

### SHOPS YOU OUGHT TO KNOW

Designed to Place Before Our Readers the Merchandise, Craftsmanship and Service Offered by Shops and Specialty Stores

#### ART

LESSONS GIVEN IN ART EM-broidery, Oil Painting, Water Colors, Pen Painting, Stenciling, Pastellito, Work, Transparent Painting, Crystal-um, Hand Worked Irish Linen, Colored Embroidery, Paintings and other articles suitable for Christmas gifts. Mrs. Appleton, 48 Broad street.

#### AUTO STORAGE

WIRED STALLS, FLOOR SPACE TO Let. Cars Washed, Repaired, day and night. Thomson's 55 Sydney, Main 668.

#### BABY CLOTHING

ABY'S BEAUTIFUL LONG Clothes, daintily made of the finest material, everything required; ten dollars complete. Send for catalogue, Mrs. Thomson, 55 Sydney street, Toronto.

#### BARGAINS

UBBERS TO FIT ANY BOOTS, AT Wetmore's, Garden street, where you get mill ends of flannelette.

LOW IS THE TIME TO LIVE YOUR Store with Foley's Fire Clay. Will last for years. We have it, 4c pound. Store-Pipe, Elbow, Coal Hods, Fire hoes, hampers, Non Such Polish Lin-ette's Variety Store, corner Brunswick and mouth streets.

#### DANCING

DAVIDSON'S DANCE ORCHESTRA, open for engagements. Ring M. 2296, laying at the "Studio" every Saturday night.

#### ENGRAVERS

C. WESLEY & CO. ARTISTS and engravers, 59 Water street. Tele- phone M.982.

#### HAIRDRESSING

ADIES HAIRDRESSING, MARCEL Waving, Manicure and Massage a specialty. Seven years experience in London, Eng. Phone M. 1289—11-20

#### HATS BLOCKED

ADIES' BEAVER, VELOUR and felt hats blocked in the latest style. Mrs. T. R. James, 280 Main street, op- posite Adelaide street.

#### IRON FOUNDRIES

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

#### MARRIAGE LICENSES

ASSON'S DRUG STORES ISSUE Marriage Licenses. Hours, 8.30 a.m. to 10.30 p.m.

#### MEN'S CLOTHING

ENS' CLOTHING, OVERCOATS. We have in stock every fine Over- coat, well made and trimmed and sel- at a low price from \$20 up. W. J. Gagne & Co., Custom and Ready-to- go Clothing, 182 Union street.

#### MONEY ORDERS

AND A DOMINION EXPRESS Money Order. Five Dollars costs three cents.

#### PIANO MOVING

IANOS MOVED BY AUTO. Fur- niture moved to the country. General ratings; reasonable rates. Arthur S. Lachance, Phone 814-21.

#### PHOTOGRAPHIC

AKE YOUR XMAS GIFTS. Per- sonal ones. Portraits will solve the problem, as gifts they are always ap- preciated. Come early. 1921 styles ready today. Victoria Studio Co., 45 King Square, St. John, N. B.

ICTURE TAKEN DAY OR NIGHT, rain or shine while U wait. Films de- veloped and printed quick-clear, reason- able price. We enlarge any photographs, 5 King Square, St. John, N. B. Phone 398.

#### PLUMBING

JORDON W. NOBLE, PLUMBER and Heater, Jobbing given personal at- tention. Telephone 2060-51, 154 Water- street.

#### RAINCOATS REPAIRED

VE REPAIR ANYTHING IN waterproof clothing; work guaranteed. Lifetime Waterproof Clothing Co. 44 "daisy street, St. Malch's Hall.

#### REPAIRING

URNITURE REPAIRING AND UP- holstering, 297 Union. Phone 915-11.

#### SECOND-HAND GOODS

WE PAY HIGHEST CASH PRICES for Second-Hand Goods. Phone 3884-41 578 Main street.

### FINANCIAL

NEW YORK STOCK MARKET. (J. M. Robinson & Sons, Members Montreal Stock Exchange)

Prev.	Close.	Open.	Noon.
Am Smatra	112 1/2	112 1/2	112 1/2
Am Car and Fdry	122	121 1/2	121 1/2
Am Locomotive	82 1/2	82 1/2	82 1/2
Am Beet Sugar	58	57 1/2	57 1/2
Am Can	28	28	28
Am Steel	31	30	30
Am Steel Pkies	48 1/2	48 1/2	48 1/2
Am Smelters	48 1/2	48 1/2	48 1/2
Am Tel and Tel.	99 1/2	99 1/2	99 1/2
Am Western	64 1/2	64 1/2	64 1/2
Amconda Min	40 1/2	40 1/2	40 1/2
At. T. and S. Fe.	83	82 1/2	83
Brooklyn R. T.	13 1/2	13 1/2	13 1/2
Balt and Ohio	85 1/2	85 1/2	85 1/2
Baldwin Loco	97 1/2	96 1/2	96 1/2
Butte & Superior	11	11	11
Beth Steel "B"	57 1/2	57 1/2	57 1/2
Chino Copper	20 1/2	21	20 1/2
Che and Ohio	61	62	62
Can Pacific	115 1/2	116	114 1/2
Cent Leather	84	84	84
Crawford Steel	101 1/2	101 1/2	101 1/2
Eric	15 1/2	16 1/2	16 1/2
Gen Northern Pfd	79 1/2	79 1/2	79 1/2
Gen Motors Certifi.	84	84	84
Inspiration	94	94	94
Int'l Mar Com	13 1/2	13 1/2	13 1/2
Int'l Mar Pfd	31 1/2	31 1/2	31 1/2
Indus Alcohol	70 1/2	71	72
Midvale Steel	84 1/2	84 1/2	84 1/2
Maxwell Motors	2 1/2	2 1/2	2 1/2
Mex Petroleum	100 1/2	101 1/2	101 1/2
North Pacific	85	85	85
N Y Central	75 1/2	75 1/2	75 1/2
New Haven	25 1/2	26	25 1/2
Pennsylvania	41	41	41
Pierce Arrow	25 1/2	25 1/2	25 1/2
Pan-Am Petrol	75 1/2	75 1/2	75 1/2
Reading	87 1/2	87 1/2	87 1/2
Republ I & S	35 1/2	35 1/2	35 1/2
St. Paul	81 1/2	81 1/2	81 1/2
South Pacific	109	109 1/2	110 1/2
Studebaker	47 1/2	48	47 1/2
Union Pacific	119 1/2	120 1/2	120 1/2
U S Steel	51 1/2	51 1/2	51 1/2
U S Rubber	47	46 1/2	47
Westing Electric	50	50 1/2	50 1/2
Utah Copper	43 1/2	43 1/2	43 1/2
Wills Overland	7 1/2	7 1/2	7 1/2

MONTREAL TRANSACTIONS. (J. M. Robinson & Sons, Members Montreal Stock Exchange)

Montreal, Nov. 18.
Royal Bank—25 at 197.
Cannons—25 at 30.
Bridge—55 at 75.
Asbestos—75 at 82 1/2.
Bromont—250 at 61, 10 at 60 1/2.
Cement—50 at 77, 25 at 76.
Dominion Steel—100 at 74 1/2, 75 at 47.
Quebec—250 at 91.
Laurentide—225 at 104, 25 at 104 1/2.
Laurentide—225 at 104, 25 at 104 1/2.
Laurentide—225 at 104, 25 at 104 1/2.
Ships—225 at 80, 25 at 40 1/2.
Cottons—50 at 77 1/2.
Shawinigan—15 at 102 1/2, 9 at 102.
Brown—170 at 57, 25 at 57 1/2, 60 at 58, 25 at 59.
Spanish—25 at 81, 35 at 82, 25 at 82 1/2, 10 at 82 1/2.
Sugar—20 at 60.
Sugar—20 at 20 1/2, 25 at 21, 10 at 20 1/2.
Pish—45 at 84 1/2.
Wayagmac—10 at 102, 25 at 104.
Brown—102 at 58, 75 at 58 1/2, 25 at 58 1/2.
Spanish Pfd—150 at 86.
Ships Pfd—51 at 71.
Car Pfd—15 at 42.
Ames Pfd—5 at 47.
Asbestos Pfd—50 at 92 1/2.

### MCGILL FUND

The Subscriptions Yesterday Brought Total Up to Nearly \$4,000,000.

Montreal, Nov. 18.—Including \$1,000,000 to be contributed by the provincial government, the campaign for a \$4,000,000 fund for the McGill campaign last night approached the \$4,000,000 mark, totalling with last night's subscriptions, \$3,827,481.

Montreal, Nov. 18.—A grand total of \$2,717,481 with a total of \$290,688 for yesterday's subscriptions was announced at the McGill centennial campaign luncheon in St. Lawrence Hall yesterday. The special names committee reported a total of \$774,500 in sub- scriptions at the McGill centennial cam- paign luncheon in St. Lawrence Hall yesterday. The special names committee reported a total of \$774,500 in sub- scriptions at the McGill centennial cam- paign luncheon in St. Lawrence Hall yesterday. The special names committee reported a total of \$774,500 in sub- scriptions at the McGill centennial cam- paign luncheon in St. Lawrence Hall yesterday.

The subscriptions yesterday included: Bank of Montreal, \$250,000; Royal Bank of Canada, \$250,000; Merchants' Bank of Canada, \$125,000; Montreal Light and Power, \$25,000; Col. Gerald Biles, \$25,000; Dominion Glass Company, \$15,000; Bank, \$10,000; Henry Biles, \$10,000; Dominion Engineering Works, Lim- ited, \$5,000; Montreal Water and Power Company, \$2,500; W. I. Galt, \$2,500; Dominion Engineering Works, Lim- ited, \$2,500; Mr. and Mrs. Lewis Reford, \$2,500; A. D. McTier, \$1,000.

Advocates EATING OF BROWN BREAD

Adelaide, Australia, Oct. 20.—(Associated Press Correspondence)—Dr. Har- greaves, a distinguished Australian chem- ist, declared at a conference of medical bakers here that the nations which eat white bread were getting close to the border line of neuritis. He advocated brown bread saying the modern science demanded that wheat should be milled whole.

He said that, undoubtedly, campaigns in favor of whole meal bread will be launched soon in the United States and England, and it behooved Australia to take prompt action.

The members of the conference agreed with the doctor's observations, but said that Australians, with the exception of cranks and dyspepsics, refused to eat brown bread.

Down Pipes Or Conductors

More and more wood is being used for water conductors. The wood lasts so much longer.

Good clear fir tongued and grooved ready to nail together, 18 cents a foot.

PHONE MAIN 1893.

The Christie Woodworking Co., Limited

65 Erin Street



### THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE (Continued)

#### Shoes Are Repaired—Why Not Shirts?

Last year Joseph Farman was in the custom shirt-making business in Los Angeles. When he watched the mount- ing prices of shirts and saw that men were paying as high as \$30 for their shirts, he decided to try to make a shirt of his own.

His list of charges takes in about a dozen standard items, and the important part of the service is of a professional sort, the ability of his workers to do the repairing without the telltale patching.

The minimum charge is a fifty-cent item, while the maximum standard item is \$1.50. Farman is showing his patrons that his work is as far above home repairing as shoemaker repairing is above home cobbling.

When the department store delivered work runs to repairing fronts, yokes and cuffs. Each person in the shop is a specialist in one part of the work. One man will do nothing but collars, another will do one kind of repairing and others their respective kinds of work. In all ten workers are kept busy and the work of their work is on silk shirts at present.

"Now that we have established this sort of service," says Farman, "I believe that the shirt will continue to be even should prices of shirts drop some. Repeat business is one factor now in adding to our volume. We are getting mail orders from far points like Mil- waukee, Memphis, Chicago and other smaller ones—people there are told of us by friends."

Switches Auto Fontains to Auto Department.

A rapid-fire change from a soda fountain and lunch counter into an auto- mobile accessories department was the metamorphosis that occurred in Cohen's department store, in Jacksonville, Fla., recently. Despite its unusual nature, this step was made without any difficulty being experienced whatever. Rather an increase in sales resulted therefrom.

The reason lack of the change from sodas to tires was mainly that, under the Florida law, all stores or departments selling ice cream or soda were screened—a requirement not easily feasible in a department store—and because the overhead expense of soda foun- tains and lunch counters is considerable, with a help problem that is hardly sta- ble at any time. Therefore, the hand- ling of motor goods seemed more de- sirable from all viewpoints, so Cohen decided to switch the department a bit.

The stock in the new department was worth \$25,000 when first announce- ments were made in the newspapers, out before a month had passed a consid- erable dent had been made in it by the public, which was attracted by the dis- plays of new and special prices which the store featured.

Another point worth attention was the fact that the women shoppers who thronged the department store didn't fail to notice the bargains offered in the auto section, and it is said that they always told their husbands about them. This naturally made for large trade, be- sides the trade of men who visit the store regularly.

The advertising of this department is run separately from the usual depart- ment store policy of Cohen's, being plac- ed in the morning section of the paper and featuring a number of "specials" which describe the goods offered and the prices.

Displays make up a big part of the Cohen policy, every article in the local department store or receptacles being fill- ed with accessories of many types, and booths or pigeon holes constructed along the walls extend up to the ceiling.

Children Ruled This Store for a Full Week

Making the children "boss" for an en- tire week was a paying move for the Wetherhold & Metzger shoe store in Allentown, Pa., during the last month. Every clerk in the store was in- structed to arrange stock so that the shoes best for children could be reached easily. The window displays were all made up of footwear for the youngsters.

This naturally made for large trade, be- sides the fact that the little ones were to beneficiaries of special prices and special attention.

The move that captured the business was the wide publicity given to the fact that the parents who sent their children to Wetherhold & Metzger would find every clerk drilled into waiting on the kiddies first and instructed to let the youngsters be the boss. Absolute freedom was given the children. They picked the shoes they wanted and got them at bargain rates.

In its advertising the firm pointed out the destructiveness that children usually display toward all their cloth- ing and especially with respect to their shoes. In addition, the parent who buys shoes that do not fit runs the risk of ruining the feet of the child— a policy which would cost the firm more than the purchase of the right kind of shoes.

Wetherhold & Metzger put over a week's business that they represented the cure of considerable new trade and laid the foundation for a greatly in- creased business later on.

Is This The Smallest Store in The World?

The smallest store in Boston, and possibly in the country, is located in a stairway. Its door is so nar- row that some very stout customers have to call the proprietor outside to transact business. The plate glass show window is only four feet wide and the doorway measures but fourteen inches from knob to the hinge. The shop runs back for twenty-five feet, but at its end is a closet, which even yet is wide part it is only four feet from wall to wall.

"Time is the most important thing in the world," says the proprietor of the smallest store, as he sells a dollar watch spring in the time- piece of a money king of State street.

#### "Listening Posts" Are Latest Thing in Retailing.

Listening posts throughout its trade territory are destined to play an im- portant part in the merchandising policy of the Jones Dry Goods Co., of Kansas City, Mo., in the future. These posts are being established in a number of towns with the idea of drawing business to the large central store.

The theory is that the local offices of the Jones company in small towns throughout certain sections of Missouri and Kansas, through which customers can order goods direct from the main store by longdistance telephone, will work bet- ter than catalogues and will do more to bring the store to the attention of prospective customers.

The local offices in the small towns will consist of a few pieces of merchan- dize. They will not attempt actually to sell goods. Their purpose is to render a ser- vice to customers desiring to order from the big city store. The Jones store management does not believe the local offices will antagonize the merchants in the towns where they are located.

It is hard even for the people of Vienna to realize their plight and to picture what the winter has in store for them. The American visitor, particularly if he is armed with dollars, finds an air of sur- prise and prosperity about the city. But those who looked beyond the merely super- ficial learned that the "misery boom" on the stock exchange was merely a gay trapping behind which stalked a gaunt skeleton.

The boom is an economic phenomenon which is well worth study, for it ex- plains much of the paradoxical condition that exists throughout the war-torn coun- tries of Europe. An Austrian financial writer, the Financial News, explained it by saying that the sole factor in it was the exchange rate of the krona. When hope of recovery was high, the depreciated krona would ever reach its former stand- ard of value, the argument was advanced that the value of the properties listed on the stock exchange had not decreased and that in the future they would pay the same dividends as in peace times. Therefore, it was argued, the stocks must be worth today as much as they were before the war. Continuing the cor- respondent said:

"The stock exchange is no longer a barometer which indicates 'fair' when the condition is favorable and industrial life is prosperous. Today the situation is reversed. Stock prices rise when the weather is foul, when the krona drops, when it becomes evident that foreign countries will not assist us and prop up our exchange by granting us credits."

"If anywhere on the foreign horizon a serious hope should appear, a slump on the Vienna stock exchange would be inevitable. Even a rise in the krona to five tenths would entail a violent fall in stock prices."

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"Time is the most important thing in the world," says the proprietor of the smallest store, as he sells a dollar watch spring in the time- piece of a money king of State street.

Please Park Your Car Outside.

It is his home, and especially with the motorist, and Gates' business shows it.

### FINANCIAL BOOM ON VIENNA 'CHANGE

Austrians Call it "Misery Boom"—An Economic Phenomenon.

Vienna, Oct. 29.—(Associated Press Correspondence)—One of the financial paradoxes of Central Europe has been a boom this autumn on the Vienna stock exchange. Speculators there have been a tremendous scale and stock prices have risen by leaps and bounds. Advances of several hundred points in a single stock occurred in one day's trading.

Lucky speculators made millions of kronen from a shoe-string investment. But Austrians all speak of this boom as the "misery boom" for its basis is the unfavorable state of the krona exchange, and the rise in prices was a measure of the depressed economic state of the country.

The "misery boom" on the stock ex- change was accompanied by conditions of destitution in the city and country which are unprecedented at that season of the year.

It is hard even for the people of Vienna to realize their plight and to picture what the winter has in store for them. The American visitor, particularly if he is armed with dollars, finds an air of sur- prise and prosperity about the city. But those who looked beyond the merely super- ficial learned that the "misery boom" on the stock exchange was merely a gay trapping behind which stalked a gaunt skeleton.

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