

## SHOPS YOU OUGHT TO KNOW

Designed to Place Before Our Readers the Merchandise, Crafts, and Service Offered By Shops and Specialty Stores.

### AUTO STORAGE

WIRED STALLS, FLOOR SPACE TO LET. Cars Washed, Repaired, day and night. Thomson's, 55 Sydney, Main 688.

### AUTOS TO HIRE

TO LET - BY DAY OR HOUR, large automobile accommodating about 35 persons. Fred Hazen. Phone 1616-11. 8165-2-29

### BABY CLOTHING

BABY'S BEAUTIFUL LONG CLOTHES, daintily made of the finest materials; everything required; ten dollars complete. Send for catalogue, Mrs. Wolfson, 673 Young street, Toronto. 11-1-1920.

### BARGAINS

VICTROLAS - THE LONG EVENINGS are coming. You will want a Victrola to pass the evenings away. We have them from \$40 up. All the latest records. Hear the Calet, Pretty Kitty Kelly, Lipsett's Variety Store, corner Brussels and Exmouth street. Open evenings. Phone 8714.

### CHIMNEY SWEEPING

WITH MECHANICAL APPARATUS we make and repair furnace and conductor pipe, kettles, boilers, etc. also plastering and whitewashing. Repair Shop, corner Brussels and Haymarket Square. Open evenings. Phone 8714.

### ENGRAVERS

F. C. WESLEY & CO., ARTISTS and engravers, 55 Water street. Telephone M. 882.

### HATS BLOCKED

LADIES' STRAW, CHIP, TAGLE and Panama hats blocked in the latest style. Mrs. T. R. James, 260 Main street, opposite Adelaide street.

### IRON FOUNDRIES

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

### MARRIAGE LICENSES

WASSON'S DRUG STORES ISSUE Marriage Licenses. Hours, 8:30 a.m. till 10:30 p.m.

### MEN'S CLOTHING

MEN'S CLOTHING - YOUNG MEN'S Suits and Light Weight Overcoats at reduced prices. W. J. Higgins & Co., Custom and Ready to Wear Clothing, 182 Union street.

### MONEY TO LOAN

THE SAFE WAY TO SEND MONEY by mail is by Dominion Express Money Order.

### MONEY ORDERS

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

### PIANO MOVING

PIANOS MOVED BY AUTO. Furniture moved to the country. General cartage; reasonable rates. Arthur S. Stackhouse. Phone 314-21.

### PHOTOGRAPHIC

CHILDREN GROW, BUT PHOTOS do not. Have their picture taken as they are today. Victorio Studio, 45 King Square, St. John. Branches, Moncton and Halifax.

### PLUMBING

G. W. NOBLE, SANITARY ENGINEER. Prices reasonable. First-class workmanship. Try us. 154 Waterloo street. Phone M. 2000-82.

### REPAIRING

FURNITURE REPAIRING AND UPHOLSTERING, 267 Union. Phone 918-11.

### SAND AND GRAVEL

DEALER IN SAND AND GRAVEL. Cheap delivery by motor truck. Apply Fred H. Hazen. Phone 1616-11 or 2488-11. 7897-8-29

### SECOND-HAND GOODS

WE PAY HIGHEST CASH PRICES for Second-Hand Goods. Phone 2884-41 873 Main street.

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, 14 Mill street. Phone 2892-11.

WANTED TO PURCHASE - GENTLEMEN'S cast-off clothing, boots, fur coats, jewelry, musical instruments, bicycles, guns, revolvers and tools, etc. Highest cash prices paid. M. Lampert, 46 Dock street. Phone 8878-21.

### SECOND-HAND GOODS

WANTED TO PURCHASE - LADIES' and gentlemen's cast off clothing, boots, jewelry. Highest cash prices paid. Dependable service. Call or write to 577 Main street; Main 4872-11. Dominion Second Hand Store, St. John, N. B.

### WANTED TO PURCHASE - GENTLEMEN'S

cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write I. Williams, 16 Dock street, St. John, N. B. Phone 1774-11.

### SEWING MACHINES

DO YOUR HEMSTITCHING ON A White Rotary Sewing Machine. See our demonstrator at work and learn the latest fancy work. Every machine guaranteed for a life time. Parke Furnishers, Limited, 169 Charlotte street. Phone 8662.

### SILVER-PLATERS

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

### SNAPSHOTS FINISHED

SEND ANY ROLL OF FILM AND 50c. to Wasson, St. John, N. B., Box 1848 and have a set of very best pictures, glossy finish. Work returned post-paid.

### UMBRELLAS

UMBRELLAS REPAIRED AND RECOVERED, 673 Main street. 9165-9-12

### UPHOLSTERING

WALTER J. LAMB, UPHOLSTERER. Mattress repairing a specialty. Cushions of all kinds made and repaired. 92 Britain street. Phone M. 1920-21. 9472-9-17

### WATCH REPAIRERS

DIAMONDS BOUGHT AND SOLD. Watch and Clock Repairing a Specialty. G. D. Perkins, 46 Princess street. RINGS, WATCHES, CLOCKS FOR Waltham factory. G. B. Huggard, 67 Peters street.

W. BAILEY, THE ENGLISH, AMERICAN and Swiss watch repairer, 188 Mill street (next Hygienic Bakery).

## Good Spruce Lath and Sawn Timber

Our City Road yards have a large stock of rough lumber, round and flattened Cedars, shingles and roofing.

Phone Main 1893.

The Christie Woodworking Co., Limited  
65 Erin Street.

### Common and Pressed Brick

### LaPrairie Stock

Five Carloads in Stock.

### PROMPT DELIVERIES

### Haley Bros., Ltd.

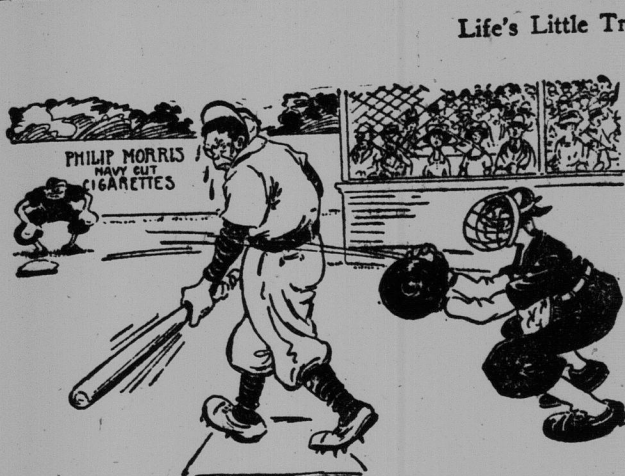
St. John, N. B.

In Exmouth street church yesterday Rev. F. Dawson, who was in charge of the camp meetings at Berwick, N. S., told the congregation of his experiences there. Beautiful weather prevailed and the thousands who attended were pleased with the forceful sermons delivered each evening by Rev. H. A. Goodman.

## Automobile Owners

We are completely equipped with Machine Shop, Welding and Vulcanizing Plants—and Experienced Men—to give prompt and efficient service in any kind of automobile work. Recognizing our reputation for high grade work, the Zenith Carburetor Co. have appointed us their sole agent and service station for this territory.

Foley Aeroplane and Motor Works  
PHONE 1338. 8-17 257 CITY ROAD



WHEN you manage to get "struck out" four times and miss five "fives" in the only game of the season your best girl comes to see..... We'll not let it disconcertin'!

That's When A Fellow Needs A Smoke

Every Sense will tell You  
**PHILIP MORRIS**  
NAVY CUT CIGARETTES  
10 for 15 cents



### Advertisements Kill Deadbeat

Hence in Wichita. It gets pretty hot in summer in southwestern Kansas. Folks get "fed up" with life, and the cool, restful mountains of Colorado are paradise mingled at a distance of several hundred miles. People throw some baggage together and "beat it." They take a vacation. Sometimes they take that vacation when they can't afford it and can only finance the venture by a device with which merchants in many places other than Wichita are familiar. They "neglect" their regular monthly bills. They let the grocer, the baker, the butcher, etc., hold the sack while the joy-ride goes on.

Folks who take advantage of their credit privileges the season of the year when everybody feels lazy are an unfavorable element in Wichita retail business, and this year the retailers did something about it. It has always been impractical, for obvious reasons, for the retailer to approach each of his customers and put through a fourth degree respecting their vacation plans. It just wouldn't do, that's all. But there is a way out of this. It can be done successfully, diplomatically and without outraging the feelings of sensitive customers.

The Wichita retailers, through their credit association, did some newspaper advertising, just before the time when Wichita is due and say: "Mr. Banker, I owe you \$1000, but I want to take vacation, so I guess I won't pay you now. I can't do both and I want the vacation more than I desire to be free of debt, so you'll just have to wait."

Of course, that could not be done in business. The merchant must pay his note when due or his credit is gone and he soon will have to quit business. But the principle is identical with your situation if you take the money that should go to pay July 1 bills and spend it for a vacation. "Your conscience will not allow you very pleasant time if you force the merchant you owe to finance your summer outing."

Not a Shade of Red Was Missing at This Sale

Sir Arthur Conan Doyle, who shrewdly maneuvered Sherlock Holmes through the mystifying mazes of "The Hound of the Baskin's," would have revelled in the idea used by the Chester Clothes Shop, in Boston, to attract attention to its recent opening.

In Boston, as in other cities, new stores are no novelty. They blossom forth almost every day and the public, as a rule, goes its way unmolested until time and a reputation for the excellence of materials gives the young organization the hall-mark of reliability. But the Chester Clothes Shop didn't care to wait for time to turn the trick. They knew they had the goods the public wanted and they were determined to lose nothing by a watchful-waiting policy. So they advertised one of the most unusual offers ever made in Boston.

"The reddest red-haired man who presents himself at our new store on the opening day will receive a suit of our best clothes without charge," was the announcement which appeared in the

woman, dressed in white and wearing a flaming scarlet hat and high-heeled shoes, stood on a platform a hundred feet in the air while she painted in the name of "Murray." As the woman had never done any sign-painting before she was not very expert and for three hours traffic was blocked, the street cars could not run and business was virtually suspended for two weeks.

It is partly to such novel methods of advertising that Tom Murray, head of a large wholesale store, attributes his success. The first ad, cost him \$80 and he paid \$1000 for a ninety-day lease on the vacant corner which was the scene of the second one.

At another time, when business was poor and he could not afford to use a large space in the daily papers, he wrote on ordinary letter paper with a blue pencil a few short, crisp sentences regarding the goods which he had on display in his windows, and next day his store was crowded with customers.

The "Oleynville idea," designed to protect and increase the business of retail merchants in the annexed district of the city, has become so successful that it has been tried with excellent results in Rhode Island and Massachusetts.

Three years ago the Oleynville Business Men's Association got together to find some means of making the trading centre of the district sufficiently attractive to offset losses in trade which were being felt as the result of "spurge" advertising by the big department stores.

Frank expression of opinion of the city was not getting what he should, in many cases, out of his business.

"What is the trouble?" was the question that required an answer. Some of the merchants argued that "the little fellow" had no chance against the big department stores, which bought in large quantities and benefitted by more liberal discounts and other trade advantages.

The "live wires," however, called this all poppycock and told the old-fashioned store-keepers that the main reason why the residents of the district would pay car fare to the center of the city and leave their money was due to nothing else than the fact that Oleynville merchants were asleep.

A "wake-up" campaign was suggested. It looked like a daring stunt at the time, but there were many who went into it with misgivings. Its advocates, however, said it was the only road to follow, and their counsel prevailed.

"Let's advertise," they said. "We'll let the people here know we're doing business. Tell them we've got the goods and can offer prices that will give them money by staying at home. Let us all be honest in our advertisements. Don't put out any false bait. Give them some lead-ers and let them see we mean to go through with this campaign."

Business in Oleynville has developed more than 100 per cent. in the last three years, virtually every merchant says. Stores in the section are in demand, but every block is filled.

Here's the way the scheme is worked: The Business Men's Association guarantees the public that the individual members of the merchants are bonafide. The organization will stand for nothing shady. Each week in the leading "ad" paper the association has a display "ad" calling the attention of the people to what its purpose is. Then on the page with the district news, the merchants print advertisements. None of these are large, but each contains a bargain.

For every Wednesday. The people watch for these "specials" and it gets them to the stores, where the merchants are more attractive than tend to increase their business.

USE The Want Ad Way

## FINANCIAL

NEW YORK STOCK MARKET.  
(J. M. Robinson & Sons, Members Montreal Stock Exchange)  
New York, Aug. 16.

Stock	Close	Open	Noon
Am Sumatra	42 1/2	42 1/2	42 1/2
Am Locomotive	94 1/2	94 1/2	94 1/2
Am Can	88 1/2	88 1/2	88 1/2
Am Smelters	55	54 1/2	54 1/2
Am Tel & Tel	94 1/2	94 1/2	94 1/2
Am Woolens	76 1/2	76 1/2	76 1/2
Anaconda Min	32 1/2	32 1/2	32 1/2
At T & S Fe	81 1/2	80 1/2	80 1/2
Brooklyn R T	10	10	10
Balt & Ohio	84 1/2	84 1/2	84 1/2
Baldwin Loco	100 1/2	100 1/2	100 1/2
Batte & Superior	18 1/2	18 1/2	18 1/2
Beth Steel "B"	78 1/2	78 1/2	78 1/2
Ches and Ohio	55 1/2	55 1/2	55 1/2
Can Pacifi	117 1/2	117 1/2	117 1/2
Can Locomotive	94 1/2	94 1/2	94 1/2
Crucible Steel	132 1/2	132 1/2	132 1/2
Erie	12 1/2	12 1/2	12 1/2
Gen Motors Certl	21 1/2	21 1/2	21 1/2
Intl Mar Com	24 1/2	24 1/2	24 1/2
Intl Mar Pfd	24 1/2	24 1/2	24 1/2
Indust Alcohol	74 1/2	74 1/2	74 1/2
North Pacific	74 1/2	74 1/2	74 1/2
N Y Central	71 1/2	71 1/2	71 1/2
Pierce Arrow	40	39 1/2	39 1/2
Pan-Am Petrol	88 1/2	88 1/2	88 1/2
Reading	87 1/2	87 1/2	87 1/2
Republic I & S	81 1/2	81 1/2	81 1/2
South Railway	27 1/2	27 1/2	27 1/2
Studebaker	68 1/2	68 1/2	68 1/2
Union Pacific	117 1/2	117 1/2	117 1/2
U S Steel	57 1/2	57 1/2	57 1/2
U S Rubber	86 1/2	86 1/2	86 1/2
Utah Copper	60	60	60

### MONTREAL TRANSACTIONS.

(J. M. Robinson & Sons, members Montreal Stock Exchange)  
Montreal, Aug. 16.  
Bank of Nova Scotia—7 at 24 1/2.  
Bank of Montreal—1 at 17 1/2.  
Royal Bank—20 at 20 1/2.  
Brasserie—35 at 40 1/2.  
Bell—15 at 102.  
Brompton—225 at 67, 10 at 67 1/2, 70 at 67 1/2.  
Cannons—10 at 40.  
Laurentide—50 at 112 1/2, 50 at 112.  
L. Woods—6 at 208.  
Bell—15 at 102.  
St. Law Flour—35 at 97.  
Smelters—10 at 24 1/2.  
Ships—40 at 68.  
Spanish—40 at 109 1/2, 215 at 110, 25 at 109 1/2, 60 at 110 1/2.  
Ogilvie—5 at 258.  
Steel Co—10 at 68.  
Brew—275 at 63 1/2, 40 at 68 1/2, 10 at 68 1/2.  
Lyal—10 at 60.  
Abitibi—10 at 77, 10 at 76 1/2, 10 at 76 1/2.  
Quebec—25 at 81.  
Spanish Pfd—100 at 116 1/2, 25 at 116 1/2.  
Car Pfd—10 at 85.  
Ships Pfd—5 at 78.  
War Loan, 1896—500 at 96.

## Dollar Day Offerings

Great Inducements to Help Clean Up Our Stock of Raincoats

Two lines, in most sizes, grey and fawn, regular \$15—Dollar Day, \$10.50.  
2 at \$16—Dollar Day, \$12.  
2 at \$20—Dollar Day, \$12.  
1 at \$25—Dollar Day, \$20.  
1 at \$20—Dollar Day, \$15.  
1 at \$12—Dollar Day, \$5.  
(capes) at \$22—Dollar Day, \$20.  
3 waist seam, \$29—Dollar Day, \$20.  
1 leatherette, black, \$18—Dollar Day, \$12.  
1 leatherette, grey, \$30—Dollar Day, \$20.  
1 Slicker, \$12—Dollar Day, \$7.50.  
2 at \$22.50—Dollar Day, \$15.  
Many latest model Suits at \$10 off the price of each.  
Several waist seam Suits, sizes 35, 36 and \$36, at \$10 each.  
Old Suits at \$20 and \$25. Particular values in worsteds, chevrons and blues, at \$35 and \$45.

Gilmour's - 68 King St.

## Have Your Eyes Tested and Glasses Fitted

THEN I can treat your case to much better advantage." This is often the advice of physicians; and we make a specialty of caring for the Optical portion of just such cases, and will be glad to have you call.

K. W. EPSTEIN & CO.  
Optometrists and Opticians  
Phone M. 3554 193 Union Street

### LEAGUE OF NATIONS BUYS SWISS HOTEL

Geneva, Aug. 16.—Sir James Eric Drummond, secretary-general of the League of Nations, has purchased the National Hotel, one of the largest here, for the League of Nations. The staffs of the member nations will be housed in the hotel.

I. W. Keifer, a Missouri farmer, couldn't get room in any of the storage houses nearby to store his wheat, and so he took out the furniture from his parlor and put 200 bushels of wheat there until he could get it to an elevator.



## Buying Advertising Space Means Buying A Market

Cautious merchants buy advertising space the same as they do merchandise or goods in trade—with a microscope in their hand.

"What do I get for the expenditure?" is the paramount question in the present day merchant's mind. Stunts, schemes, fictitious and proof lacking circulation claims have no attraction for the keen space buyer. That's why the Daily Telegraph and The Evening Times-Star represent solid and steady growth in advertising volume—because they can satisfy the most exacting demands made by local or national space users as to the real condition of their circulation.

The membership in the Audit Bureau of Circulations—the A.B.C.—of the Telegraph and Times-Star ensures accurate and trustworthy circulation statements.

## The A.B.C. is Your Safeguard

The A.B.C. is a non-profit organization made up of concerted advertising interests—publishers, advertisers and advertising agents; and the object is to produce verified and authentic net figures of circulation.

All local newspapers were invited to become members.

The Telegraph and The Times-Star were the only two in New Brunswick to accept.

As Post would say "There's a Reason"

Telegraph Ad Service