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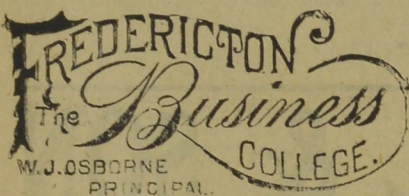
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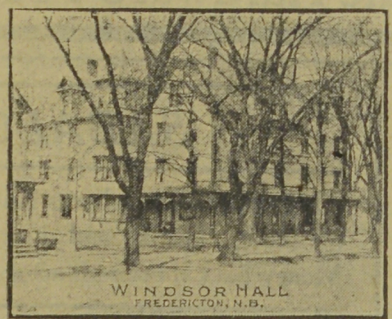
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ADVERTISE IN THE MAIL.

CIVIC PUBLICITY DISCUSSED  
BY MR. GEORGE M. McDADE

(Paper read by George M. McDade, Publicity Commissioner of Fredericton before the Union of New Brunswick Municipalities at St. Stephen, N. B.)

In these days of progressiveness there has developed a new profess on—that of Civic Publicity—which will in the future of our country. And what undoubtedly play an important part is Civic Publicity? It is a science which has for its object the placing of the advantages of a centre before capitalists and manufacturers in an endeavor to induce them to come and develop its resources, and thus reap of the benefit of the golden opportunities that the city holds forth. The subject is so comprehensive that it can only be lightly touched on in this paper.

## RECOGNIZED BRANCH

Civic Publicity in some cities is recognized as a most important branch of municipal administration. The new profession has a wide significance, embracing all forms of advertising. A comparatively few years ago men scoffed at the idea of spending a couple of hundred dollars in advertising the rich resources of a community, yet to-day these same men are ready to countenance a publicity campaign involving the expenditure of thousands and tens of thousands of dollars. The sequel is that Civic Publicity has made good.

One of the greatest assets that any community can possess is a healthy spirit of optimism and where there is true optimism one will generally find a desire to advertise. And after all why should cities not advertise? That the merchant believes in advertising is evidenced in the public press and is not the same force that draws you to his establishment that will draw others to your city? Practical results can only be achieved by a systematic campaign, and, while the outlay at first may seem large to many still the results that will eventually accrue will be more than commensurate with the expenditure.

## WESTERN MOVEMENT

The publicity movement was launched in the middle west and it has developed phenomenally in both ends of the Dominion. Now almost every city of any size or importance can boast of a publicity agent, publicity commissioner, industrial commissioner or some other official whose duties are to boom their particular centre and keep booming it. In a great many instances the credit of inaugurating the campaign must be given to the Board of Trade as most of the Publicity and Industrial Bureaus are subsidiary to the Boards of Trade.

Civic Publicity is contagious. Realizing its benefits, Ottawa business men recently took a spurt and are now paying a commissioner \$2500.00 a year in addition to providing commodious offices in the business section of the city. A sum many times the amount of the commissioner's salary is profitably spent in Civic Publicity. Saskatoon is spending big sums to push forward the advantages of their city. Winnipeg considers it expedient to pay a commissioner \$5000.00 a year, while Regina pays \$2500.00. There are many other cities paying even handsomer salaries. The East, too, is awakening to a realization of the advantages of Civic Publicity and many centres are using Printers Ink to good advantage. Glance over any periodical of influence and an advertisement describing in glowing terms the economic and advantageous facilities of this or that city is invariably found.

## IN THIS PROVINCE

In New Brunswick the science of Civic Publicity is quite in its infancy. Nevertheless it is gradually taking a grip on our people and it must shortly become a permanent force in our development. If New Brunswick wants to keep abreast of the times and get her just quota of the twentieth-century development, she must compete with the other provinces by adopting modern methods. It is gratifying to see our Boards of Trade beginning to appreciate the advantages of Civic Publicity. St. John has got the habit, so has Fredericton, Moncton, Sackville and other centres. The Publicity Committee of Fredericton in addition to advertising extensively in Montreal, American and old country newspapers are publishing 5000 copies of a booklet treating with resources and advantages of the "celestial city."

What this province wants more than anything else is greater publicity. That can be more effectively brought about by making a radical change in administration of public affairs—a change that would enable members of the government to devote all their time to the public service, instead of about one third of it as has been the case under all local governments in the province up to the present time. All the other great provinces of the Dominion pay their cabinet ministers salaries large enough to command all their time, instead of only part of it. Why not New Brunswick?

The City of St. John is giving evidence of the wisdom of requiring the members of its city government to devote all their time to civic business. With provincial ministers devoting all their time to official duties opportunity would be afforded for splendid work of initiation promotion and publicity by members of the government, not now possible. With the government taking the lead and with the cities, towns and municipalities heartily co-operating in the work of publicity might we not expect results that would a hundred times over justify any additional expenditure?

## NEED OF ADVERTISING

While there is no desire to minimize the value of the western country, it must strike every Eastern resident forcibly that a large portion of the development of the west has been brought about by extensive and persistent advertising. The experts have kept pounding away about the opportunities of the western country with the result that the pro parties have been attracted. To-day the East is receiving her turn. New Brunswick is entering on an era of unprecedented prosperity. We have produced men who have helped to develop the other provinces. Now we are realizing that after all New Brunswick is just as good as the west and the opportunities here equally as golden.

Our province possesses a combination of advantages that most favorably impress the capitalist, the manufacturer, the farmer or the artisan. In addition to the cheap electric power many sections of the province enjoy natural gas as well as cheap steam coal, while the natural water powers of the St. John River are about to be developed. Again, we are conveniently situated, the cost of living is low, our climate delightful, our educational facilities unexcelled, our agricultural lands of the finest, our rivers and streams richly stocked in fish, our forests contain an almost inexhaustible supply of hard and soft wood, and the numerous hills and valleys make our province an ideal country to live in. Then why should we not talk about it to the outside world? We would not be telling them of a barren land, but of a country literally flowing with milk and honey.

Here is a province with an enormous wealth of natural resources but awaiting the introduction of capital to blossom forth into one of the busiest industrial regions on the continent. If manufacturers are to be attracted Civic Publicity must be undertaken more extensively.

Civic Publicity in Canada has come to stay. Its advantages are not confined to towns and cities alone. County Councils and provincial governments are taking it up actively and the time will come sooner or later when New Brunswick will spend large sums annually in this direction in an endeavor to make our province the best in our fair Dominion.

## MARINE RAILWAY

## IF TORY IS ELECTED

Sorel, Que., Oct. 22—"I pledge my word of honor that if you elect Mr. Morgan on Thursday, the Marine Railway will be voted during the parliamentary session which will open next month. And if the government does not keep the promise which was made to me in writing, I will ask Mr. Morgan to resign his seat and I know that he will do it."

Such was the declaration made last night by Sir R. Forget at a meeting in front of the Conservative committee room here.

Sir Rodolphe declared he had seen the Hon. Mr. Rogers and that the minister had given him a written promise binding the government.

As the day approaches for the final verdict of the electors of Richelieu, the two opponents are gathering their forces and all their reserves are coming to the front. Though the two candidates are engaged in one of the fiercest political struggles in the history of the county, the people themselves are showing little enthusiasm, although they attend in great crowds at the numerous meetings that are being held all over the constituency.

For the last time both candidates met on the same platforms yesterday at St. Louis and St. Marielle, and last night at the committee rooms at Sorel great crowds gathered to hear

-: BIG :-

## Thanksgiving Sale

of Ladies' and Children's Coats, Ladies' Suits,  
Ladies' and Children's Dresses, Golfers, etc.

Saturday, Oct. 26th.

WE HAVE SOLD MORE COATS THIS SEASON THAN DURING ANY PREVIOUS SEASON FOR WHICH WE ARE THANKFUL AND IN ORDER TO CLEAR OUT A FEW ODD LINES AS WELL AS TO SHOW OUR APPRECIATION OF YOUR LIBERAL PATRONAGE WE ARE OFFERING SOME UNMATCHABLE VALUES IN SEASONABLE GARMENTS AT THIS THANKSGIVING SEASON

A Collection of servicable Winter Coats mostly this season's styles. Your choice Saturday, for \$5.00 former values up to \$13.00. A number of Children's Coats at \$1.98, former values up to \$5.00. All Children's Bear Coats less 20 per cent reduction. A number of Ladies' Panama, Voil and Serge Dresses at 20 per cent reduction. A collection of Children's Winter Dresses for ages 3 to 12 yrs, your choice at \$1.75, former prices up to \$4.50. Children's Flannelette Dresses 50c to \$1.00. A number of Ladies' Golf Coats at Half Price. All our New and Stylish Fall Suits at \$10.00, \$12.00 and \$15.00 each, former prices up to \$20.00.

Wonderful values in all our Ready-to-Wear Garments

We are constantly receiving all the latest novelties in  
Winter Coats, Dresses, Waists, etc.

## R. L. BLACK

YORK STREET

The Ladies' and Children's Outfitting Store

"In the Case of MY Little Girl—"

In choosing and using a soap for your "Little Fairy" you will find no soap so mild, so neutral, so agreeable to tender skins as FAIRY SOAP.

Being made from products that you could eat, FAIRY SOAP agrees with even the tender skin of a babe.

**FAIRY SOAP**

is white—pure—floating. It comes in a handy oval cake. We could charge you five times the price asked for FAIRY SOAP and we could add nothing to its quality.

In higher-priced soaps you are paying for high-priced perfume and fancy wrappers—not better soap.

Made by  
THE N. K. FAIRBANK COMPANY  
Montreal

"Have you a little 'Fairy' in your home?"

their leaders' last recommendations.

The Conservatives had organized a reception for Sir R. Forget, who arrived here last night by the Richelieu and Ontario boat and who was received by a great crowd at the wharf.

In his address he said that he had been asked by the Hon. Robert Rogers to go and represent the government in Richelieu in favor of Mr. Morgan. He appeal to the electors to leave on one side all party considerations, and to vote for the man who could obtain the greatest advantages for the county. Marine schools, etc., were not what should trouble them at present, but the interests of Sorel.

At the close of the meeting Sir Rodolphe Forget declared that he was ready to accept any bet from ten cents up that Mr. Morgan would be elected, and he concluded by inviting the members of the different committees to meet him in order to perfect the organization of

the campaign.

He promised that eleven members of parliament would arrive in Sorel today to help the different committees in getting everything in proper shape for Thursday's great battle.

Other speakers were Mr. Mondon of Yamaska, and Mr. L. Robitaille.

There was also a very large meeting at the Liberal committee room, where the principal speakers were Mr. Cardin M. Chenvert, Mr. Marshall, M.P., Bagot.

Today everybody is waiting for Sir Wilfrid Laurier to visit this city and address the electors in support of Mr. Cardin, this afternoon.

## Dr. de Van's Female PILLS

A reliable French regulator never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. R. de Van's pills are sold in all cheap imitations. Dr. de Van's pills are sold in a box, or three for \$10. Wanted to see, address the Sorel Drug Co., St. Catharines, Ont.

Sold in Fredericton by A. J. RYAN

