

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 4053-81. 1705-12-11

AUTO STORAGE
AUTOMOBILES STORED, \$4 monthly, overhauling done by contract, low cars always ready. At Thompson's, 46 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, Horns, Drums, Games, all kinds; Mechanical 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 3592.

HATS BLOCKED
LADIES BEAVER, VELOUR AND felt hats blocked in the latest style, Mrs. T. R. Jones, 260 Main street, opposite Adelaide street.

IRON FOUNDRIES
UNION FOUNDRY AND MACHINE Work, Limited, George Higgins & Co., West 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 low prices from \$20 up. W. J. Higgins & Co., Custom and Ready-to-wear Clothing, 183 Union street.

MONEY ORDERS
BUY YOUR OUT-OF-TOWN SUPPLIES with Dominion 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. Hutchison, 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.

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PLUMBING
GORDON W. NOBLE, PLUMBER and Heater, Jobbing given personal attention. Telephone 3050-31, 154 Water-street.

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

REPAIRING
FURNITURE REPAIRING AND UP-holstering, 207 Union. Phone 918-11.

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 4472.

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 3284-41 578 Main street.

WANTED TO PURCHASE—GENTLEMEN'S cast-off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, and tools, etc. Highest cash prices paid. Call or write J. 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., 545 Main street. Phone Main 2884-11.

FINANCIAL

NEW YORK STOCK MARKET.
(J. M. Robinson & Sons, members Montreal Stock Exchange.)
New York, Dec. 9, 1920.

Table with columns: Name, Close, Open, Noon. Includes Am Sunamta, Am Car and Eddy, Am Locomotive, Am Beet Sugar, Am Can, Am Steel, Am Smelters, Am Tin and Tel, Am Woolens, Amconida Min, At, T and S P, Brooklyn R T, Balt & Ohio, Ben Motors, Butte & Superior, Beth Steel, China Copper, Gen Motors, Ches and Ohio, Can Pacific, Central Leather, Crucible Steel, Erie, Gt Northern Pfd, Gen Motors, Inspiration, Intl Mar Com, Intl Mar Pfd, Mex Petroleum, Indust Alcohol, Midvale Steel, Northern Pacific, N Y Central, New Haven, Pennsylvania, Pierce Arrow, Pan-Am Petrol, U S Rubber, U S Steel, Utah Copper, Westing Electric, Willys Overland.

MONTHLY TRANSACTIONS.

Table with columns: Name, Montreal, Dec. 9. Includes Can Bank of Commerce, Royal Bank, Brail, Bromont, C. G. G., Detroit, Quebec, Spanish, Brew, Sugar, Toronto Railways, Wayagamack, Ship, Cement, Car Pfd, Victory Loan, Victory Loan, Victory Loan, Victory Loan, Victory Loan.

FIRST AID COMPULSORY

The Workmen's Compensation Board of Alberta has issued an order requiring all employers of labor within the province to maintain first aid equipment at their working places after September 17th. The nature and amount of equipment and supplies are regulated according to the number of employees in each establishment, and when the number exceeds fifty workers at least one man must hold a certificate of competency to render first aid to the injured. Similar regulations issued by the Workmen's Compensation Board of British Columbia have taken effect in that province on September 1. By these regulations every employer of one hundred or more work people must have a first aid room with prescribed equipment and supplies. Every employer of fifteen or more workmen employed more than five miles from a medical practitioner must have at the place of employment one person holding a certificate of first aid.

NEWS PAPER ENGLISH

St. Louis Globe-Democrat—Newspaper English is constantly on a higher level than the average speech of the readers. Reading the papers, therefore, tends up ward rather than downward in shaping the quality of daily conversation. It is both safe and desirable to promote their use in the public schools as an aid instruction in English and as a means of forming a habit which cannot but be beneficial in after life, both to the citizen and the nation, in the more intelligent consideration of public matters.

\$13,750 FOR A BIBLE

London, Eng., Dec. 8.—A Masarin Bible belonging to the Baroness Zouche was sold at auction for \$13,750. The Bible was the first important specimen of printing with movable type.

PICKING HIS OWN MUFF

A check for one cent, refund on tax illegally collected, was sent by the United States Government to Elias Cannon of Alton, Penn., who, in making a return of the tax on sales of ice cream, soft drinks, etc., overpaid the amount.

Make That Vacant Room Pay Dividends!

If you have a vacant room for rent, you are virtually the owner of dividend-paying securities.

You can easily find a good tenant for the room by bringing or sending a Want Ad. to The Times. Then your room will yield a regular income with weekly or monthly dividends.

Want Ads. received before 10 a.m. will appear in The Times the same day.

W. J. Lammie, divisional superintendent of provincial police for five western Ontario counties, with headquarters in Windsor. He will have full charge of all provincial police and all license inspectors in his territory. He declined to engage any of the Sprochnick squad for his work at the border.

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 on 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 on these goods."

"For instance, fifty dresses are put on sale at \$10 each and thirty-five are sold in twelve selling days, and the fifteen that remain are automatically reduced to \$8; then if six of them are sold in the next six days, the nine that remain are automatically reduced to \$6; then four are sold in the next six days, the five that remain are automatically reduced to \$4; then one is sold in the next six days, the four remaining 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. The slogan, 'Walk a Block and Save a Nickel' has been different" is the slogan which Fricks, of Beaver, takes pride. So just before Christmas the store issued the following quarter-page advertisement in daily paper: "Yarn! Yarn! More Yarn! Yarn to burn. It's all wool, and we do not like the smell. Rather sell it at 70 cents a hank."

Fricks not only carried away the Red Cross shoppers, 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 been different" is the slogan which Fricks, of Kalamazoo, Mich., that he has doubled the floor space of his business and more than quadrupled its stock in three years. He started with \$800 capital and pushed this simple slogan to the limit. Today his stock inventories amount to \$7,500, and it is all paid for.

McFee's shop is a block outside the

"broken-comb-money-back" proposition Leavitt's trade began to grow rapidly. To take care of his growing list of customers Leavitt recently began to purchase comb and strained honey from beekeepers throughout the South. These are removed to his large basement where he has fitted up a commodious workshop, and there the honey is removed from the barrels to glass and tin receptacles, bearing his own brand.

"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 was 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." 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? The question that was put into the minds of the people seeing the sign. 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 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.

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 a "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.

DOUBLE CAPITAL AND MAKE IT \$150,000,000. Trenton, N. J., Dec. 8.—The capital of the United Fruit Co. has been increased from \$75,000,000 to \$150,000,000. The capital stock is divided into 1,500,000 shares of a par value of \$100 each.

ST. JOHN TRANSPORTATION LIMITED

Transfer MAIN 4500
Trucking 4500
Furniture Moved 50 Cliff St.

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ST. JOHN TRANSPORTATION LIMITED

Renting Vacant Rooms Is a Public Duty

Adequate shelter is one of the first necessities for man, woman, girl and boy.

The shortage of houses makes the question of shelter a matter for urgent public consideration.

Many well-to-do people are renting rooms to young men and women because they realize that by doing so they render an important service to the community.

Renting vacant rooms is highly profitable, but it is a duty as well.

An advertisement in the newspaper will find you tenants of good character. Bring your advertisement to the office today.

The Evening Times - Star

25-29 Canterbury St

WOOD AND COAL

For Good Soft Coal

Well Screened

Call Main 3938

Emmerson Fuel Co.

115 CITY ROAD

COAL

R. P. & W. F. STARR LIMITED

49 Smythe Street. 157 Union Street

Soft Coal

Broad Cove Coal. Reserve Sydney. Promptly Delivered

McGivern Coal Co.

Phone M. 42 1 Mill Street

Sydney Soft Coal

WELL SCREENED

A. E. WHELPLEY

238-240 Paradise Row Phone Main 1227

The Colwell Fuel Co., Ltd.

Bituminous and Bunker Anthracite Coal

Phones West 90 or 17

NICE DRY KINDLING

In Uniform Bundles. Best in the City.

WILSON BOX CO. Delivered to Any Part of City. Phone West 99. 10-20 t.f.

Fire Wood, Best Quality

WHITE BIRCH in stove lengths, dry, per cord \$19.00; per half cord, \$10.00; per quarter cord, \$5.50. WHITE BIRCH in stove lengths, green, per cord \$17.00; per half cord, \$9.00; per quarter cord, \$5.00. ROUND SPRUCE in stove lengths, dry, per cord \$10.00; per half cord, \$5.50; per quarter cord, \$3.00. DRY MILLWOOD, 4 ft. long, per cord, \$6.50; per half cord, \$4.00; per quarter cord, \$2.50. Delivered to Any Part of City. For orders 'phone West 398-45. 12-19

FOR SALE—CORDWOOD, BIRCH and Maple, in driest condition, cut and split in stove or grate sizes. Dry round spruce in same lengths. Very good fuel at a low price. Also dry mill wood cut either in 4 ft. or stove lengths. Fuel measure. For prices call West 398-45. 17040-12-16

FOR SALE—SOFT SLAB WOOD in 1 cord lots. Only \$10.00 per load delivered. Phone West 398-45. 17011-12-16

BROAD COVE COAL IN STOCK. Orders promptly delivered. Main 456-11. 1920-12-16

Make an Electric Christmas SERVICEABLE

attractive gifts—gifts that make for comfort and convenience—are the more highly prized as constant reminders of the donor's thoughtfulness. And nothing could be more acceptable than one or more of the many Electric Household Helps comprising our extensive display in which you'll find

Toasters: Westinghouse, Canadian Beauty and Universal, at \$7.35, \$8.25 and \$8.50 each. Coffee Machine Sets: Consisting of Coffee Machine, Tray, Cream and Sugar, at \$33.00 the set. Coffee Percolators: At \$16.50 and \$19.50 each. Hot Water Kettles: In nickel and in copper finish, at \$16.45 each.

Grill Stoves: At \$9.00 to \$14.60 each. Disc Stoves: At \$7.00 each. Heating Pads: At \$7.50 each. Irons: At \$8.00 each, and the smaller, or tourist size, at \$6.50 each. Curling Irons, with drier, \$9.60; without drier, at \$8.70.

Also a large and attractive line of Nickel, Copper and Brass Tableware. SEE OUR KING STREET WINDOW.

W. H. THORNE & CO., LTD.

Store Hours—8.30 a. m. to 6 p. m. Open Saturday till 10 p. m.