

THE DAILY MAIL

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UNSIGHTLY BILLBOARDS.

Advertising, when properly directed, is no doubt a means of creating additional business for the advertiser. How the advertiser spends his appropriation—from the standpoint of securing results—is his own concern.

The medium by which he reaches the public, however, concerns the public, and the people are awakening to the fact.

Appearance counts. For this reason and for no other, all modern daily newspapers, notwithstanding that the greater proportion of their revenue comes from advertising, have excluded display advertising from their front pages.

When a private industry, so dependent upon its advertisers, can take a stand on behalf of appearances, how much more important is it that our public streets, the front pages of our city, should be protected?

The more public a situation is, the more eagerly is it seized upon for the erection of a billboard, and this regardless of the fact that it constitutes a deteriorating influence upon surrounding property, in many cases is a hiding place for a "dump" and often creates a fire menace of no mean proportions.

Cities are spending enormous sums in the construction of good roads and sidewalks; merchants and residents, largely for the sake of appearances, improve their property fronting on the same, that the eye of the travelling public may not be offended. Yet billboards and signs are permitted without control as to location.

It is high time our municipal authorities recognized their duty towards public amenities and regulated the erection of signs and billboards.

The local graft organ has seized upon the coming peace celebration as an excuse for taking a fling at His Worship Mayor Hanson. The organ condemns His Worship because the City Council declined to assume the liability for all the expenses in connection with the coming peace celebration, and utterly ignores the fact that a body of representative citizens in attendance at the meeting voted against such a proposal. In the past, public celebrations here have been financed by citizens, assisted by a grant from the City Council, and there is no reason why that policy should be departed from.

Fredericton is going to celebrate the peace holiday in fine style on Saturday. An attractive program is being prepared and the committees in charge say that it is going to be the biggest day that Fredericton has seen in many years. The people of the surrounding country can well afford to take a day off and join in the celebration. The opportunity of celebrating such an event as the victorious conclusion of a great world war does not come very often in the lifetime of the ordinary individual, and it may never occur again.

The Liberals of Charlotte county in convention yesterday adopted the following resolution: "Whereas, the cause having been removed that separated Liberals at the last election, and whereas in the future it is believed to be to the best interests of the country at large that all Liberals should be

WEeping ECZEMA SOON RELIEVED

A Perfect Treatment For This Distressing Complaint

WASING, ONT.
"I had an attack of Weeping Eczema; so bad that my clothes would be wet through at times.

For four months, I suffered terribly. I could get no relief until I tried 'Fruit-a-tives' and 'Sootha Salva'. The first treatment gave me relief.

Altogether, I have used three boxes of 'Sootha Salva' and two of 'Fruit-a-tives', and am entirely well!"

G. W. HALL.
Both these sterling remedies are sold by dealers at 50c. a box, 6 for \$2.50, or sent on receipt of price by Fruit-a-tives Limited, Ottawa.

"Fruit-a-tives" is also put up in a trial size which sells for 25c.

united; therefore be it resolved that the Liberals of Charlotte county, in convention assembled, invite all Union Liberals to officiate with Laurier Liberals in the future for the welfare and good of our country.

The provincial prohibition act was flayed by the New Brunswick doctors in convention at St. John yesterday. This will no doubt surprise many people who were under the impression that the act was proving a veritable gold mine for the members of the medical profession. Perhaps an amendment to the act which would make it illegal to charge for "pers" might result in making the act more workable.

Buffalo Express: When it is said that British, French and Italian "labor representatives" are going to stage a demonstration against Allied intervention in Russia, it should be understood that "labor" as thus used means about what we in America think of as a "socialist."

Guelph Herald: The eight-hour day has arrived and the attempts of Parliament and legislatures to dodge responsibility for the passage of legislation would be better stopped. When the peace treaty is settled the short day will come as an international regulation, so why delay?

It seems that Germany has her profiteers, and a number of them have been badly caught by the lifting of the blockade. In the Allied countries there was no blockade to lift, and most of the profiteers have succeeded in getting by without being caught.

Reports from Ottawa indicate that the next government loan to be floated some time this autumn will not be exempt from taxation.

THROUGH OUR SIEVE
"Can't Live on \$15,000 a Year," says a headline. She must have some fatal disease.

There is no clew to the whereabouts of the man who declared that Germany would not sign.

The Sultan of Djokjakarta has 300 wives. Fancy buying shoes, silk hose, Georgette blouses and various other articles of wear for 'em.

What does it profit a man if he has acquired the manly art of self-defence and the occasion arises while he is using the telephone?

The fellow these days who brings down the house doesn't make half as big a hit as the fellow who brings up the cellar.

"To realize that corsets are a necessity," remarked the Man on the Car, "one must take a look at the women who do not wear them."

When men stand around on the street in groups and swing their arms to emphasize what they are saying, it is a sign that nothing is being settled.

If the other fellow is happy with some of the fool notions he has in his head, why fuss up our own mental state by trying to talk him out of 'em?

That smug look on the face of the newly engaged girl is never seen there again till her daughter appears with a piano solo on the program at an amateur entertainment.

No middle-aged person ever finds his new photograph wholly satisfactory. He thinks modern photographers are not equal to those who were taking pictures when he was young.

Lord Northcliffe expects airships to enable the morning papers of London to be sold on the streets of New York the evening of the same day, and vice versa. There will soon be no place where a man can escape information.

WAR SAVINGS PRIZE WON BY F. H. S. NO. 4

Average per Pupil was \$8.53
—Fifteen Schools Were
in the Competition.

The following statement is the report of the War Savings societies in the different schools of this section. Fredericton High School W. S. S. No. 4 won the panel picture with an average of \$8.53 per pupil.

	June	Up to date	Avg.
Smythe St. No. 1	\$23.25	\$94.75	\$1.93
Charlotte St. No. 1	3.50	159.75	6.80
Charlotte St. No. 6	12.50	79.75	3.76
Charlotte St. No. 5	15.75	63.75	3.03
St. Dunstan's—			
No. 1, no report			
No. 2	53.75	85.75	5.01
High School, No. 1		61.50	3.85
High Sch., C class	15.75	39.75	
York St.	8.00	109.25	
Morrison's Mills	11.75	45.85	1.69
High Sch., No. 4	69.25	178.25	8.53
McAdam, No. 4			
and 5	4.50	158.75	15.87
Marysville, No.			
5 and 6	65.75	65.75	5.48

RENOWNED SINGERS WILL BE HEARD

It has been many years since Fredericton has had a musical treat such as is promised in announcing an engagement of the Boston English Opera Company on Wednesday, July 23rd.

The Boston English Opera Company is acknowledged America's foremost singing organization. Its cast includes Joseph Sheehan, the greatest of all American tenors; Henry Taylor, of Madame Butterfly fame; Hazel Eden, said by critics to be the best American soprano since Nordica; Floria Folsom, a sensational coloratura compared by many critics to Galli Curci; Aliv May Carney, the noted contralto, who scored one of the greatest hits of the last Chicago season; May Barron, another contralto, whose beautiful voice and unusual dramatic ability have attracted the attention of the musical world; Hester Tuther, said to be one of the few truly great Mephistos of a decade; Stanley Deacon, one of America's most promising baritone; as well as such other artists as Harold Rice, Wm. R. Northway, John Wandling, Marie Sherzer and William Young.

Supplementing this brilliant array of artists is the famous Boston English Opera Company chorus, and Ernest Knoch, conductor of the orchestra.

Honored on Birthday

Between fifteen and twenty friends of Miss Kathleen Gibson, daughter of Mr. and Mrs. Arthur Gibson, held a gathering in her honor at Camp Kaskisebo last evening the event being Miss Gibson's birthday. Dancing and other amusements were indulged in and the gathering broke up after refreshments were served.

More Recruits Passed

Inspector C. D. LaNauze announced today that four new recruits had been accepted for the R. N. W. M. P. force. They are Walter H. Styran of this city, Vivian H. Hunter, Bloomfield Ridge, Harry J. Machan formerly of the British West Indies, and William Pierce Kirk of this city. They were sworn in this morning by Col. H. F. McLeod and will leave for the West this evening. Eight recruits left last evening. They were W. T. Scribner, R. I. Corkum and J. S. Mellday of St. John; Miles Foster, Ralph Clewley, and William H. Higgins of this city; George S. Grant of New Glasgow, N. S. and William D. Henderson of Scotland.

WANTED—A teacher for School District No. 16, Parish of North Lake, York County. Apply to Wm. E. Gould, Forest City, N. B.

THE BIG DRIVE

For Funds in Aid of the
NEW BRUNSWICK PROVINCIAL HOME

which was to have taken place Next Friday, July 18th, has been POSTPONED UNTIL FURTHER NOTICE.

LEST YOU FAIL

TO REMEMBER

SUNDAES

But you cannot fail to remember the deliciousness of a big dish of ice cream fancifully decorated and topped off with fruit, nuts or fruit juices.

Our list of Sundae is very big. There are plain ones and there are some very fancy ones. Every Sundae desire can be met every day in the week.

STAPLES' PHARMACY

ALONZO STAPLES, Prop.
Agency for Miller Standard Rubber Goods.

Saturday the 19th. being A Public Holiday

Our store will not be opened, but will be open Friday evening until ten o'clock.

Buy your Flag for the celebration on Friday.

August Pictorial Review on hand.

John J. Weddall & Son

ARE YOU IN NEED OF A REFRIGERATOR

If so here's your chance to save money. We have four Refrigerators which we are going to sell at greatly reduced prices.

One single door, white enamelled lined refrigerator,
Regular Price \$26.00, now \$19.75

One single door galvanized iron lined refrigerator,
Regular Price \$26.00 now \$19.00

One double door, white enamelled lined refrigerator,
Regular Price \$40.00 now \$29.75

One double door, galvanized iron lined refrigerator,
Regular Price \$37.00 now \$27.25

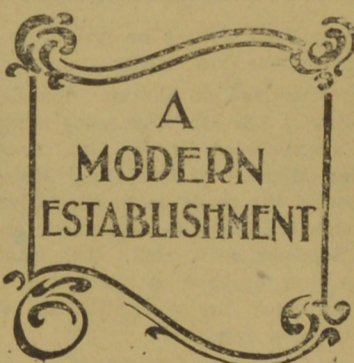
Don't Delay This is a Big Bargain

This Store will close on Saturdays at six o'clock and on Thursdays at one o'clock during the months of July and August.

R. Chestnut & Sons

PLUMBERS AND HEATERS
WHOLESALE

THE HARDWARE PEOPLE
RETAIL



MODERN FUNERAL EQUIPMENT.
FURNISHINGS.

MODERN FUNERAL EQUIPMENT.

HARRY R. ADAMS

Undertaker,
610 QUEEN STREET
Night and Day Telephone connections.

The Equability of Insurance Rates

No insurance company could survive on special privilege rates. No community or town would be safe with such a rate basis.

A sound company and sound rate must be based on a sound AVERAGE.

This Agency offers you an authentic rate, and valid protection. It is based on a collective average which assures maximum protection to all.

Consultation without obligation.

FRANK I.
MORRISON
& SON

Opp. Post Office,
Fredericton, N. B.

Boys' Sneaker Boots 98c. A Pair

Shepherd & Haining

Two Stores]

Queen Street

Regent Street

YE MECCA, TEA ROOM

LUNCHES AT ALL HOURS. OYSTERS IN SEASON

Orders Taken for Home Cooking.

GERTRUDE A. YOUNG Prop

'Phone - 219-21

VINOLIA

CASTILE SOAP — Bars, 20c., 30c., 40c.
VINOLIA TOILET SOAP, at

WILEY'S PHARMACY, York St.

Almost as good
with condensed
milk as fresh
milk — says
Bobby
sometimes
more handy.
**POST
TOASTIES**