THE DAILY MAIL FREDERICTON. B. THURSDAY JULY 17 1913



It is not enough to plough and sow well with advertisements in Spring and Fall and leave the rest to human nature.

Human nature and the respect your customers bear you are not proof against the Summer weeds that can thrive on rest and apathy.

You must keep busy in the hot weather—you must keep cultivating.

Turn Summer dullness into activity by Summer Advertising. Plan Summer attractions and plant for a crop of Summer profits, and the Advertising cultivation will keep out the weeds.

Keep Cultivating

Keep Advertising KEEP OUT THE WEEDS

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part — so write, if interested.

BIG LEAGUE GAMES	NATIONAL LEAGUE STANDING		INTERNATIONAL LEAGUE STAND- ING		
- The state of the second s	w.	L. P.C.	Ind		
	New York	24 .692	W.	L.	P.C.
AMERICAN LEAGUE STANDING	Philadelphia 45	30 .600	Newark 57	29	.663
W. L. P.C.	Chicago 43	39 .524	Rochester 49	38	.563
Philadelphia	Pittsburg	39 .513	Buffalo 44	44	.500
Cleveland			Providence	46	.465
Washington 46 37 .554	Brooklyn		Baltimore	45	.471
Chicago	Boston	45 .430		46	.465
	St. Louis	49 .395	Montreal	47	.440
St. Louis	Cincinnati	52 .373	Toronto	49	.430
Detroit		- Autoria I	1 New York 25	56	.309

argest Array of High - Salaried Talent Ever Assembled.

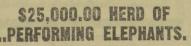
Unequaled Collection of Animals From Every Quarter of the Globe. Acres of Canvas. Seats for 10,000. Special Trains of Double-Length Cars.

BLUE-RIBBON HORSES

Gigantic Normandies, Dimunitive Ponies.

The World's Greatest Aerialists, Gym. nasts, Acrobats, Contortionists, Leapers Tumblers, Wire Walkers, Iron Jawec People, Jugglers, Wonder Workers and Specialty Performers.





40 Funny, Fantastical, Fun Making Clowns. All the Comic 40 Supplement Characters Consolidated With Mirth Provokers of Every Nation.

Gorgeous Street Parade Every Morning Miles of Splendor. Open Dens of Rare Animals. Handsome Tableaux Wagons Hundreds of Lady and Gentlemen Rid ers. Herds of Elephants. Five Bands of Music.

GRAND FREE OUTSIDE EXHIBITION

on the Show Grounds Immediately After the Parade. Positively no Charge for This Exhibition.

Two Performances Daily, at 2 and 8 P. M. Doors to Menagerie and Museum Open One Hour Earlier. All Tents Absolutely Sun and Waterproof. Fifty Uniformed Ushers in Attendance.

