

The Daily Mail

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TELEPHONE 67.

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MEDICAL PROPAGANDA.

The Editor and Publisher and the Fourth Estate, in referring to the recent campaign for the control of cancer carried on through the medium of certain newspapers has this to say:

"They did not call it 'See Your Doctor Week,' for that might have deflected the current campaign of the American Society for the Control of Cancer. The 'drive' to make the public conscious of the indisputable dangers lurking in uninvestigated lumps and bruises began two weeks ago and is ending, after a daily newspaper ration of bulletins issued by the society. All that the medical science knows about the causes of cancer and its cure or control could have been told in one newspaper installment in terms laymen could understand—and practically all was told in one installment. The rest have been reiterations of the advice to 'see your doctor.'

"The medical fraternity, by its code of ethics, is barred from the use of advertising, either as individuals or as a group, but the channels of free propaganda were undiscovered when the code was written and apparently do not come within its prohibition. We respect the reasons advanced by the doctors for their unwillingness to solicit practice by advertising, and we believe that the press in general shares that feeling, but the use of news columns for thinly disguised propaganda for the profession raises some entirely new questions. Especially is this true when the propaganda is focused upon the subject of cancer, a malady upon which the laity is hardly more at sea than the doctors themselves.

"For every incipient case of cancer that is directed to timely medical attention by this campaign, we venture the prediction that there are ten individuals in whom the fear of the disease generated by the newspaper articles will induce new pathological conditions. The medical profession will place its services at their disposal—for the regular fee—and the curve of an imaginary disease is often a long and expensive process.

"The newspapers which co-operated with the Society for the Control of Cancer were guided by the best of motives, and the motives of the Society were equally high, we believe. We cannot agree, however, that it is the mission either of physicians or of newspapers to attempt the control of any disease by mass fear, and certainly not of a disease for which medical practitioners can offer only the dubious relief of surgery."

CONCERNING CAPACITY.

Curious that more men and women do not learn their true capacity for work by watching others. The people who have the most business can always be depended on to do the best job when they are asked to take on something more—serve on a committee or assume new responsibilities. More work simply proves capacity for more work. Thus comes growth. Thus strength and power are added to the personality.

Would you not have thought J. P. Morgan, head of a great banking house and dozens of other things, would have reached his capacity for work and responsibility? Yet he accepted the chairmanship of the board of directors of the United States Steel corporation. You have taken a long step when you have discovered you can do a great deal more work than you are doing.

BEGINNING AT HOME.

It is not selfishness but common sense that should prompt a man to make some sort of success of his own life before he enters upon any kind of social service effort designed to help others. A man who cannot manage his own affairs does not inspire confidence when he sets out to tell others how to manage their affairs.

Horatio Alger wrote 124 books. You may remember some of them: "Bound

to Rise," "Sink or Swim," "Phil, the Fiddler." They gave inspiration to some boys who are now famous men. Poor Alger died penniless. He spent his money carelessly and foolishly. He never married. He made no home for himself. He never wrote the kind of book he wanted to write. Concentration should begin at home.

Sir Harry Lauder, the noted Scottish comedian is a great believer in publicity. Prior to his departure from London for the United States a few days ago, he approached a small boy standing near the Waterloo station and handed him a penny. "Tell your mother that the age of miracles is not past for that is from Harry Lauder," he said to the boy. The story was cabled to the United States and read eagerly by the comedian's thousands of friends in that country.

Thanks to efforts put forth last year by the city council Fredericton did not fare too badly in some respects. It persuaded the Federal Government to spend \$100,000 on the road leading to the Experimental Station; it procured \$4,000 from the Local Government for the New Maryland road and lastly it induced the York Municipal Council to spend \$2,500 in improvements to Court House Square.

Over in Moncton where they have nothing but a muddy salt water river and a tidal bore, a Montreal concern is planning to establish a brewery. Fredericton with its mighty fresh water river, capable of supplying raw material for all the breweries on this continent, seems to have been overlooked. Was it due to insufficient advertising of our natural resources?

It isn't often that the unconventional man who makes his bed is willing to lie in it; more often he makes his bed and then tries to lie out of it.

One trouble with too many modern marriages is that the helpmate develops into a stalemate.

Texas has selected a cotton queen. Old King Cotton, however, won't have a lot to offer his consort.

The best thing to do with an idle thought is to put it to work.

PERSONAL MENTION

Mr. Harvey Mitchell, Deputy Minister of Agriculture, has gone to Amherst to attend a meeting of the Maritime Stock Breeder's Association.

Mr. Justice LeBlanc of Moncton is registered at the Queen.

Mr. M. L. Hayward, barrister of Hartland is at the Windsor.

Guests at the Windsor.

The following are registered at the Windsor: W. West, Woodstock; F. L. Chase, H. C. Schoolbred, P. E. Fownes, R. A. Watson, E. A. Benn, B. E. Huestis, F. A. McLean, St. John; L. A. Charbonneau, Montreal; M. J. Buckley, H. S. Estabrooks, L. P. Price, St. John; C. E. Madden, Moncton; H. C. Price, St. John; Jas. DeWitt, Shediac; J. E. Nicholson, Florenceville; Amos Ingraham, Perth; M. L. Hayward, Hartland; W. E. Sterling, J. G. Hennessy, St. John; F. L. Hanson, Hampton; Jas. Tucker, alifax; J. B. Anderson, St. Stephen; Berton C. Wood, St. John; W. P. Fox, Gagetown.

Rotary Luncheon Today.

The Rotary Club held their weekly luncheon today and Dr. Ray McGibbon acted as chairman. During the luncheon Rev. G. C. Warren gave an interesting lecture on "Plant Life."

Oddfellows Meeting.

Victoria Lodge No. 13 I. O. O. F. held their weekly meeting last evening and conferred degrees on five of the members. The weekly prize was won by Charlie Hashey.

Visiting Ottawa.

The Ottawa correspondent of The Montreal Star writes:—Mrs. A. R. Tibbitts entertained at dinner on Saturday evening in honor of Mrs. William Pugsley, of Rothesay, N. B., who is the guest of Mr. and Mrs. A. E. Frapp.

THROUGH OUR SIEVE

If justice were as swift as crime perhaps the situation would improve.

Among men we do not care for enthusiastically is the high pressure salesman who applauds himself.

People generally are not unfriendly to laws that forbid them doing the things they do not want to do.

And then there is the kind of man who will sit at home and contradict the radio announcer, a thousand miles away.

Possibly the number of real dog lovers could be approximated by finding how many owners pay the dog tax.

Were it not for the announcer we would never know the men in the ring were fighting. But when grand opera is broadcast we can hear 'em.

If airplanes come along to take the place of autos the poor man will have the consolation that only the rich can afford to break their necks.

Dr. Crane says people of common sense do not take anonymous letters seriously. That is correct. And everybody knows that people of commonsense do not write anonymous letters.

TEMPERANCE LODGES BEING REORGANIZED

Fredericton Junction, N. B., Jan. 23.—Rev. Archibald Sutherland, grand organizer of the Sons of Temperance, spoke in Dorchester on January 10, the result being the reorganization of Dorchester Division. On January 11 he spoke at Middle Sackville, where the old division was reorganized with 30 members. On January 12 he was at Baie Verte, where reorganization was completed. The organizer preached at Harrisville and Sunny Brae on January 15 and Harrisville Division reorganized on January 23.

On January 17 Rev. Mr. Sutherland visited Petitcodiac, where the local Sons decided to reorganize as soon as a suitable meeting place can be secured. On January 18 he spoke at Collina, where the division has been dormant a long time. Fourteen volunteered to join a division and the reorganization was set for January 26. On January 19 the organizer spoke in the I. O. G. T. hall at Norton, where the audience decided, as the I. O. G. T. had been established there formerly and owned a hall, to reorganize a branch of that order.

Weather Mild Again.

A maximum of about five degrees below the zero mark was shown this morning at about eight o'clock but before the noon hour was reached the weather had taken another change to mild weather again. The thermometer registered well above zero and this afternoon it was considerably softer, late in the afternoon leaning toward a thaw.

Funeral Today

The funeral of the late Marie Doherty took place this afternoon from the home in Campbell street and was quite largely attended. The service was conducted by Rev. A. F. Bate, service was held at the St. Mary's church, New Maryland. Interment was made at the New Maryland cemetery.

Forestry Convention

Hon. C. D. Richards, Minister of Lands and Mines will leave this evening for Montreal to attend the Canadian Forestry Convention. At the conclusion of the convention he will proceed to Ottawa to confer with officials of the Department of the Interior on forestry matters.

Mae—You're a mounted police? How romantic!

Police—Yeah, you said it lady. Why, even now I have it in my legs.

Just Opened in Our Wash-Goods Department

Rayon, Broadcloths, Near-linens, Ring-a-Rosy Prints, Printed Shantungs, Printed Foulards, Luvisca and Chintz.

J. J. WEDDALL & SON, LTD.

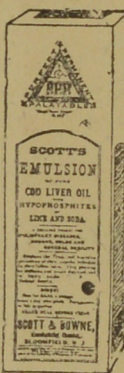
CLASSIFIED ADS.

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—Hen Feed. Mixed grain, including buckwheat, corn, oats and wheat, 5c 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

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FOR EVERYBODY.

WE HAVE A LARGE ASSORTMENT INCLUDING CUT FLOWERS AND POTTED PLANTS CALL AND SEE THEM

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326 CHARLOTTE STREET

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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.

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FIRE, LIFE, ACCIDENT, AUTOMOBILE INSURANCE.

Do Not Hesitate

Take advantage of the bargains we are now offering. A Tin of Talcum, a Box of Face Powder or a good Tooth Brush for 19c each.

THE CAPITAL PHARMACY

GAIETY

Monday and Tuesday

"French Dressing"

With H. B. WARNER, CLIVE BROOK, LOIS WILSON and LILYAN TASHMAN.

Spend an hour and a half of real life on the boulevards—in the cafes of Montmartre—with the gayest of the Paris smart set. A cast of great stars brings you this vivacious, sparkling comedy-drama of an American wife who went to Paris for a divorce and went home with a husband.

Comedy — Big Boy in "Shamrock Alley"

PATHE REVIEW — REGULAR PRICES

Wed. "BEAU SABREUR" Thurs.

With Gary Cooper, and all star cast. Answer to "Beau Geste"

A CLEAN SWEEP IN 1928

Make housework easier in 1928 by using an ELECTRIC VACUUM CLEANER. It saves time, cleans thoroughly and safeguards health. Your electric dealer will be glad to give you a demonstration.

FRED COLEMAN, Manager

THE MARITIME ELECTRIC COMPANY, LIMITED.

FREDERICTON - N. B.