

THREE DAYS MORE ONLY

LESSER'S Mammoth

Four Day Xmas Sale

FRIDAY SATURDAY AND MONDAY

We are pleased with our first day of our sale. Everybody wore a smile when they feasted on our bargains. We still find we have more bargains to suit all the people, so come along; bring your friends!

HERE ARE ONLY A FEW OF THE BARGAINS WHICH WE OFFER. READ THEM. SPACE NOT ENOUGH TO TELL YOU!



LADIES' DRESSES

Twenty-eight Ladies' Poplin One-Piece Dresses—All the newest styles, shades and colors and patterns, some with round necks. These were made to sell up to \$23.00. Xmas Day Price, \$11.98.

Twenty-five Serge Dresses in Blue and Black only. Sizes 34 to 40. Regular price was \$12.50. Xmas Sale Price, \$7.50.

All made in neat styles and good Serge.

Twenty-eight Ladies' Silk Dresses, in all colors, styles and shades. Regularly priced to sell up to \$22. Xmas Sale Price, \$11.98.

Among these will be found all sizes and some nice Girls' Dresses.

Twenty Per Cent Discount off all other dresses in store—these including a lot of new styles for spring in blue, black, brown, green, burgundy and taupe.

LADIES' WAISTS

A suitable gift for Xmas. We have decided every Waist in stock should leave our store.

Crepe de Chine and Georgette Crepe—Regular price, \$8. For Xmas Sale, \$5.75.

Georgette Crepes—Regular \$5.75 value. Xmas Sale Price, \$3.50.

Stripe Silks—Regular prices, \$5 to \$7.50. Sale Prices, \$3.50 to \$4.75.

Special—100 Voile Waists, in stripes and checks in new styles. Regular values, \$1.00. Xmas Sale Price, 70c.

RAINCOATS

All Raincoats in tweeds, poplins and other cloths—All less 25 per cent.

25 Children's Poplin Coats.....\$1.25

25 Children's Tweed Coats.....2.25

LADIES' SUITS AND COATS

Ladies' Suits and Coats, in all shades, styles and patterns. These Suits are all the newest styles for Fall and Winter—some with plush trimming. Coats in plush, velour and tweeds; also chinchillas, whitneys and heavier cloths, in all shades.

Xmas 4 Days' Sale Price Less 20 p. c. Off Price Marked.

Men's Grey, Blue, Black and Brown Overcoats, in shawl, trench and ulsters. Regular price, \$28.50.

Xmas 4 Days' Sale Price, \$20.00.

SPECIAL—18 only, and one to each customer. Tweed Coats in brown, grey and other colors. Regular Price, \$17.50.

Xmas 4 Days' Sale Price, \$10.48.

Fifty Silk Skirts—Regular value up to \$15. Xmas 4 Days' Sale Price, \$4.48 to \$6.00.

ALL FURS 20 PER CENT DISCOUNT.

These include Taupe Wolf, Natural Wolf, Black Wolf, Raccoon and Natural Fox.

Men's Coats—Black, Maltese. Regular price, \$30.00. Xmas 4 Days' Sale Price, \$23.00.

Other Men's Coats in all styles and patterns. Less 25 per cent. for Xmas Sale only.

Boys' Coats—Regular prices from \$6 to \$18. All Less 25 p. c. for Xmas 4 Days' Sale only.



We are very sorry for the people who called in the rush and could not be served but we are pleased to inform the public we have succeeded in obtaining more help.

DO NOT MISS THE CHANCE OF THE YEAR! STORE OPEN EVENINGS!

ALEX. LESSER'S Cash and Credit Store

210 Union Street, Opposite Opera House

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.
Eastern Ash Co. 3049-11.
89807-12-23

ASHES REMOVED. Phone 1825-31.
89753-1-14

AMUSEMENTS

NEW ASSEMBLY ROOMS, 205 Union street, Private Assemblies every Friday evening; also Xmas Night and New Year's Eve. Rooms may be engaged any other evenings for dances, etc. Phone 2296. 89977-12-27

AUTO SERVICE

ALL KINDS OF WORK DONE BY auto. Parties and picnics, etc. Arthur Stackhouse. Phone M. 2391-31.

BARGAINS

SANTA CLAUS ON GARDEN ST. See the window display at Wetmore's Dry Goods Store. Great variety to choose from.

CLOTH FOR SALE—THIS IS A rare chance, 150 Suit Lengths, all wool Scotch, English and Irish tweeds. Old dyes. E. J. Wall, 57 King Square. 88542-12-26

NEW SPRING ASSORTMENT OF Neckwear, splendid range of waist materials in muslins, voiles and gingham, white wear, hosiery, millinery. J. Morgan Co., 629-633 Main street.

BUTTER

O. S. DYKEMAN, WHOLESALE Dealer in Butter, Eggs, Cheese, Vegetables and Groceries. Phone Main 1524.

ENGRAVERS

F. C. WESLEY & CO., ARTISTS and Engravers, 59 Water street. Telephone M. 862.

HATS BLOCKED

HATS BLOCKED—LADIES' BEAVER, velour and felt hats blocked over in latest styles. Mrs. M. R. James, 250 Main street, opposite Adelaide. 12

HAIRDRESSING

MISS MCGRAW, N. Y. PARLORS, Imperial Theatre Building. Special sale of hair goods in every design. All branches of work done. Gents' manicuring. Phone Main 2699-91. N. Y. graduate. 88746-2-23

IRON FOUNDRIES

UNION FOUNDRY AND MACHINE Works, Limited, George H. Warrington, manager, West St. John, N. B. Engineers and Machinists, iron and brass foundry.

PLUMBING

ARTHUR DOYLE, PLUMBER and Heater, 34 St. Patrick street. Phone M. 1350-12. 88408-12-23

MEN'S CLOTHING

OVERCOATS—WE HAVE SOME very fine overcoats for fall and winter at a moderate price. W. J. Higgins & Co., Custom and Ready-to-Wear Clothing, 182 Union street.

MONEY ORDERS

SEND A DOMINION EXPRESS Money Order. Five dollars costs three cents.

OFFICE HELP

STENOGRAPHERS, BOOKKEEPERS, Clerks supplied from our Employment and Stenographic Bureau. L. C. Smith Typewriter & Multigraph Offices, 167 Prince William street. Tel. 121.

SILVER-PLATERS

GOLD, SILVER, NICKEL BRASS and Copper Plating. Automobile parts made as good as new, 24 Waterloo street. J. Grondines. T. 1.

STENOGRAPHERS

ATTEND OUR POST GRADUATE school and prepare for desirable position. Instruction and machines for practice free. 167 Prince William street. Tel. 121 Main.

SNAPSHOTS

BEST PICTURES FROM YOUR films. Free developing when one dozen prints are made from a 6 exp. roll. Wasson's, Main street. P. O. Box 1848.

SEWING MACHINES

THE WHITE IS KING. THE BEST sewing machine manufactured in Canada. Rotary and treadle. 28c. puts a machine in your home. We repair and rent machines. Sell needles and repairs for all makes. Furnishers Limited, 169 Charlotte street. M. W. Parks, manager. Phone 3852. 12

NEW WILLIAMS, THE MOST VALUABLE Sewing Machine in the world. Sole agency at Bell's Piano Store, 86 Germain street. 88746-2-23

SECOND-HAND GOODS

WANTED TO PURCHASE—Gentlemen's cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write L. Williams, 16 Dock street, St. John, N. B. Telephone 528-21.

WANTED TO PURCHASE—Gentlemen's cast off clothing, fur coats, jewelry, diamonds, old gold and silver, musical instruments, bicycles, guns, revolvers, tools, etc. Best prices paid. Call or write H. Gilbert, 24 Mill street. Phone 2892-11.

FOR SALE—MILL GEAR, 1 LIVE Roller, 1 Planer, 1 Splitter, 8 Shingle Machines, 1 Governor, Sawdust Chain, Pulleys, Shafts, Valves, Belting, Grate Bars, Trucks, Canvas, Rabbit, Ropes, and etc. John McGoldrick, Ltd., 65 Smythe street. Phone M. 238.

STOVES

HOT BLAST OIL HEATERS, \$2.90; McClary, blue enamel, \$6.75; New Perfection, nickel finish, \$7.50; Hot Blast and Oak Heaters. Stoves taken in exchange. J. M. Logan, 18 Haymarket Square. 88942-1-2

STOVE LININGS—HAVE YOUR stove lined up an expert. We repair anything. Apply evenings. Phone 3714. 88950-12-31

WATCH REPAIRERS

WATCH AND CLOCK REPAIRING a specialty. Watches, rings and chains for sale. G. D. Perkins, 48 Princess street. T. 1.

W. BAILEY, THE ENGLISH, AMERICAN and Swiss expert watch repairer, 138 Mill street (next Hygienic Bakery.) For reliable and lasting repairs come to me with your watches and clocks. Prompt attention and reasonable charges. Watches demagnetized.

FOR RELIABLE CLOCK AND watch repairs go to Huggard, 67 Peters street. (Seven years in Waltham Watch factory.) T. 1.

WOOD AND COAL

COAL

Best Quality Reasonable Prices

R. P. & W. F. STARR, Ltd.
Who and Retail Dealers
49 SMYTHE ST. 159 UNION ST.

SAWED HARDWOOD and GOOD SOFT COAL

The Colwell Fuel Co., Ltd.
J. FIRTH BRITAIN, Mgr.
Phones West 17 or 90.

DRY SOFT WOOD AND SOFT COAL

In stock, good goods, promptly delivered. Now is the time to buy.

A. E. WHEPLEY
238 Paradise Row. Phone 1227

ANTHRACITE PETROLEUM COKE

Best quality Soft Coal in stock.

McGIVERN COAL CO.

F. H. LOGAN, Manager.
1 Mill Street Tel. M-42

DRY SOFT WOOD FOR SALE—Slabs and Kindling. D. A. Chisholm. Phone 2536-41. 12-27

DRY HARD AND SOFT WOOD, 10 Brittain street. C. A. Price, Main 527-31. 90809-12-27

FOR SALE—DRY HARD AND SOFT wood. E. W. Rowley. Phone Nos. Main 1490, 880. 89843-12-30

EAST END COAL CO., 235 BRUSSELS street. Coal and Wood, prompt delivery. Phone M. 2778-21. 89063-1-1

WILSON & CO., 142 ST. PATRICK street. Reserve Sydney in stock. Phone 2145-11. Ashes removed promptly.

EQUITABLE FIRE AND MARINE INSURANCE COMPANY

ANDREW JACK, Agent
65 Prince William Street

USE The Want Ad Way

FINANCIAL

NEW YORK STOCK MARKET.
(J. M. Robinson & Sons, Members
Montreal Stock Exchange.)
New York, Dec. 20.

Prev.	Close.	Open.	Noon
Am Car and Fdry	85 1/2	85 1/2	85 1/2
Am Locomotive	61 1/2	61 1/2	61 1/2
Am Beet Sugar	62 1/2	62 1/2	62 1/2
Am Can	46 1/2	46 1/2	46 1/2
Am Sugar	110 1/2	110 1/2	110 1/2
Am Steel Fdries	85 1/2	85 1/2	85 1/2
Am Smelters	80 1/2	81 1/2	79 1/2
Am T and T X D 2	98 1/2	98 1/2	98 1/2
Anaconda Min	64 1/2	64 1/2	64 1/2
At, T and S Fe	92 1/2	92 1/2	92 1/2
Brooklyn R T	29 3/4	29 3/4	28 3/4
Balt & Ohio	53 1/2	52 1/2	52 1/2
Baldwin Loco	74 1/2	74 1/2	74 1/2
Butte & Sup	20 1/2	20 1/2	19 1/2
Beth Steel "B"	61 1/2	61 1/2	61 1/2
Chino Copper	33 1/2	33 1/2	33 1/2
Che and Ohio	36 1/2	36 1/2	35 1/2
Col Fuel	38 1/2	38 1/2	38 1/2
Can Pacific	157 1/2	158 1/2	158 1/2
Cent Leather	59 1/2	59 1/2	58 1/2
Crucible Steel	97 1/2	97 1/2	97 1/2
Erie	17 1/2	17 1/2	17 1/2
Gen Northern Pfd	96 1/2	96 1/2	95 1/2
Gen Motors	127 1/2	127 1/2	127 1/2
Incorporation	45 1/2	45 1/2	45 1/2
Int'l Mar Com	26 1/2	26 1/2	26 1/2
Int'l Mar Pfd	111 1/2	111 1/2	110 1/2
Indust Alcohol	103 1/2	102 1/2	102 1/2
Kennecott Copper	84 1/2	84 1/2	84 1/2
Midvale Steel	44 1/2	44 1/2	44 1/2
Maxwell Motors	28 1/2	28 1/2	28 1/2
Mex Petroleum	165 1/2	166 1/2	166 1/2
Miami	24 1/2	24 1/2	24 1/2
North Pacific	85 1/2	85 1/2	85 1/2
N Y Central	76 1/2	76 1/2	75 1/2
New Haven	32 1/2	32 1/2	32 1/2
Pennsylvania	45 1/2	45 1/2	45 1/2
Reading	81 1/2	81 1/2	81 1/2
Republic I & S	75 1/2	75 1/2	75 1/2
St. Paul	42 1/2	42 1/2	41 1/2
Sloss Sheffield	50 1/2	50 1/2	50 1/2
South Ry	28 1/2	28 1/2	28 1/2
South Pacific	98 1/2	99 1/2	98 1/2
Studebaker	51 1/2	51 1/2	51 1/2
Union Pacific	127 1/2	128 1/2	128 1/2
U S Steel	95 1/2	95 1/2	95 1/2
U S Rubber	77 1/2	77 1/2	77 1/2
Utah Copper	74 1/2	74 1/2	73 1/2
Westing Electric	43 1/2	43 1/2	42 1/2
Willis Overland	25 1/2	25 1/2	25 1/2

MONTREAL TRANSACTIONS.
(J. M. Robinson & Sons, members
Montreal Stock Exchange.)
Montreal, Dec. 20.

Bank of Montreal—1 at 21 1/2.	
Bell—10 at 130.	
Canada Cas—5 at 81 1/2.	
Cement—18 at 65 1/2.	
Dominion Steel—20 at 62.	
Asbestos—400 at 43, 190 at 42 1/2, 370 at 42, 50 at 42 1/2, 50 at 43 1/2, 50 at 43 1/2.	
Laurentide—175 at 192, 25 at 191 1/2, 250 at 193 1/2, 80 at 193 1/2, 5 at 194.	
Power—60 at 86 1/2, 75 at 86 1/2.	
Goulds—25 at 100.	
Shawinigan—35 at 116.	
Walgamack—10 at 50 1/2.	
Ships—125 at 49 1/2.	
Asbestos Pfd—20 at 62, 15 at 62 1/2, 270 at 61, 25 at 61 1/2.	
Abitibi Pfd—10 at 50.	
Car Pfd—25 at 85.	
Ships Pfd—1 at 74 1/2, 15 at 74 1/2.	
First War Loan—5,000 at 96 1/2.	
Third War Loan—100 at 96 1/2, 5,000 at 97 1/2.	

LOCAL NEWS

Wanted—Girls for Laundry. Apply Royal Hotel. 90850-12-24

Sixty-five boys' overcoats at cost price. Turner, 440 Main street. 12-20-12.

THE IDEAL GIFT.
Hockey boots, slippers, overcoats, great variety gift footwear. Lowest prices. Ideal Shoe Store, 103 Union street, West End.

Wanted—Housemaids. Apply Royal Hotel. 90851-12-24

K. OF C. NOTICE.
A meeting of the wives and lady friends of the Knights of Columbus will be held in the K. of C. rooms, Coburg street, this evening at 8 o'clock.

Sixty-five boys' overcoats at cost price. Turner, 440 Main street. 12-20-12.

BOY WANTED. APPLY H. C. Brown, 83 Germain str. 12-23

Your friends are reaping the benefit from Louis Green's profit-sharing coupons. Are you? Select your Xmas gifts from our splendid new stock, at 89 Charlotte street, of cigars, pipes, cigarette cases and holders. Then save the coupons given away with each purchase.

Pacific Hockey Plans.
Vancouver, B. C., Dec. 19—A thirty game schedule calling for ten home matches for each club on the circuit and a play-off at the end of the season for the championship and the right to play the eastern winners for the Stanley Cup has been drafted by the Pacific Coast Hockey Association. The opening match is scheduled for Seattle on New Year's day, Vancouver opposing the Mets.

By order,
R. C. DESROCHERS,
Secretary,
Department of Public Works,
Ottawa, December 4, 1918.

FLOORING DOUGLAS FIR

2 1/2 inch Face
Beautiful Clear Stock.
Price \$50.00 per 1,000 Feet

J. RODERICK & SON

BRITAIN ST. Phone Main 354

RECENT WEDDINGS

Burlock-Baxter.
At the residence of the officiating clergyman, Rev. F. H. Wentworth, last evening, a quiet wedding took place, when Fraser Burlock and Retha May Baxter, both of St. John, were united in marriage. Mr. and Mrs. Burlock will make their home in West St. John.

Nason-McBride.
At 229 City road on December 19, by Rev. G. B. Trafton, Ernest Nason and Ella McBride were united in marriage, both of St. John. The happy pair left on their return train for Fredericton at 10 o'clock.

Look Into This

Why not "jump" your giving this year? Instead of each giving a separate, short-lived article to a male member of the family why not unite and give one gift of a permanent nature, such as an evening dress suit, a Prince Albert coat, an overcoat or a raincoat?

A Dress Vest makes an excellent gift for a young man. We were fortunate in securing a few silk fin. ones. They're nice, none nicer and moderately priced, \$5. In white, pearl gray and French gray.

In Neckties and Mufflers—"the kind that's different."

GILMOUR'S

68 King Street

Open evenings until Christmas.



PLEASING XMAS GIFT

A Pair of Perfect-Fitting Glasses
We can easily explain how this can be accomplished and be a perfect surprise for Xmas.

Optometrists and Opticians
Optical Goods Only
Open Evening. 193 Union Street.
Phone M. 3554

K. W. HESTON & CO.,
Optometrists and Opticians
Open Evenings. 193 Union St.

On and after December 23, 1918, we will conduct our business upon a strictly cash basis. Our high standard of quality of Meats and Groceries will be absolutely maintained, and we shall be in a position to offer our clients the very best goods obtainable at bottom prices.

See our special ads. for prices which will appear at intervals.

NOTICE

J. I. DAVIS & SON

538 Main St.

License No. 8-30933.

Dec. 17, 1