

THE DAILY MAIL

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FRIDAY, AUGUST 24, 1934.

THE STEVENS REPORT

In connection with the report of Hon. H. H. Stevens published in our columns on Tuesday. It is pointed out that the big interests are probably sore on Mr. Stevens and it is only fair that the big interests should be heard. The Financial Post referring to the Stevens report says in part:—

"News articles appearing in newspapers to the effect that Hon. H. H. Stevens will resign the chairmanship of the Price Spreads Commission are 'kites,' designed to get the public's reaction to the suggestion. The government is in an awkward dilemma. The enquiry cannot continue under Mr. Stevens because he has shown himself utterly incapable of handling such an enquiry fairly. But if Mr. Stevens quits, the average workingman and the average farmer will assume that he has been forced out by the mythical 'Big Interests.' Mr. Stevens, with as brash a disregard of party loyalty as of ordinary fairness, has put the prime minister on a nasty spot.

There are two facts that stand out clearly:

1. The enquiry cannot be continued with either Mr. Stevens as chairman or Norman Sommerville, K.C., as commission counsel, for Mr. Sommerville acted throughout as a prosecuting attorney rather than as an investigator.
 2. The enquiry must go on until the facts about anti-social refinancing, about sweat shop wages, and about unethical competition have been sorted out and published.

Under the circumstances, Mr. Bennett should replace Mr. Stevens with a judge, or even with an ex-judge such as George H. Sedgewick, chairman of the Tariff Board, and replace Mr. Sommerville with a lawyer who would approach his job in a spirit of fact-seeking rather than of case-making. Replacing these gentlemen on the commission need not in any way thwart the investigation or chloroform those with legitimate complaints to lay before it. The uninformed man on the street might be afraid of that but the subsequent character of the investigations could be relied upon to dispel that idea."

IS ADVERTISING WASTE?

Hon. Mitchell Hepburn, Premier of Ontario, believes that most money spent in advertising is wasted. But Canadian Industries, one of Canada's largest and most important corporations, giving employment to thousands of Canadians, does not agree. In a letter just issued, the company says "Canadian Industries firmly believes that a definite contribution is made to general prosperity by the proper use of legitimate advertising."

This is the view of a company that has invested millions of its shareholders' money in good advertising.

Mr. Hepburn prefers to be able to look at an investment after it is made. When you have invested in bricks and mortar, you have something you can see, he believes. When you invest in advertising, you have not got something you can see.

But there are scores of factory plants in Canada that can be seen by the naked eye, that are idle and unproductive because their products were not advertised well, if at all.

The goodwill and co-operation of retail merchants plus the consumer demand for its products that Canadian Industries (or any similar company) has achieved by advertising is just as valuable and important as the company's tangible investments in property. One without the other would be valueless.

WHEN CARTIER LANDED AT GASPE

When Cartier landed at Gaspé The world was old, the land was new; No white men came his ships to view When first he landed at Gaspé.

When Cartier landed at Gaspé The surf was beating on the shore; In the deep woods a dismal roar Of winds to greet him at Gaspé.

When Cartier landed at Gaspé He planted there a towering cross On pagan soil, and this because He wished that God might love Gaspé.

C. P. BIDDISCOMBE.

Moncton, August 20, 1934.

Our Mail Bag

CHAIN STORES—SCHOOL BOARD

Editor Daily Mail,

Dear Sir:—

I have been away from the city for a couple of weeks and have just returned. I have read The Mail and I am glad that your paper is taking an interest in local affairs which should interest the community as a whole. We want a good paper to boost local affairs which deserve boosting, and to try and remedy those which are wrong. In regard to the chain stores and Mail Order houses you are quite right. But I do not believe that many sensible people leave our local merchants for these strangers. Perhaps you are right. I would hate to see our own old citizens crowded off the map by new comers who have no interest in the community except to get our dollars. I have a lot of respect for the good solid old citizen who keeps the civic affairs going and who has as much interest in the city as he has in his business. The alien chain store man very seldom takes an interest in any town to which he may be sent. Perhaps these manager people are different here in Fredericton? I do not know. But we never heard much about them do we? Continue to work for the local merchant. Good luck to you.

Another subject on which I would like to say a word is the "open door" for our school board meetings." There can be no question that this organization which spends most of our money and can demand as high as one hundred thousand dollars of our money, from the City Council, should open the door to the press, at least at their meetings. The public should be treated with confidence. Why should the Chairman or Secretary of the School board say that the public should not know what is going on? What is the matter with the City Council? They represent our citizens. If they had any spunk they would refuse to give the board one dollar until the proceedings of the board were made public. No other legislative body spending the people's money would be allowed for one session to ignore the public in regard to what is going on. In St. John, Moncton, St. Stephen, Woodstock and Devon the meetings of the school board are open to the public. Why not Fredericton?

I see that the Moncton Times and other papers are backing The Mail up in this modern suggestion. What is the matter with our city council? Why do they not take the matter up. I ask you again, where are Aldermen Doherty, Mitchell and others?

As you say in your editorial: We have a very fine body of men on the school board. They are giving their time and energy free. But some of them do not appear to be modern when it comes to dealing with public affairs. They have been there so long that they have lost sight of the advance of time and of modern methods.

Thank you for this long letter. If you care to use it you may do so. You can keep my name on file.

Yours Truly,

CIVIC.

St. John River Lowest In Seven Years

(continued from page 1)
 casual view would convince anyone that it was possible to walk from shore to shore. In many places above the city, where the winter ice has piled up great sand bars there is no appearance of water whatever, and it looks as if the river were dried up.

YOUTH BROKE LEG

Charles Clark, aged 16 years, is a patient in the Victoria Public Hospital today, the victim of an accident in the lumber woods near Springfield, N. B., yesterday. Young Clark suffered a broken leg and was brought to the hospital here for medical attention. This afternoon he was resting as comfortably as could be expected. He is a native of Chipman, N. B.

London, Aug. 24—Sir H. W. Kennard, British Minister to Switzerland today was named Ambassador to Poland, succeeding Sir Charles Forbes, who retires at the end of the year.

DISTINGUISHED MEN FROM OLD FRANCE AT ISLAND CAPITAL

Our Dominion Cabinet Ministers Extend Welcome To Visitors To the Jacques Cartier Celebration.

Charlottetown, August 24—Today official representatives of Canada will be here to welcome the distinguished group of Frenchmen who will arrive from the liner Champlain for the Jacques Cartier celebration. This celebration will inaugurate the round of celebrations marking one of the great events in Canadian history.

It is a far cry today from that June day in 1534 when the St. Malo explorer's little vessel made her first landfall in what is now Canadian territory off Campbell's Point and Cape Sylvester. Then only the Micmac Indians inhabited Prince Edward Island and Cartier caught no sight of them as he sailed past the island's coast.

Official representatives of Canada are here to welcome the French visitors as they land from the liner Champlain. Canada's official welcome will be extended by a French-Canadian, Hon. Alfred Duranleau, minister of marine and fisheries, and Hon. Dr. Murray MacLaren, minister of pensions and national health.

Other prominent French-Canadians will join with delegates of English extraction in extending greetings to the visitors. Senator C. P. Beaubien, joint president of the national committee of the Fourth Centenary of Jacques Cartier, will deliver an address before the unveiling of a cairn commemorating the explorer's Prince Edward Island landfall.

Cartier's countrymen will be greeted in their own tongue by Mr. Justice Aubine Arseneault of the supreme court of Prince Edward Island, and as His Lordship concludes his address Dr. J. Clarence Webster, of Shediac, N. B., on behalf of the Historic Sites and Monuments board of Canada, will hand over to Lieutenant-Governor DeBlois the memorial cairn.

The Inscription

His Honor will unveil the cairn and then the inscription will be read from the stone face where it has been inscribed in French and English:

Commemorating the 400th anniversary of the landing of Jacques Cartier on this Island, 30th Day of June and 1st July, 1534"

DURANLEAU VISITS FATHER POINT LIGHT

Father Point, Que., Aug. 24—The Government vessel Lady Grey with Hon. Alfred Duranleau, Minister of Marine aboard, made a brief stop here today to allow Mr. Duranleau to inspect the lighthouses and signal service. The Minister is making his annual trip down the St. Lawrence River. The Lady Grey will be at Gaspé in time for the Minister to attend the Jacques Cartier celebration.

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* * * * * SNAPSHOTS * * * * *

The election of G. Percy Burchill of Nelson as Grand Master of Masonic Lodge in this province, is learned with pleasure by friends here. Mr. Burchill has many friends in Fredericton, where he spent his college days. He will make a good leader in this important organization. Congratulations, Percy.

One of the letters held over because the party neglected to send in his name is published today. Thank You, Mr. Correspondent. Your remarks are timely.

A dictionary in the house prevents many a dispute.

There's no tax on the fuel that keeps a farm horse going.

How we hate to see another man fooled, although he wants to be.

The family doctor didn't become a thing of the past till the family did.

"Golf Ball Melts Under Topeka Sun"—News item. In contrast with the owner's game, which perhaps was not so hot.

A man wants a divorce because his wife hasn't spoken to him for 40 years. Some people won't let well enough alone.

Washington, August 24—A 1935 wheat crop of between 750,000,000 and 800,000,000 is the goal of the Farm Administration, it was learned authoritatively today.



SEALED TENDERS, addressed to the undersigned, and endorsed "Tender for Wharf Extension, St. George, N. B." will be received until 12 o'clock noon (daylight saving), Tuesday, Sept. 11, 1934, for the construction of an extension to the wharf at St. George, Charlotte County, New Brunswick. Plans and form of contract can be seen and specification and forms of tender obtained at this Department, at the offices of the District Engineer, Old Post Office Building, Saint John, N. B., Canadian Construction Association, (Saint John Branch), 111 Princess Street, Saint John, N. B.; also at the Post Office at St. George, Charlotte County, N. B.

Tenders will not be considered unless made on printed forms supplied by the Department and in accordance with conditions set forth therein.

Each tender must be accompanied by a certified cheque on a chartered bank in Canada, payable to the order of the Honourable the Minister of Public Works, equal to 10 per cent. of the amount of the tender, or Bearer Bonds of the Dominion of Canada or of the Canadian National Railway Company and its constituent companies, unconditionally guaranteed as to principal and interest by the Dominion of Canada or the aforementioned bonds and a certified cheque if required to make up an odd amount.

NOTE—Blue prints can be obtained at this Department by depositing an accepted cheque for the sum of \$10.00, payable to the order of the Minister of Public Works, which will be returned if the intending bidder submits a regular bid.

By order,
 N. DESJARDINS,
 Secretary.
 Department of Public Works,
 Ottawa, August 21, 1934.

NOTICE!

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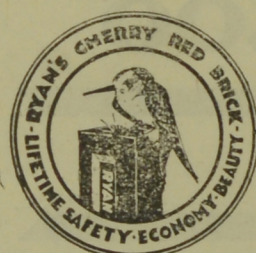
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 * Frances WILLIAMS
 * TED HEALY and his STOOGES
 * MICKEY MOUSE and his Hot Chocolate Soldiers
 * CHARLES BUTTERWORTH
 * GEORGE GIVOT

COMEDY and NEWS

Coming Here Monday

WILLIAM POWELL, EDNA BEST
 —in—

"THE KEY"



WHAT DID THE WOODPECKER DISCOVER?

The Woodpecker Discovered That Brick Was a Wonderful Thing For Cutting Down His Bill.

The charming little woodpecker is the emblem of RYAN'S CHERRY RED BRICK, and while the home of this noble bird is made of wood, yet you will notice that he has a very long bill, and one day, as he was trying to put his bill through one of RYAN'S CHERRY RED BRICK, it suddenly dawned upon him that brick would be a wonderful thing to cut down his bill. Here is a moral for the Architects and Contractors to propound to the trade of this Province—if you want to cut down your Fuel Bill—your Paint Bill—your Insurance Bill—and a dozen other Bills—then you must BUILD WITH BRICK!

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—and—

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