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MANUFACTURER
DISCUSSES TRADE
IN THE DOMINION
 Conservative View Taken of Situation by Public Will Have Good Effect

(Montreal Gazette)
 The mills of the Canadian Cottons Company are working to capacity on orders received from the Dominion government for the supply of outfits for the Canadian contingent. With the exception of that work, it was stated by A. O. Dawson, the managing director, little improvement in the general demand for the company's output could be reported. Mr. Dawson said that the business originating in western Canada showed no improvement, but that this could hardly be expected as yet. The farmers there would not be obliged to make such large payments for farm machinery and the purchasing power would be larger than last year and that on account of the low stocks carried now by everyone orders in fairly large volume could be expected just as soon as farmers began to get payment for their grain. The good crops in Ontario and Quebec, said Mr. Dawson, would insure good business in those two provinces and a big apple and oat crop in Eastern Canada would be followed by bigger business in that section of the country. Mr. Dawson went on to say that he was of the opinion that present conditions would have a tendency to get more people on the land and that was one of the big things to be encouraged. The conservative view everyone was taking of the situation would have a good effect but it was only a matter of time, he said, until the big gap in supplies of all commodities would have to be filled and when that time arrived all industries would be stimulated to a large extent. Fundamental conditions in Canada here were never better and nothing but a hopeful view could be taken of the future. Asked if the scarcity of dyes, the small supply which has forced some mills in the United States to close, would cause any difficulty in maintaining operations, Mr. Dawson said that, although it was impossible to buy dyes at present his company had a supply sufficient for all requirements during the next six months and it was very likely that by that time some other source of supply would be established. Germany had in the past supplied 90 per cent. of all dyes used by cotton companies, but already Switzerland was getting ready to make shipments and England and the United States were also undertaking steps for their manufacture.

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 TIMES, SEPTEMBER 2, 1914



MIGHT EASILY PICK UP CONSIDERABLE OF GERMANY'S TRADE

London Says Canadian Manufacturers Have Good Opportunity to do So
 Ottawa, Aug. 31—According to a report received by the Minister of Trade and Commerce from the Canadian High Commissioner's office in London, Canadian manufacturers have now good opportunities of picking up a considerable proportion of Germany's lost trade with Great Britain. Last year the United Kingdom bought goods from Germany to the value of over \$400,000,000. The Canadian office in London reports that Canada is in a position to bid advantageously for various lines of manufactured goods, notably wire nails and other iron and steel products, formerly supplied from Germany.

Every Brewer Knows the Danger



He knows that when he puts his beer in light glass bottles and placards the case—"Keep this cover on to protect the beer from light" that he is deliberately throwing on you—the responsibility of keeping it pure.

Why should you take the risk? Beer is saccharine. The slightest taint of impurity ruins its healthfulness. Schlitz is made pure and the Brown Bottle keeps it pure from the brewery to your glass. See that Crown is branded "Schlitz."

Schlitz The Beer That Made Milwaukee Famous.



Canada's Immediate Duty

(The Canadian Courier.)
 "Supposing every farmer in Canada were to enlarge his wheat production by putting five acres more under crop than he had this year, the total production of wheat in this country would be increased by fifty million bushels. If each farmer were to sow ten acres more wheat, the increase would be doubled. Surely it should be a simple matter to get every farmer in Canada to enlarge his acreage by this small amount. There may be a few who could not do it, but this lack would be offset by the work of those who could easily add fifty or a hundred acres to their holdings."
 "The only possible difficulty lies in the matter of finance. Some farmers may not be able to pay for the labor required to cultivate and seed down an extra ten acres. The work of a national commission and the various provincial committees should be directed towards helping these particular farmers. The financing of them would not be a serious problem nor an onerous undertaking. The amount of capital involved would be very small. This is the problem which is before the Canadian people. It is the pressing problem. It should be considered seriously and promptly. In Eastern Canada the land must be prepared and seeded within six weeks. In Western Canada the land must be prepared for seeding within the same period. There is no time for delay."

THE ADVANCE OF SUGAR.
 Why the Market Has Advanced so Sharply and What of the Future?
 Claus A. Spreckles, president of the Federal Sugar Refining Co., expresses the opinion that the recent rise in sugar prices has discounted eventualities of the immediate future as far as the European war is concerned. "The market has gone up here," said Mr. Spreckles, "because England, needing about 175,000 tons of sugar a month, immediately began to compete with American refiners for Cuba sugars, when her main source of supply under normal conditions was cut off by the war. The rise was accentuated also by the action of domestic consumers who, fearing the worst, rushed in and bought granulated sugar far in excess of their usual amounts. Households which ordinarily take, say ten pounds at a time, have bought sugar by the barrel. England thus far has probably taken 150,000 tons out of this market and will probably have to buy more later on. "While we are having a lull in the market for the moment, if the war continues—and I'm afraid it is going to be a long drawn out affair—there is no telling where prices may go. The countries at war produce about 9,000,000 tons of beet sugar annually, or about 45 per cent of the world's supply, and have a large surplus for export. Even if the crops do not destroy most of the beet fields, it is likely that many will go to seed, owing to the lack of labor for harvesting, and then there is the labor needed to operate the factories for slicing and refining. It is a most serious situation, and one that is likely to influence the sugar market for a long time to come. If half the European beet crop is made into sugar, which seems questionable now, there will still be a dangerous shortage in the world's supply, and prices are liable to go to any height. No one can possibly tell. We are as much at sea on that point as the general public."

What Dyspeptics Should Eat
 A PHYSICIAN'S ADVICE
 "Indigestion and practically all forms of stomach trouble are, nine times out of ten, due to acidity; therefore stomach sufferers should, whenever possible, avoid such food that is acid in its nature, or which by chemical action in the stomach develops acidity. Unfortunately, such a rule eliminates most foods which are pleasant to the taste as well as those which are rich in blood, flesh and nerve building properties. This is the reason why dyspeptics and stomach sufferers are usually so thin, emaciated and lacking in that vital energy which can only come from a well fed body. For the benefit of those sufferers who have been obliged to exclude from their diet all starchy, sweet or fatty food, and are trying to keep up a miserable existence on gluten products, I would suggest that you should try a meal of any food or foods which you may like, in moderate amount, taking immediately afterwards a teaspoonful of our water. This will neutralize any acid which may be formed, and, instead of the usual feeling of uneasiness and fullness, you will find that your food agrees with you perfectly. Bismarck's magnesia is doubtless the best food corrector and antacid known; it has no direct action on the stomach; but by neutralizing the acidity of the food content of the acid irritation which is the source of the trouble, it does more for the stomach than could possibly be done by any drug or medicine. As a physician, I believe in the use of medicine whenever necessary, but I must admit that I cannot see the sense of dosing an inflamed and irritated stomach with drugs instead of getting rid of the acid—the cause of all the trouble. Get a little bismarcked magnesia from your druggist, eat what you want at your next meal take some of the bismarcked magnesia as directed above, and see if I'm not right."

DID NOT NEED DEFEND LILLE
 Evacuation of Town an Error—General Persin Transferred.
 (By E. Elias.)
 Ostend, Aug. 31—I learn from an Englishman present at the evacuation of Lille that General Persin, who commanded the French troops in the town, has since been transferred to another post as inspector of the artillery of reserves. The evacuation of the town was an error in every respect, for defence was never tried, since the Germans had not threatened the town, and had not entered it. Up to midnight on Wednesday the French troops in this district were in the town and they were acting in conjunction with the French forces in the evacuation of the town on Wednesday.

Tightening Credit
 First Artist—The umbrella you lent me? I have lent it to a friend.
 Second Artist—That is very awkward. The man who lent it to my friend tells me that the owner wants it.

Germany's Miscalculations
 The Westminster Gazette, in a striking article, says: "There can be but one end to the great campaign if the national army remains intact, and the nation is resolved to pursue the war. Sir Edward Goschen's report of the rupture of diplomatic relations with Germany is not only a contribution to history, but a document of extreme interest for those who look at the big factors in the struggle. His report shows the extreme importance which the Germans attach to their rush through Belgium, and their keen appreciation of the dangers which are ahead of them if they are cut off from that part of their strategy, or if they fail to carry out their programme according to time-table. Minister von Jagow said that rapidity of action was the great German asset while that of Russia was her inexhaustible supply of troops. Taking the Germans at their word, and interpreting events on the western area and the life of events on the Russo-German frontier, in what way can they expect to dispose of France so as to enable their withdrawal and used against the Russians in the east? There is only one way, and that is to deliver such smashing blows that the French government will be compelled to make peace, and so enable the peaceful withdrawal of the German army."
 Enemy's Perilous Condition
 "Possibly it was supposed that the blow to France would stop the Russians and cause them also to make peace before crossing the frontier in any serious sense, or a third conjecture might be that the German staff rated the Austrian army so high that they thought it capable of stopping the Russian advance until the French campaign was finished. One or the other assumption appears necessary to make sense of the German general staff's idea of a crushing blow to France as a preliminary to its campaign against Russia. For if France keeps her army in being and refuses to make peace, the operation of withdrawing the German forces in order to turn them against the Russians must become impracticable. Now it is too early to presume upon anything, but we may at least take courage to hope that these German assumptions are in a very perilous condition. Whatever has happened, the German time-table must be now very seriously disarranged. Loss of time in going by the south, said Herr von Jagow, would have meant time gained by the Russians for bringing up their troops to the German frontier. These last words are very significant. They imply that Minister von Jagow supposed that the Russians would not be up to the German frontier in any early period of the war. They are well over the frontier, well passed the most difficult country in their line of advance, and making much more rapid progress than either friend or enemy expected. The Austrians have so far proved of little use in checking them, and are likely to have their hands full in the defending of their own capital. In the western area the allied forces have suffered reverses, but the Belgian resistance has been invaluable as a delaying factor, and there is, we are confident, no chance either that the French army will be annihilated or that the French government will be forced to make peace. The support of this country and the advance of Russia are in these respects decisive factors in differentiating the present situation from that of 1913."

Graphic Story of Battle at Mons

Wounded Britisher Tells of Charge on Machine Guns and Wiping Out Half of German Regiment.

London, Sept. 2—The following story of the fighting near Mons, as told to an Express reporter by one of the British wounded who was brought here Monday:
 "We had left the shelter of a little forest and opened out, supported by the North country regiment. Our colonel warned us that the German infantry was advancing.
 "We had hardly laid ourselves prone when a body of the Germans were seen on the skyline.
 "Our batteries let rip and gouged holes through them. 'Bravo,' shouted my platoon commander, as he watched through his glasses.
 "Now the order was given to fix bayonets. Before the enemy arrived the artillery fire had increased until it was an inferno.
 "German aviators were directing their guns, and at times we fired on aeroplanes but our shots were ineffective. Our poor gunners had an awful time as the German cavalry got around behind us and charged right up to the guns. Very few of the Germans escaped, however, for whole platoons rushed to the rescue, emptying their magazines as they ran.
 "A moment later the Germans were on us from the front. We let them come until their breasts reached the neighboring hillock, and then decimated them. They fell back in confusion and dropped to the ground.
 "Another line came which we treated the same way. Scores of machine guns were turned on us, however, and we were ordered to prepare to charge.
 "On the word of command, we sprang from the ground as one man, and with yell after yell, charged the advancing Prussians.
 "As we neared their ranks we fired indiscriminately and only a few remained to cross bayonets with us. The remainder rushed off and were shoved back as they went. They left more than half their regiment on the field in killed and wounded."

EXPANSION IN THE BRITISH EXPORT TRADE

It will be a distinct surprise to many of the American operators now investigating the possibilities of securing a foothold in the world's coal market, to know that England is likewise quietly laying plans for materially broadening the scope of her operations in this field. Germany, of course, has become a heavy customer in recent years, but with her navy bottled up and acting purely on the defensive, British operators have little to fear from competition in that direction. Belgium is, of course, completely paralyzed by the incessant fighting within her boundaries, while France has insufficient coal to supply her own needs and is a heavy importer herself. In addition to this, the internal consumption of Great Britain will be heavily restricted, as a result of the general cessation of industrial plants, which will release large tonnages for use in other directions. It should also be remembered that the countries so far involved in the war take but a small proportion of the British coal exports—in fact, only as much as India and Australia alone. This means that there is still a large market for their production. On the other hand, Great Britain is at the present time facing a number of severe handicaps, such as the heavy government bond required on all foreign shipments, and the withdrawal of the Welsh products entirely from this business. It was upon the excellent quality of this latter fuel, considered by many the highest grade of coal there is, that a regular contributor to the Temps and position in the world's coal markets. The fact that it has been withdrawn entirely will now place some of the American fuel such as the Georges Creek, the Pocahontas and the New River grades easily in the lead among the fuels available in foreign markets.

CAME OF IRISH STOCK.
 Col. Patrick Mahon, of French Army, Killed.

London, Aug. 31—A despatch from Paris by Reuters' Telegram Company says the French War Office is beginning to publish lists of casualties among the officers engaged in the fighting, and that already one general has been killed. Among the deaths announced today was that of Lieut-Col. Patrick Mahon, who fell fighting in Alsace. He came of old Irish stock and from the same family as the late Marshal MacMahon, once president of France. He was a regular contributor to the Temps and an author of military works. Philippe Millet, another writer, also figures in the casualty list among the wounded.



NEW STYLES for FALL
 The suits to be close fitting, coats shorter, trousers straight, vests medium. COLLARS—Double band, wide opening. OVERCOATS—Double breasted, tight fitting, and short or single-breasted, loose balmacañan style. Remarkable effects produced in the patterns and colors. NECKWEAR—Large shapes and strong colors. Evidently the rainbow expert was consulted, but the conservative man can also be suited here. A GOOD PLACE TO BUY GOOD CLOTHES

Gilmour's
 68 King Street

THE POTATO MARKET.
 Referring to the outlook for potatoes this fall, H. R. Silver of Halifax, said to the Maritime Merchant:
 "Of-hand, I should say that potatoes are one of the few foods of which the United Kingdom has all she needs, and if she buys any from us it will be for the sake of building a reserve against any danger that may arise later. Cuba is our big market today, and with sugar at its present price our friends down there ought to be able to buy liberally everything they want this year, potatoes and codfish included. I see no reason why we should not have our usual exports to that island this fall winter, provided there is nothing to prevent the free movement of steamers."

Corrected
 Mr. Gotrox—"That there sculptor fellow says he's a-go' to make a bust of me."
 Mrs. Gotrox—"Henry, it's just terrible the way you talk. Say 'burst'."

WANTED Rags!

Millions of dollars' worth of Rags collected annually

The General says:
 My output of Certain-teed Roofing has grown to such enormous proportions that I am having difficulty in getting enough rags of good grade to supply this demand.

I also need a lot of rags of lower grade for making my standard quality roofing, and also a still lower grade for making my Competition quality roofing.

I will pay the best market price for roofing rags anywhere in any quantity. If they can be shipped in carload quantities and in assorted grades, we can have them shipped direct to any of our big mills, but if in smaller quantities or unsorted, we will arrange with one of our packers or sorters near you, to buy your rags and prepare them for our use in the different grades.



Churches, Societies, Charitable Institutions and others are making good use of our Certain-teed Roofing by collecting all kinds of old rags. We consume scores and scores of tons of these rags every day—in fact the total rag sales of the country amount to several million dollars a year. It's an easy way to make money. The rags are generally given to the collectors or at least sold for very little. Every kind of rag can be used for something. Use this plan to pay off your church debt or raise the minister's salary. The results are surprising.

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MILLION TONS OF COAL FOR MONTREAL

Black Diamond Fleet Keeping Schedule For Delivering Two Millions

One million and a quarter tons of coal have been shipped since the opening of navigation to the St. Lawrence ports, Montreal, Quebec, Three Rivers and Lévis on the thirty-five steamers used by the Dominion Coal Company as coal carriers. This indicates that the two million tons which are to be brought from Sydney during the season of navigation will be sent, as the amount sent on to date shows that that amount is being lived up to. The programme for September is to bring 850,000 tons of coal to the St. Lawrence ports, most of it from Montreal. The same rate continued through October and the first few weeks in November will conclude the giant contract.

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 Kryptoks are two lenses fused into one, and look exactly like ordinary single vision lenses.
 Let us demonstrate their advantages.

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The man who thinks only of himself—who doesn't care what happens after he's gone forces his wife to assume too great a risk. His death is likely to mean a slavish, wage-earning career for his widow.
 Of course, if abject poverty befall her, some charitable institution may appeal to a kindly public for money with which to keep her and her children alive.
 But how different is the prospect for a woman whose husband, by means of life insurance, has made provision for her support in the event of his death.
 What prospect has your wife if you should die tomorrow? The choice rests with you. Let an Imperial Life policy be the answer. It will provide her with a regular monthly income to begin at your death and continue so long as she lives.
 Our booklet "Safeguard your Legacy" tells about this feature of Imperial policies. Ask for a copy today. It's most interesting, and—it's free.

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