germany of the

After the war of 1870 France paid her billion-dollar war indemnity to Germany with a shrug of the shoulders and became one of the great creditor nations of the world. Will Germany do less? Is it not probable that with its enormous and efficient industrial

system it will do even better? Germany must gain its revival from its exports. It must produce for other nations and pay its debts in manufactured products. The "Made in Germany" label is not popular in Canada at the present time. How long will that sentiment last? What is the usual

course in analogous cases? A brutal criminal is not popular. He might be in danger of lynch law were indignant citizens able to lay hands on him. After his trial and conviction, however, our tenderly sympathetic people send comforts and luxuries to his cell and sign petitions for a commutation of his sentence, while the less emotional members of the community simply forget. This kindly human spirit that occasionaly is misdirected denotes a tendency that it is well to note.

A favorite trick of some salemen is to insult a prospective customer and then abjectly ask his pardon. In the fulness of his forgiveness, and to demonstrate that there is no ill-will, the unsuspect-

ing prospect signs the dotted line on the order blank. "Made in Germany" will not continue to be unpopular. The danger is that it may become too popular; that our sympathy for the "poor Germans" may affect our better judgment and our sense of justice towards the Canadian manufacturers, who have been ever true and faithful to British interests.

It is well to face frankly the peculiarities of popular sentiment. In fact, it is essential that this should be done by those who depend upon public approval for the sale of their goods. It requires only a slight knowledge of human nature to anticipate the indifference that will follow the present outburst of patriotic fervor.

Now is the time, when imports are discontinued, to get the Canadian people to acquire the habit of asking for Canadian brands; not because they are Canadian, but because the goods are right and the prices fair. Undue emphasis on the Canadian-made feature is apt to be ephemeral in its appeal. The present passionate patriotism is too intense to be abiding; but an acquired habit is more than second nature—it IS nature. On the other hand, when the Empire is no longer in danger we will return to our old thoughtless ways. We will resume our criticisms of the tariff. We will do our best as individuals to buy in the cheapest market and sell in the dearest.

Now is the time to prepare and to give Canadian business an impetus that will carry it through the period of reaction, and overcome the sentimentalism of newly-awakened sympathies. A brand thoroughly established in public esteem on its merits and by its publicity is proof against the ebb and flow of the tide of impulsiveness

or the stagnation of indifference. Now is the time to entrench a business against the possibility of successful assault. Now is the time to prepare for more war, a war of aggressive competition, that will be quite as vital to our com-

mercial interests as is the clash of arms in Europe.

(Republished from Toronto Globe.)