

VOLUME OF TOURIST TRAVEL TO PROVINCE LAST SEASON WAS QUITE UP TO EXPECTATIONS

Tourist travel to New Brunswick in the 1928 season now nearing a close shows a greater increase than expected as a result of an unusually heavy traffic during September, according to statistics gathered by the New Brunswick Government Bureau of Information and Tourist Travel.

Permits issued for tourists' automobiles from the United States at Canadian Customs Houses at international boundary points in this Province for stays of longer periods than twenty-four hours totalled 26,136 up to September 30th for the present season, as compared with 20,002 for the corresponding period of last year. This is an increase of more than 30 per cent, whereas the increase in tourist parties from the United States up to the end of August was only about 25 per cent; and it is estimated that touring parties attracted to New Brunswick from Ontario and Quebec and the other Provinces of Canada this year, have been more than twice as numerous as last year which would make the gross increase in tourists coming to New Brunswick this year almost 40 per cent greater than in 1927.

Federal Gov't Figures.

The figures showing the number of United States touring parties entering New Brunswick are supplied to the Bureau of Provincial Information and Tourist Travel by the Federal National Revenue Department and are official. These show that 299,658 United States owned automobiles entered New Brunswick this season up to August 31st through the 23 ports of entry in this Province along the international boundary. Of this number 26,136 cars with touring parties wishing to remain over 24 hours were granted permits for stays of periods up to 60 days, as compared with 20,002 similar permits issued up to the corresponding date of last year. In other words these 26,136 cars carried touring parties coming into New Brunswick for periods longer than 24 hours and brought genuine tourists into this Province for vacations up to as long as 60 days. The number of permits issued for periods exceeding 60 days and not more than six months was 52 this season as compared with 31 last year.

The marked increase in tourist travel to New Brunswick in September is illustrated by statistics furnished by the Federal National Revenue Department which show approximately 5,000 permits issued for periods of over 24 hours and up to 60 days for tourists' automobiles from the United States entering the Province last month as compared with less than 3,000 in the corresponding month in 1927. The healthy increase in tourist travel to New Brunswick from the United States as shown by the Canadian Customs returns, and the even greater increase in the number of motor touring parties from the other Canadian Provinces all combine to justify the vigorous advertising and publicity campaign carried on by the Provincial Government through the Bureau of Provincial Information and Tourist Travel this year and the policy of the Government in appropriating more funds than ever before for the exploitation of the recreational resources of the Province. New Brunswick spent its money for tourist advertising this year largely with the newspapers and the increased tourist travel is the gratifying result.

The Principal Gateway.

The figures which are made public today and cover the present season up to the end of September show that 10,062 touring parties from the United States entered New Brunswick via the International Bridge which spans the St. Croix river between Calais, Me., and St. Stephen. This was 38 per cent of the total volume of tourist travel from the United States into this Province and shows St. Stephen maintains its position as the principal gateway for tourist travel from the New England States into New Brunswick and the other Maritime Provinces. During the season from June 15th until September 15th the New Brunswick Government maintained through a subsidy a Tourists' Information Bureau at the St. Stephen end of the International Bridge which supplied free highway maps and literature regard-

ing the Province's attractions for most of the more than 35,000 tourists who entered the Province at that point. Steps which have been taken to improve the condition of No. 1 U. S. Federal Highway which leads to Calais at Machias and other points between the international boundary and Bangor promise to put that highway in such condition that the Atlantic Coast route leading to New Brunswick will be restored to its former position of popularity with motorists in 1929.

Meanwhile the most striking increase in the growth of United States tourist travel into New Brunswick is shown at Richmond Road, which is the location of the new Canadian Customs House between Houlton, Me., and Woodstock, New Brunswick, where up to September 30th this season 6,276 permits for tourists' automobiles entering Canada for periods exceeding 24 hours and not over 60 days had been issued, as compared with 3,851 for the same period last year, an increase of more than 60 per cent. Similarly Centreville, Andover, Edmundston and Grand Falls all show big increases.

Bureau is Useful.

Reports reaching the Bureau of Provincial Information and Tourist Travel from Saint John, where the hotels have been over-taxed during most of the season to accommodate the visitors, and from the North Shore and all other sections of New Brunswick unite in stating there has been a heavier tourist travel than ever before and a greater increase than was expected in view of many adverse conditions which had to be contended with. Many of the thousands of visitors coming to the Province this year availed themselves of the service provided by the New Brunswick Government Bureau of Information and Tourist Travel which has been established at the Parliament Buildings, Fredericton, and where several thousand mail enquiries from individual tourists have been promptly and efficiently answered and through which several hundred thousand pieces of literature regarding New Brunswick's recreational resources have been distributed, including more than 50,000 copies of the 1928 edition of the official government Highway Map of the Province issued by the Highways Division of the Provincial Department of Public Works. Many testimonials in the files of the Bureau tell of the appreciation by motorists and other tourists of the service which has been freely provided and hundreds of residents of New Brunswick have had motor trips to points outside the Province, extending in some cases through to the Pacific Coast, planned for them and maps and all other information and literature provided freely by this Government Bureau, which has thus been proving its usefulness for both resident and visiting motorists. By co-operating with automobile associations, motorists clubs and touring organizations throughout Canada and the United States the Bureau is daily extending its sphere of activities and forming new contacts which are proving most beneficial in the promotion of tourist travel to New Brunswick.

Some Statistics.

Following figures show the number of cars with touring parties from the United States which have been granted permits to tour in Canada for periods over 24 hours but not exceeding 60 days as issued by Canadian Collectors of Customs at ports of entry in New Brunswick along the international boundary during the 1928 season to September 30th, as compared with the same period last year:

	1928	1927
Andover	1,791	1,266
Aroostook Jct.	4	1
Bloomfield	84	39
Centreville	285	66
Clair	555	571
Connors	105	173
Debec	68	48
Edmundston	709	545
Fosterville	120	60
Four Falls	159	128
Fredericton	1	4
Grand Falls	1,053	817
Green River	7	..
Milltown	254	247
McAdam Jct.	13	13
Richmond Road	6,276	3,851

VOGUE OF LACE HAD ITS ORIGIN IN SPAIN; DICTATED THE FASHIONS OF THE WORLD

In the heyday of her glory (Spain was the world's market place, much as America is today. Her strength lay in her soldiers and their far-flung conquests.

At home she was a patron of the arts rather than a creator, making it possible for the artists of the countries she had subjugated to find a sympathetic market for their works, adapting their craftsmanship to her needs and temperament.

In this way, writes Ruth Laughlin in The Christian Science Monitor, the gorgeous silken shawls which were embroidered in China were immediately adopted by the dark-eyed donas.

In those early days of advertising it was not necessary to tag an article as "Made in Spain." It was enough to set the fashion for the rest of the world to suggest that it was "Used in Spain."

So the Chinese embroideries became known as Spanish shawls, which started their European vogue a century and a half ago. However, the grace of wearing them belong to the daughters of Seville, to which city part credit must be given for their Latin name.

Design Show Artistry

Closely connected with their shawls are Spanish laces whose vogue has added much beauty to our fashions in the last few years. A border in a rich and bold design is characteristic of Spanish lace. It surrounds the simpler graceful pattern of the inner portion. Flounces, which are widely used in tiers on skirts of shimmering satin, have this characteristic pattern of light and shadow through the intricate flower designs.

When lace first found favor in Spain the Spaniards preferred it made with silk instead of linen, the term blonde lace deriving its name from the natural color of the silken threads. Later when the silk was bleached to a silver white or dyed black, this same pattern was retained for all that particular type of lace.

Silver and gold lace is as typically Spanish as are the thread laces. They

appealed to the Spanish love of display and were used for every kind of trimming, including that of clothing and bed linen. Black embroidered in colors was also very popular. Bits of this rare lace are still found in remote mountain villages in the southwest, dating back to the days when Spain held a vast empire in America.

Eugenie Set Fashion

In the nineteenth century blonde lace was worn at all State functions, since Empress Eugenie announced that the lustrous transparency of this lace made it her favorite. Again we see the effects of unintentional advertising in those days, before publicity col-

umns were much used. In 1860 there was a revivante of the fine blonde laces, and today we find a renewed interest in this fine art of lacemaking.

Since lace is so easily obtained anywhere today, we take it for granted that it has always adorned women's clothing. It was not used until about 400 years ago, and then evolved from drawn work. The beginning of the sixteenth century saw the first general use of washable body linens, and with it came the demand for some decoration for these plain linen surfaces. This led to the embroidery of body linens, towels, cloths and other household linen. Perhaps accidentally some enterprising worker lightened the solid effect of the embroidery by drawing a few threads from the linen.

This resulted in elaborate drawn work designs, and later in cut-work on linen, and finally in leaving only enough threads from the wrap and wool of the linen to form a net which

was then darned. The next step was to make a net knotting threads together to form a filet or square mesh. From then on the technique was elaborated into the intricate Venetian point and French and Flemish laces. Point and bobbin lace made of small lap pillows became very popular in the early sixteenth century, at the time when Venice alone enjoyed the full development of the high Renaissance and all the rest of Italy felt the ruthless hand of Spain.

Spain, as usual, took the best artists from the countries under her dominion, and gave them an opportunity to perfect their arts for her. It was in this way that the earlier blonde laces which originated in France came to be made in Spain. Later, Spain produced a large part of her own laces, devising patterns according to her own tastes some of which show the strong influence of Moorish tile design.

(Continued on page seven)

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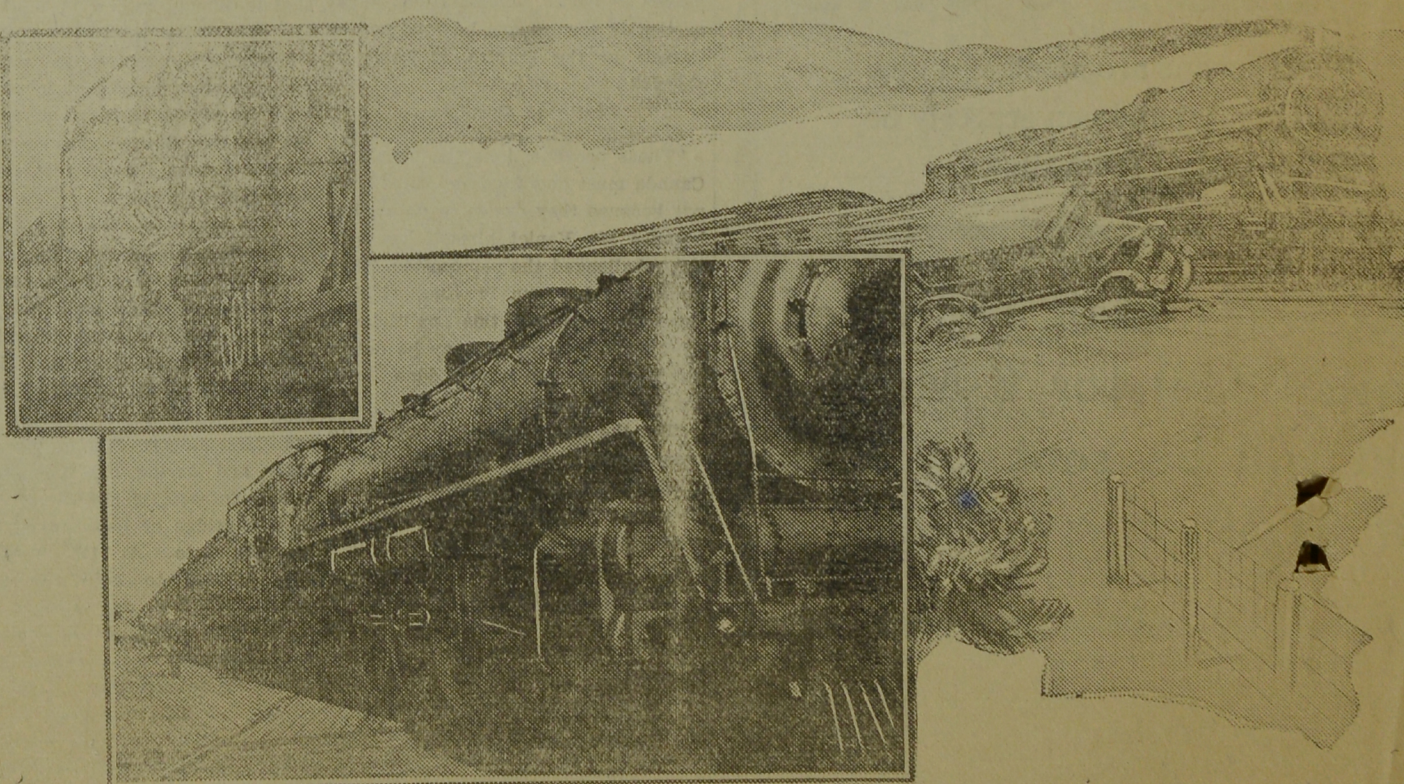
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An Appeal For More Care At Crossing



"I would ask that you think of the man in the cab of the locomotive and the lives of the passengers on his train when you approach a railway crossing, and exercise caution," was the appeal of the engineer on the locomotive hauling the fast Montreal Express of the Canadian National Railways, the "Ocean Limited". The number of lives lost in collisions between railway trains and motor cars at railway crossings is appalling and an earnest appeal is broadcast that motorists make sure that no train is approaching when crossing railway tracks at grade. The railways are public carriers, and it is necessary, therefore, for them to travel at high speed. The safest rule for the motorist to follow when crossing railway tracks is to have in mind that a train is approaching, and this will cause him to exercise care. "Over on the alert" is the maxim.