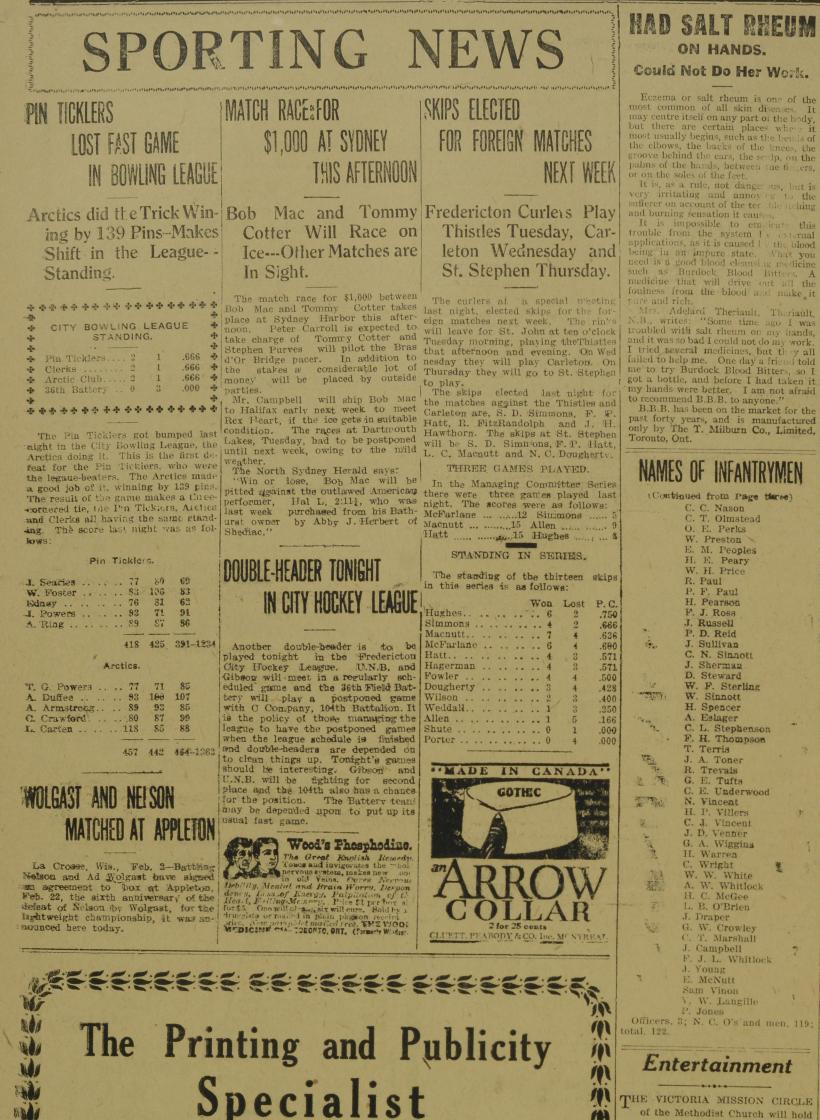
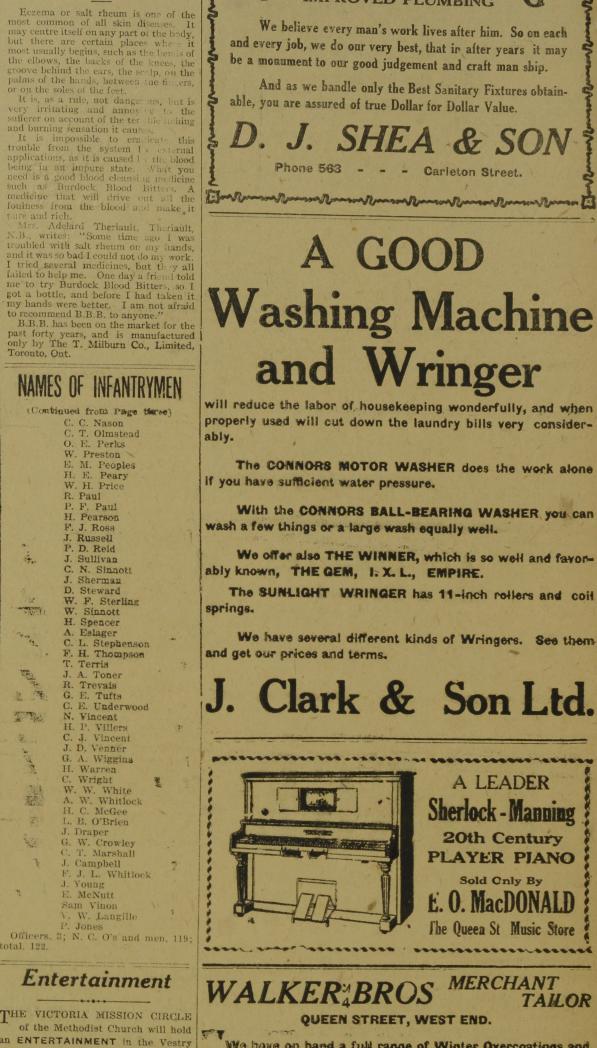
THE DAILY MAIL, FREDERICTON, N. B., SATURDAY, FEBRUARY 5, 1916.





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IMPROVED PLUMBING

an ENTERTAINMENT in the Vestry MONDAY EVENING, February 7th, Swittings in all the latest patterns. With 25 years' experience

## **Talks To His Son**

"Say, John, I feel quite sick today," said Mr. Blank. "Please visit the different doctors in town, and find out who will cure me for the least money. Get your quotations tabulated and then let me see them. Of course we will engage the doctor who charges the least."

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"Why, I never heard of such a thing," said John. "The idea of getting quotations from a doctor; it's the asylum for you."

"Well now, why not? I am a specialist in printing and publicity. I study my business just as carefully as any doctor can do. If I do say it that shouldn't, I have just as much brains as the average doctor. I strive to give my customers the benefit of my knowledge, my artistic skill and judgement and my ideas on publicity. I give service as the term is understood in the Twentieth Century.

"When some people around here have a little printing to be done, they visit all the printing offices, get quotations from each one, and then give the work to the man who gives the lowest figures.

"The ordinary user of printing knows his own business, but he is no more a judge of the work of printing than he is a judge of what sort of medicine a doctor should give him for the cure of his ailment. If people ask me for quotations and pass me by if my price happens to be a little more than the other fellow, why shouldn't 1 apply the same method to the doctor, lawyer, dentist and painter? Why not? It's a mighty poor rule that won't work more than one way."

## The MAIL PRINTING CO

'PHONE 67. FREDERICTON, NEW BRUNSWICK.

Commencing at 8 o'clock. Home-made Candy for sale. Admission --- Adults 25c., Children 15c.

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in tailoring we are in a position to guarantee entire satisfaction.

SUIIS . . from \$18 to \$33. OVERCOATS \* \$20 tr \$35.

## Special Bargains for FRIDAY and SATURDAY

New Hair Ribbons in all colors, beautiful finish and good quality. 6 ins. wide, only 18c. per yd.; 5 ins. wide, 15c. per yard, 2 yds. for 25c.; 3<sup>3</sup>/<sub>4</sub> ins. wide, 10c. per yd., 3 yds for 25c.

Embroidery Flouncings at 25c., 30c. and 35c. per yard.

Edgings and Insertions, special at 3c., 5c., 7c., 8c., 10c. up to 25c. a yard.

Great Bargains in Towels at 25c. a pair.

White or Grey Cotton, special, 10 yards for 98c.

White Shaker Flannel, 10 yards for 98c.

Remnants in Table Oilcloth, Cotton and Dress Goods at very low prices.

Pearl Batting, 8 oz. rolls, 10c. each.

Quick Fit Batting, 2 yds. wide, 21/2 yds. long, in 1 pound rolls, at 35c. each, 3 for \$1.

Crown Jewel Batting, 1 pound rolls, 35c. each, 3 for \$1.

Eureka Batting, weighing 2 lbs. 2 oz., at 75c. a roll, or 3 for \$2. White and Colored Bed Spreads, only 98c. each.



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