## POOR DOCUMENT

# M C 2035 

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## City Council Now Unanimous For Civic Distribution



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## Week-End Specials

Friday and Saturday

| CANTON CREPE DRESSES <br>  |  |
| :---: | :---: |
|  |  |

THE EVENING TTMES AND STAR, ST. JOHN, N B THURSDAY APRIL

FOR


She Preferred Tile


 g Minarcus Open Evening:





F. DYKEMAN \& CO.


## The Good Infiluenfe of Real Gomfort








Amland Bros, Ltd. = 19 Waterloo st.

## GOOD BYE UNION ST.

## 


We Carry in Stock
the following GOOD TEAS Ceylons, Indias, Formosa Oolongs, Black China and Darjeeling. Humphrey's Coffee Store
14 King Street

MUST BE SOLD 200 Men's Working Shirts.
Reg. $\$ 1.50$ to $\$ 2.50$. Closing out at .......89c 200 pairs
Pants. Men's. Worsted
Formerly
$\$ 3.50$ Pants. Formerly $\$ 3.50$
and $\$ 4.50$. Clasing ut at .... $\$ 2.49$
Coys Pants to clear at...98c Only 2 doz House Dresses left in stock.
 Silk Lisle Hose ....... 39c
Silk Hose, seconds ....59c Silk Hose, seconds, ....59c
Children's Ginghám Dresses Flannelettes and Ginghams
clearing at $\ldots$.... 19c yd

TO THE PUBLIC By the 1st of May our Dry
Goods business now conductGoods business now conduct-
ed at 247 Union street must ed a
be permanentily closed to the public. In order to accomplish this
sur stock is being our stock is being sacrificed
regardless of cost A full
 Children's Readyto- Wear
giong at less than half price. going at less than half price. Come and visit us; benefit
by the bargains; see with by the bargains; see with
your own eyes the exceptionyour own eyes the exception-
al values; spread the good
news amonost your friend
 This is your buying opporti
nity so don't telay
Remember the Place.

LOOK! LOOK! LOOK! We have your suit here Mr.
Man. Suits selling at $\$ 20$ Man.
elsewhere, going here at
 Tweed Suits. and Good
larly for $\$ 3$. larly for $\$ 35.00$.
Closing out at $\ldots \$ 19.00$ Boys' Suits, snappy styles.
Closing out price..$\$ 58$
. Boys' Reefers.
Closing out at $\ldots . . \$ 4.98$
Men's Dress Shirts going at 500 more wonderful bargains to be seen by visiting
this store. this store.
Sale lasts days. Come now.

## COME HERE

 THIS WEER WITHOUT FAILBUÝ Now AND SAVE
DOLLARS DOLLARS

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THE EVENING TIMES AND STAR, ST. JOHN. N. B., THURSDAY, APRIL 19, 1923


Amdur's, Ltd, No. 1 King Square


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## Electric Lamps

With Parchment Shades
Only $\$ 3.00$ each.
Six Different Decorations.

## W. H. HAYWARD, CO. <br> LIMITED



## Great Up-T0-The Minute Sale Ends on Saturday

| If you do not happen to see the things you are needing most mentioned in this advertisement, it's more than likely that on inquiry you'll find them in this sale bargain priced. Here we have only room to menton a few of the many big values specially prepared for this ten days event. |  |  |
| :---: | :---: | :---: |
| Special Hosiery and |  | Trimmings For |
| Glove Values | For Friday Only | Summer Garments |
| Stit |  |  |
| 3.5 |  | Nspit Cown Topitux |
|  |  |  |
| cumitet clore.. | P45 in. get | mmm |
|  | Runnere, size $18 \times 45$ in. $18 \times 54$ in...... Sale $\$ 1.75$ $\$ 1.75$ |  |
|  | Onimal prico wher | Fancy Linings |
| ns | (Linen room, ground foll |  |
|  | (Linen rom, ground flor.) | Sale 89 c and $\$ 1.00 \mathrm{7d}$ Ground floor. |

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The Breaking Point
 (Coprrtate 192, by Mary, Robett Ritachart,





The Great Canadian Sweetmeat Teeth were given to man to use. Lise our muscles,
and plenty of 1 .
WRIGLEY'S provides pleasant action for your teeth-also, the soft
gum penetrates the crevices and gum penetrat.
cleanses them.
Aids digestion by increasing the flow of saliva which your stomach needs. WRIGLCY'S after every mealsee how much bity



The Flavor Lasts

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See McClary's
Electric Ranges
t our showrooms.


Euy Electricil Coods
At Electrical Shops
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JONLS ELECTRIC CO.,

EMEASON \& FISHER, LIMITED Headquarters for Kitchen Furnisthings.

THE WEBB ELECTRIC CO. ${ }^{1}$ Gemmin stectret

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# M C 2035 

THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, APRIL 19, 1923


# POOR DOCUMENT <br> M C 2035 

THE EVENING TIMES AND STAR, ST. JOHN, N.' B.. THURSDAY, APRIL 19, 1923


## Grey Squirrel Chokers

We have just received another lot of these very popular Neck Pieces in nice dark colors.
Made in two shapes, either all fur or silk Prices $\$ 9.50$ \$ $\$ 13.50$ and $\$ 15.00$
F.S. THOMAS

539 to 545 MAIN ST.


## FOR SPRING HOUSE-CLEANNG


ger the hard job that
$t$ used to be. Improvements over old methods and new
pleasant.
plies, including:-
Step Ladders, Mooss, Dust Brushee, Polizhes, Carpet
Whips, Galvenized Pails, Brooms, Carpet Sweepers,


ㄴ.. McAVITY'S
King Street


Hosiery
That Assures Durability as Well as Elegance
One must have so many kinds of Hosiery it is essential to think of the wear theyll give, as well as their appearance. Silk. Hose,
When necessary to complement smartly one's various outfits. Wide assort ments are here fó your choice and priced reasonably.


SUIIS $\begin{aligned} & \text { A Delightful Array is } \\ & \text { Waiting for your Inspection at }\end{aligned} \$ 35$
-AN HALI - $\begin{gathered}\text { Scovil Bros., Ltd. } \\ \text { King st. and Germain St. }\end{gathered}$


Do Your Srring Housecleaning with the EUREKA Welcome it-with an Eurekea Voactum Cleaner no olonger is it necessary to
hire extra help for your spring housceceaning Dont beat your rugs and carpets. hire extra help for your spring houseclea ning. Don't beat your rugs and ary pect
It isn't necessary to pull down portieres or tear pupy your stair carpet. Spare, our-
self the drudgery of taking down beds and pounding mattresses. You don't have self the drudgery of talding down beds and pounding mattresses. Yo
to upset the whole house for days at a time to make it fresh and clean.
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your part.
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INTRODUCTORY SALE!


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MENS CLOTHING.





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## QUALITY COAL Good Service Fair Price  <br>  <br> SOFT COAL





Broad Core Coal Iner eceived plaris. dibment D. W. LAND
 WOOD CO.


 Dry Wood
 City Fuel Co. 257 citr Road 'Phone 468

## Next Winters Coal

 Welsh Hard Coal

 Consumers Coal Cor

Kanawha Splint
 AMERICANARDR COAL Maritime Nail Co., Limited pheem man init
Tythiry coal


COAL


Sold
R. P. \& W. F. STARR


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## POOR DOCUMENT

# M C 2035 

THE EVENING TIMES AND STAR, ST. JOAN, N. B. THURSDAY, APRIL 19,1923
-siar classified adverisemmets
The Average Daily Net Paid Circulation of The Times-Star for the 12 Months Ended Sept. 30, 1922, Was 15,112
and a Halls Wod

## $\qquad$

FOR SALEFOR SAIFFOR SALEFOR SALE

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## WANTED

THE EVENING TINES AND STAR, ST. JOHN, N. B. THURSDAY, APRIL 19,1923

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WHAT'S DOING IN THE MONEY AND STOCK MARKETS TODAY FIMMCBAL AGAAN FRRM ON






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## WANTED

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will be Discussed at World
AD

Industry Is Dead Industry Is Dead
In Siberia Under
Ruthless Red Rule , y, yaxy

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## Buying Advertising Space Means Buying A Market

Cautious merchants buy advertising space the same as they'do merchandise or goods in trade-with a microscope in their hand.
"What do I get for the expenditure?" is the paramount question in the present day merchant's mind. Stunts, schemes, fictitious and proof lacking circulation claims have no attraction for the keen space buyer. That's why the Daily Telegraph and The Evening Times-Star represent solid and steady growth in advertising volume -because they can satisfy the most exacting demands made by local or national space users as to the real condition of their circulation. The membership in the Audit Bureau of Circulations-the A. B.C. of The Telegraph and Times-Star ensures accurate and trustworthy irculation statements.
The A.B.C. is Your Safeguard
Thr A. B. C. is a non-profit organizrion made up of concerted advertioing interestspubthentic not figures of circuiation
$\qquad$
The Time-Sar were the only two in Now Beunewick to accept As Post would say" There's a Reason

## $4 \pm 5=$














Tweeds - smart and new
Scotch Mist Tweeds are the thing this season; it's the popular verdict. The well dressed man seeks the un usual version of the accepted thing; we have it in the exclusive Society Brand Fabrics. Their style, their tailoring-even more important tor you-are quite as distinguished as the fabric.

Specially designed Scotch Mist Fabrics in all the
good models a very rich assortment with the good models, a very rich assortment. With the
Kant Slip waist-band-an exclusive Society Brand keeps the trousers up and the shirt down
A great variety from $\$ 30$ to $\$ 50$


## The Blame for

 High Selling CostsA Government Commission finds that national merchandising is burdened with a too-high cost of selling.
To meet this problem, the Commission urges manufacturers to secure "better knowledge of the consumer capacity of markets and to adapt needs of the consumer."
National advertising is/ playing an important part in this economic drama.
There is still some national advertising that is conducted without regard to market study and market opporhigh selling costs.
For every manufacturer who enjoys an equally profitable opportunity to do business in every part of the con-
tinent, there are hundreds whose logical markets are sharply bounded by sections and cities.

Why, then, advertise aimlessly to the map? Newspaper advertising gives the manufacturer the
key to all markets or any market. Every day every key to all markets or any
where it reaches all who read.
definite in its mission as the railway or the telegraph.

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 THE EVENING TIMES AND STAR, ST. JOHN, N. B., THURSDAY, APRIL 19, 1923
## The Evening Times Pictorial Page




One fireman was killed and 'two injured when this hotel was burnt at Hot Springs, Ark.
and the total damage is well over half a million


The triumvirate of new Italy. On the tight of Premier Mus-
solini are Prince of Piedmont, heir to the e hrone, and General
Piedmont, heir to the
Diaz, Minister of $W$ War


 ousins are also taking to the water. At least this
Swarthmore College looks much like it






[^0]:    When you are in our showrom don't
    fail to see and examine McClary's Electric $\xrightarrow{\text { falt }}$
    N. B. POWER CO.

[^1]:    Use the Want Ad. Way

