

Shute & Co.

The Modern Gift



EVERY ITEM
REPRESENTED HERE
IS A REAL SAVING

EXTRA SPECIAL

Ladies' Wrist Watch

Modern Round design, special sample models, suitable for purse or teacher, one who requires an extra good time keeper. 15 Jewel and Guaranteed.



Regular \$30.00
For \$15.00

SPECIAL!

Three-Piece Silver Plated Tea Service

Consisting of Tea Pot, Sugar and Cream, low attractive models. (2 Sets) at the very low price of \$7.75



Tray to match, Special \$4.75

Three Specials

For this Big Event, each an article of usefulness and high quality. Fine high grade casserole dish, Pyrex lining with silver plated container. Regular \$5.50 for \$4.35. Sandwich tray regular \$3.00 for \$1.95. Small compact in Sheffield reproductions. Regular \$2.75 for \$1.75



Buy Today and Save!

Roll or Bread Tray

Regular \$7.50 for \$4.35. Gravy Tureen with cover.

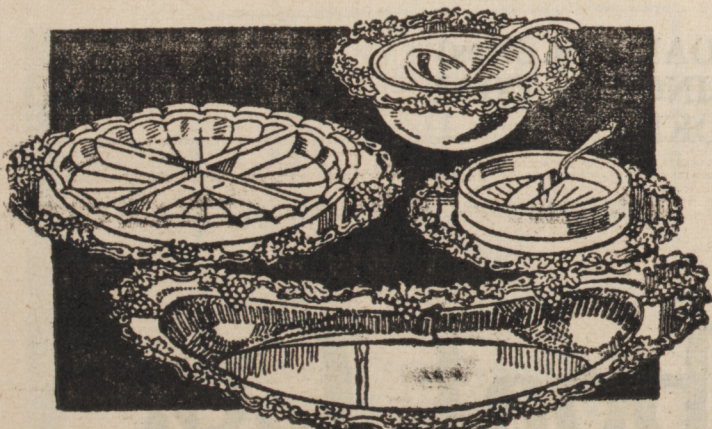
Special. REGULAR

\$6.50

For \$3.75

Sheffield Reproduction Pieces AT EXTRA SPECIAL PRICES

One Only Relish Dish, Regular \$15.00 for \$8.50 — One Only Relish Dish, Regular \$12.00 for \$7.50 — Butter Dish, Regular \$4.50 for \$3.25 — The Finest Made In Canada.



These are only a few of Shute & Co.'s Specials. We ask you to visit the store. An extra Special feature when you arrive.

SHUTE & CO.

The Store of a Thousand Gifts

NEWSPAPERS NOW CAREFULLY READ

The Housewife Today Reads the Advertisements for Bargains

A strong case in favor of Advertising as one of the greatest civilizing forces of modern times could be made out quite easily in the opinion of many authorities. Certainly the extensive distribution of labor saving household devices has been of infinite benefit to the feminine sex. By inventive genius, mass production, and efficient distribution through the agency of advertising the modern woman has at her command in her household mechanical servants obedient to her slightest wish. Not even in the households of ancient Rome surrounded by slave labour, could the luxury loving housewife of ancient times enjoy the instant, efficient household service obtainable so easily today by the modern woman of average means. That this condition is of infinite benefit to the mere male also, goes without saying. For what man was ever contented unless he could enjoy the pleasures of a comfortable home?

Which brings us to the point of our story.

Watch the advertising carefully in the papers before you buy. Real money can be saved by judicious buying, and judicious buying is often simply a matter of first reading the local ads. in your home town paper.

Read the Advertisements in today's Special January Sale Edition.

Remember an advertised product is a reliable product. It has to be!

Sink back into the depths of your most comfortable arm chair and study this edition—just as you are doing now. Your local home owned stores are displaying their best wares to you. Their goods are being placed neatly before you on exhibition between pages. You can make your choice at leisure carefully, unhurriedly. You can be sure what you want, where you can get it and how much you need to pay.

Read the Advertisements in 'The Daily Mail's Special January Sale Edition and reap a rich reward.

Teeth Frozen In Jug; So Traveller Grabs Both to Make Train

PRINCE ALBERT, Sask.—Travelers en route to Flin Flou usually snatch four hours' sleep at Hudson Bay Junction hotel while awaiting departure of the northbound train from the Junction village. On a recent morning, as the engineer gave his last warning toot to call commercial men from the hotel, one was observed to rush from the hotel doors, his coat tail flapping behind him in the frigid wintry air. In one hand he carried his travelling bag and in the other a white porcelain water jug of the type invariably found on washstands in country hotels.

As he neared the train, the conductor shouted: 'Hey, you, you're stealing the hotel's crockery.' 'I know,' came the shouted reply, 'but my teeth are frozen in this darned water jug.'

Obligingly the Canadian National trainmen thawed out the teeth and the hotelman got his water jug back before the train departed, 'believe it or not.'

How Railway Cars Are Named

Naming of passenger cars is a system on the Canadian National Railways. Sleeping cars are named after stations, and chambrette, or sleeping room cars, have the names of Canadian seaports. Parlour and parlour-buffet cars are named after Canadian lakes, while Canadian rivers lend their names to cafe-parlour coaches. Compartment observation library cars bear names of capes, while another type of this class of car with buffet is named after forts famous in history. Dining, tourist and lunch counter cars are designated by number only—and the same system is followed for the new luxurious air conditioned coaches.

Nearly Million And A Third Airways Passengers In 1937

MONTREAL, Quebec—In the year just closed, 1,320,000 persons travelled by air in the United States, according to reports received at Trans-Canada Air Lines office here. This was a 16 per cent increase over 1936.

Winnowed out from the mass of statistics which TCA officers read as they prepare for the inauguration of the Canadian service this year are many interesting facts about the rapid development of air transportation the world over. C. R. Smith, president of the American Airlines, has been quoted on 'the growing acceptance of air transportation as a vitally necessary tool for modern business.' Air service, he says, has a definite value in dollars and cents to the business man. His words are borne out by increased shipments of freight by airplane. Such things as oysters going from Chesapeake Bay to the tables of Honolulu in 39 hours are becoming commonplace.

Imperial Airways gives evidence of the utility of air transport in the opening up of commercial enterprises by referring to the development of Persian Gulf oilfields at Bahrain. Executives, technicians, engineers and skilled workers make frequent flights between England and Bahrain.

Once Section Foreman Is Now Church Pastor

A reader of the Canadian National Magazine, in a letter published in the January issue, suggests a poll of railwaymen to find out how many are taking special courses in this and that. He himself, he says, is taking 'a Liberal Arts Course from the American School at Chicago, embodying a study of The Humanities, Social Studies, The Sciences and Problems of Everyday Living.'



16-INCH STOVEWOOD (Dry)
2-FOOT FURNACE WOOD
16-INCH DRY SOFT WOOD

INVERNESS COAL
BROAD COVE COAL

M. G. HANSON

COAL & WOOD CO.
198 ST. JOHN STREET

SPECIAL DAILY MAIL JANUARY SALE EDITION

Hundreds of Fine Bargains Listed In Today's Issue

In today's paper the following firms are offering a choice selection of bargains to citizens of Fredericton and the surrounding district. The firms participating in this bargain offering are: Scovills, Colwell & Jennings, Fredericton Clothiers, Kenneth Staples Drug Co. Ltd., R. L. Black, Harvey Studio, B. Medjuck, Valley Motors, Shute & Co., Karl Walker, M. G. Hanson, Coal and Wood Co., South Devon Fuel Co. and Margolian's.

Hundreds of real bargains are advertised at important savings. Read all about it in today's Daily Mail.

There still are some ladies who'll put in a day Crowding to counters and turning away: Looking at stockings and trying on hats, Shopping for curtains, for sheets, or for mats— Gazing at manikins, propped in the aisles, Standing for hours and walking for miles; Watching the weather for fear of the wet, Dreading the dinner they still have to get!

You don't have to do all these things any more— That's what the stores print advertisements for! You sit down at home in four favorite chair, Look through this paper, the bargains are there. Buy what you need, with the ads as your guides: Save yourself trouble and money besides!



WITHIN A MONTH YOU

NO DOUBT WILL BE INTERESTED IN A

NEW SUIT or TOP COAT

FOR

Spring 1938

WHEN THIS TIME ARRIVES

CALL AT

KARL A. WALKER CLOTHING STORE

and select your suit from our CUSTOM TAILORING, MADE-TO-MEASURE or READY-TO-WEAR.

REMEMBER THE PLACE

Karl A. Walker

LOYALIST BUILDING

PHONE 228