

McCoy's Cod Liver Oil Tablets

THE GREAT TONIC

Mac's Indigestion Remedy
FOR STOMACH TROUBLES

ARTHUR J. RYAN, - THE PENSLAR STORE

BIG SALE OF DRESSES

This week all our beautiful Summer Dresses marked to clearing prices.—
A rack of our best Dresses in plain and figured silk crepe, striped wash silks, fancy voiles, etc., at \$14.98 each.
A rack of Dresses in silk broadcloth, voile, flannel, etc., at \$7.95 each.
A rack of Dresses in voile, ratine, linen, broadcloth, flannel, etc., at \$4.95 each.
House Dresses in gingham, chambray, print, etc. \$1 to \$2.98.
Girl Dresses in voile, gingham, broadcloth, etc. Ages 2 to 14 yrs. Prices all Reduced.
We carry the most complete line of Ladies' and Children's Dresses in the City.

R. L. BLACK, 62 YORK ST.

How about you Flashlight?

No doubt it is resting in some quiet nook for the want of a reload of an

EVEREADY BATTERY

Call in to-day and have your invalid light fixed up right.

RADIO AND FLASHLIGHT BATTERIES

LAWLOR & CAIN LTD.

USE OUR HARDWARE—IT STANDS HARDWEAR

DEVON AND NASHWAAKSIS

Electric Light and Power Consumers

TAKE NOTICE

That all accounts for same if bills are presented, are payable from the fifth to the tenth inclusive, of each month, at the Devon Branch of the Canadian Bank of Commerce. If you forget or lose your bills you will be obliged to pay same at the office of the Maritime Electric Co., Ltd., or at the Royal Bank at Fredericton.

The Maritime Electric Company
FREDERICTON — — NEW BRUNSWICK

NEW PERFECTION

The warm days have come and why not enjoy the satisfaction of a New Perfection Oil Cook Stove now?

We have them in all sizes, two, three and four burners, including the New Super-flu Burner, also the New Perfection Portable Ovens. You'll find a complete line of these at the store of

Hardware E. M. Young Ltd. Sporting Goods

81 YORK STREET

PHONE 53

We close at 12 o'clock on Thursdays and 6 o'clock on Saturdays during July and August

USED CARS

The last three days of the week, July 23, 24 and 25 we will display in our Automobile Department Showroom, King Street, some remarkable bargains in Used Cars. All new cars will be moved out and you will have an opportunity of thoroughly examining the Used Cars on display.

The cars we will sacrifice are:

A FORD SEDAN, Bought last year, low mileage, in splendid repair. Owner bought new Chevrolet Touring.

A FORD COUPE, Bought June 1924, revarnished and motor overhauled. Owner bought New Chevrolet Coupe.

A MAXWELL TOURING, Driven one season, revarnished and in best of condition, a demonstration will convince you. Owner bought a new Studebaker Standard Six.

A CHEVROLET SEDAN, Completely overhauled and revarnished, in very best of condition. 1924 model.

A CHEVROLET COUPE, 1924 model, reconditioned and revarnished. Owner bought a New Chevrolet Coupe.

We also have two Ford Tourings and two Chevrolet Tourings at Very Low Prices.

We will demonstrate any of these cars. Come and look them over.

J. Clark & Son, Ltd.

C. C. AVARD, RETIRING PRESIDENT OF THE N. B. TOURIST ASSOCIATION MAKES MANY USEFUL SUGGESTIONS

St. John, July 22—The date of the close of the fiscal year of the New Brunswick Tourist and Resources' Association was changed from June to December 31, and Edward P. Robinson, of Saint John was elected president for the ensuing term at the annual meeting of the association, held in the Board of Trade rooms yesterday afternoon. The reports of C. C. Avard, the retiring president, and C. B. Allan, secretary-treasurer, showed an increasing tourist travel by automobile, which this season to the end of June was more than double that of last year.

The reports said the association was doing excellent work in view of

had been crowded off the highway too often by "road hogs" in motor cars to contribute even a dollar to help to bring tourists into the province. Another man said that our letter sounded too much like "we won the war." Still another said "The Tourist Association is a money-making scheme—I won't contribute a cent to it."

Others showed entire ignorance of what our association is doing. One man said that the "baby" draft system of getting money was a "tuppenny ha'penny scheme." One prominent man, who had a scheme for reforming and reorganizing our association, was greatly surprised to learn what our association had been doing.

Thanks Newspapers.

I wish to express my personal thanks, as well as the thanks of the association, to the newspapers of New Brunswick, which have made possible our membership campaigns. We could not have gone far if we had not received the loyal and hearty support of the newspaper men of the province. I feel that whatever have been the false impressions held by other people; whatever foolish notions individuals have entertained, yet as a class, I am confident that the newspaper men of the province understand and are in full sympathy with the work of our association. The fact that we have had New Brunswick newspapers behind us during the two years that I have been your president has been one of the chief factors in the success of our efforts. In stating this I am only giving justice where justice is due. The man who thinks he can put over anything really worth while without the help of the newspapers is harboring a delusion.

"Results Disappointing."

The question of necessary funds with which to carry on is an ever present problem. We received a grant of \$2,500 from the Provincial Government and \$400 from the city of Saint John. Then we have raised this year about \$1700 as membership fees.

Importance of Industry.

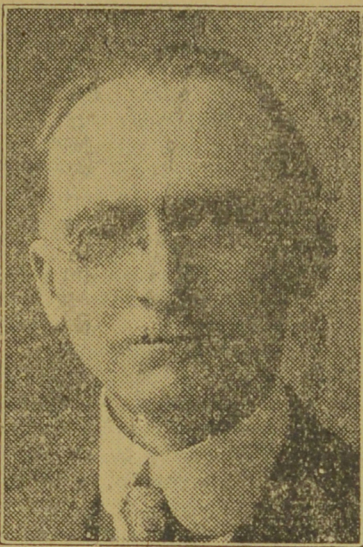
I wish to emphasize most strongly the outstanding importance of the tourist industry. Some day we will wake up to the opportunities; some day our municipalities, towns, cities and governments will be more keenly alive to the wonderful possibilities of the industry. When that time arrives a trifling sum like \$2,500 will be increased 10 or 20 times, in which event it will be possible to do really big things to make New Brunswick a haven for ever-increasing thousands of people seeking rest and relaxation.

Predicts Increase.

But after all is not the tourist business of the province developing in a tolerably satisfactory manner? The number of tourists visiting New Brunswick in 1925 will be at least 50 per cent. greater than in 1924. Can any business develop more rapidly and be permanent? We must advertise our attractions of course, but we must be prepared to give better hotel accommodation, better services, more courteous treatment of visitors.

Says Results Wonderful.

During the present year our association has spent very little money on literature, the bulk of the available money being spent in newspaper advertising in co-operation with the Prince Edward Island Tourist Association. The results have been truly wonderful. Each advertisement was keyed so we know definitely the number of replies received as result of advertising in each paper. The mediums used were selected at a joint conference of representatives of Prince Edward Island and New Brunswick Associations. Last year the results of the joint publicity campaign was excellent but this year they have



MR. C. C. AVARD.
Retiring President of N. B. Tourist Association.

the small amount of money available for publicity. A suggestion by Mr. Avard that the membership fee be advanced to \$5 was put over for further discussion at the next annual meeting. Several communications from men organizing tours from United States were referred to the executive for investigation.

President Reports.

President Avard, in his report, said in part:

I will try to emphasize some tourist problems which to me seem to be important. I will point out some of the difficulties which confront our association and how our work is sometimes appreciated but oftener misunderstood.

For two years I have been the president of the New Brunswick Tourist and Resources Association. In 1923-24 in order to increase the membership of our association, we tried out the "baby" draft system, the results being most gratifying. The banks of the province very kindly consented to handle the drafts without charge, the final results for last year being 1,700.

Some Reject Them.

In 1924-25 the campaign for members was carried on as in the previous year. From the office of C. B. Allan, the efficient secretary-treasurer in Saint John, and from my office in Sackville, letters were sent out with the result that about 1,700 drafts have been paid. I regret to state that in some places the baby drafts were not received as kindly this year as they were in 1924, whether from lack of interest or from unsatisfactory business conditions I am unable to say. Quite a number of people who last year paid the drafts have this year refused to do so.

Some "Knocked" Work.

Many replies to our tourist letters have reached us. Some have expressed their warm and hearty appreciation of the work our association is seeking to accomplish but others seemed to take delight in "knocking." One man, who is interested in horses, said that he

been much better. The results of advertising are cumulative and tourist advertising is no exception to the rule.

Makes Recommendations.

I would like to make a number of suggestions and recommendations:

1. That in future the fiscal year of this association end on Dec. 31. According to the present arrangements the annual meeting is held in the summer; it would be much better, in my judgment to hold the annual meeting in January or February, in order that plans may be formulated for the following tourist season.

2. That the membership fee be increased to \$5. I think we can reasonably expect a membership of one thousand even though the fee is \$5. This would mean an income from members of \$5,000, a tidy sum which could certainly be used to advantage by our association.

Advocates Visits.

3. That our association strive to arouse greater interest in tourist work seeking to enlist the financial support of hotels, garages and others who are directly benefited by the influx of tourists into the province.

4. That if possible the president, secretary-treasurer or both should visit during the year all sections of New Brunswick with a view to ascertaining for themselves actual conditions and in order to enlist the sympathetic interest of our people in the work of the New Brunswick Tourist and Resources' Association.

Private Camp Sites.

5. That we encourage the establishment of camp sites by private individuals, rather than by cities, towns and municipalities. The reasons for this are obvious and I will not tire you with explanations.

In closing I wish to express my sincere thanks for the honor done me in electing me president and to assure the members of the association and the people of their province generally that though retiring from the presidency, I will still be ready to do anything I can in my small way to promote, foster and encourage the great tourist industry.

New Officers Elected.

The officers and members of the executive follow: President, Howard P. Robinson; secretary-treasurer, C. B. Allan; auditor, H. W. Rising, all of Saint John; executive, J. G. Harrison, W. C. Allison, F. B. Ellis, W. H. Gold-

ing, W. E. Anderson, A. E. Massie, A. C. Currie, D. J. Corr, T. P. Regan, T. F. Drummie, all of Saint John; W. H. Allen, Penniac; F. W. Robertson, Moncton; W. E. Kennedy, St. Andrews; J. P. Malaney, Woodstock; F. E. Jordan, Chatham, and H. E. Anslow, Campbellton.

County Vice-Presidents.

The vice-presidents for each county who also are members of the executive, follow: Gloucester, George Gilbert, Bathurst; Restigouche, Hon. C. H. LaBillette, Dalhousie; Northumberland, David Ritchie, Newcastle; Kent, Hon. A. A. Dysart, Buctouche; Sunbury, Hon. D. W. Mersereau, Fredericton Junction; Westmorland, C. C. Avard, Sackville; Albert, F. M. Thompson, Hillsboro; Saint John, G. Bruce Burpee, Saint John; Kings, W. D. Turner, Sussex; Queens, Hon. Dr. J. E. Hetherington, Coder's; Charlotte, J. W. Scovil, M. L. A., St. Stephen; York, T. V. Monahan, Fredericton; Carleton, R. K. Tracey, M. L. A., Hartland; Victoria, H. Ogilvy, Oxford; Madawaska, Max Cormier, Mayor of Edmundston.

J. W. PETERSON SERIOUSLY HURT LAST NIGHT

(Continued from page eight)

ination. Internal injury is feared. He is severely bruised and cut and suffers considerable pain.

Boy in Accident.

Wednesday afternoon Henry Elliott son of Wilbur Elliott of Devon collided with the Ford car of Harold McCrystal of Boston, No. 462,186, the owner of which is visiting friends in Devon. The bicycle struck the rear wheel of the car and was smashed.

Among Baptist Clergy.

The Maritime Baptist has the following notes of interest: Rev. J. E. Goslin of Fredericton Junction-Tracey pastorate has been quite ill for two weeks, but is now improving. Rev. F. S. Porter, D. D., is the July supply at the Third Baptist church, St. Louis, Mo., of which church his brother, Rev. H. A. Porter, D. D., is pastor. After four years of service with the group of churches centering at Hoyt Station, Rev. J. A. Corey has resigned. Rev. J. H. MacDonald, D. D., supplies the church at Digby, N. S., from Sunday July 19 to the end of August.

NOTICE

The Government Committee has opened committee rooms in the building formerly occupied by James S. Neill & Sons, Ltd., on Queen Street opposite the Court House. Visitors welcomed.

Any supporter of the present Government who is entitled to vote in the coming election, and whose name is not now on the present voters' list, may have his or her name placed on the list by calling at the Committee Rooms on or before Saturday, July 25th.

E. ALLISON MacKAY, Secretary.

PURE FOOD BAKERY NASON'S

Dandy Bread. High Class Pastry of all kinds
660 Queen Street Phone 1022-11

ELECTRIC WIRING

Properly Done by Competent Workmen.

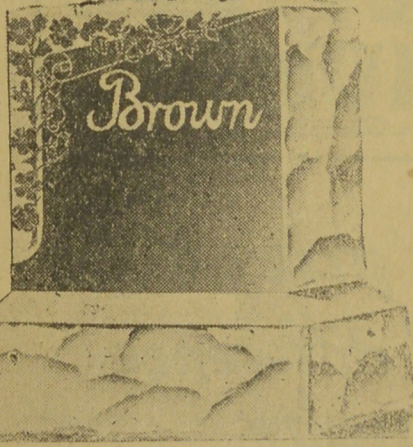
Give us a call

"Satisfaction Guaranteed"

A. W. BLACKMER

Phone 644-11

644 Queen St.



\$125.00

SPECIAL QUOTATIONS FOR BLACK GRANITE

DIMENSIONS

Diece, 2ft. 4in. x 1ft. x 3ft. 2in. (Base in proportion). Total Height 4ft. 5 inches \$200.00
Diece, 2ft. 2in. x 1ft. x 3ft. (Base in proportion). Total Height 4ft. 3 inches 180.00
Diece, 2ft. x 1ft. x 2ft. 10in. (Base in proportion). Total Height 4ft. 160.00
Diece, 2ft. x 8in. x 2ft. 6in. (Base in proportion). Total Height 3ft. 6in. 125.00
Diece, 1ft. 8in. x 8in. x 2ft. 4in. (Base in proportion). Total Height 3ft. 4in. 100.00
This Memorial is polished both sides, and the top is finely cut and hammered. The price includes the family name and all inscriptions "V" carved. Set up properly on a concrete foundation.

H. R. ADAMS & CO.

610 Queen Street

Fredericton, N. B.

QUALITY

There is a great difference between a monument made from cheap granite and by cheap methods, and a good Memorial. GOOD BLACK GRANITE is extremely hard, smooth and even of grain and takes a mirror-like polish. The inscription lettering shows up distinctly through the ages. You don't save any money by specifying this expensive granite when ordering, in fact you have to pay a little more; but you have the lasting satisfaction of erecting a superior Memorial worth a little more and worthy of the Memory it is erected to perpetuate.