## POOR DOCUMENT <br> MC 2035

## 



## POOR DOCUMENT

## MC 2035



## A MIGHTY CRASH IN PRICES

AT THE DRICE-SMASHING SAIE
Full stock on sale at a great reduction. Savings of 25 p.c. to 50 p.c. on every purchase
A few of our many bargains are listed below. Space does not allow more.

 MENS HEAVY OVERCOATS AND MACKINAWS $\underset{\$ 6.49}{\$ 1.74}$| up |
| :--- |



Men's Wool Underwear, excellent quality. 89 c up CHILDREN'S KNITTED SUITS, 4 PIECE ...... Also Ladies Alover Aprons, Middies, Nightgowns, Chidren's Rompers, What
NO EXCHANGES NO APPROVALS DURING THIS SALE
Union Clothing Go., 200 Union Street


The Utmost in Quality
Purest materials, scientific manufacture under conditions of absolute cleanliness-then wrapped and sealed against all impurity.
That is Wrigley's as it comes to you-fresh and full flavored.
Aids digestion, helps to keep teeth white and clean-breath sweet and disposition sunny.
Making the next cigar taste better.

Forget the Past!-
 How hour motrir



For $\$ 1.00$, s200, $\$ 3.00$, s $5.00,5.00-$ Yoctll Delight Dad


THE Boys or course
and
Ta

D. Magee's Sons, Limited 9 A

## $\frac{5 .}{5}$



## $\geq$

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, DECENIBER 7,1922

## Paragon China

 O. H. WARWICK 2 CO., LTD.
FIFTEEN MINUTES
OF RADIO EACH DAY
By Edmerd N. Dris


Gifts For Men
 $=2=$ \% $w=5$


## GILMOUR'S

68 King Street





|  |
| :---: |
|  |  |
|  |  |

$\frac{\text { TVK-MAN N }}{}$
BICGEST DRY DOCK

##  <br> 

 (a)
## 

## 

$\qquad$





## POOR DOCUMENT <br> MC2035



## POOR DOCUMENT M C 2035



## POOR DOCUMENT

## MC2035



## POOR DOCUMENT <br> MC2035

|  |  <br> The Case for Daily Newspaper Advertising <br> The question has been asked: What are the Advantages of Daily Newspaper Advertising by In setting out these advantages, Daily Newspaper Publishers do not discount supplementary forms of publicity. But the area of Canada and its distribution of population are such, that forms of publicity. But the area of Canada and its distribution of population are such, that Daily Newspaper Advertising has been and must be the basis of all the pointedly successful <br> 1. UNIVERSAL APPEAL. <br> (b) Intensive campaigns <br> (a) Enters the home intimately <br> Newspaper advertising permits any intensity desired, up to daily insertions. <br> The newspaper enters the home and has a more intimate appeal to all members of the family than any other reading matter <br> (b) Reaches all classe <br> The newspaper appeals to all literate members of the community, without distinction of race, <br> (c) Thorough distribution. <br> The newspaper finds its readers, whether they are at home or not; if they are not at home, it <br> eaches them when travelling, on trains and <br> (d) Reaches the business man. <br> The newspaper is to the business executive the <br> (e) Minimum duplication. <br> Because of the completeness of the service of each newspaper, there is a minimum of dupli- cation between newsper <br> 2 IMIMEDIATE APPEARANCE. <br> (a) Impulse to immediate action <br> Because the newspaper deals with the immedi- ate fact and the opinion of the day, its col- <br> umns give an impulse to immediate action; results are often felt even before the presses <br> (b) Quick insertion <br> Through the newspaper the reader may be reached within a few hours after copy is pre- pared. <br> (c) Quick change. <br> Advertisements in a newspaper may be changed or even cancelled up to a few hours <br> (d) Quick repetition <br> A newspaper advertisement which proves suc- cessful can be repeated promptly before the <br> (e) Timely copy <br> Newspaper copy can be adapted to the day on which it appears, or to current events, and can <br> 3. FREQUENCY OF APPEARANCE <br> (a) The choice of the day. <br> The newspaper advertiser has his choice of the precise day of the week most suitable to his advertising. <br> (c) Serial campaigns. <br> In the newspaper it is possible to use serial copy with any desired interval between in- <br> (d) Cumulative effect <br> A newspaper campaign may be planned to obtain a maximum cumulative effect, through the flexibility of space and <br> 4. LOCALIZED CIRCULATION. <br> (a) Close to place of purchase. <br> The reader of a newspaper advertisement can go directly to the place where the article ad- vertised is on sale <br> (b) Spotty distribution <br> The advertiser with spotty distribution can, by using newspapers, advertise exclusively where <br> using newspapers, adv. his goods are on sale. <br> c) Coneentrated territory. The newspaper offers the maximumi concen- tration of circulation in any community. <br> (d) Strengthening weak territory. <br> Strengthening weak territory. The newspaper may be used to strengthen weak spots in the distribution with the exact degree of force desired. <br> (e) Progressive zone advertising. <br> Newspaper advertising may be extended pro- gressively by zones, hand-in-hand with and aiding the extension of distribution <br> (f) Seasonable by territory. Seasonable variations in the demand in differ- ent territories may be taken into account in <br> (g) Priee variations, When necessary, different prices msy be quoted in different territories through newspa- <br> quoted in differen <br> (h) Localized copy. <br> Newspaper copy and illustrations may be made to meet precisely, and take advaratage of, <br> (i) Traceability <br> Traceability. The effect of newspaper advertising may be traced by observing the course of sales in qach <br> (j) Try-out and test campiigns <br> At low cost, testa may be made of the medium, the product, the selling plan or the copp app- proach at typical points before embarking on a costly general campaign. <br> The Daily Newspaper is the medium of the moment-the axis of opportunity; flexible, powerful Advice as to the best ways and means of using it will be given to those who imquire of us; or, comp anlt asy secognized advertising agency-a list supplied on reouest. $\square$ |  |  |  | PREPARE FGR |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| The Case for |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
| Daily Newspaper Advertising hasCanadian advertising campaigns. |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| (b) eucksthertom |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## POOR DOCUMENT MC2035

##  

Furs. DOHI PORT
p

Sport Sets Hat and Scarf

Dress Hats
$\$ 3$ and $\$ 5$
 Special, quick, selling prices tomorrow and Saturday
in Winter Millinery. We must have room by Monds on all Win
for Toys.

Any Sailor Hat $\$ 1.50$ $\begin{array}{cc}\text { Sport Hats } & \text { Any Velour Hat } \\ \$ 2.50\end{array}$ marr milumery co. LIMITED

## Black Pony Goats

Made from bright Russian Skin
5 ONLY COATS
With large shawf collar and cuffs of Civit. Cat. This
makes a beautiful contrast with Pony. 40 inches long, fancy linings and belts.

PRICE THIS' WEEK
$\$ 98^{.00}$
F. S. THOMAS

## Gift-Shopping Luncheon


 GARDEN CAFE, - - Royal Hotel



## The Troning Timeg $\star$ Star

|  |  | DAY, DEC | CCEMBER 7,192 |  |  | Sixtren pages |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | FORGOT TO PUT the cat out | LESS COAL MNED; PEACE OF WORLD LESS IMPORTED POLCY OF U.S. |  | SPEAKS OF GREAT INDUSTRY FOR NEWFOUNDLAND |  |
|  |  |  |  |  |  |  |
|  | $\mathrm{F}^{2}=5$ |  | Anget mo | HARVVEY ASSERTS |  |  |
| Ilustrate Daily Life, Relig. ion and Sports of the Minoan Period |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| $\begin{aligned} & \text { ed from Walls, Evidently } \\ & \text { by Severe Earthquake } \\ & \text { Shock. } \end{aligned}$ |  |  |  |  |  |  |
| $=$ | yitaxt |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  | PROPO |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  | FOR SETILEMENT |
|  |  |  |  |  |  | OF N.B. LANOS |
|  |  | - |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | , |  |  | TMW HEALY |  |
|  |  | z $=$ |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  | cism |  |  |  |  |
| w |  | 525-5x |  |  |  |  |
|  |  | xamememitum |  | ${ }^{-m}$ |  |  |
|  |  |  |  |  |  |  |
| Wwsw |  | - |  |  |  |  |
| Iaytor |  | OF FREE STATE | t |  |  | BADLY HURT |
| \% |  |  |  |  | , ${ }^{\text {a }}$ |  |
| $=$ |  |  |  |  |  | - |
| Notices of Births, Marriages and Deaths, 50 cents |  |  |  |  | $\bigcirc$ |  |
|  |  |  |  | $c^{c}=$ |  |  |
|  |  |  |  |  |  | Evisw |
|  |  |  | \% |  |  |  |
| ${ }_{\text {den }}^{\text {death }}$ | $\sqrt{2}=\mathbf{z}$ |  |  |  |  |  |
|  |  | $\pm$ |  |  |  |  |
| - |  | ORN |  |  | Ex mix |  |
|  |  |  |  |  |  |  |
|  |  |  |  | ${ }^{\text {a }}$ |  |  |
|  |  |  |  |  |  |  |
| $=\mathrm{m}=\mathrm{za}$ |  |  | $=2=5$ | \% |  |  |
|  |  |  |  |  |  |  |
| меEORRAM |  |  | 5xam |  |  | - $== \pm$ |
|  |  | $\square=5$ |  |  |  | xame |
| Expmey |  |  | maty | 96 |  |  |
|  |  | - |  |  |  | $=$ |
|  |  |  |  |  |  |  |
|  |  |  | \% = wnatis |  | $=5$ |  |
|  |  |  |  |  |  |  |
|  |  |  |  | ${ }^{2}+z^{2}=$ |  | $\mathscr{E v = 2}=2$ |

## POOR DOCUMENT <br> MC2035

HE EVENING TIIES AND STAR, ST. JOHN, N. B., THURSDAY, DECEMBER 7, 1922


## POOR DOCUMENT MC2035

THE EVENING TIIES AND STAR，ST．JOHN，N．B．，THURSDAY，DECEMBER 7 ， 1922


To build health and then to
keep it－thousands have found a way


Back to normal weight in six weeks A reent leter for



Fave．

 prad heath meanss
all grocts have it

$\mathrm{HF}^{\text {ERES }}$ bright ider give dad one of these long grange



 $\underset{\text { Hontral }}{\text { CANADIAN NATIONAL }} \underset{\substack{\text { Toronto }}}{\text { CARBON }} \mathbf{C O}$ ．，$\underset{\text { Wiminipes }}{\text { LIMITED }}$

## 等组 ELASHIGHTS \＆BATTERIES A

䰚 ||


 It Has to Pass Our Baker Firsf
$\mathrm{E}_{\text {VERY＂milling＂of Quaker Flour }}^{\text {VEefore it leaves the mills．}}$
The wheat is analyzed by our chemisto for protein The wheat is analyzed by our chemists for protein， cleaned．The product is tested at every stage of milling．
A perfect flour is the result． A perfect flour is the result． But the supreme test takes place in our own bakery．
Every day＇s＂milling＂of Quaker Flour must receive
the O．K．of our expert berer the O．K．of our expert baker．It must produce bread perfect in size，flavour，colour and texture，before it can
leave the mill，Nothing is left to chance in producing
Quaker．You will make far better bread and calke with Quaker Flour Always the Same－Always the Best Just try Quaker．
THE QUAKER MILLS
TERBOROUGH and SASKATOO


Towing and Salvage
Tug Boato for hire for harbour and outs
types of marine salvage work undertaken． Tugs：Margaret A．Hackett
J．H．Hackett $\begin{aligned} & \text { Florence } \\ & \text { Katherine K．}\end{aligned}$
For rates apply to．
ST．JOHN DRY DOCK \＆SHIPBUILDING ST．JOHN DRY DOCK \＆SHIPBUIL
COMPANY，LIMITED
Main Office：Courtenay Bay．Telephone M． 1183.
City Office：Baird \＆Peters Bldg．，Ward St．Tel．M． 4759. and his cor once． Valuable Tep， Tapastry Sold tin

## Dominion Rubbers

protect your health and save your shoes

To protect yourself against colds，grippe，sore
throat and pneumonia，caused by wet feet－ throat and pneumonia，caus
wear DOMINION Rubbers．
To enjoy the comfort of warm，dry feet in
rainy and snowy weather－wear DOMINION rainy and sn
To prevent accidents on slippery sidewalks－
wear DOMINION Rubbers To save your shoes on stormy days－wear
DOMINION Rubbers are soundly economical
because they save your health and your shoes， because they save your health and your shoes，
too，and besides，DOMINION Rubbers wear longer．
They are comfortable，too，because you can get
the exact size and shape to fit every shoe you wear．
Don＇t ask for＂a pair of rubbers＂．Say to your
shoe man＂I want DOMINION Rubbers＂．


## POOR DOCUMENT

## MC2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, DECENIBER 7, 1922

Times and Star Classified Pages
The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ending Sept. 30, 1921, Was 14,780
nd in the Cash with the d. No Credit for this al The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ending Sept. 30,
of Advertiaing
One Cent and a Half a Word Each insertion; Cnsh in Advance. No Discoum.. Minimun Caure 25 Conk.


# POOR DOCUMENT <br> MC2035 

THE EVENING TIINES AND STAR, ST. JOHN, N. B., THURSDAY, DECEMBER 7, 1922


## POOR DOCUMENT

## MC2035

THERE IS NO LONGER NECESSITY FOR NORTH END RESIDENTS TO TRUDGE UPTOWN
A Great, New Sale Centre Has Been Established for the North End and Valley, Bringing Extraordinary Bargain Benefits Right Home to That Prosperous Residential Section


The North End and Valley trade will be served in the Xmas season by a new shop at that section's most central point- 703 Main street. The goods scheduled for this extraordinary sale are all new, clean and fresh from the makers. Thes
The goods are brand new-only the price has been affected. Visit the store and inspect the articles exhibited at the great sale
Now for the prices. Mere words will not give you a notion of the bargains. Prices are what count.
We say the prices are remarkably low. We have listed some of the quotations. What do you think of the following?

Atlantic Underwear-Gold, red, green 89C.
and blue label ...............
89


Ladies' Pullover Sweaters .............. $\$ 1.48$
Men's Woollen Home-made Mitts and Sox. . 49c Dr. Neff's Sanitary Fleece Lined Shirts and
Drawers . .................... $\$ 1.25$ a suit

Yard Goods-Towelling, Cretonnes and other
Remnants, in Wonderful Values

| Men's Dress Shirts Men's Woollen Sweaters | $\$ 1.48, \$ 2.25$ |
| :---: | :---: |



Fleece Lined Underwear-For men ....... 79c
For Boys ........................ 59c

Men's Workshirts Khaki and blue and
white striped $\ldots . . . . . . . . . . . . . . . .$.
 Men's Work Pants. $\mathbf{7 1 . 1 9}$
$\$ 2.48$

> Boys' Tweed Pants W.................. 98c Boys' Winter Caps_Woollen Ear-tabs ..., 88c Boys' Pullover Sweaters-Navy and
brown ................................
89C.

## Do Your Xmas Shopping at 703 Main Street <br> Watch for the Sign-"NORTH END SALE CENTRE

The Leviathan Is a Marvel

Of New Electric Appliances


# M C 2035 



## POOR DOCUMENT <br> MC2035



