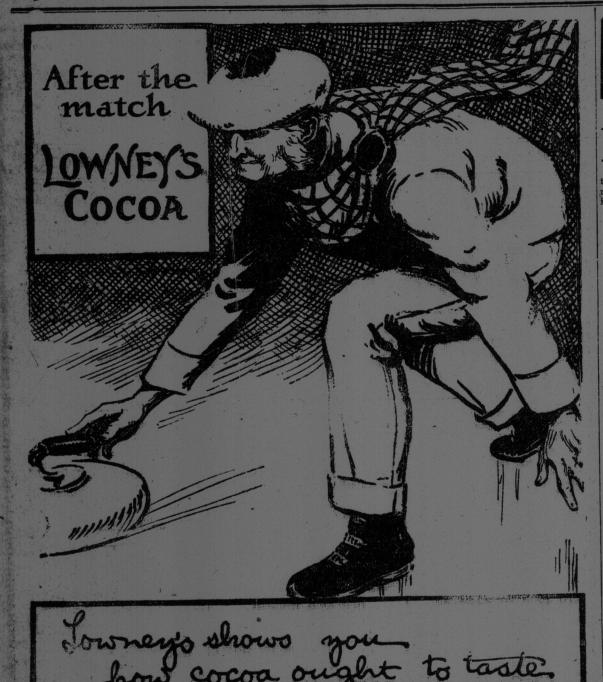
MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, DECEMBER 16, 1912



thing in literature.

as possible in order to help you most.

all the best Christmas gifts to be had.

with the least effort and strain.

only this advertising can give you.

mare. It's up to you.

nor leave a lot of wornout salespeople behind you.

instead of merely a few hours in the afternoon.

of breath.

This Is Christmas Buying

Week All Over

America

By J. R. HAMILTON

Former Advertising Manager Wanamaker's, Philadelphia

THE OLD last minute Christmas Buying idea is as dead L as the Dodo. And the Dodo is about the deadest

It's elbow to elbow now in the biggest, busiest buying season in years.

Everybody is spending money this season. Business is good, work is plentiful, crops are enormous, and pockets are straining at the leash string like a fat man out

It certainly would be a pity for any Christmas stocking to be empty in a year

In order to help you we have made and called this Christmas week for this

So in this paper today and every day this week; you will find a complete list of

If you will make up your shopping tour each day out of these advertising pages you will save hours and hours of weary wondering and no end of mental strain. You

All of these stores that are advertising here are prepared to serve you best. Handling a Christmas crowd is like handling an army. Long experience has told them what to do and how to do it, in order that you may be served the best and

Above all things, take full advantage now of the help which this advertising and

Turn to it now, read every announcement large and small. Make out your

day's shopping list before you start. Start out as early as you can. Every day every store can help you more if you will give them a whole day in which to serve you

will come home as fresh as when you started. You will neither wear yourself out

like this. The questions now are: What are you going to buy? Where are you going to buy it? And how are you going to get the most out of what little shopping

paper. We have asked all the good merchants to get all their advertising before you

in this paper this week. And we have asked them to give you as many suggestions

In all the cities there are institutions, in the church and out of it, working for so cial betterment. The epeaker drew illustrations from Chicago, Rochester, New York, Boston and Canadian cities, which show an attempt to get into closer town of the Conditions that were disregarded in former times. In spite of all that is sad and dark and selfish, the tendency towning Kindliness of Life. Despite he fact that some who are sore pressed ingist not asseen to the statement there such a growing kindliness, and it is age of strikes.

In all the cities there are institutions, in the churches and out of it, working for so cial betterment. The epeaker drew illustration of the law. We hear more talk about juvenile courts and child's protection acts than ever before. York, Boston and Canadian cities, which show an attempt to get into closer town of the Co. John is beginning to move in this matter and the conditions will improve. There is a new conscience, a new spirit, a new outlook, a new vision dawning. It means that God is moving in the world and greater fairness toward each other between employers and employers and employers and employers and and calls to us to interest ourselves in the movement which means so much for the world's welfare.

The musical programme last evening was a whistling solo by Walter Nixon, a duet by Misses Smith and Bourneville as illustrations of a grow and Bourneville as illustrations of a grow and Bourneville as illustrations of a grow and activation of the irresponsibility for the conditions generally that should be improved. It is seen also in the administration of the law. We hear more talk about juvenile courts and child's protection acts than ever before.

Supports Family of Five Comfert—ably and Saves Something From Husband's Salary

If this sort of thing keeps on, we "high coption of the face of world's welfare.

The musical programme last evening was the carth. Our pet hobby is the increased exist and includence in the conditions that enterion of the face of coption of the face of the

ing every penny.

Mrs. W. C. C.,

District of Columbia.

Mrs. W. C. C.,

District of Columbia.

Allan Ther Data
and Havre, Wm Thomson.
Stmr Calvin Austin, Mitchell, Bo

Little Beauty Chats

By BLANCHE BEACON

A Serious Beauty Fault



MK. GUNLUN'S LEGIUKE

The life and career of Joseph Howe, was

eonard A. Conlon before a large and at-

clothes five human bodies, etc., etc., and manages to save something besides. She tells how it is done in Pictorial Review for

CANADIAN PORTS.

CANADIAN PORTS.

Halifax, NS, Dec 15—Ard, stmrs Em-

Law Should Stop Sale Of Elastic And Spring Trusses Such Misery-Causing Makeshifts Are The Ruptured Man's Worst Enemies Unlike everything else for rupture, it is selfregulating, self-adjusting -instantly and automatically protects you against every strain, so





Electric Portables

With Art Glass Shades and Old Brass Finish

\$10.00 each

W. H. HAYWARD CO., LIMITED

85-93 Princess street

Furniture Gifts

Always Please!

They are useful and lasting and something you will always be remembered by. Drop in and see our large line of Morris Chairs, Odd Parlour Chairs, Easy Rockers, Etc.

Leather \$5.90.

Mission Morris Chair, Quartered Oak, in Genuine Leather \$16.95.

Mission Rocker in Genuine Spanish Beautiful Willow Rockers from

Large Easy Chairs and Rockers to Match \$11.75.

Parlour Chair in Mahogony Finish from \$6.35 up.

Come Early, Don't Wait Till All The Good Ones Are Sold.

J. MARCUS, - 30 Dock St.

(Que); C Suntz, Walton (NS); Dronning Maud, Hillsboro.
Machias, Me, Dec 14—Ard, schrs Pendleton Brothers, Weymouth (NS); Nettie Shipman, St John; Lucy Porter, do.
New York, Dec 14—Sld, stmr Nanna, Hillsboro; schrs James William, LaHave (NS); Caroline Gray, Boothbay Harbor.
Vineyard Haven, Dec 14—Sld, schrs William, Lathave, Lathave, Edward Ster.

Daily Hints For the Cook

TWO-EGG CAKE. Separate 2 eggs and beat ½ cup of sugar to the yolks and 1/2 cup into the whites.

HEALTHY WOMEN SCARCE

It's just as easy to make Christmas a pleasant day dream as a hideous night-(Copyrigh!ed.)