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MEDICAL ADVERTISING.

Advertising by a physician has been considered "unethical" by the medical profession though the rule has had various exceptions. It seems to have been on the whole more strictly applied in England than here, at least in recent years. Many English physicians have become restive under the strict regime of the British Medical Association. Now one of the most distinguished surgeons in London, Sir William Arbuthnot Lane, has resigned from that body. The action of a well known chain of restaurants in printing on its menu cards a picture of Sir William, along with an article by him on athletic diet, led to a ruction; and this is the result.

Probably the fundamental reason for the bar upon direct advertising is the fear of educated and skilled doctors lest they be confounded with the quacks who make impossible claims of curing anything and everything. But that is no reason, as Sir William points out, why valuable information regarding the preservation of health should be withheld from the public. If the rule were meticulously applied, discoveries of great importance might with difficulty be brought to the general attention. At all events, medical practice is now bent more upon prevention than cure. Dosing with drugs is going out of fashion. Nature is a better healer, than man. Most of our bodily ills come from reckless disregard of her laws.

It is difficult to resist the conclusion that one reason for the attitude of the British Medical Association is commercial rather than ethical. Doctors, like members of other professions, can often profit by popular ignorance. This motive is no doubt unconscious in most cases. But it ill accords with the spirit of the Hippocratic oath.

THE JAZZ CRAZE.

A great deal has been spoken and written about jazz, but it remained for John Philip Sousa to say everything that needs to be said in a single sentence. Remarked Mr. Souza:

"When jazz is good, it is very very good and when it is bad it is rotten."

He might have added that it is bad most of the time. It is good when a composer like Gershwin turns out a "Rhapsody in Blue," and it is very, very bad when someone who can't play anything but the key of C takes a tune by Schubert or Mendelssohn, lengthens some notes, sortens others and orchestrates it for a dishpan and a trombone with a derby hat over the bell.

The Commission form of government is evidently not working out satisfactorily in Saint John. A petition is now being circulated asking for the recall of the Mayor and four commissioners. It is only necessary to obtain nine hundred signatures in order to bring on an election. It should not be a very difficult matter to procure these as more than that number voted against the present mayor and commissioners when they sought election.

Young people are often advised to form the habit of paying cash for everything. They are told never to borrow money or never to go in debt. This may sometimes prove mistaken advice. Borrowing money may be the very thing you should do. But the one basic thing, more important than all else to remember is this: When your debts are due, pay them. Above all, success in business means keeping your credit unimpaired.

The capacity of the human being for adjustment is amazing. Flying used to be a novel and exciting experience. Now there's an aerial sleeper between Berlin and London. So used to flying have folks become that they can get aboard and go to sleep and there are few bumps in the road bed.

The Iowa mayor who fined himself for violating the traffic ordinance is the right sort. We need public officials who have the courage to apply the law to everybody, without special privilege, including themselves. We love to mix medicine for others.

A woman may go back and sit down, but that doesn't prevent her from trying to do the driving.

There are times when we have a suspicion an old-fashioned mother would not feel the least complimented by being referred to as a redhot mamma.

The funny thing about the grouch is that he seems to extract some sort of unholy pleasure from his pessimism.

After reading the account of the Sharkey-Wills affair, it must make Dempsey sore that he passed up such a good thing.

A Cleveland Justice of the Peace boasts he has kissed 10,000 brides. There's a man who ought to be able to qualify as an expert in osculation.

No matter what the other crop conditions may be, the average man finds it is always a poor year to raise mortgages.

An archaeologist has found evidence that Babylonian women bobbed their hair and look what happened to Babylon!

It looks as though channel swimming is likely to popularize the corned type of girl.

"Dealers in silver flasks report a slump." One loses nothing when one throws away an empty bottle.

The man who makes money out of the stock market is the man who doesn't take any stock in the market.

We wonder whether Alexander mourns because there are no more World's Series to conquer?

Dr. Elliot left an estate of \$304,325 but he didn't have a thousand pairs of socks, like Valentino.

* THROUGH OUR SIEVE *

"Here am I," says the family furnace, trying out its English.

Sometimes it seems to take a lot of illicit liquor for use as evidence.

Now and then one sits on top of the world for a whole day, but a moment of depression is longer.

Outstanding hope of the amateur prophet is for a chance to say "I told you so."

Let Europe have her antiquities. Fresh paint looks better.

One thing many people would like to know—does "Peaches" think Mr. Browning is a frost?

They are talking of Florida's poor people. And we thought everybody down there got rich last winter.

Babe Ruth's performance—three home runs in one world's series game—has probably saved dramatic art from lapsing into despair.

"There are many things to boost," remarked the Man on the Car, "but knocking seems to have greater appeal."

You have read, probably, the London beauty hint which recommends making violent faces. And doubtless you have also observed how it works in the case of the monkey.

Investigating Burning of Car
Saint John Times-Star—Six or eight witnesses have been examined in an investigation held by H. H. McLellan, provincial fire marshal, into the cause of the burning of a car owned by Paul F. Weed, of Fredericton. The car met with an accident on the Westfield road and Mr. Weed was forced to leave it and summoned aid to bring it to the city. Mr. McLellan said this morning that he was satisfied that the car had been stripped of its fittings, but whether it was set on fire to cover up this or became ignited when matches were lighted, he was not prepared to say. Further developments are expected.

Conditions in Mission Field.
A most interesting discourse upon conditions in the mission fields of China was heard Sunday night at St. Paul's United Church. The speaker was Dr. Kenneth A. Baird son of R. T. Baird of this city, a graduate of the University of New Brunswick, and medical missionary in the Province of Honan, China. Dr. Baird described the life of the people and told of many amusing incidents.

Week-End Drunk.
A week-end drunk was arrested Sunday afternoon. After remaining in the cells for some time the prisoner was allowed to go on deposit which was forfeited by non-appearance this morning.

A RECEIPT
FOR A NOTED
FRENCH DISH

Paris, Oct. 18—Here is the recipe for "Pot au Feu," which is the favorite dish in France, the land more celebrated than any other for its cookery:

Tie a string tightly about two pounds of beef and place it in a saucepan containing 10½ pints of cold water. Add a good handful of coarse salt. A small piece of ham or mutton may also be added to improve the flavor of the broth.

Place the saucepan on a brisk fire and as a whitish foam begins to form skim it off until it ceases to appear. Then add three leeks, the green part of which should be tied tightly into one packet, and the white into another; four carrots, a small amount of parsnip, thyme, a clove of garlic, a bay leaf, a bit of parsley, and a large onion, into which three clove have been thrust. Then let the pan stand on a slow fire until the broth is boiled at least six hours in all. Remove the grease and strain the broth before serving.

Suitable beef for "Pot au feu" may be cut from the rump, shoulder, or round of beef.

DEER WRECKS
AN AUTO AND
LOST ITS LIFE

Yarmouth, Oct. 16—On the Woodstock Road, about twenty miles from this town, on Wednesday evening, a car owned and driven by Fred Delaney, Jr., struck and ran over a deer, killing it instantly, and causing the auto to turn turtle almost completely wrecking it.

Mr. Delaney sustained a dislocated shoulder. Mrs. Delaney suffered a fractured collar bone. Their infant was thrown from the car into the bushes by the side of the road, but escaped injury. And Mrs. Joseph Crosby was more or less shocked and shaken up.

Assistance was summoned and the injured were conveyed to their home where they received medical attention, and are now making good progress to recovery.

CLERGYMAN
TELLS WHY THE
FLAPPERSFLAP

Chicago, Oct. 18—The safety razor was assigned a share in the blame for the flapping of the flapper and sheik-ing of the sheik, by Dr. W. E. J. Gratz, editor of the Epworth Herald.

"In the bad old days of the old-fashioned razor," he told a gathering of young folk, "there was a strap in every bathroom that made quick and easy family discipline."

"But the new method of shaving has done away with the old razor strap and mother's old-fashioned slipper has been replaced by dancing pumps."

W. E. B. Starr of Saint John was registered at the Queen, Sunday.

SPECIAL ATTRACTION
AT GAIETY THEATRE

"It Must Be Love" featuring Colleen Moore is the photo play at the Gaiety for Monday and Tuesday.

All the luscious prizes of this picture are cabbaged by Jean Hersholt as Fernie's father. As an unbending, fiery Teutonic parent he is well-nigh perfect. Miss Moore's story is a mixture of delicatessen, flight from the fragrance of that attar-rose of cheeses, limburger, romance in a department store and a contrite return to delicatessen and the aforementioned Samson of the cheeses. Malcolm McGregor, Arthur Stone, Bodil Rosing, any number of wisecracking subtitles and a trick mirror are Miss Moore's assistants.

WANTED!
Several Smart Boys
to Sell "The DAILY
MAIL". Apply at the
Office.

LEATHER GOODS

We have a very nice line of LEATHER GOODS for the Gift Season.

We have the New Pouch Bag, Overnight Bags, Children's Purses, Coin Purses and the new Coin-tainer. Also Bobbed Hair Combs in leather cases, Needle Books and Coat Hangers.

Our Needle Work Department is going very strong this season.

JOHN J. WEDDALL & SON
Agent of Pictorial Patterns.

International
Paper Company

N. Y., Sept. 29, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (.50) a share on the Common Stock of this Company, payable November 15th, 1926, to common stockholders of record at the close of business November 1, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD,
Treasurer.

Dr. Gerrard

DENTIST
OFFICE AND RESIDENCE
571 KING STREET

Those old roots, broken down and decomposing dead teeth and pus-laden gums will eventually undermine your general health. We extract such teeth without the slightest hurt by means of our own New Method or for those who prefer chloroform or ether we have every convenience.

HAVE YOUR BAD TEETH REPLACED WITH A SET OR PARTIAL SET OF GOOD AND PERFECT FITTING

OUR NEW METHOD IS IDEAL FOR
Nervous People

You do not experience the slightest hurt and as this preparation does not contain cocaine or other poisonous drugs, it does not cause pain or soreness afterwards.

WE HAVE PRICES AND TERMS
TO SUIT EVERYBODY

FLOWERS

We have every kind either Cut Flowers or Potted Plants.

CUT FLOWERS

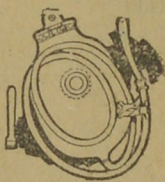
Roses, Carnations, Violets, Tulips, Daffodils and many others.

SAY IT WITH FLOWERS

Ada M. Schleyer

326 CHARLOTTE STREET

Phone 217



What About a
Fountain Syringe?

There is a lot about the use of a fountain syringe that every mother knows. There is a lot about the quality which only we know. High quality gives better service and longer wear and costs less in the end. A new supply of all rubber goods fresh from the factory.

Alonzo Staples & Son, Ltd.
DRUGGISTS

99 YORK STREET (Corner King)
Phone 42.



PUREST DRUGS

are used in compounding prescriptions. We co-operate with your doctor to help you get well. Bring your prescriptions to us and obtain best results.

Capital Pharmacy

Successor to J. M. Wiley.
Phone 675 94 York St.

CAPITOL

MONDAY and TUESDAY

MARION DAVIES

IN

"LIGHTS of OLD
BROADWAY"

Charleston Reel : : Fox News

Wednesday Thursday

JACKIE COOGAN in "OLD CLOTHES"

Special Matinee Wednesday at 4 p. m.

AT
THE GAIETY

TODAY and TUESDAY



Adapted from Julian Josephson's Saturday Evening Post story "Delicatessen," by Brooke Hanlon with JEAN HERSHOLT, MALCOLM MCGREGOR and ARTHUR STONE.

Pathe Review — Comedy — Regular Prices

WEDNESDAY—THURSDAY

DOROTHY GISH in "NELL GWYN"

Advertise In The Mail