THE REXALL STORE

Gifts for Men!

LET US HELP YOU MAKE YOUR SELECTION

Razors, Strops, Hair Brushes, Hat Brushes, Cloth Brushes, Traveling Rolls, Cameras, Thermos Bottles, etc., etc. SEE PAGE ELEVEN FOR SPECIAL AD. TODAY

The Ross Drug Company, Ltd. 100 KING STREET

Christmas

Makes useful gift presents. Our assortment is kept up to the minute with novelties daily arriving from New York. Our full staff of milliners at your command.

Marr Millinery Company, Ltd.

You Need Not Freeze

Grand Clearance Sale of COATS and SUITS, Starts Today at Sacrificing Prices CALL AND EXAMINE

TERMS CASH OR CREDIT The American Cloak Mfg. Co. 32 Dock St.

Special Prices For Xmas Mink Furs Raccoon Furs Wolf Sets

Muskrat Coats, Near Seal and Hudson Seal Coats.

\$25.00 Up.

F. S. Thomas



No woman need wish for better Gloves than these, either for kid quality or perfection of fit. The remarkable price saving makes them doubly interesting, and they are guaranteed.

Tan Cape Gloves.....Per pair, \$1.25 Black Cashmere Gloves Per pair, 25c. and 35c. Children's Heavy Kid Gloves Per pair, 85c. Children's Wool Gloves Per pair, 25c.

S. W. McMackin 335 Main St.

CHRISTMAS

SEE PAGE TWO

FOR COMPLETE LIST Store Open Every Night Until Xmas.

GILBERT'S GROCERY The members of the 69th will be taken about the city on a route march this afternoon. Company drill will be prac-

LOCAL NEWS

RECEIVED BY MAYOR

THE RECRUITING COMMITTEE

FREDERICTON MAN MAYOR

Door Broken Off, Electric Lamps Smashed and Other Damage

Many of the men of the local units are planning their return home for Christmas. Leave will commence tomorrow, though in some cases where volunteers live a considerable distance away, they will leave tonight. Those who do not have the Christmas leave will have a holiday at New Years.

Visiting Cadets

Two cadets from the Royal Military College, Kingston, Ont., are in the city on Christmas leave—Frederick Foster and Harry Barker. Mr. Foster is a son of Mrs. A. B. Pipes of Dorchester, and a nephew of W. E. Foster of Vassie & Co. Mr. Barker is a brother of Major L. W. Barker, O. C. the 4th Siege Battery. Both will graduate with their commissions in June and will receive appointments either in the Canadian or imperial artillery. Both young men are well known in St. John, and have been welcomed. They are former students of Rothesay College.

WHAT NIGHT TOUR OF CITY REVEALS

A Few Hours Spent With Agent C. D. Howard

CHILDREN'S AID WORK

From Police Station to the North End-Evidences That Watchful Care is Needed-The Boys' Club Honer Roll

A disgraceful act of vandalism was the work of ruffans last night between and elever o'clock when the car used as a waiting room was besiged and one of the doors broken off and thrown in said, the elevire lamps smashed and the heating upparatus interfered with, in fact everything easily taken hold of was demolshed or partly broken.

The Street Ruleway authorities placest this car at the disposal of the people as waiting room about a month ago and the shelter afforded baponsible for heating in the street of the people as waiting room about as month ago and the shelter afforded baponsible for heating in the passenger traffic over the bridge last evening was particularly heavy and survey outness. If they would communicate with the police it is believed prompt action, would be taken.

Judging by the progress of the contraction crew it will be two weeks yet before a through car service is imagested.

GENERAL BENSON

PLEASED WITH

INSPECTION HERE

The visit of General Benson, O. C. 6th division, Halifas, accompanied by Lieut-Col. Powell, D. A. A. and A. A. G., to the city today, overshadowed other versuls in military circles. The divisional officer commanding make at thoough the city, have been also after the versuls in military circles. The divisional officer commanding make at thoough the city has been also and the city, and the city today, overshadowed other versules in military circles. The divisional officer commanding make at thoough the city today, overshadowed other versules in military circles. The divisional officer commanding make at thoough the city of the cit

Advertising and Price

Who pays the price of advertising is a much discussed question.
Listen to what Jules B. Schloss has to say in Newspaperdom.
"Good advertising creates a passive expense which is overbalanced by the decreased cost of production or selling—and it reduces the price of the commodity to the consumer. It lowers the cost of living.
"Poor advertising remains an active expense, which must be added to the price of the commodity, because it does not proportionately increase the sales—poor advertising increases, instead of decreases, the cost of production and selling! Consequently, it raises the cost of living. When advertising is run in media to which it is not suited, it is decidedly poor advertising, and it will not bring the necessary results."

And because they produce results at low cost the newspapers

Macaulay Bros. & Co., King Street, St. John, N. B. Saturdays Our Stores Will be Open Until 10 p.m.; Open at 8 a.m.; Close o p.m., Excepting Saturday 10 p.m.

Every Department is Well Stocked With Most Useful Articles For Men Women and Children

Our trade during the first part of this month has demonstrated that our stock for variety, lowness of prices for qualities has met with the public approval.

You can find in all departments goods for gifts that will please

MACAULAY BROS. Q CO.

Kitchen Utensils See Our Line of Quality

EVERY UTENSIL GUARANTEED

STORE OPEN EVERY EVENING UNTIL CHRISTMAS

Coming Straight to the Point

A Man Wants

For His Christmas Gift Something a little different--and Something Worth the Money.



He knows better how to choose his own cigars and such things than anyone else on earth can do it for him; but WHOEVER LOVES DAD can safely choose for him any one of the hundreds of things put forward as gift suggestions in this men's wear store. Sure of welcome are Neckties, Shirts, Scarfs, Pajamas, House Coats, Dress-

wear store. Sure of welcome are Neckties, Shirts, Scarfs, Pajamas, Hing Gowns, Bath Robes, Sweaters and the like.

Silk Knitted Mufflers... 50c. to \$7.00 English Printed Square, \$1.00 to \$3.00 Silk Umbrellas... \$1.50 to \$8.00 English Printed Square, \$1.00 to \$2.50 Suit Case Umbrellas... \$2.00 to \$5.00 English Printed Square, \$1.00 to \$2.50 Suit Case Umbrellas... \$2.00 to \$5.00 English Printed Square, \$1.00 to \$2.50 Suit Case Umbrellas... \$5.00 to \$5.00 English Printed Square, \$1.00 to \$2.50 Square, \$1.00 to \$2.50 English Printed Square, \$1.00 to \$2.00 Englis

COR. GERMAIN GREATER OAK HALL

Sensible Gifts



For the Home!

Presents that combine usefulness and beauty are the more sensible, being prized far the more highly than gifts that are simply ornamental. A table for dining or living-room, a sliding couch, or mantel mirror, a taboret, a screen or hall seat;! perhaps an umbrella rack. These things are useful, besides being attractive.

Shirt Waist Boxes are not only practical, but are always most warmly welcomed. These we offer you in various pretty effects and suitable sizes at \$4.50, \$6.75 and \$7.75.

A. Ernest Everett Charlotte St



THESE THREE ARE LINKED TOGETHER Nothing is more appreciated than a set of RICH FURS FOR CHRISTMAS. Furs are necessary for HER comfort-it's worth something to have HER comfortable.

BLACK FURS-Fox, Lynx, Wolfe, Raccoon at .\$120.00, \$110.00, \$95.00 and as low as \$18.00 for a Scarf and Muff. RICH FUR COATS-Persian Lamb, Beaver, Hudson Seal and others, \$350.00 ,\$200.00, \$100.00 and prices according to quality.

Hats D. MAGEE'S SONS, LIMITED 63 King Street