# MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN N. B., MONDAY, JANUARY 13, 1913

Mind you these gridles are not placed an answer truthfully in the affirm the me.

the conomical days. Women to for a gown which would multum in parvo. Today, upon the erudition of the kind is e pluribus unum, travagant times and what lothes to our mothers is daughters. Is the return to the means of one entirely great, therefore the hands of one entirely great, therefore the hands of one entirely great, therefore the means of one entirely great, therefore the hands of one entirely great, therefore

Mending the Family Purse

For Nineteen-Thirteen

By J. R. HAMILTON

TT IS AN old story of the Doctor who fell asleep in his easy

chair with his empty purse in his hand. It was the day

Former Advertising Manager Wanamaker's, Philadelphia

### Little Beauty Chats



POOR CHILDREN Strong Sermon by Rev. Dr. Mac-Vicar for Child's Protection

## . Marcus Dependable Furniture

Good Values in Dining Room Furniture!

DINING CHAIRS upholstered in £1.59

Dining Tables From \$7.00 up.

China Cabinet quartered cut oak, bent glass sides, glass door, \$21.75 up, in all latest woods



Buffets, From \$14.75

MARCUS, - 30 Dock St.

### CANADA'S REVENUE A RECORD

Aside and Made Great Increase

### TO DEATH TO CURE DYSPEPSIA OR INDIGESTION. IT ISN'T NECESSARY.

Daily Hints

For the Cook

ALMANAC FOR ST. JOHN, JAN. 13

High Tide.....3.26 Low Tide PORT OF ST. JOHN.

Schr St Bernard, McLeod, for Parrsbot C M Kerrison.

VESSELS IN PORT

### Reduced in Flesh Sleepless Night

Kidney Disease and Cravel Caus Keenest Suffering—Cured by Dr. Chase's Kidney-Liver



### after Christmas and as the old Doctor fingered the opening in the empty purse he murmured in his sleep: "le's a bad wound, a very bad wound, it will take at least thirteen stitches." Now there is a way of mending the family purse for 1913, so that we may not

only keep more in it, but may at the same time take more out of it for our own comfort and luxury. And if we can do this everybody, including the merchants, will

The way for us to accomplish this result is very simple. Briefly it consists in

our doing exactly what the merchants and the manufacturers do. It consists in anticipating our needs. For example, all over the country today there are big White Sales in progress.

There are big Plano Sales, and Furniture Sales. In fact there are sales of every kind of merchandise not in season at this time. The reason for this is that months ago every manufacturer anticipated his dull

season. He therefore arranged with his retailers to order a certain amount of his Merchandise at a reduced cost, in order that he might make up this Merchandise during his dull season and so keep his factory in full swing.

The merchant agreed to accept this Merchandise, provided it was delivered during his dull season, because in this way he could offer exceptional bargains to the Public and thus keep his store in full swing.

Now it remains for you to anticipate your wants just as the manufacturer and the merchant have done, and thus keep your household in full swing. If you see from the advertising in this paper today that you can buy shoes, or

clothes or furniture or planos, at a reduced price new, the thing of course to do is to buy them now. Most people live as if today were going to be their last day on earth, and a great part of the misery of the world is due to this Hand to Mouth existence,

There is nothing being offered in these sales now that will not soon be in dmand again, And there is hardly anything being offered upon which money cannot be

If you will read this advertising today with a view to anticipating your future wants, you will find that your family purse will be a happier, healthier, fatter purse throughout the year.

(Gappeighted)