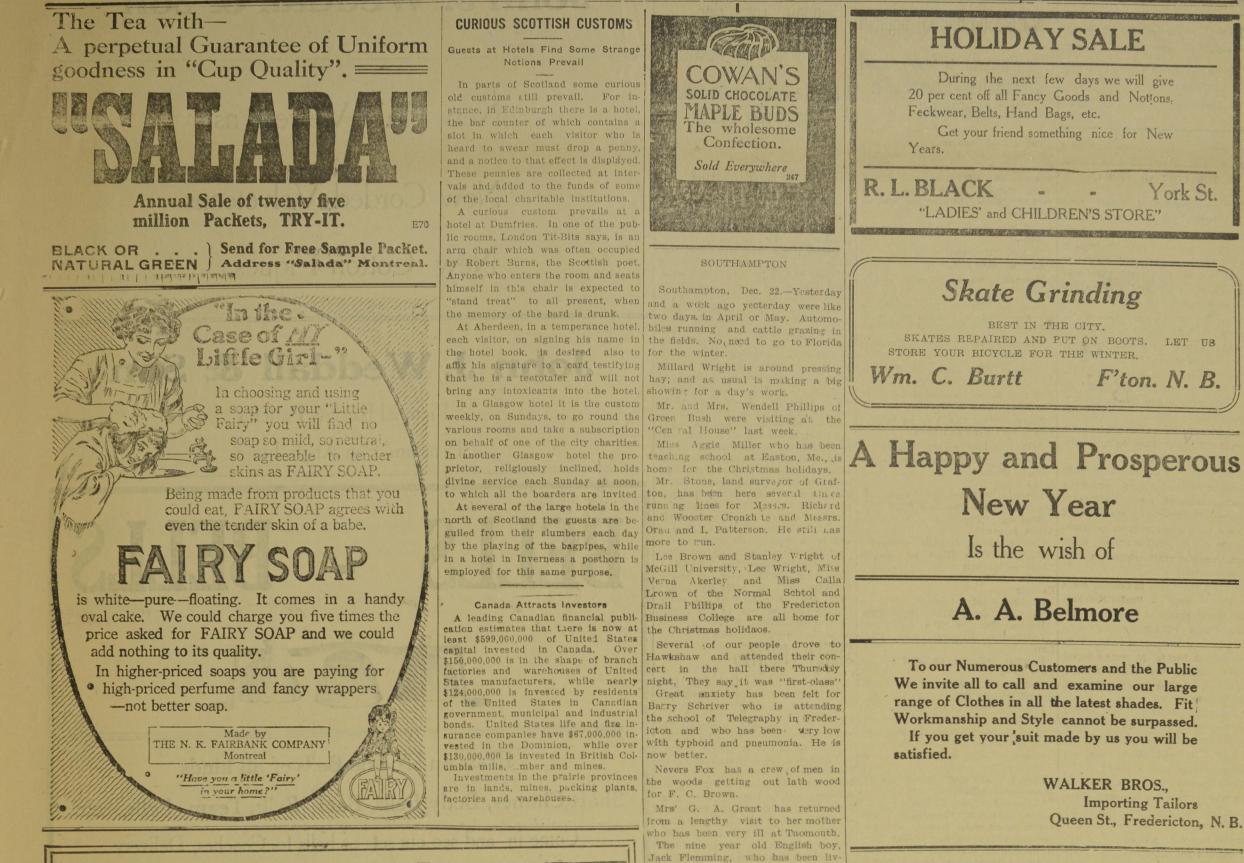
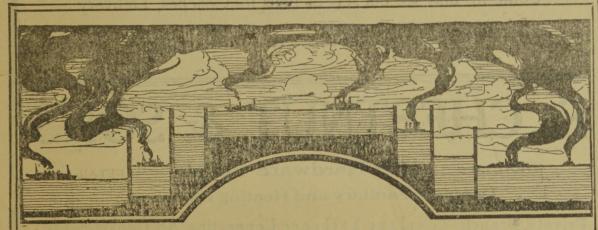
THE DAILY MAIL FREDERICTON, N.B. TUESDAY DECEMBER 30 1913



CHRISTMAS MILLINERY

LET US

reat reductions in all trimmed hats. Special lot of hats from \$5.00 to \$7.50 to clear at \$2.50 and \$3.00 Children's headwear, widow's caps, evening caps. The latest mourning always on hand.



are getting spruce on their prop-erty on Parent Ridge. They have their camp and hovel built and a crew of men at work yarding. A sneak thief worse than the or

Greater than Panama's Bridge of Water

- The Panama Canal is the logical outcome of the trend of modern commerce-it is monumental evidence of the present-day need for shortening distance-for lessening time and for reducing cost of distribution between maker and consumer.
- In point of distance, the Panama will bring the Pacific nearer to the Atlantic by 1,000 miles. In point of time, the sea voyage between Halifax and Vancouver will be shortened by 24 days. In point of cost, the canal will very materially lessen the expense of carrying freight between these places. But there is a stronger factor than even the Panama in shortening distances, lessening cost and saving time between manufacturer and user.

It is Advertising-

- It is the quickest-It is the most direct-
- And it is the cheapest-
- means of communication between the maker and user of goods.

For instance, Advertising enabled a manufacturer in Nova Scotia to carry a demand for his product

- from his factory to the Pacific Coast
- in a few days
- at an insignificant cost
- compared with slower and more laborious selling methods.

In one week, thousands learned of his product where it would have taken years for the news to get around without advertising.

To the Manufacturers of Canada:

You will be alert to take advantage of the Panama route for the physical transportation of your goods. Have you considered how quickly, how far, and at what small cost the Advertising Trade Route will carry **domand** for those goods?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

stole Mr. Mastin's butter, that stole all the fresh pork of Rev. Perley Quigg. Another robbed Mrs. A. Stairs' hen roost.

ing with Mr. Duncan Patterson has

at last confessed that he lighted a match up in the straw mow which burned Mr. Patterson's four large barns with all their contents entailing a loss of some \$4000 with only \$500 insutance. Mr. Patterson has

sent the boy back to England. Dur-

ing the fire a man was heard to say

that "a government ought to be fined for allowing them to come out

here and overcrowd our schools and

Messrs. D. B. and G. A. Grant

burn our buildings.'

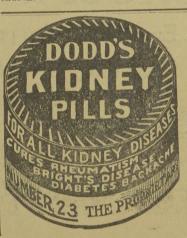
Miles Cronkhite has caught three wild cats this fall in the woods near his house.

Not long since Willie Dove heard a barking in the edge of the woods near where he was working. He went to see what it was, and there around a tree sat three foxes barking at a house cat whicg had run up among the branches.

Mr. and Mrs. Alfred Stairs have returned from a pleasant visit t friends in Woodstock.

As. Mr. A. Baras W. Akerley was tieing a steer "head and foot" drive it to marker, it reached its hind foot next to him up on Mr. Akerlay's arm nearly to his shoulder then with a quick dash down his arm the sharp hoof tore open his shirt and terribly lacerated his arm. Mr. Akerley fainted and fell under the steer but was quickly pulled out. He was then driven to Woodstock where Dr. Grant dressed the wound.

Sabine and Rev. Mr Rev. Mr. Grant preached in the R. B. Church last evening. At the close several candidates were received into the





What creates more Happiness amongst the Ladies on Christmas Day than a new hat? Select one now while the

Big Half Price Sale is on

The Kiddie will need a nice warm Bonnet or Cap soon. Give it to them on Christmas.

Have the girls got their skating caps yet? We have a lot of useful Christmas Novelties. Give us a call.

The Misses Young 476 Queen Street

Have you tried the New Confection

Delicious Crispettes

Made tresh every day. Nothing but Fresh Dairy Butter, Honey and Sugar used in the manufacturing of them.

Always Crisp and Nice. Sold by all Grocers and Confectioners. Drop a card for Sample Order to Enterprise Bottling Co HONE 19-11