

POOR DOCUMENT M C 20 35

THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, JULY 22, 1922

13

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, 85 Sydney St., Phone 66A.

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 Wetmore's, Garden St.

DYERS

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

ENGRAVERS

WEDDING ANNOUNCEMENTS and Cards, Jewelry Engraving, etc.—A. G. Plummer, 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, Arist Tailor, 62 Germain.

MATTRESS REPAIRING

WE MANUFACTURE THE FAMOUS Hotel Springs, also Cozy Corners, Cots, Mattresses and Cushions to fit Upholstering and Repairing—Cassidy & Bain, 245 Waterloo St., M. 3564. 880-7-28

ALL KINDS OF MATTRESSES AND Cushions made and repaired; Wire Mattresses re-stretched. Feather beds made into mattresses. Upholstering neat—done, twenty-five years' experience.—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. T.F. 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. T.F. PAINTS H. B. BRAND PAINTS, 85.50 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, Gurney pipes, furnaces installed. Repairs promptly attended to.—8 Dorchester St. R. MURRAY, PRACTICAL Plumber, Steam and Hot Water Heating a specialty. Repair work promptly attended to. Satisfaction guaranteed. Address 22 Clarence St., Phone 450.CHAS. H. MCGOWAN, SANITARY Plumber 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. 3828.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. 6961-7-26 SIGNS THORNE-BROWN, 101 PRINCESS St., Main 4766. Everything in Signs. 5473-5-13 SHOE REPAIRING SHOE REPAIR SHOP, 7 DOCK street, near corner Union. New Victor machines, only best stock, skilled workmanship, prompt service, moderate prices.

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 Special," "Fancy," "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 furnace. 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.

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 Gilchrist 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 window 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 opened the company uses the first floor for showrooms. 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. A very large majority of the customers who come into the store ask specifically for garments they see in the window.

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 window is cherry, and the frame of the doors in the rear, leading to the elevators, are of mahogany.

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

Garments that 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. Second Floor—Main Sales Floor. Office. Delivery. Third Floor—Gaberlines, 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, but this 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.

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

Coal and Dry Wood

J. S. GIBBON & Co. LIMITED. 7-23

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 Millford, \$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 Edgins 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 4622. 8-3-1922

BOUND COVE COAL IN BAGS—\$9.75 per ton; 6 bags, \$59.00. 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, Hazzard Street, Extension. Phone 4716.

FOR SALE—WOOD BY THE LOAD—by the cord.—Allan Cramer, 28 Main street, Phone 4324. 9790-7-23

Soft Wood, Hard Wood DRY, BEST QUALITY

Broad Cove, Victoria and Sydney Coals Well Screened and Delivered Promptly.

A. E. WHELPLEY.
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—\$8 PER LOAD, south of Union St.—Haley Bros., Ltd., City

ECONOMY COAL, \$8.00 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. 8834-7-27

THE BUSINESS COLUMN

Edited by Mansfield P. House Copyright



"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 the 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 the 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 has followed immediately. Careful checks on expenditures for publicity have been made against sales, with the result that Volland knows what his advertisements have produced and which have not brought in the greatest amount of business.

Ambitious to expand, convinced that an increase in the period of advertising is preferable to a watchful-waiting policy, knowing that the only sure way to get business is to go and bring it in, Volland has been advertising more heavily than ever before in the history of the store. He has set a million dollar annual business as his goal—a pretentious goal—but he is clinging every nearer that mark. And the ladder he climbs on is advertising.

For three years this firm has been conducting a unique advertising campaign and in that time it has disposed of enormous quantities of clothing and furnishings, added two new departments and at the present time 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.

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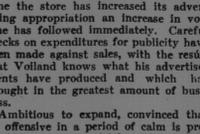
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WIEZEL BROS SUPERIOR FOOTWEAR

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

Special Prices on All White Shoes.

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 "Tenders 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, Chocolata 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 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 1/2, and Jennie H. the 215 in straight heats in 2:12 1/2.

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 were unhurt.

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 your money is safe and that you get a square deal."

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

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.

CURED DURING VISIT TO SHRINE OF STE. ANNE

(Canadian Press Dispatch.)
Quebec, July 21.—Le Solil publishes today the story of two young girls from the United States who have been miraculously cured at Ste. Anne de Beauce.

Emma Desrochers, four years of age, of Greenville (Mass.), could not walk, and it is reported that while visiting at Ste. Anne with her parents she went to kiss the relics and immediately regained the use of her legs.

The other girl, Nora McCarthy, of Holyoke (Mass.), was also miraculously cured of infantile paralysis.

The Redemptorist Fathers, questioned about these two cures, have confirmed the news, but declared that they had not given it any publicity before six months, as it is the custom in such cases.

CONSTABLE FACES ASSAULT CHARGE

Chief Justice of Nova Scotia, One of Those Reported, Establishes Fact His Car Never Was in Cape Breton.

Sydney, July 21.—Sydney constables committed a blunder when they recently reported the motor car of Chief Justice R. Harris, for alleged violation of the Nova Scotia motor vehicles act.

Investigation just completed establishes the fact that his lordship's car has never been in Cape Breton at all, and that constables D. S. MacDonald and Harry Finlayson were in error when they made the report.

Later a test case revealed that at the point where the numbers were taken the motorist has a clear view of sixty yards of road, and the test action was dismissed. All the other cases are now likely to fall through for the same reason, and meanwhile Constable MacDonald is facing trial on a charge of assault.

Minard's Liniment Relieves Neuralgia.

WON A QUILT.

At a recent meeting of Johnston Lodge, L. O. B. A., No. 19, a drawing took place on a quilt donated by Sister Cummins in aid of the Provincial Memorial Home, Wright street. Mr. Bee-man held the lucky ticket, No. 157. The proceeds of the drawing amounted to \$32.

It takes two people to make a quarrel—but why be one of them?

THE BIG 4 of the St Lawrence Route

Every Saturday a White Star-Dominion Line steamer sails from Montreal and Quebec to Liverpool. Book your passage this summer on the MEGANTIC, the CANOPIC, the CANADA, or the REGINA.

White Star, Red Star and American Line sailings from New York every Saturday, provide a regular service to Liverpool, Cherbourg, Southampton, and Baltic and Mediterranean Ports.

NAGLE & WIGMORE,
147 Prince William Street, St. John, or Local Agents.

REPAIRS MADE TO FURNITURE

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