## THE DAILY NEW!

Friday, March 24, 1916.



IF PARKER Williams EVER sees Santa -OUR LOCAL Tory organ 金金 HE WILL feel IMMENSELY flattered TO FIND that he ON ONE occasion PIRST FILLED the headline IN COMPANY with Summer ? WILLIAM Manson. Shart HE WILL also be SURPRISED to find THAT some remarks HE uttered \* \* \* WERE taken FOR PRAISE of William. PARKER will realise

PRINTERS' "PI." WHICH is . . . A DEGREE less THAN condemnation IS GREEDILY gulped AS FULSOME praise. CLUTCHING at straws IS THE popular game IN TORY circles IN RECENT times AND STRAWS are getting MIGHTY scarce. \* \*\* \* WHO THAT remembers HOW PARKER Williams DESCRIBED Manson AS SOMETHING which IT WOULD be DIFFICULT to classify

Only Fine, Flavoury Teas are used to produce the famous

blends. Every leaf is fresh, fragrant full of its natural deliciousness. Sold in sealed packets only. B 107





Approved by Minis ter of Marine as a Passenger Boat. For terms and particulars Call W. J. THOMAS, Phone.

CLASSIFIED ADS.	Rupert's old timers, passed away at the general hospital yesterday	THAT IN these days	AS HE, she or it,		Green 391.
LOST	afternoon. He was aged 62 and	ANV I I WELL' nomoniz	BUT WILL smile		
LOST-Glasses in case near or in post	had lived in Prince Rupert since	REGARDING a Tory	AT PARKER'S praise.	Don't merely smo	ther vour count
office. Return to Daily News office	working as a carpenter. He was		Sirloin and Porterhuose steaks		
FOR RENT	a native of Ritchibucto, N. B., and	Local News Notes	25 cents per pound, Midway Mar- ket, corner 5th and Fraser; phone	promptly arrest	up of Tar and Cod Liver Oil not on ts coughing, but thanks to its tonic an properties it helps the system to throw o
mit Avenue. Board if required Phone	was a boyhood friend of Premier Bowser. His brother in New	hoursessons	188.	the cold and thus effects a permanent cur it the largest sale of any cough and cold	re. It is this quality which has won f remedy in Canada.
Blue 508. tf WANTED.	Brunswick has been communicat- ed with in regard to the funeral	* * *	The schooner Boald Amundsen	35c. large bottle J. L. MATHIEU CO., Pro	P., SHERBROOKE, P.Q.
WANTED—A general servant, apply 346 4th Avenue, West. 70			brought in 2,000 pounds of hali- but and the Murinac 5,000 pounds		ne Powders, the wonderful headache cure, will in from head, back and limbs. Box of 16
WANTED-4 or 5 room house with bath and verandah, close in. Must be rea- sonable. P. O. Box 452.		Mr. and Mrs. Ole Evindsen left	overnight. The fish sold at 8% cents.		HANDY WORK OF ALL DESCRIP
Guistein cor Tatlow and 6th Avenue	Martin, 118 Summit Avenue, a daughter at the general hospital	Cuntains brass rods and nole	at the majestic, begins march 21,	;	VACUUM CLEANING CO
FOR SALE	this morning.	• • •	and 20. Annta Stewart leads. 11	SP.50 per Ton - Cash on	Lodge and School. rooms at lo
FOR SALE—Good team of horses, for cash, cheap. Apply Box 202, Daily News.		busy mining camp at Alice Arm.	CONCRETE CHIMNEY BLOCKS	Money Back If Not Satis-	GOOD WORKGUARANTEE
OR SALE—Launch Impala, 48ft. x 11 1-2 x5 1-2. Built in 1912, Djinn engine,	Thursday and Saturday at 8 p. m.	New furniture at Tite's March	80 Cents per ft. F. O. B.	factory	All Orders Attended to Immediatel
35 h. p. Burns coal oil or distillate Fully equipped and in number one order. pply Wm. Sutherland, Bella Coola, B. C.	Sundays at 7:30 p.m.	sale can't be beat for prices. 71	Prince Rupert Concrete Works, McBride St.	UNION TRANSFER CO.	PHONE GREEN 268.
EVEN HORSEPOWER DISTILLATE Gaso- line engine. new, \$165 freight paid.	carrier, 50 cents per month.	Wm. McPherson, a well known cannery man of Vancouver is in	'mannessessessessessessessessessessessesses	**************************************	20000000000000000000000000000000000000
	A State of the second	the city. * * *			
FOR SALE—Hatching Eggs for sale from heavy-laying strains of White Wyan- dottes and White Leghorns. Write now		H. G. Harris of Vanderhoof, ar- rived from the south yesterday			





## Brown Learned IOW.

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

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.

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 helplessly. 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 welladvertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

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"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

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?

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.