

SHOPS YOU OUGHT TO KNOW

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

AUTO STORAGE

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

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, daintily made of the finest materials; everything required; ten dollars complete. Send for catalogue, Mrs. Watson, 678 Young Street, Toronto. 11-1-1920.

BARGAINS

ANOTHER LOT OF MILL ENDS OF Striped Flannel, yard wide. Good quality, at Wetmore's, Garden St.

80 x 3 1/2 AUTO TUBES, \$2.00 WHILE they last; 30 x 3 1/2 Tires, \$2.00; Spark Plugs, 70c. Store Pipe, Elbow, Foley's Fire Clay, Lipsett's Variety Store, corner Brussels and Esplanade.

ELOCUTION

ELOCUTION, DRAMATIC ART. Emerson graduate. Phone M 3099-21. 12364-10-6

ENGRAVERS

F. C. WESLEY & CO. ARTISTS and engravers, 59 Water street. Telephone M 2892.

FURNITURE MOVING

FURNITURE AND PIANO MOVING by experienced hands; latest equipment for handling pianos. Also kinds of trucking done. A. E. McInerney, 75 St. Patrick street; Phone 2437. 12364-10-6

HATS BLOCKED

LADIES' BEAVER, VELOUR AND felt hats blocked in the latest style. Mrs. T. R. James, 280 Main street, opposite Adelaide street.

IRON FOUNDRIES

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

LADIES' TAILORING

ANY ONE WANTING FIRST CLASS Ladies' Tailoring or Dressmaking done. 9 1/2 Leinster, Main 3254-21. 12364-10-4

MARRIAGE LICENSES

WASSON'S DRUG STORES ISSUE Marriage Licenses. Hours, 8.30 a.m. till 10.30 p.m.

MEN'S CLOTHING

MEN'S CLOTHING — WE HAVE now in stock a full line of men's and young men's overcoats for winter wear. W. Higgins & Co., Custom and Ready-to-wear Clothing, 182 Union street.

MONEY ORDERS

THE SAFE WAY TO SEND MONEY by mail is by Dominion Express Money Orders.

MUSIC LESSONS

CORNET INSTRUCTION — FRANK G. Lovejoy, Cornetist, Imperial Theatre, 17 Pitt street. 12364-10-9

PIANO MOVING

PIANOS MOVED BY AUTO. Furniture moved to the country. General cartage; reasonable rates. Arthur S. Stackhouse, Phone 314-21.

PHOTOGRAPHIC

SWEET SIXTEEN COMES ONCE IN life. Why not keep that sweet face always by having your photograph taken? Victoria Photo Studio, 64 King Square, St. John, N. B. Phone 1998.

PLUMBING

L. P. CHAISSON, 84 GERMAIN, Plumbing, Heating and Gas Jobbing. Phone 2710-11.

RAINCOATS REPAIRED

WE REPAIR ANYTHING IN waterproof clothing; work guaranteed. Maritime Waterproof Clothing Co., 44 Sydney street, St. John's, N. B. 12-18.

REPAIRING

FURNITURE REPAIRING AND Upholstering, 267 Union. Phone 915-11.

Trade With the Orient

With correspondents of the highest standing in China, Japan, India and other countries of the Orient, and branches in all the principal ports on the Pacific coast of North America, namely:

Prince Rupert Portland, Ore.
Victoria Seattle
Vancouver San Francisco

This Bank is excellently equipped to serve the interests of Canada's growing trade with the Orient.

THE CANADIAN BANK OF COMMERCE

PAID-UP CAPITAL \$15,000,000
RESERVE FUND \$15,000,000

St. John Branch, W. H. LUGSDIN, Manager



THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

\$350 and 4 Years' Hard Work Led to a Fortune.

Four years ago G. E. Sanderson worked in the book department at the Old Drug Store. It was around presidential election time and he did some tall thinking. He sized up the situation and decided that it would be a Democratic year, so he bet every cent he had that Wilson would be elected. His foreign gained him \$800, the largest sum of money he had ever possessed. He gave notice to his employers and announced that he was going into business, right around the street from them.

They guessed. The Old Drug Store stands on the most expensive corner in the city of Portland, Ore. Pityingly they told him, "You'll soon be back for your job. Goodbye."

There was no money for an advertising budget, neither was there money to employ help. Yet Sandy had put out a sign "Developing and Printing." He decided to commercialize his smile, and adopted the slogan, "Service with a Smile." Next he had his photo taken with the smile, every day, and contagious. Every bit of subsequent advertising bears the first, with the smile printed near it.

For the first two months Sandy opened his shop at seven in the morning and worked till ten at night as a salesman and order clerk. He dared not leave to get his meals, but had them sent in a local lunch room. At ten o'clock he locked up the store and went upstairs in the next building, where he had a room, and did all his developing and printing. This took until 2.30 or three o'clock every morning. "Service with a Smile," said the sign.

The first day's business brought in exactly ninety-eight cents. Now, Sandy does not mind flash when his bookkeeper gets an ink spot on a good day's business. The little 10 x 11 shop is no longer to be seen. Instead, he occupies two handsome stores in the heart of the city, just a little less than a block away from each other. And right on the same block he has twenty-one rooms in the Merchants' Trust Building.

He attributes his success to keeping his place full of the spirit of youth and pep. All of his salesmen are young men. And Sandy himself, when he mingles with his boys, is scarcely to be distinguished among them. He bears none of the earmarks of overworked prosperity. He is the same slender, unobtrusive lad who started in against such desperate odds four years ago. His smile is slow and sincere. His eyes are rather sleepy looking. But his business methods prove that he is not lacking in pep.

WELDING

OXY-ACETYLENE WELDING. Soldering, Bracing and Re-babbling. We will weld any part of your car and guarantee the job. At Hutchings, 60 Marston Road.

WATCH REPAIRERS

DIAMONDS BOUGHT AND SOLD. Watch and Clock Repairing a Specialty. G. D. Perkins, 48 Princess street.

RINGS, WATCHES, CLOCKS FOR sale, watch repairing, seven years in Waltham factory. G. B. Huggard, 67 Peters street.

W. BAILEY, THE ENGLISH, AMERICAN and Swiss expert watch repairer, 188 Mill street (next Hygienic Bakery).

AUCTIONS

New Consignment Squares 3x4, one lot 600 pairs. Military Rubber, 50 Iron Military Cots, 50 Single Outdoor Mats. To close the above we will sell private sale at our sales room, 96 Germain street. Cots \$3.50 each; Mattresses \$3.50 each; Consignment Squares \$14.50 each. Lowest price given on Rubber for the entire lot. Kind of furniture received at salesroom for sale. Sales of furniture at residence a specialty.

F. L. POTTS, Auctioneer and Real Estate Broker, Office 96 Germain street.

F. L. POTTS, Real Estate Broker, Auctioneer and Appraiser, 96 Germain street.

If you have real estate for sale, consult us. Highest prices obtained for real estate. Office and salesroom 96 Germain street.

WEBBER

I am instructed to sell at Public Auction, 122 Brussels St., Saturday night, Oct. 2, at 7.30; also Monday night, Oct. 3, at 7.30, of the finest stocks of Dry Goods ever sold at sixteen to eighteen cents a yard. Also Blankets, Quilts, whitewash goods of all kinds; three new Carpet Squares. Also Straw Matting, Squares and Stove Mats; Granite and Tin Ware, and dishes of all kinds.

I. WEBBER, Auctioneer. 12547-10-4

SHERIFF'S SALE

There will be sold at Public Auction, on Tuesday, the 8th day of October, A. D. 1920, at two-thirty o'clock in the afternoon, at the warehouse on Pettigill wharf in the city of Saint John, N. B., a lot of iron containing about 92 tons in bars of about one and one-half inches thick, and four inches wide and sixteen to eighteen feet in length, the same having been seized and levied on by me under an execution issued out of the Supreme Court, King's Bench Division at the suit of William Thompson & Co., Limited, against C. H. Pettigill Corporation.

Dated at Saint John, N. B., this twenty-seventh day of September, A. D. 1920.

AMON A. WILSON, Sheriff of the City and County of Saint John

The Standard Life Assurance Company

Established 1825

Funds Exceed \$70,000,000

Bonuses Declared Over \$40,000,000

Claims Paid, \$171,000,000

Insure your income for old age. Have you doubled your protection to meet the increased cost of living for your family in the event of death? Do it while insurable.

Quotations gladly supplied on all classes of Life Assurance Business.

P. B. PERKINS, Inspector

51 Canterbury Street.

St. John, N. B.

FINANCIAL

NEW YORK STOCK MARKET.
(J. M. Robinson & Sons, Members Montreal Stock Exchange.)
New York, Oct. 2

	Close	Open	Noon
Am Sumatra	86 1/2	86 1/2	86 1/2
Am Car and Pkwy	122 1/2	122 1/2	122 1/2
Am Locomotive	93 1/2	93 1/2	93 1/2
Am Beet Sugar	71 1/2	71 1/2	71 1/2
Am Can	32	32	32
Am Steel Pkwy	35 1/2	35 1/2	35 1/2
Am Smelters	60 1/2	60 1/2	60 1/2
Am Wadsworth	71 1/2	71 1/2	71 1/2
Anacosta Min	51 1/2	51 1/2	51 1/2
At, T and S Fe	87 1/2	87 1/2	87 1/2
Baldwin Loco	108 1/2	108 1/2	108 1/2
Both Steel	108 1/2	108 1/2	108 1/2
Chino Copper	28	28	28
Ches and Ohio	67 1/2	67 1/2	67 1/2
Chgo Pacific	129 1/2	129 1/2	129 1/2
Crucible Steel	180 1/2	180 1/2	180 1/2
Erie	20	20	20
Gen Motors	17 1/2	17 1/2	17 1/2
Inspiration	45	45	45
Int'l Mar Pfd	74 1/2	74 1/2	74 1/2
Indus Alcohol	81 1/2	81 1/2	81 1/2
M'Nale Steel	37 1/2	37 1/2	37 1/2
Maxwell Motors	3 1/2	3 1/2	3 1/2
Mex Petrol	187 1/2	187 1/2	187 1/2
North Pacific	80 1/2	80 1/2	80 1/2
N Y Central	78	78	78
New Haven	86 1/2	86 1/2	86 1/2
Pennsylvania	42 1/2	42 1/2	42 1/2
Pierce Arrow	35 1/2	35 1/2	35 1/2
Pan-Am Petrol	89 1/2	89 1/2	89 1/2
Reading	94 1/2	94 1/2	94 1/2
Republic I & S	75 1/2	75 1/2	75 1/2
St. Paul	40 1/2	40 1/2	40 1/2
South Pacific	92 1/2	92 1/2	92 1/2
Studebaker	54 1/2	54 1/2	54 1/2
Union Pacific	129 1/2	129 1/2	129 1/2
U S Steel	86 1/2	86 1/2	86 1/2
U S Rubber	76 1/2	76 1/2	76 1/2
Westing Electric	46 1/2	46 1/2	46 1/2
Wills Overland	10 1/2	10 1/2	10 1/2

MONTREAL TRANSACTIONS.

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

	Montreal, Oct. 2
Bank of Montreal—7	at 189.
Merchants Bank—5	at 178.
Bras—10	at 36, 75 at 86 1/2.
Brompton—240	at 78 1/2, 25 at 78, 150 at 77 1/2.
Glass—50	at 56.
Dominion Steel—75	at 66.
Laurel—50	at 112 1/2, 170 at 112.
Converters—5	at 75.
Kiordan—75	at 205.
Shawinigan—25	at 100.
Abithi—90	at 78, 150 at 77 1/2.
Spanish—25	at 117, 25 at 116 1/2, 60 at 116.
Quebec—25	at 28.
Steel Co—65	at 65.
Sugar—100	at 125 1/2.
Brew—40	at 64, 25 at 65 1/2.
Spanish Pfd—150	at 121, 15 at 120 1/2.
Cent Pfd—10	at 90.
Am Pfd—10	at 59 1/2.
Car Pfd—25	at 38.

was a sign "Presenting a Picture of Autumn" by Famous Artists of Fashion. Duncan & Hester found the display hand traffic, as it had the compelling force of a masterpiece exhibited in some metropolitan art gallery. It brought in enough business to run the ready-made dress counter totals 25 per cent, over the same week for 1919.

Offhand, one might think that he could count on the fingers of one hand the stores in the United States that have more than 2,000,000 customers a year. There's Wamash's and the Marshall Field terminal in New York every day realize the tremendous amount of business done by the drug store which faces on the main thoroughfare leading from the street to the train.

The space occupied by the Pennsylvania Drug Co. isn't large. As a matter of fact there are scores of bigger pharmacies in all parts of the United States. But the patronage and the sales are little short of staggering.

Consider the matter of candy, for example.

Where most stores record their sales by the dozen boxes, the Pennsylvania Drug Co. figures in hundreds of thousands of pounds, principally because of the fact that it is a monstrous accumulation of a box of sweets helps materially in passing the time of the customer. People usually dash madly down the station, glance up at the big clock, and that they have a minute or two to spare, start to stroll through the arcade, have their attention arrested by a tempting display of candy—and presto! another sale goes to swell the \$122,000 or more of candy business done by this drug store within the year.

For much the same reason the soda-water business is almost big enough to make Lake Michigan look dry by comparison, though it isn't what it used to be before the Long Island trains started to come in on the lower level and thousands of commuters were deflected away from their accustomed beat. At that, it hovers around the quarter-million mark, and the company operating this drug store doesn't miss the commuting traffic, for it is operating another establishment below street level where the thirty suburbanites can dash up and get a drink in a hurry.

Cakes and sandwiches of various kinds also keep up the average of the soda-counter, adding more than \$30,000 a year to the total revenue of the store and playing an important part in attracting trade, particularly during the hot weather, when most people don't feel like indulging in a large and heavy meal. The fountain has a milk bill of \$12,000 a year, an ice-cream bill that sounds like a slice of the national debt, a sirup bill that far exceeds the total overhead of the average store and an output of cut-throat razor sufficient to float a battleship. To say nothing of using lemons, limes and oranges to keep a couple of California

You May be Earning a Good Salary Now

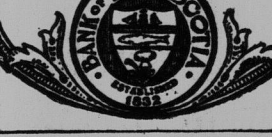
but perhaps the time will come when you will be unable to earn so much.

A small portion of your present salary deposited in a savings account with this bank will provide comfort and security in the later years of your life.

Paid-up Capital \$ 9,700,000
Reserve - - - 18,000,000
Resources - - - 230,000,000

THE BANK OF NOVA SCOTIA

J. H. Sturgeson, Manager, 66 John Street, Branches: Charlottetown, St. John's, Sydney, Miramichi, Sarnia, Mill & Paradise Row, North End, West St. John and Halifax, N.S.



Farm Buildings Should Be Protected

Crown Mica Roofing will protect them from sparks. It is a heavy grade of asphalt roofing and has given satisfaction.

PHONE MAIN 1898.

The Christie Woodworking Co., Limited

65 Erin Street

Gravel Roofing

Galvanized Iron and Copper Work for Buildings. Repair Work Promptly Attended to.

Vaughan & Leonard
11 Marsh Road
Phone M. 2879-41



Fully Equipped

Our method of drugless eye measurement is Scientific, Safe and Sensible. You experience no inconvenience, and you are guaranteed results.

K. W. EPSTEIN & CO.
Optometrists and Opticians
Phone M. 3554 193 Union Street

Men's Topcoats

Conservative dressy greys, fully lined; also stylish slip-ons, silk trimmed and silk yoke lined; the kind of coat that doesn't look clumsy when carried over the arm. Besides these rain and shine coats, having the ability to stand up under a considerable shower.

Prices \$25 to \$70

Raincoats, rubber lined or interlined, absolutely waterproof, in tweeds and par-mattas.

\$15 to \$35

Gilmour's, 68 King St. Clothing, Tailoring, Furnishing

WOOD AND COAL

Emmerson Fuel Co.

115 City Road
Phone Main 3938
Terms Cash Only

Don't Worry About the Shortage of COAL AND WOOD

Prompt orders accompanied by cash will secure a supply of coal or wood now from J. S. Gibbon & Co., Ltd.

We have ready for delivery a limited quantity of the best Soft Coal. Also Hard Coals, in Chestnut, Stove, Egg and Furnace sizes. Also dry kindling, sawed soft wood, dry sawed and split hard wood, dry sawed hard wood and sawed round hard wood for stores and furnaces. Rock maple sawed for ranges.

Petroleum Coke for Furnaces and Ranges.

J. S. GIBBON & CO. LTD.

1 Union St. 61-2 Charlotte St. 10-4

Soft Coal

RESERVE AND SPRINGHILL

We recommend customers using Soft Coal to buy now and insure getting prompt delivery.

R. P. & W. F. STARR, Ltd.
49 Smythe Street 157 Union Street

Soft Coal

Promptly Delivered

McGivern Coal Co.

C. Arthur Clark Phone M. 42
A. Douglas Clark 1 Mill Street

We Sell Well Screened SOFT COAL

PRICES RIGHT. APPLY

A. E. WHEPLEY

226-240 Paradise Row
Phone Main 1227

The Colwell Fuel Co., Ltd.

Bituminous and Bunker

Anthracite Coal

Phones West 90 or 17

WOOD

DRY BOARD-ENDS

\$2.00 Per Truck Load

To Make Room for Lumber

Phone 3471-11

USE The Want Ad Way

Do Not Delay Getting Your Lot at COURTENAY BAY HEIGHTS