

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. PHONE MAIN 8088-42. 1640-10-8.

AUTO SERVICE

TAXI SERVICE. OIL, GASOLINE. Royal Auto Service and Supply Station. Up-to-date cars supplied for all occasions. All calls receive prompt attention, night or day. Service station 40 Paddock street, Phone M. 4080. After 12 p.m. call M. 2194-21.

BARGAINS

PREPARE FOR COOL NIGHTS. Shaker Blankets, Comfortables and White Spreads at Wetmore's, Garden street.

CHIMNEY SWEEPING

WITH MECHANICAL APPARATUS we make and repair furnaces and chimneys, also plastering and whitewashing. Repair Shop, corner Brussels and Haymarket square. Open evenings. Phone 8714.

DANCING

ADVANCED AND BEGINNERS. Adult and Junior Classes. Private appointments any hour. Call 2012 for rates. Woodmead, 74 Germain.

ENGRAVERS

P. C. WESLEY & CO., ARTISTS. Engravers, 69 Water street. Telephone M. 982.

HATS BLOCKED

HATS BLOCKED-LADIES' Beaver, Velour and Felt Hats blocked over in latest styles. Mrs. T. R. James, 280 Main street, opposite Adelaide. T. F.

HAIRDRESSING

MISS McGRATH, N. Y. PARLORS. Imperial Theatre Building. Special sale of hair goods in every department. All branches of work done. Gentle manicuring. Phone Main 2695-51. N. Y. graduate.

IRON FOUNDRIES

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

MEN'S CLOTHING

WE HAVE JUST RECEIVED SOME young men's suits and overcoats, ready to wear, made of good cloth and trimmings; splendidly tailored; fair and pleasing price. W. J. Higgins & Co., Custom and Ready-to-Wear Clothing, 182 Union street.

MONEY ORDERS

IT IS ALWAYS SAFE TO SEND A Dominion Express Money Order. Five dollars costs three cents.

MONEY TO LOAN

MONEY TO LOAN ON CITY REAL Estate. Roy A. Davidson, Solicitor, 42 Princess street. 1629-10-4.

MONEY TO LOAN ON FREEHOLD

and Leasehold Security. Loans negotiated for both borrower and lender. Tel. M. 684 Heber S. Keith, 60 Princess street.

MUSIC LESSONS

PUPILS ON THE FLUTE, NEW England Conservatory course given. Box J 96, Times. 1781-9-25.

OPTOMETRIST

WILL TEST YOUR EYES AT YOUR home by appointment. K. W. Epstein & Co., 189 Union street. Main 8554.

PIANO MOVING

PIANO MOVING BY AUTO, FURNITURE moved to country, parties and picnics taken out, general carriage. Phone Arthur Stackhouse, Main 814-21.

PROFESSIONAL

TO LADIES-A SPECIAL TREATMENT for removal of hairs, moles, wrinkles and muscular wasting, etc. Dr. Wilby Medical Electrical Specialty and Massage, 46 King square, St. John.

REPAIRING

WE DON'T COBLE SHOES. WE rebuild them by the Goodyear Welt system. Corner Main and Bridge Sts. 17347-9-23.

FURNITURE REPAIRING AND Upholstering

276 Union. Phone 915-11.

ROOFING

VAUGHAN & LEONARD, GRAVEL Roofing and Metal Work for buildings. Have your furnace and pipe repaired before cold weather. Stoves bought and sold. Work promptly attended to. Phone 2879-41.

SECOND-HAND GOODS

WANTED TO PURCHASE-LADIES' and Gentlemen's cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write M. Lampert, 9 Dock street. Phone 3956-11.

SECOND-HAND GOODS

WANTED TO PURCHASE-GEN-lemen's cast off clothing, fur coats, jewelry, diamonds, old gold and silver, musical instruments, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write M. Lampert, 9 Dock street. Phone 3956-11.

WANTED TO PURCHASE-LADIES'

and Gentlemen's cast off clothing, boots; highest cash price paid. Call or write Lampert Bros., 555 Main street. Phone Main 2384-11.

WANTED TO PURCHASE-GEN-

lemen's cast off clothing, boots, musical instruments, jewelry, bicycles, guns, revolvers, tools, etc. Highest cash prices paid. Call or write M. Lampert, 9 Dock street. Phone 3956-11.

WE BUY AND SELL SECOND-

hand clothing. People's Second-Hand Store, 578 Main street. Phone 2384-41. 1719-10-15.

SECOND-HAND FURNITURE

bought and sold. 122 Mill street. 8-16-1920.

SEWING MACHINES

SEWING MACHINES-REPAIRS made by factory expert at reasonable charge. Furnishers Limited, 169 Charlotte street. M. W. Parle, manager. Phone 9652.

SILVER-PLATERS

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

SNAPSHOTS FINISHED

SEND ANY ROLL OF FILM AND 50c to Wassons, St. John, N. B. Box 1348 and have a set of very best pictures, glossy finish. Work returned postpaid.

STOVES

STOVES, RANGES AND FURNITURE, bought and sold. J. M. Logan, 18 Haymarket Sq. 16994-10-8.

STORAGE

CARS STORED FOR THE WINTER. low rates, heated garage; if overhauled, stored half rate. Correspondence solicited. Hampton Garage and Machine Co., Hampton Station, Kings Co., N. B. 9-27.

UMBRELLAS

UMBRELLAS REPAIRED AND RE-covered. J. Stokoly, 578 Main street. 17196-10-11.

WATCH REPAIRERS

RINGS, WATCHES, CLOCKS FOR sale, watch repairing, seven years in Waltham factory. G. B. Huggard, 67 Peters street. T. F.

WATCH AND CLOCK REPAIRING

a specialty. Watches, rings and chains for sale. G. D. Perkins, 48 Princess street. T. F.

W. BAILEY, THE ENGLISH, AM-

erican and Swiss expert watch repairer, 188 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.

WELDING

ST. JOHN WELDING WORKS, NEL-son street, St. John, N. B. Large and household welding experts can repair any broken auto parts or any machine parts in any metal.

REAL ESTATE

LOTS FOR SALE with water and sewerage. Beaconsfield Ave., two minutes' walk from the Church of the Assumption and St. Jude's Church. Prices from \$200 up, on Easy Terms.

City Real Estate Co., or J. M. QUEEN, Canada Life Bldg., St. John.

FOR SALE-SIX ROOM COTTAGE with buildings thereon, situated at 335 Rotheray avenue. Apply on premises (mornings and evenings). 17038-9-26.

FOR SALE-PROPERTY AT Brookville. Two good houses, 6 and 8 rooms, and land; fine situation; good gardens; large henry, etc., near station. Phone 1112-21. 17517-9-23.

SEVERAL RESIDENTIAL AND BUSINESS properties. Terms can be arranged. Roy A. Davidson, solicitor, 42 Princess street. 17477-9-23.

FOR SALE-AT COST, NEW HOUSE-Young street, Lanester, two blocks from car line, off Sand Cove road. Apply on premises. 17340-9-24.

NEW SEVEN ROOMED HOUSE, nearly complete, with large lot, house lot 80x100, on Fairville Plateau, seven minutes' walk from Simms. Will sell for \$1,300. Apply J. 34, Times office. 17046-10-16.

Young Lad Confesses.

Lewin Ritchie, a eleven-year-old lad, was taken to Gagetown from Queens-town by Inspector H. W. Woods, and charged before Magistrate Peters for tampering with the mail bags which were conveyed from Queenstown wharf to Upper Hamstead by A. L. Gaunce in a rowboat. Mr. Gaunce took the boat for a moment and the lad took the two bags, carried them to the bushes where he ripped them with a knife. It is not yet known whether any enclosures are missing. The lad was accused of the offence and confessed to it and disclosed the whereabouts of the mail.

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE (Continued)

Comic Strip Mac's Latest "Ad" Idea.

"What in the name of heaven will Mac's try next?" This is the question which is on the tongue of the advertising and buying public of New York for R. H. Macy & Co. are blinding the trail which leads to novelty in retail newspaper advertising, and incidentally building new sales records with every stunt they try.

Some months ago they started using a one-column advertisement in the form of a "movie-strip," showing the hero and heroine, the villain the hero and the other time-honored characters of the "fillums," with an indication of what the would purchase if they were turned loose in Mac's.

This innovation created a lot of talk and laid the foundation for a goodly amount of new business; but Francis F. Best, the advertising manager of Mac's, didn't allow the public to get tired of the change. He immediately started to look for something else that would attract favorable notice.

The "Mac and Georgie" series, which detailed the experiences of two children who were hunting for clothes which suited their personalities, written in a juvenile phraseology and illustrated with the crude drawings which youngsters were expected to turn out—also had a considerable effect on the sales in the children's department.

But the latest experiment is the most daring of all, for Mac's is now using a full-fledged five-column comic strip, such as many newspapers run to lighten up their feature or magazine pages.

These strips have to do with the adventures of a central character, "General Information," a little chap whose business it is to tell readers about special sales and offerings at Mac's in a sugar-coated manner.

The next picture shows what is the "So do I," responds the sales girl, at the conclusion of which General Information also is featured in the body of the advertisement, a number of them have been run purely for the purpose of amusement.

One of these, for example, dealt with a Macy remnant sale. General Information, in a humorous little chapter, whose business it is to tell readers about special sales and offerings at Mac's in a sugar-coated manner.

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FINANCIAL

NEW YORK STOCK MARKET.

(J. M. Robinson & Sons, Members Montreal Stock Exchange.)

New York, Sept. 22.

Prev. Close. Open. Noon.

Am Sumatra . . . 89 1/2 89 1/2 89 1/2

Am Car and Ftry . . . 131 131 1/2 131 1/2

Am Locomotive . . . 103 104 103 1/2

Am Beet Sugar . . . 85 85 85 1/2

Am Can . . . 56 56 56 1/2

Am Int. Corp . . . 85 85 85 1/2

Am Steel Friles . . . 87 87 87 1/2

Am Smelters . . . 75 75 75 1/2

Am Tel. & Tel. . . 98 98 98 1/2

Anacosta Min . . . 60 60 60 1/2

At. T. & S. Fe . . . 89 89 89 1/2

Brooklyn R. T. . . 24 24 24 1/2

Can. Pac. . . 40 40 40 1/2

Baldwin Loco . . . 127 127 127 1/2

Butte & Superior . . . 24 24 24 1/2

Beth Steel "B" . . . 95 95 95 1/2

Chino Copper . . . 40 40 40 1/2

Colorado Fuel . . . 40 40 40 1/2

Canadian Pacific . . . 150 150 150 1/2

Cent. Leather . . . 179 179 179 1/2

Crucible Steel . . . 180 180 180 1/2

Eric . . . 15 15 15 1/2

Gen. Northern Pfd . . . 84 84 84 1/2

Gen Motors . . . 231 231 231 1/2

Max Petroleum . . . 203 203 203 1/2

Insulation . . . 87 87 87 1/2

Int'l Mar. Com. . . 57 57 57 1/2

Int'l Mar. Pfd . . . 116 116 116 1/2

Indust. Alcohol . . . 181 181 181 1/2

Kennecott Copper . . . 84 84 84 1/2

Midvale Steel . . . 40 40 40 1/2

Maxwell Motors . . . 231 231 231 1/2

Max Petroleum . . . 203 203 203 1/2

Insulation . . . 87 87 87 1/2

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SAYS HE WASTED TIME AND MONEY

Oakes What Health Resorts and Special Treatments Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

Failed to Do.

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