

Board of Trade Activities, Accomplishments 1936 Reviewed

Retiring President, S. S. Miller, Gives Comprehensive Report --- Other Reports by R. L. Phillips, Chairman of Transportation Committee, and Kenneth H. Staples, Chairman Retail Merchants' Committee --- Election of New Officers, Other Business.

A review of the year's activities and accomplishments of the Fredericton Board of Trade featured the annual meeting in the council chamber of the city hall last evening. The reports of the retiring president, S. S. Miller, R. L. Phillips, chairman of the Transportation committee; and Kenneth H. Staples, chairman of the Retail Merchants' committee were presented, as was also the statement of receipts and expenditures for the past year.

The retiring president, S. S. Miller, gave a comprehensive review of the year's work, and what the Board of Trade had accomplished. R. L. Phillips reported on the various improvements which had been obtained in railway services through the work of his committee, and Kenneth H. Staples gave a report on the workings of the Retail Merchants' committee during the year.

President's Address

S. S. Miller, retiring president of the Fredericton Board of Trade presented the following annual report last night at the annual meeting: "Gentlemen of the Fredericton Board of Trade: I assure you I appreciate the honor you conferred on me in electing me President of the Board of Trade of the Capital City of the Province of New Brunswick for the year 1936. And as that year has now come to a close, let us turn a retrospective glance over the achievements and work of the Board during the past twelve months. Feeling that the Board has put in one of the busiest years since its incorporation, I may say in reviewing its activities that whatever has been accomplished is due largely in the enthusiastic co-operation of the executive and the several committees.

Improvement Noted

In 1935, under the Presidency of Mr. W. W. Hubbard and through the support of a greatly increased and loyal membership, the Board succeeded in accomplishing many of the objectives which had been long anticipated and were urgently needed. For instance in the Tourist Bureau Register an increase of over five thousand was realized over the number of persons registering five years before, (i.e. in 1931, 1,065 visitors had reported at the Bureau while in 1935 the number was augmented to 6,423) and as the Tourist Business is one of the greatest sources of revenue to the Province and Community the boards of trade of the several cities in the Province are justified in directing their energies so wholeheartedly toward its increase.

During 1936 our vice-president, Mr. G. S. Armstrong, has ably assisted us and he will make a report of his audit of the books for the year; while Mr. R. L. Phillips, who has acted as Chairman of the Transportation Committee for many years and has rendered unusually valuable service this year, will also make a report on the activities of his committee. Due to the loss of the Fredericton railroad bridge a Transportation Committee was never more needed, for business in the city and vicinity was seriously incapacitated by this loss. The spring freshet of 1936, caused damage to the roads and bridges, tracks were washed out, train schedules were upset, and the property damage was very great. The committee, however, was eventually successful in getting a much improved service for this locality from the C.N.R. and C.P.R. Express Rate Zones for Fredericton have been extended, as a result of a meeting with Mr. F. M. Smith, Express Superintendent of Atlantic Division of C.N.R., to include Amherst, Sackville, Richibucto, Campbellton, Dalhousie and Bathurst, and we are assured now that a bridge will be built during 1937 which will carry heavy traffic and that suitable sub-way facilities will be constructed.

Tourist Bureau Success

The 1936 Tourist Committee has been noted for its energy and ability and especially for the phenomenal success of its chairman, Mr. F. Cedric Cooper, in building and furnishing the Fredericton Tourist Bureau in Wilnot Park, and in having procured and distributed 40,000 advertising pamphlets both without cost to the Board of Trade.

First, the Tourist Bureau itself was built and deeded to the City at no cost to it, although the excavation was done and the foundation laid at the expense of the City Council. The donation of this \$3,500 building to the city was effected through the generosity of local merchants, home manufacturers, representatives of non-local manufacturers, gifts from private citizens and from the Town of Devon, who jointly supplied funds, lumber, roofing, bricks, fireplace and chimney, doors and windows, paint, electric fixtures, plumbing and rest-room facilities, furniture and interior decorations.

Complete list of donors for erection

of Fredericton Board of Trade Tourist Bureau 1936: City of Fredericton, James S. Neill & Sons, Ltd.; Fraser Companies, Ltd.; Devon Lumber Company; Colter Lumber Co.; Scott Concrete Works; J. C. Ristey Co.; William Boone; Albert J. Gunter; Maritime Electric Co.; M. Ryan & Son; T. A. Wilson; Ada Schleyer, Ltd.; Colwell & Jennings, furniture; Lemont & Sons, furniture; Provincial Govt.



S. S. MILLER
Retiring President of the Fredericton Board of Trade

(Signs and Water Cooler;) McMur-ray Book & Stat. (Flag, Cards, Etc.) Holden & Co. Ottawa (Uniforms;) Mavor Bros. (Electric Clock;) Woolworth Co. Ltd. (Pail, Glasses, Etc.) Alfred Horsnell (Iron); Joseph Tims (Rock;) Shute & Company (Fountain Pen, Stand, Vases;) F. E. Wood (Services.)

Complete list of Cash Donations for erection of Fredericton Board of Trade Bureau 1936:

S. S. Miller; George Chapman; Karl Walker; Earl Doohan; Universal Sales Ltd.; Alex. Davidson; Dr. F. L. Miller; Dr. A. W. Good; Eureka Grill; Buchanan & McLeod; Queen Hotel; H. A. Watson; Dr. G. R. Lister; H. G. Kitchen; M. A. Johns; R. G. Fulton; W. C. Lee; Joseph Burns; D. W. Mersereau; Daisy Smith; John H. Malcolm; Loughlin & McKenzie; John Scott; Grant, McDonald & McLean; G. Fred Crowley; M. M. Black; Dr. W. Olt; H. W. Leslie; Guy Menzies; J. E. Cook; Walter Hall; Fox's Beauty Parlor; Yerca Grocery Co.; Harvey Studio; Smith's Vulcanizing Service; M. L. Block; Waverley Hotel; Arthur Beardsley; Hedley S. Murray; N. Lippshetz; Phillips & Pringle, Ltd.; George W. Hodge; James E. Saunders; A. T. Sweed; Maritime Merchants Alliance; Ray Stevenson; E. M. Young, Ltd.; H. A. Smith; Sandy Smith; J. H. Flemming; S. S. Baird; Lannan's Restaurant; Dominion Stores; T. E. George; McColl Frontenac Oil Co.; Mr. McCutcheon; Hanson, Dougherty & West; W. W. O. Fenety; Capitol Transit; Dr. G. C. VanWart; Gaiety Dept. Store (Levine); Goody Shop; Green's Outfitting; Joseph Wilby.

These cash contributions, amounting to \$650.00 were made in response to a special drive under the captaincy of Mr. E. O. MacDonald and proved conclusively the public spirit of the citizens of Fredericton.

The purpose of this Bureau has been to facilitate our tourist business in the city, and it is enlightening to note in this connection that although the Tourist Bureau in 1936 was open only two and a half months (i.e. from July 1st. to September 19th.) as contrasted with a five month season in 1935 (i.e. May 1st. to October 1st.) the enrollment of persons visiting it was within fifteen hundred of the number of visitors during the long season of 1935 (i.e. 5,139 persons in 1936 as opposed to 6,423 in 1935.) In addition to this it should be noted that the road construction on the Fredericton-Woodstock Highway interfered greatly with the registration of Tourists at the Bureau by reason of the fact that Tourists were routed down the other side of the Saint John River thereby missing the Tourist Bureau completely.

Second, at the beginning of the Tourist season our Tourist Committee was refused the privilege of placing agents at St. Stephen-Calais and Richmond-Houlton boundaries, so we placed one representative at Ellsworth, Maine, and one at Newport, Maine, for about nine weeks at a cost of \$400 to the Board. These agents distributed the New Brunswick literature and were successful in routing United States tourists into New Brunswick through Fredericton.

ton. The Tourist Bureau, open from 8 a.m., to 10 p.m., daily, seven days a week during its limited season, was under the jurisdiction of the Board Secretary, Mr. Alexander Murray, who together with a young lady assistant answered inquiries and gave information regarding the City and community, and encouraged tourists to travel through the Province. It is to be hoped that the Bureau will be kept open through a longer season in subsequent years, i.e. from the first day of May to the first day of October, and in this way line up with the Tourist Bureau of Saint John. During the year 1936, our Board became closely related with the Saint John Board of Trade and other Boards in the Province. We are recognized as a most active group by the other boards and the spirit of friendliness and co-operation existing between the Saint John Board and the Fredericton Board is set out in a letter from the Secretary of the Saint John Board of Trade.

Promoted New Industries

Industrial committees have been formed during the year for the promotion of new industries, and although these have effected little as yet it is our hope that during better times they will bring results beneficial and lasting to the community. A joint committee of the City Council and the Board of Trade was formed to help promote a factory for the manufacture of excelsior for export to Great Britain. This was started in Charlotte County, but soon went into insolvency. Due to lack of capital the idea of building a Hardwood Flooring factory was given up also, while the special committee of York County citizens met for the consideration of the building of a factory to can fruit, vegetables, etc., under the chairmanship of Mr. P. S. Watson, has not brought any tangible results as yet.

My report has covered part of the activities of our Public Affairs and Industrial Committees. The Retail Merchants Committee did excellent work in arranging for C.P.R. and C.N.R. Excursion Trains which were a great incentive to trade, while our Entertainment and Programme Committees have given us good support throughout the year. Apart from this committee work it is significant to note that the Fredericton daily newspapers have served us loyally and really effected much in keeping before the public the endeavors of the Board of Trade, while City Officials and our board have been working mutually to control the peddling menace and other complex local difficulties.

Approached Gov't

Especially active has our Board been in the past year in approaching Governmental authorities both here and in Ottawa to petition for much desired alterations and improvements. Principal among these have been attempts for the procuration of a National Park for the Province, the establishment of an Airport in Fredericton, and a double-barrelled advertising scheme advanced and executed in Motion Pictures.

National Park

Concerning the National Park proposal much has been said but I shall merely outline the more salient points of this plan here. At a meeting on Feb. 6, 1936, a petition was adopted and presented to Hon. A. A. Dysart, K.C., Premier of New Brunswick, the Hon. F. W. Pirie, Minister of Lands and Mines, the Hon. T. A. Cramer, Minister of Interior, Ottawa, J. B. Hoskins, Commissioner of National Parks Branch, Ottawa, and W. G. Clark, M.P., for York-Sunbury, stressing the claim of New Brunswick for a National Park. Our deputations maintained the policy that the choice of location for the National Park be left to the Federal Government so that they would be free to select what they considered the most scenic and historic site in the Province. A re-survey was subsequently made and we are assured that in the near future the site will be chosen and the work of development commenced.

Re the Airport

With reference to the Airport question, it was brought before the Fredericton Board of Trade at several meetings early in the year. The matter of an Airport for the Capital has been brought to the fore and discussed on many occasions, not only by the Board but by the City Council. It is generally felt that such a facility is an absolute necessity in a City of Fredericton's importance and considerable is being done to advance this issue now. Much subsequent correspondence has been carried on in connection with the Airport with officials at Ottawa and the Board requests the 100 per cent support of the citizens of this community towards the accomplishment of this object.

With respect to the advertising schemes through the motion picture medium there are most interesting developments to report. The first and less important venture in this line was the taking of motion pictures at the opening of the New Brunswick Legislature in the month of February, 1936. Early in January, efforts were directed towards this end. The board of trade for the first time in the history of the Province made arrangements that films be taken of the open

ing. This was done by the Newsreel Camera Company and a short time later they were released and shown throughout the United States and Canada.

Motion Picture Possibility

Mr. H. C. Carter of Woodstock, who was greatly interested in the possibilities of instigating Technicolour Motion Picture Travelogues for the advertisement of our natural beauties as an incentive to tourists, brought this scheme to the attention of the Fredericton Board of Trade and by way of promoting this plan. We wrote to every chairman of Boards throughout the Province, to the Mayors of Cities and Towns, and to every Warden of Counties in New Brunswick, enclosing a Questionnaire on the subject. The Questionnaire read as follows:

Motion Picture Technicolour Travelogue

1. Do you think a Travelogue Picture in Technicolour would prove a real benefit to New Brunswick?
2. Do you want a share of this Travelogue taken in your County?
3. Will your Boards of Trade, Town Councils and County Councils assist in the selection of locations which will best promote the tourist attractions of your County?
4. Do you think that each County will get a worthwhile revenue from such a picture through increased Tourist business?
5. Do you feel that between June 15th and July 30th, 1937, is the best time for such a picture?
6. Is your Board willing to send a delegate to Fredericton to discuss details at a future date?

We received replies from most of those solicited and they were nearly 100 per cent in favour of the Travelogue. This matter has now reached the stage where we are handing it over to the New Brunswick Government for execution. The Federal Government has the camera men and all facilities for making the films and we hope that the Provincial Government will co-operate with the Federal Parliament and arrange to have this Travelogue shown in Motion Picture Theatres in Canada and in the United States.

Civil Services Improved

Other spheres of our Board's activities which I should like to touch upon are the improvements of civil services, and the clarifying of issues of public interest and business practice. These problems are for the most part not yet discharged decisively. For instance, we have been only partially successful in having postal services improved in the city and rural districts, although deliveries have been put on every Saturday afternoon and during public holidays.

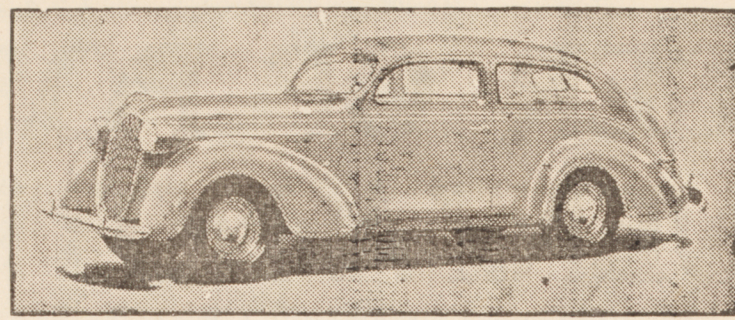
With reference to the civic questions, in April, 1936, a discussion was held by the Board concerning daylight saving time, but as there was



ALEX. MURRAY
Re-elected as Secretary of the Board of Trade

such great diversity of opinion the Board decided to leave it entirely in the hands of the City Council. Year after year with the arrival of Spring this issue has been mooted and then left in abeyance with no definite policy established. It would be well, during the coming months, if the City of Fredericton would take a definite stand and establish its plan of procedure for the future and fall in line with the other cities and towns of the province. To silence criticism with respect to the advantage of having Thursday as the half-holiday during the months of July and August rather than Saturday the Board of Trade would do well to continue their efforts of last Spring. The controversy among the merchants of Fredericton, who have for years enjoyed the Thursday holiday regulation, this spring resulted in the dropping of the question. It would seem advisable to conduct a canvass of all the merchants, professional men, and farmers in order to secure a knowledge of public opinion in this matter. A questionnaire published in our local newspapers, if answered wholeheartedly by the citizens, would be beneficial. (Continued on Page Seven)

1937 Plymouth Coach



PLYMOUTH DE LUXE TWO-DOOR TOURING SEDAN

Purchased From Phillips & Pringle

HURRY

Your Help is Needed

THE END OF THE DAILY MAIL'S BIG SUBSCRIPTION DRIVE IS IN SIGHT

Just 9 More Days

CAMPAIGN ENDS JANUARY 16th, 1937

Votes Take One More Big Slash After January 9th

CANDIDATES: Do you realize that a 1937 Plymouth Coach is at stake?

TO THE PUBLIC:

Show your favorite that you are a real friend --- SUBSCRIBE NOW!

MR. BUSINESS MAN:

Call one of the Candidates to your place of business and have them explain how it is possible for you to cut down on your Job Printing bill for 1937. Every business man needs bill heads and letterheads, so why not help yourself and also some Candidate in the race.

VOTE SCHEDULE

Now in effect

After January 9

6 MONTHS	2,000 VOTES
1 YEAR	5,000 VOTES
2 YEARS	12,000 VOTES
3 YEARS	20,000 VOTES
DOUBLE VOTES FOR NEW SUBSCRIPTIONS	

6 MONTHS	1,000 VOTES
1 YEAR	4,000 VOTES
2 YEARS	10,000 VOTES
3 YEARS	15,000 VOTES
DOUBLE VOTES FOR NEW SUBSCRIPTIONS	

THINK WHAT YOUR HELP MEANS
WIN OR LOSE

VOTES DECREASE TO THEIR LOWEST ON JANUARY 9th

RALLY TO THE SUPPORT OF YOUR FAVORITE WITH SUBSCRIPTIONS OR TRADE CARDS