

POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, DECEMBER 8, 1919

MAKE HER CHRISTMAS MERRY AND LONG TO BE REMEMBERED



Give her what is not only beautiful but essential to her comfort—Reliable Furs.

Fashionable Furs of established reputation have been sold here Sixty Christmas Seasons.

Magee Furs probably made your Grandmother happy one Christmas.

Coats that vary in length from those of 31 inches (full hip length) to the long motor length of 45 inches.

Coats that are trimmed with all the favored furs, Beaver, Russian Sable, Japanese Martin, Skunk, Squirrel, etc., and the more conservative models with Seal collars and cuffs.

There are Dolmans and loose fitting models, there are cosy fitted belted styles with dainty ripple skirts, in fact there are garments here to satisfy any individual desire and pocket-book.

All our garments are always guaranteed.

HUDSON SEAL GARMENTS

Priced—\$350.00
400.00
450.00
475.00
500.00

And by Twenty-five and more dollars advance depending on trimming, etc., up to \$1000.00 each.

NEAR SEAL COATS

Priced—\$175, \$200, \$225.00

Both trimmed with Seal or with contrasting fur as you desire.

BLACK RUSSIAN PONY COATS

Particularly smart models, too, with collars and cuffs of Taupes Squirrel, Black Lynx, Skunk or Self Trimmed.

Priced—\$200.00
225.00
300.00

MUSKRAT COATS

of the better sort only, thus insuring you against disappointment
Priced—\$125, \$150, \$175, \$200, \$225, \$250, \$275.

RACCOON COATS are ideal garments for driving, motoring or street wear.

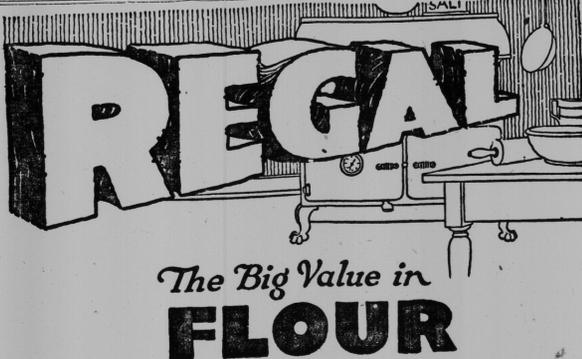
The better ones only, Priced \$350.00, \$400.00, \$425.00.

You Will Like Our Mail Order Service.

D. Magee's Sons, Ltd.

Master Furriers for 60 Years

St. John



The Big Value in FLOUR

IN THE KITCHEN, the big event is baking day. And the important thing on baking day is to use "REGAL"—the ideal flour for bread. "REGAL" means bread of uniform texture, lasting freshness and wholesome qualities.

THE ST. LAWRENCE FLOUR MILLS CO.
MONTREAL



THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

"Bundles Wrapped to Fit Your Pocket"

The Arcade, in Philadelphia pays attention to small trifles, like the proper wrapping of bundles.

And small trifles, like the small wrapping of bundles, pays the Arcade big dividends, according to F. Ehrbarich, manager of the store.

"A man hates to carry a parcel," claims Ehrbarich. "I've noticed that whenever you wrap anything up for a man he invariably tries to shove it away somewhere, in one of his numerous pockets. Sometimes he discovers that the package is too bulky for any of his suit pockets and he resorts to strategy by attempting to crumple or fold it up. Then he tries to shove it again, and, unless it's altogether too big, he generally gets away with his pet aversion."

"No man ever leaves this store with a parcel under his arm if we can help it. We always endeavor to make up the goods he buys into as compact a package as possible, and in nine times out of ten the customer is enabled to slip it into one of his pockets. They appreciate this little service and we believe that it has been the means of bringing quite a little trade into our store."

"A man will go out of his way to be accommodated in the way he likes. If the rule works out the same in this instance. Certainly the male species never invented the shopping habit, because, as well known, men won't enter a department store unless their furnishings are displayed right next to the door, and this peculiar trait applies equally to their dislike of carrying parcels in their arms. If they can possibly get out of it by storing them away in hidden places."

"It seems to me that this was probably the reason why the pocket was invented, anyway."

Saying "Fresh Paint"

Seeing a store front a few days ago which was turned over to the painters reminds me of the recollection of a clothing dealer in Mitchell, S. D., who refused to surrender unconditionally to the painters who were putting the new look on his store.

When these men were at the height of their work the store front looked far from inviting, with the result that men would walk by as quickly as they could, passing up the show windows. Noticing that habit, the clothier pulled from the back room one of his discarded dummies. On this he put an old suit, a hat and shoes.

"Here, Bart," he said to one of the painters, "put a couple of stripes across this fellow's back. There, just where he would strike the side of the window."

Then he removed the dummy to the sidewalk and set him face to the window. At first glance it looked as if some careless person had backed against the painted woodwork and then turned to look in the windows. Soon a man came and stared and smiled at the misfortune of a fellow citizen. Then he saw that it was a dummy and smiled some more.

"It may not have sold goods," commented the clothier, "but it did say 'fresh paint' in a new way and caused a number to talk about the store."

Explanations Help Increase Bank's Business

"Almost every day there are tips in the newspapers which the live advertising manager of a bank can turn into dollars and cents," said F. D. Connor, of the Illinois Trust and Savings Bank, of Chicago, recently in discussing the success of his newspaper advertising campaign.

"Too many banks," continued Mr. Connor, "rely upon the fact that they are the oldest or the largest institutions in the city or state, and let it go at that. They insist that their copy must be dignified, and they learn backward to preserve that attitude, while the experience of others can easily be made the guide post to the road of success."

"Some time ago, for example, an old farmer was killed in a railroad accident not far from Chicago. Among other

things the papers stated that he had made a will many years ago, and after a diligent search it was found that many things had happened and the will was broken.

"That story gave me an inspiration to run an advertisement on behalf of our trust department. The headline was 'Made a Will, But—' and went on to tell the circumstances about the will that was hidden away and was out of date. A few days later an old gentleman came into the trust department with this advertisement in his hand. 'This,' he said, 'strikes me very forcibly, because I, too, am guilty.' The result was that his will was rewritten and our institution was named as executor of an estate which involved a sum in excess of \$500,000."

Show Windows Open Into Movie House.

According to Albert Applegate, proprietor of Applegate's Furniture Store in Eugene, Ore., the fine interiors of the moving picture scenes have their effect on the women who see them. "We used to hear that the desperado pictures caused many a wild young man to hit the rail," says Mr. Applegate, "and we have suspected that the movie mania of the here has had its effect on the upper lip of young men. Now we know that there is a merchandise benefit to be derived from the beautiful scenes and that women's eyes are not altogether focused on the gowns of the heroines."

There is a moving picture theatre next door, and its stairway runs up along the wall of the Applegate store. Considering this, he has cut in that wall two large oblong windows, each almost as long as the average show window, and the lower edges of which strike the theatre patrons about the knees. Applegate leaves his interior lights on until almost midnight. This gives him a show window that includes his entire store. He hooks up by the use of picture show slides and about four newspaper insertions per week. And his business has grown from a low-water mark—when it was losing money—to a total of around \$100,000, which he expects to hit this year.

Find No Beauty In Billboards.

Billboards were all right during the war, but are all wrong now. Consideration of this is the opinion of the League of Improvement Societies in Rhode Island, which has started a fight against the use of billboards. The organization proposes



I shall be at my St. John office, Union Bank of Canada building, Market Square, beginning Monday, Dec. 8, Tuesday, Dec. 9, Wednesday, Dec. 10, Thursday, Dec. 11, Friday, Dec. 12. Office hours from 9 a.m. until 5 p.m.

To all those that have failed to receive correct glasses, have your eyes measured by the Rand Special System of looking in the eyes and taking the exact measurements of the sight, without the use of lines or letters hung on the wall. This is the highest form of fitting glasses possible.

Examination free for this visit, and glasses fitted at reasonable rates.

CHARLES B. RAND,
Optical Expert.
Union Bank of Canada Building,
St. John, N. B.
629 Old South Building,
Boston, Mass.

FINANCIAL

NEW YORK STOCK MARKET.

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

New York, Dec. 8.

Prev.	Open.	Noon.
Am Sumatra.....	91 1/2	92
Am Car & Fdy.....	106 1/2	106 1/2
Am Locomotive.....	94	95
Am Beet Sugar.....	96 1/2	97 1/2
Am Can.....	52 1/2	53 1/2
Am Int Corp.....	109 1/2	110 1/2
Am Steel Fdy.....	46 1/2	47 1/2
Am Smelters.....	65	65 1/2
Am Tel & Tel.....	89 1/2	89 1/2
Am Woolens.....	127	128
Anacosta Mining.....	85 1/2	85 1/2
Atch. T. & S. Pac.....	84 1/2	85 1/2
Brooklyn R. T.....	15 1/2	15 1/2
Balt. & Ohio.....	33 1/2	33 1/2
Baldwin Loco.....	107 1/2	108 1/2
Beth Steel—B.....	94 1/2	94 1/2
Chino Copper.....	86	86
Chev. & Ohio.....	84 1/2	85 1/2
Colorado Fuel.....	40	40
Canadian Pacific.....	140	138 1/2
Central Leather.....	84 1/2	85 1/2
Cruible Steel.....	211 1/2	215
Erc.....	187 1/2	187 1/2
Great West Pfd.....	104 1/2	107 1/2
General Motors.....	84 1/2	84 1/2
Inspiration.....	50 1/2	51 1/2
Int'l Marine Com.....	51 1/2	51 1/2
Int'l Marine Pfd.....	106 1/2	107 1/2
Industrial Alcohol.....	106	106
Kennecott Copper.....	28 1/2	29 1/2
Midvale Steel.....	50 1/2	50 1/2
Mex. Petroleum.....	201	202
Miami.....	23 1/2	23 1/2
Northern Pacific.....	82	81 1/2
N. Y. Central.....	70 1/2	70 1/2
New Haven.....	29 1/2	29 1/2
Pennsylvania.....	41 1/2	41 1/2
Pierce Arrow.....	81 1/2	81 1/2
Petroleum.....	108 1/2	108 1/2
Reading.....	77 1/2	77 1/2
Republic I. & S.....	107 1/2	107 1/2
St. Paul.....	38	38
Southern Pacific.....	106 1/2	106 1/2
Studebaker.....	100 1/2	100 1/2
Union Pacific.....	125 1/2	125 1/2
U. S. Steel.....	104 1/2	104 1/2
U. S. Rubber.....	125 1/2	125 1/2
Utah Copper.....	78 1/2	78 1/2
West Electric.....	83 1/2	83 1/2
Willys Overland.....	30	30 1/2

MONTREAL TRANSACTIONS

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

Montreal, Dec. 8.

Bank of Montreal—S at 200.	Royal Bank—S at 215.
Ames—S at 125 1/2.	Bell—S at 116.
Brazil—S at 51 1/2, 120 at 51 1/2, 120 at 51 1/2.	
Cottons—S at 96 1/2, 20 at 96 1/2, 25 at 97 1/2, 75 at 98.	
Glass—S at 104.	Brompton—200 at 82 1/2, 385 at 88.
Asbestos—S at 87.	Crows—400 at 82.
Steel—S at 82, 80 at 82, 80 at 82.	Dominion Steel—S at 73.
Hamilton—S at 200, 5 at 240, 25 at 240 1/2, 60 at 240 1/2.	
Smelters—S at 28 1/2, 25 at 29.	
Power—S at 84.	Abitibi—S at 189, 175 at 190.
Quebec—S at 23.	
Shawinigan—S at 118, 25 at 119 1/2.	
Glass—S at 68, 75 at 68 1/2, 75 at 69, 5 at 70.	
Spain—S at 72 1/2, 1,650 at 73, 25 at 73 1/2, 20 at 73 1/2, 25 at 73 1/2, 600 at 73 1/2, 120 at 74, 455 at 74 1/2, 75 at 74 1/2, 125 at 74 1/2, 900 at 75, 75 at 74 1/2.	
Steel—S at 82, 80 at 82, 80 at 82.	Brew—S at 176 1/2, 80 at 177, 100 at 177 1/2.
St. Lawrence Flour—S at 136, 25 at 136 1/2, 25 at 136 1/2, 25 at 136 1/2.	
Wauyasagmac—S at 80, 20 at 80 1/2.	Textile—S at 184, 50 at 184 1/2.
Sugar—S at 70 1/2, 50 at 69 1/2, 1,050 at 69 1/2, 125 at 69 1/2, 25 at 80.	
Ames Pfd—S at 115, 20 at 115 1/2.	Spanish Pfd—S at 124, 25 at 123 1/2, 375 at 125, 200 at 125 1/2, 25 at 125 1/2.
Car Pfd—S at 100, 40 at 99 1/2.	
Victory Loan 1887—S at 104 1/2, 104 1/2.	
Cement Pfd—S at 96 1/2.	
Unlisted Stocks.	
T. Power—S at 21, 25 at 21 1/2, 350 at 21 1/2, 100 at 21 1/2, 850 at 21 1/2, 225 at 21 1/2, 355 at 22.	

SHIPPING

ALMANAC FOR ST. JOHN, DEC. 8.

A.M. P.M.
High Tide..... 12:30 Low Tide..... 6:25
Sun Rise..... 7:57 Sun Set..... 4:30

PORT OF ST. JOHN.

Arrived Sunday.
St. Lord Strathcona, from Sydney.

Sailed Sunday.
St. Bilbiter, for Havre.

Arrived December 8.
St. Lord Strathcona, from Havre.

St. Lord Strathcona, 4,184, from Sydney, W. L. Clibborne in command.

Schr. Nellie, 59, from Parrarobe, in for harbor.

Cleared December 8.
Schr. Nellie, 59, for Westport.

Chante Harbor, Captain W. H. Warnock.

CANADIAN PORTS

Montreal, Dec 7—Cld, Str Canada Volunteer, London; Canadian Sower, St. John's (Nfld); Canadian Warrior, Havana; Canadian Settler, Quebec; Canadian Spinner, do.

BRITISH PORTS

London, Dec 7—Arr, str War Peridot, Montreal.

Flushing, Dec 7—Arr, Glen Spear, Montreal.

FOREIGN PORTS

Portland, Me, Dec 7—Arr, str Lake Larioz, Montreal.

MARINE NOTES

The S. S. Bilbiter, of the Canada Steamship Lines sailed about 12:30 yesterday for Havre with grain and general cargo.

A New York despatch of Sunday says the wireless reports to steamer Royal George, Southampton for New York via Halifax signalled on Sunday. No time or distance was given. She is due at Halifax on Tuesday morning.

McLean, Kennedy, Ltd., report that the steamship Fanad Head is due here about Friday to load for Belfast; also that the steamship Hayathens, of the South American line is due around the end of the week to load for Buenos Ayres and Montevideo.

The Ramore Head sailed today from Anticosti for this port to load for Dublin.

J. T. Knight & Company advise that the steamship Orari has been detained on the other side and will not reach here before the 23rd or 24th of the month. She will load for Australian and New Zealand ports. They also advise that the steamship New Brighton will leave Belfast on Dec. 18 for St. John, due here about Jan. 1, and will load for South African ports.

The Royal Mail Steam Packet liner Chaudiere is due in port this afternoon from Bermuda and the British West Indies. She has 1,700 tons of sugar, 800 puncheons of molasses, general cargo, mails and a large passenger list.

The schooner Sally Peris Noyes, which is en route to St. John, is consigned to Stetson, Carter & Co., and not as formerly advertised.

LONG TRIP BY AUTO.

Miss Annie O'Neill, of 609 Main street, her sister, Mrs. Elizabeth Walsh, and Mrs. Walsh's son, Arthur, have returned from an extended automobile tour through upper Canada and the eastern States. They visited all the important cities in Quebec, Ontario, New York and New England states, and spent one or more days in each place. Miss O'Neill had not been very well prior to the trip, but has returned home greatly improved in health.

DON'T DELAY

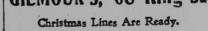
Get Your Overcoat Now!

This is one reason when a man who delays any longer to buy his overcoat is apt to get left. Makers are handing them out piecemeal.

If you have a particular style, fabric, or pattern preference, you'd better secure it now or you may have to take what the market offers. We advise you in all sincerity to secure your's now from our choice selection of fashionable models at \$25, \$30, \$35, \$40 to \$65—ready to put on.

GILMOUR'S, 68 King St.
Christmas Lines Are Ready.

XMAS GIFTS



For Mother or Father a nice Pair of Toric Glasses. For Sister or Brother, if they complain of headaches get them a becoming pair of Eyeglasses to relieve the eyes.

Aluminum Case or a Gold Chain for Eyeglasses are very desirable Xmas Gifts. Come in and see them.

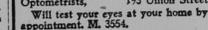
K. W. EPSTEIN & CO.

Optometrists, 193 Union Street. Will test your eyes at your home by appointment. M. 3554.

THE HIGH COST OF DENTISTRY

Is a Thing of the Past at the Maritime Dental Parlors

You can get good, safe, reliable work, best of materials and the services of expert dentists for one-half, and even less, than the ordinary charges.



Set of Teeth Made..... \$3.00

No better made elsewhere, no matter what you pay.

22k. Gold Crowns and Bridge-work..... \$5.00 up

Porcelain Crowns..... \$4.00 up

Gold and Porcelain Fillings, \$1.00 up

Silver and Cement Fillings, 50c. up

Broken Plates Repaired in Three Hours

FREE CONSULTATION

Experienced Graduate Nurse in Attendance

Drs. McKnight & McManus

Proprietors

38 Charlottetown Street

ST. JOHN, N. B.

Hours: 9 a.m. to 9 p.m.

Phone Main 2789-21

USE The Want Ad Way

10% REDUCTION

ON ALL OUR STOCK

Beginning today (Dec. 8th), ending when the store closes December 24th. Here is your opportunity to make a genuine saving on your Christmas purchases.

What could be more practical or more acceptable than footwear?

Watch our advertisements and remember the 10 per cent. discount off all prices quoted.

SHOP EARLY

While our stock is complete, and while we are in a position to give better service than in the rush that usually accompanies the last few days.

WIEZEL'S CASH STORE

SUPERIOR FOOTWEAR

ST. JOHN 243 Union Street. HALIFAX 517 Barrington Street.