

# The Daily Mail

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TELEPHONE 67.

TUESDAY, DECEMBER 18, 1928.

## CHRISTMAS TRADE.

Christmas has its spiritual side, which reserves and receives attention annually not only in pulpit and press the world over, but also in the hearts and minds of millions of believers in the mission of the Child who was born amid such depressing surroundings more than 1,900 years ago in Bethlehem of Judea.

It has its material side too, for around the celebration of the great Christian festival there has grown up a custom of sending greetings and gifts which gives an extraordinary impetus to trade and to the circulation of money. Manufacturers, wholesalers, retailers, transportation agencies, telegraph companies, the postoffice department—all benefit by these outward manifestations of the Christmas spirit, which thus discharges a most useful function in the body politic. The cheapest Christmas card or the most ordinary toy gives employment to various persons all the way from the factory to the recipient.

According to statistics which have been somewhat hastily compiled and may in consequence need later revision, the festival approaching will be responsible for something over a \$5,000,000,000 outlay on the part of the public of the United States and Canada. Postal receipts are higher than ever before, arising from the greatest movement of letter and parcel mail on record. The stores of Fredericton are well stocked with seasonal goods which should be in great demand during the next week. It is important that all should do their shopping as early as possible.

## RADIO NOT WIRELESS.

By common agreement the term "wireless" has been generally superseded by "radio." It so happens, too, that the name "wireless" would no longer fit the situation. For a great many miles of wire are utilized in radio broadcasts.

By means of telephonic hook-ups, people scattered over wide areas are enabled to hear the same program with almost equal clearness.

The wires provided for these radio networks have to be maintained with special care, in order that they be capable of giving steady, satisfactory transmission.

Over 14,000 miles of wire were used in broadcasting the Tunney-Dempsey fight. The greatest mileage yet employed in a unified broadcast was 20,000, the occasion being the introduction of a new car.

Maybe it's just as well we dropped that expression "wireless," considering the fact that broadcasts really devoid of metallic connections reach local audiences mainly. Radio fans owe to wires the clear reception of some of their very best programs.

## SENTIMENT.

There seems in this modern age to be a pretty general tendency to attach less importance to sentimental appeal and more importance to a perfectly scientific or efficient approach. And to a considerable extent this is as it should be. But let's not lose all our perspective. Let's not get out of balance. The whole man is the normal man. He is a creature of sentiment and emotion as well as a creature of mind and muscle. Denying sentiment, denying tender emotions, is denying a part of ourselves. What we feel is important, as well as what we think.

Many fascinating changes are ahead. One of them is teaching by radio. Broadcasting of lessons to school children has one weakness. Knowledge cannot be pumped into anyone. Education cannot be acquired like taking on 10 gallons of gasoline at a filling station. The best education system is the one which gives

preparation for life by contact with life.

We can, of course, sympathize with that Massachusetts woman who in her petition for divorce complains her husband never called her on the telephone without insulting her, but if she gets that across there's no telling where the thing will end. Many other women feel their intelligence has been insulted every time their husbands offer the excuses they do for not coming home to dinner.

It is estimated that during the year 1928 no less than 460,000 American automobiles visited the Province of Quebec. The total for 1927 was 380,000. In 1915, the total number was only 3,500. The Volstead law was adopted in the United States in 1917.

British scientist proposes that prospective marriages pass through the hands and under the scrutiny of a committee of marital experts. And who would qualify as marital experts, we wonder?

It seems the late Thomas Fortune Ryan had \$40,000,000 in cash set aside to pick up bargains with, and what we wonder is whether he had the parcels sent, or carried them.

Chinese women are beginning to object to the monopoly of men hogging all the roles in Chinese theatres. Isn't there any Chinese Ziegfeld to glorify almond-eyed beauty?

And speaking of the Christmas shopping riot:

"Of all sad words of tongue or pen, The saddest are these: It's here again."

Speaking of silent drama, there's mother's face when dad asks for more at a company dinner and there isn't any more.

Actors in the talkies cannot wear mustaches or whiskers as they interfere with speech. Some of the plots, however, will furnish the whiskers.

The Office Crab says he kind of likes the old-fashioned noisy type-writer that made you feel you were getting something accomplished.

What a small boy can never understand is what a star halfback sees in his sister to make him act so foolish.

## DAWES TOLD HOW HE GOT PROMOTED

Chicago, Dec. 18—How to become a lieutenant-colonel was outlined to the Society of American Engineers in a speech by Vice-President Charles G. Dawes last night.

"When I was examined for my commission as lieutenant colonel in the engineering corps" he said "I knew nothing about engineering."

"I was asked the question: What would you do if you were ordered to survey a field?"

"I'd send for a surveyor, was my reply. And I passed."

## Interred Yesterday

The remains of the late William Fraser, who took his own life near McAdam on Saturday afternoon by cutting his throat with a razor, were properly interred yesterday afternoon at McAdam. The body of the deceased was removed from the lumber camp of William Cullerton by undertaker Skeene of McAdam and following a brief ceremony the remains were interred at Rockland cemetery. Rev. G. A. Ross of St. Paul's United church at McAdam officiated at the grave. Deceased was a native of Antigonish, Nova Scotia and efforts are going on to ascertain whether any relatives survive. There is thought to be one brother at the present time residing in Maine.

Major General Hugh H. McLean has the honor of being the first native of Fredericton to be appointed Lieutenant Governor of the province and the city council has taken note of the fact by forwarding him a message of congratulation. The late Hon. L. A. Wilmot was a citizen of Fredericton when appointed Lieutenant Governor but was not a native son. The same being said of the late Hon. John J. Fraser.

## THROUGH OUR SIEVE

In Utopia there is but one street, and it is called Easy.

Put a bad cold to bed and it at once becomes flu.

Bolivia wants war. Which isn't anything to have for Christmas.

Last warning: Remember girls, only two weeks now to do your leap year shopping.

But even after war is outlawed—there is the example set the world by the bootleggers.

Fear of flu can be carried too far. There is really no danger of catching it from the radio announcer's cough.

"Strange animals are human beings" says Arthur Brisbane. That's right; but some of them make desirable pets.

Except to the life insurance companies it doesn't matter much when a man was born. It is when he begins to live that is important.

"For seventy five years" says a Chicago firm "the seasoning of our sausage was a secret". And then it is supposed, somebody with a Sherlock Holmes palate tasted it.

## PERSONAL MENTION

Miss Mary MacVey, who is attending McGill University at Montreal has returned home for the Christmas vacation.

Miss Greta MacNutt who is attending Acadia University has returned home for the Christmas vacation.

Miss Dorothy Wilson has returned from Wolfville N. S. where she is attending Acadia University for vacation period.

Miss Nan Clarke of New York who has been visiting Mrs. F. C. Marche has returned home.

Mrs. Hazel Allen, who was injured some weeks ago in an automobile accident is now able to take short walks.

## Interesting Lecture

Rev. Dr. John Pringle of Sydney N. S., was the speaker at the Wilmot United Church last evening before a large audience of interested hearers. The subject of Dr. Pringle's discourse was "Stories of the Front and Frontier" and in his address, the speaker told of many incidents which he himself experienced as chaplain overseas in the Great World War, as well as giving a stirring account of those fateful days when all the world was up in arms in a great world struggle. This well known speaker was heard at both services of the Wilmot church on Sunday, at its anniversary service, and large congregations were present to hear him. His former missionary to the fields of the Yukon and British Columbia and veteran of the World War, left this morning on the C. P. R. en route to his home at Sydney, N. S.

## Narrow Escape

A Ford touring car almost met with a catastrophe this morning when it slewed on the slippery street at the intersection of King and Regent streets and crashed into the sidewalk. Luckily the wheel of the light car did not hit the curbing and the damage was slight, resulting in only a broken rod underneath the car. The owner of the car was able with little coaxing to run his car to a garage for the necessary repairs. There have been not a few of such accidents during the present winter, the reason being the slippery condition of the roads. With the streets in such a condition it is very difficult to turn a corner without sliding into a ditch and sustaining damage to the wheels and underparts of the machine.

## Will Help Ice Crop

The rain and soft weather has melted the snow from the surface of the river and will be helpful to the ice dealers. A sudden cold snap now would be apt to put the ice in good shape for skating.

# THE WILL to GIVE

In many cases is governed by what we have to spend. You will find in our store articles priced to suit every pocketbook.

Our stock of general dry goods and Ready-to-Wear is at all times one of the best shown anywhere and with the many Christmas novelties added, we feel that it would be easy for you to do your buying from us this season.

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

### CITY OF FREDERICTON Tenders for Gravel

Tenders will be received at the office of the undersigned up to twelve o'clock noon on Monday, 24th. December, 1928, for the supplying of 7,000 yards of clean, sharp gravel to be delivered on or before February 28th next. 3,500 yards of the above 7,000 is permitted to be bank gravel. All gravel delivered must be satisfactory to the City Engineer or some other authorized representative of the City. The locations at which gravel is to be delivered will be given to any person interested at the office of the City Engineer. The lowest or any tender not necessarily accepted.

FRED. I. HAVILAND, City Clerk.  
City Hall, December 14, 1928.

Our idea of a good Christian name is Benito if you have the surname, too.

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Ada M. Schleyer

THE FLORIST

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