

SUMMARY OF YEAR'S WORK BY FTON BOARD OF TRADE TOURIST BUREAU

Splendid Work Done During Summer Months —
Bureau Closed on Octber 15 — Great Increase
in Number of Persons Visiting Bureau

Following is a summary of the past summer's work carried on by the Fredericton Board of Trade Tourist Bureau:

Summary For May, 1935.
Arrangements for the operation of a Tourist Bureau, and local exhibit being completed by the Committee appointed, the Secretary approached the local Manufacturers, and Merchants, to interest them in taking space for displays in the proposed bureau.

The suggestion met good results, as all of the available show cases were engaged. Although the bureau was not to officially open until June 14th, the show room was prepared, and some displays were arranged in May, thus enabling the venture to get away to a good start.

The first meeting of the Retail Committee was held in the new Board room, on May 14th, when arrangements were formulated for the Silver Jubilee Celebration, and the merchants co-operated by buying and displaying banners supplied by the Board.

At the same meeting the matter of the Thursday half-holiday was discussed. This half-holiday having been established several years ago, it was

decided that the same should be continued.

During the latter part of May, with the Bureau only partially operating, and it still very early in the season, there were 16 parties who visited the bureau for information.

Summary For June, 1935.
In June, the work of arranging displays progressed. Merchants sent in their goods for show-case displays.

The June meeting of the Board was on the invitation of the President, Mr. W. W. Hubbard, conducted at his apple orchard at Burton. There were about 75 members and friends who availed themselves of the opportunity to see the orchard in full bloom.

On June 9th a small committee motored to Fredericton Junction to meet six Trade Commissioners from Ottawa, who were destined for various parts of the world. After a short meeting in the Board Room, the visitors were entertained at luncheon at D-Coy Inn, by D. W. Griffiths, Director of the Provincial Bureau of Information; after which they were driven to St. John.

An effort was made to collect dues from all unpaid members, during this month, with fair success, but there are still a few unpaid.

Show-case displays were nearly all

settled for. The number of visitors presenting themselves at the Bureau in June was 58.

Summary For July 1935.
July found the Tourist business in full swing, and working very nicely, when notice to vacate was given, as the building had been rented to Colwell & Jennings, Ltd. This was unfortunate, after the expense and time expended in getting the exhibits so that they were attractive, and creating a good deal of favorable comment. However, it was realized that the occupancy of the store permanently was most beneficial for the business section, arrangements were made immediately to procure other quarters.

The Chestnut building near the Queen Hotel finally being decided upon, and although some were in doubt, the move has proved most popular.

Preparations were then made to move the exhibits and office to the new location, and on July 22nd, due to the efforts of Mr. S. S. Miller, and the kindly co-operation of His Worship Mayor Clark who provided 5 men and a team of the City Roads and Streets department, the merchandise was moved to the new quarters, with no expense to the Board of Trade.

Mr. Edgcombe expressed his willingness to loan the showcases not purchased by his new tenants. This enabled us to continue the original display arrangement, and keep faith with those merchants and manufacturers who had paid for the season's display.

The window display in the early part of July was supplied by J. Clark & Son, for Firestone Tires.

The number of visitors during July increased to 240 parties registering.

On July 25th the Board of Trade

Dawson, president of the Canadian Chamber of Commerce, who was entertained at a luncheon at the Fredericton Golf Club.

The Programme Committee arranged a picnic also on this day, to Grand Lake, held at the summer camp of W. A. Loudoun, Comptroller-General, at Sypher's Cove.

Summary For August, 1935.
The tourists have visited the Bureau of Information in increasing numbers.

The services rendered are many—such as placing parties in private homes, making appointments with Doctors, directing visitors to points of interest in the city and surroundings, directing parties to stores where they can procure merchandise desired. (In this the Bureau is doing a definite service to the local merchants, who have voiced their appreciation many times). Appointments have been arranged between guides and visitors, resulting in a stop over for a few days fishing. (Mr. Raymond Currie and Mr. Charles Wade will confirm this, they having been the guides nearest to hand at the time the visitors presented themselves at the Bureau).

Another request comes in the form of routing parties to distant parts of the country in all directions by other than the regular printed routes outlined on the tour maps and necessitated the checking of mileage, etc.

These are just a few of the duties devolved upon attendants of the Tourist Bureau.

During the month 811 parties registered which estimated at 3 to the party, which is conservative, a total of 2433 visitors passed through the Bureau this month.

Of especial interest Board of Trade members was the Convention on August 28th of the Boards of Trade of Western New Brunswick sponsored by the Local Board, when 58 members and guests were present at a luncheon and Round Table talk in the Loyalist Building.

F. M. Scanders of Saint John and Mr. Rand Matheson were the principal speakers.

Summary for September 1935.
The influx of tourists for this month is keeping pace with August, there having been an average of 28 parties registering daily. Visitors from California, Florida, South Carolina, Tokio, Japan, were among those registered.

During this month the fishing improved greatly and many parties spent a day or two with local guides. One very enthusiastic fisherman drove back from McNamee to tell us he had caught a 22 lb. salmon and wished to have it mounted. He was directed to Mr. Davis who is now mounting the fish. Mr. Harvey Wellman of Hanover New Hampshire, also reported having the greatest fishing trip of his life catching 22 fish in six days on the southwest Miramichi.

The number of parties registering at the Bureau in September totalled 825—an increase of 14 parties over August.

Approximately 2475 persons presented themselves during this month.

Summary For October, 1935.

The number of visitors during this month has far exceeded our expectations. On Monday, October 7th we started to make arrangements to close the Bureau. Exhibitors were notified, the merchandise was all packed for delivery — and on Tuesday, October 15th Bureau was officially closed.

The number of visitors registering October 1st till the close—169.

Total registering for the season, 2119; Total 6357.

It is interesting to note the comparative number of tourists passing through Fredericton who called at the tourist bureau during the five years previous to 1933 and 1934 when the bureau was closed. As a result of careful checking the following table is presented:

Year	1928	1929	1930
May	...	2	16
June	42	29	26
July	151	175	143
August	368	238	205
September	42	16	1
October	...	7	...

603 467 331

Year Year 1931 1932 '33-'34 1935

May	3	...	16
June	13	28	58
July	153	63	240
August	180	92	811
Sept.	6	...	847
Oct.	169

355 183 .. 2141

1933 and 1934, offices not open

Figures are always interesting, and by multiplying the above totals by three, that being a conservative estimate of the number of persons in each registered party show us the following:

1928, 1,809; 1929, 1,401; 1930, 1,713; 1931, 1,065; 1932, 549; 1935, 6423.

These totals represent the number of persons known to have visited the city of Fredericton Tourist Bureau during the years indicated in the above article.

She (gushingly): "Will you love me when I am old?"

He: "Love you? I shall idolize you. I shall worship the ground under your little feet. I shall—um—er—You are not going to look like your mother, are you?"

Advertise in The Daily Mail.

Pays.

Of Interest to Women

CANADIAN APPLE RECIPES

Eat an Apple a Day and Keep the Doctor Away —
Watch Your Style — Some Candy

The apple without question is the king of fruits. Whether fresh, dried or evaporated or canned, it is a wholesome food, easily prepared, attractive and palatable at all times. As pointed out by the Dominion Department of Agriculture in the booklet, Canadian Grown Apples, in which 120 different recipes for the cooking of apples are fully explained, apples vary in flavour, and texture. The sound, tart apples are the most suitable for preserving, but care should be taken to use them in their proper season. When this is done, spices need not be added as their flavour cannot be improved.

Due to the large amount of pectin contained in apple juice, it may be used in other fruits to give a jelly consistency to jams and marmalade. There is no waste to a good apple; even the core and paring may be utilized for jelly. To store apples in the home, the atmosphere should be dry and the temperature low and cool. The following recipes are taken from the booklet Canadian Grown Apples which may be had free on application from the Publicity and Extension Branch, Dominion Department of Agriculture, Ottawa.

Apple Marmalade

Wash, quarter and cut into small pieces coarse-grained Canadian grown apples. Add cold water and cook slowly until very soft. Rub through a strainer and for each cup of apple pulp add ¾ cup sugar. Add grated lemon rind and lemon juice, allowing one-half lemon to every six cups of apple pulp. Cook slowly, stirring very frequently until thick. Put up in jars or glasses and cover with paraffin wax. When cold, the marmalade should cut like cheese or jelly. Preserved ginger cut fine may be added, using one tablespoon for every six cups of pulp.

Coddled Apples

2 cups boiling water
1 to 2 cups sugar
8 apples.
Make a syrup of boiling sugar and boiling water five minutes. Core and pare Canadian-grown apples; cook slowly in syrup; cover closely and watch carefully. When the apples are tender, lift them out, add a little lemon juice to syrup and pour over apples. The cavities may be filled with jelly or raisins.

Apple Porcupine

Stick coddled apples with pieces of almonds blanched and cut lengthwise in spikes.

Apple and Cheese Salad

Mix chopped pecan with twice their bulk of cream cheese, adding a little thick cream to blend the mixture. Season with pepper and salt and make into tiny balls. Pare mellow Canadian-grown apples, core and slice across in centre into rings about half an inch thick. Arrange rings on lettuce leaves and place several cheese balls in the centre. Serve with cream or salad dressing.

Style Points

Look at your necklines, your belt, your pockets, your closings.

Necklines are high and tricky and greatly varied, a matter of the designer's inspiration. On daytime frocks there may be a band with a prim roll at the top; or a fold that tickles the chin and ends in scarf ends at the back; or just an asymmetrical line terminated by an ornament; or a pointed shirt collar feminized by a bow or a metal and jewelled ornament, or a tab. Scarfs are much used and some collars, perhaps of faille with wing points and sunray-pleated bibs; or of a flat fur closed by an ornament.

Even décolletages follow many contours, some of them high in front. The line of the 'Primitive' is likely to be found, of the Renaissance and Greek styles, square and deeply cut out under the arms. The drapery is often supported by a necklace fastened to the frock with cups. Some classic drapery is most logically served by a front V-shaped décolletage.

Belts are a story in themselves, artfully designed, unexpectedly closed. Even on tailored frocks, belts appear on skirts and blouses. The New Saks shows a crepe afternoon dress with such pockets made of sequins. Other pockets are tip-tilted, notched and oddly shaped. However, many dresses have no pockets.

The frock with a straight line of buttons or craftily designed closings from neck almost to hem is a smart 1925-36 model.

Tucks, pleats and shirring are used, as it were, organically; they develop and control the silhouette. Soutache braid applied in elaborate scroll-like patterns, is, perhaps, the favorite applied trim, but sequins, passementerie and lace are important features of the fashion picture.

Some Candy

Young people are hardly settled in

colleges and camps before they write for a box of "homemade candy." The following recipes are stand-bys.

Mother's Taffy

Mix together 2 cups sugar, 1-3 cup white vinegar, 1-3 cup water. Stir until the mixture starts boiling; wipe sugar granules from sides of saucepan. Test with tip of spoon. When it will spin a brittle thread, add 1 teaspoon lemon extract and pour gently into a large, flat buttered dish. Do not scrape pan. When the edges are cold enough for handling, begin pulling, adding from time to time as mixture cools. Pull until too stiff, twist into sticks, cool on table, break into desired lengths.

Old Reliable Fudge

Mix together the following ingredients and boil seven minutes:

3 cups sugar
1 cup condensed milk
½ cup molasses
2 tablespoons cocoa.
Take from fire and when cold add ½ teaspoon vanilla and 1 cup broken nut meats—preferably pecans. Beat until creamy. Pour on buttered dish and mark into squares.

Pecan Candy Patties

Mix together and boil 2 cups sugar, 1 cup milk. Brown in an iron skillet 1 cup sugar, and when melted add 1 cup water. When both mixtures are boiling pour first mixture into the skillet and cook the whole until it will form a soft ball when tested in cool water. Take from fire and add 2 cups pecan halves. Beat until cool. Drop by spoonfuls on oiled paper.

Schoolgirl's Divinity

Mix together 2½ cups sugar, ½ cup white Karo syrup, ½ cup water. Boil until it will spin a brittle thread. Take from fire, pour over 2 egg whites, beaten stiff. Add 1 teaspoon vanilla, 1 cup bottled cherries, drained, 1 cup broken pecan nuts. Beat slowly until cool. Pour into buttered dish and mark into squares. Put in ice-box until cold.

Return of the Native

As a Canadian, Mr. Beverley Baxter of London, England, wants 'to see Canada come to that civilization where the man in public life is honored'. He has said so. As a Canadian, he deplores in Canada "a lack of respect for your men in public life". He has said that, too.

Mr. Baxter has said more. This, for example: "It has been going on too long. At a trying time it is right to look to the Government for leadership, yet so long as you discredit your public men you can have no faith in politics".

It may be noted that the Mr. Beverley Baxter who thus admonishes, the Mr. Baxter who cherishes these gentlemanly hopes for his native land, is the same Mr. Baxter who long edited Lord Beaverbrook's London Daily Express. Mr. Baxter was editor of the Express throughout the more renowned years of Lord Beaverbrook's crude Canadian vendetta against the Right Hon. Stanley Baldwin, P. C., Leader of Lord Beaverbrook's party and off and on, Prime Minister of Britain. Few if any of the impassioned editorial references to England's leading statesmen published in the Express during those years were at all respectful toward Mr. Baldwin. None, so far as memory serves, was designed to do Mr. Baldwin honor as a public man.

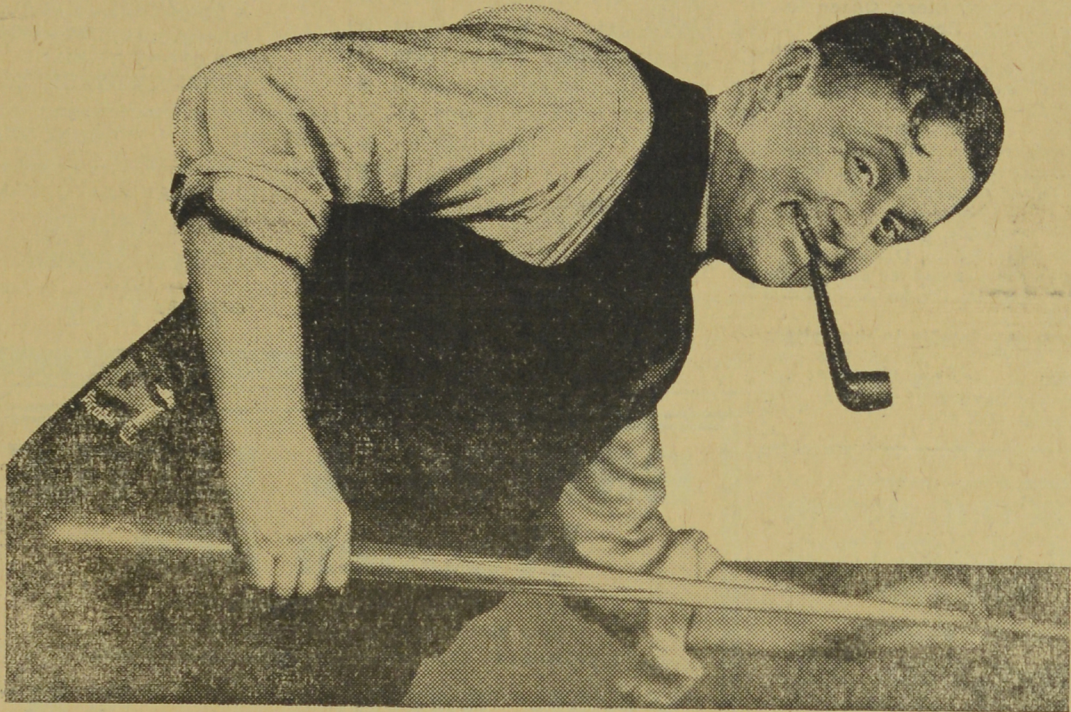
It may be noted further that the Mr. Baxter whose heart is heavy for his countrymen's uncivilized tendency "to discredit your public men" is the same who, during his years with the Express, did his best for civilization by thinking up ways and means of discrediting Right Hon. J. Ramsay MacDonald, P. C., Labor and National Labor Premier of Great Britain. That the ambition was worthy cannot be denied. That Mr. Baxter thought of several good ways and means, the back files of the Express testify in twelve-point bold-face type. If the Estonswill Gazette be expected the records of British journalism can show few choicer collections of political and personal jeers, sneers and epithets than those the Express, under Mr. Baxter's guidance, showered upon Mr. J. Ramsay MacDonald.

Mr. Baxter has come to Canada now, and coming, has not found all as he could wish it to be in Canadian public life. There is, he notes with sorrow, a lack of respect for public men in this country. It has been going on too long and he does deplore it.

'Dear Mr. Baxter, It is nice that he has come home to visit in a time when jests are few.

It pays to advertise in The Daily Mail.

"Picobac—in the corner pocket"



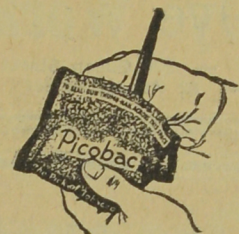
As he stooped over the pool table to take a squint-eyed view of the situation before calling his shot, the philosopher of Ontario's Burley tobacco belt displayed to public view a handy pocket-size tin of Picobac on his hip.

"Pot the black in the corner pocket," announced he to the gallery as, cue in hand, he paused preparatory to taking his final "stance" on the green baize.

"What do you call that shot I see in your hip pocket?" enquired a man from a bench at the wall.

"That, sir," returned Mr. Picobac with dignity, "is the pick of Canada's Burley crop, grown in Sunny Southern Ontario. It has a quality and flavour that make it priceless among pipe tobaccos. But it sells for the small price of ten cents for the handy pocket tin or fifteen cents for the new seal-tight pouch. Picobac is the name. And it's good for cigarettes, too. Have I answered your question?"

"Shoot," said the man on the bench. "Picobac—in the corner pocket."



NEW SEAL TIGHT POUCH
15¢

½-POUND "LOK-TOP" TIN
60¢

ALSO PACKED IN HANDY
POCKET TINS.

"IT DOES TASTE GOOD IN A PIPE!"

Picobac

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Imperial
Tobacco
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Canada,
Limited