## MC 2035 POOR DOCUMENT

## Che fivening Timeg

ST. JOHN N. B., FRIDAY, JANUARY 3, 1913


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## Diogenes Never Would Have Read This Article

by J. в. нamilton

$A^{\text {ND ANY man of the present day who can comfortably wear }}$ A a tub doesn't need to either. Consequently, living in a tub must have had some advantages.

However a zubbiness of Nature to which so many of us, now incline as well
single barret stave which other ond wearers of clothee who-cannot very well go around in this later day with a frazztec Toge and Belt

## And clothes is the subject of this article.

There are all kinds of clothes in this twentieth century and some of thees kinds must have been the cause of driving Diogenes to his tub.
In this day it pays to know what you are buying. And
whiat you are buying is to know what is being successfulty sold.
Success ultimately depends upon merit. Luck doesn't count in the long run.
If you have seen a certain staple brand of clothes, or shoes, or shirts or
ars advertised for a long time, you can be reasonably sure they are excep collarra advertised for a long time, you can be reasosably sure they are excep.
tilonally good or they would not her
Adead ar ma mar
Advertising is the spotlight which shows up deficiencies quicker than any-
thing else.
If a national institution has advertised its products for years, or if a local in$4 y$ sure those products are good and are safe to buy can be absolute.

Now this article, is being written at this time because tons upon tons of merare buying a seaison's supply because the prices are lowered.

Consequently the only way to buy merchandise, now above all times, is hiougl, because the men wh. This advertising will give you the greatest safegurd pour steady trade and not the litle profits of some immediate sale
yone

This paper is filled with the advertising of such men today. All of the good
of the city are here and whatever you see in these pages you will find to be the values of the city are here and whatever you see in
beat that can be offered for the money anywhere
$A$ pound of Judgment is worth a ton of Chance.

## Happy New Year Here's a Happ. for everybody ! <br> It's sll over with old 1912 We trust that the ne new year wrin te one of manyl joys and no sorrows ! <br> In making your resolux tions for the neww year we want to stivgest: <br> Be sure to place great stress on byying your Foot wear and Furnishhings here ! <br> We are pleased to notice What a kindyy feling exicts between our customers and between our eustomers and this store. People who hought here five years ago are our best customers to. are our best customers tor day, hela by those ties that bind - honesest merchandise ot at low pries, up.todate methods and our willingness to make every sale a SATIS to make every sal. FACTORY one. <br> WE ENTER INTO THE NEW YEAR with hopes bigger than on any provios oocesion, with prospects brighter and ont prospects, brighter, and our intention to ostisfy more de- termined, with <br> "EVEK ONWARD" as the .witchword of this ever watetrul stone, ilie one vreet hero urowned with sue-

 great hero crowned with sue-cess from past achievements.
we enter into othis new year

full of coifidence as to the | full |
| :--- |
| outcome. |
| out |

-We take this opportunity
of wishing one and all A HAPPY AND PROS.
PEROUS NEW YEAR.

## WIEZE'S

CASH STORE 243 Union street
R. H. DCCKRILL PRESDENT OF OPERA HOUSE COMPANY;
FIIRST DHIDENE DECLARED

$\qquad$

$\qquad$




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CATARITA



And Now Comes The Season of Long, Cold Winter Nights
Make your home warm and cosy---add to it what it needs---a Nice Rug, Comfortable Couch, Morris Chair or Easy Rockers. We have everything for your home at the most reasonable prices in the city---a fact well known to our patrons---a fact you will know if you deal here.

## J. MARCUS, - 30 Dock St.

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