

THE INVESTMENT VALUE OF NEWSPAPER ADVERTISING

Problems of transportation and the high cost of selling and distributing goods at a distance have prompted manufacturers and wholesalers as well as retailers to look for "logical markets."

"Logical markets" are places that can be served easily and economically.

For example: This community is a logical market for many manufacturers whose plants are located hereabouts, as well as a distributing centre for goods handled by wholesalers.

The manufacturer or wholesaler who can send his goods into this locality easily and regularly, ought to be building a permanent investment here through advertising in the newspapers.

Newspaper advertising will create popular demand. Dealer interest and support will come, too, because the dealer knows that newspaper advertising does create a demand for him to fill.

Make this community a stronghold for your product through newspaper advertising.

You can easily establish now a good will and confidence for your product that will prove a permanent investment for the future.

The DAILY MAIL and the WEEKLY MAIL are recognized as valuable advertising mediums by many of the best and most experienced manufacturers in the country and its local prestige goes without saying.

HEAVY RATEPAYERS OF THE CITY OF FREDERICTON FOR YEAR 1920; ONE HUNDRED DOLLARS OR MORE

Following is a list of the ratepayers of Fredericton assessed for 1920 for one hundred dollars and upwards. Formerly seventy-five dollars was taken as the amount to indicate heavy taxpayers, but the increases in valuation this year and the slight increase in the rate combined have increased tax bills to a marked extent.

As announced previously in the Mail, F. B. Edgecombe retains the proud position of the ratepayer with the largest tax bill. Others with large bills are ex-Ald. Hugh Calder, now of California, H. G. Kitchen and ex-Ald. A. B. Kitchen. Among firms paying large tax bills are The Maritime Electric Co. and J. Clark & Son, Limited.

A		Mrs. G. A. Cronkite.....	110.00
Elizabeth and William W. Aiken	\$363.00	H. W. Crotty.....	210.70
Frederick T. Allen	119.40	David Crowe.....	145.80
Dr. T. C. Allen	330.60	D. H. Crowley.....	130.40
Thomas C. Allen	130.40	G. Fred Crowley	106.20
Miss Lucy Anderson	132.00	W. E. Cruikshank	141.40
William L. Anderson	154.60	George Cummings	134.02
Aretic Rink	176.00	R. M. Currie	207.40
Mrs. L. J. Armstrong	121.00	D	
Arscott & Co.	143.00	Alex. Davidson.....	156.80
Earl of Ashburnham	196.40	G. L. DeLong.....	207.40
Dr. A. B. Atherton	242.00	G. Y. Dibblee (Drug Store)	264.00
Ewart C. Atkinson	185.40	M. B. Dixon	161.20
B		Dominion Express	200.00
G. N. Babbitt Estate	143.00	M. E. Doohan	363.60
D. Lee Babbitt	172.20	Mrs. R. F. Douglass	209.00
H. R. Babbitt	163.40	Stanley Douglass	115.00
R. T. Baird	164.40	Mrs. E. L. Dunn Estate.....	108.00
R. T. Baird	310.80	E	
Baird & Peters	330.00	A. E. Eardley.....	126.00
Abram D. Bailey	132.60	Eastern Canneries, Ltd.....	770.00
Miss Lauristine Bailey	187.00	F. B. Edgecombe Co., Ltd.....	2200.00
Robert Barr	104.00	F. B. Edgecombe.....	1848.60
Judson Barker	154.60	Daniel Elliot	119.40
Lewis W. Barker	113.90	English & Scotch Woolen Co.	110.00
Bank of Commerce	575.00	S. A. Estabrooks	315.80
Bank of Montreal, B. N. A. Branch	637.96	H. H. Estabrooks.....	406.20
Bank of Montreal	2327.12	T. H. Estabrooks	330.00
Bank of Nova Scotia	1461.67	J. D. Estey	156.80
Bank, Royal	2152.75	F. H. Everett	207.40
Bank of Montreal	561.00	Miss Bessie Everett	132.00
C		F	
Bank of Montreal, B. N. A. Branch	198.00	United Farmers' Cooperative Store	176.00
Bank of Nova Scotia	594.00	Farmers' Cooperative Dairy Co., Ltd.	198.00
Royal Bank	616.00	W. E. Farrell	482.40
Hon. J. H. Barry	493.40	J. P. Farrell	328.40
Samuel Baxter	108.40	Peter Farrell	288.60
John Bebbington	200.80	J. L. Feeney	374.00
Mrs. Elizabeth Bell	231.00	Miss Georgina Fenety	132.00
A. A. Belmore	214.00	W. W. O. Fenety	126.00
S. A. Belyea	104.00	Joseph FitzPatrick	104.00
A. F. Betts	361.40	J. H. Fleming	207.40
E. R. Blackmer	339.40	Harris Forbes	130.40
Con Billensky	149.60	Dr. B. C. Foster	251.40
Robert L. Black	218.40	T. L. Fowler	163.40
Mrs. Lewis Bliss	105.60	W. R. Fraser & Co.	550.00
Morris L. Bliss	163.40	Archibald Fraser	206.40
C. E. Boone	117.20	Mrs. J. J. Fraser, Estate	253.00
Leonard C. Box	103.48	Fraser Companies Ltd.	605.70
W. W. Boyce	908.90	Donald Fraser & Sons	404.00
Samuel Boyle	145.60	Fredericton Motor Sales Co.	627.00
Alexander Boyd	156.80	Fredericton Provision Co.	132.00
Aelxander Boyd	156.80	Thomas W. Fulton	247.00
Mrs. Mabel Bridges	125.40	G	
Byron Brewer	335.00	L. A. Gagnon	198.60
George W. Brown	102.90	H	
LeBaron Bull	207.40	H. H. Hagerman	165.60
C. A. Burchill	196.40	Chas. A. Hall	130.40
W. M. Burns	111.60	Charles W. Hall	218.40
W. C. Burtt	291.00	Mrs. Mary A. Hall	176.00
Cecil H. Burtt	229.40	A. E. Hanson	152.40
H. A. Burtt	136.40	R. D. Hanson	132.60
Elwood Burtt	174.40	R. B. Hanson	251.40
Mrs. E. F. Burtt	286.00	Frank W. Harrison	218.40
Roy E. Burtt	163.40	Henry E. Harrison	130.40
Miss Evelyn Byrne Estate	110.00	Mrs. Martha Harvey	411.40
C		Mrs. Mary Helen Hawthorne	132.00
Edward Cadwallader	110.60	William A. Hay	118.80
Joseph A. Cain	244.80	H. M. Hayward	111.70
Hugh Calder	2131.80	Jas. Hodge Estate	1474.00
Nathaniel Cameron Estate	100.60	G. W. Hodge	251.40
Mrs. N. Cameron Estate	688.60	C. D. Holder	196.40
D. F. Cameron	112.80	Dr. C. P. Holden	174.40
Prof. A. Cameron	145.80	W. S. Hooper	218.40
Elijah Cameron	207.40	F. S. Horncastle	150.20
C. C. Camp	172.20	H. G. J. Horncastle	167.30
Camp Bros.	264.00	Dell Hossack	185.40
H. S. Campbell	482.40	G. E. Howie	377.90
R. M. Campbell Estate	187.00	P. J. Hughes	262.40
Mrs. R. M. Campbell	121.00	Hunt & MacDonald	176.00
Col. H. Montgomery Campbell	253.30	Edward Hurley	207.40
H. M. Campbell	100.90	I	
Samuel Campbell	172.20	Imperial Oil Co.	319.00
C. P. R. Telegraph Co.	200.00	G. A. Inch	229.40
W. H. Carten Estate	334.40	Dr. James Inch	704.00
G. C. Chase	104.00	Dr. W. H. Irvine	152.40
R. Chestnut & Sons	3223.00	N. J. Ivory	134.80
W. T. Chestnut	372.40	P. J. Ivory	163.40
H. G. Chestnut	306.40	J. W. Jackson	104.00
C. F. Chestnut	288.80	J	
H. B. Clarke	151.80	Miss Areta Gerow	363.00
J. T. Clark Estate	176.00	A. M. Gibson	999.40
W. G. Clark	533.00	Mrs. Ida M. Gibson	198.00
J. Clark & Sons	2274.80	Mrs. Henry Gill	152.10
W. A. Calrk	240.40	Gleaner Ltd.	550.00
W. M. Clark	128.20	W. J. Glen	185.40
Erise Clarkson	134.80	W. H. Golden	130.40
Clements & Peabody	281.00	F. A. Good	649.60
Mrs. Euphemia Coburn	147.40	David D. Gorman	145.80
F. B. Coleman Estate	495.00	Jas. W. Gough	133.70
Colonial Hide Co.	143.00	Mrs. Mary Gregg Estate	154.00
Colwell & Jennings	495.00	Dr. H. A. Greene	104.00
A. A. Colter	438.40	A. J. Gregory	1396.40
Mrs. Hattie Colter	114.40	Mrs. Martha Gunter	292.60
T. H. Colter	273.40	H. V. Gunter	124.00
J. E. Colter Estate	374.00	Mrs. Eliza Gunter	781.00
Ansel D. Coulter	121.60	W. D. Gunter	555.00
Dr. Phillip Cox	163.40	H. Ralph Gunter	251.40
Havelock Coy	218.40	K	
G. W. Coy	176.60	T. L. Kane	123.80
Charles Cremin	185.40	Mrs. Edith E. Keegan	424.60
Dr. J. B. Crocker	156.80	James Kelley	192.00
Dr. W. C. Crocket	361.40	Reuben Kennedy	255.80
Mrs. J. H. Crocket	144.00	Mrs. Sarah Ketchum	261.00
Hon. O. S. Crocket	482.40	Dr. W. C. Keirstead	123.80

EXPORT TRADE

Manufacturers contemplating the extension of trade in foreign countries are offered the assistance which this Bank's world-wide business connection makes possible.

The experience and facilities of a department of the Bank devoted wholly to foreign business are at your command.

THE CANADIAN BANK OF COMMERCE

PAID-UP CAPITAL \$15,000,000
RESERVE FUND \$5,000,000
FREDERICTON BRANCH, W. T. Gerald, Manager.

FLOUR

FIVE ROSES	Barrels	98 lb. Bags
PURITY	Barrels	98 lb. Bags
ROBIN HOOD	Barrels	98 lb. Bags
REGAL	Barrels	98 lb. Bags
STAR	Barrels	98 lb. Bags
LILY (Best Pastry)	Barrels	98 lb. Bags

AT LOWEST MARKET RATES

G. W. HODGE

Wholesale Dry Goods and Woolens
House Furnishings
For Everybody
Lace Curtains, Screen Curtains, Curtain Muslins and Drap-
eries of all kinds.
Cretones and Casement Cloths.
White Bedspreads. Towels, Napkins and Table Linens.
OILCLOTHS AND LINOLEUMS,
CARPETS, RUGS AND SQUARES
Prices Lowest Possible. Goods Sold to the Trade Only.

VASSIE & COMPANY, LIMITED

WHOLESALE DRY GOODS AND WOOLENS
ST. JOHN, N. B.
Our Motto: Promptness, Accuracy, Courtesy.

Custom Tailoring

The New Importations for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

We are also prepared to fill all orders entrusted to us for **MILITARY CLOTHING** at reasonable price. We are sole agents for the Crown Tailoring Company, of Toronto, the largest Military Tailoring Company in Canada.

WALKER BROS. MERCHANT TAILORS

QUEEN STREET, WEST END

WILL RELIEVE COAL SHORTAGE

Washington, July 19—Coal operators and railroad executives presented today to the Inter State Commerce Commission a plan agreed to by them designed to facilitate the distribution of coal to Canada as well as to New England and the north western states. Details of the proposal were withheld until the commission has an opportunity to study it. Sufficient coal is being mined in the eastern territory, it was said, to meet current needs, but unless

importation arrangements are modified enough for it will not be moved into the northern districts named to prevent winter shortages.

Messrs. Carvell and McLean of the Canadian Railway Board have been in conference with the members of the commission regarding the situation in the dominion.

UNIONS NO JOKE

Not to the man who has to move about, but a slight application of "Putnam's" softens the thickest tissue and cures the union quickly. Just as good for warts, lumps, and callouses. Putnam's Painless Corn Extract. Use no other, 25c. at all dealers.

You need
add no
Sugar to

Grape-Nuts

It is sufficiently sweet because of its own sugar developed in the making.

There is a particular richness to Grape-Nuts not found in any other food of prepared grains. Why not order a package from the grocer and share in its pleasures and economies?

Made by Canadian Postum Cereal Co. Ltd. Windsor, Ont.

