

## THE DAILY MAIL

Published every afternoon (except Sunday) at 327-329 Queen Street, Fredericton, by  
THE MAIL PRINTING COMPANY.  
Subscription Price, \$4 per year by carrier; \$2 per year by mail.  
Telephone 67.

WEDNESDAY, JULY 31, 1918.

## THE POSTAL STRIKE.

The Toronto Globe, in discussing the postal strike, places the responsibility for the same on the shoulders of the Union Government. It says:

"It is impossible to avoid accepting the verdict of the man on the street that responsibility for this dislocation of business rests primarily with the government at Ottawa. The bonus passed to the letter carriers by parliament has never been paid. The government either neglected the repeated petitions of the men or refused to take them seriously. The Premier, the Postmaster-General, and several members of the cabinet were overseas. Those remaining at Ottawa followed a policy of 'putting off.' The result is the strike, the tying up of much important business and general public inconvenience and loss. The plain truth of the matter is that the post office department has been practically neglected for months, while the labor department, which should properly have also interested itself in the situation, as it concerned the carriers, is headed with such hopeless inefficiency that nothing effective or business-like can be hoped for under existing conditions. The sooner that Premier Borden comes home and proceeds to carry out his much-talked-of cabinet reconstruction and reorganization, the better for the country and the public."

## THE ADVERTISING GAME.

It is asserted, says the Editor and Publisher (New York) that advertisers spend in the newspapers of this country in the course of a year about \$350,000,000. Assuming that, directly and indirectly, the newspapers reach and influence all of the people, this means that for the purpose of getting his message to him, the advertiser spends about \$3.50 per year to reach each inhabitant of the United States. Does this expense represent an economic waste, as some people allege? Or do the advertisers and the readers find it mutually profitable? The expenditure means, for the advertiser, a part of his selling cost. Selling cost cannot be eliminated in merchandizing. Sales must be made unless manufacturing is to cease. If manufacturing is to be stimulated, selling must be. If output is to be large, distribution must keep pace. Unless output is at maximum of capacity, manufacturing costs mount, and must be added to the selling price of the product. A quick turnover of his product by the retailer is vital to the manufacturer who would keep his costs at minimum and his product at a maximum of excellence.

Advertising affords the cheapest and the only successful plan whereby the commodity of real merit finds its market. Thus, while advertising is a part of the selling expense, it reduces selling expense to the lowest possible point and becomes a factor of economy for both the manufacturer and the retailer.

Canadian chartered banks seem to be holding up remarkably well, notwithstanding the great war. The last statement issued by the financial department at Ottawa shows demand deposits of \$549,327,078, and deposits payable after notice of \$965,934,556, making a total of \$1,515,261,634. The combined assets of the Canadian banks on June 29th was \$2,749,836,297. The Bank of Montreal heads the list with \$451,646,255, with the Royal Bank second at \$354,794,903, and the Bank of Commerce third at \$328,512,433. When the Bank of Montreal absorbs the Bank of E. N. A. in a few weeks, its assets will be further increased by \$74,661,214.

Sir Eric Geddes, First Lord of the Admiralty, told the British House of Commons yesterday that there has been a net gain in tonnage during the last quarter of 100,000 tons a month. A year ago, he said, the net loss was 550,000 gross tons a month. Enemy submarines are now being destroyed faster than they can be built.

Notwithstanding the serious opposition encountered from the enemy, the American forces in France have been able to push their line forward a further distance of two miles. The Yankee boys are fighting with great dash and their work is being warmly praised by French and British military experts.

The employees of the St. John Street Railway Company at a late hour last night decided to accept the award of the conciliation board of a 20 per cent. increase in wages, with the understanding that the N. B. Power Co. adhere to the decision of the board, and make the increase date from the first of April.

Whether or not the Huns succeed in escaping from the Marne salient, it is quite plain that they have been dealt a staggering blow which has been the means of knocking some of the conceit out of them.

Hun leaders are telling the German people at home that the retreat from the Marne salient is being made with the object of shortening their line.

## THROUGH OUR SIEVE

Wonder if those tussock moths are a substitute for something!

Save your bathing suits—may need 'em for next winter's underwear.

All that Germany needs just now is a new Hindenburg line.

The man never knows whether a woman's hat is on straight or crooked.

A regular old timer insists that the weather is not hot until you can fry eggs on the sidewalk.

Secretary Daniels says "Germany has lost her soul." She is also likely to lose her watch on the Rhine.

In the excitement over the war in France we forgot to notice the exit of the strawberry short cake.

Germany always argued that war was a great tonic. It is being forced to take large doses of its own medicine.

Will we be able to abolish salads after the war, or will they just be re-named?

Undoubtedly the Huns are great fighters. It is a pity they are such poor judges of right and wrong.

If the German crown prince, instead of being a "nut" were a man of consummate ability in keeping with his egotism, the war would be harder to win.

Honduras has declared war on Germany and could be most helpful if it would only slip a few banana peels under the feet of the fleeing Huns.

**Situation Improved**  
That the military situation in connection with the Military Service Act has improved very much and that there is much more co-operation between the two departments engaged in its administration, is the gist of a statement given out by Colonel Machin, director of the military service council and Captain J. H. Jenkins and Captain Gemmill of the staff, on their return to Ottawa after an inspection of the registrars' offices in the maritime provinces and the province of Quebec.

Mrs. M. Merriweather, of Fredericton, is visiting Mr. and Mrs. A. F. Blizard, 205 Charlotte street, West St. John.

Senator George W. Fowler, of Kings county, passed through St. John yesterday from British Columbia en route to his home in Sussex.

## FIGHTING THE TUSSOCK MOTH

F'ron, July 30, 1918.

The Mail, City.

Dear Sirs:—Not conversant with an effective way of banishing the Tussock Moths that are destroying the beautiful trees of our fair City, Alderman McKay says for the citizens to go on the job. Surely here is evidence that Fredericton needs Commission Government. Naturally, under prevailing conditions, we take far more pride in our lovely shade-trees than in our City Council. This Alderman's little explosion about people spending lots of money does not alter the fact that a person has a right to use his money as he chooses as long as he pays his just debts and obligations. It is not for individual citizens but for their elected representatives (the Aldermen) to spend money on such items as the care of shade trees belonging to the City. Let the Chairman of the Streets Committee seek more appropriation and use the people's money for the people's benefit and for the "love of Mike" get rid of those nasty Tussocks, won't you, kind sir?

Yours for progress,  
SHOO MOTH.

## LOCAL NEWS

## Recent Arrival.

Mr. and Mrs. Clarence Hallett, of Millville, are rejoicing over the arrival of a baby boy.

## Heavy Thunder Squall

A heavy squall of thunder, lightning and rain came up late yesterday afternoon. The rain although not lasting long was the heaviest seen in a summer remarkable for heavy rains. Torrents of water were pouring along the gutters within a minute of the beginning of the shower. There was sharp lightning but no damage is reported.

## Showing Improvement

Jerry Myshrahl the young son of Mr. Joseph Myshrahl who was struck by a C. P. R. train and severely injured Monday, is showing signs of improvement at the Victoria Hospital. Although the boy was thrown some forty feet when struck by the train and cut about the head his injuries are not as serious as first they were thought to be.

## Making Fair Progress

Ald. William McKay, chairman of the Roads and Streets Committee of the City Council states that fairly satisfactory progress is being made on the reconstruction of the River Road in the eastern part of the city, although a small crew is employed. The gravel which was being placed upon the road has been found to be unsatisfactory and its use has been discontinued. Broken stone will be used instead. This stone will have to be broken by hand as the crusher is out of commission on account of lack of a screen. A new screen was ordered but has not yet arrived, freight conditions being bad.

## High Ocean Freights.

Mr. J. Willrad Smith, of St. John, is in the city today on business connected with the Hanson estate, of which he is an executor. Mr. Smith is one of the leading shipping men of the province and is naturally a very busy man at the present time. In speaking of shipping matters, he said that rates of freight were high but that was the only good feature of the business at the present time. He said that competent men are very scarce and wages high, and there were altogether too many obnoxious regulations and restrictions to contend with. Mr. Smith says that there is a big demand for N. B. lumber in foreign countries at the present time.

**WANTED** to Purchase cheap. A horse about 1100 lbs. Apply by letter to A. O. care Daily Mail.

## Shaker Flannel Blankets

Are going to be much higher in price.

We have a good stock of

## IBEX SHAKER BLANKETS

in White and Grey, 10x4, 11x4, 12x4. You would make no mistake in buying the Shaker Blankets for fall use.

## John J. Weddall &amp; Son

This store will close Thursday at 1 p. m. during July and August.

## USE

## Electrical Appliances

During the Hot Weather.

We have just received a shipment of Electric Stoves, Grills, Irons, Toasters, Percolators and Hot Water Heaters. Save your fuel for the cold weather.

## R. Chestnut &amp; Sons

PLUMBERS AND HEATERS

THE HARDWARE PEOPLE

WHOLESALE

RETAIL

## Harvest Hands Wanted in New Brunswick.

The Department of Agriculture, for war purposes, last spring urged Greater Production. 103,772 bushels of seed grain were imported. The farmers have responded splendidly. The acreage under crop is in excess of any previous year. Climate conditions have been favorable; crops promise well.

Every acre of crop in this Province must be properly harvested this year.

Many men have been called to the colors.

Under the conditions the Department fears that many crops will remain in the fields unless men from our towns or industrial plants become harvesters, and are setting up LABOR BUREAUS in different sections of the Province to ascertain the farmers' labor needs and to register voluntary labor.

Every man in the towns or cities who has had farm experience should be ready to assist for a few days.

Every farmer should register his wants immediately at one of the following bureaus. A guarantee of help cannot be given by the Provincial Department of Agriculture, but when the requirements are known, after a certain date, if necessary, the Dominion authorities will be appealed to.

Give name, address, railway station, number of days help required, and when; approximate wages per day. Where wages cannot be satisfactorily arranged, an appeal to the Department of Agriculture may be made for adjustment.

Every man willing to help should also be registered at one of the following places:

St. John—William Kerr, N. B. Government Office, Prince William Street.  
Fredericton—A. B. Wilmot, Dom. Immigration Office, Post Office Building.  
Sussex—J. D. McKenna.  
Moncton—J. H. King, Agricultural Representative  
Chatham—James Bremner, Jr.  
Bathurst—Frank P. Doucet.  
Andover and Perth—Dr. Dickenson.  
Woodstock—A. C. Taylor, Agricultural School.  
St. Stephen—W. S. Stevens.

## Economy in Your Table Drink

is fully attained in the delightful beverage  
**Instant Postum**  
All waste is eliminated  
and less sugar required

Sold by Grocers