MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, DECEMBER 28, 1912



it is not easy to warm a poorly nourished body. Heat and strength do not come from over-coats or flannels. Bodily warmth and vigor come from foods that are rich in blood-making, tissue-building material.

is all fuel-food—no waste, no indigestible material to clog the system and tax the vitality. Two Shredded Wheat Biscuits, heated in the oven and served with hot milk and a little cream, for breakfast, will supply all the heat and strength needed for a half day's work. Not "pre-digested," but "ready-to-digest," not compounded, flavored or "treated" with anything—just plain, whole wheat, steam-cooked, shredded and baked a crisp, golden brown. It makes delicious combinations with baked apples, stewed prunes or other fruits, fresh or preserved.

MADE IN CANADA A CANADIAN FOOD FOR CANADIANS

The Canadian Shredded Wheat Company, Limited Niagara Falls, Ont.

Teronto Office: 49 Wellington Street East

Daily Hints For the Cook

Little Beauty Chats By BLANCHE BEACON

Mouth Lines Must Be Smoothed Away

RELIGION OF SOCIAL SERVICE -- KENNETH DOUGLAS.B.A.PH.B

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The SPIRELLA CORSET The Spirella Boning

BAKER'S Breakfast COCOA Is the Standard for Quality



Trade-mark on Every Package
Booklet of Choice Recipes Sent Free Walter Baker & Co. Ltd. Special Marked Down Sale of Men's Wear Saturday

AT CORBET'S

196 Union street

And Now Comes The Season of Long, Cold Winter Nights

Make your home warm and cosy---add to it what it needs---a Nice Rug, Comfortable Couch, Morris Chair or Easy Rockers.

We have everything for your home at the most reasonable prices in the city---a fact well known to our patrons---a fact you will know if you deal here.

J. MARCUS, - 30 Dock St.

PORT OF ST. JOHN.

COOKING-WARE

: Just Received :

Leadless Glazed English Stoneware -especially adapted for cooking and table use. Our line includes—Bean Pots, Sauce Pans, Baking Dishes, Teapots and Perculators, Coffee Pots, Etc.

ar, 1-4 cup butter, 1 egg and a scant cup

Does the Word "Bargain" Sound Good to You Men?

By J. R. HAMILTON Former Advertising Manager Wanamaker's, Philadelphia

OU haven't heard that word for some time. It hasn't been in use so much during the past few months and your pocket book possibly thought it was obsolete.

But now during the last few days before the New Year, you're not only going to feel the spirit of it, but you are going to see it actually in the flesh.

If you look through the advertising in this paper today, you will find a lot of good merchandise that is begging for a buyer at any price. You will find a lot of good overcoats and shoes and underwear, that aren't very happy in the stores, and are really going begging for a home.

If you have a certain good overcoat in mind, better look for it in the advertising today. You may find that it has come down in the world, and that its price is hobbling around on crutches.

If you have continued to wear your athletic underwear in the hope that the Equator might change locations this year, you will find some pretty good bargains in warmer stuff that you can put to use right now in case the Equator concludes to

For, the first of the year means a lot to every good merchant. It means records in sales. It means a general lowering of stocks and best of all they like to have it mean "Cash on Hand."

Right now in the first after-Christmas lull is certainly the best time to buy It is even a better time than when all the big clearances are under way, because now you can get the pick as well as the price.

Some men always dress better and pay less than others, That is not because they earn more or have more, but because they think farther ahead and act more quickly.

If you will just treat this personal buying problem as you would any other commercial problem you will be surprised to see how much you can save in these last few days of the year.

Try it. Turn to your advertising in this paper now. Read every advertisement large and small, and go after the things on which real money can be saved. That word "Bargain" is a real word in these "After Christmas Sales," and

you ought to be glad to see it back in the dictionary again. (Copyrighted)