

The Daily Mail

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THE MAIL PRINTING COMPANY

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TELEPHONE 67.

TUESDAY, JULY 6, 1926.

MAINE'S TOURIST BUSINESS.

The successful gathering of the advertising experts of the world in Philadelphia has resulted in an exchange of interesting and profitable experiences which go to prove the limitless possibilities of wise and thoughtful advertising. One of the specific examples cited concerned the State of Maine. Last year the Legislature appropriated the modest sum of \$25,000 to advertise the State, the only stipulation being that the money should be spent exclusively for newspaper and magazine space and that none of it should go for overhead or salaries.

What was the result? Maine's resort and tourist business increased 30 per cent, over any previous year. More than that it is estimated that visitors and tourists generally took nearly \$100,000,000 into Maine last year. It is safe to say that large numbers of those who went to the Pine Tree State for the first time were prompted to do so by the advertisements. A companion piece to this was furnished by one of the delegates from South Africa. He said that he was amazed at the ignorance he found in America concerning his country. He said he had met men who seemed to think that lions and tigers were shot as easily in Cape Town as cashiers and jewelers are in New York City.

The inevitable moral is that it pays to advertise. Nearly everybody knows and admits that nowadays, but not everybody realizes that cities, provinces and nations may be as successfully exploited as merchandise. The first essential is to "have the goods", and starting with that the expert and discriminating dealer in printer's ink may be depended upon to do the rest.

There is not the slightest doubt in the world that New Brunswick has all of the summer attractions that tourists are seeking and if given the necessary publicity this province should be overrun with tourists. More is being done this year in the way of advertising our attractions than ever before and there should be beneficial results.

If Mr. R. B. Hanson, K. C., is re-nominated in York-Sunbury as he surely will be, it will mean his fourth election within a period of five and one half years. The late Mr. John Pickard ran four elections in York and won all of them. The late Senator Temple and Mr. Justice Crockett were each elected for York on three occasions. The County of Sunbury while it remained a separate constituency sent but two representatives to Parliament, the late Hon. Charles Burpee having been the member from Confederation down to 1891, and the late Mr. R. D. Wilmot from 1891 until 1896.

Hon. Hugh Guthrie, acting Minister of Justice, has issued a statement on the political situation at Ottawa in which he contends that the forms and procedure followed by Premier Meighen to bring about a dissolution of Parliament were precisely the same as proposed by Right Hon. Mr. King when he sought a dissolution four days previously. He also contends that the effect in supply and pending legislation was precisely the same as it would have been had Mr. King been granted a dissolution by His Excellency.

The story is told in London that a football game was played in such a dense fog that the game went on a half hour before it was discovered that the ball was lost. Many of us talk and work and fuss and figure in much the same way. We keep on explaining when there is nothing left to explain. We argue when the cause of the argument is past and gone. We lack the mental efficiency to discover when an incident is closed and when it is time to take up something else.

R. J. Harrison, pastor of a Methodist church in New York, catches the sad drift of the town. The job-hunters, newcomers, old-timers, down-and-outers find their way into his pews and his study. Mr. Harrison has found out some things about life and people. "Given a reasonable amount of brains," he says, "the next chief ingredient of success is courage." Whether we have big equipment or little equipment, we all need the same thing—the spirit of going on.

A Liberal speaker during the closing hours of the session of Parliament at Ottawa, Hon. Lucien Cannon, ex-Solicitor-General, declaring that the King can do no wrong, and laid down the principle that the government which advises the Crown is always responsible for the action of the crown. This may be all right but it is difficult to see how a government can be blamed in a case where the crown refuses to sanction an appointment or dismissal in connection with a public office.

The people of Grand Falls are planning a big celebration to mark the beginning of hydro development. They have waited long and patiently for this work to begin and commencement of work should be an occasion for a joyous demonstration.

"The devil has never been a success because he has never taken a vacation," says Rev. Dr. Conrad, of Boston. Now the man who boasts that vacations have no place in his life knows where he may go for company.

Mascagni, the well-known composer, says jazz and opiates are in the same class. However, he will probably agree that jazz is more lethal than any opiate.

London vegetarian says drinking milk makes human beings appear like cows. Well, even that has its advantage over eating vegetables if it makes one act like a monkey.

That scientist may be right when he says that in a death struggle between bugs and man the bugs will win, but all we ask is that they fight fair and we'll take our chances.

"Marriage is the business of life," says a writer, "and everybody wants to get married." It seems to us some people take an awful lot for granted.

That Pennsylvania woman who threw a heated iron at her husband is probably strong for striking while it is hot.

English enthusiast says he has heard spirit voices in five languages. Our spirits are evidently becoming educated.

Spain insists Abd-el-Krim be turned over to her for punishment. It isn't difficult to understand why Spain is considered a second class country.

In an investigation of a train wreck the first thing to find out is whether the engineer is dead, and if he is it simplifies matters greatly.

You may not be able to get rich in politics without losing your reputation, as some one says, but if you get rich you don't need a reputation.

If, as an exponent of New Thought maintains, "People should live 150 years," why make any limitation?

Well, one thing is certain; no place needed a Eucharistic Congress more than Chicago.

Another thing the modern girl should be able to get along without is dress rehearsals.

The weak end of the party is the bore in it.

Any theory of evolution is only as strong as its weakest missing link.

China, we are told, went dry in 1116 B. C. And now look at the darn thing!

Today's smile—"brain workers."

ABRAHAM LINCOLN.

Fine Performance of American Historical Play by Chautauqua Performers.

There was a large crowd at the Chautauqua tent last night to see Abraham Lincoln played by a New York cast headed by Frank McGlynn, in the title role. There were six scenes in the great play and was enjoyed by the large audience present. All those in the cast took their different parts well. The scenes were laid in Springfield, Ill., and at Washington. It showed the start and finish of the great war and the killing of Lincoln.

Complain of Noise

Complaints have been made by residents of the East End to noise made by the plant of the Maritime Electric Co., Shore Street. Ald. Currier has taken up the matter with Manager Coleman and with the City Council. The vice-president of the company is to be in Fredericton shortly and the matter will be brought to his attention.

Hon. L. P. D. Tilley is a guest at the Barker House.

Hon. J. A. Murray of Saint John was a guest at the Queen Monday.

THROUGH OUR SIEVE

What has become of the old-fashioned Florida boom?

At this writing the only thing to say about the weather is "hallelujah."

Rumor never molts and her wings are ever ready for sustained flight.

You can tell a fool at first sight but you can't tell him much.

Not much can happen to France new finance minister that hasn't already happened.

Nothing seems sacred any more. There is a report that a square doughnut has been invented.

Often the fellow who laughs last is the one who refused the drink of bootleg booze.

Don't be disheartened. If you can't leave footprints on the sands of time try stepping into green concrete.

Monday is a hard day for many people. If they survive the automobile accidents they are put to the pain of recovering from the Sunday dinner.

NO HOKUS POKUS ABOUT BIG MOMENT

Those of us who see the movie hero barely escape the jaws of some jungle beast are at times inclined to think the "big moment" is attended by some mysterious trick in photography. Perhaps that is the case on the screen, but there will shortly come to this city three daring people who twice daily permit themselves to be locked in with the most ferocious of wild animals. They are the trainers of the jungle actors with the Sparks Circus.

These fearless trainers include Franz Woske, Steve Batty and Madame Harriette. They perform their beautiful charges in a large "safety-first" steel arena which prior to the main-tent equestrian numbers is set down over the circus rings. Complete companies of Nubian lions, Bengal and Sumatran tigers, black panthers, full grown leopards and polar bears are exhibited. These splendid animals ride upon swiftly running horses "shoot the chutis," leap through hoops or over objects twice the height of their trainers' heads, from mixed tableaux, draw vehicles and dine at tables with their teachers.

Europe has been combed to obtain its biggest and most exciting wild animal acts and its foremost trainers. Other recently imported displays present the largest single group of trained horses in America. In addition almost 700 men and women stars and scores of more familiar animal actors such as elephants, zebras, llamas, seals, monkeys, dogs and ponies will be seen when the Sparks Circus exhibits in Fredericton on Saturday July 10. Giving the largest circus parade in the World at 11 A. M. daily. Tents located at Race Track. Prices Children under 10 years of age 35 cents Adults 75 cents. Seats on sale circus day at Goody Candy Shop, same price as at show grounds.

NOTICE OF MEETING

MUNICIPALITY OF YORK

The Semi-Annual Session of the County Council of the Municipality of York will convene at the Council Chamber, County Court House, Fredericton, on TUESDAY the 6th day of July, 1926, at 2 o'clock, p. m.
JOHN S. SCOTT,
Secretary-Treasurer.

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

The Up-to-Date Ready-to-Wear People.

The popular Navy Taffeta Dresses just to hand. Also Georgette in Navy Blue.

Also Dresses in plain and figured flat crepes, cantons and georgettes.

Our new Billie Burke Summer Dresses just opened in all the Newest Styles.

Silk and Voile Underwear of all kinds in any color you wish.

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AGENTS FOR PICTORIAL PATTERNS

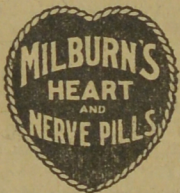
Says "Bob" Ryder of the Ohio State Journal: Now we see that a woman is supposed to use perfumery to match her moods and emotions and we know one that will have to smell like a firecracker most of the time."

Her Heart Palpitated She Had Fainting Spells

Mrs. J. Wilson, Port George, N.S., writes:—"I suffered from palpitation of the heart and fainting spells, and, at times, I could not be left alone I was so nervous."

My trouble was caused from over-work and worry, having been left alone with a large family.

I had tried everything, without any relief, but I know, to-day, that I would have been a nervous wreck but for your wonderful



These Pills are for sale at all druggists and dealers; 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

FLIT Safe Insecticide



Smother flies by the roomful—Mosquitoes, Bed Bugs, Roaches, Fleas, Moths, Ants and Lice.

HARMLESS TO HUMANS
DEATH TO INSECTS

All sizes with blower.

Alonzo Staples & Son, Ltd.
DRUGGISTS

99 YORK STREET (Corner King)
Phone 42.

FREE FREE

A GENUINE GILLETTE SAFETY RAZOR COMPLETE WITH ONE BLADE GIVEN FREE WITH EACH TUBE OF PALMOLIVE SHAVING CREAM AT THIRTY-FIVE CENTS at

CAPITAL PHARMACY

SUCCESSOR TO J. M. WILEY.
94 YORK ST. WE DELIVER PHONE 675

GAIETY NOW PLAYING

ZANE GREY'S GREAT EPIC OF THE GOLDEN WEST

"DESERT GOLD"

With Neil Hamilton, Shirley Mason, William Powell and Robt. Frazer

Another "huge-scale" western by the author and director of "The Vanishing American."

Pathe Review—Felix. Regular Prices.

Wed. Corinne Griffiths in Thurs.
"MMLE. MODISTE"

CAPITOL MONDAY and TUESDAY

JOHN BOWERS and
MARGUERITE DE LA MOTTE

IN

"People vs. Nancy Preston"

A DRAMATIC UNDERWORLD STORY OF THE DESPERATE STRUGGLE OF TWO REFORMED CROOKS TO LIVE DOWN THE PAST.

COMEDY — FOX NEWS

Wednesday and Thursday
"LORAIN OF THE LIONS"

Mail Ads Always Pay