

SHOPS YOU OUGHT TO KNOW

Designed to Place Before Our Readers the Merchandise, Craftsmanship and Service Offered in 75 Shops and Specialty Stores.

AUTO REPAIRING

AUTO REPAIR, STORAGE AND... 79 Brussels street. Phone M 5786.

BABY CLOTHING

BABY'S BEAUTIFUL LONG... 672 Yonge street, Toronto.

BARGAINS

BUY EARLY FOR CHRISTMAS... 1062-12-3

CHIMNEY SWEEPING

WITH MECHANICAL APPARATUS... 276 Union, Phone 915-11.

DANCING

"WOODMERE" ONLY SCHOOL... 10580-12-2

ENGRAVERS

F. C. WESLEY & CO. ARTISTS... 11478-12-13

HATS BLOCKED

HATS BLOCKED - LADIES' BLAZER... 380 Main street, opposite Adelaide.

HAIRDRESSING

MISS McGRATH, N. Y. PARLOURS... 10284-12-5

IRON FOUNDRIES

UNION FOUNDRY AND MACHINE... 185 Mill street, next Hygiene Bakery.

MARRIAGE LICENSES

MARRIAGE LICENSES ISSUED AT... 152 Union street.

MEN'S CLOTHING

WE HAVE JUST RECEIVED SOME... 10284-12-5

MILLINERY

LADIES, IF IT IS A HAT, TRY THE... 10284-12-5

MONEY ORDERS

PAY YOUR OUT-OF-TOWN ACCOUNTS... 152 Union street.

MONEY TO LOAN

MONEY TO LOAN ON FRESHOLD... 604 Heber S. Keith, 50 Princess street.

PIANO MOVING

PIANO MOVING BY AUTO... 314-21.

PLUMBING

GORDON NOBLE, PLUMBER... 297 Brussels street. Office M. 2978-291.

PROFESSIONAL

TO LADIES - A SPECIAL TREATMENT... 46 King Square, St. John.

REPAIRING

AUTOMOBILES OVERHAULED AND REPAIRED... 10519-12-8

USE The Want Ad Way

FINANCIAL

NEW YORK STOCK MARKET.

J. M. Robinson & Sons, Members

Montreal Stock Exchange

New York, Dec. 1

Prev. 102 1/2

Open. Noon

Am Sumatra ... 88 1/2

Am Car and Fdry ... 132 1/2

Am Locomotive ... 90 1/2

Am Beet Sugar ... 91 1/2

Am Cln ... 49 1/2

Am Steel Pldrs ... 39 1/2

Am Smelters ... 62 1/2

Am Woolens ... 117 1/2

Anacosta Min ... 65 1/2

At, T and S Fe ... 84 1/2

Brooklyn R T ... 15 1/2

Balt & Ohio ... 32 1/2

Baldwin Loco ... 105 1/2

Beth Steel B ... 90 1/2

Che and Ont ... 40 1/2

Col Fuel ... 40 1/2

Canadian Pac ... 132 1/2

D Steel ... 102 1/2

Cent Leather ... 92 1/2

Crucible Steel ... 132 1/2

Eric ... 13 1/2

Gen Motors ... 32 1/2

Int'l Mar Com ... 46 1/2

Int'l Mar Pfd ... 101 1/2

Indus Alcohol ... 99 1/2

Kennecott Copper ... 28 1/2

Midvale Steel ... 37 1/2

Maxwell Motors ... 37 1/2

Mex Petroleum ... 189 1/2

Milwaukee ... 19 1/2

North Pac ... 79 1/2

N Y Central ... 70 1/2

Newcomen ... 37 1/2

Pennsylvania ... 41 1/2

Pierce Arrow ... 72 1/2

Pan-Am ... 102 1/2

Reading ... 75 1/2

Republic I & S ... 101 1/2

St. Paul ... 87 1/2

South Railway ... 23 1/2

Utah Copper ... 70 1/2

Westing Electric ... 32 1/2

Willys Overland ... 29 1/2

Unlisted Stocks

T. Power - 10 at 85

Brew - 25 at 177 1/2

Ames - 100 at 118, 50 at 117 1/2

Steel - 10 at 69 1/2

Cement - 25 at 71

Detroit - 25 at 105

Domestic - 500 at 73 1/2

Smith - 10 at 145

St. Law Flour - 20 at 122, 50 at 122 1/2

Power - 75 at 89 1/2

Tuckers - 10 at 118, 50 at 117 1/2

Smelters - 25 at 28 1/2

Adulth - 25 at 182

Shawmut - 20 at 117, 100 at 116 1/2

Spanish - 125 at 68 1/2

Steel - 10 at 85

Brew - 25 at 177 1/2

Ames - 100 at 118, 50 at 117 1/2

Steel - 10 at 69 1/2

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Adulth - 25 at 182

Shawmut - 20 at 117, 100 at 116 1/2

Spanish - 125 at 68 1/2

Steel - 10 at 85

Brew - 25 at 177 1/2

War Loans Dominion of Canada

Whether you desire to add to your holdings or to sell, we place at your disposal unexcelled facilities enabling us to give prompt service.

Your enquiries or orders will be appreciated.

A. E. AMES & CO.

Investment Securities. UNION BANK BLDG. TORONTO. TRANSPORTATION BLDG. MONTREAL. 74 BROADWAY NEW YORK. 102 BELMONT HOUSE VICTORIA. 3112 HARRIS TRUST BLDG. CHICAGO.

\$250,000 New Issue PROVINCE OF NEW BRUNSWICK 5 1-2 p. c. Gold Bonds Due 1 December, 1929

Principal and semi-annual interest payable in New York, Montreal, Toronto, Fredericton and St. John, N. B.

Price 98.12 and Accrued Interest to yield 5 3-4 p. c.

This is an excellent opportunity to exchange or reinvest the proceeds of the Province of New Brunswick bonds due 1 Dec., 1919.

CAN WE BE OF SERVICE TO YOU? Telephone or Telegraph Your Orders at Our Expense. Telephone M. 4138. P. O. Box 752.

Mahon Bond Corporation, Ltd. 101 Prince William St. W. F. MAHON, Pres. St. John, N. B. A. G. SHATFORD, Mgr.

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

Segal Cleaned Up - Both

Segal Cleaned Up - Both... Some years ago, and not so many at that, Charles Segal of 2744 Broadway, New York, was a decorator. He was not just a painter and wall paper hanger - he was a decorator - a man with brains, ambition, common sense and rarer than any of them, a keen gift of foresight.

Due to the most constant of the inquiries he received from the owners of newly decorated establishments was for some process whereby shades might be renovated or at least partially cleaned. Dirty draperies, they could not be dyed. Renewal was more or less extensive and their care became a problem. Inquiry failed to reveal any way of cleaning the same process whereby shades might be renovated or at least partially cleaned.

Then the war came. Imports were fewer. Linen became scarcer and the price of window shades, made from Holland linen, began to soar to a startling figure. Paper shades were substituted where new ones had to be purchased outright, but what could be done with the real linen shades that needed only cleaning to make them worth ten times as much as the paper ones?

Right here the genius rebuffed his lamp. Segal began at the top. No "poking fun" for him. He went out to the big people who had been his patrons and told them his story. He went to the largest real estate firms in the city, men who knew both him and his work. He told them what he had done, what he could do, and offered to help them out if they would let him make the trial by restoring their shades to a condition as good as new.

Of course, they did not believe in it.

the more reason why he should use it continually. Because of this he took a half-page on the Saturday before Christmas last year to focus attention upon the desirability of "Saying Merry Christmas With Flowers."

Never a More Joyous Christmas - Never Were Flowers So Expressive - was the headline, set in forty-eight point Cheltenham bold italics, with the explanation below: "This Christmas our minds are full of thoughts which spring from trees overflowing with gladness. We seek superlatives to express our true thankfulness and nature's beautiful flowers offer themselves with a certainty that they will be understood. When other gifts seem insufficient and words fail - say it with flowers."

There wasn't a word of superfluous matter in this advertisement," says Mr. Hess. "The Christmas best-sellers were attractively illustrated, and with the introduction, were placed before the public in as brief a manner as possible. Because our experience has been that the fewer words you use in describing an article the better are your chances for selling it, provided you use a sufficient amount of space for your announcement."

Every day in the upper right-hand corner of the Hess Bros' space is a box for "Pass-It-On" or the heading: Below is advice on those little household worries that women encounter. For instance, No. 5 reads: When preparing to launder a garment, the loaf of which is run with ribbon, tie a piece of white cotton string to one end of the ribbon. Then when the ribbon is withdrawn, the string takes the place of the ribbon. After the garment is washed an end of the ribbon should be tied to the string and the ribbon pulled back into place.

These little boxes are doing the trick," said the advertising manager, "in attracting women to our space displays, and the results can be seen in the number of people who tell the clerks they appreciate the service."

WATER-PROOF PAPER

For years inventors have been trying to make untearable or reinforced paper some patents dating back to 1875, but the manufacturing costs were always too high. There was one, however, that looked right, and research proved it was. You can punch holes in it, but being reinforced with twine, the hole doesn't travel. And it was a neat turn to make it waterproof. It is, in short, a cotton reinforced, waterproof, kraft paper. It can be made stiff and hard or creped.

Do not suffer

Do not suffer from itching, bleeding, or any other ailment of the rectum. Dr. Chase's Ointment will relieve you. It is a powerful, yet gentle, remedy. It is sold by all druggists, or by mail from Dr. Chase's Ointment Co., Limited, Toronto. Sample box free from 10c. Package and enclosed in stamp to pay postage.

ADMINISTRATORS NOTICE

Estate of John McCrackin

All persons indebted to the above mentioned Estate will pay their account to the undersigned Administrators or their Solicitor, and all persons having claims against said Estate will file same duly attested with the undersigned Solicitor. W. M. J. McCrackin, ALEXANDER McCrackin, Administrators John McCrackin Estate. L. P. D. TILLEY, Solicitor.

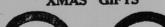


Embrace the opportunity

Embrace the opportunity - make your pick while the picking is good. Only twenty days before Christmas. Do your shopping early, early in the month; early in the week; early in the day. This list may save you time. Mufflers, Neckties, Canees, Gloves, Fancy Vests, Evening Dress Requisites, Overcoats and other articles of men's wear.

GILMOUR'S, 68 King St.

XMAS GIFTS



For Mother or Father a nice pair of Tortois Shell, For Sister or Brother, if they complain of headache, get them a becoming pair of Eyeglasses to relieve the eyes. Aluminum Case or a Gold Chain for Eyeglasses are very desirable Xmas Gifts. Come in and see them. K. W. EPSTEIN & CO. Optometrists, 193 Union Street. Will test your eyes at your home by appointment. M. 3554.

Christmas Sale

Arnold's Big Christmas Stock is really complete. Great assortment of Dolls, Toys, Books, Games, Stationery, China, Cut Glass, Christmas Cards, Booklets, Tree Ornaments, Handkerchiefs, Novelties, etc. Buy now and avoid disappointment, as many lines will be sold out early in the year.

ARNOLD'S

90 Charlotte St. 11-27-19

GOLD FOR BRIDES

London, Dec. 1 - More than 7,000 pounds of pure gold are required every year to supply wedding rings for British brides. A dancer who won the prize for the best gentleman waiter at a Halloween masquerade ball at Concordia, Kan., and who represented a trim and natty doughboy, with two gold chevrons on his sleeve, and had no trouble coping with prettier girls, was found, when the masks were removed, to be a young negro girl, employed in a local hotel.

THE HIGH COST OF DENTISTRY

Is a Thing of the Past at the Maritine Dental Parlors. You can get good, safe, reliable work, best of materials and the services of expert dentists for one-half, and even less, than the ordinary charges.

Set of Teeth Made . . . \$8.00

No better made elsewhere, no matter what you pay. 22k. Gold Crowns and Bridge-work . . . \$5.00 up. Porcelain Crowns . . . \$4.00 up. Gold and Porcelain Fillings . . . \$1.00 up. Silver and Cement Fillings, 50c. up. Broken Plates Repaired in Three Hours. FREE CONSULTATION. Experienced Graduate Nurse in Attendance. Drs. McKnight & McManus, Proprietors. 38 Charlotte Street, ST. JOHN, N. B. Hours: 9 a.m., 9 p.m. Phone Main 2789-21.

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