MC 2035 POOR DOCUMENT

CLASSIFIED PAGES
THAN IN ANY OTHER PAPER IN EASTERN CANADA

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Shops You Ought To Know!

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

BARGAINS

SHAKER BLANKETS AND COMfortables, Cotton Batting and Quilt Coverings, Mill Ends of Prints and Shakers; good value, at Wetmore's, Garden street.

DUVAL UMBRELLA- SHOP—UMbrellas, 59c. to $4.50. Recovering, repairing, making. Personally selected fittings. Canes and Swagger Sticks. 17 Waterloo street. 49308—10—24

WINTER UNDERWEAR, STANfield, Blue and Red Label, Atlantic, Pen Angle, Fleeced lined, full range of sweaters, pull over and coat style; working shirts, gray shaker flannel, gray and navy. Also heavy twilled drill. Reasonable prices.—J. Morgan & Co., Main street.

SPECIAL BARGAIN SALE OF USED Sewing Machines. Singer Drop-heads, $12 to $16; other styles $5 to $8.—F. F. Bell, 86 Germain street. 1—11

COAL AND WOOD

WHY HESITATE—TRY COAKLEY Soft Coal for ranges and grates. Dry Hard and Soft Wood on hand. Jas. W. Carleton, 9 Rodney street; Phones W 37-11 and 39-21.

COAL

T. M. WISTED & CO., 142 ST. PATrick street. American Anthricite, all sizes, Springhill, Lyrene Valley, and Reserve Sydney soft Coal also in stock. Broad Cove to arrive. Delivery in bags if required. 'Phone 2145-11. Ashes removed promptly.

HARD AND SOFT COAL ON hand; prices right. Coal the best procurable. Telephone 42, James S. McGivern, 5 Mill street.

DRESSMAKING

DRESSMAKING DONE. MISS SULlivan, 81 Broad street. 49346—11—6

DRESSMAKING, FIRST CLASS, 90c. day. "Sewing," Times. 49412—10—27

DRINK HABIT CURE

WE GUARANTEE A POSITIVE painless 3 to 5 day liquor cure or money refunded. Write Gatlin Institute, 46 Crown street, or phone M. 1685. T.f.

DRY WOOD

DRY SLAB WOOD, SAWED IN Stove lengths, $1 per load in the North End. McNamara Bros. 'Phone Main 788.

ENGRAVERS

F. C. WESLEY & CO., ARTISTS AND Engravers, 59 Water street, Telephone 982.

FEATHER BEDS

FEATHER BEDS MADE INTO Folding Feather Mattresses and Puffs, also down puffs, cleaned and made over. Canadian Feather Mattress Co., 247 Brussels street. 'Phone Main 137-11. T.f.

HATS BLOCKED

LADIES' BEAVER, VELOUR AND felt hats blocked over in latest styles. Mrs. M. R. James, 280 Main street, opposite Adelaide.

HAIRDRESSING

MISS McGRATH, NEW YORK PARlors, Imperial Theatre building. Hairdressing, Facial Massage, Scalp Treatment (Electrical); Shampooing, Beautifying. 'Hair Work a Specialty." Gents' Manicuring. Door 2. Phone M 2695-31. "New York Graduate."

HORSE CLIPPING

HORSE CLIPPING DONE PROMPTly by experts at Brickley's Boarding Stable, 76 Coburg street. 49323—10—25

MARRIAGE LICENSES

JOHN K. STOREY, ISSUER OF Marriage Licenses, 165 Union street. 49442—11—21

MEATS AND GROCERIES

SPECIAL FOR TODAY AND TOmorrow, Potatoes, 25c. peck; Deer meet, 10-16c.; Lamb, 15c.; corn beef, 12c.; stew meat, 9, 10c.; roast beef, 12c.. Tobins Bros., 71 Erin street, M. 1746-21.

MEN'S CLOTHING

TURNER IS NOW SHOWING HIS usual good values in fall overcoats. Call and examine the large stock of many styles and colors. Prices from $12 to $22. Turner, out of the high rent district, 440 Main.

YOUNG MEN'S SUITS READY TO wear at moderate prices. W. J. Higgins & Co., Custom and Ready-to-wear Clothing, 182 Union street.

MONEY TO LOAN

MONEY LOANED ON SATISFACtory security. Properties managed, bought and sold. Primus Investment Co., S. B. Bustin, solicitor, 62 Prncess. 48389—10—29

PUBLIC STENOGRAPHY BUREAU

L. C. SMITH, TYPEWRITER AND Multigraph Office. Expert work. Satisfaction guaranteed. Tel M. 121.

PRODUCE

NOW LANDING—ONE CAR CARleton County Hay, one car Manitoba Oats.—O. S. Dykeman, Phone 1524.

RUBBER GOODS MENDED

HOT WATER BOTTLES, SYRINGES Invalid Rings, etc., patched and mended at Wasson's, 711 Main street.

SECOND-HAND GOODS

ALL KINDS MILL GEAR, SCHOONer fittings, water and drain pipe, corrugated iron, hennery wire, tents, canvas, belting, chains, paint brushes, plumbers' tool bags, soldiers' clothing, etc., etc., Babbit metal. Fifty new plows (5 different kinds), 12 cultivators, 2 new saw beds, carriage frame for 50 h.p. mill. John McGoldrick, 65 Smythe street. 3—19

WANTED TO PURCHASE GENTLEmen's cast off clothing, boots, musical instruments, jewelry, 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.

SNAPSHOTS FINISHED

FREE DEVELOPING—WHEN ONE Doz. prints are made from a roll of Film. Send or mail to Wasson's, 711 Main street.

UMBRELLAS.

UMBRELLAS FOR SALE; UMbrellas repaired and covered. J. Stekolsky, 625 Main street. 49540—11—23

WATCH REPAIRERS

WATCH AND CLOCK REPAIRING a specialty. Watches, rings and chains for sale. G. D. Perkins, 48 Princess street. T f.

FOR RELIABLE CLOCK AND watch repairs go to Huggard, 67 Peters street (7 years in Waltham Watch factory.) T.f.

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.

PIANO MOVING

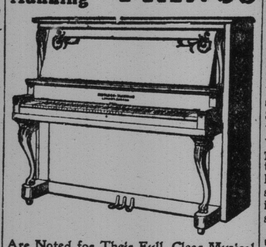
PIANO MOVING DONE AT REAsonable prices. Tel. 2891-11. H. Stackhouse. 48267—10—27

IRON FOUNDRIES

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

MUSICAL INSTRUMENTS

Sherlock-Manning **PIANOS**



Are Noted for Their Full, Clear Musical Tone.

The material used in the construction of these instruments is of the very highest quality. The cases are artistic and beautifully finished.

Please Call and Examine

NO AGENTS. NO INTEREST. Make Our Prices and Terms Most Reasonable.

Bell's Piano Store
86 GERMAIN ST.

Cleveland, Ohio, Oct. 22—Twenty-one members of the crew of the steamer James B. Colgate were drowned in Lake Erie Friday night, when the coal-laden ship went down in a storm.

FINANCIAL

NEW YORK STOCK MARKET

Quotations furnished by private wire o. J. M. Robinson & Sons, St. John, N.B.

New York, Oct. 23, 1916.

	Previous Closing	Opening	Noon
Am Zinc	47½	48	47⅞
Am Car & Fdry	68⅝	69⅝	69¼
Am Locomotive	83⅝	83⅞	83¼
Am Beet Sugar	100⅞	101⅝	101⅜
Am Can	61¼	61¼	61¼
Am Sugar	....	118¼	119⅛
Am Smelters	112½	113⅛	113
Am Woollens	53	53⅝	53⅝
Anaconda Mining	94⅞	95½	95⅞
At, T and S Fe	106	106¼	106½
Brooklyn Rap Tran	84⅞	....	....
Balt & Ohio	88	....	....
Baldwin Loco	85⅞	86⅝	86¼
Butte & Superior	65	65⅞	65⅞
Bethlehem Steel	....	560	560
Chino Copper	57½	58⅛	58⅜
Ches and Ohio	70¼	70½	70
Col Fuel Iron	55⅝	55⅞	55⅞
Con Gas	140	....	....
Can Pac Railway	174¼	174¾	174¾
Cent Leather	....	89¼	92¼
Crucible Steel	87	87½	88½
Erie	38⅜	38½	38½
Gen Electric	184½	184⅞	185¼
Gt Northern Pfd	119	....	....
Hide & Leath Pfd	....	79	79⅜
Inspiration	65¼	66⅜	66⅜
Intl Marine Com	....	41	42¼
Intl Mar Pfd Cts	116	116½	118½
Industrial Alcohol	135½	135¾	135¼
Kennecott Copper	....	53⅞	54
Lehigh Valley	84¼	84½	84⅞
Midvale Steel	....	67⅞	67⅞
Maxwell Motors	90	....	....
Mex Petroleum	110¼	110½	111⅝
Miami	39	39	39¼
North Pacific	112¼	113¼	113¼
Nor and West	....	143⅞	143½
National Lead	69¼	70	70
Nevada	....	22⅞	23
N Y Central	107⅞	108½	108
New Haven	60⅝	....	....
Pennsylvania	58½	58	58
Pressed Steel Car	72⅝	73¼	73
Reading	110¼	111	111¼
Republic I & Steel	76⅝	77⅜	77⅜
Rock Island Old	24¾	25¼	25⅛
St. Paul	....	95	95¼
Sloss Sheffield	63	63⅞	63⅞
South Railway	28⅝	28⅝	28¾
South Pacific	100½	....	....
Soo Railway	28⅝	28⅝	28⅜
Shattuck Arizona	28¾	29¼	29½
Studebaker	136½	136½	136⅜
Union Pacific	150¾	151⅛	151⅜
U S Steel	119½	120⅛	120⅛
U S Steel Pfd	120¾	....	....
United Fruit	161½	....	....
U S Rubber	61¼	61⅝	61⅜
Utah Copper	99¾	99¾	100
Vir Car Chemical	44½	46	46¼
Western Union	103½	103⅞	103¼
Westing Electric	63⅜	64¼	63⅞

Sales—Eleven o'clock 418,400.

MONTREAL TRANSACTIONS

(Up to 12 o'clock today)

(J. M. Robinson & Sons' members Montreal Stock Exchange.)

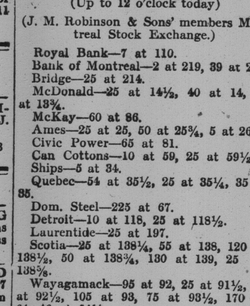
Royal Bank—7 at 110.
Bank of Montreal—2 at 219, 39 at 220.
Bridge—25 at 214.
McDonald—25 at 14½, 40 at 14, 10 at 13¾.
McKay—60 at 86.
Ames—25 at 25, 50 at 25¾, 5 at 26.
Civic Power—65 at 81.
Can Cottons—10 at 59, 25 at 59½.
Ships—5 at 34.
Quebec—54 at 35½, 25 at 35¼, 35 at 35.
Dom. Steel—225 at 67.
Detroit—10 at 118, 25 at 118½.
Laurentide—25 at 197.
Scotia—25 at 138¼, 55 at 138, 120 at 138½, 50 at 138¾, 130 at 139, 25 at 138⅝.
Wayagamack—95 at 92, 25 at 91½, 85 at 92½, 105 at 93, 75 at 93½, 170 at 94, 40 at 94½.
Smelters—75 at 37.
Spanish—945 at 16, 175 at 16½, 100 at 16¾, 100 at 17.
Shawinigan—3 at 133.
Steel Co—95 at 64⅞, 100 at 64¾.
Riorden Pulp—50 at 103½, 10 at 105, 110 at 104½, 15 at 104¾.
Textile—25 at 86.
Spanish Pfd—50 at 48½, 125 at 49, 25 at 49¼, 25 at 49½.
Cement Pfd—80 at 94½.
Ships Pfd—125 at 89½.
Cottons Pfd—15 at 81½, 100 at 81½.
Wayagamack Bonds—2,000 at 90.
Smelters Rts—170 at 2½, 175 at 2⅝.
Unlisted Stocks
New War Loan, Fully Paid—400 at 99¼.

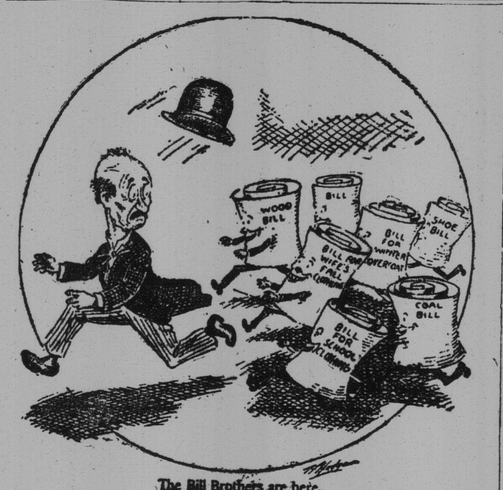
CHANGE SEAT FOR $74,000

P. E. Donner's Rights Go For $500 Less Than Year's Record Price.

New York, Oct. 18—The Stock Exchange membership of Percy E. Donner of Pittsburgh has been posted for transfer to C. McGhee Baxter for $74,000. This price was the same as the quotation in the last preceding transaction and was $500 under the high record of the year.

In the campaign of the Stock Exchange against the bucket shops last year, Mr. Donner, then a member of Donner, Childs & Wood, was suspended for one year because his firm was found to have transferred business for bucket shop keepers. The suspension began on September 22, 1915, and the statement was made on the exchange then that, while the Pittsburgh man had not known personally of the dealings in question, the rules of the exchange required that he be disciplined. When the period of suspension was completed that month it was rumored that Mr. Donner would soon sell his seat.





The Bill Brothers are here.

FROM THE SPOKESMAN-REVIEW.

How Advertising Makes Business

Newspapers Best Medium, Says Well Known Authority

Buyer Meets Seller; Sets as Maxim That Advertising is Insurance For Business Men

Newspaper advertising is the best known and the most used form of advertising because it is the cheapest and quickest way of bringing together buyer and seller, says W. A. Thomson, director of the Bureau of Advertising, A. N. P. A., writing in the Fourth Estate.

Not only is this true of the newspaper advertisement's function as a messenger between the local merchant and the home, but it holds good in the national field of merchandising, where manufacturers and distributors are establishing public demand for goods known by name.

To emphasize this position of the newspaper as a general or national advertising medium, I need only say that of the $300,000,000 spent in newspaper advertising last year, fully $55,000,000 came from the national advertiser.

In 1916, if the present percentage of increase is maintained, it is probable that general or national advertising in newspapers will total the enormous sum of $75,000,000.

It can safely be said that the money spent for newspaper advertising this year will more than equal the amount of money spent in all other forms of advertising, including the vast sums expended for circularization by mail.

As a local advertising medium the newspaper is, of course, the dominant factor, but as a national medium alone it carries twice as much advertising as its nearest competitor.

A Newspaper Analysis.

There are some reasons back of these figures which show the newspaper as the great national as well as the great local medium, which are interesting to analyze. Most of them are fundamental; some are the result of but recent development.

In the first place the newspaper is a fixed daily habit in the lives of men, women and children. It is read every day by every purchaser of everything everywhere. It is read by the consumer who buys the article, and by the dealer who sells it, and, like the weather, it is universal.

In every city, town or hamlet it is a local institution, known in every home and carrying with it the atmosphere of the community. It is the one daily means offered to the individual of laying his finger upon the pulse of the world, and, coming as a well-known messenger it personalizes the events of the day.

This universality of the newspaper is the first thing that attracts the national advertiser. He knows that he can buy newspaper circulation in exact quantities. He can cover one city or one hundred; one section or a continent.

His advertising represents the minimum of waste. He goes where the going is good and skips the places where he cannot do business.

He employs newspaper advertising for summer goods where summer warmth demands them, or he sends a warming message to the frozen north while the sunny south is too busy keeping cool to be interested.

He knows that he can start, stop, or curtail his advertising at will. He can take advantage of special conditions as they arise and appeal to his public with timely copy based upon what has happened overnight.

He can check his sales against his expenditures, city by city, and arrive at an accurate basis of advertising cost. He knows that newspaper advertising costs more than other forms of advertising only in the same way that one dozen watches cost more than one watch. Per reader reached, he knows that newspaper advertising is the most economical "buy" on the market.

Retailer Behind Newspaper.

There is no getting away from the fact that the attitude of the retail merchant toward newspaper advertised goods as a class is directly behind the increase in national newspaper advertising.

Stores that sell advertised goods naturally prefer to handle articles for which there is a direct consumer demand. The average live merchant knows his newspaper and he knows something about the articles that are advertised in it. He knows that newspaper advertising will make new customers for his store, and that newspaper advertised goods are more than half sold before he stocks them.

Manufacturers who keep up a close relationship with their dealers are coming to understand this more and more, and if I were asked to name the biggest factor in the steady increase in national newspaper advertising, I should say it was the dealer's friendly attitude toward newspaper advertised goods.

The organization I represent, namely the Bureau of Advertising, American Newspaper Publishers Association, has included in its programme a campaign to interest retailers everywhere in newspaper advertised products.

Evidence of this work will be found in a couple of weeks from all over the United States and Canada, when retail merchants, setting aside the week of October 9-14, will fill their windows with goods which they have in stock and which are advertised in the local newspapers.

And the merchants will do this to show manufacturers that they are willing to push products for which there is a steady demand and a ready sale—newspaper advertised products.

A Cause in Common.

There is another purpose behind much of the money being spent at this time for newspaper advertising by manufacturers, and that purpose should offer a common interest for the man who advertises his store, as well as the man who advertises his manufactured products.

Some one has said that after the great war is over there will follow a commercial battle of brains. This is inevitable, but in that battle the men who will wield the greatest advantage will be the men who have practiced preparedness through the right kind of advertising.

The European conflict has brought us a great bulge in business, and people are making and spending money. Our investigations, however, have disclosed a condition which is well worth the sober thought of every manufacturer and of every merchant. One manufacturer said to us the other day:

"We are doing a larger volume of business than ever, but the number of our customers is not increasing.

"The advertising I am doing today is not so much for the purpose of making my customers buy more of my product, but for the purpose of making more customers buy my product.

"In other words, I am entrenching for the future, and when the readjustment in business comes, and when conditions reach a more normal stage I shall be able to feel that I have built up for my product a widespread public demand that cannot be affected by a shrinkage in the size of individual orders that are keeping us working day and night at this time.

The Manufacturer's Outlet

This manufacturer is determined to find more outlets. He is using newspaper advertising to create consumer demand, and he is using this sure prospect of increased consumer demand to add to his list of dealers.

It seems to me that if I were a local merchant I should count my progress by the number of new customers that I was creating rather than by mere volume of increased business.

To seek a sale for the next day through advertising is all right for the moment, but the retail store advertisement that fails to convey something of the individuality of the house that publishes it, with a view to building up permanent trade based on confidence, is not working 100 per cent.

Comparative prices published in an advertisement have lost their attractiveness unless these prices are backed by solid reputation.

In my judgment, a dollar spent in advertising the service you render—your reasons for asking for public patronage—anything that will individualize your proposition—goes farther than ten times the amount spent to crowd your establishment with bargain-seekers.

A competitor who has nothing but price to offer may outsell or outscream you overnight, but when it comes to establishing permanent patronage based upon store reputation and individuality, you are just as many years ahead of him as you have advertised to your public your reasons for wanting to do business with them.

Business Insurance

The maxim that advertising is business insurance was never truer than it is today, because, while we are walking in pleasant fields of commercial prosperity, there are days ahead of us when business will feel more comfortable with an accident policy tucked away in the safe.

And if the judgment of men who are spending close to $850,000,000 in newspaper space this year means anything, then newspaper advertising, intelligently and truthfully employed, to create confidence as well as mere demand, offers the strongest kind of commercial insurance against future depression or for participation in further prosperity.

RECENT DEATHS

Mrs. Elizabeth Stoerger.

Mrs. Elizabeth Stoerger, aged seventy-seven, died about 9 o'clock last evening at the home of her brother, William Bruckhof, 51 Paddock street, after a long illness. Besides her brther, she is survived by two sisters.

Mrs. Patrick Warnock.

The death occurred Sunday morning, at 190 Union street, of Anastasa, widow of Patrick Warnock, of Golden Grove, at the age of 78 years. Mrs. Warnock was a daughter of the late Jeremiah and, Bridget Dowling, of Bayswater, Kings county. She had been a resident of Golden Grove for more than fifty years or until the last two months. She is survived by three sons, John, of this city; and Jeremiah and James, of Golden Grove. One daughter, Mrs. John Harrity, of Bayswater, also survives. Mrs. Bridget Collins, of Stillwater (Minn.), and Mrs. Ellen Dawson, of Washington, are sisters, and A. Dowling, of Boise, Idaho, is a brother. The funeral will take place at 2.30 o'clock Tuesday afternoon to the Cathedral thence to Golden Grove for interment.

The death of Mrs. George McLean of Strathadam, took place in the Miramichi Hospital last Thursday. She is survived by four sons and three daughters.

Murray P. Ryan, son of H. A. Ryan, died at his home in Montreal Friday morning aged twenty-six years. His body will be brought to Andover, N. B., for burial.

John Winchester, a resident of Dalhousie, was found dead in the woods this week. Mr. Winchester went astray in the woods near his home about a week ago. After five days he was found dead. He was eighty years old.

In a small country newspaper in Wurtemberg appears an official notice ordering the peasants to remove any old clothing from the scarecrows in the field. It has been found that escaping prisoners of war have exchanged clothes with the scarecrows.

This means that we've opened a new lot of suits and can suit every man who wants value, who values quality, who demands style, and who is particular about the fit.

One of the biggest variety of suits in fabric, patterns and colors that we've ever had in our store.

Today is the time.

$10 to $32 is the range, but we specialize in $15, $20 and $25 suits and overcoats.

Gilmour's
68 Kin gSt.

Applied To The Eyes!

When our methods of eyesight testing and examinations are applied to your eyes, they at once reveal with certainty and precision the nature and extent of those eye defects which are the cause of your eyestrain troubles.

K. W. Epstein & Co.
Optometrists and Opticians
Open Evenings 193 Union St.

TENDERS FOR DEBENTURES

SEALED TENDERS addressed to the undersigned and marked on the envelope "Tender for Debentures," will be received at the office of the Board of School Trustees of Saint John, until 3 p. m. on Wednesday, the first day of November, 1916, for Debentures to the amount of Seventy-five thousand Dollars ($75,000), issued for twenty-five years from November 1st, 1916, for $500, each, and bearing interest at five per cent. (5 p. c.), per annum, payable half yearly. These Debentures are non-assessable in New Brunswick.

The highest or any tender not necessarily accepted.

A. GORDON LEAVITT,
Secretary Board of
School Trustees
of Saint John.

St. John, N. B., October 21st, 1916.
10—28—25

AFTER THE DAY'S WORK IS OVER

and you crave the sweet consolation, the soothing, refreshing influence of a few puffs from the divine weed, take out your plug of fragrant Master-Mason, cut a pipe-load from it, fill your pipe and light it and enjoy the sweetest, coolest, smoothest smoke which can be found, a smoke that will make you forget work and tiredness.

SMOKE Master Mason
"IT'S GOOD TOBACCO"

made from the choicest, fully matured tobacco, pressed into a plug, convenient, handy, easy to carry and which retains, sealed as-it-were, between the selected leaf wrappers, the natural moisture and fragrance of the tobacco.

The most critical among veteran smokers say that it is

Equal by test to the very best,
Much better than all the rest.

Say MASTER-MASON to your dealer---he knows.

PRICE: 15 cents

THE ROCK CITY TOBACCO CO., LIMITED