# MC2035 

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## POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, JANUARY 14, 1925


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THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, JANUARY 14, 5921


## How to Plant an Advertising Crop

Until the advent of the Audit Bureau of Ci aulations, advertisers sowed their business seed in a vast but fallow field. Some of it grew and returned fair harvest-much of it was cast upon barren ground and was lost. There was no standardized method of determining the fertility of a pubbica. tion's field. Experimenting was expensive.

The A. B. C. has eliminated the barren spots of circulation. Planting an advertising crop is no field through audit reports. They know whether it is fertile ground and sow their seed accordingly.

The circulation of The Daily Telegraph and The Evening Times-Star has been audited by the A. B. C. Advertisements placed in this pubilication are seeds well sown

## Jinumin (rimicisins

Great Domestic Sale in Linen Dept. on Saturday Including Sheets Pillow Slips and Table
Damask, Turkish Bath and Huck Towels All at January Sale Prices


Special Cup Towels with red stripes and Special Cup Towels with red stripes and
checke, 25 inches wide. $\begin{gathered}\text { Resualar } \\ \text { January } \\ \text { Sales }\end{gathered}$ 39.. Quality Linen Crash, a number of lines to Special Crash Toweling, oft finith, half
bleached. Regular price 29c. Special Cup Towels, size $22 \times 30$, hemme
ends. Reglar price
39c

Special Cup Towels in union linen, two
special numbers, red checked and bordered


| Invisible Elastic Hair Nets. ....... 7 for 25 e. <br> Ladies' and Children's Hose Supporters 19c. pr Mending Wool............ 4 Skeins for 25c. Heavy Safety Pins 5c. a card DeLong Hairpins 23c. a pair |
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## Daniel

London House
Head of King St.


## NOTICE

THE FIRE INSURANCE COMPANY OF GANADA THE NATIONALE FIRE INSURANGE GOMPANY OF PARIS
THE AMERICAN EQUITABLE ASSURANCE COMPANY OF NEW YORK

Announce that R. W. Heine, has no further connection with the management of their business.

Debtors are respectfully requested to make cheques payable to the order of the re spective companies-Offices "B. N. A. Build-ing*-Market Square.

## LAST CALL TO <br> Lesser's January Clearance Sale

## Ends Saturday, January 15th

Never has any sale of ours hadsuch success. We wish to thank he purchasers who have helped us. Come to the Last Call and finish your future needs.
NO APPROVALS NO CHARGES NO EXCHANGE
Only a Few of the Many Things to Offer:


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$70 c .1 b$.
Also a large assortment of packages from 55 c. to $\$ 3.00$.
Special Orange and Gold Package $\$ 1.50$. The Ross Drug Co., Ltd.


## NOW SHOWING

Individual Styles in Satin Hats for Present and Future Wear
Novelty Veils from Van Raalte. Complete Range of Colors.

Marr Millinery Co., Limited
January Fur Sale Hudson Seal Muskrat and Pony Coats less than cost

F. S. THOMAS

539 to 545 Main Streot


Pre-Nuptial Banquets
Also fraternal suppers. club or society luncheons, and
suppers for snowsho parties are specialties at .The
Royal Gardenw where qualit, variety of menu, and
service are ereally unsurpassed.
Prices to Suit Your Requirements.
GARDEN CAFE :-: ROYAL HOTEL

How A PocketKnife?


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Perhaps your own is the worse for
wear and yourd be the better of a new
one, cospecially now that you can have
a good Farslish Poccter Knift with finely
tempered blidedes hhat hold their been eut
titrg edges looger than other kinds you're
wied
As birthay gitis, pocket or penkaiv
are appropriate and acecoptable.
are approprate
our ange
lery includes:
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Cutiery Department-Street Floor.
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W. H. Thorne \& Co. IMITED

ins:- - .30 a. m. to 6 p. m.; Close at 1 p. m.
daring Janury, February and March


CHANGE OF TME FOR ADVERTISERS Advertisers are requested to submit copy to The Times business office before $2 \mathrm{p} . \mathrm{m}$. on the day previous to publication. Advertise ments received at a later hour cannot be guaranteed for following day's publication.


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MACAULAY BROS. \& CO., LIMITED
Special Sale of Whitewear Today and Saturday

of Slightly Soild Whitewear at prices that will clear each line
of Slighty Soiled Whitewear at prices that will clear
out in two days.
CONE AND SEE THESE BARGAINS. ENVELOPE, CHEMISE-Shown in Flech or White, in
Dove Silk, Witchery Crepe and Nainsook: beautifully handDove Silk, Witchery Crepe and Nainsook; beautifully hand
embroidered; in many dainty designs. Made in
or Loore
or Loose Knee effect.
Special Prices
$\$ 2.19, \$ 2.49, \$ \$ .69$, embroidered; in many dain
or L. Loose Knee effect. $\$$.
$\$ 2.89, \$ 2.98$ and $\$ 3.49$.
$\$$. LADIIS', NIGHTIISS-Made of best quality cotton, and hand-embroidered or trimmed with lace and Hamburg. Shown
in many lengths and sizes. Special Prices $\$ 2.19, \$ 2.49, \$ 2.69$,

$\$ 2.98$ | in many len |
| :--- |
| $\$ 2.98$. | UNDERSKIRTS-With deep frill of lace and Hamburg, finished off with beading and

ribbon trimming These oome in the short lengths and are most suitable for wear with new
skirts. Special Prices $\$ 1.29, \$ 1.49, \$ 1.89, \$ 1.98, \$ 2.19$.

We Have Now Ready For Sale a Few


Rebuilt Ranges excellent satisfaction. have been rebuilt from Bottom to Top
These Ranges have guaranteed the same as our new ranges,
Any one in need of a good Range will find just wha Any one in need of a good Range will find just what
they recuire in our assortment.
These wivestly move quickly at the prices we are
asking. Select yours today.

St. John's Greatest Mercantile Ivent
You men who prefer yove clothes personally tailored, just bear in mind that this great
event includes our entire stock of

## Too Many Mattresses

So we offer them at Startling Reductions in Price to effect Quick Clearance.


## Dependability

Page thing.
Dependability is a pledge. And we tell your todayy that never in our 60 years of depend This Dependable January Fur Sale
to buy a rich Fur Coat at such a bargain as now.
Why Muskrat Coats Cost $\$ 8.50$ to $\$ 200.00$ Onl
Hudson Seal Coats, $\$ 250.00$ to $\$ 350.00$ Instead of Twice as Much.


## Che thening Time 7 Star



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THE EVENING TIINES AND STAR, ST. JOHN, N B., FRIDAY, JANUARY 14, 1921


We have adjusted ourselves to the new conditions for 1921. We have revised aur aur prices of raw anda. cost money and our merchandise.
Personally, I welcome the opportunity to work back again to a normal basis. I have absolute faith in Canada now hit the bottom.
 Last year we advised the retail merchants not to buy their fall requirements until later. This year we advise both you and the public to bay now while prices are at their lowest. Everyone will be wanting goods at the same time. Factories cannot manufacture al ac once. Buy maw while prices are low. Wound to advance, and this will mean higher prices.

OUR GOODS ARE MANUFACTURED IN OUR OWN FACTORIES FROM THE FINISHED PRODUCT
 ult. Under our system of manuracuring and merchandiding we are abbe to offer you some lines at much
buwer prices, for immediate or future delivery. Canadians are too modest, and too easily stampeded. Let us be 2 litle more aggressive and have 3 a 1 itlee
more national pride. Let us realize that we in Canada must work out our own problems to suit out own more nationa
conditions.

 liave the samples to show youl, and
nd in process of mand apacture waiting for your orders. "THERE IS NO PLACE TOO LARGE OR TOO SMALL "THERE IS NO PLACE LOS OUR SALESMEN TO CALL"



$9: 9$
Bob Long's Repr:sentatives From Coast to Coast


The largest manufacturers of our combined lines in the Brit ish Empire, involving ten factories making overalls, smocks, workshirts, fine gloves, work
gloves, mitts, moccasins, jerseys gloves, mitts, moccasins, jerseys,
bathing suits, sweaters, knit goods for ladies, misses and
children, boys' blouses and rompers.


BRAND
Known from Coast to Coas
Head Office: TORONTO
MONTREAL
WINNIPEG


VANCOUVER

BRANCHES:





THE CANADIAN BANK OF COMMERCE

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## FOR SALE



TO LET



| TO LET-MAY 1 <br> The store No. 66 Prince William street, next CommerciaClub. Suitable for a large or double office, having a good <br> light in the |  |
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HELP WANTED


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## Men and Women, Look!

## Do Look

Let Your Eyes be Your Judge and Your Money the Last Thing to Part With.

If you do this you will find that your eyes will make you open your pocket-book and buy your necessary wants at our sale.

Were You Can Save From $\$ 1.00$ to $\$ 4.00$ on Every $\$ 10.00$ You Spend

Come and look. It's interesting to know what your money will do at our sale. So far it's been a banner sale with us and we intend, with your help, to make it the biggest sale we ever held during January.

As this stock must be sold before stock-taking, no goods will be held over that we can turn ing, no good
into cash.

| Men's Dress Shirts, worth $\$ 3.50$ for $\$ 2.48$. | LADIES' CORSETS <br> At Prices as Before the War. |
| :---: | :---: |
| Men's Dress Shirts, worth $\$ 5.50$ for $\$ 3.75$. | Corsets worth $\$ 4.50$. Sale price $\$ 3.48$. |
| Men | price \$2 |
|  | Corsets $\begin{gathered}\text { worth } \\ \text { price } \$ 1.98 .\end{gathered}$ |
| Men's 50 c . Wool Sox, 3 pairs for $\$ 1.00$. | Corsets worth price $\$ 1.58$.$\$ 2.00$. Sale price $\$ 1.58$. |
| Men's | SH |
| Men's | Shirtwaists worth $\$ 13.00$. price $\$ 9.98$. |
| Men's Worsted Pants, worth $\$ 7.25$ for $\$ 5.48$. | Shirtwaists worth $\$ 9.50$. Sale price $\$ 6.98$. |
| Men's All Wool Oxford Pants, worth $\$ 7.00$ for $\$ 5.48$. | $\begin{aligned} & \text { price } \$ 5.98 \text {. } \$ 7.50 \text {. Sale } \\ & \text { Shirtwaists worth } \$ 7 . \end{aligned}$ |
| Men's Good Work Pants, only $\$ 2.98$. | price $\$ 4.98$. <br> Shirtwaists worth $\$ 3.75$. Sale price $\$ 2.48$. |
| Men's Sweaters, worth $\$ 15.00$ for $\$ 10.98$. | Shirtwaists worth $\$ 2.00$. Sale price $\$ 1.59$. |
| Men's Sweaters, worth $\$ 12.00$ for $\$ 9.00$. | House Dresses, Underwear and Whitewear at Special Cut Prices During Sale. |
| Men's Sweaters, worth $\$ 8.50$ for $\$ 6.98$, | $\begin{aligned} & \text { Ladies } \text { Coats worth from } \\ & \$ 28.00 \text { to } \$ 85.00 \text {. }{ }^{\text {Sale }} \end{aligned}$ |
| Men's Sweaters, worth $\$ 3.75$ for $\$ 2.98$. | price from $\$ 14.00$ to $\$ 62.00$. Special Rack of Dresses that |
| Men's Sweaters worth $\$ 2.75$ for $\$ 1.98$. | about 30 all told, while they last at $\$ 10.98$. <br> Ladies Dresses in other lines |
| Men's Fleece Lined Underwear only 98c. | at 20 per cent. less than regular prices. |
| Boys' Fleece Lined Underwear only 69 c . | LADIES' SUTTS <br> At Less Than Manufacturers |
| Red Label Underwear, worth $\$ 3.75$ for $\$ 2.48$. | Regular price at $\$ 60.00$. Sale price $\$ 42.00$. |
| Blue Label Underwear, worth $\$ 4.25$ for $\$ 2.98$. | Regular price at $\$ 48.00$. Sale price $\$ 35.00$. |
| Green Label Underwear, worth $\$ 2.50$ for $\$ 1.50$. | Regular price at $\$ 40.00$. Sale price $\$ 32.00$. <br> Regular price at $\$ 35.00$. Sale |
| 30 Golf Hose, worth $\$ 1.75$ for 98 c. | price $\$ 22.00$. $\$ 32.00$. Sale Regular price at $\$ \$ 1.98$. price $\$ 17.98$. |
| Boy Wool Sweaters, worth $\$ 5.50$ for $\$ 3.48$. | Regular price at $\$ 27.00$. Sale price $\$ 14.98$. |
| Boy Wool Sweaters, worth $\$ 3.75$ for $\$ 2.98$. | GIRLS' COATS. Coats, sizes $8,10,12$ yeara |
| Boy Sweaters from $\$ 1.10$ up. | Regular price $\$ 16.00$. Sale price $\$ 10.98$. |
| $\begin{aligned} & \text { Boy Suits from } \$ 9.00 \text { to } \$ 22.00 \\ & \text { Iess } 20 \text { per cent. } \end{aligned}$ less 20 per cent. | Coats, sizes $2,4,6$ and 8 yeare Regular price $\$ 7.50$. Sale price $\$ 4.98$. |
| Boy Overcoats from $\$ 8.00$ to $\$ 20.00$ less 20 per cent. Prices. | LADIES' SKIRTS. <br> rge Skirts, worth $\$ 6.50$ for |
| Boys Mackinaw Coats, from $\$ 4.98$ up. | $\$ 4.98$. |
| Men's Overcoats, worth from $\$ 28.00$ to $\$ 50.00$. Sale price from $\$ 14.00$ to $\$ 35.00$ | $\begin{aligned} & \text { Silk Skirts, worth } \$ 10.50 \text { for } \\ & \$ 6.98 \text {. } \end{aligned}$ |
| $\begin{aligned} & \text { Men \& Suits, worth from } \$ 25.00 \\ & \text { to } \$ 60.00 \text {. Sale price from } \end{aligned}$ | Ladies' Bath Robes and Hosiery at Special Cut Prices |
|  | During Sale. |

Store Open Saturday Till $10 \mathrm{p} . \mathrm{m}$.
WILCOX
Charlotte St.
Cor. Union

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, JANUARY 14, 1921 ?


EASY TO GET

- A Paramount Arctorafi Picture
sity


QUEEN SQUARE THEATRE



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