THE DAILY NEWS



Monday, November 10, 1913

HOW PETER W. LANGAARD FLIRTED WITH DEATH BEFORE THE MOVING PICTURE MACHINES

young Canadian rescued American moving picture man. This diagram shows the Niagara Gorge leading to the famous whirlpool where Capt. Webb of England, the Stantons of Toronto, and many others have lost their lives. On October 23, Peter W. Langaard left the Maid of the Mist landing on the Canadian side in a small motor boat as a subject for the moving picture men. He tossed through the whirlpool rapids safely and passed into the whirlpool, where driftwood clogged the propellor. Repeatedly he was drawn to the centre of the whirlpool and each time by balancing his body he managed to keep the boat from being sucked down or upset. The strain, which lasted several hours, was exhausting to both men and spectators. As darkness set in, street car searchlights were turned across the whirlpool . A crowd numbering a thousand had gathered, when Fred preston, of Niagara Falls, Ontario, volunteered to swim out with a life line tied to his wrist. After two attempts he reached the boat and held its side as rescued and rescuer were slowly pulled ashore with the line attached to him.





There is a man who makes shoes for childrenand sells them to stores all over Canada But he is only just learning how needs have

northeast corner of A. P. L. reading Lot and Post 2232-3535, thence in a northerly		Basis	but he is only just learning <u>now</u> people <u>buy</u> .
direction along the shore of hastings Arth so chains more or less to the Tac-U-An indian reservation No. 26, thence in a westerly direction 40 chains, thence in a southerly direction 80 chains, thence east- erly 40 chains to the point of commence- ment, containing 320 acres more or less. CHARLES. H. FLOOD.	IT FROM SIERRAS.	Quebec, Nov. 6.—The gradual abolition of bars in hotels, the collection of revenue, not by the sale of licences for a fixed am- ount, but on a percentage basis,	It was this way: His wife—let us call her Mrs. Brown—'phoned to him and asked him to buy some underwear for little Brown.
Dated June 27th, 1913. Pub. July 28, 1913—Sept. 22, 1913. Skeena Land District—District of Coast, Range 5. Take notice that Dora L. Wright, of Prince Rupert, B. C., occupation married woman, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the southeast corner of Lot 421, Range 5, Coast District, thence north 20 chains more or less to northeast corner of Lot 421, thence east 20 chains more or less to west boundary of Lot 5142, thence south 20 chains more or less to the shore of Lakelse Lake, thence westerly and southerly along said shore to the point of commencement, containing 40 acres more	 Having accomplished the feat of bringing its municipal water supply through conduits a distance of more than 250 miles, Los Angeles began two days of festivities today in celebration of its achievement. Thousands of citizens went out this morning to the head of San Fernando Valley, twenty-three miles north of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city, and saw cascading out of the month of the city out of the city out of the month of the city, and saw cascading out of the month of the city out of the city out of the city out of the month of th	and the reduction of licences in the cities and towns of the pro- vince, it is stated, will be recom- mended in the report which the licence commission, appointed by Sir Lomer Gouin to consider the liquor question in Quebec, is now preparing and which the session of the legislature which opens on November 18 will consider. Leg- islation dealing with these points is expected to provide an inter-	Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over help- lessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well- advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.
DORA L. WRIGHT. Dated July 21st, 1913. Pub. Aug. 18, 1913-Oct. 13, 1913.	the Los Angeles aqueduct a crys- tal flood drawn from the heights of the Sierras which rim the cess of thirty million dollars.	esting struggle in the nouse.	Now what bothers Brown — a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?
Range 5. Take notice that Cecil J. Crew, of		Here's welcome, Mrs. Pankhurst,	Nobody knows Brown's shoes. Brown doesn't advertise.
Take notice that Cecil J. Crew, of Porthcawl, Wales, occupation banker, in- tends to apply for permission to purchase the following described lands: Commencing at a post planted one mile south of the southeast corner of Lot 130, Range 5, Coast District, thence south 20 chains, thence west 40 chains, thence north to chains, thence east 40 chains to point of commencement, containing 80 acres	OLD WARSHIP PLAN International Boxing Commis-		The name Brown signifies nothing when used in con- nection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.
more or less. CECIL J. CREW. P. M. Miller. Agent. Dated July 22nd, 1913. Pub. Aug. 18, 1913-Oct. 13, 1913.	Hospitals Instead of Ex- perimental Targets Colored Boxer Paris, Nov .6.—At a meeting of		The point is — If the name Brown was as synonomous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?
Take notice that Louis Frank Banville, of Prince Rupert, B. C., occupation rail- roader, intends to apply for permission to purchase the following described lands: Commencing at a post planted about 20 thains east of Mile Post 76 from Prince Rupert, G. T. P. Railway, on the south	Washington, nov. out, shop-ille international Doxing Com-	On a brickbat in the ear! McCaffery & Gibbons	If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

