

The Daily Mail

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TELEPHONE 67.

WEDNESDAY, OCTOBER 24, 1928.

TO HEAR NIAGARA

Without publicity, what have you? Possibly in Emerson's day the multitude would wear a beaten path to the door of the fellow making superior mouse traps, but not today. Unless, that is, he hired a first rate publicity man.

Look, for example at Niagara Falls. Nowhere east of the Mississippi river can you find a better torrent of water. Thirty years ago a person wasn't of much account who hadn't seen Niagara. Few honeymoons were complete without a visit to the great wonder.

Visitors are still attracted today, to some extent. We heard of a young lady, just recently who stopped to see the falls and the gorge on her way West. She wrote home that she was "drinking everything in."

But Niagara isn't pulling as it used to, or as the local chamber of commerce thinks it ought to pull. So what's to be done?

Now in some places Nature speaks in whispers. At Niagara her voice is like thunder. "Why not let Niagara roar its invitation around the world?" was the inspired thought of some booster. The motion was seconded and passed with suitable acclaim. So on Oct. 27, at 5.45 o'clock, the listener in Siberia or Timbuctoo is likely to think he has struck the biggest dose of static he ever yet experienced.

ABOUT POPULARITY

People who are exceedingly popular doubtless find it pleasant to be so. But one can pay too high a price for popularity, and when he has paid it he will find that he has lost what he thought that he had bought. Many seek popularity by agreeing with everybody about every thing. They at first get a reputation for tolerance, and then it is discovered that they do not deserve a reputation for tolerance. They simply have no convictions. Very likely they are ignorant and do not know what they are agreeing with. Better be unpopular and stand for something than to be an easy push over in every debate.

Tolerance doesn't mean agreeing with the other fellow on everything. It means respecting his opinion with out unjust condemnation. It means giving him the assumption of sincerity and trying to see things from his point of view as well as your own. Tolerance does not mean giving up your own thoughtful convictions—if any.

More powerful than the tread of marching armies, said Victor Hugo, is an idea whose hour has come. But the great Frenchman would have admitted the futility and the weakness of an idea in the mind of a man or woman suffering from the commonest malady of modern times—mental indolence. Without energy ideas are beautiful pictures packed away in the attic.

It may be as that London scientist contends that automobiles will in time deprive man of the use of his legs, but what a certain class of driver want to know is what fun there will be in driving when that time comes.

Mickey Cochrane of the Athletics has been voted the most valuable player to his team for the American League season of 1928. Strange that some member of the Yankees, overlooked winning that prize too.

What makes a woman laugh is to learn that her husband says she doesn't understand him. And that kind of husband is usually a pretty good laugh for everyone else, too.

Bear in mind that Christmas is only two months away.

A Chicago woman is suing for her seventh divorce. There, evidently is another dame who thinks it's good theory to love 'em a little and leave 'em soon.

Smaller apple crop than usual ought not to prove embarrassing. All the farmers have to do is to pick up the ones on the ground that have been going to waste for years.

Henry Ford says the older men are the salt of the earth and as a matter of fact we, too, have found the younger ones just a bit fresh.

Died This Morning

The death occurred early this morning at his home in Devon of John J. Cox aged 86 years, a former resident of Mauderville, Sunbury County. Deceased was well known in that locality and was highly respected by all who knew him. He is survived by one daughter, Mrs. William Campbell of Devon, one brother, Dr. Phillip Cox on the staff of the University of New Brunswick; two sisters, Mrs. Dennis Sharkey of North Devon; Mrs. Sadie McCluskey of Boston, Mass., and one half sister, Mrs. Holy Laferty of St. John. There are also three half brothers, Matthew, William and Thomas Cox. The funeral will take place on Friday morning with High Mass or Requiem at the St. Anthony's church at nine o'clock celebrated by Rev. Father Donahue. Interment will be made in the Sunnybank cemetery.

Died Last Night

The death took place last evening of Fred A. Bird, aged 80 years following an illness of some weeks at his home in 175 Brunswick street. Deceased is survived by his wife, six sons, Roland, Charles and Fred of British Columbia; Ernest, Howard and Wasson of Keswick; four daughters Mrs. Norman E. Bridges of this city; Mrs. William Hagerman of Burr's Corner; Mrs. Donald Valentine of Bangor, Me. and Miss Della at home; one sister, Mrs. James Richards of this city. The funeral will take place on Friday afternoon with prayers at the house at one o'clock conducted by Rev. F. H. Holmes. The remains will then be taken to Smith Corner where a short service will be held and interment made in the cemetery there.

Small Midweek Market

The market at Phoenix Square was rather small this morning, there being only about half the usual number of farmers on hand with their produce. The prospect of rain probably delayed the majority of the farmers. Prices were about as usual. Eggs sold rather high, going for 60 cents per dozen. There were few buyers in the market. As on Saturday there were a number of pairs of chickens on sale, and prevalent prices being 40 cents per pound. Apples and potatoes also were plentiful; the former selling for \$2 to \$5 per barrel and the latter for \$1.25 per barrel. Other prices were as follows: Butter 40 and 42 cents per pound; pork 18 cents per pound; squash 3 cents per pound; pumpkin 2 cents per pound; carrots 5 cents per bunch; parsnips 10 cents per bunch; turnips \$1 per barrel.

Sent Up for Trial

Jesse Stairs, Hawkshaw man who was charged with being connected with the recent robbery at Hawkshaw whereby Thomas Brewer, grocer, lost several bags of flour, was sent up for trial at the next sitting of the York county court as the result of evidence heard in the preliminary hearing yesterday afternoon before Police Magistrate Haines of Devon. The other three men who were also accused in connection with the break were allowed to go, the case against them being dismissed. The case which has been going on in the Devon police court for the past few days came to a conclusion yesterday afternoon. A number of witnesses were heard on both sides.

At Bebbington's

Cauliflower green and ripe, spinach 25 cents per peck, tomatoes, celery 75 cents per dozen. Phone J. Bebbington Sr.

Mr. and Mrs. G. A. Taylor leave today for Columbus, Ohio, where they will spend the winter months with their daughter.

THROUGH OUR SIEVE

Honesty is a noun that furnishes good reading material for bank books.

Distinguished visitors are given keys to cities and bandits make their own.

Fannie Brice is preparing to flee servants. They probably caused the flight by fleeing when she rang the bell.

In China they are replacing rail transportation with camels. Will passengers have to "walk a mile" for a ride?

Yale is publishing guide books for men seeking jobs. Next will come work detour guides after the job is obtained.

The value of radio prayers is being debated. Anyway they should make Old King Static get down on his knees.

Babe Ruth announces that he likes to earn his wages. St. Louis now regrets that he was not on half pay a couple of weeks ago.

During a pistol scene in a talking film theater a man was shot and no one realized the tragedy at the time. If he'd been half shot the audience would have known it.

SENATOR NORRIS WILL SUPPORT DEMOCRATS

(Special to the DAILY MAIL by the British United Press) New York, Oct. 24—Senator George W. Norris, Republican of Nebraska, will endorse the candidacy of Governor Alfred E. Smith in a speech at Omaha Saturday night, Frederic C. House, executive secretary of the progressive league, for Alfred E. Smith, announced today.

Woodcock Plentiful.

Woodcock are reported fairly plentiful on the Hanwell road and other places adjacent to the city. Mr. H. G. Chestnut, Fredericton's champion woodcock shooter, has been out quite frequently of late, returned to the city today to make a shipment of birds to friends. Mr. Chestnut has a box attached to his coupe in which he transports his whole hunting outfit including four dogs.

Interesting Lecture

Miss Florence Bird, returned missionary from the west was the speaker at the Wilnot United Church last evening before a large number of interested listeners. Miss Bird gave a very thorough discourse on the mission work in the west and supplemented with many incidents pertaining to her own missionary endeavors. W. E. McMullin, superintendent of the Sunday School was chairman of the meeting. The meeting was under the auspices of the Women's Missionary Society of the church.

Mr. and Mrs. Murray Farrell of Portland, Maine, who have been visiting relatives here, returned home last evening.

FOR SALE—\$3,000 handles tenement returning \$95 per month. \$3,000 buys desirable residence, freehold. \$4,200 double tenement, monthly rental \$50, and other bargains. F. H. Peters, Barrister, York Street.

BRITISH FAMILY RE-UNION ARRANGEMENTS

The Canadian Pacific Railway are in a position to book wives and children of British Subjects at present resident in Canada prior to June 6th, 1928. The ocean fare is \$18.25 for adults and children over seventeen, and free ocean fare for children under that age, but does not include the rail fare in Canada.

Full particulars regarding this arrangement may be had on application to:

G. BRUCE BURPEE.

District Passenger Agent, Canadian Pacific Railway, Saint John, N. B. —October 15th, 20th, 27th, 31st.

SPECIAL BARGAINS At Our Month End Clean Up Sale Oct. 26 and 27 th.

Black Duchess Satin per yard98c.

36" Chiffon Velvet, Blk and Green, per yard \$2.50

Winter Coats at very Special Prices.

6-lb. all wool Grey Blanket per pr. \$4.95

Light weight Wool Dresses at \$3, \$5, \$7.50, \$9.50 each.

25 p.c. off 8-4 Linoleum.

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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.

Fits Can Now Be Stopped

New York, N.Y. Epilepsy Colonies now report wonderful results from a new remedy that stops the most stubborn cases of Fits and is not harmful or habit forming. Anyone who sends name to Nurosol Laboratories, Dept. 931, 509 Fifth Ave., New York city, will receive a free booklet explaining this new guaranteed treatment. Write them today.

LOST—Keys in brown leather folder either on Queen or Brunswick street. Reward. Finder please leave at this office.

FARM WANTED—Want to hear from owner having good New Brunswick farm for sale. If bargain, send price and description. F. B. G., Box 495, Olney, Illinois.

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GAIETY

Today Also Thursday

"Beggars of Life"

— WITH —

WALLACE BEERY, RICHARD ARLEN and LOUISE BROOKS

They fight for what they can't steal. Rough uncouth, ruthless men who answer the urge to go. Where they go. Why they go. What they think and feel. A Paramount picture.

Lupino Lane in "PIRATES BEWARE"

News Regular Prices

Friday—Elinor Glyn's great novel "MAD HOUR"

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.