

THE DAILY MAIL

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THURSDAY, JUNE 14, 1917.

PUBLICITY WORK.

At the recent convention of the Associated Advertising Clubs of the World in New York a short time ago, the delegates were treated by Mr. J. Murray Allison, former advertising manager of the London Times, to a very interesting account of the part which advertising had played in securing recruits for the army in Great Britain. He also told of the great assistance it had been in the development of war policies brought forward by the Government. Mr. Allison gave the concrete results of publicity work in Great Britain under the following heads:

"It raised 3,000,000 fighting men under the voluntary system.

"It raised countless billions of dollars in loans floated in England.

"It raised millions in private donations for the various war charities, the majority of which were run by advertising men.

"It discovered to the authorities over 1,000,000 men whose trades and knowledge of trades made the skilled munition workers.

"It persuaded over 1,000,000 women to offer their country the labor of their hands to release the male workers for other duties.

"Advertising taught the people of Great Britain to work harder and produce more, to give up their useless luxuries when it was necessary to consume less petrol and less rubber."

It is unfortunate that the Federal Government did not make greater use of printers' ink in its campaign for recruits for overseas service. There is no doubt that had the voluntary system been promoted by an aggressive, well organized and well conducted advertising campaign from ocean to ocean just as England did when her great volunteer army was being raised, there would be no need now of adopting compulsory methods and Canada would be spared the serious and critical situation which faces it today. So far as this Province is concerned what advertising was done for recruits was either furnished gratis by the newspapers or paid for with funds raised by local recruiting committees. We presume that similar conditions prevailed in the other Provinces. There is no doubt that well directed publicity is a great factor for organization work in democratic countries. It accomplished wonders in the old country which raised and equipped the greatest volunteer army in the history of the world, and satisfactory results would have been achieved in Canada had there been proper leadership at Ottawa.

Hon. L. A. Dugal delivered his maiden speech as a member of the executive in the Legislature last evening, and was given a great ovation by his colleagues on the government benches. He promised among other things that he would be just as astute in safeguarding the interests of the government as he was when occupying a seat to the Speakers left. Hon. Mr. Dugal is an honorable and conscientious man, and can be counted upon to adhere rigidly to any promises he makes. For his services as opposition leader during the past five years the province owes him a debt of gratitude that can never be repaid.

Advices from Ottawa seem to indicate that the government will have some difficulty in putting the conscription bill through the House of Commons. The majority of Liberal members are not opposed to conscription, but they do not think that the measure proposed by Sir Robert Borden meets the situation, and may put forward proposals better calculated to serve the interests of the country in the present situation. Sir Robert Borden's national allies are certain to vote against the conscription bill and unless it can command a certain amount of Liberal support, its defeat in the House is more than probable.

Mr. Hunter, a new member for York and Mr. Young contributed speeches to the budget debate last evening. It was Mr. Hunter's maiden effort, and little exception can be taken to what he said. Mr. Young brought out some very good points, but got badly balled up when he attempted to dabble in big figures. For instance, he made the absurd statement that the public domain of the province yielded over five per cent. to the treasury on a valuation of fifty million dollars, whereas the return is less than one per cent.

Mr. Robichaud, the junior member for Gloucester, delivered his maiden speech on the budget in the House last evening. He showed a splendid grasp of provincial questions and his observations bore the stamp of earnestness and sincerity. We venture to predict that the people of Gloucester will have no reason during the life of the present Legislature to be ashamed of the men whom they have sent here to look after their interests.

In a speech in the Legislature on Tuesday evening, Mr. Pinder said the notorious Southampton Railway was quite equal to the Gibson and Minto roads. Those familiar with the physical condition of both roads will not agree with the senior member for York.

The German baby-killers are still getting in their nefarious work. In the air raid on the east end of London yesterday they are reported to have murdered by means of bombs 55 men, 16 women and 26 children. In addition to this they injured 223 men, 122 women and 94 children. No military purpose was served by the raid.

ONE AIRPLANE BROUGHT DOWN

London, June 14.—Late last night Mr. Bonar Law announced that there was no official confirmation that any other airplanes had been brought down except the one mentioned in the afternoon.

GERMAN MARK GOING DOWN

Berne, via Paris, June 14.—The abdication of King Constantine at Athens has resulted in a further fall of the German mark to 67.5 francs for 100 marks.

This means a loss of 44 per cent on the exchange rate. The aggregate loss on the Austrian kronen now reaches 60 per cent.

LABOR ON CONSCRIPTION

Montreal, June 14.—A Halifax despatch to the Star says:

At the regular meeting of the Halifax Trades and Labor Council last night, a resolution was unanimously adopted against conscription without a referendum and that no form of conscription should be submitted to the people unless it provides for nationalization of food supplies, the conscription of surplus wealth, food control, operation by the Dominion of Canada of all industries essential to the carrying on of the war.

They also deplored attempts made by a certain portion of the press to discredit labor leaders of Canada who are opposing conscription.

NORWEGIAN SHIPS SUNK

London, June 14.—The Norwegian foreign office reports that the Norwegian steamer Soerland, 2,47 tons gross, the Torenvore, of 1,565 tons and the Brield, have been sunk by German submarines.

Some members of the crew of the Torenvore were saved.

Mayor R. T. Hayes of St. John, is registered at the Queen.

Mr. H. D. Lewis of Yarmouth, N. S., is a guest at the Barker.

APPLES, ORANGES, FIGS AND PRUNES

Are The Four Fruits Used in Making "Fruit-a-tives"

"FRUIT-A-TIVES" is the only medicine in the world that is made from the juices of fresh ripe fruits. Thus, it is manifestly unfair to say, "I won't take Fruit-a-tives because I have tried other remedies and they did me no good". On the other hand, the fact that "Fruit-a-tives" is entirely different from any other preparation in the world, is just why you should give it a fair trial, in any trouble of the Stomach, Liver, Bowels, Kidneys or Skin. "Fruit-a-tives" is composed of the active principle of fruit and the greatest nerve tonic ever discovered. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

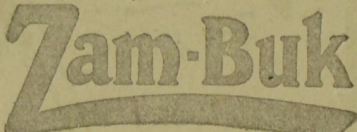
YOUR CHILD

will not suffer with sunburn or heat rash if you use Zam-Buk.

The Superintendent of S. A. Fresh Air Camp at Clarkson's, Ont., says: "We always keep a supply of Zam-Buk at our Children's Camp. We use it constantly for sunburn, insect stings and bites, as well as for cuts, bruises and sores, and believe there is nothing to equal it."

Zam-Buk is especially suitable for a child's tender skin, owing to its purity of composition. It contains absolutely none of the coarse animal fat or harsh mineral drugs found in ordinary ointments.

All dealers, 50c. box.



ST. JOHN RIVER

(Continued from Page 3.)

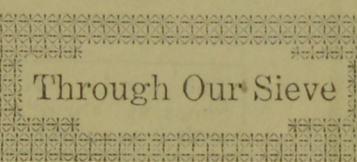
Mr. J. J. F. Winslow appeared before the committee as an opponent of the bill. He represented the Fredericton Gaslight Company and spoke of the damage to vested interests. Mr. Thos. F. Allen, manager of the Tobique Salmon Club, opposed the bill on the ground that adequate means to enable salmon to pass the dam could not be provided. Mr. W. F. Hatheway opposed the bill. His reasons were the same as they had been in 1908, he said. Mr. Wetmore on behalf of the St. John Board of Trade opposed.

For the Bill.

Messrs. Stevens and Trueman were heard on behalf of the bill. Mr. J. S. Neill, president of the Fredericton Board of Trade supported the bill with the proviso that the interests of the people of this city with regard to rates, etc., be adequately safeguarded.

To Continue Tomorrow.

The committee will continue the hearing tomorrow, when Mr. John Calder of Campbell, a noted authority on fish, will be heard.



Through Our Sieve

Now that summer is here, won't someone please plug the spring?

Shall we summon the weather man up before a leak investigation?

Summer, like spring this year, seems to come again.

Nothing displeases a man more than to have a woman give him all her love when he only wanted a little bit of it.

The financial magnates in the Legislature all come from the eastern part of the province; the orators from the North Shore.

All the beautiful sentiments a girl may utter to her fiance have less weight with him than the tiniest curl about her ears.

Alas, why will no man ever understand that flattery is as much of a necessity daily to a woman as a looking glass!

The New York Evening Post calls attention to a flower which grows in China and which is white at night but red in the daytime—the flower, doubtless, from which current Chinese politics takes its habit.

STOCK MARKET

NEW YORK

Beet Sugar.....	96
C. P. R.....	162
Crucible steel.....	82
Erie.....	26
Erie 1st pfd.....	39 1-2
Marine Pfd.....	82 1/2
Union Pac.....	138 1/2
U. S. Steel.....	133
Air Brake.....	179
Kenn.....	47
Marine Com.....	28
Reading.....	95
Rubber.....	56 1/2
Studebaker.....	81 1/2
Bethlehem.....	141
Wool.....	47 1/2

MONTREAL

Civic.....	75
Detroit.....	109
Quebec.....	20
Toronto.....	79 1/2
Braz.....	40 1/2
Cement.....	61 1/2
Iron.....	63
Steel Co.....	59
Spanish.....	13 1/2
Shaw.....	122
Can Cottons.....	52 1-2
Laur. Pulp.....	185
Scotia.....	100

The Best Is None Too Good

In choosing a gift for the June Bride, we would suggest a selection of REAL IRISH LINEN. If you buy BROWN'S SHAMROCK LINENS you are getting one of the best and most reliable makes. It will be a lasting pleasure for the bride and will give years of satisfactory wear.

If it is SHAMROCK LINEN, it's good, and everyone knows it, and it is highly prized by the recipient. We quote a few of the many things you can buy from the most inexpensive Towel to one of our choicest Table Cloths and Napkins.

PLAIN LINEN GUEST TOWELS, EMB. LINEN GUEST TOWELS, INITIALED LINEN GUEST TOWELS in almost every initial.

FULL SIZE TOWELS in Plain Hemstitched, H. S. and Damask Border and Hand Embroidered. Prices from 45c. to \$2.00 each.

PURE LINEN HAND EMB. PILLOW CASES, \$2.50 to \$5.35 a pair.

ALL LINEN HAND EMB. and INITIALED CASES, \$3.85 a pair.

LUNCHEON CLOTHS AND SERVIETTES. FIGURED GUEST TOWELLING, also 24 in. Figured Towelling in a large variety of patterns.

SHAMROCK TABLE DAMASK by the yard. Also TABLE CLOTHS and NAPKINS in designs and qualities to suit the most exacting buyer. All the popular sizes in stock. We also carry H. S. and Emb. Pillow Cases and Bedspreads in Shamrock Cotton.

Every article of Shamrock Linen is guaranteed to give the best of wear, and is replaced free of charge if not giving satisfactory wear. We take great pleasure in showing you our line of SHAMROCK LINENS at any time.

John J. Weddall & Son

SOLE AGENTS FOR BROWN'S SHAMROCK LINENS.

Canadian Beauty Electric Irons

Take all the drudgery out of ironing.

Cheaper and Easier.

Prices \$4.50 to \$5.00.

All Electric Irons Absolutely Guaranteed.

:- ALSO :-

TAILOR'S ELECTRIC IRONS

Two sizes: 15 and 20 lbs.

R. Chestnut & Sons

WHOLESALE

THE HARDWARE PEOPLE

RETAIL

DOMESTIC, SANITARY AND HEATING ENGINEERS.

Perfect Bicycles

are the best

Perfect in name and service. Chalmers and Overlands Bars, Tires and Accessories.

Fredericton Motor Sales Co.  
625 QUEEN STREET

ROOTS and HERBS



For Home Remedies

The old-fashioned tried-and-true remedies used in your family for years demand roots and herbs of fine quality. You can save a great deal of time and trouble by buying them here.

And you will know they are absolutely right.

Or, if you desire to bring your recipe we will make it up for you.

STAPLES PHARMACY

ALONZO STAPLES, Prop.

Cor. King and York Sts., Fredericton.  
Agency for Miller Standard Rubber Goods.

You Can Have the DAILY MAIL Delivered at Your Home Each Evening for Thirty Five Cents a Month.