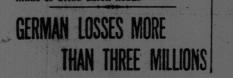


tore Grand Jury

New York, Dec. 21-Two federal grand juries are investigationg the alged plot to blow up the Welland Canal and the activities of labor's national ncil in investigating strikes in tions factories. Samuel Gompers, president of the American Federa-tion of Labor, who testified yesterday in the case of labor council is under subpoena for further appearance before th grand jury with Frank Morrison, see





Have Enough Bread

London, Dec. 21—A Petrograd news agency despatch says that "an imperia ukase relieves General Ruszky from command of the Ruszian armäes on the member of the council of the empire and of the supreme military council." A Reuter message from. / Petrograd assys: "The reason for General Ruszky's removal is contained in an imperial re-script in which the emperor commended the great work done by the retiring gen-eral and said that the difficient task of defending the capital and scriously in-jured General Ruszky's health, which demanded a rest. He thanked General Ruszky for the brilliant results obtain-ed, and said that he hoped isoon to see him again at the head of his troops." London, Dec. 21—General Christian Dewet, one of the leaders of the South African rebellion against the British government in 1914, who was convicted of treason at Bloemfontein, South Africa, in last June, has been released from Johannesburg. They were allowed to go on payment of their fines and on condition that they abstain from participation in politics, re in public meetings, and that they do not leave their districts without permission. DeWet was sentenced to serve six years in prison and to pay a fine of \$10,000. A Reuter message from Petrograd apart in the Bulgarian officers say the trop says if the Bulgarian officers say the trop was taken because the Bulgarian officers say the trop so short of bread that the men's daily retrom tab been reduced to half a loop or the adds that the Bulgarian officers travel were refused permission to leave Mona-the of the American newspaper ment were refused permission to leave Mona-the of the American sourcement. The Kaward Stanet of Boaton, an use the for the American gorerminet. The Kaward Stanet of Boaton, an use the of the American gorerminet. The Kaward Stanet of Boaton, an use the of the American gorerminet. The Kaward Stanet of Boaton, an use the of the American gorerminet. The Baharian and when the American declined that twent the solutile of the American gorerminet. The adds that the American should be sold to them, and when the the adds that the American should be sold to them, and when the the adds that the four forelby in denis they afferwards idd, first are they should be sold to them, and when the the adds that the four forelby in denis declined to acquisece, they the difficult and committees for the study of the adds that the four forelby in denis they afferwards idd, first tare of the soldiers destroyed a career with which Mrs. Farvell was tather forbes of Boston, Mrs. Walter Farvell thoogenees of the scene. When "Dr forbes with the fast of his struer of the soldiers destroyed a career with which Mrs. Farvell was tather forbes of Boston, Mrs. Walter Farvell the adds that the four forelby in denis they afferwards idd, first stage of the solonies destroyed a career with which Mrs. Farvell was tather forbes of Boston, Mrs. Walter Farvell the adds that the four forelby in denis they afferwards idd, first stage of the solonies destroyed a career with which Mrs. Farvell was tather forbes of Boston, Mrs. Walter Farvell and the soldiers destroyed a career with which Hole, Arerella was thone to goators. Therefare of the stage of the scene which the difficult was for the stage

"Everything points to the belief that, despite Greece's protests, the Aust Germans, Turks and Bulgarians will cross the Greek frontier directly they a ready. It is reliably reported that the Turks have concentrated two divisio with cavalry and artillery, close to the Greek frontier at Nevrokop and Ka

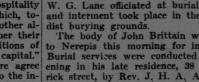
MARKED CHANGE IN THREE WEEKS

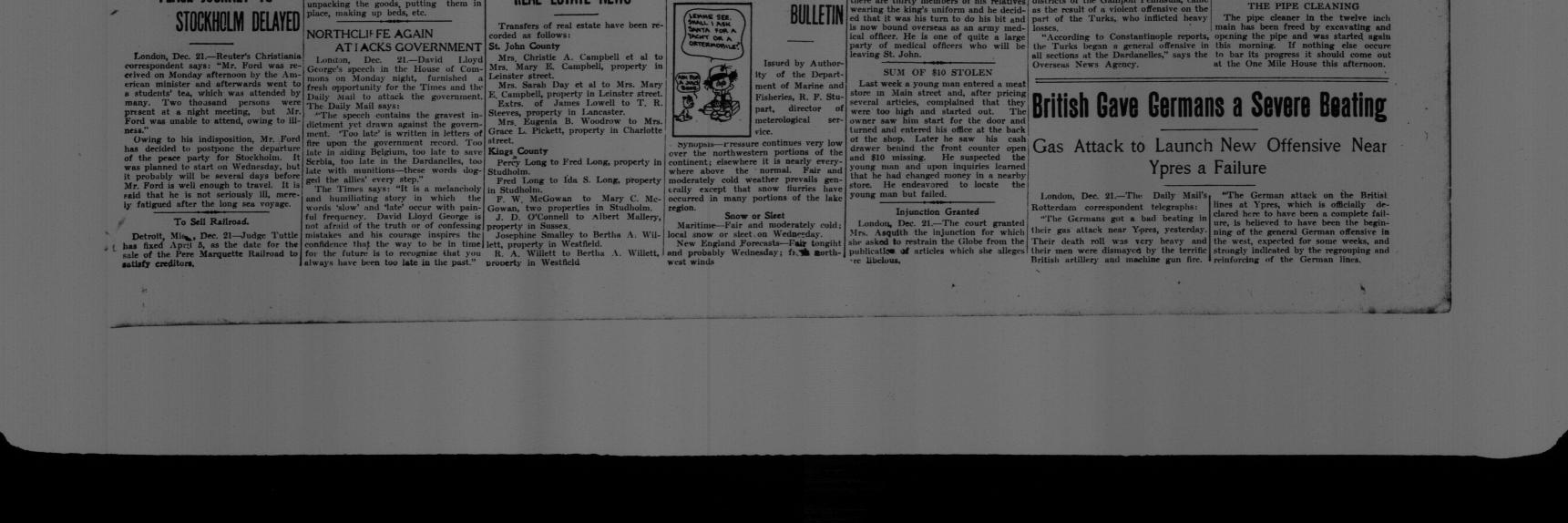
"The fighting was very violent. The Turks began their attack at Anafarta (Suvla Bay) and Ariburnu (Anzac). The enemy launched counter attacks at Sed-London, Dec. 21.—The Athens cor-respondent of the Daffy Mail telegraphs: The change in conditions of things in the change in conditions of things in in the last three weeks has ordinary and has been ac-hy an equally great change "The Turkish artillery

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Wins Promotion. Capt. G. F. O'Grady, formerly 8th attalion, Winnipeg, has been appointed g Capt. Trumbull Warren, of Toron-, killed in action. The new adjutant a grandson of the late Col. Maunsell, merly commandant of No. 3 Military pot. Mrs. T. Fred Powers, 79 Princess street. George Blake, chief of the fire depart-ment, who is seriously ill with pneu-monia, shows no improvement today. John McGrath, who has been attend-ing St. John's Preparatory School, Dan-train last night to spend his Christmas vacation with Mrs. T. J. Cronin, Elliott row. Wins Promotion. ional Lieutenants. Charles F. Randolph and Leon A. H. hurrott, of Fredericton, have been azetted as provisional lieutenants, suprary, in the 71st York Regimer Returned from Kingston. Q. M. Sergt. Drysdale, Sergt. Cashen, Sergt. Goss and Sergt. Livingstone of the 36th Overseas Battery, have returned from Kingston, Ont., where they were taking a six weeks' artillery course. Transferred to St. John. Lieut, J. Key, the Army Service Corps officer who has been stationed in Fredericton for the past two months, has been transferred to St. John, where he will assume charge of the depot of barrack stores. His successor at Fred-ericton is Lieut. G. M. Underwood. SEE US FIRST. Ladies! Our lines of Christmas gifts are neatly boxed.—Gilbert's Furnishings, A New Discovery. Father Morriscy's Remedy for Rheuma-<section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text> STIRRING SCENES AT STAR

The West End Soldiers' Comfort Circle will meet this evening. A full attendance of members is requested as this will be the last meeting of this year. A special collection will be taken.

St. VINCENT DF PAU.
 St. VINCENT DF PAU.<



Best Values! All New Goods!

Come and Bring the Children

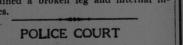
D. McArthur

84 KING STREET

Firm Established 65 Years Ago



A thappy-go-lucky individual was the cause of mirth in the police court this morning. He had been arrested last night cause of mirth in the police court this morning. He had been arrested last night by Policeman Gibbs on a charge of drunkenness and when asked to plead in-dignantly denied the charge. His witty answers kept the spectators and officials of the court room convulsed with laughter and incidentally tended to give him his freedom. He was allowed to go with a \$8 suspended sentence. Jarvis Purdy today asked Magistrate Ritchie to deal leniently with Elijah Stewart, who was arrested Saturday on a charge of stealing a tub of butter from one of his teams. The defendant when he pleaded guilty yesterday explained that

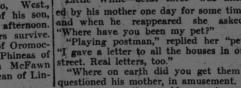


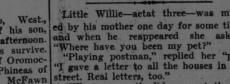
Notices of Births, Marriages and Deaths, 50c.

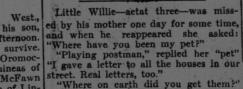
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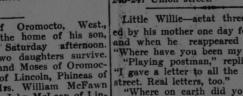
D. BOYANER

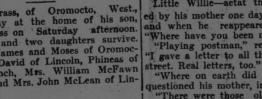
TWO STORES 38 Dock Street. 111 Charlotte Street

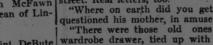














Every well informed man knows the reputation for superiority Howard watches have held for gen-

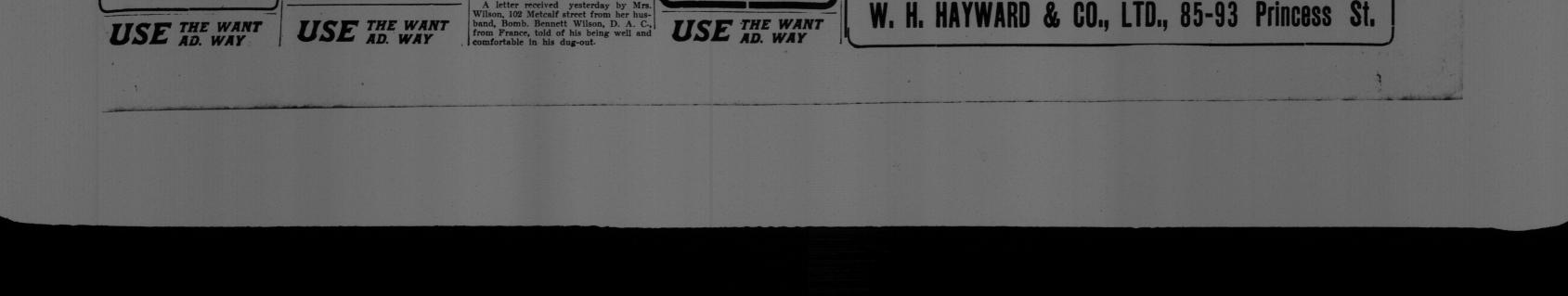
Come in and look at How-ards. We have an excel-

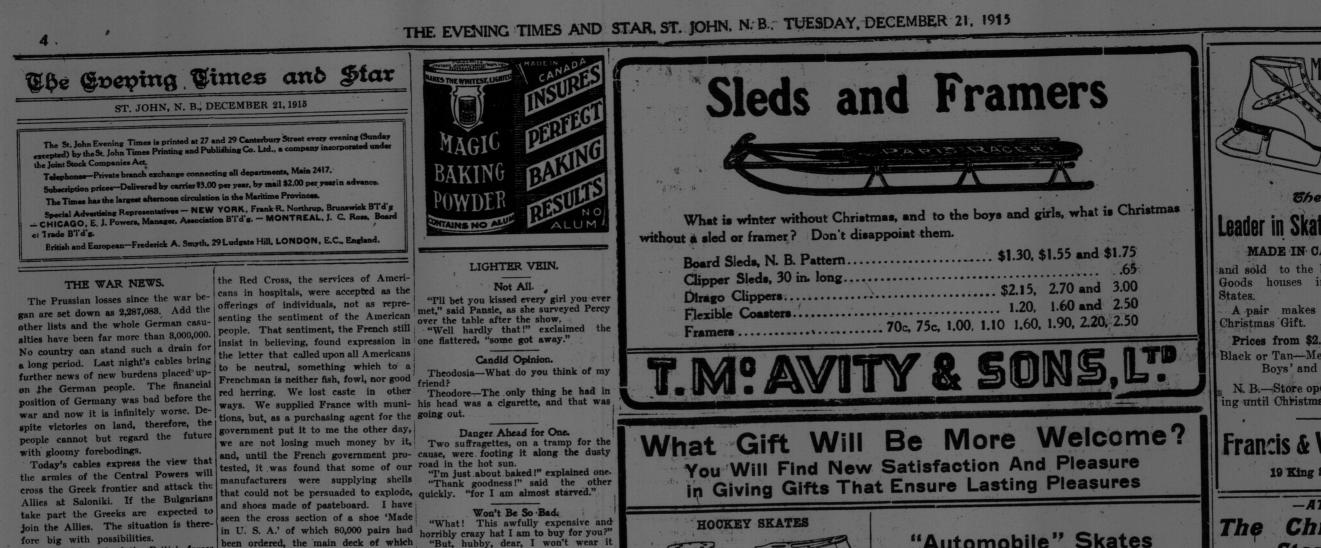
lent assortment.

erations.



A letter received yesterday by Mrs. Vilson, 102 Metcalf street from her hus-





The withdrawal of the British forces been ordered, the main deck of which fore big with possibilities.

fore big with possibilities. The withdrawal of the British forces from Suvla Bay and Anzac marks the elose of a disastrous expedition. The brilliant conduct and the lamentable sacrifices of the soldiers went for naught. It was another instance in British military history where "someone had blundered." The men fought with unsurpassed gallantry, but only there graves are left to tell the story. A very significant speech was made yesterday by Mr. Lloyd George. He ex-pressed his conviction that upon the sup-ply of labor for the munition factories depends the success of the British in this war, and that upon organized labor

British and Eu

Won't Be So Bad. "What! This awfully expensive and horribly crazy hat I am to buy for you?" "But, hubby, dear, I won't wear it more than a couple of weeks."

HOCKEY SKATES

Prices 40c. to \$4.50 WHELPLEY LONG REACH SKATES

Opener F.

gifts. HOCKEY STICKS



.

ply of labor for the munition factories depends the success of the British in this war, and that upon organized labor must rest the responsibility. Here are his words:"The whole question depends on organized labor, Unless it allows us to the there to a be only one appeal of skilled labor, we cannot perform this hus. There can be only one appeal on this. Hundreds of thousands of precious lives depends on labor's answer: "
What a question whether we are going in the bloodstained pathor bas been the indicator of the statistical rest."
The maxime all eyes are, turked is in the situation on this the situation on the verse first in the situation on the reaction.
THE LIBERAL LEADERS.

THE LIBERAL LEADERS. This country will profit by the forma-tion of a national advisory committee of the Liberal party, to study national problems and encourage such stud problems and encourage such study on the part of the people. The war has brought great changes in national conbrought great changes in national con-ditions and in the national outlook. Can-home.

ada has entered upon a new era. For the moment every energy is exerted to New Year's Day, 1916, with its great carry on the war to a successful issue, but within a year or so the great period campaign, will be memorable in the hisbut within a year or so the great period tory of St. John. of reconstruction after the war will call tory of St. John.

but within a year or so the great period of reconstruction after the war will eal for the exercise of the highest states-manship. Sir Wilfrid Laurier and the leading men of the Liberal party do well, therefore, to take counsel together, and to resolve that so far as they and their party are concerned there will be careful study of the situation in ad-vance, so that when they are called upon to do their part in the adjustment of the national life to new conditions it will be done intelligently and not at hap-haz ard. Throughout the period of the war they have recognised the importance of giving the government a free hand, and every war measure proposed has re-ceived their hearty support. Sir Robert Borden has frankly admitted many times that it was because the people

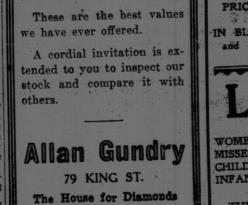


To one not familiar with our rapidly growing stock, our showing of Diamonds would come as a surprise. When we consider it in com-

surprises even ourselves. In the lower prices we are howing very special value in the following prices: \$10.00, \$15.00, \$20.00, \$25.00 and

\$40.00.

Jarison with other years, it







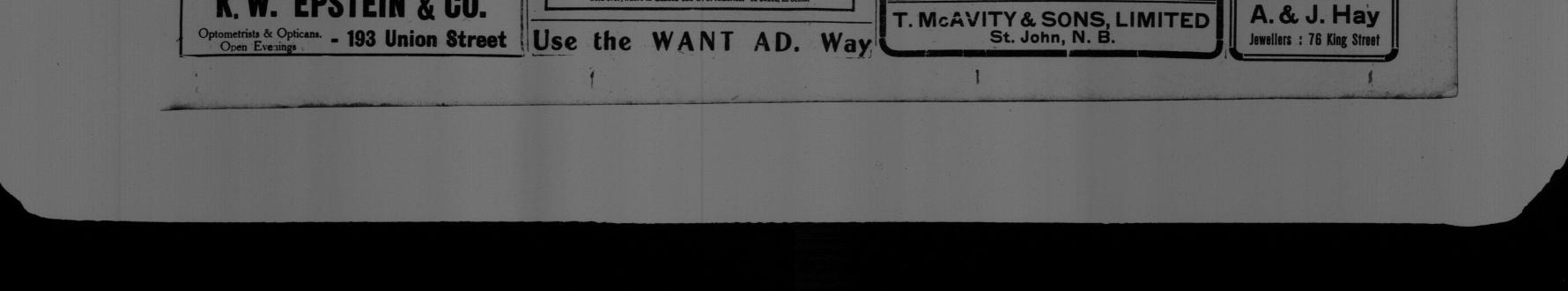
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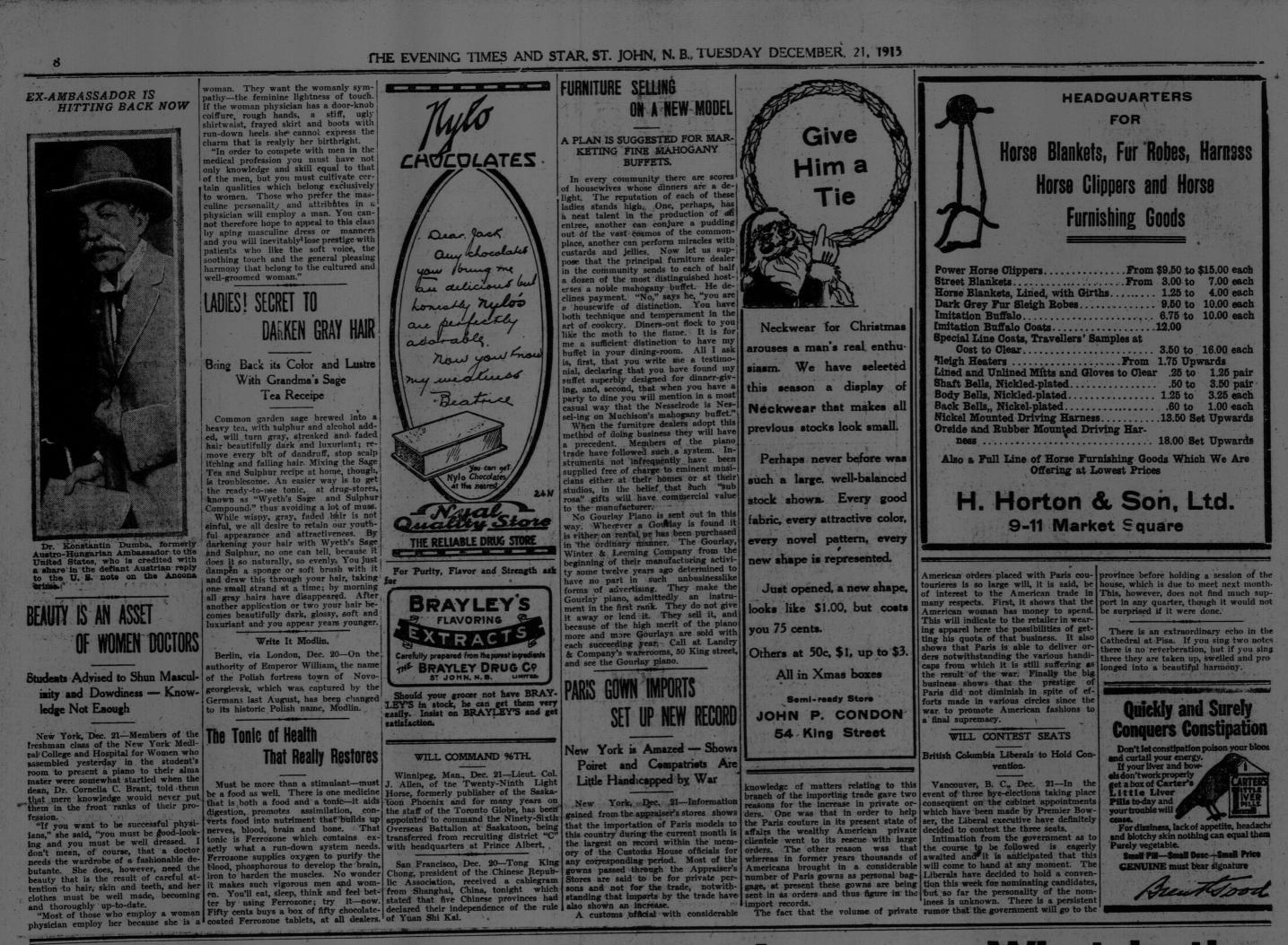


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6	· THE EVENING	TIMES AND STAR, ST. JOH	N, N, B, TUESDAT, DEC			
		C AND CTA	D CT ASSIF	IED PAGE	One	Cent a Word Single In- Discount of 33 1-3 Per
Send in The Cash With		S AND STAI				on Advis. Ruoning One or More, if Paid in Ad-
The Ad. No Credit For This Class of Advertising.	Want Ads. on This Pag	re Will Be Read By More	People Than in Any Par	per in Eastern Canada	TADCO	-Mininum Charge 25c.
	a de la companya de la					
EAL ESTATE	D ROOMS TO LET That Box	For Your Soldier Bo	Wa KNOX ELECT	REET	Shops You	Ought _
EAL ESTATE	street. 35110-12-29	shlight It May Save a l		and Best	= To Kno	
t house; parlor, dining-room, kit- with priv	Heated Furnished Room, ate family, 25 Elliott 35063-12-28		Cows For Sale ULINITIAN VOIT	MENI UN	Designed to Place Before Our	
M. Terms can be arranged. Write GOOD Board	84 a week at 28 TOOL Makers and			IN COMMAND	chandise, Craftmanship and S Shops And Special	Seavice Offered By '
ner" to Times.	reet. 35064-12-28 D Rooms for light house- Phone 2718-11. 35062-12-27 Brooms for light house- familiar with fine wo paid with additional	homus Permanent \$180.00. Prince \$65.00;		-German newspapers seem to be uncertain		
FLATE TO LET	nt room, heated 29 Pad- factory. Location B	trownsburg, Que, in	Pimes. 35085-12-25 how to view the eral Sir Douglas I	Haig as British com-	AUTO 'BUS	HORSE FURNISHING
30110-12-20 L	particulars of experi	Write, giving full ence, size and ages	quoted by Reute	r's correspondent at Harry Colem	IDhama Main185-91	E are now offering a first of horse blankets at low r two stores—467 Main stree ussels.—R. J. Currie, Collar
	78 Princess. 34512-17 ply in person at No	609 Main street.	allion. See us now, 34885-12-23 "a pushful boastful a Label A Project	ul dilletante," while	nes	ss Manufacturer. VE ARE NOW showing an
LET-Immediately, owing to de-	MS, 27 Coburg. 34368-1-4 arge room with board, Apply Hygenic	for general work. Bakery. 12-22 Junior for office. seed ninth school fully warranted. W.	hines, Special low has had no experi- tay trade. Drop- (00, \$28,50. Reliable	troops.	from 45c. up; sleds 39c. H.	line of Driving Whips, rushes, and Curry Combs at 1 Horton & Son, Ltd, 9-11
t bedrooms, dining room and kit-	streetT f. Three Furnished Rooms, d water, light housekeep- grade. G. E. Barbou	Junior for office. ssed ninth school r Co., Ltd., North main street. 349	929-12-28	••••••••••••••••••••••••••••••••••••••	tes, hockey, acme, bob and at Duval's, 17 Waterloo. 35023-12-27	IRON FOUNDRIE
and back, an on one of the second sec	ster street. T.1. Wharf.	for soda fountain. FOR SALE-Christ		Home-Made \$1.00, \$1	s and a thousand other o	JNION FOUNDRY AN chine Works, Limited, (
hand bell.	34576-12-28 Charlotte street.	s5107-12-23	Easily Prepa	red Costs Very things at Du	aval's, 17 Waterloo street. 35025-12-27 En	'aring, manager, West St. Jo ngineers and Machinists. I rass Foundry.
field.	WANTED 148 Carmar-	34990-1-25		kinds o	f useful goods and fancy	MILLINERY
35010-12-25 then. BOARDERS	WANTED, 42 St. Pat-	tel, 74 Mill street. 34999-12-24 ship six years-going him for the street. Ship six years-going ship six y	By making this re rooms over. All sty Present owner- g into another line ble price. Apply 14 35068-1-20 B FOUND B FOUND	ready-made kind, but a much more prompt	not a dentistry, but we not a dentistry, but we od choppers just the same, he whole family can use the	
bath. Can be seen anytime, 121	D Rooms, 6 Peters street. 33974-12-25 BARDER WAR	ng street. <u>34974-12-21</u> bit Dusiness, Reasonat Pond street.	and positive reme overcomes the usy chest colds in 24 whooping cold	best of all the hours-relieves even nickly-and is excel- suit any more	s. You can adjust them to uth, 17 Waterloo street.	at Mrs. Brown's, 38 Sydr 3050-1-1
LET-Bright upper flat, six rooms, modern improvements, 89 Paradise	and machine	rk around foundry shop. Steady work. . The Thompson	POURD lent, too, for bron ma, hoarseness ar Get from any d	a spasmodic croup. The spasmodic croup. Th	AISTMAS Goods in white	MEN'S CLOTHIN









What is the What is a Modern Brewery! HOW FRONTENAC BEER IS MADE A modern brewery is not only a gigantic machine, but also a gigantic laboratory, every part of which is not only tho-1 .- The mait received in car-loads is elevated to the mait bins. roughly and spotlessly clean, but also completely and perfectly

sterilized.

The marvelous devices and machinery of the modern brewery compared with the old are apparent.

These improvements, however, are trifling, if compared with those brought into the science and methods of brewing,

Unfortunately very few of these methods can be shown here.

Note that all vessels, mash tubs, filter tub, kettle, cooler, fermenter, storage tanks are hermetically closed to guard against infection from the multitude of germs contained in flying dust.

Every beer pipe, pump or vessel containing beer manufactured or in process of manufacture, is frequently flushed and sterilized.

Note also, the immense storage rooms filled with glasslined tanks. These permit the thorough ageing of the beer, without imparting to it any rosin or varnish taste as is so often the case with wooden casks.

To these conditions is due the remarkably clean and unvarying taste of the different Frontenac brands and also their wonderful digestibility.

LABELING MACHINES

PASTEURIZER

2 .- The mait from these bins is ground in the mill and elevated to the mash-tub.

3.—In the mash-tub, the malt and water are thoroughly mixed by a powerful propeller turned by a 35 horse-power electric motor, and forms what is know as the wort.

4 .- The wort flows from the mash-tub to the filter-tub where the grains' are strained and sent down to the grain tank, and the extract of malt flows to the kettle to be boiled.

- 5 .- In the kettle, the extract is boiled by steam and the hops are inserted there.
- **6.**—After boiling, the extract is forced by a powerful electric pump to the upper story of the fermenting room and goes through the serpentine enclosed cooler and thence to the enclosed glass-lined fermenters, where yeast is added.

7.-After eight days in the fermenter, the beer flows to the storage tanks for ageing. Note the cooling pipes under the ceiling.

8.-Before going to the bottle or keg fillers, the beer is thoroughly filtered.

9,—The kegs used are of glass-lined steel to insure thorough cleanliness. These are mechanically scrubbed on the outside and get four powerful sprayings inside, hot and cold water alternately.

8.920 GALLONS

GLASS LINED

STORAGE TANK

8.920 GALLONS

BEER FILTERS

GLASS LINED

STORAGE TANK

UNLOADING EMPTY KEGS 8.920 GALLONS GLASS LINED

STORAGE TANK

8.920 GALLONS

GLASS LINED

STORAGE TANK

BEER FILTERS

0

KEG WASHING MACHINE CAN WASH 350 BARRELS AN HOUR

10.—The brewery has been most fortunate in finding on its premises an arte-sian well, yielding an unlimited supply of water of the very best quality that could be desired for brewing. This water is extremely cold and of great value for cooling the beer and also the ice-machine condensers.

PER DAY

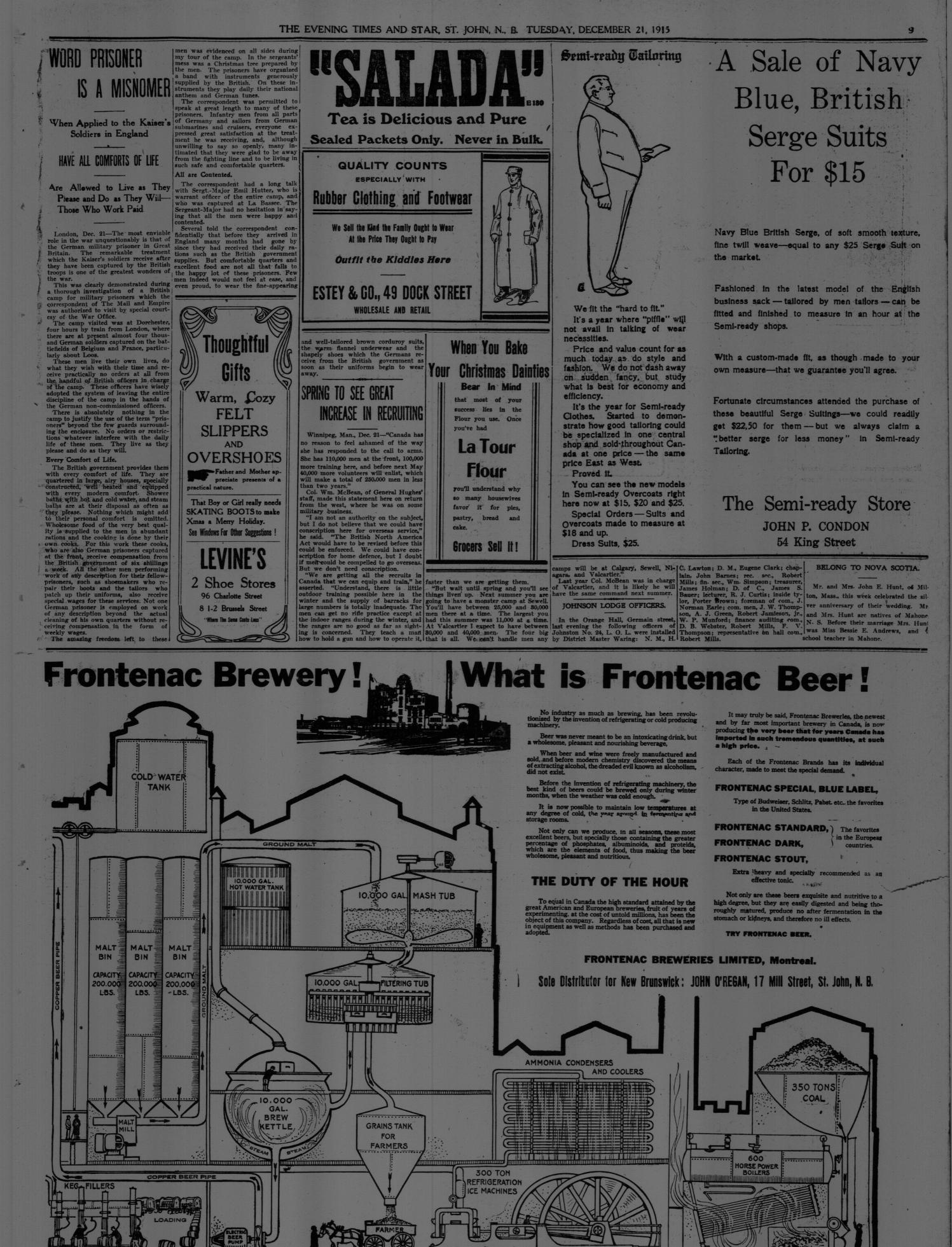
BOTTLE SCRUBBERS

ALLER SHELL WUNT

CAP SETTING CAPACITY 72.000 BOTTLES

OTTLE FILLER

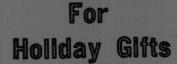












See our Wonderful Assort-ment of Pendants, Necklaces, Bracelets, Jewelry, Watches, Silver Vanity Cases, Silverware, Toilet Sets, Parisian Ivory.

Make this YOUR CHRIST-MAS STORE .

Let us help you—you will be surprised what a showing can be made with gifts selected here on a limited allowance.

Because our store has earned a reputation for quality does not mean that our prices are high.

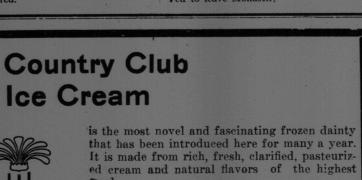
Just take a look at our win-dows and be 'convinced.

Store Open Evenings . POYAS

New York, Dec. 20—A news age despatch from Saloniki says: Bulgarian troops have seized the A erican Red Cross stores at Monas after tearing down the American f according to chuicas reasingd here

EMBARGO ON FREIGHT TO WEST ST. JOHN UNTIL CONGESTION RELIEVED Monastir doing newspaper work, in Monastir doi

Winnipeg, Dec. 21—The C. P. R. has declared an embargo on cars out of lake front and interior terminals to West St. John. The embargo was placed in the East, it is said to be only temporary and due to the large number of late cargoes arriving at Port McNicol. To make room for these cargoes it had been necessary to rush cars from Port Mc-Nicol to West St. John and, if serious congestion was to be avoided a tempor ary embargo on western cars had to be declared.



grade. Country Club Ice Cream comes in cleanly seal-ed Bricks—quarts and pints 25c. and 50c. Ask Your Druggist or 'Phone Us.

RELIEVES ALMOST INSTANTLY

Although he would never go into details about his experiences, he is known to have sailed nearly all of the seven seas in various kinds of craft. In spite of the deep-seaman's natural aversion to the make his home. Alt Ypres, where he first was affected by the gas, the officers of his company, No. 4 Company, were killed and wound R. F. A. OFFICER ON WAY TO CANADA ON MUNITIONS BUSINESS

New York, Dec. 20-Major-General W. J. Ellershaw, of the Royal Field Artil-

Hall's Catarrh Cure is taken inter-ally and acts through the Blood on the fucous Surfaces of the System. Send r testimonials free. F. J. CHENEY & CO., Toledo, O. Sold by all druggists, 75c. Hall's Family Pills for constipation.

a year as at first propos

Must Pay Subscription

M. C. A.

out his agr

USE THE WANT AD. WAY



Music Stands - 75c. to \$2.50

\$12.00 to \$25.00

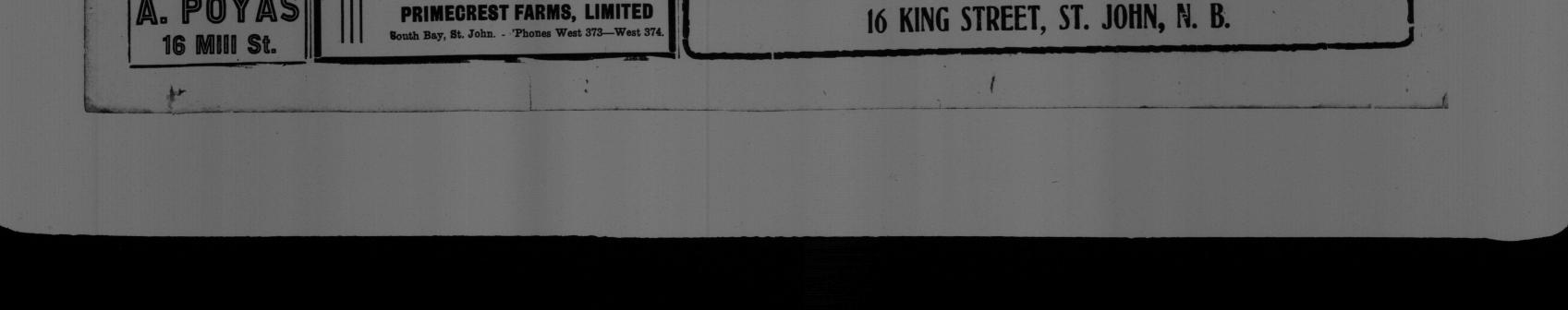
Big Discounts on All Our Pianos!

HEND PIANO

Victrola Stands

H. TOWNS

U.





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A disgraceful act of vandalism was the work of ruffians last night between ten and eleven o'clock when the car used as a waiting room was besieged and one of the doors broken off and thrown in-side, the electric lamps smashed and the heating apparatus interfered with, in fact everything easily taken hold of was demolished or partly broken. The Street Railway authorities placed this car at the disposal of the people as a waiting room about a month ago and the shelter afforded has certainly been appreciated. Those responsible for last inght's performance should be taught a lesson in common decency. It is said the passenger traffic over the bridge last evening was particularly heavy and surely some citizens must have witnessed the outrage. If they would communicate with the police it is believed prompt action would be taken. Judging by the progress of the cor-struction crew it will be two weeks yet ated.

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Many of the men of the local units are planning their return home for Christmas. Leave will commence to-morrow, though in some cases where volunteers live a considerable distance away, they will leave tonight. Those who do not have the Christmas leave will have a holiday at New Years.

Visiting Cadets

Visiting Cadets Two cadets from the Royal Military College, Kingston, Ont., are in the city on Christmas leave—Frederick Foster and Harry Barker. Mr. Foster is a son of Mrs. A. B. Pipes of Dorchester, and a nephew of W. E. Foster of Vassie & Co. Mr. Barker is a brother of Major L. W. Barker, O. C. the 4th Siege Bat-tery. Both will graduate with their commissions in June and will receive ap-pointments either in the Canadian or imperial artillery. Both young men are well known in St. John, and have been welcomed. They are former students of Rothesay College.

Pay-Day The recruits signed for the 115th will parade at the Mill street offices this fitemoon to receive their pay.



He knows better how to choose his own cigars and such things than anyone else on earth can do it for him; but WHOEVER LOVES DAD can safely choose for him any one of the hundreds of things put forward as gift suggestions in this men's wear store. Sure of welcome are Neckties, Shirts, Scarfs, Pajamas, House Coats, Dressing Gowns, Bath Robes, Sweaters and the like.

Silk Knitted Mufflers 50c. to \$7.00		Bridge Sets \$2.00 to \$2.50					
English Printed Square, \$1.00 to \$3.00	Suit Case Umbrellas\$2.00 to \$5.00	Sneaker Sets					
Lagar Wool Muffler \$1.00 to \$2.50	Canes	Playing Cards in Leather Cases					
Taitial Tinen Handkerchiets.	Unlined Gloves	75c. to \$1.50					
\$1.00 to \$2.75 per half dozen	Lined Gloves	Collar Bags					
White Silk Handkerchiefs,	Leather Suit Cases	Cutt Links					
25c. to \$1.00 each	Fitted Suit Cases	Stick Pins 50c. to \$3.00					
Khaki Silk Handkerchiefs 50c.	Leather Club Bags\$2.50 to \$25.05	Dress Studs					
Blackmann 25c to \$2.00	Fitted Club Bags 518.00 to 550.00	Tobacco Pouches					
Hanger Armlete 25c. 35c. 50c.	Dressing Cases	Cigar Cases \$1.00 to \$3.50					
Hanger Suspenders 50c. to \$2.00	Ebony Military Brushes.	Gigarette Cases					
Combination Set_Armlets, Garters	51.50 to 55.00	Card Cases					
and Surmenders 75c to \$1.00	Ebony Cloths Brushes. 51.00 to \$1.50	Letter Cases					
KING STREET GREATER OAK HALL							
COR. GERMAIN UI							

SCOVIL BROS., LIMITED, St. John, N. H

Sensible Gifts For the Home! Presents that combine usefulness and beauty are the more sensible, being prized far the more highly than gifts that are

simply ornamental. A table for dining or living-room, a sliding couch, or mantel mirror, a taboret, a screen or hall seat;! perhaps an umbrella rack. These things are useful, besides being attractive.

Shirt Waist Boxes are not only practical, but are always most warmly welcomed. These we offer you in various pretty effects and suitable sizes at \$4.50, \$6.75 and \$7.75.



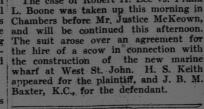
CHRISTMAS - WINTER のなるでは、ないのなののないのないのないののでの

THESE THREE ARE LINKED TOGETHER

Nothing is more appreciated than a set of RICH FURS FOR CHRISTMAS. Furs are necessary for HER comfort-it's worth something to have HER comfortable.

BLACK FURS-Fox, Lynx, Wolfe, Raceoon at .\$120.00, \$110.00, \$95.00 and as low as \$18.00 for a Scarf and Muff.

RICH FUR COATS-Persian Lamb, Beaver, Hudson Seal and others, \$350.00 ,\$200.00, \$100.00 and prices according to quality.



Advertising and Price

Advertising, and rrice Who pays the price of advertis-ing is a much discussed question. Listen to what Jules B. Schloss has to say in Newspaperdom. "Good advertising creates a passive expense which is overbal-anced by the decreased cost of production or selling—and it re-duces the price of the commodity to the consumer. It lowers the cost of -living. "Poor advertising remains an active expense, which must be added to the price of the commod-ity, because it does not propor-tionately increases, instead of decreases, the cost of production and selling! Consequently, it raises the cost of living. When advertising is run in media to which it is pot suited, it is decid-ely poor advertising, and it will not bring the necessary results." And because they produce re-sults at low cost the newspapers

