

SHOPS YOU OUGHT TO KNOW

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

ASHES REMOVED

ASHES REMOVED PROMPTLY, 10c per barrel—Eastern Ash Co., Phone 1053-51. 1702-12-11

AUTO STORAGE

AUTOMOBILES STORED, \$1 monthly, overhauling done by contract; 16 cars always ready. At Thompson's, 50 Sydney, Phone 663.

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, daintily made of the finest material; everything required; ten dollars complete. Send for catalogue, Mrs. Walton, 672 Young street, Toronto. 11-1-1921

BARGAINS

SALE OF CHRISTMAS GOODS AT Wetmore's, Garden street. See our window display.

TOYS! TOYS! XMAS TOYS, DOLLS, Trains, Tanks, Flying Machines, Musical Toys, Sticks, Skates, Trimmings for Xmas Trees. Buy now and save money at Lipsett's Variety Store, corner Brunswick and Exmouth streets.

ENGRAVERS

F. C. WESLEY & CO., ARTISANS and Engravers, 69 Water street. Telephone 982.

HATS BLOCKED

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

IRON FOUNDRIES

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

MARRIAGE LICENSES

VASSON'S DRUG STORES ISSUE Marriage Licenses. Hours, 8:30 a.m. to 10:30 p.m.

MEN'S CLOTHING

MEN'S CLOTHING, OVERCOATS—We have in stock some very fine Overcoats, well made and trimmed and selling at a low price. Call on W. J. Higgins & Co., Custom and Ready-to-wear Clothing, 183 Union street.

MONEY ORDERS

BUY YOUR OUT-OF-TOWN SUPPLIES with London Express Money Orders. Five dollars costs three cents.

PIANO MOVING

PIANOS MOVED BY AUTO. Furniture moved to the country. General cartage; reasonable rates. Arthur S. Buckhouse, Phone 814-21.

PHOTOGRAPHIC

MAKE YOUR XMAS GIFTS PERSONAL ones. Portraits will solve the problem, as gifts they are always appreciated. Come early. 1921 styles ready today. Victoria Studio Co., 46 King square, St. John, N. B.

PICTURE TAKEN DAY OR NIGHT, rain or shine while U walk. Films, developed and printed quick, clear, reasonable price. We enlarge any photograph. King Square, St. John, N. B. Phone 28.

PLUMBING

GORDON W. NOBLE, PLUMBER and Heater, Jobbing given personal attention. Telephone 2050-51, 154 Water-street.

RAINCOATS REPAIRED

WE REPAIR ANYTHING IN waterproof clothing; work guaranteed. Maritime Waterproof Clothing Co., 54 Sydney street, St. Malch's Hall. 12-18.

REPAIRING

FURNITURE REPAIRING AND UP-holstering, 287 Union. Phone 915-11.

SECOND-HAND GOODS

NOW IS THE TIME, THE WINTER is coming. Come and get your winter overcoats at bargain prices. Also, great bargains in men's working boots. Come and see for yourself. Don't miss the bargain. Dominion Second Hand Store, 141 Main street, St. John, N. B. Phone 11 4872.

WANTED TO PURCHASE—GENTLEMEN'S cast-off clothing, boots, fur coats, jewelry, musical instruments, bicycles, guns, revolvers, and tools, etc. Highest cash prices paid. M. Lampert 40 Dock street. Phone 476.

WE PAY HIGHEST CASH PRICES for Second-Hand Goods. Phone 2884-41 573 Main street.

WANTED TO PURCHASE—GENTLEMEN'S cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write H. Williams, 16 Dock street, St. John, N. B., Phone Main 4439

WANTED TO PURCHASE—LADIES' and gentlemen's cast off clothing and boots—highest cash prices paid. Call or write Lampert Bros., 535 Main street. Phone Main 2884-11.

FINANCIAL

NEW YORK STOCK MARKET.

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

New York, Dec. 9.

Prev. Close. Open. Noon.

Am Sumatra 71 1/2 71 1/2 71 1/2

Am Car and Pkwy 125 125 125

Am Locomotive 84 1/2 84 1/2 84 1/2

Am Beet Sugar 35 35 35

Am Can 28 1/2 28 1/2 28 1/2

Am Steel 33 1/2 33 1/2 33 1/2

Am Smelters 44 1/2 44 1/2 44 1/2

Am Tel & Tel 38 1/2 38 1/2 38 1/2

Am Woolens 71 1/2 71 1/2 71 1/2

Anacosta Min 38 1/2 38 1/2 38 1/2

At, T and S P 82 1/2 82 1/2 82 1/2

Brooklyn R T 10 10 10

Balt & Ohio 39 1/2 39 1/2 39 1/2

Baldwin Loco 94 94 94

Butte & Superior 10 1/2 10 1/2 10 1/2

Beth Steel 54 1/2 54 1/2 54 1/2

Chgo Copper 18 1/2 18 1/2 18 1/2

Ches and Ohio 62 1/2 62 1/2 62 1/2

Can Pacific 115 115 115

Central Leather 85 1/2 85 1/2 85 1/2

Crucible Steel 91 1/2 91 1/2 91 1/2

Erie 137 1/2 137 1/2 137 1/2

Gen Motors 18 1/2 18 1/2 18 1/2

Gr Northern Pfd 78 1/2 78 1/2 78 1/2

Indust Alcohol 67 1/2 67 1/2 67 1/2

Inspiration 32 32 32

Int'l Mar Com 14 1/2 14 1/2 14 1/2

Int'l Mar Pfd 67 1/2 67 1/2 67 1/2

Int'l Petroleum 83 1/2 83 1/2 83 1/2

Int'l Steel 78 1/2 78 1/2 78 1/2

Int'l Sugar 13 1/2 13 1/2 13 1/2

Int'l Tea 40 1/2 40 1/2 40 1/2

Int'l Tobacco 19 1/2 19 1/2 19 1/2

Int'l Trust 79 1/2 79 1/2 79 1/2

Int'l United 66 1/2 66 1/2 66 1/2

Int'l Wool 80 1/2 80 1/2 80 1/2

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THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Goods Reduce Themselves Automatically Here.

With a view to stimulating public buying, the L. W. Hirsch Co., in Philadelphia, has installed a system of "automatic reductions" in its basement, by which no merchandise can remain in stock longer than thirty-six selling days.

If goods are still unsold at the end of that period they are given away to a charitable institution to be named by customers of the store.

The plan, as announced by L. W. Hirsch, is this:

"We have come to the conclusion that merchandise when in stock too long depreciates in value, and as we want to sell only fresh, new, stylish wearing apparel we have decided the longest time any garment can remain in the department is thirty-six selling days; therefore we are making all reductions in our bargain basement automatic on all articles of apparel."

"We consider that for twelve selling days the value is in a garment. After that the value is one-fifth less. Therefore, this garment will be reduced automatically by 20 per cent, and after eighteen selling days another 20 per cent, reduction will automatically take place, and so on. Then, if the garment is still unsold after thirty-six days, we will give it free to some worthy charity to be named by our customers."

"This includes every article of wearing apparel that we sell in our basement at any price. We will push fresh, new merchandise in every department every selling day. Any man, woman or child finding any misstatement of fact will be given a cash reward of \$1 without any questions asked."

"In view of the fact that our stocks of merchandise are large and as we desire to turn them into ready cash, we have taken a portion of all our merchandise and have transferred it to the basement with the idea of introducing our automatic reduction sale on these goods."

"For instance, fifty dresses are put on sale at \$10 each and thirty-five are sold in twelve selling days, the nine that remain are automatically reduced to \$8; then if six of them are sold in the next six days, the three that remain are automatically reduced to \$6; then four are sold in the next six days, the one that remains is automatically reduced to \$4; then one is sold in the next six days, the four that remain are automatically reduced to \$2; and then if any remain after six more selling days they are given away, which means that no garment can remain in our department more than thirty-six selling days."

"Yarn to Burn!" But Fricks Sold It All.

"Yarn! Yarn! More Yarn! Yarn to burn. It's all wool, and we say like the smell. Rather sell it at 70 cents a hank."

Fricks not only carried away the Red Cross shawls, but obtained much of the Christmas trade through their displays of novelties and children's toys.

"Save a Nickel" Saved Thousands for McFee

The slogan, "Walk a Block and Save a Nickel" has piled up enough business for Vernon R. McFee, of Kalamazoo, Mich., that he has doubled the floor space of his business and more than quadrupled his stock in three years. He started with \$800 capital and pushed this simple slogan to the limit. Today his stock inventories amount to \$75,000, and it is all paid for.

McFee's shop is a block outside the accepted "business ring." He started there because he was unable to pay a high rent and wanted to take as few chances as possible. He knew he had to combat his competitors in an unusual way and finally selected "Walk a Block and Save a Nickel" as the means of succeeding.

"I have made good because I gave better service than the other fellow, and didn't charge anything extra for it," he says. "I would rather have a customer satisfied that he was fairly treated and lose a little than to have one man leave my store dissatisfied. On every article in my store I can promise a saving, oftentimes much greater than five cents. Service and conservation are two things people appreciate."

McFee believes in newspapers advertising and "Walk a Block and Save a Nickel" has come to be known all over this section of Michigan. He plans a mail-order expansion in the next few years that will reach every town and hamlet in southwestern Michigan.

Even Honey Would Sell Without Advertising.

"Teach 'em to eat it and they'll buy all you have in stock."

That's the argument of G. E. Leavitt, of Chattanooga, Tenn., shouted persistently to the ears of Chattanooga dealers when he tried to induce them ten years ago, to handle his honey.

They had insisted repeatedly that they could dispose of the honey since Chattanooga, as a rule, had never expressed any desire to buy any in the mountains. But Leavitt was insistent.

"If you'll only tell 'em about it and emphasize its importance as a food-stuff, they'll want it—and want it badly," he argued.

The dealers decided to give the "honey education" a tryout. Today there is more honey consumed in Chattanooga than in any city of its size in the country, and Leavitt and his bees produce each year about twenty tons of the sweetness. Virtually all of it is sold in and around Chattanooga.

And Leavitt's "educate-'em" idea has worked out successfully.

Ten years ago Leavitt had a half dozen hives of bees. The bees produced a small volume of honey, which Leavitt marketed from door to door, using the street cars for reaching his distant customers. This small beginning was with the comb honey as it comes from the hives. Leavitt says that even the few hundred pounds of honey which his first bees made was not easy to sell.

The greatest barrier to overcome was the fact that he found few people who ate honey at all. To produce a product and then shoulder the burden of creating an appetite for it is a problem that many ambitious business men have grown gray over.

He finally succeeded in getting a few merchants to take sections of comb honey. For a long time broken comb honey was considered an absolute loss. But Leavitt promised the merchants to redeem all broken sections at the retail price. This interested them. From this

MANNERS TAUGHT AT HOME

London Daily Telegraph—If at home vulgarly rules, no school can be trusted to make its children anything but vulgar.

The American teachers deplore the American parents' way of praising as "cute" and "clever" ugly tricks of conduct. Even so at home, masters and mistresses have been heard to lament that the wholesome influence of school and schoolfellows is often destroyed by the extravagance of home life.

When we are so busy in overhauling our educational system and demanding more and more of the schools and teachers, it is worth while to remember that the home and the parents also have work to do.

Nothing more was painted on the billboard for two weeks when to the right and below the "Call Champs 4460" appeared the words, "For drugs." Those two words and the phone number made up the sign for another week when "For prescriptions" was added. That was all for another week, when "For toilet articles" appeared, which was followed in another week by "For cigars and notions." Another week passed and then the "Mutual Drug Company" was painted at the bottom of the sign.

"Call Champs 4460"—But What For?

The Mutual Drug Co., a retail drug concern of Denver, Col., recently made use of novel billboard advertising that brought results. The concern secured space on the billboards in one of the city's main streets. The first lettering to be painted on the billboard was put in the centre at the top and it merely said "Call Champs 4460." That was all, but it served to excite the interest of thousands of people that passed the sign each day. "Call Champs 4460 for what?" was the question that was put into the minds of the people seeing the sign.

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