

SHOPS YOU OUGHT TO KNOW

Designed to place before Our Readers the Merchandise, Craftsmanship and Service Offered by Shops and Specialty Stores.

AUTO STORAGE

AUTO STORAGE, WIRE STALLS to let, cars repaired, cars washed. At Thompson's, 55 Sydney St., Phone 663.

BABY CLOTHING

BABY'S BEAUTIFUL LONG Clothes, daintily made of the finest material, everything required, ten dollars, complete. Send for catalogue. Mrs. Wolfson, 673 Yonge street, Toronto. 11-1-1921

BARGAINS

UMBRELLAS AND RUBBERS. Sneakers for girls and boys. At Westmore's, Garden St.

DYERS

NOTICE TO MOURNERS—Past black returned in 24 hours. Phone 4700, New System Dye Works.

ENGRAVERS

WEDDING ANNOUNCEMENTS and Cards, Jewelry Engraving, etc.—A. G. Pomeroy, 235 Union St.

FLAVORINGS

USE CLARK'S PERFECTION FLAVORS for all Pies and Cakes. Once used always used. Sold at all stores.

LADIES' TAILORING

EVERYTHING IN LADIES' AND GENTS' Tailoring and Fur. Made to order. A. Morin, Artist Tailor, 52 Germain.

MATTRESS REPAIRING

WE MANUFACTURE THE FAMOUS Hotel Springs, also Cozy Corners, Cots, Mattresses and Cushions to fit. Upholstering and Reupholstering. Walter J. Lamb, 52 Brittain street, Main 887.

MEN'S CLOTHING

READY TO WEAR MEN'S SUITS at a reasonable price.—W. J. Higgins & Co., Custom and Ready-to-Wear Clothing, 182 Union St.

NERVES, ETC.

R. WILBY, MEDICAL ELECTRICAL Specialist and Masseuse, treats nervous diseases, weakness and wasting, sciatica, paralysis, locomotor ataxia, rheumatism, insomnia, etc. To ladies—Facial hair removal, wrinkles, etc. removed. Special treatment for hair growth.—282 Union St., Phone Main 8106.

PAINTS

H. B. BRAND PAINTS, \$3.50 TO \$4.00 per Gallon. Send for Color Card.—Haley Bros., Ltd., 6-9-1922

PIANO TUNING

PIANO AND ORGAN TUNING and repairing. All work guaranteed, reasonable rates.—John Halsall, West 529.

PIANO MOVING

HAVE YOUR PIANO MOVED BY Auto and modern gear. Furniture moved to the country, and general cartage.—Phone M. 1167, Arthur S. Stackhouse.

PLUMBING

R. D. HARRINGTON, PLUMBING, hot water heating, Gas and Hot Water Heating a specialty. Repair work promptly attended to. Satisfaction guaranteed. Address 22 Clarence St., Phone 450.

CHAS. H. MCGOWAN, SANITARY Plumbing and Heating Engineer. Satisfaction guaranteed. Repair work promptly attended to.—8 Castle street.

G. W. NOBLE, PLUMBER AND Gas Fitter, Jobbing promptly attended to.—35 St. Paul street, M. 8082.

REPAIRING

REPAIRS MADE TO FURNITURE of all kinds, window screens, cabinets, chests, coil aerials, etc., made to order. We repair anything.—Perfection Repairs, 16 North Market St., Phone M. 3424. 5961-7-26

SIGNS

THORNE-BROWN, 101 PRINCESS St., Main 4766. Everything in Signs. 5973-5-13

SHOE REPAIRING

SHOE REPAIR SHOP, 7 DOCK street, near corner Union. New Victor machines, only best stock, skilled workmanship, prompt service, moderate prices.

SECOND-HAND GOODS

SECOND HAND CLOTHING, Jewellery, diamonds, old gold, silver, guns, etc. purchased.—H. Gilbert, 24 Mill street, Phone 4018.

WANTED TO PURCHASE—LADIES' and GENTLEMEN'S cast off clothing, boots, highest cash prices paid. Call or write Lampert Bros., 555 Main street, Phone Main 4468.

WILL PAY MORE FOR SECOND HAND CLOTHING, etc.—People's Second Hand Store, 273 Main street, Main 4468.

WATCH REPAIRERS

FINE WATCH REPAIRING A Specialty. Watches, Clocks, and Jewellery. Ernest Law, Est. 1885, 8 Colburn.

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

WELDING

WELDING AND CUTTING OF ALL kinds of metals by Oxy-Acetylene process.—United Distributors, 48 King Square

A REAL GOVERNOR

(Bangor Commercial) Governor Allen of Kansas says that no federal assistance is needed in his state to keep the mines or railroads running. Strikes have been ordered in Kansas but the mines are being operated and there is no interference with the trains and no violence offered to the workers either in the mines or in the railroad shops. Governor Allen says that there will be no molestation of workers and that any who wish to work will be given full protection. And Governor Allen is certainly setting a good example to some governors of states near by. There is plenty of law for the protection of workers and property, the only difficulty being that some state executives lack sufficient sand to see that the law is used. The Herrin massacre occurred some weeks ago but as yet no person has been brought to punishment for the murders, a fact that is causing increasing indignation all over the country. The identity of the murders should not be difficult to ascertain and the responsibility for punishment must be undertaken. It has been too long delayed.

AN EXAMPLE

(La Presse, Montreal) "Twelve counties in Ontario have accepted government aid in order to develop municipal forests of pines and fir trees on ground which at the present time is unutilized. Our Ontario friends have given an example which ought to be followed elsewhere. One of the best means of preserving our forest wealth by planting trees where the soil is unfruitful—there and where the fire and hatchet have done their work."

WOOD AND COAL

Kindling Free

For every order placed SATURDAY or MONDAY, cash with order, at 6 1/2 Charlotte Street or No. 1 Union street, one half dozen bunches of kindling will be delivered free of charge on all orders for one ton or more for BROAD COVE, OLD MINE SYDNEY, QUEEN or VICTORIA COALS, 6 BUNCHES OF KINDLING FREE with each ton order for delivery Saturday or Monday sure.

J. S. Gibbon & Co. LIMITED.

7-23

COAL! ECONOMY COAL

BUSH COAL \$3.00
VICTORIA NUT \$2.50
VICTORIA SCREENED \$3.00
QUEEN \$3.00
BROAD COVE \$3.00

McGIVERN COAL CO.
12 Drury Lane and 12 Portland St.
Phones Main 42 and Main 3666

FOR BETTER

Coal and Dry Wood

Colwell Fuel Co., Ltd.
Phone West 17 0 90

Soft Wood, Hard Wood

DRY, BEST QUALITY. Broad Cove, Victoria and Sydney Coals Well Screened and Delivered Promptly. A. E. WHEPLEY, 230-240 Paradise Row. Tel. M. 1227

6 Bags Soft Coal, 1 Load Dry Wood, quarter cord to the Load, \$5.00
Phones 1813 and 3177

L. S. DAVIDSON, 27 Clarence Street

KINDLING WOOD—\$3 PER LOAD, south of Union St.—Haley Bros., Ltd., City

ECONOMY COAL, \$3.00 PER TON delivered. Cash with order. Price will soon be higher.—J. S. Gibbon & Co., Ltd., No. 1 Union St., 6 1/2 Charlotte St., City. 5834-7-27

WOOD AND COAL

Do You Burn the Proper Coal for Your Stove?

If your stove acts badly, it is more than likely the coal is at fault. Come in and tell us about your stove. We carry a large stock of

SOFT COAL including "Emmerson's Specialty," "Fundy," "Acadia Nut," "Broad Cove," "Reserve Sydney," "Royal." If you can't come, Phone us at Main 3938

Emmerson Fuel Co. Ltd.
115 CITY ROAD.

Bush Coal \$9.00

per ton C. O. D. put in on ground floors. This coal is best Nova Scotia screened coal, quality guaranteed for kitchen ranges, heaters and furnaces. Get your order in early.

McGIVERN COAL CO.

COAL YARDS
12 Drury Lane and 12 Portland St.
Phone Main 42 and Main 3666 7-23

Summer Fuel

Broad Cove

For Quick Fires.

Consumers Coal Co., Ltd.
M. 1913 63 Prince William St.

Dry Wood

Where you get the value of your money in wood.

Heavy Soft Wood, Kindling, Hardwood—all cut ready for use, and dry.

City Fuel Co.

257 Gity Road 'Phone 468

COAL

AMERICAN ANTHRACITE All Sizes
SPRINGFIELD RESERVE
GEORGE'S CREEK BLACKSMITH
KENTUCKY CANNEL
A Wonderful Grade Coal

R. P. & W. F. STARR LIMITED

49 Smythe St. 159 Union St.

Hard—Coal—Soft

Protect yourself against any possibility of not receiving your coal for winter. Telephone your booking to Main 3233.

Maritime Nail Co., Limited.
COAL DEPT. t.f.
Phone M. 3233

Lay in Your Winter Supply of

COAL! ECONOMY COAL

At \$8 per ton delivered

Shipment ready for delivery Saturday, Monday and Tuesday. Price to East St. John, West St. John, Fairville and Miramichi, \$3.50. Cash with order.

J. S. GIBBON & CO.

No. 1 Union St 6 1/2 Charlotte St. 7-23

Just received a large supply of: DRY HARD WOOD ROCKMAPLE AND BIRCH Sawed ready for use, \$3.50 per load of 1/4 cord.

Also dry SOFT WOOD Slats and Edging Sawed Ready for use, \$2.25 per load of 1/4 cord.

Prompt Delivery.

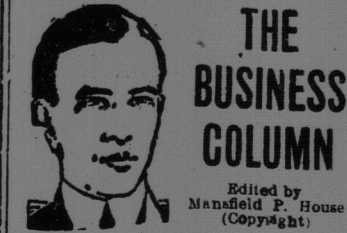
D. W. LAND
Hanover Street Extension.
Phone M. 4055. Evening 874

FOR SALE—DRY SLAB WOOD, C. A. Price, corner Stanley-City Road Main 4662. 6-3-1922

BOUND COVE COAL IN BAGS—\$9.75 per ton, 6 bags, \$58.00. Dry Sawed Soft Wood, \$2.25 large load. H. A. Foshay, 118 Harrison, M. 3808.

FOR SALE—DRY CUT WOOD, \$2.50 large truck.—W. P. Turner, Hazen Street, Extension. 'Phone 4716.

FOR SALE—WOOD BY THE LOAD or by the cord.—Allan Cressner, 28 Main street, Phone 4324. 5790-7-26



THE BUSINESS COLUMN

"Sales Methods Should Be Altered Occasionally." Twelve years ago Fred Volland, clothier, seldom advertised. Then he began following a definite, consistent course in advertising. The result is that his volume of business has been multiplied thirty times since 1899.

The Volland-Engle Clothing Co., of which Mr. Volland is the head, is the heaviest advertiser in any clothing store in Topeka, Kan., with one exception. Its growth during the last four years has been sensational.

Newspaper advertising with one very definite aim, accomplished this business miracle, Volland asserts. Every line of advertising copy is written by members of the firm, and Volland gives most of it his personal attention.

Money spent for newspaper advertising is the cheapest means of getting business if the copy is properly prepared, is given the home town flavor which is so necessary to its pulling power and if it is used consistently to push home a very definite impression of a store for which it speaks, Volland claims.

It has been his experience that every time the store has increased its advertising appropriation an increase in volume of business has followed. Careful checks on expenditures for publicity have been made against sales, with the result that Volland knows what his advertising has produced and which is so necessary to its pulling power and if it is used consistently to push home a very definite impression of a store for which it speaks, Volland claims.

For three years this firm has been conducting a campaign and in that time it has disposed of enormous quantities of clothing and furnishings, added two new departments and its business is increasing its floor space and enlarging its basement store.

The boys' department was the first added. That was two years ago and it now does a large business. It has been consistently advertised, some reference to it appearing in nearly every advertisement published.

Whole First Floor Is Nothing But Windows.

At 1025-1027 Main street, Kansas City, Mo., the whole of the front floor of the five-story building occupied by the Volland-Engle Clothing Company is set aside to the display of goods in their show windows.

The building occupies two lots, and is ninety feet deep, and the use of the whole of the first floor for the display gives to Kansas City the credit of having the largest large display of any of the twelve Bond stores.

Only two other of the Bond stores have the full first floor so used—the ones at St. Louis and at Pittsburgh being the others. In the other cities where it has stores the company uses the first floor for salesrooms. The experiment here has been very encouraging.

The store was opened on March 22, 1920, and business was good from the first. It has been better this year than last by a large percentage, in spite of the general slump, and E. A. Horwell, the manager of the Kansas City branch, attributes it in a very large measure to the display of goods in the show windows.

The display windows are very attractive. The floor is tile. The frames for the big plate-glass windows are of marble. The woodwork at the back of the windows is of cherry, and the frames of the doors in the rear, leading to the elevators, are of mahogany.

These windows require the undivided attention of two men—one the window trimmer and the other a helper, who keeps the glass shining, and the space all clean, and also helps the trimmer.

On average there are 150 garments constantly on display in the windows, and new goods arriving can find their place in a window within three minutes after they are marked. Even in the daytime electric lights make bright every corner of the windows, and mirrors, artistically arranged, multiply the effects of the displays.

The lobbies are cooled during the summer by electric fans. Uniformed guards are stationed at the elevators to take the customers to the sales rooms above. In an attractive frame is displayed the "Store Directory." It reads as follows: First Floor—Display Section, Main Sales Floor, Office, Delivery. Third Floor—Gaberdenes, Raincoats, Overcoats, Extra Pants Department. Fourth Floor—Tailor Shop, Stockroom. Fifth Floor—Studio.

At first, after closing the store, Bell formerly set up a small platform and background, into took time and extra labor. A better method that gives even more show space was soon developed. Two cabinets, each the full length and width of a door, were made and swung on hinges in the vestibule. During the day these cabinets are apparently parts of the side walls of the vestibule. But when the doors are locked at 5:30, the cabinets are swung back, a platform is let down and a cover placed on it. Only a few minutes are then required for fixing up the display.

Office supplies are invariably shown in this doorway window, while the other windows are regularly utilized for the display of books and other lines handled by Burrows.

The entrance vestibule has still another use. Of approximately the same size as the cabinets, are two cases, which cover the rear side walls of the vestibule. Here during the day people entering or leaving the store may see well-arranged displays of stationery, greeting cards, or other small articles of merchandise.

Put Hay in Window. Hay fever time brought forth an outstanding window display in Topeka. The Arnold Drug Company placed a bale of hay in its window and around it scattered quantities of a patent medicine recommended as a cure for hay fever. The result was that for a week the window pulled crowds throughout the day and caused heavy sales of the preparation.

SUCCESS In the Stock Market FORTUNES

Made From Small Investments Write for Free Booklet. The Most Simple Explanation of Profitable Stock Trading. "We guarantee you that you get money is safe and that you get a square deal."

KENNEDY & CO. Est. 1834. 74 Broadway, New York Members Consolidated Stock Exch.



See Our Window Display

MEN'S "HARTT" OXFORDS

A special sale of men's "Hartt" Oxfords at a price that no man who appreciates value can afford to let slip. Black and Brown Call and all the newest lasts and styles. B. C and D widths.

"HARTT" MAKE \$7.95 Canada's Best

WIEZEL BROS. LTD. SUPERIOR FOOTWEAR

Special Prices on All White Shoes.

it apparent that there is very much of a method in the Gilchrist Company's

The nature of that policy is revealed by the following notice recently posted on the big store's bulletin board: SHOP OUTSIDE THE STORE BUT DO NOT BUY.

You have seen the Comparison Office, whenever you find that the Gilchrist Company does not have in stock merchandise you wish. Take the matter up with Mr. Hotelling, who will see if the buyer can obtain the article for you at the same price as seen outside. Then you will receive your fifteen per cent. discount.

When anything is seen outside the store at a cheaper price, do not forget to report it so that our merchandise can be reduced in price.

By this plan the Gilchrist Company has succeeded in converting every member of its big organization into a shopping scout. At the same time the volume of sales made to employees is stimulated, in spite of the encouragement given by the firm to its employees to do their shopping—but not their buying—at rival establishments.

"Stop Squeezing Charge Accounts," Warns Taylor

The retrenchment in extending credits on the part of retail credit men is responsible for an appreciable degree for the decrease in the volume of business. The ears of credit men have been filled with cries of hard times and unemployment, and as a result they have grown more vigilant in extending credit. Accounts that in ordinary times would be welcomed have been turned down.

This state of affairs contrasts with the decided disapproval of William H. J. Taylor, credit manager of Franklin Simon, in New York. There is no reason why there should be any curtailment of credit by retail men," declared Taylor. "I believe that the retail credit man should be just as liberal as at any previous time."

The credit man is not running a very much greater risk at the present time than ever before, even though the period of credit be more than for thirty or sixty days.

"A liberal extension of credit will not only increase the volume of business, but will also tend to normalize conditions, and will create work for many of those who are now going about without jobs."

"The credit department in any retail establishment exercises a highly important function. It can make or mar the business of a store, and it is the credit man who is afraid to take a risk and sits by with his idea of playing safe is losing away the best of his business from his shop. There is no good reason, so far as I can see, for alarm, and the merchant would do well to free himself of all fear for the future. Fear is the greatest foe of the business man. Its hold is fatal."

A Door by Day—A Window by Night.

Because the book and stationery store of the Burrows Bros. Co., in Cleveland, O., had only two small display windows, the advertising department used the double doors as display space after closing time for the home-going and night crowds.

"It has paid, too, not merely because it is novel and attracts attention, but because it has given us more show space for our goods," says J. J. Bell, who has charge of window decorations.

"People have come in the day after seeing one of these displays to ask for some articles they had seen there the previous evening. Send away these customers, especially out-of-town people, say that the displays have so much the appearance of regular windows that they are scarcely worth all the extra work the doors of the store really are."

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FOR SALE

Desirable self-contained dwelling. 9 rooms; hot water heating; hardwood floors. Also garage. Situated on Champlain street, West St. John. Particulars, apply to

The Canada Permanent Trust Co.

St. John, N. B. 63 Prince William St.

TENDERS FOR DREDGING.

SEALED TENDERS

addressed to the undersigned and endorsed "Tender for dredging, Beaver Harbour," etc., as the case may be, will be received until 12 o'clock noon (daylight saving), Monday, July 31, 1922, for dredging required at Beaver Harbour, Chocolate Cove, Leonardville, Newcastle, St. Andrews and St. John, New Brunswick.

Tenders will not be considered unless made on the forms supplied by Department and according to conditions set forth therein.

Combined specification and form of tender can be obtained on application to the undersigned. Tenders must include the towing of the plant to and from the work.

The dredges and other plant which are intended to be used on the work shall have been duly registered in Canada at the time of the filing of the tender with the Department, or shall have been built in Canada after the filing of the tender.

Contractors must be ready to begin work within twenty days after the date they have been notified of the acceptance of their tender.

Each tender must be accompanied by accepted cheque on a chartered bank, payable to the order of the Minister of Public Works, for 5 p. c. of the contract price, but no cheque to be for less than fifteen hundred dollars. War Loan Bonds of the Dominion will also be accepted as security, or war bonds and cheques if required to make up an odd amount.

By order, R. C. DESROCHERS, Secretary, Department of Public Works, Ottawa, July 19, 1922. 7-22-25-27

THE MANOR WINS EXCITING RACE, TWO ACCIDENTS

St. Stephen, July 21.—The 216 trot furnished the excitement in the final day's racing of St. Stephen midsummer meet, it taking five heats to decide a winner. The favorite, Jimmy Forbes, won the first heat, but in the second heat he broke badly, throwing a shoe and finishing eighth, but after that third place was the best he could do. Mr. Dell took the second heat, when The Manor came on and took the next three, beating Mr. Dell out only by a nose.

In the 230 mixed and 215 mixed both favorites won in straight heats but with close finishes in both races, Lambert Todd, driven by Utton, taking the 230 mixed in the fast time of 2:18, and Jennie H. the 215 in straight heats in 2:12 1/4.

Two accidents added to the afternoon's excitement. While scoring in the first heat of the 216 trot Miss Talbot and Zelma Strong collided, throwing both jockeys, and for a few minutes it looked like a bad accident as there were nine starters and Beton coming up behind was unable to avoid the mix-up, but the driver stuck to his sulky and managed to get out with only a broken wheel. The other two horses and driver escaped without injury but their sulks were badly damaged. In this heat Lou Miller made a bad break and was distanced. In the second heat of the 230 class, with ten horses scoring, Betty Gamage,