

The Daily Mail

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TELEPHONE 67.

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SEASONABLE ADVICE.

The old warning, "Do your Christmas shopping early," is an annoying platitude, no doubt, but nevertheless it is a word to the wise. Only the owners and employees of the stores know the immense thought, effort and plan that precede the Christmas season. No sooner is one ended than preparation for the next begins. The world is searched for goods far ahead of the holidays. They are shipped, stored, held in readiness. Then, many weeks before Christmas, they are put on display and placed in stock. There can be no last-minute preparedness. Therefore the early shopper has the pick of the market, an opportunity to see and examine a full, new, scintillating collection, and time in which to judge and make up his mind.

Gradually this opportunity departs as stores become crowded and stocks are depleted. The golden days slip by, never to return. The strain on clerks and delivery men grows greater as the holiday approaches; it is not their fault if service slackens and personal attention becomes a matter of growing doubt. It is not the blame of managers if the supply of goods fails and cannot be renewed.

The postoffice, by annual campaigns many times repeated, has fairly well educated the public into the necessity of early mailing. Therefore do your Christmas shopping early, and before December is half gone, feel the satisfaction of a good job accomplished and out of the way, leaving a clear field for untired holiday rejoicing.

AS TO WORK.

On this subject of work, one wonders why there is such a prejudice against work with the hands. Vocational guidance experts in all schools know that every young college man wants a white collar job. He scorns a place in a factory unless that sort of experience is absolutely necessary to prepare him for what he wants to do later. What is it about the human being that rebels against wearing overalls if he can get anything to do in better clothes? All honest work is equally honorable, and the man willing to work with his hands, as well as with his brains, frequently can make twice as much money as a mere white collar man.

Financial Post: Sir John Aird, President, Canadian Bank of Commerce, has just completed fifty years' service with that big institution. His record shows him to be one of the ablest and soundest bankers in the history of this country. He must have early recognized that a banker cannot do justice to his great responsibilities unless he concentrates on his work. He cannot indulge in fads or vanities. It has frequently been said in the last few years that had Sir John Aird, or Sir Vincent Meredith, been financial adviser to Mackenzie, Mann and Company, we would have no railroad problem and public ownership in this country today.

Hon. J. F. Mahoney, Minister of Natural Resources in the Nova Scotia Government, has the distinction of being the first Maritime Province cabinet minister to take office in a government without going before the people for re-election. The change in the law abolishing portfolio elections was made by the Rhodes Government soon after taking office. A similar change was made by the New Brunswick Government.

Voting in the B. C. by-election caused by the resignation of Hon. S. F. Tolmie, will take place on Thursday of this week. The candidates are Hon. J. D. McLean, former Premier for the Liberals and Mr. S. F. Plunkett for the Conservatives. Hon. R. B. Bennett, Hon. J. A. Robb and Hon. James Malcolm are campaigning on behalf of the respective candidates.

His Worship Mayor Clark has given good service as chief magistrate for three terms. He is being urged by many citizens to offer again, and it is to be hoped will accede to their request. In case he should not choose to run it is rumored that a member of the council will be asked to become his successor.

The death of Senator John Webster of Brookville, Ont., makes the fourth vacancy in the Upper Chamber. There are two vacancies in Quebec and one in New Brunswick, and they will likely be filled before the next session of Parliament.

The United States Supreme Court's order on litigants in New York to submit new briefs which are shorter and to the point, is reminiscent of Ambrose Bierce's reply to an aspiring young authoress, "The covers of your book are too far apart."

Those evening gowns that have a train in the back and are cut short at the knees in front give an inexperienced man the feeling that the girl has dressed hurriedly and left something at home.

An authority says the ostrich does not bury its head in the sand to escape notice. Well, we always have been suspicious of that explanation. Our own idea all along has been that it does it to get rid of the dandruff.

The talking movie is going to take a lot of fun out of motion pictures for those deaf lip-readers who used to translate what the actors were saying to each other in the silent drama.

Overheard in the cigar store: "What is that dog of yours—an Airedale?" "I really don't know. As a matter of fact we have named him 'Etcetera.'"

It must be intriguing or something to be a movie queen and wonder what your last name will be four months hence.

Even some of these slenderizing effects don't eliminate what some women are inclined to regard as slanderizing remarks.

It is hoped not everyone will observe Mr. Schwab's advice to laugh through one's failures. The uproar on our golf links would be deafening.

An Iowan writes that the farmers in that state aren't much troubled with crows in the corn, the crows not being able to fly that high.

Another word which has had a recrudescence, probably due to the influence of the mystery novel, is "phantom," as in "phantom cruisers."

Our idea of a real interesting entertainment would be to see a bronchoscopic specialist at work on a giraffe.

What would they do to this Ouafi, the runner, if he happened to win out of turn?

CITY MAY ADOPT NEW ELECTRICAL SAFETY CODE

(Continued from Page Eight.)
fore a board of examiners to determine their fitness to operate as an efficient and safe workmen. In his address before the council the Fire Marshal said that an enormous number of fires in Canada were caused by defective wiring and that of all the fires traced to defective wiring there were probably as many more due to the same cause; but because of lack of exact evidence, it was hard to trace the cause to defective wiring. By the adoption of this code, the city would have an inspector make the rounds of all electrical installations and inspect the work as to the minimum standard of safety. According to Mr. McLellan and also Prof. Baird of the University of New Brunswick, who supplemented the former's remarks, the examination of electricians would not be difficult but would lessen the hazardous work of amateurs.

In concluding Mr. McLellan stated that practically all the other provinces in the Dominion of Canada had adopted the Canada Electrical Code.

Alderman Mitchell moved that a committee be appointed to consider the new code and report to the council. The three who will look into the matter are His Worship Mayor Clark, and Aldermen Mitchell and Bull.

THROUGH OUR SIEVE

In Utopia the turkeys are all young and fat.

Of course, as often remarked, a hog wouldn't chew tobacco. Neither would he smoke a cigaret nor borrow a match.

E. W. Howe says people have "never revolted against their own worthlessness. Guess they like to keep it a secret."

Basketball comes next and one outstanding difference between it and football is that it provides less work for the laundries.

"Laugh and be happy," says Charles M. Schwab. It used to be "laugh and grow fat." Even the old maxims are being slenderized.

Once upon a time, grapefruit juice squirted in a man's eye. Out of that minor accident grew the tradition that grapefruit juice is a spray.

Most people slept through the eclipse of the moon, thus paying a high compliment to the management of the universe. They had faith that everything would come out all right.

Rather modestly he related to his wife that he was self-made. It was not a boast, in so many words; nevertheless she expressed the thought that he had botched the job. Both being in good humor at the time, there will be no divorce.

HOPE TO ADJUST MATTER OF WATER AND M. ELECTRIC

(Continued from Page Eight.)
Electric, whereby prompt notice could be given in case of an accident at the power station, such as occurred on Sunday. If such notice were given, there would be plenty of time for the oil or gasoline pump to get into action and thus save the loss of the city water power while the lighting system was out of order.

The accident at the power house on Sunday, which threw the city into darkness for about an hour, also caused a cessation of activities at the pumping station. It was very little time however before the oil pump was brought into operation and it was only during this interval that the citizens were out of water. The matter was thought to need early adjustment, however. The action moved by Alderman Mitchell to remedy this was seconded by Alderman Currier and the Water Committee was delegated to take action in the matter with the Maritime Electric.

The question of the hazard of fire at the time the electrical system was out of order, and the consequent loss of water for a time, was brought up by Alderman Bull. These fears were allayed, however when it was stated that the gasoline and oil pumps could easily be brought into use in such a cast and be run indefinitely.

New Football Captain

J. R. (Dick) Petrie, the new captain of next year's U. N. B. football team, elected several days ago, will graduate in 1930. This husky athlete has been one of the University's hardest working forwards for the past three years and has played in every game, being out of a game only for brief periods for injuries. Petrie came to the U. N. B. from St. John high school where he excelled in this line of sport, being captain of the team one year. The election of Petrie for the captaincy will receive the whole hearted support of the college, where he is popular with his classmates.

Air Mail Service.

Announcement is made at the local post office that a special air mail service from Winnipeg to Regina and Calgary and also from Winnipeg to Edmonton via Saskatoon will start December 10th and continue for three weeks. It will of course be limited to first class matter. Letters containing an air mail stamp will be carried by the new service. The rate of postage is 5 cents per ounce and 10 cents for each additional ounce. Already many local people have availed themselves of the airplane service and the sale of stamps at the post office has been large.

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We have some very nice Coats to show and we are giving a discount of 25 per cent off any Coat we have in stock, and in some cases more.

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WANTED—Smart boy to sell papers. Apply at this office.

The Bible Society

The members of the Fredericton Branch Bible Society are pleased to announce that Rev. J. B. M. Armour, sent to Canada during the present year to succeed the late Rev. Dr. Cooper as General Secretary for Canada, has already arrived in the city, and will address all friends of the Society tomorrow, viz: Saint Paul's Church at 11 o'clock a. m.; Brunswick Street United Baptist Church at 7 o'clock p. m.

CHAS. A. SAMPSON, Secretary.
Dec. 1, 1928.

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Matinees 15c-25c. - - - - Evening 25c-35c.

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WEDNESDAY and THURSDAY

Adolphe Menjou and Kathryn Carver in
"HIS PRIVATE LIFE"

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 unerring guide to reliable products.

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