## PAGE FOUR

## THE DAILY MAIL, FREDERICTON, N. B., THURSDAY, DECEMBER 20, 1928.

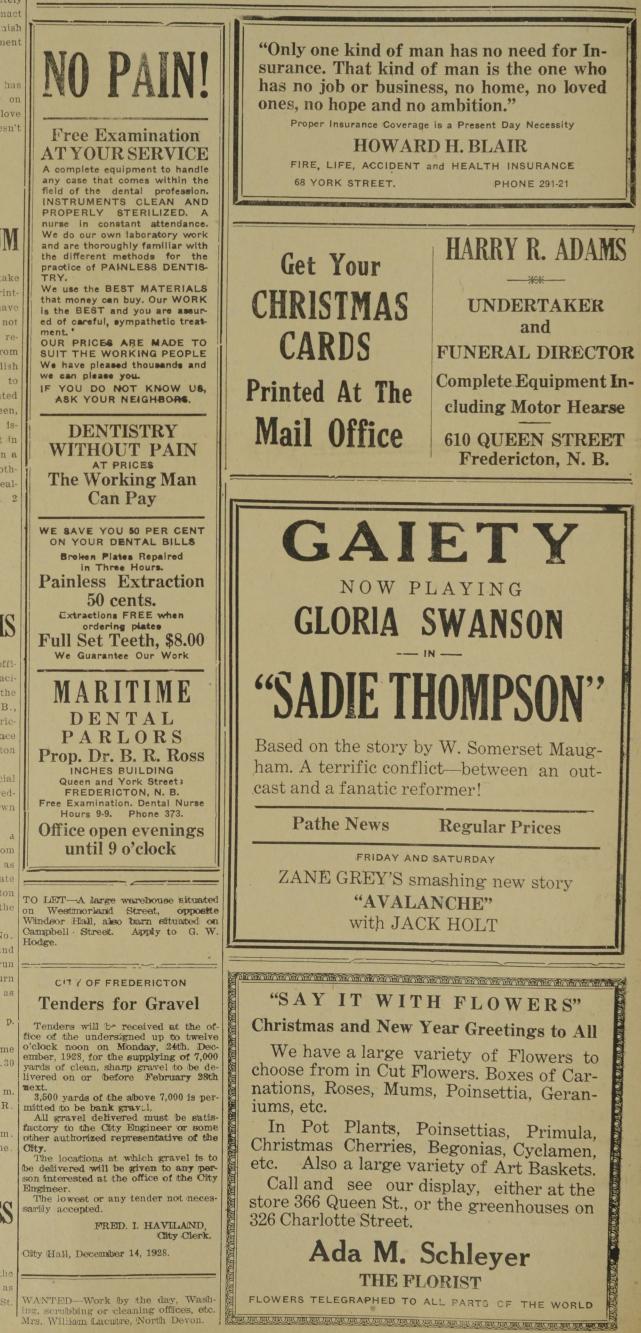
Massachusetts has legalized Sunday \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* \* The Daily Mail baseball, but why it wants to see the THROUGH OUR kind of game the Boston teams play \* for seven days each week is a mys \* tery to most persons outside that \* 米米米米米 Published every afternoon (excep Sunday) at 327-329 Queen Street, It's a common cold until you get Fredericton. -then it's personal possession. The author of "The Greene Mur-\* \* \* \* THE MAIL PRINTING COMPANY der Case," the best detective novel of Wall Street with a cold towel our time, lives in New York, where around its's head, seems less rambunc Subscription Price: \$4 per year by the Rothstein mystery is waiting to tious. Carrier; \$3 per year by mail. be unraveled. TELEPHONE 67. Readline: "Opportunity Knocks "An error of some quintillions of But Once." Old suff, and far from tons is said to have been found in the truth. THURSDAY, DECEMBER 20, 1928. the accepted weight of the earth." We must ask Atlas whether he has notic- Half a mililon dollars for a seat ADVERTISING AS A SCIENCE. ed any difference. in Wall Street seems like an exhorbi-Beads tan't price to pay for a sedentary Like all things, advertising has had It may be possible for a man to be habit. an evolution. A century ago the leadbeautiful, even as a woman is beautiing merchants resorted to what is now ful, as that diet shark maintains, but There's a bright day coming for the classified ad and the modern disif handsome is as handsome does, he'd the slain Christmas tree that looks play ad was unknown. The store which probably be a total loss otherwise. so tragic now. And after that-ultia century ago purchased newspaper mate destruction. advertising in quantities of a half \* \* \* "A man in New York accidentally dozen lines weekly now contracts for dropped a check from a 10-story win- One way to establish credit is to one and two pages daily and the landdow and got down to the street be- buy something on time and pay lady advertising for a roomer or a fore it landed." Or maybe it was still when the account is due. It can't young lady seeking a lost cat conbe done with cash. bouncing. sumes more space in the newspaper \* \* \* \* of today than the most thriving mer Show me a couple, says an observer Either fortunately or unfortunately chant of yesterday. in the American Magazine, who have as you like, it is difficult to enact As in quantity, so has advertising no difficulties over domestic finances, a criminal law that provides punish had an evolution of quality. Within and I will show you a couple who can ment for one offender and sentiment the shopping memory of the present for another. get away with anything. generation the advertisement, both \* \* "Paper that will not burn has newspaper and magazine, has riser The baseball magnates have just from a relation of articles and prices oncluded an enjoyable visit to To- been invented." Well, the paper on ronto, where they leaned against sev which multi-millionaires write love to attractive displays artistically phrased, graphically illustrated and letters to "gold diggers' doesn't eral interesting historic spots. in the case of magazines often beau burn either. tifully lithographed. The modern ad-Morally the mercury always is better in summer. In winter it always MISCOLORED vertisement is not a narration of goods and prices; it is storehouse of is trying to see just how low down information about buying. styles, **STAMP PAYS** thrift and economy. The public once complained of spending a penny for a LARGE SUM The day's gone forever when we newspaper and getting 50 per cent, ould get a line on a fellow's earning more or less, of its paper in advertisability by the way his family lives. ing. Now magazines are purchased by Stockholm, Dec. 20-A mistake TRY. many for their advertisements alone, Another thing the automobile has made by a Swedish government printand as for the newspaper, the adverdone is overwork the words accident, er in 1855 has turned out to have tisements form an important part of been worth exactly \$10,000, though not injured and fatally. the day's reading. ment. to him. That amount was recently re-- no - appe The following paragraphs, selected Brother, when you are introduced ceived by a Stockholm philatelist from from an advertisement of a Los Anto the party as "the Kid himself," you a Gothenburg amateur for a Swedish geles furniture merchant, provide a three skilling stamp (equivalent to are growing old. specimen of the artistry which can be abount 11/2 cents) which was printed found in modern advertising. The ad-It used to be that a housewife had with yellow ink instead of in green, vertiser is not unmindful of nor unregular days for things and she still the color of the remainder of the isgrateful for prevailing public intersue. The stamp first came to light in nas, but usually they're bridge. est in the advertisement, truthfully 1860, when a school boy found it on a and attractive, such as this: The Volga River has overflowed, letter in the attic of his grandmoth-"Home weaves the fabric of our but fears are expressed here and there er's home and sold it to a stamp deallives. It is the loom for the tapestry er in Stockholm for 7 oere, about 2 hat that song is safe. of our days. That the fabric may be cents. rich in color, gracious in texture, dis-"Father," said the important executinguished in design, the warp and tive's small son, "do I begin this letweft must need be skilfully employed. ter, 'Dear Sir' or 'Dear Mr. Claus'?" SPECIAL TRAIN "If we would weave our existence ---from end to end, margin to margin, Usually nothing else sounds as pre-WILL BE RUN into a tapestry of happiness and high pared as a prepared speech. accomplishment we must employ + **FROM OTIS** within our homes the things which Late Mrs. T. McDonald make for successful living."

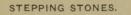
# Suitable Xmas Gifts

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

Jaeger Bloomers Luncheon Setts 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.





Difficulties have an opposite effect upon different natures. The first instinct of some people, when confronted with an obstacle or a hardship isto 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.

in large measure today.

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The Skeptics' Society also intends ill wind," to determine what to do label it? for it till the doctor comes.

Pherson conducted the service, and Otils and vice versa. Harry Smith of this city and Mrs. George Sloat, Marysville are relatives Mixed Extra will be run from Fredof the deceased.

The funeral of the late

Mrs

Check Not Lost.

somewhat stirred over the stories shown below. No. 193 on this date concerning a lost check which have will be set back to leave Fredericton been going the rounds. The latest at 3.00 P. M. and will run on the version is that the check was not lost schedule as shown below. but was safely transmitted to the 195 and 194 will be cancelled and mails to the party for whom it was intended and was endorsed and cash-from Otis to Fredericton and return ed by a member of his family. It is and will run on the schedule as to let the matter rest there.

#### Good Radio Program.

The best features to be broadcast a. m. from the National and Columbia Leaves North Devon at 4.30 p.m. clude the Maxwell hour, Milady's time.

Musicians and Royal Command to Siszt.

### Barker House Guests

Guests at the Barker House today The pioneer spirit will always be are: Gerald P. Griffin, Edmundston; needed in human affairs. We have but F. J. Buckley, Minto: A. C. Beac F. J. Buckley, Minto; A. C. Beac to look about us to see that it exists ham, Toronto; Ainslee G. McDougali New York City.

Jim-The stuff we made last week to take up the matter shortly of "an is ready to bottle. What shall we Sam-Old Methuselah.

McDonald ho died in Jamaica, N. Y., several days ago took cial circular No. 979, Canadian Paciplace this afternoon at Marysville. fic Railway Company, Office of the following the arrival of the body on Superintendent, Woodstock, N. B., the C. P. R. train at noon. Inter- which is furnished to the Fredericment was made in the cemetery at ton Board of Trade, with reference Marysville and Rev. D. J. Mc- to train service between Fredericton

On Friday, December 21st, a special ericton to Otic on schedule as shown helow

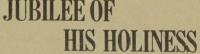
On Slaturday, December 22nd a special mixed extra will be run from Local insurance agents have been Otis to Fredericton on schedule as

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

broadcasting stations this evening in- city time; 3.30 p. m. C. P. R.

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



(Special to the Daily field 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. Peters CaCthedral.