

OUR MERCHANTS
Patronize our local merchants
and leave your money in your
city with the men who are try-
ing to make it go.

The Daily Mail

WEATHER
Strong winds, cloudy and
cold tonight and Thursday with
probably some snow in Nova
Scotia.

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FREDERICTON, N. B.,

WEDNESDAY, JANUARY 23, 1935

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New Brunswick Provincial Elections Before Federal

Eyes of the Dominion Is
Focused On This Pro-
vince Where Result Will
Be Watched By Both
Parties.

(Special to The Daily Mail)

Ottawa, Jan. 23—The remark made in the House of Commons by the Prime Minister yesterday that there would be no Federal election in April or May does not come as a surprise to those on the inside. No person here expected an early spring election. The general idea is and has been that the Federal elections will be as late as possible. It is probable that Premier Bennett will attend the anniversary ceremonies of King George's coronation in England. It is natural that he would like to go over as premier, and it is probable that he will receive honors on that occasion. It is also likely that with his extensive programme as already outlined Premier Bennett will have little time to think of an early election campaign.

It is generally understood here that the word has gone out to hold the New Brunswick provincial elections first. These are to be got out of the way in May or early June before the Federal elections are called on. The Conservative party have had poor luck in regard to recent provincial elections, Saskatchewan and Ontario being notable examples. If New Brunswick which now has a Conservative provincial government, and which has to go to the people this year, can be made to have its election first and if it goes Conservative again this will have a good moral effect on the whole Dominion situation. New Brunswick is the keystone to the political situation. So you will see an New Brunswick provincial election first. It is said that the Legislature down there will open about the middle of February. At the close of that session the provincial government will dissolve and will go to the people. If they are victorious it will be a big feather in the cap of the Federal party and a source of strength in the Dominion elections.

As has already been intimated in previous dispatches, the leaders in the provincial party in New Brunswick will be provided for by the Federal party in the event of their losing out in their provincial contest. There are vacancies on the Supreme Court bench and also in the Senate that will come in handy.

It is said at the National Liberal Bureau here that the party in New Brunswick appear to not be unduly excited over the approaching provincial contest. Beyond a limited amount of organization at local points the New Brunswick Liberals are probably waiting "until later on". Perhaps the coming session will develop some fighting blood. The eyes of the Dominion politicians of both sides seem to be on New Brunswick at the present time.

BATHURST HOUSE GUTTED BY FLAMES

Contents of Home of V.
Steever Were Also
Damaged

Bathurst, Jan. 23—Fire at an early hour this morning did considerable damage to the dwelling, and contents, owned and occupied by Vincent Steever, Lower Main Street. The blaze had gained considerable headway before being detected by the occupants but the firemen soon responded to the call and it did not take them long to get the blaze under control. The building was gutted and most of the furnishings were damaged by fire, smoke and water. Some insurance was carried.

"Special" Advertising

Fredericton has from time to time been visited by smart alecs in the way of special advertising salesmen who pull off special advertising stunts to the supposed advantage of Fredericton merchants and the real advantage of their own pocketbooks. Within the last year many of these bland chaps have arrived in town and put it over on the merchants in half a dozen different ways. It is the merchant who often hesitates to put any money in a real good newspaper space who generally falls for these trick advertising stunts. One lady who does business on Queen street kicked over the price of a real newspaper advertisement, but readily handed out a dollar for an advertising space on a "hotel card" that was supposed to be of great publicity advantage. The smart salesman got the dollar and the hotel cards were printed and left in a bedroom of a downtown hotel, where they may be yet for all we know; they were never distributed. Then the merchants have had calls for radio "logs," telephone cards, fire alarm cards, and dear knows how many other stunts. The bland high pressure salesman comes in and smiles. He knows it all and proceeds to tell you what you want, and how you should conduct your business. We used to see these trick salesmen in the West in the boom days. Sometimes they travel in pairs. One is a sort of hat holder for the other. Some of their propositions are genuine, others have been proved to be decidedly a fake. Within the last year there have been some strangers who came here and just pulled in the money and walked off. Our local merchants are aware of this. Then, why stand for every Tom, Dick and Harry who lands in the city with a smooth tongue and a line of "bull." Some of them are undoubtedly honest, some are certainly not. In any case which has proved to be the best paying proposition in the way of advertising? Is it the good reliable newspaper space or the special stunts? In our opinion formed, after a quarter of a century's experience, there is no argument about it. How many people read your advt. on a telephone card, hotel card, fire alarm card, or even on a poster thrown in at the door. The latter is generally thrown in the waste basket, while the home newspaper remains on the table and is read by the household.

Even in the case where the special high pressure advertising salesman is honest does it pay you to pass over your money to this stranger in return for an advertising service that is of doubtful value compared with the service given to you by your home town publisher and printer.

There has been so much special fake advertising in Fredericton in recent years that all these special advertising stunts should be investigated by our city authorities before any man can land in here and get a license from the city to sell special advertising service to our citizens.

The Daily Mail is interested in the home-owned stores and is asking the people to patronize these establishments. Are the home stores returning the compliment when they send their money out of town by the come-in-a-rush advertising specialists. There are two daily newspapers in Fredericton. They each know the advertising game. Get their advice on your advertising needs. Don't throw your hard-earned cash away on useless advertising propositions, as has been done in Fredericton within the past year. We have before us a book which some fakir came here and "got out." He got the merchants' money and then "got out." The book was left on the printer's hands. THE MONEY SPENT BY THE MERCHANTS FOR THIS BOOK WOULD HAVE BOUGHT SOME GOOD ADVERTISING SPACE IN THE LOCAL PAPERS.

VISIT JAIL, NOW THEY'RE PRISONERS

Dorchester, Jan. 23—Dreams of quick profits from an alleged plan to peddle liquor in the county jail here brought terms in the same jail to Patrick LeBlanc and George Lounsbury, Moncton. Charged with having liquor in an unauthorized place, they were sentenced today to two months, with the choice of 200 fines or another two months.

The two men flew when their activities aroused the jailer's suspicion after they entered the jail last evening, ostensibly to visit a friend, police said. They were arrested later in the night by R.C.M.P. Constable Prime and were brought before Magistrate C. G. M. Chapman. Witnesses included Fred Stiles, jailer; Constable Prime, W. E. Chapman, Warden of the county, and Lounsbury, one of the accused.

Perhaps cigarettes do generate pep. Thirty years ago the very sight of one aroused old dad to great activity.

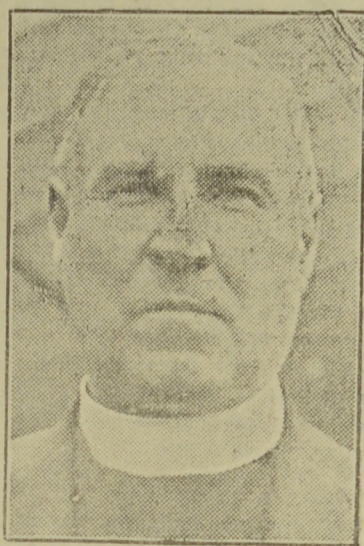
FORMER N. B. RESIDENT DIES IN VANCOUVER

East Florenceville, Carleton Co., Jan. 23—Andrew McCain has received word of the sudden death of his uncle, Augustus Kilpatrick, 85, in Vancouver. He had been in the west for the last 35 years. He was born in Greenfield and was a general merchant in East Florenceville for several years. He is survived by six children; three sisters, Mrs. Beatrice Sippelle and the Misses Margaret and Gussie Kilpatrick, Florenceville and two brothers, James, Florenceville, and Edgar Wicklow.

WEATHER COLDER

The mercury fell this morning to a mark three degrees above zero and followed up the recent spell of warm weather. A farmer in the city today remarked that the present weather has made hauling conditions good once again.

It isn't the law that makes people decent but the decency of people that makes the law.



ARCHDEACON CODY

Congratulations are extended to Ven. Archdeacon H. A. Cody, who today is observing his 25th anniversary as rector of St. James church, Saint John.

NEWCASTLE VISITED BY BIG FIRE TODAY

Lounsbury Building Destroyed in Early Morning Blaze Today—Firemen Still Fighting the Blaze at Noon Today.

(Special to the Daily Mail)

One of the most serious fires that has visited Newcastle in a long time broke out at 4.30 o'clock this morning in the three-storey Lounsbury building at the corner of Pleasant and Henderson streets. At noon today the firemen were still fighting the fire which had in the meantime destroyed the Lounsbury building occupied by the Lounsbury Company, retail department, the bank of Nova Scotia, and by John Ferguson, merchant.

The fire spread from the Lounsbury building and destroyed the small building occupied by E. P. Willison as a book and stationery store. The building of A. Follansett nearby was also damaged.

After it was seen that the fire had assumed large proportions the Chatham fire department was called upon and at noon were still assisting the Newcastle men getting the fire under control. The fire is now under control but is being watched.

The Lounsbury building destroyed was erected thirty-three years ago by the Lounsbury Company and was a total loss. The garage nearby which was erected a couple of years ago and which contained a large number of cars, both new and second-hand was not destroyed. The fire is reported to have originated in the basement of the Bank of Nova Scotia.

AGRICULTURAL CONFERENCE IS CONTINUED

Federal and provincial agricultural officials who began a three-day meeting here yesterday, continued their conference today and will wind up tomorrow. Hon. Lewis Smith, Minister of Agriculture for the province is presiding at the sessions.

This morning's meeting was featured by review of conditions in various departments. F. L. Wood conducted a poultry review; A. G. Turney a review of horticultural conditions; A. R. Jones, of Saint John spoke on the Nason, Willard, Moffatt and John Storr marketing of poultry and W. H. McEwen, of Moncton also spoke.

This afternoon a special meeting for junior clubs will be held at which forty are expected to attend.

There is only one method of getting rich. Find some way to get it from the millions who earn it.

Among the hazards an infant must survive are croup, colic and grand parents.

Liberals Desire To See Reforms

WILLIAM KERR
NEW PRESIDENT
OF N. B. BRANCH

Annual Branch Meeting
of Canadian Society of
Technical Agricultur-
ists—Convention Here
In 1936.

The annual branch meeting of the Canadian Society of Technical Agriculturists which was held here last night was a successful one with considerable business transacted. The 1936 convention will likely be held in this province. The retiring president, E. F. Pineau, of Caraquet was named to investigate the possibilities of the conventions being held in New Brunswick. C. F. Bailey, superintendent of the Dominion Experimental Station here was named one of a committee to assist. It was felt that the holding of such convention here would be of great benefit to the province.

Officers of the New Brunswick branch elected were: President, William Kerr Moncton; vice-president, J. K. King, Fredericton; secretary-treasurer, George McLeod, Moncton.

About 42 members, including officials of both the provincial and federal departments of agriculture, were present. The guest speaker was Dr. L. H. Newman, Dominion cerealist, Central Experimental Farm, Ottawa, who is the president of the C.S.T.A., and it was said to be the most largely attended annual supper meeting yet held by the New Brunswick branch. C. F. Bailey presided.

Dr Newman was heard also at the afternoon's session here of the sixth annual staff conference of the provincial department of agriculture with officials of the Dominion department. The conference continues today, Thursday and Friday. Hon. Lewis Smith, provincial minister of agriculture, was chairman at the meeting, which was held in the office of the department of agriculture.

Topics yesterday included livestock, dairying, herd improvement, fertilizers and seed grain and drainage, with Stanley Wood, J. R. Sutherland, H. N. Flewelling, E. M. Taylor, A. A. H. Margison and O. C. Hicks giving reports.

DEATH OF CHILD AT M'ADAM JCT.

McAdam JUNCTION, Jan. 22—The community was saddened to learn of the death of Isabelle, beloved daughter of Mr and Mrs. R. A. Storr, which occurred at an early hour Sunday morning, after an illness of only a week. She was nine years and eleven months of age and her early passing will be regretted by a wide circle of friends among both young and old. She leaves to mourn besides her parents, two sisters, Luella and Gladys and five brothers, Donald, Robert, Raymond, William and James, all at home. The funeral was held Monday afternoon at two-thirty in St. George's Anglican Church with Rev. E. R. McCordick officiating assisted by Rev. A. B. Gibson. The pall bearers were four cousins, Gerald and Carl Jones, of Saint John spoke on the Nason, Willard, Moffatt and John Storr marketing of poultry and W. H. McEwen, of Moncton also spoke. The many beautiful floral tributes testified to the esteem with which the deceased was held. Interment was made in Rockland Cemetery.

QUEBEC, Jan. 23—"We have had no news at all," B. H. Bridge, secretary-treasurer of the Anglo-Canadian Pulp and Paper Company, said today concerning the report of the "newsprint drawback." He said if the price was maintained at \$40 a ton, his company would naturally have to fall in line.

Only One More Speaker
Coming From Opposi-
tion — Find Premier's
Proposals Well Received
Throughout the Do-
minion—Conservatives
Are Elated.

OTTAWA, Jan. 23—Aftermath of the eventful proceedings in the House had full sway today in the camps of both political parties. If Mr. Bennett's recent broadcasts came as a distinct surprise to Mr. King and the Liberal party, the Opposition leader's attitude was about as equally surprising to the Conservatives. With some reason they had entertained the belief that Mr. King primarily would demand an election at the earliest possible moment, and assert his hostility to the proposals which the Prime Minister is making.

Instead of doing this, the Liberal strategy is to call off the present debate after putting up one speaker to reply to the Prime Minister—probably Hon. Ian MacKenzie—in order to expedite the consideration of the Prime Minister's program of reform. So far as the unemployment insurance measure is concerned, it is all ready. In fact, it was drafted in one form before the end of the last session. There is little evidence, however, of the other proposals taking legislative shape.

Conservatives Elated

Any measure to regulate business or to prevent unfair practices must await the findings of the Price Spreads Commission, which will require at least another week to conclude the evidence before attempting to make a report.

Thought is being given to other features of the program without disregarding some impediments of a constitutional character. But they are not near ready. The attitude to be taken by the Government in the face of the Opposition demand that immediate action be taken.

(Continued on page four)

TILLEY SEES N. B. BUILDING REVIVAL

Says Construction Loans
Will Be Resumed At
An Early Date

OTTAWA, Jan. 23—Early marked revival of the building industry throughout New Brunswick is anticipated by Premier L. P. D. Tilley of that province, following conferences with heads of insurance and mortgage companies in Montreal and Toronto.

"Resumption of loans by mortgage, insurance and trust companies for building operations and repairs in my province will I trust take place at a very early date," the Maritime premier stated in an interview here tonight.

This money would be made available at a "lower" rate of interest than that which prevailed before loans were discontinued by the companies during the depression years, added Mr. Tilley.

The New Brunswick premier held his conferences this week with high officials of the companies. He reached Ottawa today, following his discussions, to complete the argument of his province to be presented on Thursday before the Royal Commission adjudicating upon the question of the revision of financial arrangements between the Dominion and the Maritimes.

The recent conferences of Premier Tilley were in pressing forward a suggestion he made before a meeting of life and fire insurance company representatives in Saint John, N. B., several months ago. In his address, Mr. Tilley urged the time had arrived for a loosening up of money on the part of loan companies to bring a fuller return to prosperity.