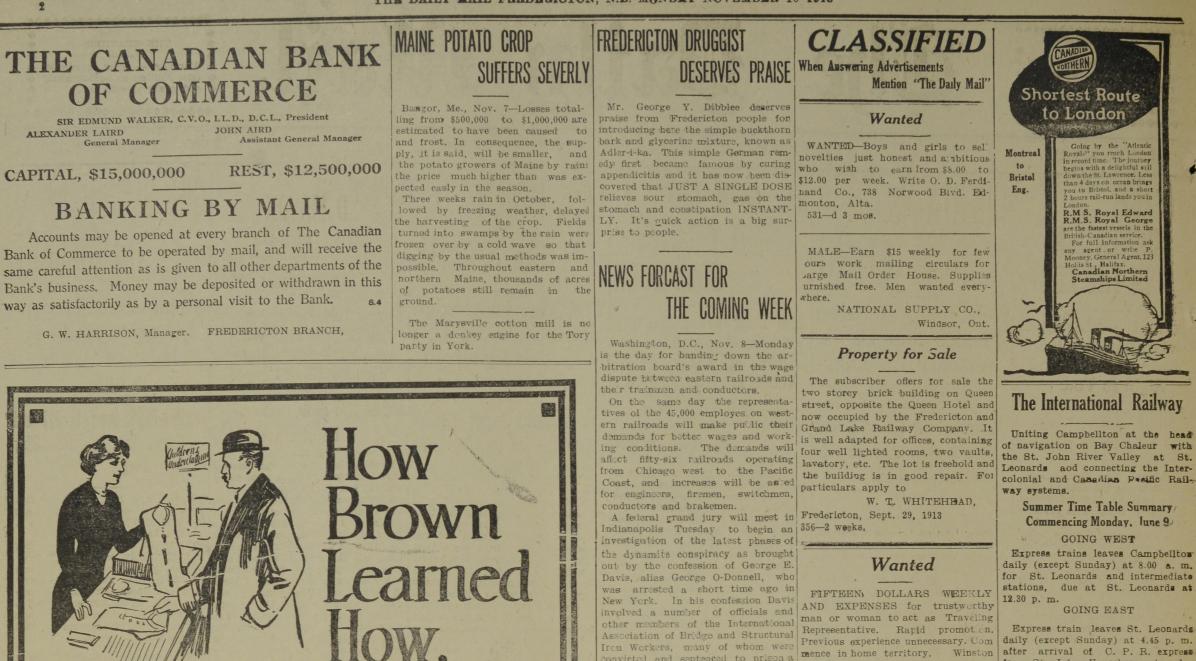
THE DAILY MAIL FREDEBICTON, N.B. MONDAY NOVEMBER 10 1913



There is a man who makes shoes for childrenand sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife-let us call her Mrs. Brown-'phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown - a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in conction with children's shoes. The salesman must use all his

The winter social season in New York will be formally inaugurated Saturday with the opening of the annual exhibition of the National Grand Cheap Sale Horse Show Association, in Madison The Ladies' Auxidiary of the Brunswick Street Baptist Church'will h ld

1 Week.

Sir Rickman Godlee, president of the British Royal College of Sur- Water Consumers will please take

geons and Honorary Surgeons in Or. notice that their water and sewerage

dimery to the King, will present the rates are now due and payable at

degrees of the newly constituted Water Office, City Hall.

Co., Limited, Toronto, Ont.

377-Wed & Sat Nov. 22 W Tues.

Notice to Wate Consumer

G. R. PERKINS.

Collector Water Ratis.

p. m.

Time.

Square Garden. The leading mations of the world a sale of second hand articles on are sending delegates to the intrna Friday and Saturday Nov. 14th and tional conference which will assemble 15th in the store in Westmorland in London Wednesday to discuss plans | treet next to York Hotel. for better sall juarding human life at son. The conference is an outgrowth of the wreck of the Titanic.

convicted and sentenced to prison a

year ago in an effort to break up the

conspiracy that had resulted in the

destruction by dynamite of many so

called mon-union buildings and kridge

American College of Surgeons, at

its first convocation to be held in

Chicago Wednesday.

Lady Randolph Churchill, formerly Miss Jennie Jerome of New York, The Ladies' Aid of St. Paul's Preswill christian the big new British dreadnought Banbow, which is to be launched at Dalmuir Wednesday.

The annual barquet of the Canad-ian Club of New York will be held at the Hotel Plaza Tuesday night. As this is the first dinner of the club s nce the new tariff law came into effect the occasion is expected effect the occasion is expected so be

one of unusual interest in view of the distinguished representatives of

A Sale

STEAMER

CANADIAN PACIFIC **"GOING TOURIST"** Is a popular way to travel. Tourist Sleepers-light and airy

from St. John, Vanceboro, etc., due

And in addition to above and to the ordinary freight trains, there

is also a regular ACCOMMODATION TRAIN carrying passengers and

freight, running each way on alternate days as follows, viz.: Going West

-Leaves Campbellton at 8.30 a. m.

for St. Leonards and intermediate stations, Monday, Wednesday and

Friday, due at St. Leonards at 4.10

Going East-Leaving St. Leonards at 8.00 a. m. for Campbellton, etc., Tuesday, Thursday and Saturday, due at Campbellton at 4.15 p. m.

Governed by Atlantic standard

See local time tables and for full

E. H. ANDERSON, Manager.

A. A. ANDREW, Traffic Mgr. THOMAS MALCOLM, Gen.Mgr.

Campbellton, N. B.

information regarding connections, etc., apply to R. Humphrey, freight and passenger agent, 55 Can-

terbury Street, St. John.

at Campbellton at 9.15 p.m.

The point is - If the name Brown was as synonomous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort? 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.	vitations to speakf The notable gatherings of the week will include the conventions of the American Federation of Labor, in Seattle; 'the Anti-Saloon League of America, in Columbus, O.; the Unit- ed States Good Roads Association, in St. Louis; the National Munici- pal League of the United States, in Toronto; 'the American Association for the Study and Prevention of In- fant Mortality, in Washington, L.C., and the National Canadian Y.M.C.A. in Winnipeg.	will leave GAGE FOWN every morning (except Sunday)	with big comfortable berths, accomodating two adults, if des- ired- are carried from Montreal on Fast Transcontinental Ex- press Trains for points in West- ern Canada, British Columbia, and on the Pacific Coast. Not as luxurious as the Palace Sleeper, but they meet the requirements of a superior class of patrons just as well-and at half the cost. Economy and Comfort Combined
AUCTION EVERYBODY'S DOING IT! DOING WHAT?	536-Belton, C. W. res. Frogmore. 133-22-McDonald, E. O. res. 280 Saunders St. 466-31-Reid E. P. & M. F., General Store, Marysville. 2600-23-Sinclair, Wm. res., New Maryland. 2800-43-Titus, Hugh C. res. Marys- ville. 439-21-Thurrott Leon, res. 170 York St. S. B. EBBETT, Exchange Manager. 534-Provincial Treasurer, office, St. John street.	McCLUSKEY can give you New Buckwheat, Maple Honey, Fresh Sausages, Flat Bacon, Fin Haddies, Kippers, Salt Salmon, Salt Shad, Salt Mackerel, Salt Herring, Salt Cod. PHONE 365-11.	W.B. HOWARD, D.P.A., C.P.R ST. JOHN, N. B. FIRE, LIFE AND ACCIDENT .: INSURANCE :- ALL FIRST CLASS COMPANIES M. BREWER
PLAYING AUCTION BRIDGE We have just received a lot of Auction Sets, Pads, Score Cards, etc. Our stock of Playing Cards is complete. All the Latest Novelties for prizes.	884-31-Clarke, Moses E., res., Gebson New Brunswick Telephone Co Limited. S. B. EBBET7 Exchange Manager	WASHINGTON'S CAFE YORK STREET OUR 35 cent DINNERS are Unexcelled in the	LOWEST POSSIBLE RATES CLAIMS;PROMPTLY PAID OFFICE NEXT ABOVE GIBSON'S GROCERY, QUEEN, STREET. : YORK HOTEL : UNDER NEW MANAGEMENT 304 KING Street. Corner Westmorland, centrally lo- cated; coach in attendance at all.
The McMurray Book and Staty. Co. Ltd.	COAND WOOD	City. BUCTOUCHE and P.E.I. OYSTERS Always on Hand.	trains and boats. Rates \$1.25 to- \$1.50 per day; permanent and Tran- sient. Phone connections. THOR OUGHLY RENOVATED. Hacold M. Young, Prop.