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WEDNESDAY, NOVEMBER 21, 1928.

THE SMALL NEWSPAPER.

In a recent newspaper article Mr. editorial writers in discussing the relative value of metropolitan and country newspapers as advertising med iums 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 opener, but a family that owns its like ice house, and land around it, at least ninety times out of a hundred; a familv that buys everything from the roof The service that their publishers render to the public is, in my opinion the most important service rendered of information; they reach the minds jokes?" 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 count. enance 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 loval

from Ottawa. The longer the appoint. * the number of applicants and consequent disappointment

We are informed by some solemu individual that a generous chunk of pincapple will furnish the body with a trips to the bank for purposes of good supply of phosphorus, which making deposits. doesn't interest us particularly, for, while we like pineapple, who wants to go around looking like a blooming that ignorance is bliss. But times flashlight?

members of the cabinet are all absent *

Chemists, we understand, cannot tors, and that isn't surprising when it is considered that a lot of budding au-Arthur Brisbane, one of the ablest ot tomotive 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 twentieth century progress is to jam chairman of the Railway Commission to accept the Lieutenant Governorship of New Brunswick, will not down.

Geologists predict a new diamond ful and dumb." Well who wants to field in Canada, somewhere south and end to end. Every copy of circulation west of James Bay. Nevertheless, winmeans an entire family, not a family ter is a poor time for diamond rushes, that lives in one room with a can on account of them looking so much

When a movie actor has had his wedding televisioned, put on the radio on the house, to the cement on the photographed for the talkies and placcellar floor; from the hat of mother's ed on the records for the phonographs, head to the shoes on the boys' feet. we really don't see how he could get

If people begin to walk up side by any class of citizens in Canada. streets at your approach, ask your-The country editors are distributors self, "Am I telling too many Scotch

> 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 Honduras, was launched successfully in quantity, is destined for a sad part-

Another thing-we'll bet that me chanical stenographer Mr. Edison 1 working on won't know how to spell

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

WASHELDFOR

perial had left for the east, Canad-

THROUGH OUR SIEVE

nent is delayed the greater will be * 米米米米米米米米米米米米米米米 This country has no prophets but

is richly endowed with guessers, good and poor. * * *

An auto saves its owner many

Josh Billings supported the theory have changed since Josh's day. * * * * *

It is a beautiful world, nothwithfully account for the gas knock in mo- steading much of it is obscurea by billboards, trucks and busses. * * * * * *

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

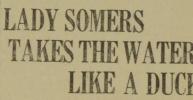
> Naturally there is some wonder if the air as it has jammed the streets.

> "A fashion writer says it is physically impossible to be both beauti-

> > * * * * *

Many a man wonders how learned to be kind to dumb animals when he sees a watery eyed poodle uddled 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



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 today by Mrs. C. J. Smith, wife of the Canadian National Railways' Vice-President in Europe.

ment

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.

Mr. W. L. Hichens, Chairman of Messrs. Cammel-Laird and Company, shipbuilders, declared that all the ships would be finished well within of ahead of contract time. He also YOUNG COUPLE said that the help given by Canada and particularly by the Canadian

"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.





opposition in the Legislature have been on the hunt for such a man for three years, but so far without success

SOMETHING TO DO.

ing the world today arises from the caring for a nine month old baby great anticipation to seeing more of increasing number of mental degenerates. England and Wales are estior 35 minutes at North Transcons. mated to have 20,000 unconfined luna-They chose the latter, much to the tics and near-lunatics. Marriage be- relief of the porter and conductor Messrs. Cammell-Laird and Company tween mentally deficient persons is who are not family men. The reunitmaking the problem worse. The prob- ed family will sail on the Montrose lem challenges the attention of think- for Christmas in the Old Country. ing people

Among the names mentioned for the 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 wick.

In his speech at the banquet on the steamer Lady Nelson on Monday eve- LOSS ON VESTRIS ning 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 be-

his pocket.

days ago that an appointment to the Telegraph's marine insurance expert. often very painful.

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 only residents of Saint John and Scotch whiskey, a dozen bottles to of the car consisted of 35 bags of sit in the red chamber for New Bruns. | each bag. The two occupants of the car escaped to the woods.

IS \$1,000,000

with the diplomatic representatives London, Nov. 20-The hull of the of Germany and Great Britain in ing that he is supposed to have the liner Vestris, which sank off the Paris.

\$275,000, making a conservative es-

National Steamships in assisting in

Winnipeg, Nov. 20-When a young the revival of the British ship buildcouple from Calgary drifted back to ing industry at a most difficult time the station 10 minutes after the Im- was very much appreciated.

Speaking in the name of the West ian Pacific officials here were given Indies, Honorable E. C. Burns said the One of the really big problems fac- the choice of feeding and otherwise people of Bahamas were looking with or two days, or holding the train the great British nation of the North. After the christening of the ship, Mrs. C. J. Smith was presented by 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

Paris, Nov. 20-England and France

are in complete addord on the general

principles to be followed by the

to discuss the final settlement of the

German reparations, Premier Poincare,

Poincare, after the Clabinet meeting,

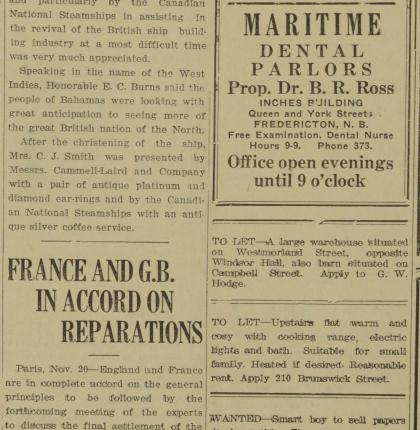
emphatically denied that he is plan-

the experits' sessions. He indicated

he would continue his negotiations

told the Cabinet Hoday

REPARATIONS



Apply at this office.

Poetic license is also where you write one to Indian Summer as of ning to visit London and Berlin before September 1.

Sailed for Halifax

The steamer Lady Nelson sailed from St. John yesterday afternoon for Halifax. Among those making the Psychologist says pain is merely trip are Premier Baxter and Mr. H. timate of the London market's loss imaginary, and now let him account J. Logan, M. P. The Premier will Although it was announced some \$1,000,000, according to the Daily for the fact that imagination itself is speak at a Board of Trade banquet in Halifax on Thursday.

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"

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

NOWADAYS YOU PRESS A BUTTON

Or perhaps a switch, or some little gadjet, 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. nother does a better job than a broom. Another makes a happy laundress out of a dismal washwoman. Another one cools the icebox. 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.

