

The Daily Mail

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TELEPHONE 67.

MONDAY, FEBRUARY 16, 1931

VALUE OF ADVERTISING

If the ancient Romans had been better advertisers they might have perpetuated their civilization and prevented the lapse into chaos which occurred during the Middle Ages. That is what F. B. Nichols, Topeka advertising man, told the convention of Ad-craft Clubs in Lincoln, Neb., recently. The Romans more than 2,000 years ago had baths and a good plumbing system and other civilizing influences which the barbarians lacked. If they had known the modern methods of building up export markets through advertising, they would have conquered their fierce barbarian neighbors by means of the gentle arts of polite living. That is what the advertising expert thinks, and there may be much in it.

Whatever might have happened to the Romans in an unappreciative world it is certain that advertising gets too little credit for its educational value in modern times. Plumbing is not the only sanitary and salutary feature of modern civilization that spreads its gospel through advertising. The news of the day announces an invention or a discovery that is intended to benefit humanity. That announcement passes and would be forgotten but the advertisement re-echoes it and drives home the information through constant repetition. It is through this educational force that the standards of living are promoted. Through it is created in the public the demand for better plumbing, better soaps, better automobiles and houses and clothing and foods and all the commodities whose use characterize the living habits of the best civilization.

From such considerations one easily persuade himself that the advertising man may be right about the old Romans. They just missed an opportunity that any good modern advertising salesman could have convinced them of without half trying.

THE LATE JOSEPH WALKER

The death of Ex-Alderman Joseph Walker, which occurred at his home here on Sunday after a brief illness, will be sincerely deplored by his many old friends and fellow citizens. Born at Londonderry, Ireland, Mr. Walker has been a citizen of Fredericton for upwards of half a century, during the greater part of which time he had carried on a merchant tailoring business with great success. Public spirited and courteous and absolutely honorable in all of his dealings with his fellowmen, he was a good citizen in every sense of the term, and was universally esteemed. He gave the city faithful service as an Alderman for many years, and served a term as deputy mayor. He was also prominent in the Orange and Masonic orders, and was an elder of St. Paul's United Church. The sympathy of the community will be extended to the widow and family in their bereavement.

Grapefruit growers, we hear from the sunny southland, are facing disaster, owing to the inability to dispose of their constantly increasing crops. More crooners, at whom grapefruits can be thrown in Boston and other northern centers, are urgently desired.

With a view of reducing night noises in Paris, milk cans must be wrapped in felt, radios turned off at 11, and taxi horns silenced at 10 p.m. Cabinets will not be allowed to fall after midnight.

The German scientist who is building a rocket to reach the moon isn't half so pre-occupied at the politicians who are framing rackets to reach the public treasury.

You can't tell what a man is who carries a brief case, but you can suspect the worst.

French prophet who predicted the end of the world on Jan. 1 1931, is probably still going around saying, "Can't a fellow make a mistake now and then?"

Astronomers find planet Eros, which is nearest to the earth, elongated in shape. Reflecting, no doubt, even at 16,000,000 miles, our fashion influence for a silhouette figure.

Our "How it Began" item for today; The saying, "It's a poor rule that won't work both ways," comes from the fact that the numbers are reversed on the backs of tape measures.

Pandit Motilal Nehru, independence Leader who is dead in India, was not related to the printer's friend, Etain Shrdlu.

Just when New York City was getting along so nicely with its anti-noise campaign a carillon has been installed than can be heard eight miles.

Unique style is employed in a new London novel called "Stands Alone." In vulgar parlance, it must be "the cheese."

'Press photographs of Alfalfa Bill Murray, new governor of Oklahoma identify him as the old-timer who held a cigar like a Roman candle.

The full dinner pail has become less important in many quarters than the full gasoline tank.

Dr. Einstein and Mr. Vanderbilt must be the envy of all the Hollywood publicity agents.

THROUGH OUR SIEVE

The postponed January thaw arrived on Saturday.

Obsession—a haunting idea that sticks in the mind like a burr to a wool shirt.

It is said there is no such thing as brain weariness. Then it must be brain laziness.

Property had a thrilling ride. Now comes the task of getting the sled back up the hill.

There is the story of the man who held a reunion with his three ex-wives. The bravest are the gentlest.

It is to the credit of the average man that he has no desire to become heathen for the missionaries to work on.

Even in the good old days at their best the side-splitting joke of the night before was not very funny the morning after.

Dogs come nearer than men to observing the Golden Rule. They bark unto other dogs as they would have other dogs bark to them.

Disillusionment doesn't bring happiness. Most persons would have been content to continue thinking of the Blue Danube as blue. Mud is uninspiring.

Lima Beane says the lump in the throat may be anger, disappointment, Adam's apple or love, and the relief for any of these ailments is to swallow hard.

Well Known Man Dies

Samuel Rawlins, aged 75, for years one of the best known and sincerely respected characters in the city, died on Sunday morning at his home 160 King street, following a lingering illness. The veteran Mr. Rawlins had been employed with the city for a period of about seventeen years, and only a few years back was pensioned and retired from duty. Save for his attending of church on Sundays, Mr. Rawlins had practically been inactive since that time. Deceased is survived by his wife, who has been a constant attendant on her husband for the past several years. The funeral will be held on Tuesday afternoon with service at the late home at 2.30 p.m. conducted by Rev. Dr. Holmes, and interment will be made in the Rural cemetery.

GOOD PROGRAM TO BE ON THE AIR TUESDAY

The following is the list of radio programs for Tuesday evening of stations easily picked up in Fredericton: CFNB FREDERICTON

8.30—Weather Forecasts, News, Columbia Records.
12.30—Columbia Records.
1.15—Stock Market.
6.30—Musical Program.
7.00—Weather Forecast, Stock Market Report.

WOR, NEWARK

7.00—Uncle Don Concert.
9.00—Footlight Echoes.
9.30—Orchestra.
10.15—Organ Orchestra.
10.30—Globe Trotters.
12.00—News; Dance Music.

WEAF, NEW YORK

7.00—Who's Behind the Name
7.45—Gold Room Orchestra.
8.00—Voters' Service.
8.30—Seconyland Sketches.
9.00—Blackstone Plantation.
9.30—Florsheim Frolic.
10.00—Musical Magazine.
10.30—Happy Wonder Bakers.
11.00—Lucky Strike Orchestra.

WJZ, NEW YORK

7.00—Raising Junior.
7.30—Savannah Liners.
7.45—Lowell Thomas.
8.00—Amos 'n' Andy.
8.15—The Vikings.
8.30—Phil Cook.
8.45—Polly Preston.
9.00—Whitman's Painters.
9.30—Great Composers.
9.45—Highroad of Adventures.
10.00—Household Evening Program.

10.30—Death Valley Days.

11.00—Westinghouse Salute to Caning industry.

11.30—Burlesque Skit.

WABC, NEW YORK

8.00—Mountaineers.
8.30—Walter Winchell.
9.30—Studio Program.

10.00—Henry George.

11.00—Graybars, Mr. and Mrs.

11.30—Publix Hours.

12.00—News Bulletins.

WLW, CINCINNATI

7.45—Lowell Thomas.
8.00—Amos and Andy.
8.30—Phil Cook; Educational.
9.00—Concert Band.
9.30—Frankie's Tamaritana Orch.
10.00—Program.

CKAL, MONTREAL

7.00—News, Stocks, Weather.
7.15—Piano Musicale.
8.00—Watch Program.
9.00—L'Heure Provinciale.
10.00—CNRM, Canadian National Railways.

11.00—Dr. Sanders Organist.

11.15—Paramount Publix Hour.

11.30—N. H. L. Hockey Results.

12.00—Jack Denny's Orchestra.

12.30—Studio Organ Music.

CNRA MONCTON

2.30—Ocean Limited Hour.
6.15—Stock Reports.
6.30—Dinner Hour of Music.
10.00—French Canadian Hour of Music

Real Folks

Everyone in "Thompkins Corners" is practicing trills and warbles in preparation for the grand Song Festival to be held during the Real Folks broadcast over an NBC network tonight at 10.30 o'clock.

Sherlock Holmes

"The Sussex Vampire" will be the "Adventure of Sherlock Holmes" to be broadcast over an NBC network tonight at 11.00 o'clock.

To Relieve Painful Sprains Rub on This Wonder Liquid

There is a soothing power in Nerviline that has made it famous for nearly fifty years. Nerviline sinks in deeply, it penetrates quickly, it takes away the pain from a sprain and brings grateful relief to bruised, aching muscles. If your joints are stiff and you suffer from rheumatism or lumbago, if neuralgia bothers you now and again, use trusty old Nerviline. It works wonders because it contains five of the most pain-subduing substances known to science. For quick, sure relief rub on Nerviline. Sold everywhere in 35c bottles.

NERVILINE
Drives Out Pain

Gaiety NOW PLAYING

Tops Any Comedy You've Ever Seen



Directed by Mervyn LeRoy

A First National and Vitaphone Picture

PARAMOUNT NEWS

Comedy— "SKYSCRAPERS"

Prices:
MATINEE, 16c 30c
EVENING 25c 44c

Wednesday — JACK OAKIE — In
"SEA LEGS"

DIED

WALKER—Passed away on February 15th, at his home 230 York Street, Joseph Walker, aged seventy-two years. The funeral will take place on Tuesday afternoon from the late home, with service at St. Paul's United Church conducted by Rev. George Telford at 2.30 o'clock. Interment will be made in the Rural Cemetery. The funeral will be under the auspices of Hiram Lodge F. & A. M.

BROWN—Passed away, Samuel E. Brown, February 15th, at his home in North Devon, aged 69 years. Funeral will take place tomorrow afternoon at 2.30 o'clock from the late home. Service will be conducted by Rev. D. C. Kane. Interment will be made in Sunnybank Cemetery.

RAWLINS—Entered into rest at his home, 160 King Street, Samuel Rawlins, aged 75 years. Funeral will be held on Tuesday afternoon with service at the late home at 2.30 o'clock. Service conducted by Rev. Dr. Holmes. Interment will be made in the Rural Cemetery.



SEALED TENDERS addressed to the undersigned and endorsed "Tender for Customs and Immigration Building, Forest City, N. B." will be received until 12 o'clock noon, Tuesday, March 10, 1931, for the construction of a Customs and Immigration Building at Forest City, N. B.

Plans and specifications can be seen and forms of tender obtained at the offices of the Chief Architect, Department of Public Works, Ottawa, the Resident Architect, old Post Office Building, St. John, N. B., and at the Post Office, Forest City, N. B.

Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the conditions set forth therein.

Each tender must be accompanied by an accepted cheque on a chartered bank payable to the order of the Minister of Public Works, equal to 10% of the amount of the tender. Bonds of the Dominion of Canada or bonds of the Canadian National Railway Company will also be accepted as security, or bonds and a cheque if required to make up an odd amount.

By order,
N. DESJARDINS,
Secretary.

Department of Public Works,
Ottawa, February 12, 1931.

I'M INSURED!

BUT ARE YOU?

The fact that you have a fire insurance policy tucked away doesn't necessarily mean that your property is protected. Let us make a check with you, bring your protection up to date.

FRANK L MORRISON & SON INSURANCE

Fredericton, - - - N.B.

MARK EVERY GRAVE

To perpetuate the memory of the dead is the duty of the living. You may discharge that duty by placing a marker at every grave. An individual marker is a permanent record of a name and date of birth and death, and it designates an exact location in the burial lot. The grave marker here shown is twenty inches wide, twelve inches high and nine inches in thickness at the base. It is precast stone made from crushed granite. It weighs over one hundred weight and the lettering is deeply incised and very distinct. The cost is \$15.00 boxed and freight prepaid to your station. Write for order forms and booklet of information.

91 York Street ADAMS & TERRY Fredericton, N.B.

You Have Your Little Home—That's Fine.

You can't afford to go without insurance and take the chance—that's certain. You intend to have your home insured—that's admitted. You want the best and cheapest insurance obtainable—that's natural. You wish to do business with a reliable agency—that's sensible. The Blair agency represents the best Companies, gives the lowest rates and is absolutely dependable—that's well known. Our losses are promptly and fairly adjusted and paid—that's service. Our customers are our best advertisers—that's a fact. 291-21—that's our Number.

HOWARD BLAIR GENERAL INSURANCE

68 YORK STREET. PHONE 291-21.

"SHE ALWAYS LOOKS SO CLEAN AND FRESH!"

SHE never has an oily skin, or ugly enlarged pores. She uses that New DOROTHY GRAY Texture Lotion. It refines the texture of even the coarsest skin, you know. Besides that, it leaves the skin exquisitely clean and glowing, fresh and cool as the first crocus. You must try a bottle of this lovely lotion today. Toilet Goods Department

\$1.00 and \$2.00

THE REXALL DRUG STORES

DOROTHY GRAY IS SOLD ONLY AT HUNT & McDONALD'S

FEMALE HELP WANTED

Women earn \$15.00 to \$25.00 per week sewing at home. Experience unnecessary. Write to A. Westley, 5½ East King Street, Hamilton, Ont.

AGENTS WANTED

Reliable man for one hundred store route; this country; experience unnecessary; no selling; distribute and collect. Should net seventy dollars weekly. Shamas Mfg. Company, New Toronto, Ont.

The Mormon Choir

Religious numbers will dominate the program of the Mormon Tabernacle broadcast over an NBC network this evening at 7.15 o'clock. The detailed program includes: "Reverently and Meekly", Choir; "Swing Low Sweet Chariot", Organ solo; "Stars of the Summer Night", Organ solo; "Drink to Me Only With Thine Eyes", Organ solo; "I Waited for the Lord", by the choir.

Story of Ghost Town

A story of wild western adventure in one of the "ghost towns" of what is now Glacier National Park will be dramatized during the Empire Builders program to be heard over an NBC network tonight at 10.30 o'clock.

GRAMOPHONES

We do all kinds of repairs to all makes.

SATISFACTION GUARANTEED

CLARENCE MILLS

79 Reg. St. Phone 1138-21

FREE

OUR NEW PERFUME DREAM KISS

To give you the opportunity of trying it we will send you absolutely FREE A LIBERAL SAMPLE of sachet powder perfumed with this new perfume and our new catalogue. It will perfume for months, a full drawer of lingerie.

Send your name and address to THE ORIENTAL PERFUME COMPANY 1797 St. Andre Street, Montreal.

Cook's Regulating Compound

A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO. TORONTO, ONT. (Formerly Windsor).