

The Daily Mail

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CANADA DRY

One of the arguments used against the system of government control of the liquor traffic by ardent prohibitionists is that it has increased the profits of the various brewing concerns. There may be some truth in this, but it is pretty well known that all Canadian breweries are not money makers. It will be recalled that one of the canvasses used against Mayor Medric Martin in the recent Montreal Civic election was that he permitted a brewery concern to use his picture on its beer bottles and that the company went to the wall and working men who had invested in it lost their money.

On the other hand a company which manufactures a ginger ale known as "Canada Dry", a harmless but very palatable beverage appears to be flourishing. A recent issue of the Financial Post of Toronto has this to say of "Canada Dry":

"Sales of Canada Dry Ginger Ale, Inc., are reported to have been 25 per cent. greater in the first three months of 1928 than sales in the corresponding quarter of 1927, when the total was \$1,909,590 as against \$1,648,384 in the first quarter of 1926. Net profit in the first quarter of 1927 was \$508,108 and it is estimated that the profit for the first quarter of this year will be shown at \$600,000 or more.

"The business outlook is excellent it is reported, with sales increasing in both the domestic and foreign markets. The Canadian business of this company is carried on through a wholly-owned subsidiary, J. J. McLaughlin, Ltd."

Government control is now in vogue in seven of the nine provinces of Canada and it must be gratifying even to temperance reformers to note that in spite of keen competition from government stores, on one brand of ginger ale a profit of \$600,000 has been made during the first quarter of the present year.

THE U. S. IS GRATEFUL.

The reverent tributes paid by the citizens of Quebec to Floyd Bennett, the American aviator, whose pathetic death has occasioned widespread sympathy have profoundly touched the hearts of the American people. The Boston Herald voices in graceful words the gratitude of his countrymen. Under the heading, "To Our Northern Neighbors," it says:—

"We wish you to know—our neighbors over the northern border—that the whole United States is grateful for the imposing and beautiful ceremony with which you honored the memory of Floyd Bennett.

"You provided for him such pageantry as might have been bestowed upon one of the most distinguished citizens. Your most eminent churchmen conducted the services in the hospital where he died. An historic regiment marched in his honor. Dignitaries of the city and nation followed the gun carriage on which rested his casket wrapped in the flag of his own country. Your soldiers fired salutes in his honor and your buglers sounded for him "The Last Post." The population of all Quebec witnessed that moving march through the streets of your ancient city. You did for that gallant airman of our country all that you might have done for a national hero of your own country.

"It was gracious. It was moving. Most of all, it was sincere.

"Our neighbors to the north—we thank you."

The above is stamped by the deepest sincerity and no doubt expresses the real sentiments of all true Americans.

Greenely Island may be merely a dot on the map, but at least it's there now.

A Chicago editor who with a party of friends is fishing spring salmon on the Southern Miramichi, says that a bottle of whiskey thrown overboard startled the fish a biting. A very good fish story, but one which it is going to be difficult to make people believe. As a rule Americans who come down here to fish do not throw whiskey overboard at present prices.

The centennial of Henry Dumant founder of the Red Cross Society and one of the greatest benefactors to suffering humanity the world has ever known is being celebrated today. As author, business man and philanthropist, the glory which he achieved shines today with a lustre which time cannot dim.

Tailor's complain that automobiles have made men neglectful of their personal appearance, and it seems as though that were true, the trouble being, no doubt, that the average man doesn't feel the necessity of putting on sartorial dog if he has a bear-cat of a sport's model.

Mae Murray is being sued for \$2,125 by a dietician who was engaged to improve the star's figure, which is the first indication we have had that Mae's figure needed improvement. Certainly her extreme frankness in showing it hasn't suggested she was in much doubt about herself.

Many a true word is spoken in jest, even cynical jest, and nothing more cynical or truer has been said recently than Frank Fletcher's statement that "the trouble with most rich young men, who inherit the old man's shoes, is that they cannot wear the old man's hat."

Our idea of the worst insult of the day is Sam Hill's remark in the Cincinatti Enquirer to the effect that "Flappers don't suffer from mental troubles for the same reason fish don't suffer from corns.

Aeronautic expert says a parachute jumper should have a good sense of time and balance. He should, we think, also have a good sense of humor.

Even women's figures have now reached the point where they don't lie.

One swallow doesn't make a Spring, but several of them are sometimes good for a fall.

News is the unusual, but it is just occasionally that there's anything unusual in news.

Thomas A. Edison is building a new workshop. That man must be a great trial to his family.

It's rather strange that a rising young man can generally be depended upon to hold a good job down.

To say that an intelligent woman has good understanding doesn't always mean what it may seem to mean.

In an age of flying and radio, it is typical of politics that it must still have its ear to the ground.

The street is the night school that provides a bum education.

In changing to light ones, B. V. D. should suggest Be Very Deliberate.

RADIO OUSTS HUMAN CLOCKS IN ENGLAND

Bolton, Eng., May 8—Wireless is fast completing the extinction of a trade whose decline started years ago on the appearance of the American alarm clock.

Lancashire workers, whose watches and clocks could not be relied upon, engaged a man with a long pole who clattered along the streets in wooden clogs knocking at workers' windows to get up in time for work. This became a regular trade.

Then the American alarm clock saved the expense of the professional awakener. Many of the old-fashioned folk, however, preferred to rely on the human clock, but now that the time is broadcast, everybody's clock can be adjusted several times a day and the "man with the pole" is becoming extinct.

THROUGH OUR SIEVE

Spring has come to China and opposing armies are doing what they can to spoil it.

Among the things we have heard about but never saw is a blot on an escutcheon.

Men say they do not understand women because it pleases the women to have them say it.

Add Dictionary: Nightfall, n. The time we think of the kindly things we should have said during the day.

Cincinatti Enquirer: "No one seems to mind the detours along the straight and narrow way." There are none.

Simile for the day: As optimistic as a salesman telling a prospect what the vacant lot will be worth in twelve months.

"Contentment is all well enough in its way," says philosopher, "but it is death to enterprise." Why so? Contentment does not necessarily mean stagnation.

There is painstaking observation behind this remark by Bob Quillen: "The thought of divorce seldom occurs to the kind of woman that weeps when a china plate is chipped."

If you are one who thinks you do not get your full meed of praise, be patient. Time will make you a remote ancestor, then posterity will give you more than you really deserve.

PERSONAL MENTION.

J. Roy Sars, of Moncton, is a guest of the Barker House.

Mr. and Mrs. C. Butter, of Montreal, are registered guests of the Barker House.

T. L. McGovern, of St. John, is a guest of the Barker House today.

Mr. Fred Brown of Stanley was among the visitors to the city and was heartily welcomed by many old friends.

Guests at the Windsor

C. C. Leicaster, Truro; G. E. Clarke, St. John; C. C. Baird, Toronto; F. M. Laughlin, St. John; M. H. Henry, Belfast, Ireland; W. H. Warren, Montreal; A. R. Auburn, Montreal; J. Caplan, Ottawa; T. Maloney, Montreal; W. G. Clark, City; M. J. Buckley, St. John; F. L. Dickenson, Hartland; H. S. Estabrooks, St. John; A. T. Patridge, Toronto; C. M. Whelphley, St. John; J. Lecker, Montreal; F. A. London and wife, St. John; J. Thoplin, Montreal; R. Walsh, St. John; J. Carl, St. John; F. L. Chase, St. John; P. C. Anderson, Lawrence, N. B.; A. M. Dann, Hampton; H. M. Brown, Woodstock; T. M. Kirby, Moncton; W. L. Lowther, Moncton; H. O. Arthur, Moncton; Mr. and Mrs. J. Weir, Doaktown; W. E. Capp, Newcastle.

Mr.—"What! Plant the whole garden in flowers? I'd look silly eating fried roses for breakfast, wouldn't I?"

Mrs.—"Not any sillier than I would wearing a corsage of onions to the club."

WANTED

An experienced male teacher of First or Superior Class of License to teach academic subjects in the pre-vocational and vocational department of the Fredericton High School, total salary \$1,500 per year. Applications will be received by the undersigned until the 18th inst.

R. D. HANSON, Secretary, Fredericton Board of School Trustees.

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