

The Daily Mail

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WEDNESDAY, NOVEMBER 24, 1926.

AIRMARKING THE TOWNS.

Chambers of Commerce, Rotary clubs, civic leagues and other booster organizations appear, in the language of the street, to have found a new means of boosting their home towns says the New York Sun. Heretofore they have been industrious in devising ways of getting the names of the towns into circulation by means of advertising, newspaper and magazine articles, and those familiar welcoming placards advising the passing motorist that he is now entering the beautiful village of So-and-so. And now they are discovering that the roofs of their buildings offer unparalleled opportunities for the display of "Boost So-and-so" appeals.

According to the Sun, four villages in Oregon and two in Washington are the most recent to awake to the possibilities of roofs, and now their shingles are emblazoned with such names as "Myrtle Point, Oregon"; "Cottage Grove, Oregon"; "Longview, Washington," and "Camas, Washington." All the passengers of a passing airplane have to do—if by chance airplanes should pass that way—is to look down and read and marvel.

At first thought such placards might seem to be evidence of an inferiority complex. But that is a superficial view. Every traveler likes to find out where he is—the greatest consumers of time tables are riders on trains anxious to know what that town was, not those arranging their trips. And what can better prove a town's sense of its own liveness and importance than the mere fact that it is upon the country's airplane map? It will be surprising indeed if roof marking does not before long develop into one of the country's important industries.

With straight Conservatives, Liberals, Progressives, Independent Liberals, Liberal-Progressives, "Dry" Conservatives, Independents, and Labor in the field, it is small wonder that the Winnipeg Tribune has likened the chaotic campaign in Ontario to "a sort of witches' brew." "There are," it says, "at least seven varieties of candidates—wet and dry Conservatives, wet and dry Liberals, United Farmers, prohibitionists and unattached wets. Indications are that the constituency in which a Conservative supporting Mr. Ferguson and a Liberal following Mr. Sinclair will fight it out alone will be the exception. The others will be a Donnybrook—anybody's fight. As a political situation it is full of interest. No Provincial election in many years has attracted more attention."

A baseball manager doesn't want a left-hand batter to face a left-hand pitcher if it can be avoided. The pitcher has the advantage. So says E. D. Price, superintendent of schools in Enid, Okla. Mr. Price used to be a baseball manager. And now, as a teacher, he believes in fitting the studies to the child rather than the child to the studies. He says there is no use trying to force a child naturally slow in mathematics to keep pace with children who find such study easy. Mr. Price is working in the right direction.

Ontario boasts of being a dry province yet according to H. F. Gadsby, the well known Ottawa publicist, \$40,000,000 worth of liquor is consumed there annually. New Brunswick is also a dry province with about one-eighth of the population of Ontario. According to the report of the Liquor Commission for 1925, this province consumed \$1,500,000 worth of intoxicating liquor for medicinal purposes. No figures are available to show the quantity consumed as a beverage yet New Brunswick is also in the dry column.

It is to be sincerely hoped that some means will be found for averting the threatened strike of 15,000 workers in the employ of the C. N. R. and C. P. R. A strike of railway employees coming on at this season of the year would be little short of a calamity. The popular belief is that railway men particularly trainmen, are fairly well paid nowadays, but apparently the men themselves do not think so.

The alibi is the resort of the lazy. Failing to do what we might have done, we elaborate our alibis. As a matter of fact few are interested in why we failed. Excuses excuse nothing. Neither do they help. At a girls' college over in Illinois, young women who say they don't feel well enough to go to the gymnasium class are put to bed. That's one way to cure the alibi habit.

The Woodstock Press after noting that the lid has been slammed down tightly in that town, rises to remark: "On the other hand navigation on Northumberland Straits is likely to close in a few days and as a result, there has been considerable activity on the part of rum runners in our district during the last week or two, to lay in a stock for the winter."

The Cincinnati Enquirer which has made an analysis of the recent plebiscite taken in the United States on the question of prohibition claims that sentiment for the modification of the Volstead Act now predominates by almost one million votes. It estimates the total vote for modification at 12,251,413 and the dry vote at 11,310,863.

Personally we can't see by what course of reasoning that psychologist arrives at the conclusion that a young man who blushes easily should become a lawyer. Fancy the dead give-away of a telltale blush when he charged a couple of hundred dollars for a ten-dollar service!

Someone claims that 60 per cent. of the automobile accidents can be eliminated by educating children in primary grades, and we think it would probably be a good thing if a lot of older persons were also sent back to these grades.

For some reason or other the news centres are strangely silent concerning the result of that bequest of a rich Canadian who left a large fortune in brewery stock to seven Methodist preachers. We would like to know. Did they accept the legacy or not?

Mussolini boasts that everything he attempted thus far has succeeded. If we were in Mussolini's boots we'd lean more to modesty. Pride, as we recall, goeth before destruction.

A girl was the first one to stake a claim in the South African diamond rush, if you find anything novel in that.

An Osage oil millionaire has bought nine automobiles in two and a half years. It's less trouble that way than changing a tire.

There's just as much wind in California as there ever is in Florida, but it's spend out over a lot more territory.

One can say this for the Soviets: When they jailed an opera star for showing a temperament they solved something.

Gasoline costs around a dollar a gallon in South America. One ought to be able to get an essential amount of sleep in a South American city.

However, it must be recalled that Dean Inge's profession is one which, at times, precedes the undertaker by just one jump.

Gloria Swanson's husband wants to become a comedian. Wonder how much natural equipment he has.

What we want to know is has Mussolini decreed how often Black Shirts must be washed?

An optimist is a fellow who goes around to one of these "true-story" magazines with a true story.

SPECIAL ATTRACTION
AT GAIETY THEATRE

"Paradise" is the feature picture at the Gaiety for Wednesday and Thursday. A film showing Milton Sills and Betty Bronson madly in love with each other, Noah Beery, brewing trouble and ever ready for a fight, while Charlie Murray and Kate Price supply the comedy relief. "Paradise" is from a Cosmo Hamilton story.

APPROPRIATIONS VOTED.

Senate of University of N. B. Concluded Meeting Tuesday Afternoon.

The annual meeting of the Senate of the University of New Brunswick was concluded here Tuesday afternoon. The afternoon session was held at the university buildings. Members of the Senate looked over the buildings and equipment and considered the application of the professors for grants to aid in the work of their various departments.

The largest appropriation was voted to the Department of Physics. Prof. A. F. Baird. The Department of Civil Engineering, Prof. E. O. Turner, also received a substantial grant and also the Department of Prof. Hackley, Assistant Professor of Physics.

THROUGH OUR SIEVE

Considerable weather may be expected at this time of year.

The world doesn't seem to be getting much better in the headlines.

Maybe it's the liver that asks us row and then, "What's the use?"

"Next to henteeth," remarked the Man on the Car, "clues are pretty scarce."

For being the way he is George Bernard Shaw gets a Nobel prize amounting to \$31,000.

There is some advantage in being a queen. Marie said to the Chicago dealer: "Put it back and show me something cheaper."

"If you have character," remarked the Man of the Car "you can get along pretty well without a reputation."

Gunpowder is one thing that hasn't changed much in last decade. Pulling a shotgun through the fence is still a hazard.

TO REORGANIZE THE MARITIME TRADE BOARD

Truro, N. S., Nov. 23—The following resolutions were unanimously adopted:

"That the Maritime Board of Trade take immediate steps to secure the co-operation of all existing service organizations within its territory with a view to the fullest co-operation in the face of any emergency that may arise. "That a committee be appointed at this meeting to study the desirability of reorganization with a view to providing a more united and effective medium through which the Maritime Provinces may express themselves promptly and with one well-considered voice when occasion arises.

"That this committee be instructed to report at the next annual meeting of the Maritime Board of Trade or at any special general meeting called for that purpose."

EX-FINANCE MINISTER IS 78 YEARS OLD

Montreal, Nov. 24—Rt. Hon. W. S. Fielding, former Canadian Minister of Finance, is celebrating his 78th birthday at Ottawa today.

Commenting on the anniversary the Montreal Gazette says:

"Congratulations will reach the distinguished ex-minister from every part of the Dominion, and no doubt from other lands as well, and they will express a sentiment that is felt by all Canadians of whatever party alliances or political convictions. Nova Scotia has given many able men to the public life of Canada, men who have exerted strong and enduring influences upon their country and its development. Mr. Fielding belongs to this group and to an inner circle of two or three who have in special degree served the Dominion with honor to themselves and with credit to the province from which they came. Mr. Fielding's reputation stands without blemish and rests upon a solid foundation of public service extending over a long period of years. He passes today another milestone in a long, useful and honorable life and it will be the general wish of his fellow-citizens that the esteem in which they hold him may in some measure enhance the veteran statesman's enjoyment of this anniversary."

Speckled Trout Fry

Saint John Globe: Four million speckled trout eggs have been ordered by the Department of Marine and Fisheries, from a fish-hatchery in the United States, to be hatched at the Federal Hatchery, Little River. The first million eggs arrived at the local hatchery last week. They are in the stage of development known as "eyed", that is, development has advanced so that the eyes of the trout are visible in the egg. The young trout will be released in New Brunswick waters next Spring.

RUMMAGE SALE

FREDERICTON U. N. B. CLUB

Edgecombe Bldg.,

YORK STREET.

Saturday, Nov. 27th.,

10 A. M.

THIS IS THE AGE OF SILK UNDERWEAR AND NIGHT APPAREL

We have just opened our Christmas stock of these goods comprising Slips, Pyjamas, Night Gowns, Bloomers, Bobettes, Step-ins, Envelope Chemise and Vests in Rayon Silk, in shades too numerous to mention. These are all nicely boxed ready for gifts for Xmas.

JOHN J. WEDDALL & SON

Cough Caused Constant Coughing

Mrs. D. M. Nolan, Douglastown, N.B., writes:—"Two years ago I had a terrible cold which settled in my bronchial tubes and caused constant coughing, and I could not sleep day or night. I read about



Dr. Wood's Norway Pine Syrup

and thought I would give it a trial. After taking three bottles I was completely rid of my cough, and have never had a cold since."

"Dr. Wood's" has been on the market for the past 38 years, and its timely use may save you from suffering from some serious bronchial or lung trouble.

Price 35c. a bottle, large family size 60c.; put up only by The T. Milburn Co., Limited, Toronto, Ont.

THE WHEAT YIELD.

Ottawa, Nov. 24—The Dominion Bureau of Statistics estimates the total yield of Spring wheat in Canada at 385,045,000 bushels and Fall wheat at 20,769,000 bushels; making a total for all wheat in 1926 of 405,814,000 bushels, as compared with 411,375,700 in 1925. The wheat yield of the three prairie provinces is put at 331,274,000 as compared with 332,959,000 last year. Manitoba and Alberta both record substantial gains.

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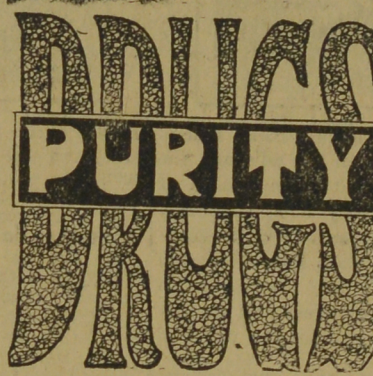
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GAIETY

NOW PLAYING

MILTON SILLS

— IN —

"PARADISE"

With BETTY BRONSON

A Wonderful Supporting Cast!
NOAH BEERY, CHARLES MURRAY, KATE PRICE.
South Sea romance—a drama of the Pacific that rings out with the clash of brawny men fighting for a dot of land at the world's edge—and a girl!

Lloyd Hamilton in "Move Along"

Pathe News

Friday — Raymond Griffith — Saturday
in "You'd Be Surprised"

CAPITOL

THREE DAYS

-- ONLY --

MON., TUES. and WED.

Mat. 3 p.m., 15c, 25c. Eve. 7.15, 9., 25c, 35c.

DOUGLAS FAIRBANKS

— IN —

"THE BLACK PIRATE"

DOUBLOONS! PIECES OF EIGHT! PIRATES! BURIED TREASURE!

Yo! Ho! But here's a tale to carry you back over the years.

From 7 to 77—a swashbuckling yarn salty, exciting that will thrill you with its rousing action and rare romance.

Doug. was never so fine. A glorious figure sweeping through this true pirate story wreaking his vengeance on the boisterous buccaneers of the seven seas.

There's villainy—buckets of it! And a love story as beautiful as the girl herself.