

The Daily Mail

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TELEPHONE 67.

THURSDAY, JANUARY 19, 1928.

POWER OF ADVERTISING

The Bangor Daily Commercial is right when it says that beyond all question the most potent creator of business demands in America is the newspaper advertisement. Millions upon millions of dollars are expended every day in the stores of the country because well-written advertisements have directed public attention to convenient, becoming, attractive, useful, ornamental and suitable merchandise. The sale of all necessities, all luxuries, all indulgences, is more powerfully stimulated by the newspaper advertisement than by any other agency. Only hunger, cold and nakedness, are comparable to the advertisement as a promoter of sales—and even purchases of food, fuel and clothing are directed more largely by the business columns of the press than by any other influence except immediate necessity.

The largest stores in our greatest cities have built up by their advertising, their persistent and clever invitation to the public in the press to share in their bargains. Imagine what would happen to daily sales of merchandise, real estate, theatre tickets, insurance, books and other things, if newspaper advertisements were prohibited by the law for six months. It is not exaggeration to say that they would drop 50 per cent.

While it has been established fully beyond dispute that there is no better method of advertising than through the newspapers it is surprising the number of merchants in Fredericton and other cities who have failed to grasp this idea. Many of them would turn down a newspaper published in the town and devoted to its best interests, but jump at the chance to place their announcements on the margin of a card containing rules for hotel guests or on a moving picture screen or concert program. Often the money spent in this way goes to parties living outside of the city, but it does not seem to make any difference with the enterprising business man who in season and out of season professes firm belief in the doctrine of "Buy at Home."

It is not the current news of events alone that makes the press of such incalculable value to the nation, nor the free editorial expression of opinion. The business news of the day, as told by business concerns in their announcements to the public, decisively influence both the volume and the direction of trade which flows to this or that store, office or bank. This is a fundamental fact no business house can afford to overlook.

THE CITIES AND DOCTORS.

The good old country doctor is no more. He has clattered off down the road to oblivion in his "one horse shay." And the village doctor is following him.

Dr. William Allen Pussey, former president of the American Medical Association, writing in the American Mercury, says almost one-third of the small towns of the United States have lost their physicians during the past decade. The big cities are monopolizing the medical profession.

Dr. Pussey's explanation is, "The high cost of medical education peculiarly influences the distribution of rural doctors. In the first place, it bars out the rural medical students to whom the rural districts must look for their physicians. Almost no country boys are going to medical schools today.

"In the second place, the rural districts cannot pay the price in money that the present medical service demands."

It remains to be seen whether public health in the country will suffer. It is quite possible that Dr. Pussey has overlooked the fact that improved highways and reliable motor cars have brought the country much nearer to the city than it was a generation ago. The physician in the city with his high-powered, speedy car can answer a call at a distance of 25 or 30 miles city today.

in less time than the village doctor sometimes formerly required to reach a farmstead three or four miles away.

A CAPABLE MINISTER.

Hon. Lewis Smith, Minister of Agriculture addressing the Farmers' and Dairymen's Convention at Moncton, gave an interesting review of the work of his department and took occasion to point out that the increased output of dairy products in New Brunswick last year was greater than in any other province of Canada. His statement was a rather surprising one, but he had the statistics to back it up. The growth in the dairy industry in New Brunswick is an encouraging sign and is largely due to the efforts of the very capable and energetic Minister who presides over the agricultural department and directs its operations. Hon. Mr. Smith is not only the best Minister of Agriculture this province ever had but he is one of the soundest and most capable men who ever held office in an executive council in New Brunswick.

Hon. P. J. Veniot, Postmaster General was tendered a banquet by his supporters at the Admiral Beatty Hotel, Saint John last evening. He made the pleasing announcement that the policy of the Federal Government respecting the St. John Valley Railway would be made public in the course of a few weeks. The remainder of his speech of three hours was devoted mainly to a reply to criticism of Premier Baxter and President Simms of the Board of Trade on C. N. R. matters.

Colonel Lindbergh offered a fat salary for his connection with an airplane manufacturing concern, is said to have replied, "I'm not worth that much, except for my name, and I won't sell that."

What a difficult chap that man is to do business with!

What would be the fairly conclusive thing to say to one of these contact-by-phone salesmen who call up early in January to ask if you have a couple of thousand idle dollars lying around to invest?

Automobiles are training people to think, Thomas A. Edison believes. No doubt that is true, but unfortunately some persons are driving automobiles before their training is completed.

Some chap, an instructor in English, by the way, has undertaken to explain why women don't make good orators. Somebody has evidently been kidding that guy.

Two centenarians died in Chicago the other day, the explanation being that they spent most of their lives elsewhere.

Detroit is known around the country as the birthplace of Lindbergh, and a new automobile model every day or so.

Nothing more has been heard of of that average man out in Iowa for several weeks, so the guess was evidently a good one.

"It won't be long now," the dressmaker remarked as she turned up the skirt a couple of inches—and it wasn't before, either.

Hickman pleaded "not guilty," thus showing he is hopelessly out of step with the united opinion of the rest of the world.

Lon Chaney is said to play two parts in his latest picture. The director has probably discovered by this time that they were both Chaney.

"Trotzky Ousted Again."—Headline. Doesn't that man know when he is out?

Even in the old days a lot of fellows kissed the bride. If that's true, the germs ought to take a vacation.

A scientist now says it is unthinkable that Mars is without life. Why on earth should it be?

A pro hockey player has been sold for \$45,000. Net.

R. E. Hawshaw a well known commercial man of Montreal is in the city today on business.

T. M. Tomilson of Halifax is in the city today.

* THROUGH OUR SIEVE *

New brooms sweep clean but dirt repeats itself.

Many murderers are insane upon advice of counsel.

A "yes" man downtown may be a "no" man at home.

All radio announcers seem determined to recognize the "A" in "Aeolian."

Mules have no hope of posterity and that may be the reason they look so sad.

You will now find the spirit of Christmas in the alley. A few of the needles still stick in the rug.

He posed as an efficiency expert until caught using six paper towels to dry his hands.

When all young people ride in airplanes that will end the hurry-up honking out in front.

Putting it paradoxically the town that doesn't grow stands still; and when it stands still it goes back ward.

It's a good plan to pick out the simple, understandable things in the New Testament and live by them. He who roes that will have all the religion one man can assimilate.

* PUBLIC OPINION. *

IMMIGRATION.

The Editor of the Mail,
Dear Sir—Two facts are generally known:

England has too many people to the square mile.

Canada has too few people to the square mile.

Of course the best solution of the problem would be to have a vast exodus of people from the Mother Land to our fair Dominion. But, is this possible? We must be practical rather than theoretical in so vital a matter. Under present conditions in Canada could we guarantee very many English (or other) settlers proper livelihood? If not, it is mutually advantageous for them to remain at home.

We would like to have them, thousands of them and they would like to come but before they come they must have authoritative assurance that they can exist here. There is plenty of good land, true, but what would be the use of their raising farm products or anything else, yet be unable to dispose of them? We need more population, decidedly but first of all we need more industries, for they would furnish consumers for more farm products.

Yours respectfully,
STERLING BRANNEN
Fredericton, January 18, 1928.

* PERSONAL MENTION *

Charlie Blizzard of Hampstead is a guest of the Barker House this afternoon.

F. Rossiter of Halifax is among the guests of the Barker House today.

T. Conway of Montreal is registered at the Barker House.

A. Elliott of Montreal is at the Barker House today.

Viv Fischer of Montreal is a guest of the Barker House this afternoon.

C. A. West of Halifax is in the city today.

FOR SALE!

The large double store 335 and 337 Queen Street at present occupied by myself in the Wholesale Grocery Business. Suitable for a Wholesale Grocery, or a Wholesale Hardware Business, Flour and Feed, Automobile Sales Room or the Farm Implement Business. Apply to

G. W. HODGE

Why Not Fill In Some Of The Long Evenings With A Piece Of NEEDLEWORK

We are leaders in this business with a competent saleslady in charge of our department who is able and willing to assist you in the selection of threads and grouping of colors or any other information you may require.

J. J. WEDDALL & SON, LTD.

CLASSIFIED ADS.

Twenty words, one insertion, 15 cts; one half cent for each additional word. Two insertions 25 cts., four insertions 50 cts., six insertions 75 cts. If you have a house or room to let, a property to sell, or if you have anything to sell use The Mail's classified advertising column. If you are in need of a girl for general housework, or if you are in need of employment, make known your wants through the Mail. Our advertisements are pullers.

FOR SALE

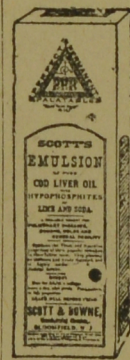
FOR SALE—Hen Feed. Mixed grain, including buckwheat, corn, oats and wheat, 50 lb., \$3.50 per 100 lbs. Also Ground Oyster Shell and Grit. International Poultry Tonic and Egg Producer. Poultry Leg Bands, etc. Currie Bros.

THE WINTER TERM of the Fredericton Business College — OPENS —

Thurs., Jan. 5, 1928

Begin today to prepare for a good paying position by getting information regarding our course of study, descriptive booklet of which will be sent on application

Address: F. B. OSBORNE, Prin. FREDERICTON, N. B.



It is careless to let a cough linger on when you know an every day cold or cough so often develops into a fatal disease because of neglect. TAKE

SCOTT'S EMULSION for coughs and colds that are recent, also for bronchial coughs. Small and large bottles

Alonzo Staples & Son. Ltd. DRUGGISTS

99 York St. Up-tr in corner. P. cns 42.

You Have Your Little HOME - - - Thats Fine

You can't afford to go without insurance and take the chance—that's certain. You intend to have your home insured—that's admitted. You want the best and cheapest insurance obtainable—that's natural. You wish to do business with a reliable agency—that's sensible.

The Howard H. Blair agency represents the best Companies, gives the lowest rates and is absolutely dependable—that's well known. Our losses are promptly and fairly adjusted and paid—that's service. Our customers are our best advertisers—that's a fact. 291-21—that's our Number.

HOWARD H. BLAIR

FIRE, LIFE, ACCIDENT, AUTOMOBILE INSURANCE.

We extend to one and all THE SEASON'S HEARTIEST GREETINGS

THE CAPITAL PHARMACY

GAIETY

NOW PLAYING

"Beau Geste"

With RONALD COLMAN

ALICE JOYCE, NEIL HAMILTON, NOAH BEERY, MARY BRIAN, WILLIAM POWELL, NORMAN TREVOR.

A dramatic, thrill-packed story of the French Foreign Legion. A glorious love and devotion story of three brothers.

Felix - Pathe News

PRICES FOR THIS ENGAGEMENT
MATINEES, 15c-25c. EVENINGS, 25c-35c. (Plus Tax)

Fri. Richard Barthelmess in Sat. "THE DROP KICK"

End Washday Drudgery

An electric washing machine will do your washing thoroughly and in one-third less time than it takes by hand. Your electric dealer will be glad to allow you convenient terms.

FRED COLEMAN, Manager

THE MARITIME ELECTRIC COMPANY, LIMITED.

FREDERICTON - N. B.