

POOR DOCUMENT M C 2 0 3 5

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, DECEMBER 14, 1922

QUALITY DAY, MARKET DAY AND BARGAIN DAY LINKED

Retailers of San Jose, Calif., Stage Three-Angled Shopping Fair With Points of Appeal to All Types of Consumers Within Trading Radius of City, Which Throngs Streets and Stores With Shoppers.

The Merchants' Association of San Jose, Cal., decided that something must be done to stimulate buying, and a committee of progressive men set to work to do it, never thinking they would furnish to the merchants themselves such positive proof of the advantages of combined effort.

With the idea of awakening the people of the community to the fact that San Jose has tremendous buying power and, therefore, can sell at right prices, a strong committee perfected arrangements for a three-day "Shopping Fair" with a special designation for each day.

"Blue-Ribbon Thursday" means just that! The "prize" articles, the "cream" of the stock would be piled off as "bargains," but a real saving offered in first-quality goods.

"Bargain Friday" featured genuine bargains in every line, with a special effort from the salespeople to give efficient, quick and cheerful service.

"Market Saturday" carried the idea of replenishing household stores from the lists of attractive offerings in the

Better Styles Better Values Better Service.

Almost every line was well represented. Grocery, shoe and drug stores, women's wear, department stores, jewelry and book stores, tobacco shops, furniture stores, men's clothing, hardware and even a restaurant or two, all united to put the event over in a way that would be long remembered.

Shoppers who thronged the streets during the three special days were quick to note whether there was a yellow card in the window, as the newspapers urged, before entering a store. And the yellow cards got the crowds.

The entire town was on dress parade, the store windows having been made exceptionally attractive for the Shopping Fair. Each merchant displayed his best special, and Blue Ribbon Thursday proved a decided success, being marked by fewer sales than ordinarily prevail on a regular sale day, but of higher-grade merchandise.

Bargain Friday was meant to appeal to the average buyer's well-known love of a bargain. Many of the merchants had secured desirable goods in large lots especially for this sale, and the results far exceeded the expectations of the committee.

Low prices prevailed on market Saturday. This is the day on which the housewife "stocks up" for Sunday; and especially were the grocers swarmed with orders for specials offered in their morning ads.

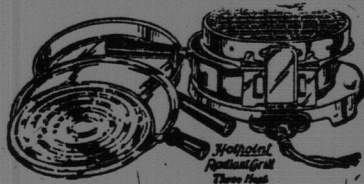
Throughout there was splendid co-operation between the committee, the merchants and the daily papers—without which no venture can succeed.

A Real "Fair."

The A. O. H. Hale department store stressed the "Fair" in "Shopping Fair."

REDUCED ELECTRICITY COSTS Will Make Electrically Heated Appliances Welcome Gifts.

See Our Display of **Hotpoint** Materials.
BEST QUALITY PRICED REASONABLY



ELECTRICALLY AT YOUR SERVICE
THE WEBB ELECTRIC CO.
Phone M. 2152 91 GERMAIN ST.

This Year Say "Merry Christmas" Electrically Give—



Hotpoint
Servants for the Home

FEW things endear themselves to the feminine heart so much as Hotpoint Appliances. They are practical presents, because, in addition to their attractive appearance, they are likewise most serviceable.

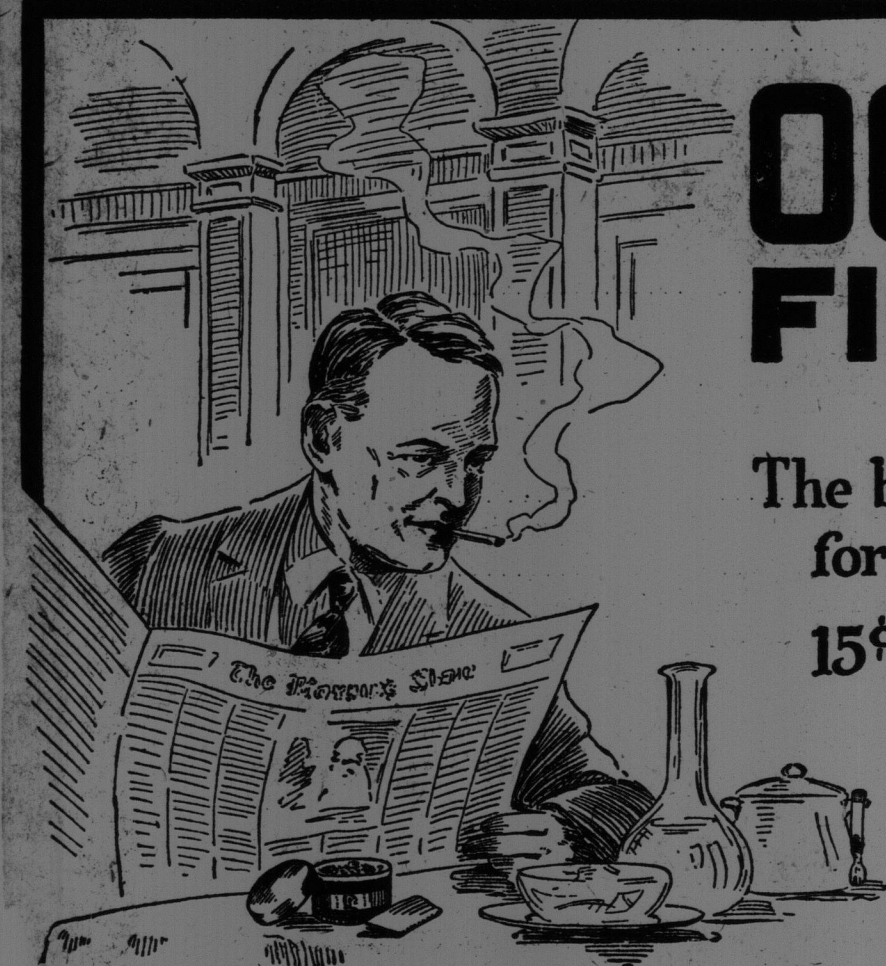
Should You Give a Hotpoint Iron—
—It saves time—no walking—no lifting—no hot stuffy room, and the thumb rest, an exclusive Hotpoint feature, "rests the wrist."

Or Perhaps a Hotpoint Percolator—
—In less than a minute after the cold water and coffee is put in, percolating begins. In 8 to 10 minutes, the coffee is ready, sparkling and clear. No pumps, valves, or floats. Equipped with (exclusive) automatic switch.

If You Decide to Give a Hotpoint Reversible Toaster—
—This appliance turns the bread without handling, keeps it hot, and gives you beautifully, golden-brown toast in less than a minute.

And so throughout the list. Let your nearby Hotpoint Dealer show you how these devices combine novelty and usefulness in such an interesting way.

"Made in Canada" by
Canadian General Electric Co. Limited
Head Office, Toronto. Sales Branches in all large cities.



OGDEN'S FINE CUT

The best Fine Cut Tobacco
for Rolling Your Own.

15¢ per packet
— ½ lb. tin 80¢

OGDEN'S LIVERPOOL

Cigarette Papers with Each Packet

The principal departments on both floors were set apart in booths. The uprights of the skeleton frame were narrow strips of wood cloth-wrapped, and the "roof" was "V" shaped, like a tent. Instead of a solid covering, the roof or canopy top was formed of long strips of gingham, three inches wide, in plain colors, spaced several

inches apart, and ending in points that hung over the edge. Small pennants, strung on wire, draped the booths and were festooned from booth to booth across the aisles. These pennants, cut from plain gingham in yellow, blue, red and green, gave an atmosphere of festivity to the store interior, and actually created the "buying mood."

The gingham was most suitable for the small pennants. Being stiff, they hung down straight without the necessity of hemming the goods.

To further carry out the idea of a "fair," a peanut and popcorn booth was erected in the centre of the store, where a girl dispensed "pink lemonade" free to the tired, thirsty crowd.

A runway, festooned with gay gingham pennants, was built above the infants and dress goods departments, connecting with the south balcony.

Here a daily fashion show held the crowds each afternoon, displaying dresses and suits made famous by national advertising, while hundreds of pairs of gloves, bought specially for the occasion, attracted shoppers at \$1 per pair.

For Blue Ribbon Thursday only the Arcade featured blankets of wool and cotton, in an attractive blue-draped window. The Valley Hardware Company offered a splendid thirty-piece dinner set with each range sold on Thursday. A table arranged for our in the window attracted prospective stove purchasers.

Many merchants who were induced to participate in the three-day Shopping Fair were men who had never favored the individual "dollar day" idea. Their concerted effort brought home to them in dollars-and-cents results the value of community effort.

**EXEMPTION FOR
WIFE OR HOUSE?**
Interesting Income Tax Case
Up in Renfrew.

Renfrew, Dec. 14.—The decision of County Judge McNamara, of Pembroke, in allowing the appeal of W. H. J. Derham, who, with his wife, boards at a hotel in Renfrew, upon an income

of \$2,000, is meeting with strong disapproval on the part of citizens, many of whom urge the town to carry an appeal to a higher court. The judge took the view that the spirit of the act was to exempt married men, irrespective of the precise definition of a "dwelling house," and that in Derham's case the hotel was his "dwelling house."

His claim came up before the Municipal Court of Revision a month ago, and was dismissed. Assessor J. R. Stewart said that in making the assessment he carried out the view of the Municipal Court.

Assessor's Guide, which only exempts "heads of a family who keep up a household," and he added that a hotel cannot be so classified, as it pays a business tax. The view obtained from the municipal authorities is that the decision given wipes out all distinction between married men occupying portions of dwelling houses and tenants, and those boarding in hotels with their wives. Louis J. Kehoe, of Ottawa,

argued the case on behalf of Derham, and S. T. Chown represented the town.

BIG FRENCH WINE YIELD
1922 Production 1,796,424,000 Gallons,
The Greatest Since 1875.

Paris, Dec. 14.—The largest wine harvest in nearly fifty years has been registered in France in 1922. The yield is 68,000,000 hectoliters (1,796,424,000 gallons) the greatest wine production since 1875, when the total was 88,000,000 hectoliters. The 1910-1914 average was 47,000,000 hectoliters and in the period from 1915 to 1919 the yield dropped to 38,000,000 hectoliters.

When the results of the wine harvest in Algeria and Tunis are added to that of France the total wine yield for this year will reach 76,000,000 hectoliters. Besides all this is estimated that there are 9,000,000 hectoliters of wine in stock on hand.

This year's registration reveals the fact that even the City of Paris has vineyards whose output has increased from 8 hectoliters in 1921 to 200 hectoliters this year.

FRENCH 'BOO'LEG' HUSBAND
Sheriff Acts When Woman Sends Him From Children.

Steuensville, Ohio, Dec. 14.—John Borran of Tiltonville, Ohio, obtained the release of her husband from jail on a bootlegging charge on a unique manner. On Saturday she appealed to Sheriff Edward Lucas for her husband's release, declaring she needed his help in supporting her five children. When Sheriff Lucas refused to release the man Mrs. Borran left her five children in his care and disappeared.

County officials announced that Borran would be released and sent home to care for the five children. Mrs. Borran has not yet been found.

P. T. BARNUM WAS WRONG

When he said: "The people like to be humbugged"

We proved conclusively that truthful advertising, backed by solid, substantial value giving, is the only avenue that leads to success. Hundreds of people came to our sale skeptical, but when they saw the splendid high-grade merchandise we offered, and realized how ridiculously low the prices were, they bought generously and left the store highly elated, vowing they would send in all their friends. We have enjoyed a splendid business since the opening of this big sale, but, while thousands of dollars worth of goods have been sold, there is still plenty of goods to make satisfactory selections from.

ALL DAY LONG SATURDAY TILL TEN BELLS NIGHT

We Will Dump the Goods Out to You at These Ridiculous Prices:

Ladies' and Misses'	Men's Shoes	Boys' and Youths'	Girls' and Infants'	Rubber Goods
Excellent Oxfords, Goodyear Welt, Cuban heel, going for..... 95c.	1 Lot Black and Brown Shoes of Solid Leather, going for..... \$2.95	The lot we are putting out for this sale are the kind that are good to look at and durable to the last stitch, going for..... \$1.95	Girls' Boots in Black and Brown Bluchers, newest last and fine leather, going at..... \$1.65	Men's High Rubber Boots..... \$4.45
High Laced Boots, Mat. kid top, Cuban heel, going for..... \$1.95	1 Big Lot Brown Grain, every inch a shoe, going for..... \$3.65	Black Bluchers of Box Calf, solidly constructed, that will give comfort and solid wear, going for..... \$1.85	Infants' Shoes at..... 95c. and \$1.45	Men's Buckle Overshoes..... \$1.95
High Boots, Oxfords and Slippers, high grade, going for..... \$2.95	As fine a line of stylish up-to-the-minute shoes as one could possibly desire, going for..... \$3.95	An Extra Fine Boot, made on a new last that is proving mighty taking, going for..... \$2.45	Growing Girls' Mahogany High Cut Boots, Rubber Heel, Nature Shaped Toe, going for..... \$2.45	Boys' Rubbers..... 75c.
Gun Metal Calf Shoes, wide strap, buckle at side, low heel, spray toe, going for..... \$2.65	1 Lot of the dressiest and finest grade you could possibly want, going for..... \$6.35	1 Lot Mahogany Balm, made, resole toe, oak soles, solid leather, going for..... \$2.85	Growing Girls' Gun Metal Laced High Cut Boots, extremely natty, going for..... \$2.65	Youths' Rubbers..... 65c.
				Ladies' Rubbers..... 75c.
				Misses' Rubbers..... 75c.
				Children's Rubbers..... 55c.

Mr. Man!
We offer you for Saturday only the biggest chance you ever had Tetrauli's famous Goodyear Welt Shoes, at only..... \$4.95

A. FINE, 233 Union St.

Ladies!
Now, Saturday only, the 5th Ave. New York craze, the wonderful "Ballard" Shoe, for only..... \$3.95