

SHOPS YOU OUGHT TO KNOW

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

AUTO STORAGE

UTOMOBILES STORED, \$4 month; overhauling done by contract; cars always ready. At Thompson's, Sydney; Phone 1635-11.

BABY CLOTHING

ABY'S BEAUTIFUL LONG Clothes, daintily made of the finest material; everything required; ten dollar complete. Send for catalogue, Mrs. A. J. Thompson, 672 Young street, Toronto. 11-1-1921

BARGAINS

RSETS, ALL SIZES AND PRICES. Ladies' and Children's Underwear, Hosiery, Gloves, Handkerchiefs, etc., at Moore's, Garden street.

ALL PAPERS ARE HIGHER THIS year. We have a few lines at 12c. This is less than whole sale price. Designs 15c. to 75c. 10 per cent. off all papers. Stick Fast, 25c. Window Blinds, \$1.15. Set's Variety Store, corner Brunswick and Main streets. 3 Exmouth. The store that sells everything.

CHIMNEY SWEEPING

IMNEY SWEEPING - WATTS, Chimney Sweeper, Plastering, White-washing, general repairing. Phone 21-21. 2100-3-18

COOPERAGE

L KINDS OF BARRELS BOUGHT and sold, coopers repair work done, ght work a specialty. Phone 21073-2-22

ENGRAVERS

C. WESLEY & CO., ARTISTS and engravers, 59 Water street. Telephone M. 982.

HATS BLOCKED

ADIES BEAVER, VELOUR AND felt hats blocked in the latest style. T. R. James, 280 Main street, opposite Adelaide street.

IRON FOUNDRIES

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

LADIES' TAILORING

LADIES' TAILORING AND RE-modeling done at 30 Waterloo St. 21022-3-3

MARRIAGE LICENSES

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

MATTRESS REPAIRING

ALL KINDS OF MATTRESSES AND Cushions made and repaired. Wire Mattresses re-stretched. Feather beds made into mattresses. Upholstering neatly done, 25 years experience. Walter Higgins & Co., 45 Britain street, Main 1220-21. J. Lamb, 52 Britain street, Main 1220-21.

MEN'S CLOTHING

WEA'S CLOTHING OVERCOATS.—We have in stock some very fine Overcoats, well made and trimmed and selling at a low price from \$20 up. W. J. Higgins & Co., Custom and Ready-to-wear Clothing, 182 Union street.

MONEY ORDERS

SEND A DOMINION EXPRESS Money Order. They are payable everywhere.

PHOTOGRAPHIC

PHOTOS TAKEN DAY OR NIGHT. Passport photos while you wait, developing and printing kodak 8mm. quick, clear, at reasonable price. Victoria Photo Studio, 45 King Square, St. John, N. B.

PIANO MOVING

PIANOS MOVED BY AUTO. Orders taken now for May first. General cartage. Reasonable rates. Phone Arthur Stackhouse, Main 314-21.

PLUMBING

GORDON W. NOBLE, PLUMBER and Heater; Jobbing given personal attention. Telephone 200-31, 154 Waterloo street.

REPAIRING

FURNITURE REPAIRING AND UP-holstering, 207 Union. Phone 915-11.

SECOND-HAND GOODS

WANTED TO PURCHASE GEN-lemen's cast off clothing, boots, musical instruments, jewelry, bicycles, gun revolvers, tools, etc. Highest cash price paid. Call or write I. Williams, 16 Dock street, St. John, N. B., Phone Main 4439

WANTED TO PURCHASE—LADIES' and gentlemen's cast off clothing; highest cash prices paid. Call or write Lampert Bros., 450 Main street. Phone Main 44

FINANCIAL

NEW YORK STOCK MARKET.
Johnston & Ward (successors to F. B. McCurdy & Co.), members Montreal and Toronto Stock Exchanges. Direct private wires.

New York, Feb. 21.

Prev.	Close.	Open.	Noon.
Am Beet Sugar	35 1/2	35 1/2	35 1/2
Am Can Com	29 1/2	29 1/2	29 1/2
Am Car & P	123 1/2	123 1/2	123 1/2
Am Locomotive	94 1/2	94 1/2	94 1/2
Am Smelters	42 1/2	42 1/2	42 1/2
Am Sumatra	87	87	87
Am Woolens	61	61	61
Am Copper	38 1/2	38 1/2	38 1/2
Atchafalpa	82 1/2	82 1/2	82 1/2
Bait & Ohio	34 1/2	34 1/2	34 1/2
Baldwin Loco	90 1/2	90 1/2	90 1/2
Beta Steel B	51 1/2	51 1/2	51 1/2
Canadian Pacific	115 1/2	115 1/2	115 1/2
Central L Co	36	36	36
Corn Products	70 1/2	70 1/2	70 1/2
Crucible Steel	94 1/2	94 1/2	94 1/2
General Motors	14	14	14
Goodrich Rubber	38	38	38
Ind Mar	14 1/2	14 1/2	14 1/2
Kennecott Copper	15 1/2	15 1/2	15 1/2
Lackawanna Steel	53 1/2	53 1/2	53 1/2
Maxwell Motors	51 1/2	51 1/2	51 1/2
Mex Petrol	127 1/2	127 1/2	127 1/2
N Y Central	72 1/2	72 1/2	72 1/2
Northern Pacific	84	84	84
Pan Am Pete	73 1/2	73 1/2	73 1/2
Reading	70 1/2	70 1/2	70 1/2
Rep I & Steel	67	67	67
Studebaker	60 1/2	60 1/2	60 1/2
Union Pacific	120 1/2	120 1/2	120 1/2
U S Steel	82 1/2	82 1/2	82 1/2
Utah Copper	52 1/2	52 1/2	52 1/2

MONTREAL

Asbestos—15 at 76.	Atchafalpa P & S—105 at 42 1/2, 175 at 42 1/2, 85 at 42 1/2, 25 at 42 1/2, 55 at 42 1/2.
Bromington P & S—45 at 46, 55 at 43 1/2, 80 at 45 1/2, 575 at 45 1/2.	Can Car—10 at 80.
Can Steamships—115 at 85, 90 at 85, 200 at 85, 25 at 85 1/2, 1 at 85.	Can Steamships Frd—20 at 87 1/2, 10 at 87 1/2.
Dominion Steel Com—55 at 40 1/2, 50 at 40 1/2, 46 at 40 1/2.	Lauren Trup—25 at 87, 40 at 87 1/2, 25 at 87 1/2.
Mouquet Power—238 at 82, 20 at 81 1/2, National Brew—45 at 51 1/2, 5 at 51 1/2, Pennam—35 at 101.	Quebec Ry—30 at 27.
Shawinigan—30 at 106.	Spanish River Pld—5 at 87, 105 at 85 1/2, Spanish River Pld—5 at 87, 105 at 85 1/2.
Sugar—26 at 80 1/2, 25 at 81, 90 at 80 1/2, Steel Co of Can—17 at 61.	Toronto Ry—220 at 69 1/2.
Victory Loan, 1923—2,000 at 98 1/2, Victory Loan, 1924—2,000 at 98 1/2, Victory Loan, 1925—2,000 at 98 1/2, Victory Loan, 1926—2,000 at 98 1/2.	Victory Loan, 1927—2,000 at 98 1/2, Victory Loan, 1928—2,000 at 98 1/2.

COTTON

October	1434
March	1294
May	1284
December	1474
September	1410

WHEAT

Chicago—	127 1/2
March	127 1/2
May	126 1/2
July	170
September	185 1/2

THE SMITERS SMITEN

(Vancouver Province).
"Smite Smute" was the campaign slogan of the secessionist forces in the South African election. Another case where the smiter was smitten.

USE The Want Ad Way

18¢ per package
Two for 35¢

Old Antique Mirror, old clock, oil paintings, chinaware and dishes, 50 part toilet sets, 1 Chesterfield Suite, leather seat rockers and chairs, 1 Cremonaophone, 1 Gramophone, combination piano and organ, 50 rolls for same, 8 carpet squares, 2 congoeum squares, Brussels squares and borders, 1 Wilton square 12x24, most new, iron beds and springs, etc.

BY AUCTION
at salesroom, 96 Germain street, on Thursday afternoon, the 22nd inst., at 8 o'clock.

F. L. POTTS, Auctioneer.

SINCERITY - SIGHT - SERVICE

If you have been reading our advertisements, we hope we have convinced you of at least one thing—Our Sincerity. You will notice that we make no absurd or exaggerated statements. We do not pretend to control or manufacture some wonderful glasses that cannot be obtained elsewhere.

We try to deserve your patronage simply by putting into your glasses quality of material, intelligence and skill in workmanship.

We believe that to give honest service at a moderate price is in the long run the secret of success in our own or any other profession or business.

Come in and see.

C. A. RALSTON

Optometrist and Optician

3 Dock Street

Phone M 1530 Open Evenings 2082-2-22

BRITANNIC UNDERWRITERS AGENCY

Fire and Automobile Insurance

CAMPBELL & DAVIDSON,

6 Princess Street

USE The Want Ad Way



THE BUSINESS COLUMN
EDITED BY MANSFIELD F. HOUSE (Continued)

This Retail Court Solves Shopping Troubles.

Probably the only court of justice of its kind in the world holds sessions in the eighteenth floor of the Republic Building in Chicago, known locally as "The Little Town on the Corner."

This building houses 120 stores, dealing in forty-two different lines, from shoes to hats and everything between. The tenants manage the building and direct all its affairs, but the law is the Merchants' Association, an unique organization composed of the tenants of this nineteen-story skyscraper.

One of the problems confronting the management was the fact that in many instances shoppers were deterred from patronizing the small shops in the building because of their fear that if purchases were unsatisfactory, or not in accordance with the representations made for them, there might be difficulty in getting complaints adjusted. They did not have the same sense of security in making purchases as that enjoyed in patronizing some of the big department stores.

This was the situation which resulted in the establishment of the court of justice, or shoppers' court, and the slogan "Shop up a guarantee" with the provision that the customer must be satisfied, was incorporated in every lease, the merchant specifically agreeing that in event of any dispute that could not be satisfactorily disposed of between himself and the customer, the matter must be referred to the association for arbitration and, if necessary, a trial of the case ordered.

Every customer who has a grievance, or thinks she has, gets a fair though speedy trial and, while justice is administered impartially, decisions being based on the law of "fair play" rather than legal technicalities, the judge is prejudiced in favor of the customer from the start. "The customer must be pleased" is the governing influence of the entire proceeding.

It has been found, however, that in nearly every case which has come up before the court for settlement, where the customer has been proved in error, their own has been reasonable and square enough to admit the injustice of her claim and abide by the decision based on the evidence presented.

There is none of the red tape or delay encountered in the complaint department of many of the large stores, where frequently, owing to the rush of business, a customer has to enter her claim through inexperienced clerks, whose lack of diplomacy often costs the store the customer's future patronage.

On the contrary, every effort is made to gain the permanent good will of the customer and to make "booster" or "knockers." The result is that the "court" is gaining new friends—and new customers.

One Window That Was Too Clean
One Friday evening Mr. Rosenberger, manager of the H. G. Chaffee grocery, in Highland Park, Calif., washed the front window of the store to prepare for his Saturday display. One rule of the store is to have windows that give perfect views of the groceries being sold.

An advantageous feature of the window construction of the store is that instead of being stationary, these windows in mild weather can be pushed upward, leaving nothing at all between the groceries and the people on the sidewalk. Quite often a shopper will walk right in through the opening from the sidewalk to examine what she happens to see. It makes it easy to buy things. And, in that state of mild weather, the store accepted the unusual service of the responsible for the unusual service of the

Here are some of the results: In the military department 166 hats listed only a short time. They were priced at \$1 each. Some had been in stock five years.

In the hosiery department there was a jam. When things were checked up at night it was found that 3400 pairs of hose had been sold.

Shoes went like hot cakes and 350 pairs were disposed of. In the grocery department 101 boxes of soap were sold. The sale lasted from 9 o'clock in the morning until 11 o'clock in the evening and the total sales were \$4015 in cash and \$1009 in farm produce, valued as cash. Nelson says it is impossible to estimate the number of persons who entered the store during the day and evening, but that it was packed all the time.

He believes the dollar bills in the window, which served to impress values upon the customer's mind and cause him to think about the sale, are largely responsible for the unusual success of the

4% Savings Accounts 4%

In our Savings Department you receive interest at the rate of FOUR PER CENT. Per Annum, compounded half-yearly.

No measure of success is so convincing as a growing Bank Balance.

Canada Permanent Mortgage Corporation

ESTABLISHED 1855.

New Brunswick Branch Office, 63 Prince William Street, St. John, N. B.

R. F. WRIGHT, Manager. T. A. McAVITY, Inspector.

Of course the store offered real values, but it also moved merchandise which had been in the shelves for a long time and which was an expense to stock.

No Blushes in Sales of Stockings Now.

The willingness of the average young man to bet a pair of silk stockings with a girl followed by his disinclination to go to the ladies' counter to pay the wages, has been capitalized by the Shankweiler & Lehr store in Allentown, Pa., by the institution of a special silk stockings counter in the men's department. Young men can make their purchases from male clerks without blushes or embarrassment.

Most men hate to rummage through a woman's department and yet silk stockings are often bought by young fellows, sometimes for their mothers or sisters, more often for those outside their family circle. A great many customers take advantage of the new convenience, since they can get the hose without the accompaniment of subdued mirth from women clerks.

"Story-Book Hall" Helps Entire Store.

O. A. Hale's department store in San Jose, Cal., recently added a toy department and quickly demonstrated the fact that it pays to take a little trouble to interest the children. Mrs. Mabel Lehr, the store's advertising manager, wanted to kill about a dozen birds with one stone. To interest the kiddies to get the mothers in the store, she decided to have a "Story-Book Hall" where the children could find a lot of other things.

Mrs. Lehr's ambitions. So she immediately secured an upstairs room, a stock room and converted it into a "Story-Book Hall" for the children's own. It has all the real trimmings of a real theatre—shaded lights, a curtained stage, a large screen, a chandelier, and a top coat chosen from among them would make a college girl ready to be the first with the new when spring days come. In fact, some of the garments may be worn right now, which would put a girl about four months ahead of the season.

The copy continues: "Since the girls themselves have so little time for shopping during vacations or when they are at college, this is addressed to their mothers, so that they may make provision for them in advance. It is to say that the Misses' Shop is showing many new things for Palm Beach and other fashionable winter resorts. Since such apparel always sets the styles for the following spring, a girl's wardrobe should be up to date. A top coat chosen from among them would make a college girl ready to be the first with the new when spring days come. In fact, some of the garments may be worn right now, which would put a girl about four months ahead of the season."

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In the centre of the stage is one of the immense books labeled "Once Upon a Time," which the children are allowed to open at the proper moment. And to their delight they step the "story lady" in a wonderful red cape and tall, pointed black hat—a real Mother Goose. Leaning upon her staff, she relates in realistic fashion the joys and sorrows of Jack, who planted the wonderful bean-

stalk; Little Red Ridinghood, who was almost—luckily not quite—eaten by the wolf; and many other thrills tales that delight the childish heart.

The kiddies sit breathless for two or three hours—entranced until the final "lived happily ever after," which must come at 5 o'clock. Sometimes the tales are illustrated by records on the phonograph. The idea sells many records, especially to the older children, who clamor loudly for them when reviewing the day to daddy that evening. "You know how they work, dad?"

Besides the records sold, the "story lady" interests the children in good books—and the book department has greatly profited thereby.

Near the stairway labeled "To Story-Book Hall" the store's big soda fountain is located. And the fountain has become exceedingly popular since hundreds of children, little and big, pass it twice every afternoon—and some of the mothers four times.

Copy Sold Spring Goods Months Ahead of Time

There is always something new under the sun for the shopper to do, if he analyzes shoppers and shopping conditions. Joseph Horne Co., Pittsburgh, is illustrating little special newspaper advertisements classified as to appeal and charmingly illustrated. Each takes up some specific need or appeal. In one there is a picture of a dainty college girl in her best bib and tucker—ready for that vacation hop. And, in bold lettering, hand-drawn, the advertisement reads: "A Little Note to Mothers of College Girls"

The copy continues: "Since the girls themselves have so little time for shopping during vacations or when they are at college, this is addressed to their mothers, so that they may make provision for them in advance. It is to say that the Misses' Shop is showing many new things for Palm Beach and other fashionable winter resorts. Since such apparel always sets the styles for the following spring, a girl's wardrobe should be up to date. A top coat chosen from among them would make a college girl ready to be the first with the new when spring days come. In fact, some of the garments may be worn right now, which would put a girl about four months ahead of the season."

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REAL ESTATE

Houses for Sale

Brussels Street—House containing store and flat of 7 rooms, \$2,600; \$1,000 cash.

Two family house and garage, \$1,800; rentals \$600.

Britain Street—Three family freehold with store, \$3,400; rentals \$632.

Sydney Street—Two family house and store, \$4,500.

Winter Street—Three flat house with store, \$3,800; rentals \$860.

Two family house, freehold, \$1,200.