

RED ROSE TEA

"is good tea"

And because you like good things you'll like Red Rose.

TOURIST TRADE OF CANADA HAS BALANCE OVER \$140,000,000; IS AN IMPORTANT INDUSTRY

(Financial Post.)

They tell the story of an American traveling on a French liner who got friendly with his table steward, a very intelligent man speaking English well and taking an interest in world politics. The steward had been expounding the beauties of his home province Brittany—and the American asked casually, "What is your principal industry?"

"Tourists, sir," was the ready reply. Tourists are not yet the principal "industry" of Canada, but tourists bring Canada a yearly revenue almost as great as the revenue from our mines; twice as much as the annual income of our water power plants; four times as great as the annual wealth from our fisheries—a revenue of tremendous import to our prosperity.

Motorists Spent \$188,500,000.

The publication Natural Resources estimates that last year 2,439,144 cars entered Canada for periods of one day to six months, and that the gross value of the traffic, on the basis of an expenditure of five dollars per head, amounted to \$188,555,400.

More conservative is the estimate the United States department of commerce makes of the amount Americans will spend in Canada this year. Unofficial estimates prepared by the department of commerce forecast an expenditure this year of \$500,000,000 by American tourists in Europe and \$190,000,000 as the amount that probably will be spent by Americans visiting Canada. This figure is, however, the total expenditures. The Canadian figures includes motor cars only, and this is evidence that the American estimate is conservative.

Our Tourist Credit Balance.

Canada's tourist "balance of trade" is not easily determined. The United States government estimates that Canadian tourists in the United States spend \$25,000,000 a year over there. If we consider that Canadians spend a similar amount throughout the rest of the world, Canadians spend \$50,000,000 a year touring abroad, leaving \$140,000,000 yearly as the amount added to our national wealth yearly by our hospitality to those who fish in our streams, hunt in our forests, motor on our highways, view our lake and mountain scenery, travel on our railways, live in our hotels and buy in our shops.

Making a Business of it.

"What the trade of summer travel will be when the natural beauties of Canada, the charm of her summer climate and the excellence of her highways become more widely known, we need not pause to estimate; but it will be a great tidal wave; bringing immense wealth to these shores," says the Maritime Merchant, discussing this question of tourist traffic. It adds: "In European countries the tourist traffic is regarded as a great source of revenue; and when travel is light for a season there is very keen disappointment. A newspaper from Yarmouth (England) came to hand recently, and in a survey of the outlook particular reference was made to the fear that because of conditions due to the coal strike, there would be a falling off in tourist business.

"There are greater possibilities than the expenditure by the tourist of a few dollars in passing. Maine recalls that Dexter Cooper, who is behind the great proposed tidal power scheme at Passamaquoddy, first came to the State as a tourist, and its coasts are dotted with stately summer homes erected by visitors who came and were so well pleased that they wanted to return each year to a place of their own. Other tourists saw business chances and made investments, all for the financial benefit of the state."

As an example of the manner in which the tourist business is being definitely organized, Cape Breton's Old Home Summer is of significance. Old Home Week Draws Crowds.

The Sydney correspondent of The Financial Post advises: Promoters of Cape Breton's Old Home Summer are eminently satisfied with the results of their first season's direct advertising for tourist traffic. The sum available for advertising was not great, but it was laid out to the best possible advantage in newspapers at strategic points east of the Mississippi river and north of the Dixie line. From July 7 to the present time, over 1,800 American cars have crossed the Strait of Canso into the island—about four times the number that entered during the whole of the 1925 season.

In addition, many hundreds of former residents returned by rail and otherwise for vacations and to attend special celebrations around Sydney, Glace Bay, North Sydney, Sydney Mines, Baddeck and Louisburg. The committee relied entirely upon paid advertising—no free publicity space grafting was attempted. Valuable co-operation was given by the Canadian, British and French authorities, particularly in routing visiting warships to reach Cape Breton ports during the Old Home month; and the Canadian National system also rendered great assistance by incorporating references to the eastern celebration in its general advertising matter, and also by exhibiting in its show windows, in New York City and elsewhere, big Cape Breton trout and other matter likely to prove attractive to tourists.

They have cut wages of dancing girls in Bombay. Surely this action was not taken because they were putting too much money in clothes.

NOTICE OF SALE

Notice is hereby given that there will be sold at Public Auction at the Department of Lands and Mines, Fredericton at 12 o'clock noon on Thursday, the 9th of September, 1926, a number of rifles, shot guns, revolvers and traps, the same having been confiscated for violation of the Game Law during the past two years.

C. D. RICHARDS,
Minister of Lands and Mines.

THE DAILY MAIL

Is on Sale at the following places of business in the city:

D. H. GROWLEY, 612 Queen Street.
MISS QUINN, 147 Westmorland Street.
ALONZO STAPLES, 100 York Street.
A. J. HANLON, 83 Regent Street.
W. GRIEVES, Cor. Regent and King Streets.
RAY BARKER, Cor. Carleton and King Streets.
WESLEY ERB, 266 York Street.

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Of Interest to the Women

CRÉPES AND LACES IN STYLE.

Although one hears a great deal about moiré, it is by no means the only headliner for fall, nor the only out-of-the-usual silk offered for immediate wear. Cabled reports from foreign fashion centres are largely concerned with crepes, flat-surfaced crepes, sometimes satin-backed.

The very effective habit of using the reverse of the fabric as a contrast to the fabric itself persists, and such contrast is deemed sufficient trimming in most instances. Slate blue finds favor everywhere, and marine blue grows daily more popular, although perhaps the numerous red shades must be cited as the summer favorites. The very fact that claret and Burgundy colorings, not usually liked in warm weather, are now much in evidence, seems proof of their sartorial value.

Although the world is hardly threatened with a relapse of the violent purple plague which swept the land a few seasons ago, it is beginning to forget how weary it grew of purple, and is wearing it again. Not only purple, but some extremely attractive violet shades are seen. Such colorings are offered with confidence for evening. There seems to be an idea that since black evening dresses have prestige, dark-colored ones may be found effective by way of compromise.

The number of separate taffeta coats reported from Auteuil and other racing centres abroad seems to indicate that taffeta has not outworn its welcome, nor even been over-done, as was the general feeling when first it was launched.

Paris advices also have much to say about the importance of georgette, and lace.

PEACH SHORTCAKE.

2 cups flour.
2 teaspoons baking powder.
1 teaspoon salt.
2 tablespoons shortening.
½ cup milk.
4 cups finely crushed or sliced peaches.

Sift the flour, baking powder and salt into bowl, add the shortening and rub in very lightly with the tips of the fingers; add milk enough to hold together. Dust pie plate with flour; pat the dough about one inch thick; brush the top with milk and bake 25 minutes in hot oven. Split and cover with the peaches, which have been sweetened with the sugar or sugar to taste; dust the top with powdered sugar and serve warm with milk.

CHICKEN DIXIE STYLE.

1 three-pound fowl.
1 quart water.
2 teaspoons salt.
¼ teaspoon black pepper
1 cup thin cream.
1 pint green corn (drained canned corn may be used)
Disjoint fowl and stew until tender, in water. Season with salt and pepper. Remove chicken from broth and place alternately with corn in casserole; pour over cream and chicken broth thickened with flour. Set in oven at 350 deg. F. for 40 minutes.

BAKED APPLE DUMPLINGS.

4 apples.
1½ cups flour.
2 teaspoons baking powder.
½ teaspoon salt.
1 tablespoon shortening.
1½ cups milk.
6 tablespoons sugar.
2 tablespoons butter.
Sift the flour, salt and baking powder into bowl, add the shortening and rub in very lightly with the tips of the fingers; add just enough cold milk to form a dough; roll out ¼ inch thick. Divide into four parts. Wash, pare and core the apples and put one on each quarter of the dough; put a spoonful of sugar in the core of the

apple. Wet the edges of dough and fold around the apple, pressing together. Brush bake dish with butter, put in the dumplings; sprinkle with the remainder of the sugar; dot with the butter and pour the milk over the dumplings. Put the lid on dish and bake 20 minutes in hot oven; remove the cover and bake 20 minutes, or until nicely browned.

SWEET TOMATO PICKLE.

4 quarts green tomatoes.
4 sliced onions.
½ cup salt.
1 tablespoon each of clove, mustard and cinnamon.
4 cups water.
2 pounds brown sugar.
2 cups vinegar.
Speck of cayenne.
Slice tomatoes, add onions and salt and let stand 12 hours. Drain, add water and two cups vinegar, and boil one-half hour. Drain: to tomatoes add remaining ingredients and cook one-half hour. Seal in sterile jars.

MIXED PICKLES.

Tiny cucumbers.
Large cucumbers cut in pieces.
Little onions.
Cauliflower.
Green string beans.
Green tomatoes.
Celery.
Soak in a weak brine 24 hours. Boil beans till first tender, but not too much. After 24 hours scald all in the same brine and drain. Then have vinegar, spices and sugar to taste boiling hot and turn over the pickles and seal.

THE THIRST OF VENGEANCE.

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— OPENS —

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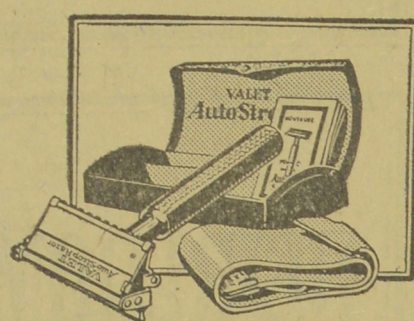
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BLUNDERS



WHY IS THIS WRONG?

One of the many annoyances that the postal service has to contend with is the receipt of bundles of carelessly sealed letters, many of which are stuck together. Since letters can be run through the cancelling machines only one at a time, all those stuck together must first be pulled apart by some postal employee. This may result in mutilation of the addresses or in placing the letters to one side until other mail has been handled.

AFTER ALL
There's Nothing
To Equal
Zam-Buk
FOR THE SKIN!