

The Daily Mail

Published every afternoon (except Sunday) at 327-329 Queen Street, Fredericton.

THE MAIL PRINTING COMPANY
Subscription Price: \$4 per year by Carrier; \$3 per year by mail.

TELEPHONE 67.

WEDNESDAY, NOVEMBER 21, 1928.

THE SMALL NEWSPAPER.

In a recent newspaper article Mr. Arthur Brisbane, one of the ablest of editorial writers in discussing the relative value of metropolitan and country newspapers as advertising mediums had this to say:

"The smallest newspapers of the country are the most important newspapers, and incidentally, in proportion to their circulation their advertising results are the biggest and their advertising rates the smallest in the country. They are read through from end to end. Every copy of circulation means an entire family, not a family that lives in one room with a can opener, but a family that owns its house, and land around it, at least ninety times out of a hundred; a family that buys everything from the roof on the house, to the cement on the cellar floor; from the hat of mother's head to the shoes on the boys' feet. The service that their publishers render to the public is, in my opinion, the most important service rendered by any class of citizens in Canada. The country editors are distributors of information; they reach the minds of the boys that leave the farms, and they are the nation's mental police force."

There are some places not very far away where many merchants have the idea that hotel registers, concert programs and paper covers for books used by lending libraries are superior to daily newspapers as advertising mediums, and prefer to spend their money in this way. The service which a newspaper renders to the community is not as a rule given very much consideration.

LEADERSHIP REQUIREMENTS.

It takes a rare combination of qualities to furnish a leader. A leader must not be afraid to admit all the facts before he goes into battle, but he must admit them cheerfully and not in a depressed manner, with a countenance of gloom. A leader must realize that his followers will not long be deceived by "bunk" but he must have more kind and generous words than hard words. Above all a leader must be completely possessed by a spirit of justice. His Majesty's loyal opposition in the Legislature have been on the hunt for such a man for three years, but so far without success.

SOMETHING TO DO.

One of the really big problems facing the world today arises from the increasing number of mental degenerates. England and Wales are estimated to have 20,000 unconfined lunatics and near-lunatics. Marriage between mentally deficient persons is making the problem worse. The problem challenges the attention of thinking people.

Among the names mentioned for the vacant senatorship is that of Mr. Robert B. Smith former M. L. A., for Sunbury. Mr. Smith, like the late Senator King is a lumberman and an adherent of the Baptist church and would undoubtedly make a good senator, but he stands little chance of getting the appointment. Of late years the powers that be at Ottawa have decreed that only residents of Saint John and Westmorland counties are eligible to sit in the red chamber for New Brunswick.

In his speech at the banquet on the steamer Lady Nelson on Monday evening Hon. W. E. Foster outlined a fairly heavy program for himself as chairman of the Saint John Harbor Board. Those who listened to him must have forgotten for the time being that he is supposed to have the promise of a vacant senatorship in his pocket.

Although it was announced some days ago that an appointment to the

vacant senatorship would be made at once it has not been done and the members of the cabinet are all absent from Ottawa. The longer the appointment is delayed the greater will be the number of applicants and consequent disappointment.

We are informed by some solemn individual that a generous chunk of pineapple will furnish the body with a good supply of phosphorus, which doesn't interest us particularly, for, while we like pineapple, who wants to go around looking like a blooming flashlight?

Chemists, we understand, cannot fully account for the gas knock in motors, and that isn't surprising when it is considered that a lot of budding automotive engineers in service garages don't seem to have a very definite idea concerning them, either.

Some how or other the rumor that Hon. H. A. McKeown may resign as chairman of the Railway Commission to accept the Lieutenant Governorship of New Brunswick, will not down.

Geologists predict a new diamond field in Canada, somewhere south and west of James Bay. Nevertheless, winter is a poor time for diamond rushes, on account of them looking so much like ice.

When a movie actor has had his wedding televised, put on the radio photographed for the talkies and placed on the records for the phonographs, we really don't see how he could get it annulled.

If people begin to walk up side streets at your approach, ask yourself, "Am I telling too many Scotch jokes?"

Having Ruth Elder's husband in mind, no doubt, a Philadelphian says he is against Polar expeditions because they break up families.

The caddy-stowaway on the Zeppelin is back from his trip abroad, probably with a wholly new conception of what a water hazard can be.

The chap who is so fond of his money he carries it around with him in quantity, is destined for a sad parting.

Another thing—we'll bet that mechanical stenographer Mr. Edison is working on won't know how to spell.

"Centuries ago, codfish constituted the only currency in Iceland." Of course, thrifty fellows salted it away.

C. P. R. TRAIN WAS HELD FOR YOUNG COUPLE

Winnipeg, Nov. 20—When a young couple from Calgary drifted back to the station 10 minutes after the Imperial had left for the east, Canadian Pacific officials here were given the choice of feeding and otherwise caring for a nine month old baby or two days, or holding the train or 35 minutes at North Transcona. They chose the latter, much to the relief of the porter and conductor who are not family men. The reunited family will sail on the Montrose for Christmas in the Old Country.

POLICE MAKE ANOTHER HAUL

Richibucto, Nov. 20—A coupe with license plates No. 17-441 was seized by the provincial police about 10 miles north of here recently. The contents of the car consisted of 35 bags of Scotch whiskey, a dozen bottles to each bag. The two occupants of the car escaped to the woods.

LOSS ON VESTRIS IS \$1,000,000

London, Nov. 20—The hull of the liner Vestrís, which sank off the Virginia Capes, was insured for \$275,000, making a conservative estimate of the London market's loss \$1,000,000, according to the Daily Telegraph's marine insurance expert.

THROUGH OUR SIEVE

This country has no prophets but is richly endowed with guessers, good and poor.

An auto saves its owner many trips to the bank for purposes of making deposits.

Josh Billings supported the theory that ignorance is bliss. But times have changed since Josh's day.

It is a beautiful world, notwithstanding much of it is obscured by billboards, trucks and busses.

Since it is announced that liver contains 1.432 per cent iron another advance in price may be expected.

Naturally there is some wonder if twentieth century progress is to jam the air as it has jammed the streets.

"A fashion writer says it is physically impossible to be both beautiful and dumb." Well who wants to be?

Many a man wonders how he learned to be kind to dumb animals when he sees a watery eyed poodle cuddled up in a baby-hater's lap.

Having been unsuccessful with fast horses and failed as a theatrical attraction, Jack Dempsey may return to the prize ring, where he knows his stuff.

LADY SOMERS TAKES THE WATER LIKE A DUCK

Liverpool, England, Nov. 20—The "Lady Somers," the fourth of the "small Atlantic liners" built in England for the Canadian National Steamships and the first to be put into service on what is known as the Western Route to the West Indies and British Honduras, was launched successfully today by Mrs. C. J. Smith, wife of the Canadian National Railways' Vice-President in Europe.

The ceremony took place in presence of many guests including several representatives of the Canadian Provinces, the West Indies Transportation Company, Admiral Coode and Honorable E. C. Burns, Colonial Secretary for the Bahamas, and Mrs. Burns.

Mr. W. L. Hitchens, Chairman of Messrs. Cammell-Laird and Company, shipbuilders, declared that all the ships would be finished well within of ahead of contract time. He also said that the help given by Canada and particularly by the Canadian National Steamships in assisting in the revival of the British ship building industry at a most difficult time was very much appreciated.

Speaking in the name of the West Indies, Honorable E. C. Burns said the people of Bahamas were looking with great anticipation to seeing more of the great British nation of the North.

After the christening of the ship, Mrs. C. J. Smith was presented by Messrs. Cammell-Laird and Company with a pair of antique platinum and diamond ear-rings and by the Canadian National Steamships with an antique silver coffee service.

FRANCE AND G.B. IN ACCORD ON REPARATIONS

Paris, Nov. 20—England and France are in complete accord on the general principles to be followed by the forthcoming meeting of the experts to discuss the final settlement of the German reparations, Premier Poincaré told the Cabinet today.

Poincaré, after the Cabinet meeting, emphatically denied that he is planning to visit London and Berlin before the experts' sessions. He indicated he would continue his negotiations with the diplomatic representatives of Germany and Great Britain in Paris.

Psychologist says pain is merely imaginary, and now let him account for the fact that imagination itself is often very painful.

"NOVASILK" MADE IN THE MARITIMES

Novasilk Lingerie is one of the best made in Canada and what makes more acceptable Xmas Gifts than Silk Lingerie all nicely boxed in fancy boxes. We are showing a most extensive range this season, but would advise you to buy early when you will be able to find just the shade, style and size you wish.

J. J. WEDDALL & SON, LTD.

NO PAIN!

Free Examination AT YOUR SERVICE

A complete equipment to handle any case that comes within the field of the dental profession. INSTRUMENTS CLEAN AND PROPERLY STERILIZED. A nurse in constant attendance. We do our own laboratory work and are thoroughly familiar with the different methods for the practice of PAINLESS DENTISTRY. We use the BEST MATERIALS that money can buy. Our WORK is the BEST and you are assured of careful, sympathetic treatment. OUR PRICES ARE MADE TO SUIT THE WORKING PEOPLE. We have pleased thousands and we can please you. IF YOU DO NOT KNOW US, ASK YOUR NEIGHBORS.

DENTISTRY WITHOUT PAIN AT PRICES The Working Man Can Pay

WE SAVE YOU 50 PER CENT ON YOUR DENTAL BILLS

Broken Plates Repaired in Three Hours.

Painless Extraction 50 cents.

Extractions FREE when ordering plates

Full Set Teeth, \$8.00 We Guarantee Our Work

MARITIME DENTAL PARLORS

Prop. Dr. B. R. Ross INCHES BUILDING Queen and York Streets FREDERICTON, N. B.

Free Examination. Dental Nurse Hours 9-9. Phone 373.

Office open evenings until 9 o'clock

TO LET—A large warehouse situated on Westmorland Street, opposite Windsor Hall, also barn situated on Campbell Street. Apply to G. W. Hodge.

TO LET—Upstairs flat warm and cosy with cooking range, electric lights and bath. Suitable for small family. Heated if desired. Reasonable rent. Apply 210 Brunswick Street.

WANTED—Smart boy to sell papers Apply at this office.

Poetic license is also where you write one to Indian Summer as of September 1.

Sailed for Halifax

The steamer Lady Nelson sailed from St. John yesterday afternoon for Halifax. Among those making the trip are Premier Baxter and Mr. H. J. Logan, M. P. The Premier will speak at a Board of Trade banquet in Halifax on Thursday.

HOWARD H. BLAIR INSURANCE

THE RELIABLE KIND

68 York St. Fredericton Phone 291-21

FISH

MIRAMICHI SALMON at Porter Cove Lodge

If you have not fished in Miramichi Waters, include this in your next outing. Trout and salmon from either shore. Boats and canoes available. Excellent meals served. Gravelled roads through the beautiful Miramichi Valley. Write

ELMER C. POND LUDLOW, NEW BRUNSWICK.

HARRY R. ADAMS

UNDERTAKER and FUNERAL DIRECTOR Complete Equipment Including Motor Hearse

610 QUEEN STREET Fredericton, N. B.

GAIETY

Today Also Thursday

WILLIAM BOYD in

"Skyscraper"

with Alan Hale, Sue Carol and Alberta Vaughn

Lofty love and rich humor on the dizzy heights of a steel structure, ten stories above the pavement —A dramatic picture you will heartily enjoy.

Comedy — Jack Duffy in "Loose Change"

Fri. Stewart Rome in Sat. "THE WARE CASE"

NOWADAYS YOU PRESS A BUTTON

Or perhaps a switch, or some little gadget, and a lot of things happen around home that lighten labor and banish trouble.

A Whirling Fan brings a cooling breeze, and a little copper, dish-like affair throws out a sizzling blast that warms the room in no time.

Another button boils coffee, toasts bread and cooks waffles. Another does a better job than a broom. Another makes a happy laundress out of a dismal washwoman. Another one cools the ice-box. Another—but why go on?

Labor and time saving devices have come and are today within the reach of the humblest home.

And one of the chief reasons why they have come and why they are within the reach of the humblest home is the power of advertising.

Advertising has carried the news of these better ways of doing things to every home. It has created a desire to possess them, and countless thousands have purchased them, and live better because of them.

Reading advertising not only tells you about new, helpful mechanical devices for the home, but it is an unfailing guide to reliable products.

READ ADVERTISING REGULARLY. IT POINTS THE WAY TO BETTER LIVING.