

The Daily Mail

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TELEPHONE 67.

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ADVERTISING AND BUSINESS.

Advertising and business are close partners. They are responsively sympathetic. In the times of the years ago advertising was good in periods when business was good, and if there was a panic advertising slumped. Now there is less indication that business affects advertising in as great a degree as advertising affects business. In the old times merchants, for example, advertised in the local papers liberally when business was high, spirits high, cash plentiful and when they "felt that they could afford to spend money with the newspapers." But that era has passed.

Business men put their first-rank business judgment, sense, skill into their advertising campaigns; for on these advertising campaigns depends the volume of their business. Competition is sharp; if business is good they advertise to keep it so and to get their own share and a little more if possible of what's doing in the trading line; if business is "off" then they realize the absolute necessity for advertising for a number of good reasons.

In the old times the business man put advertising into the business system only when he thought the system was strong enough to stand it, nowadays he feeds his business a regular diet of advertising to keep its circulation normal, its strength vigorous, its growth steady; he gives it the extra treatment when he finds that a tonic or a stimulant is most required.

Business men are coming to the same view of advertising as an element, a vital, everyday, regular, steady element in business.

COLLEGE BOYS FIND JOBS.

From Princeton University comes the report that of nearly 600 prospective June graduates, only 30 have not found occupations; and for these 30 there are 80 jobs offered. Great concerns like the Westinghouse have had scouts at Princeton, looking over the seniors and picking out likely material. No less than 11 insurance companies, it is said, have been canvassing for graduates who could become salesmen. The average salary offered is \$25 a week.

Probably this same examination is going on at other university. Why? Because big business knows the value of the college man. He may be a dub at the outset; he may not be worth his salt for two of three years, but if he can stand the grueling initiation into new work, and live on small pay while he learns the rudiments, he goes ahead fast. And it is not so much on what he knows, or what he remembers of his education, as it is on his ability, acquired in the educational process, to learn new things, to adapt himself to unfamiliar conditions, and to get along with his fellows.

TOURIST CAMPERS.

The following communication appeared in a recent issue of the Boston Daily Post:

Sir—What facilities would we find for tourist camping places if a party of us went on a motor touring trip through New Brunswick this summer?

There are said to be auto tourist camps in New Brunswick at St. Stephen, St. Andrews, Woodstock, Fredericton, Sussex, Buctouche, Chatham, Sackville, St. John, St. George, Norton, Apohaqui, Moncton, Hartland, Grand Falls, Bathurst, Campbellton, Pocologan, etc.

No doubt a lot of New England people are planning to make motoring trips through the province during the coming summer. They will find a delightful climate, beautiful scenery and well equipped camping grounds at many points. This city has a fine camping ground established several years ago, and the City Council should lose no time in having it made ready for use.

Hon. A. B. Morine, who is said to be the cause of the political crisis in Newfoundland is described in the press dispatches as "a historic figure in Newfoundland politics." It will be recalled that at the time of the reciprocity election in Canada in 1911 Mr. Morine was a resident of Toronto, and soon afterwards was named as a commissioner to investigate charges of partisanship against officials of the government. The appointment was vigorously assailed in Parliament by

the late Hon. F. B. Carvell, who referring to Mr. Morine's record in Newfoundland, declared that "he sold his country for the benefit of his friends and then sold his friends for the benefit of himself." Mr. Morine returned to Newfoundland soon afterward eventually reentered public life there.

Cigaretts flavored with rose leaves are said to be booked for a run in the feminine world. This is, perhaps, as good a sign as any that smoking is only a temporary habit, or a vice if you must call it that, among women. For the true and habitual smoker is faithful only to tobacco. He will smoke stuff smelling like the reek from the alley and material that will pry apart the sutures in his skull, so long as it is called tobacco, rather than accept scented substitutes. These things are for people who make a pose of their emancipation from old conventions and not for those who absorb nicotine in regular doses and defy the poison to do its damage according to the school books.

The ancient colony of Newfoundland is facing a grave political crisis. Premier Munro has dismissed two of his cabinet colleagues for alleged treachery and following this action three of his supporters have crossed to the opposition side of the House. The parties now stand 18 government and 17 opposition. The Legislature is in session, but as the business is well advanced it is expected to go on to prorogation. Hon. A. B. Morine, a Nova Scotian by birth, who is not unknown in Canadian politics is said to be the storm centre, objection having been made to his admission to the cabinet.

It is said that the large quantity of alcohol seized near Moncton a few days ago, was intended for American consumption. Alcohol is an important constituent of the various concoctions sold under the Volstead Act as substitutes for liquor. No doubt if the supply seized in Westmorland County had not been interrupted it would in due time have been converted into various brands of Scotch whiskey. Large quantities of alcohol are now exported from the United States to China, where it is taken in hand, converted into whiskey and returned to Uncle Sam by the underground route.

Tom Johnson, at the height of his career, when he was mayor of Cleveland, used to say that he usually made snap judgments. He acted quickly. He said he took care to be right 51 per cent of the time. With the radiophone and all sorts of faster communication it becomes easier and easier to give quick decisions. The question arises whether, under these new conditions, the average man is going to be smart enough to be right 51 per cent of the time.

Lord Beaverbrook, who has achieved prominence in Great Britain as a statesman and publisher was forty-seven years old yesterday. His Lordship is claimed as a New Brunswicker and while Rexton, Kent County is given by a St. John paper as his birthplace, as a matter of fact he was born at Maple, Ontario.

Hon. Arthur Meighen, Conservative leader, who has been ill for the past fortnight was able to take his seat in the House of Commons yesterday. He was cordially welcomed by Premier King and Mr. Forke, and was presented with a bouquet by his supporters.

The late John Siddall, editor of the American Magazine, used to say that "the policy of the average man is victory." He wants to succeed at something. Victory is not so difficult. The hard task is to make up your mind that you want to go after the right sort of thing.

Statler, owner of hotels, and one of his managers held a business conference by radiophone while they were on ships 3,000 miles apart. If that sort of thing continues, what we call snappy, up-to-date business methods today may be obsolete tomorrow.

It is easy to account for the statement that doorbells are going out of fashion. Nobody's at home to answer them.

It takes a pretty good mixer to blend a little common sense with a love affair.

Some of us feel that we would be all right if the rest of us weren't all wrong.

The man who tells you he would rather be right than be rich will explain that it is hard to be both.

A fetching costume is very easy to carry these days.

THROUGH OUR SIEVE

All the North Pole fliers found was parking space.

There is much more to life than a home run by Babe Ruth.

Wine is a mocker strong drink is raging.—Proverbs. Hooch is hell.

Henry Ford isn't buying any relics he can make in his own factory.

"Not even the government," remarked the Man on the Car, "could make a good farmer out of a poor one."

Few men, or women either for that matter can accept a vindication of their acts and opinions in silence.

Lima Beane says the proof of the pudding is in spite of all theories to the contrary, is liking the woman who made it.

Thomas A. Edison speaking: "I have never spoken over the radio before. "Good night." At that it was better than many radio speeches.

We like the radio for one thing above all others. When you tune in the announcer doesn't ask, "Who is this?" That is left to impolite users of the telephone.

PUBLIC OPINION

COMING TO CANADA.

The Editor of the Mail:

Dear Sir—Readers will doubtless be interested to know that Reverend Dr. Wilson Carlile, Founder of the Church Army, has, besides engagements in United States Cities, these appointments in Canada:—

Toronto, June 13 and 14.
Hamilton, June 17.
Ottawa, June 20 and 21.
Montreal, June 24.

This Veteran Soldier of the Cross will sail on June 26th, for England.

Yours respectfully
STERLING BRANNEN.
Fredericton N. B., May 25, 1926.

CANADIAN CHAUTAUQUA.

Dear Mr. Editor:

Without any reflection on United States Chautauqua Organizations one may enquire why it is not possible that an All-Canadian Chautauqua could furnish refined and instructive entertainments of that nature.

Yours truly,
STERLING BRANNEN.

SPECIAL ATTRACTION
AT GAIETY THEATRE

"The New Klondike" is the photo play at the Gaiety for Wednesday and Thursday with Thomas Meighen the featured player. It is a sort of travesty on the real estate boom of Florida. It is full of amusing incidents—and of course, a love romance in which Lila Lee plays the opposite role to the star.

DIED

BARTON—Suddenly at Mouth of Keswick on the 26th inst., Rev. Carey N. Barton, aged 56 years. Funeral service at United Baptist Church, Mouth of Keswick, Thursday at three o'clock, Rev. G. C. Warren, Rev. I. A. Corbett, Rev. Mr. Corey and others officiating. Interment at Hartland, Friday.

FLOWERS

We have every kind either Cut Flower 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.

JOHN J. WEDDALL & SON

House Cleaning Time Is Often New Curtain Time.

We have all the New Curtain Materials in Lace Net, Panels, Marquinet, Madras and Silk, both by the Yard and in Made-up Curtains.

Brass Curtain Rods, to go with your New Curtains in all sizes in single or double style.

We are ready to fit up your windows.

Oilcloths in all widths

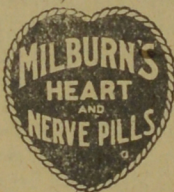
Congoleum Rugs in all sizes.

John J. Weddall & Son

AGENTS FOR PICTORIAL PATTERNS

Still Enjoying Life at 84

Thanks To
That
Wonderful
Remedy



Mrs. F. H. Miller, 1843-11th Ave. East, Vancouver, B.C., writes:—"Five years ago my husband suffered terribly with severe attacks of palpitation of the heart and smothering spells, and two doctors stated that he could not possibly live six months.

A friend recommended Milburn's H. and N. Pills, with the result that my husband is still enjoying life at the age of 84 years.

He has improved so wonderfully that he can now climb the stairs without having those awful pains in his heart."

Put up only by The T. Milburn Co., Limited, Toronto, Ont.

Dr. Gerrard

DENTIST
OFFICE AND RESIDENCE
571 KING STREET

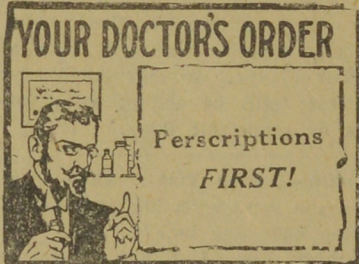
Those old roots, broken down and decomposing dead teeth and pus-laden gums will eventually undermine your general health. We extract such teeth without the slightest hurt by means of our own New Method or for those who prefer chloroform or ether we have every convenience.

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



Perscriptions have the right-of-way here. No matter how busy we may be, they are always filled promptly.

Your responsibility to the sick demands that you select your prescription druggist with greatest care. Prescriptions filled here are guaranteed for accuracy.

Alonzo Staples & Son. Ltd.
DRUGGISTS
99 YORK STREET (Corner King)
Phone 42.

LOOK YOUR BEST

If you want your hair well groomed call at

351 Queen Street

We specialize in Marcel Waving and all the Latest Bobs.

Tedford's Barber & Beauty Shoppe

EX-LAX FIGS

The new fruit laxative. Pleasant to take. Two sizes—25c and 50c.

CAPITAL PHARMACY

PHONE 675

SUCCESSOR TO J. M. WILEY.

94 YORK ST.

GAIETY NOW PLAYING

Thomas Meighan
IN
"The New Klondike"

With
Lila Lee

A Roaring Comedy Romance of the Florida Real Estate Boom and Base Ball Training Camps.
From the Story by Ring Lardner.

FELIX

PATHE NEWS

FRIDAY—SATURDAY
ADOLPHE MENJOU

in "A SOCIAL CELEBRITY"

COMING "KIKI"

CAPITOL

Wednesday — Thursday

CONRAD NAGEL, RENEE ADOREE

The Exquisite Sinner

Thrilling! Romantic! Different!
A love story you'll love.

COMEDY.

FRIDAY

SATURDAY

RIN-TIN-TIN

"THE NIGHT CRY"
The dog that everyone loves, at his best.

Mail Ads Always Pay