## MC 2035 POOR DOCUMENT

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THE EVENING fIMES AND STAR, ST. JOHN, N. B., SATURDAY, MAY 15, 1915





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for the errat work on land that


| CANADIAN Pacin | Choice Veal Roasts, |
| :---: | :---: |
| DIRECT SHORT ROUTE |  |
| RItIME PROVINCES |  |
| MONTREAL AND WEST |  |
| Helifax - . 8.0 |  |
| Lv. St. John - 5.45 p.m |  |
| EXPRESS TRAMS |  |
| MONTREAL - TORONTO DETROIT - CHICAGO |  |
|  |  |
|  |  |
| ${ }_{\text {WANT }}$ W | USE ${ }^{\text {THE WANT. }}$ |




Specials for Fritay, Saturday and Monday
"Cant find anything to fit," Yon're the man that is looking for our CLOTHES. Youll find we
have a very large and carefully chosen selection. You 'Il find there are many pr Men's Spring Suits are Selling at $\$ 6.00$ to $\$ 20.00$
H. N. DeMILLE © CO.

The Largest Discount Ever Offerod In Pianos in St, John Sale Begins Tomorrow, Salurday 15th. Till 29th.
 on every instrument. Don't miss this opportuinity of purchass
ing at a bargain what the greatest artists of the world say is the
ing et ing ete bargain what the
Best Piano mado oin Canade.

The C.H.Townshend Piano Co. 16 King Street

ERMMIS FIST LOOSENNG
GRP ON HER POSSESSOS

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When Yon Uno $A$
GAS RANGE

Mc Clary's

## J. E. CIBBONS Cash Store




SHIPPING
 $=2$ PORT OF ST. John.




The Hoosier Plan is:
One dollar puts any Hoosier you salect in 4. The zale ig under dirrect supervision of the
2. One dollar weekly duess qutokly pays for th. ${ }^{5}$. When this allotment is taken, the sale
 You can search the whole world and find nothing that saves you so mucn work in your kitchen

|  | These pictures show how <br> a Hoosier saves you miles of steps by grouping your whole kitchen at fingers' ends. |  |
| :---: | :---: | :---: |

Nearly 800,000 women own Hoosier. Thousands have enrolled on the diginifed Hoosier
plan. And you, too, wre mure to decide, sooner or later, Jou need this wonderful cabiniet.

for when the sale ends 1. The Hberal terms of the Hoosier plan will
 So come and see these Now Cabinets-without obligation-you can decire then in five So come and see these
mintes-COME TOMORROW.

Propay Preaght to all Porto Martume Prorinoe

## Amland Bros., Ltd.

19 Waterloo Street

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COAL
 CONSUMERS COAL CO., LMITED

Confectionery A greet anoortent of Chocolatees

Hints for the Cook


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ON MONDAY, VERY MUCH UNDER REGULAR PRICES


## Daniel's

Head of King Street

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

Cixtan bin suram放

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

```
\(I^{\text {NBVITABIT }}\) che next feew moxthe will see vast and far-reaching whanges in the stoclas of Canadian merchants. New accounts
whe opened by manufacturers who have heretofore striven in vain will be opened by manuffact
All this beoanse at a ingle stroke, literally over-night, the vast
traide with Canadid of Germeny and Austria, to say nothing of other nombetants in the European war, is wiped out.
oavada has aill in her favor
4. The Unibited States wants it. Canade has the first choice. Here To koww our people; we know the needs; we have the eales organi-
zationss we heve the feactories; we have the workers; we have the
market market.
Also wo havv in our faror that newborn spirit of patriotism a-
mong Canedian purchasera that leade a man or man
```



``` From Eirrope" have lost thier savour. Todary "Mede-in-Canada",
sounds with a new ring-the ring of Neceesity as well as of patrio. sounds with a new ring-the ring of Necessity as well as of patrio.
timm, and as a consequence, for the first time in the history of our
Domina ""Nate
```



``` history of our "Made-in-Canada"
```

to how the new lines are to be madio. Wo believe this part of the
proposition presents little difficulty to the manueacurer oertainly proponsurmountable diffeculties. What we do emphasize is that now is the time to stop theorizing, and AOT.
Unless the Canadion manfficiurer and merchhant scocept this op.
portunity Now, it will be manpued up by more enter reing portunity Now, it will be mapped up by more entarprising conceern
who are already training their gons on onrm market read the opinion of an anerican trade " $\mathrm{T}^{\text {wo }}$ months ago I realized that we wanted the Canadian marand French compstill fitiont for it, but our greatest problem- Geverman and French competition-was solved almost overnight, and through
no effrrt of our ownh.
dred million dollarss worth of goods. dred million dollars' worth of goods.
fiedd for the American manutaocurer. $\therefore$. Right here is a greaz
 war is over, a stiff fight to take the market away from him.


$\qquad$
furnishes one very
grab our trade.
The limitlese forcee of I... The limitlese forces of Initiative and Advertising enter vitally
into the esituation. Canadian manufacturers must use their inititive
 before oxerexised-they must study Canadd's import
make the sternesest poosible bid to supply the demand
the time has come for aotio
$R^{\text {DAOH out for the markets with the mighty force of Advertising. }}$
 with the necessity of ehoosing new brands to replace the imported
produots, and fired with the patriotic impulse to enoourage "Made
 Advertising in the daily nowspapers will reach them in their
byying mood. Make it plain to them that by purchasing what you
 have to ofier they are not only supporing canada and the Empira,
but they are getting as good quality and better value than the im
ported ported articles thay heretafore bought. The people won't know
these facts unfess you tall them-and that is what advertising doess Advertising in Caneda today will "pull" better than ever be-
fore. The time is opportuno to strike. Strike with a will.

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