

The Daily Mail

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FRIDAY, NOVEMBER 12, 1926.

SHAW, AN ADVERTISER.

The Smith Brothers could not tell George Bernard Shaw anything about the value of pertinacity in advertising. The author is as well known as cough drops or the giraffe with a sore throat. On his seventieth birthday he told how it was done. Listen to this.

"For years past, with unbridled pertinacity and obstinacy, I have been dinning into the public head that I am an extraordinarily witty, brilliant and clever man. That is now part of the public opinion of England, and no power on earth will ever change it. I may dodder and dote, I may potboil and platitudinize, I may become the butt and the chopping-block of the rising generation, but my reputation shall not suffer; it is built up, fast and solid, like Shakespeare's, on the basis of dogmatic reiteration."

Reiteration is the constant dropping of the water that wears away the stone. The brilliant author sold himself to himself. Then to the public. He was his own slogan and his own billboard. To him no baking powder could come as near absolute purity as the Shaw product. Naturally the constant dripping of Shaw's respect for Shaw made an impression on the public mind.

But Mr. Shaw will be running a grave risk now if he neglects the quality of the ingredients he puts into his product. There is no glory in being rated as a has-been.

Mr. Arthur R. Gould, of Presque Isle, who is well known in New Brunswick in connection with hydro development and other enterprises, is the Republican candidate for a U. S. senatorial vacancy in Maine and stands a good chance of winning out. The election takes place on November 29th. As the two parties in the senate are now evenly divided unusual significance attaches to the Maine election as the return of Mr. Gould will give the Republicans a majority of one. Mr. Gould enjoys the reputation of being a successful business man and a hustler.

It was important advice which an old actor gave a young one when he told him always to "catch his cabbages." You see, if a cabbage hangs on the head it may knock you flat. On the other hand a capable actor—capable with his hands—can catch his cabbages and his turnips too. So with all criticism—and you don't have to be an actor to make this rule usable. When you get a jolt of criticism, don't let it knock you flat. Catch it, look it over, take the best out of it, use it. Make a stew of your cabbage. It will be wholesome.

A recommendation has been made that horses be kept out of the downtown business district in Chicago. They are too slow. Modern traffic has driven them out. That raises the question as to whether a slow, horseless world is not just as happy a place as the fast world we speed through today.

A cynic is one who naturally assumes that the large cotton surplus will be reflected in a severe depression in prices of genuine imported olive oil.

Some of the biographies of the departed great, now on sale in the book stores, suggest that the writers got their information from campaign speeches of the opposition.

It's just as well for the dignity of the public official in the high hat and the cutaway that the foot ball season isn't opened by having him make the first kickoff.

Chicago health commissioner says that noise is robbing the city men of seven years of his life. And, incidentally, it's making the rest of it scarcely worth living.

Newark man drove an automobile six blocks with a bullet in his brain. Well, you can never tell. We know of persons who have been driving one for years with nothing in their brains.

Boston Coast Guard boats have been carrying liquor from Rum Row at \$1 a case. A Coast Guard skipper is evidently at no loss to find something profitable to occupy his spare time.

None of those who have been "humanizing" the Washington of tradition has got around to insinuating that the

dollar he threw across the Potomac had an elastic attached.

Besides being Armistice day, November 11th is the anniversary date of the great fire of 1850, which destroyed three hundred houses.

Generosity is that fine impulse in many men which prompts them to let the dentist attend to later arrivals first.

A movie theatre is that large ornate structure into which the way-worn shopper staggers for an hour to slip off the new shoes.

The old-timer who used to set up the hog-pen under an apple tree has a son who buys a McIntosh Red done up in tissue paper, for 10 cents.

After all these signs are in place in Pullman cars, it would be pretty comical if it turned out that most of the porters were named George.

The world's champion schoolboy orator, selected last month in Washington, comes from Hollywood, heretofore famed for its silent drama.

Also, X marks the spot on the ball lot where many an accident has occurred.

There is no more dangerous form of explosion than the first real outbreak of a disillusioned bride.

THROUGH OUR SIEVE

Some people are so set in their ways they won't do their duty as we see it.

"Do you take your troubles to bed with you?" asks J. J. Mundy. No, they sleep alone.

Maybe King Ferdinand is afflicted with that dread ailment known as loneliness.

Since a musical instrument has been made of the saw they'll be broadcasting the hatchet next.

"This is a free country," remarked the Man on the Car, "for people who keep out of debt."

Revenge may be sweet but maple syrup has a better flavor.

You can't say that the weather bureau doesn't keep on trying when its forecast goes wrong.

Says a health specialist: "Spinach is good for the nerves, the digestion, the teeth and the complexion." It is also productive of pert paragraphs.

That story about a man's body being worth only 98 cents, now going on its second round, may have been started to convince the married women that they got a bargain.

CHARMING CHURCH WEDDING.

Miss Gladys C. Haslett the Bride of William H. Bolster at St. Mary's Parish Church.

A charming church wedding took place at 6.30 Thursday night at St. Mary's Parish Church, Devon, when the rector, Rev. N. P. Fairweather, united in marriage Gladys C. Haslett, daughter of Mrs. S. Haslett of Devon, and William H. Bolster son of Mr. and Mrs. Joseph Bolster of the same town.

The bride was gowned in white satin with silver cloth tam-shaped hat and carried Ophelia roses. She was attended by her sister Miss Grace B. Haslett as bridesmaid, who wore jade green crepe-de-chine and green tam-shaped hat and carried American Beauty Roses. The groomsmen were Irvine T. Gregory.

The gift of the groom to the bride was a substantial cheque, to the bridesmaid a bracelet and to the groomsmen a gold pencil.

The bride who has a large number of friends was the recipient of many valuable gifts including linen, cut-glass, china and silver.

Married Here Last Night.

The wedding of Mrs. Harriet Parent of Queensbury and Richard L. Parent of Prince William was solemnized at seven o'clock Thursday night at the George Street Baptist Parsonage in this city when Rev. I. A. Corbett officiated. They were unattended. Bride and groom each had been previously married. They will visit a son of the groom at Cody's for a short time and on their return will live at Prince William.

Condition Improved.

Miss Gertrude Forbes who has been seriously ill with brain fever following an attack of appendicitis took a turn for the better Thursday and is now considerably improved.

THE MODERN NEWSBOYS HAVE NEW METHODS

(New York Times)

The ancient order of newsboys, from whose ranks have risen leaders in finance, politics and journalism, has been the subject lately of careful study in various cities of the United States. Investigators have sought to discover why boys take up newspaper selling, what homes they come from and what they do with the money they earn. One body of students has found that newsboys, despite the late hours some of them keep, the burdens they carry and the consequent nervous tension, are generously a healthy bunch of youngsters.

Under modern conditions the profession has changed in several respects. Years ago, even in New York, boys walked many miles or rode on bicycles and in the rear of horse-drawn wagons in order to distribute their papers. In small towns, especially in the South, that method is still prevalent.

In cities of larger size, however, the newsboy's lot has been made considerably lighter by transit facilities. Nowadays the newsboy may board a subway or elevated train and easily sell his papers by walking through the crowded aisles. Again, in larger cities where there is more "news" and a great public accustomed to buying more than one newspaper a day the newsboy has an opportunity for bigger sales, bringing in a large profit.

Walking has been reduced to a minimum. For the most part newspapers are no longer taken to the home. Armed with late editions of the evening papers, or early editions of the morning's, as the case might be, the newsboy of today stands on a busy corner and with little effort disposes of his entire lot.

The boys have their own associations and their own rules. The young ones are protected from encroachment by the bigger ones. Peace is maintained by agreeing on a given "territory" which is thenceforth considered private preserve not to be trespassed upon by the others.

Of late the newsboys plying about Times Square, it has been observed, seem younger and smaller. The age requirement has steadily diminished to the point that many are apparently barely out of their babyhood. With childish familiarity they entreat the passer-by to get a paper, sometimes even hanging on to his coat-tails. Shrewd enough to note the appeal of their youth, by hook or crook they sell. In time the very young newsboy is likely to supplant his boisterous brother, who makes much noise but says little that is understandable.

HOPE FOR FRANCE.

Paris, Nov. 12—Results of prohibition referenda in the United States cause L'Intransigeant to dream of the return of American wine buyers to France with enough dollars to pay the French debt to the United States. Lots of Americans think the return is just as probable as the payment.

Ada—The Browns have a new baby. Harriet—Sheik or vamp?

SPECIAL ATTRACTION AT
THE CAPITOL THEATRE

"Flames of the Yukon" is the photoplay at the Capitol for Friday and Saturday with Seena Owen in the star role.

Seena has exceptional beauty, worked in this picture as though she was interested and was ably directed by George Melford.

Of all the pictures that the good George Melford has made the last year or two, we are inclined to put this as the topnotch.

Arnold Gray is the leading man, a new star, does very well, while Matthew Getz we have seen before as a somewhat similar villain.

Customs Sale by Tender

Tenders addressed to the undersigned will be received at his office at Fredericton until Saturday the Twentieth day of November, 1926, at noon, for the following property forfeited under the Customs laws, viz:—

ONE McLAUGHLIN BUICK SEVEN PASSENGER AUTOMOBILE.

Said car may be inspected at the Capital Garage, Fredericton. Terms—Cash on acceptance of tender. The highest or any tender not necessarily accepted.

Dated at Fredericton the 9th day of November, 1926.

FRASER G. SAUNDERS,
Special Officer of Customs Excise.

HOW ARE YOU OFF FOR WARM BEDDING?

We are showing Down Quilts, Silk Covered Wool Filled Quilts, and Cotton Filled Tack Downs, also Wool Blankets in White, Grey, Red, Rose, Tan, Blue or Mauve. We carry the Ixex Shaker Blankets the best on the market.

BUY NOW WHILE THE STOCK IS COMPLETE

JOHN J. WEDDALL & SON

Her Little Boy Caught Cold While Out Playing

Mrs. F. Cade, Elmwood, Man., writes:—"My little boy caught cold while out playing in the snow. He coughed incessantly all that night and the next day, and nothing I gave him seemed to relieve him. When my husband came home he brought a bottle of

Dr. Wood's
Norway
Pine
Syrup



with him. After the second dose my boy was greatly relieved and after the third dose he went to sleep and slept the whole night through without any coughing. I am never without it in the house, and whenever any of the children get the slightest cold it's the first thing I give them."

Price 25c. a bottle, large size 60c.; put up only by The T. Milburn Co., Limited, Toronto, Ont.

Perhaps Mussolini leads a charmed life. Or it may be poor marksmanship on the part of his crazy enemies.

WANTED!

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

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

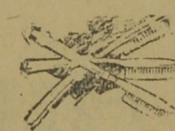
Ada M. Schleyer

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.
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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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AT THE **GAIETY** FRIDAY—SATURDAY

JESSE L. LASKY PRESENTS
W. C. FIELDS ALICE JOYCE
AND SPECIAL PARAMOUNT CAST IN

"So's Your Old Man"

Adapted from Julian Street's story "Mr. Bisbee's Princess" winner of the O. Henry Memorial Prize for the best story of 1925.

"SO'S YOUR OLD MAN" takes place in a village near Atlantic City, at the great convention town itself, and on board a train. The time is today.

Also Episode Seven "Fighting Hearts"

HERE MONDAY AND TUESDAY
Adolphe Menjou in "The Ace of Cads"

CAPITOL FRIDAY—SATURDAY

SEENA OWEN and ARNOLD GRAY

"The FLAME of the YUKON"

A story of the Gold Rush days.

Chapter Seven — "Fighting Marine"

Monday — "HIS PEOPLE" — Tuesday

Advertise In The Mail