

# The Daily Mail

A Daily Paper For Every Home

The Daily Mail is printed and published at 327-329 Queen Street, Fredericton, N. B. daily except Sunday by The Capital Printing and Publishing Company. W. G. Todd, Managing Editor.

Subscription rates: by carrier in City of Fredericton \$4.00 per year; by mail outside of the City of Fredericton \$3.00 per year.

Telephones: Business, advertising and printing 612, News and subscription, 67.

MONDAY, JANUARY 9, 1939

## TOTALITARIANISM NOT WANTED

One saving feature of democracy as we know it on this continent is its insistence on its divine right of inconsistency. Fascist and Communist dictators, whatever their faults, at least strive with some success to organize the political life of their countries logically. If Fascism or Communism, as the case may be, is the proper policy of the central government, then, they argue, it should be the guiding force in every form of organization. The logic is irresistible when it is backed by an army of secret police and plenty of concentration camps for nonconformists.

In democracies, there is always to be remembered the tendency of the electorate to rebuke a political leader who tries to assume too much authority. In spite of the largesse that the United States Government has been showing on deserving constituencies since 1933, the President's attempt to purge the Senate of a few members in the recent elections was a failure. Electors were still willing to receive all the Federal appropriations that could be secured, but they refused to surrender their right to vote for the candidate of their choice.

In a nearer field, the Premier of Ontario was rebuked by the free-born electors of Windsor, Ontario, when he used his influence in favor of one mayoral candidate in a municipal election. A strong hint was given to the voters that Windsor would receive more sympathetic consideration from Provincial authorities if its mayor were persona grata at Queen's Park. Windsor's answer may be interpreted as a hint to the Premier to leave municipal politics alone.

It is still possible for a Canadian voter to support one party in the Federal field and another in the Provincial while in municipal elections aldermen and mayors are usually chosen without much reference to their political affiliations. It is a state of affairs redolent of the healthy lack of logic which characterizes our Canadian politics.

The current dispute between the Federal leader of the Liberal party and the Ontario leader may be annoying to Liberal workers who see themselves forced to choose between the two. It will be hard for either side to convince the average voter that the quarrel has any real importance. When an election next gives him a chance to express an opinion, he will vote as usual for the party whose policy in its particular field of endeavor most nearly approaches his ideal, and may with a clear conscience reverse his political allegiance if his party's programme in the other field does not suit him. Totalitarianism is not suited to Canadian thought.

## NOW FASHIONABLE

One of the most prominent and gentlest cynics remarked the other day that the United States has become public-relations conscious and he predicted that we would feel the effects of this shortly for the reason that Canada invariably is cloudy when it rains to the South.

At first thought it might be assumed that a nation which has become public-relations conscious is in a fair way towards solving public-relations problems of industry. But the course of events is not so clear. There is some reason to believe that commerce and industry as a unit has not yet thought the thing through; that reliance is being placed on a magic phrase and that in many instances a formula is being adopted without regard to individual needs. Perhaps, too, there is some-times a lack of sincerity—a feeling that Jones, Smith and Brown, Inc., must get into the public relations work because that is what is being done in the best industrial and business circles this season.

The urge for public relations should be of the spirit rather than of the counting house. But better from the counting house than not at all, just as it is better to be honest for reasons of policy if no better motive can be found.

Lest the foregoing paragraph sound too much like a paragraph from the Saturday sermon-editorial, it is added in workaday language, that the basis of all public relations work should be sincerity. Without sincer-

ity, a public relations programme is likely to fail sadly at some stage in its headlong career, for a reason akin to that which caused Phineas T. Barnum (if it was Barnum) to say that you cannot fool all the people all the time.

Thus public relations efforts may be summarized as a sincere and honest programme of friendship—and courtesy which is an outward evidence of a desire to be friendly. It is bowing the customer out as well as bowing the customer in. We have a picture in our minds of a small-town druggist who used to open the door for the visitor as he would his home, and we like to think that the late Mr. Catto who met all customers with polite questions as to their wishes was not moved solely by a wish to promote sales at his erstwhile famous draper's shop on Yonge street.

Those who would improve public relations of large corporations are confronted, as much as anything, with the official censorship. It is more destructive of the freedom of the press, because it preserves the form of freedom, while discarding the substance.

Five million sugar maple trees in Vermont (which produces twice as much maple sugar and syrup as any other State in the United States) and 75 per cent of the 375,000 sugar maples in New Hampshire were destroyed by the recent hurricane which swept the New England States, according to reports of the U. S. Forestry Service.

The very heavy imports of oranges, grapefruit, and lemons into Canada and the United Kingdom far outweigh the exports of these fruits from other British countries (Australia, Cyprus, Jamaica and other British West Indies, Palestine, South Africa and Southern Rhodesia).

The larger part of the output of bananas from Jamaica is imported by the United Kingdom. Canada and the Netherlands import most of the remainder of the crop.

## J. A. COE

ANTIQUE AND MODERN FURNITURE Upholstered and Repaired 265 Westmorland, Phone 1344-11

## A CAR FOR ANY OCCASION

### FERRIS TAXI

24 HOUR SERVICE 336 Campbell St. — Phone 1404

## Just in Jest

Bill: "How long have you been working for your present boss?" Jack: "Ever since he threatened to fire me."

Mrs. Brown was in high feather. Mr. Brown had just presented her with the usual Christmas cheque. "That's jolly," said Mary. Mrs. Brown's eldest daughter. "Just think of the presents we can buy." "And how do you propose to spend the money?" asked her mother. "I'd buy you a fur coat, and we can get a motorcycle for Tommy. Then I can have that lovely fur I saw the other day, and we can book a box for the pantomime. Sister Clara must have that new dress, and Cook that chubbly umbrella we saw last week and—or—or—let me see—I know there's something else. Oh, yes, of course. We've forgotten Daddy's pipe-cleaners."

A school visitor said to the children: "If all the good people were white, and all the bad people black, what color would you be?" Some said white, some black, but one little maid said, very demurely: "Streaky."

The waiter stopped before the diner's table, a horrified expression on his face. Politely he tapped the man on the shoulder.

"Pardon me, sir," he asked, "but do you realize that you are eating the plate instead of the steak?" "Sure I do," replied the customer blandly. "I'm not taking any chances with my digestion."

"I'd like to see some silk stockings," "Yes, sir. For the wife? Or would you like to see something more expensive?"

"I dreamed of you last night," "Indeed!" said she, coldly. "Yes, then I woke up and got up to put on the elderdown."

CONSULT MRS. T. MORGAN FOR THE BEST IN HOME COOKING Phone 171-41 — 533 King St.

Crawford & Graham WHITE AND BROWN BREADS Try Our Delicious Oatmeal Loaf N. Devon — Phone 857-21

## MR. PICOBAC'S CRONIES



PRESENTING LES SHARPLES, PROPRIETOR OF THE ONLY AND ORIGINAL TWO-CHAIR BARBER SHOP IN ESSEX CENTRE.

## "Listen, Mr. Picobac,"

said Les



HANDY SEAL-TIGHT POUCH 15c 4-LB. "LOK-TOP" TIN 60c also Packed in Pocket Tins

Razor in hand, Les Sharples, proud proprietor of the original two-chair barber shop of Essex Centre, paused and declared, "Nobody trusts a mugwump. You never know which side of the fence he is on."

"I'm not talking about mugwumps," replied Mr. Picobac brushing the blue smoke aside. "I'm talking about keeping an open mind. An M.P. should vote and smoke as his conscience guides."

"You always smoke the same kind of tobacco, I notice," continued Les. "You bet I do," rejoined the Burley philosopher. "I smoke Picobac, the pick of Canada's Burley Crop, grown in Sunny Southern Ontario. I like a mild . . . cool . . . sweet smoke. The more I smoke it, the better I like it. But I'm open-minded. You show me anything better and I'll try it; but you can't do it."

**Picobac**  
"IT DOES TASTE GOOD IN A PIPE!"  
Grown in Sunny Southern Ontario  
Have you tried Picobac Sliced Plug - vest pocket tin 15c

## As I See It

Daily Foreign News Comment By H. M. Paint.

## THE REASON WHY ITALY WANTS DJIBOUTI

In Algeria, Morocco and Tunis, France maintains 123,000 native troops—the majority Senegalese. A newly completed strategic interior road enables them to be switched rapidly to any danger point. The Senegalese—a mixture of Negro and Moor—are first class fighting men, and for the past three decades have been the basis of the French native infantry establishment in France's colonial possessions.

France is not seriously worried about Italian threats against Tunis. A miniature Maginot Line secures the Libyan border by land, and the great French base at Bizerta renders the protectorate secure by sea. The Italians can only muster 60,000 troops in Libya. They are flanked in constant menace, in the event of war with France, by an Egyptian army of 15,000, a British garrison force of 12,000 British troops, and 20,000 British troops in Palestine. No one knows better than Mussolini that Tunisian aggression except as a stalking horse to disguise his real aims, cannot pay dividends at present.

His real point of future aggression must be Ethiopia—for in Ethiopia there are 220,000 Italian troops and 100,000 Italian laborers, with military training. France maintains 1,500 men in French Somaliland and Britain a garrison of only 400 in British Somaliland. Italian superiority in this region is overwhelming.

Il Duce visions a bad nightmare for the future for his expensive colonial Empire. What if Britain should close the Suez Canal, France overrun Libya and occupy it, and his Ethiopian empire be left high and dry like a whale on the strand? Djibouti then could serve as a base at which to land British troops from India for the conquest of Ethiopia itself.

But if he could get cession of French Somaliland, so as to be able to capture Djibouti at will and get enough influence on the Suez Canal Directorate to keep the Canal open how simple things would be!

## Capitol

NOW PLAYING— They're Hard to Beat in

## 'HARD TO GET'

Warner Bros. girl-and-boy laugh-and-joy hit, with

Dick Powell DeHaviland Olivia

Charles Winninger, Allen Jenkins, Bonita Granville, Melville Cooper

News — Scenic — Musical Mat. 10, 20. Eve. 15, 25. Plus tax

Here Thurs., Fri., Sat.

ROY ROGERS, SMILEY BURNETTE in

## "BILLY THE KID RETURNS"

ALSO PLAYING—

## "The Night Hawk"

With Robert Livingston, June Travis. Robert Armstrong

## DR. G. R. LISTER

Dentist

Burchill-Wilkinson Building QUEEN STREET — Below Regent

## CORD WOOD

16 inch. Hard and Soft Millwood

## COAL

Springhill, Broad Cove, Inverness, Minto

## M. G. HANSON

COAL AND WOOD

198 St. John St. — Phones 228 or 1319-21

## Geo. K. Bell

CHIROPRACTOR and OSTEOPATH (P.S.C. Graduate)

(14 Years in Fredericton) General Practice of Chiropractic and Osteopathy Font Correction Made and Arches Adjusted

606 Queen St. — Phone 418 Hours 10-12; 2-4; Evening 7-8

## RICHARD DUNN

ALL KINDS OF WOOD

Union St. — Phone 623

## COY'S BAKERY

BREAD ROLLS DOUGHNUTS PIES

## J. Edward Hughes

Barrister, Solicitor, Notary Public, Etc.

Offices: Phone 195 65 York Street. FREDERICTON, N. B.

## WILKINS FISH MARKET (Formerly Jamiesons)

FRESH EGGS — DAIRY BUTTER. OYSTERS. CLAMS FRESH FISH. SMOKED FISH. LOBSTERS 672 QUEEN STREET (Morning Delivery) PHONE 1518

## AULA - OPEN - AIR - RINK

Good Ice — Refreshments — Good Music Skating Every Afternoon and Evening Admission: Adults, 17c. Children, 12c. Across From AULA SERVICE STATION. Woodstock Road

## GAIETY

NOW PLAYING



THE GREAT WALTZ LOUISE FERNAND RAINER-GRAVET MILIZA KORJUS

with HUGH HERBERT · LIONEL ATWILL And Cast of Thousands Screen Play by Samuel Heffenstein and Walter Reisch Directed by Julien Duvivier

Also Paramount News

## Here Wednesday, Thursday "THE LONE WOLF IN PARIS"

Frances Lederer, Frances Drake

Also— Edward G. Robinson in "A Slight Case of Murder"

## PLUMBING and HEATING

### GEO. WANDLESS

Agent For Record Foundry Furnace (Moncton, N. B.) 360 Church St. — Phone 785-41

## YOU MOVE IN THE BEST CIRCLES

When You Puff Smoke Rings From One of Our Pipes, Cigars or Cigarettes All the best papers and periodicals including the Boston Post.

## Bill Mazzuca

71 YORK ST. Phone 1413-21

## SPECIALS

Domestic Shortening 2 lbs. 25c. 4 Dreadnaught Toilet Paper 25c. Super Suds Large and Small 21c

## MacFarlanes

Cor. Albert and Regent Streets Phone 453-11

# Roll-Your-Owners. OLD VIRGINIA FINE CUT Is Here

Men! This IS cigarette tobacco—made for finer, cooler, sweeter smoking. It's extra fine cut to give you silky threads of mild Virginia leaf that snuggle smoothly into the paper (most smokers prefer Vogue or Chantecleer papers) and roll quickly and easily into a really rich and satisfying cigarette.

Old Virginia Fine Cut will bring new enjoyment to every "roll-your-owner." Smell the rich aroma and you'll know this tobacco has the flavour, the fragrance, the mellow goodness you have always longed for in cigarettes you make yourself.

## AND IT COMES IN A HANDY POCKET POUCH!

—A handy, rubber-lined, "seal-right" pouch that fits snugly into your pocket and keeps your Old Virginia Fine Cut fresh to the last. The signature "D. Ritchie & Co." on the pouch is your guarantee of the genuine—the mark of true Old Virginia quality that smokers know so well.



OLD VIRGINIA Fine Cut 15c

IF YOU SMOKE A PIPE — TRY OLD VIRGINIA PIPE TOBACCO