THE DAILY MAILFRED ERICTON N B., MONDAY JUNE 30 1513



Jogging Laziness into Activity

The merchant whose business lags in the summer

To slacken the selling pace in the hot season-to

FUTURIST COOKERY NEW TERROR TO EXISTENCE

Paris, June 23--"Futurist cookery is the new terror to be added to ex-istence by a Paris chef de cuisine, who has been converted to the revo lutionary principles of Marinetti and

Jules Maincave, the chef in on, who until recently directed the kitchen of a leading restaurant in the Grand Boulevards, says it is his mission in life to set the whole arteating on a completely new basis and free it from its present degraded

He intends, first of all, to attack those fortresses of modern cuisinemixed dishes and flavorings,

"The Futurist cookery has for its principal object the blending of food-stuffs, now kept separate, and well stuffs, now kept separate, provoke absolutely unheard-of sensations.

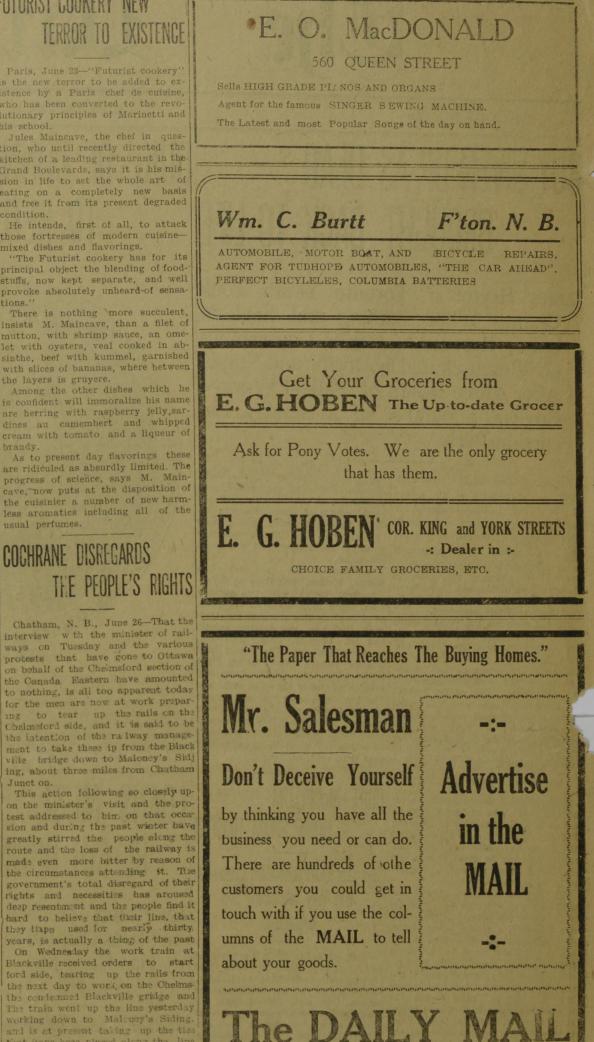
There is nothing more succulent insists M. Maincave, than a filet of mutton, with shrimp sauce, an ome let with oysters, veal cooked in ab-sinthe, beef with kummel, garnished with slices of bananas, where between the layers is gruyere. Among the other dishes which he

is confident will immoralize his name are herring with raspberry jelly, sardines au camembert and whipped cream with tomato and a liqueur of

As to present day flavorings these are ridiculed as absurdly limited. The progress of science, says M. Main-cave, now puts at the disposition of the cuisinier a number of new harm-less aromatics including all of the usual perfumes.

Chatham, N. B., June 26-That th interview w th the minister of railways on Tuesday and the various protests that have gone to Ottawa on behalf of the Cheimsford section of the Canada Eastern have amounted to nothing, is all too apparent today for the men are now at work prepar ing to tear up the rails on the Chalmeford side, and it is said to be the intention of the ralway manage ment to take these ip from the Black ille bridge down to Maloney's Sidj ng, about three miles from Chatham Junct on

This action following so closely upon the minister's visit and the protest addressed to him on that occa sion and during the past winter have greatly stirred the people along the route and the loss of the railway is made even more nitter by reason of the circumstances attending it. The government's total disregard of their rights and necessities has aroused deep resentances and the people find it hard to believe that their line, that they hape used for nearly thinty, years, is actually a thing of the past On Wednesday the work train at Blackville received orders to start ford side, tearing up the rails from the next day to work on the Ohelms-the condemned Blackville gridge and train went up the line yesterd king down to Malcurey's Sidin



lessen Advertising activity-indicates a resignation

If we think we cannot keep our business booming in summer time, we surely will not.

What a jolt it must have been to the fur trade, when the first mid-summer fur advertisement was run in a daily paper! Now many fur stores are following the example of that progressive fur man who dared to believe that fur sales need not go down as the mercury goes up.

Energy, linked with Advertising, has turned the month of January into the biggest selling season for white goods. Advertisements of a high stimulative power, combined with a disregard of "seasons," have opened up automobile selling two months earlier than was once thought possible. Advertising has started Christmas shopping early in October instead of the middle of December.

Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a responsive cord in human nature-and human nature is the same in August as in December.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Can-adian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

