

# The Daily Mail

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THE MAIL PRINTING COMPANY

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FRIDAY, OCTOBER 29, 1926.

MR. WELLS ON ADVERTISING.

In his extraordinary book, "The World of William Clissold," which just now is the talk of London, H. G. Wells gives picturesque characterizations of numerous prominent men of England. Arthur Balfour, is a "Madonna lily," Mr. Clynes is "a little, intelligent-looking cockatoo of a man," Lord Beaverbrook is "implish," Lloyd George is "a magnificent weed in flower," and so on.

It is when Mr. Wells' hero comes to take the measure of the great London merchant, formerly of Chicago, Harry Gordon Selfridge, that he becomes really enthusiastic. "My brother," he says, "has a great admiration for Mr. Selfridge, and I have been privileged to meet him; an unobtrusive man with something of the shy quiet of the poet. My brother compares him to Mozart on account of their interest and variety. He makes some of the older advertisers sound like the village idiot at a fair beating on a pan," said Dickon. "A great artist! Oh, a very great and subtle artist. Some day people will make collections of those Selfridge advertisements."

Mr. Selfridge's advertisements in London newspapers have been famous for years because of their literary quality. But Wells makes his hero an enthusiast on advertising in general. He calls the twelve apostles "drummers traveling in salvation." And he says: "A man or a class or a religion—or anything that will not advertise—isn't fit to exist in the world. It means it doesn't really believe in itself. To want to exist and not to dare to exist is something beneath vulgarity."

All of which is very much in the spirit of this intensely wide-awake age in which we live.

## MODERN SCIENCE.

Things we can barely imagine today will be the realities of the next generation. We think radio wonderful. Soon radio messages—even those containing a thousand words—will be sent through the ether in the form of pictures.

Take almost any branch of modern science and invention, and experts will tell you that it is little more than in the beginning of its development. The old biograph was amazing, but it was a poor affair in comparison with the motion picture of today. Nothing is ever finished. Nothing is ever as good as it can be made. That is one of the glories of life. Life without adventure, without change, would be life in a swamp.

It is reported that forty thousand people in Armenia were rendered homeless by a recent earthquake. The whole country has been terrified and the property damage amounts to millions of dollars. Armenia has been twice the cradle of the human family. It is generally believed that it was in that country that the Garden of Eden bloomed, and it is a matter of record that it was on Mount Ararat in Armenia that the keel of Noah's Ark rested after the subsidence of the waters of the deluge. The Armenians have always been up against more or less hard luck and there should be world wide sympathy for them in their present difficulties.

Charles A. Gates, executive secretary of the Massachusetts Advisory Council on Crime Prevention, says spare time is the worst breeder of criminals. That's a modern statement of an old axiom. We recall that in our earliest youth we were constantly being reminded that Satan finds something still for idle hands to do.

It is said the American public pays a total of between thirty and forty billion dollars each year to 1,550,000 persons who are engaged "in purely criminal pursuits." And that probably doesn't include the money bet on fixed horse races and crooked prize fights.

The indications are that New Brunswick farmers are going to get a satisfactory price for their potatoes this fall. In most sections of the province the yield was abundant and the quality excellent.

An Illinois chap fought his way to a film contract by kissing thirty-two actresses who were taking tests for a leading role in a new picture. There's no telling what a harassed man will go through to obtain a job these days.

It is our opinion that very often the early bird gets too much credit. We suspect that not infrequently he is just on his way home after a night out.

An Indiana high school girl has been arrested for carrying a revolver to school. That, it seems to us, is no way to teach the young idea now to shoot.

Sometime the country is going to insist on law enforcement that isn't limited merely to one form of violation.

The usual line of procedure is for a woman to pick out a husband, then pick on him.

Naturally Floridians have acquired more than a passing interest in hurricanes.

The fool and his money may be parted, but the fool seldom regrets it; that's why life is a fool.

Take a tip, little one; if you aren't "that kind of a girl" you ought not to be seen with that kind of a man.

When the inevitable comes to pass what is to become of the horsefly?

Two can't live as cheaply as one, if one continues to live at the old rate.

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THROUGH OUR SIEVE  
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Dean Inge says there is no hell. Then why doesn't he cheer up?

As a regular diet even parsnips would be better than prejudices.

Tolerance comes with years. But really there is more fun in impetuosity.

Browning's mother-in-law made his ties, thus getting the approximate dimensions of his neck.

Under prohibition the umbrella for man has become unpopular. There is no saloon bar to hang it on while he forgets the weather.

We hear considerable about flaming youth, but it seems smoking youth would be a more accurate designation.

Another likable thing about Gene Tunney is that he doesn't stand around on the street corners with his lungs inflated.

It is not understood that the Queen cut California off her itinerary because she was afraid of being kidnapped.

An expert is merely an ordinary person away from home.—Edward C. Stone. He knows most where he is least known.

Ungrudgingly admitting that the weather bureau is a valuable and indispensable institution, we wish it would get a new slogan. "Probably Showers" is becoming tiresome.

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SPECIAL ATTRACTION AT  
THE CAPITOL THEATRE  
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"The Devil Horse," is the photo play at the Capitol for Friday and Saturday. Rex, the equine actor, is starred. The story is full of gripping scenes of frontier life and an interesting romance is woven around the other features of the picture. The soldier hero and the daughter of his commanding officer are saved from being the victims of an Indian villain who wants the major's daughter for his squaw.

Yakima Canutt plays the part of the hero and Gladys McConnell is the major's daughter. Others in the cast are Robert Kortman Roy Clements and Master Fred Jackman.

Drunk and Resisting.

A resident of Marysville was arrested Thursday night charged with being drunk and resisting the police. This morning before Police Magistrate Limerick he appeared and pledged guilty to the first charge for which a penalty of eight dollars fine or thirty days in gaol was imposed. On the second charge he said he did not remember and a remand was given him to enable witnesses to be produced to prove the charge.

Returning to Quebec.

John Osborne formerly Overseer of the Dye-house at the Gibson Cotton Mill in Marysville and now occupying a similar position in the cotton mill at Montmorency Falls, Que., is returning to Montmerency this evening after spending a vacation here and in Marysville.

## MANY SMUGGLED AUTOS SEIZED AT AMHERST

### Arrest of Thomas Etter, Stock Breeder, Causes a Big Sensation.

Amherst, Oct. 28.—Officials of the customs department upon the trail of smuggled cars sold in the Maritime Provinces turned their attention across the provincial borderline today and made three seizures in New Brunswick. A Cadillac sedan owned by Fred Tingley, prominent merchant of Sackville, was taken into custody, while a Peerless sedan, the property of Asa Fillmore, residing three miles from Port Elgin, was seized this afternoon as was a Packard sedan owned by Robert Anderson, also of Port Elgin.

There are other suspected cars floating around N. B., and the special investigators will pay attention to these vehicles in due course of time. Nearly two score of smuggled cars are said to have been disposed of in the Maritime Provinces by the Montreal car ring through Maritime agents. The whereabouts of these cars is known to Messrs. Knox and MacDougall, the two officers in the east, and today in a statement to the Saint John Telegraph-Journal they declared, that it would go hard with the owners who attempted to conceal their automobiles.

One arrest has been made to date. Thomas Etter of Amherst, well known as a cattle breeder and horseman, who purchased a few cars from the Montreal ring headed by D. Falcon, was taken into custody by the customs officials. Mr. Etter's arrest was made in connection with the Tingley Cadillac as Etter is alleged to have assisted Falcon in the sale of the car. He was charged with having a Cadillac sedan in his possession knowing the duty not to have been paid upon the same. There had been no trial held and Mr. Etter was permitted his freedom on his personal recognizance.

The seizure of the Tingley car and the arrest of Mr. Etter has caused a great sensation in the towns of Amherst and Sackville.

## PREMONITION OF HIS DEATH

Pittsburgh, Pa., Oct. 28.—A few hours before Harry Greb was laid to rest in a grave adjacent to that of his wife today, his brother-in-law, J. Elmer Edwards, revealed that the former middleweight boxing champion had a premonition of death for the last month.

Mrs. Edwards, Greb's sister, regretted the secret of her brother's glass eye had been broken by friends in Atlantic City. She said Harry was sensitive about the affliction that made it necessary for him to have his right eye removed and even in death she was sure he would not have wanted it known.

Harry—Do you think you could learn to love me?  
Sue—No, I have as much as I can do to learn tennis and bridge!



### MAIL CONTRACT

Sealed tenders, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 3rd December for the conveyance of His Majesty's Mails on a proposed contract for a period not exceeding four years 3 times per week on the route: Ripples Rural Route No. 1, from the 1st January, 1927.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the Post Office of Ripples and at the office of the District Superintendent of Postal Service, St. John.

H. W. WOODS,  
District Supt. of Postal Service,  
District Supt's Office,  
Oct. 25th., 1926.

## WANTED!

Several Smart Boys to Sell "The DAILY MAIL". Apply at the Office.

# ONCE MORE

We Would Remind You That We Are Leaders in the Ready-to-Wear Business

Have you secured that NEW WINTER COAT or DRESS that you were thinking of? If not, why not try us? You will find our Styles Correct, our Prices Reasonable and Service the Best.

## JOHN J. WEDDALL & SON

Where you get courteous treatment and prompt service



HON. HUGH GUTHRIE

The member for South Wellington will be Conservative House Leader for the next session of Parliament and a national convention next year will choose a permanent party leader in succession to Rt. Hon. Arthur Meighen.

### International Paper Company

N. Y., Sept. 29, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (.50) a share on the Common Stock of this Company, payable November 15th, 1926, to common stockholders of record at the close of business November 1, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,  
Treasurer.

## FLOWERS

We have every kind either Cut Flowers or Potted Plants.

### CUT FLOWERS

Roses, Carnations, Violets, Tulips, Daffodils and many others.

### SAY IT WITH FLOWERS

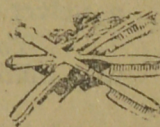
Ada M. Schleyer

326 CHARLOTTE STREET

Phone 217

## The Most Used Brush—

No, not a hand brush, or a clothes or a hair brush, but a



The most used brush should be of the best grade; otherwise it can't give the fullest service and the best satisfaction.

You can be certain of brush quality if you will only buy it here.

Alonzo Staples & Son, Ltd.,  
DRUGGISTS

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Phone 42.

**PUREST DRUGS**

are used in compounding prescriptions. We co-operate with your doctor to help you get well. Bring your prescriptions to us and obtain best results.

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Successor to J. M. Wiley.  
Phone 675 94 York St.

# CAPITOL

FRIDAY—SATURDAY

## A BIG WEEK-END BILL "REX" "THE DEVIL HORSE"

A drama from the History of the Great Open West.

Two Chapters of "THE FIGHTING MARINE" featuring Gene Tunney, the World's Champion Boxer.

All Next Week — ARLIE MARKS

# AT THE GAIETY

FRIDAY—SATURDAY

HARRY LANGDON The Strong Man

A First National Picture

WHATTA BOY! WHATTA BOY!

Sampson, Hercules, Atlas and Sandow—just saplings compared to our strong man—he's a Titan of titlers—the giant of giggle-getters—the nation's strongest gloom-buster!

Our Gang Comedy. "Fighting Hearts" with Alberta Vaughn

Monday — "MISMATES" — Tuesday  
With DORIS KENYON and WARNER BAXTER.

Advertise In The Mail