

The Daily Mail

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THE MAIL PRINTING COMPANY

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TELEPHONE 67.

THURSDAY, DECEMBER 20, 1928.

ADVERTISING AS A SCIENCE.

Like all things, advertising has had an evolution. A century ago the leading merchants resorted to what is now the classified ad and the modern display ad was unknown. The store which a century ago purchased newspaper advertising in quantities of a half dozen lines weekly now contracts for one and two pages daily and the landlady advertising for a roomer or a young lady seeking a lost cat consumes more space in the newspaper of today than the most thriving merchant of yesterday.

As in quantity, so has advertising had an evolution of quality. Within the shopping memory of the present generation the advertisement, both newspaper and magazine, has risen from a relation of articles and prices to attractive displays artistically phrased, graphically illustrated and in the case of magazines often beautifully lithographed. The modern advertisement is not a narration of goods and prices; it is storehouse of information about buying, styles, thrift and economy. The public once complained of spending a penny for a newspaper and getting 50 per cent, more or less, of its paper in advertising. Now magazines are purchased by many for their advertisements alone, and as for the newspaper, the advertisements form an important part of the day's reading.

The following paragraphs, selected from an advertisement of a Los Angeles furniture merchant, provide a specimen of the artistry which can be found in modern advertising. The advertiser is not unmindful of nor ungrateful for prevailing public interest in the advertisement, truthfully and attractive, such as this:

"Home weaves the fabric of our lives. It is the loom for the tapestry of our days. That the fabric may be rich in color, gracious in texture, distinguished in design, the warp and weft must need be skilfully employed. "If we would weave our existence from end to end, margin to margin, into a tapestry of happiness and high accomplishment we must employ within our homes the things which make for successful living."

STEPPING STONES.

Difficulties have an opposite effect upon different natures. The first instinct of some people, when confronted with an obstacle or a hardship is—to throw up their hands and exclaim, "This is just my luck. Here I am blocked. I can't go any further." So they give up in despair.

Others there are who react to an obstruction quite the other way. To them a difficulty is but a challenge to greater effort, the exercise of ingenuity. By overcoming, they grow stronger. They prove, perchance, that the impossible is still possible. And they chart new courses for their fellow men to follow.

Only people of this second class ever help to advance the race. Those who become discouraged in face of hardship the lacking in the stuff which has made mankind what it is today.

Through failure to success has been and is the rule of progress. A burning eagerness to conquer a frequently hostile environment has been the characteristic of the race from the beginning.

Man did not enter a ready-made world, but one in which materials were within his reach to make what world he would.

The pioneer spirit will always be needed in human affairs. We have but to look about us to see that it exists in large measure today.

The Skeptics' Society also intends to take up the matter shortly of "an ill wind," to determine what to do for it till the doctor comes.

Massachusetts has legalized Sunday baseball, but why it wants to see the kind of game the Boston teams play for seven days each week is a mystery to most persons outside that State.

The author of "The Greene Murder Case," the best detective novel of our time, lives in New York, where the Rothstein mystery is waiting to be unraveled.

"An error of some quintillions of tons is said to have been found in the accepted weight of the earth." We must ask Atlas whether he has noticed any difference.

It may be possible for a man to be beautiful, even as a woman is beautiful, as that diet shark maintains, but if handsome is as handsome does, he'd probably be a total loss otherwise.

"A man in New York accidentally dropped a check from a 10-story window and got down to the street before it landed." Or maybe it was still bouncing.

Show me a couple, says an observer in the American Magazine, who have no difficulties over domestic finances, and I will show you a couple who can get away with anything.

The baseball magnates have just concluded an enjoyable visit to Toronto, where they leaned against several interesting historic spots.

Morally the mercury always is better in summer. In winter it always is trying to see just how low down it can get.

The day's gone forever when we could get a line on a fellow's earning ability by the way his family lives.

Another thing the automobile has done is overwork the words accident, injured and fatally.

Brother, when you are introduced to the party as "the Kid himself," you are growing old.

It used to be that a housewife had regular days for things and she still has, but usually they're bridge.

The Volga River has overflowed, but fears are expressed here and there that that song is safe.

"Father," said the important executive's small son, "do I begin this letter, 'Dear Sir' or 'Dear Mr. Claus'?"

Usually nothing else sounds as prepared as a prepared speech.

Late Mrs. T. McDonald

The funeral of the late Mrs. Timothy McDonald ho died in Jamaica, N. Y., several days ago took place this afternoon at Marysville, following the arrival of the body on the C. P. R. train at noon. Interment was made in the cemetery at Marysville and Rev. D. J. McPherson conducted the service. Harry Smith of this city and Mrs. George Sloat, Marysville are relatives of the deceased.

Check Not Lost.

Local insurance agents have been somewhat stirred over the stories concerning a lost check which have been going the rounds. The latest version is that the check was not lost but was safely transmitted to the mails to the party for whom it was intended and was endorsed and cashed by a member of his family. It is understood that it has been decided to let the matter rest there.

Good Radio Program.

The best features to be broadcast from the National and Columbia broadcasting stations this evening include the Maxwell hour, Milady's Musicians and Royal Command to Siszt.

Barker House Guests

Guests at the Barker House today are: Gerald P. Griffin, Edmundston; F. J. Buckley, Minto; A. C. Beacham, Toronto; Ainslee G. McDougall New York City.

Jim—The stuff we made last week is ready to bottle. What shall we label it?

Sam—Old Methuselah.

THROUGH OUR SIEVE

It's a common cold until you get it—then it's personal possession.

Wall Street with a cold towel around its head, seems less rambluntious.

Readline: "Opportunity Knocks But Once." Old stuff, and far from the truth.

Half a million dollars for a seat in Wall Street seems like an exorbitant price to pay for a sedentary habit.

There's a bright day coming for the slain Christmas tree that looks so tragic now. And after that—ultimate destruction.

One way to establish credit is to buy something on time and pay when the account is due. It can't be done with cash.

Either fortunately or unfortunately as you like, it is difficult to enact a criminal law that provides punishment for one offender and sentiment for another.

"Paper that will not burn has been invented." Well, the paper on which multi-millionaires write love letters to "gold diggers" doesn't burn either.

MISCOLORED STAMP PAYS LARGE SUM

Stockholm, Dec. 20—A mistake made by a Swedish government printer in 1855 has turned out to have been worth exactly \$10,000, though not to him. That amount was recently received by a Stockholm philatelist from a Gothenburg amateur for a Swedish three skilling stamp (equivalent to about 1½ cents) which was printed with yellow ink instead of in green, the color of the remainder of the issue. The stamp first came to light in 1860, when a school boy found it on a letter in the attic of his grandmother's home and sold it to a stamp dealer in Stockholm for 7 oere, about 2 cents.

SPECIAL TRAIN WILL BE RUN FROM OTIS

The following is taken from official circular No. 979, Canadian Pacific Railway Company, Office of the Superintendent, Woodstock, N. B., which is furnished to the Fredericton Board of Trade, with reference to train service between Fredericton and Otis and vice versa.

On Friday, December 21st, a special Mixed Extra will be run from Fredericton to Otis on schedule as shown below.

On Saturday, December 22nd a special mixed extra will be run from Otis to Fredericton on schedule as shown below. No. 193 on this date will be set back to leave Fredericton at 3.00 P. M. and will run on the schedule as shown below.

On Monday, December 24th, No. 195 and 194 will be cancelled and a special Mixed Extra will be run from Otis to Fredericton and return and will run on the schedule as shown below.

Leave Fredericton city time 4 p. m.; C. P. R. time 3 p. m.

Arrive at Fredericton, city time 11.30 a. m.; C. P. R. time 10.30 a. m.

Leaves North Devon at 4.30 p. m. city time; 3.30 p. m. C. P. R. time.

Arrives at North Devon at 11 a. m. city time; 10 a. m. C. P. R. time.

JUBILEE OF HIS HOLINESS

(Special to the Daily Mail by the British United Press.)

Rome, Dec. 20—Pope Pius began the celebration of his 50th anniversary as a priest by saying low mass at St. Peter's Cathedral.

Suitable Xmas Gifts

Rayon Bed Spreads  
Hosiery  
Gloves  
Silk Lingerie  
Scarfs  
Tapestry Runners  
Purses  
Beads  
Hand Bags  
Towels  
Pillow Cases  
Serviettes  
Bath Mats

Jaeger Bloomers  
Luncheon Sets  
Cushions  
Down Quilts  
Blankets  
Wool Bed Covers  
Jaeger Sweaters  
Knitted Gaiters  
Handkerchiefs  
Flowers  
Neckwear  
Maderia Work  
French Lace Work

A Bridge Score  
A Golf Score  
Ash Trays  
Candle Sticks  
Child's Toilet Set  
Snap Shot Album  
Child's Brush, Comb  
Crumb Trays  
Umbrellas  
A Dress Length  
A Winter Coat  
All Ready-to-Wear

J. J. WEDDALL & SON, LTD.

NO PAIN!

Free Examination AT YOUR SERVICE

A complete equipment to handle any case that comes within the field of the dental profession. INSTRUMENTS CLEAN AND PROPERLY STERILIZED. A nurse in constant attendance. We do our own laboratory work and are thoroughly familiar with the different methods for the practice of PAINLESS DENTISTRY. We use the BEST MATERIALS that money can buy. Our WORK is the BEST and you are assured of careful, sympathetic treatment. OUR PRICES ARE MADE TO SUIT THE WORKING PEOPLE. We have pleased thousands and we can please you. IF YOU DO NOT KNOW US, ASK YOUR NEIGHBORS.

DENTISTRY WITHOUT PAIN AT PRICES The Working Man Can Pay

WE SAVE YOU 50 PER CENT ON YOUR DENTAL BILLS Broken Plates Repaired in Three Hours.

Painless Extraction 50 cents.

Extractions FREE when ordering plates Full Set Teeth, \$8.00 We Guarantee Our Work

MARITIME DENTAL PARLORS Prop. Dr. B. R. Ross

INCHES BUILDING Queen and York Streets FREDERICTON, N. B.

Free Examination. Dental Nurse Hours 9-9. Phone 373.

Office open evenings until 9 o'clock

TO LET—A large warehouse situated on Westmorland Street, opposite Windsor Hall, also barn situated on Campbell Street. Apply to G. W. Hodge.

CITY OF FREDERICTON

Tenders for Gravel

Tenders will be received at the office of the undersigned up to twelve o'clock noon on Monday, 24th. December, 1928, for the supplying of 7,000 yards of clean, sharp gravel to be delivered on or before February 28th next.

3,500 yards of the above 7,000 is permitted to be bank gravel. All gravel delivered must be satisfactory to the City Engineer or some other authorized representative of the City.

The locations at which gravel is to be delivered will be given to any person interested at the office of the City Engineer.

The lowest or any tender not necessarily accepted.

FRED. I. HAVILAND, City Clerk.

City Hall, December 14, 1928.

WANTED—Work by the day, washing, scrubbing or cleaning offices, etc. Mrs. William Lacure, North Devon.

"Only one kind of man has no need for Insurance. That kind of man is the one who has no job or business, no home, no loved ones, no hope and no ambition."

Proper Insurance Coverage is a Present Day Necessity

HOWARD H. BLAIR

FIRE, LIFE, ACCIDENT and HEALTH INSURANCE 68 YORK STREET. PHONE 291-21

Get Your CHRISTMAS CARDS Printed At The Mail Office

HARRY R. ADAMS

UNDERTAKER and FUNERAL DIRECTOR

Complete Equipment Including Motor Hearse

610 QUEEN STREET Fredericton, N. B.

GAIETY

NOW PLAYING

GLORIA SWANSON

— IN —

"SADIE THOMPSON"

Based on the story by W. Somerset Maugham. A terrific conflict—between an out-cast and a fanatic reformer!

Pathe News

Regular Prices

FRIDAY AND SATURDAY

ZANE GREY'S smashing new story

"AVALANCHE" with JACK HOLT

"SAY IT WITH FLOWERS"

Christmas and New Year Greetings to All

We have a large variety of Flowers to choose from in Cut Flowers. Boxes of Carnations, Roses, Mums, Poinsettia, Geraniums, etc.

In Pot Plants, Poinsettias, Primula, Christmas Cherries, Begonias, Cyclamen, etc. Also a large variety of Art Baskets.

Call and see our display, either at the store 366 Queen St., or the greenhouses on 326 Charlotte Street.

Ada M. Schleyer

THE FLORIST

FLOWERS TELEGRAPHED TO ALL PARTS OF THE WORLD