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


## THE HILDREN CHRIST







[^0]pellable footwear at fair prices
WATERBURY \& RISING, LTD.
Three Stores


## MPA Sos Specill Ad. Page 2 C <br> Great December Sale of $=\underset{=}{=}=$ Fur Coats and Neck Pieces

If You're Intending to Buy Furs for Christmas Gifts or for Personal UseWe Strongly Advise Buyink Here and Now







Sto cominious Friday Morinat

## Manchestor Pbeortsontlelson-Eises



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## "The Steam Coal of Salesmanship"

Man, by taking thought, cannot add a cubit to his
But he can by thought, and by concerted action on ao tion to his bustinctes, particulurlyly in these times.

## Who Pays

For Advertising?
$T$ Hers is a direct and reasonable New spaper advertising, intellilyently used, he e enswer is simple: Nobody. It pays tis own way-
Nobody pays for the new carbur. etor that gives added mileage to your
motor car.
It pays
for titelif tin he motor car
gasoline it meses pay
Nobody pays for an improved eash system inas modern department store, In pays for itself in economy
of human time


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Advce as to the best ways and means of doing this will be be
given to those who inquire of uss or consult any hecoentred given to those who ingurre of us; or consur



WOOD AND COAL Christmas Cooking Coal


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COAL American Anthracite,
Weodech Stovoid Anthracite. Bett Soft Coal.
R.P.\&W. F. STARR, LIMITED
$\begin{aligned} & 49 \text { Smythe St. } \quad 159 \text { Union'st }\end{aligned}$
Hard-Coal-Sof? Hard-Coai-SoIt American Anthracite Coal We are now bobkting oddere will screrened soft cas
Maritime Nail Co , Limited. Pame x caid
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COAL!




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## 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 1 ILL TEN BELLS NIGHT

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

| Ladies' and Misses <br> Excellent Ortord, Godivear Weft <br> Hizg Laed Bots, Nat, bld topps |  |  |  |  |
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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, DECEMBER 14, 1922



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## FREE! FREE! FREE!

## - $\$ 10$ in Gold, a Turkey, a Coose and a Xmas Tree

N. B. Overall Co., 291 Prince Edward street, recognize the Holiday Season by a most attractive offer, which begins Today. A coupon, entitling the buyer to a guess at the num-
ber of buttons in a jar, will be given with every purchase of goods to the value of $\$ 1.00$.

| Ladies' Fancy White Aprons . . . . . . . . . . . 49c | Pure white, extra high grade Turkish Towels; Largest size Bath Towels, of exceptional quality | Men's All Wool Underwear. |
| :---: | :---: | :---: |
| Whe' Wrede Gloves : |  |  |
| Ladies' White Suede Gloves |  | Men's Goodyear Welt Boots ........... \$2.98 |
| Ladies' Pure Linen Handkerchiefs. Three handkerchiefs in a fancy gift box. ... 49c box |  | Men's Moccasins' . .as................. $\$ 1.98$ |
| Ladies' Pure Silk (knee length) Stockings. All the wanted shades, $\$ 1.50$ value. . . 59 c pr | Ladies' and Children's All Wool Golf Stackings 79c | Men's Dress Shirts ..............t.us.... 88c |
| Ladies' Sweaters, Middy and Balkan style. $\$ 1.38, \$ 1.68$ |  | Men's Flannel Shirts ..............e. $\$ 1.19$ |
| Ladies All Wool Scarfs. All the popular shades. $\qquad$ | Ladies' two-button and buckle Slippers . $\$ 2.78$ | Men's Tweed Pants ............... \$1.69, \$2.48 |
| Ladies' White Shaker Underskirts........ 59c | Ladies', Boys' and Cirls' all wool Toques. | Men's Corduroy Pants ............er.. $\$ 2.48$ |
| Ladies' Nightdresses . . . . . . . . . . . . . . $\$ 1.48$ | regular $\$ 1.25$ value .............. 49c | Men's All Wool Sweaters ......... \$1.29, \$2.25 |
| Ladies' Fancy Kimonos ............... $\mathbf{\$ 1 . 9 8}_{58 \mathrm{c}}$ | Boys, P. O. Sweaters . .................... ${ }_{89}^{89 \mathrm{c}}$ | Men's Caps, $\$ 2.50$ value ................ $\$ 1.15$ |
| Ladies' Bungalow Aprons .............. 58c |  |  |
| Boys' Moccasins .................... $\$ 1.39$ |  | Military Blankets . . . . . . .......0...... $\$ 1.98$ |

[^1] to the number of buttons in a jar which is on display in the window of the N. B. Overill C . Saturday, December 23, and the prizes will be delivered that night.

First prize, $\$ 10$ in gold; second, a arge turkey;
NOTE The remarkably low prices listed above will prevail only from December 14 th to 23 rd.

## N. B. OVERALL CO., 291 Prince Edward St.



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

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, DECEMBER 14,1922
Want To Be a Venus? Box, Swim, Dance; and DON'T Wear Corsets!

LET MAHONY SAVE YOU MONEY on your $\mathrm{X}_{\text {mas }}$ purchases, We will sell for one week this list of
Patent Medicines and Household Goods and X mas Gifts.
Try

TiLT SANTONE TOILET PREPARA-
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 GIVE $A$ KODAK OR
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Buy at Mahony's amd Save Money Make list of what you require We are in business to

Ph Our Dispensing Department is equipped with
being prescribed by Physicians. A registered Pharmaci st is in charge of each store.

## J. Benson Mahony

# Cor. Unlon and Coburg Two Stores Cor. Unlon and Dock 

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[^0]:    

[^1]:    To try for the big prizes, all you have to do, after receiving your coupon with your purchase of goods to the value of $\$ 1.00$, is to write on the coupon your name and your guess as

