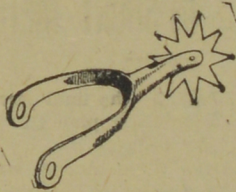


EMPIRE NAVY

THE FINEST PLUG CHEWING TOBACCO
ALWAYS SATISFIES
10¢ Per cut.

Jogging Laziness into Activity



The merchant whose business lags in the summer has himself to thank.

To slacken the selling pace in the hot season—to lessen Advertising activity—indicates a resignation which has no place in modern business.

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 Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

THE ORANGEMEN OF MONCTON HEAR A POWERFUL SERMON

Rev. J. L. Batty, delivered a powerful sermon to the Orangemen of Moncton in the Central Methodist Church of that city on Sunday last. In the course of his remarks he took a fall out of Hon. Frank Cochrane, Minister of Railways for discourteous treatment of the Loyal Orange Association. He also handed out some interesting information on the Norway house incident.

The following extract from his sermon is taken from the Moncton Transcript:

He then claimed that there was organized aggression by the Catholic Church and he held that when the Liberals claimed to be in power, they were not but the Catholic Church was, and now when the Conservatives claim to be in power, they are not, but the Catholic Church party is. (Applause). It is always in and manipulates things if it possibly can. He said that the largest banner which they possibly could carry should be at the head of their procession and decorating their halls with the words "Protestantism before Party." There are politicians who would shiver when they saw it. Moncton is British as Canada is. I know of nothing that can keep a nation together any better than language, and the English language became the dominant language of Canada with the taking of Quebec. He said the signs we saw on the streets and on the railway crossings and on the mail trucks used for the transfer of mails at the railway stations, employing another language, were insulting to British. Haven't the French a right to be represented? Certainly they have, but I believe that all speeches made in the Canadian Parliament should be made in English and all documents that are sent out should be printed in English alone. (Applause). All signposts should be in English. We have no right to be offended by the French language being placed on mail trucks, as it is on our railway platforms. you may call that fanaticism, but I think it is true British. When a man goes to Parliament he should make his speeches in English and if he does not know the English language, he should stay home till he learns his A. B. C.'s. The language that we speak, they should take. I submit further that if the spirit of aggression increases for the next ten years as during the past ten years the Protestant clergymen will be running some risk of insult when travelling on I. R. C.

The Rev. Dr. Chown, general superintendent of the Methodist Church, addressed meetings of the laymen at conferences in the Northwest and resolutions were adopted protesting against this action by the government. The result is that the other day the conference of Manitoba received a telegram saying that the matter was now being held in abeyance. (Applause) This for a time.

The Conservatives may think I am chasing the government but I am not I am standing by my principles. I am pleading for equal rights to all. He then briefly closed by urging those present to stand firmly by the principles which they avowed.

Just a short time ago you will remember that one of our clergymen a baptist clergyman, was told by a train agent how he should dress, what kind of collar he should wear. There are many train agents employed by the I.C.R. and the majority of these are not Protestants and our only honest conclusion is that the Government is toadying to the Roman Catholics.

I had occasion some time ago to go to Ottawa and my visit there I believe caused a lot of conjecturing. I want to state right here for the benefit of some that I did not travel on a pass. I went there to meet gentlemen from Toronto, who with me were to meet the Minister of Railways. We made certain statements to him which affected the interests of the Orange Association and Orangemen. He said that the matters which I presented would receive attention as soon as they were sent to him in black and white. Well, they were sent to him in black and white and accompanied by affidavits made in Moncton before Moncton magistrates, but we received no answer. The other day I sent a telegram to the Hon. Mr. Cochrane, Minister of Railways, then at Chatham calling his attention to this fact and I am told by the local Telegraph Co., officials that the telegram was delivered and placed in Mr. Cochrane's hands personally, but he as a Cabinet Minister did not have the courtesy to reply. (Prolonged applause) It was an insult. It was not I who was insulted, but you and the Loyal Orange Association which I represented, which was insulted by this Minister of the Government. (Renewed Applause)

(Continued on page six)

Dr. de Van's Female Pills
A reliable French regulator; never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at \$5 a box, or three for \$10. Mailed to any address. The Sobell Drug Co., St. Catharines, Ont. Sold in Fredericton by A. J. RYAN

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560 QUEEN STREET

Sells HIGH GRADE PIANOS AND ORGANS

Agent for the famous SINGER SEWING MACHINE.

The Latest and most Popular Songs of the day on hand.

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AUTOMOBILE, MOTOR BOAT, AND BICYCLE REPAIRS.

AGENT FOR TUDHOPE AUTOMOBILES, "THE CAR AHEAD".

PERFECT BICYCLES, COLUMBIA BATTERIES

Get Your Groceries from
E. G. HOBEN The Up-to-date Grocer

Ask for Pony Votes. We are the only grocery that has them.

E. G. HOBEN COR. KING and YORK STREETS
:- Dealer in :-

CHOICE FAMILY GROCERIES, ETC.

"The Paper That Reaches The Buying Homes."

Mr. Salesman

Don't Deceive Yourself

by thinking you have all the business you need or can do. There are hundreds of other customers you could get in touch with if you use the columns of the MAIL to tell about your goods.

Advertise
in the
MAIL

The DAILY MAIL

A RECORD

Was made last year in Watches with us.

The output was larger and the percentage of faults was smaller than ever before, which demonstrates that the Goods Have Quality.

There is a Reason

Call and talk Watch with us and we will explain the Reason.

E. R. BLACKMER

OPPOSITE NORMAL SCHOOL

THE DUTCH ROOM

Oysters served in all styles. Coffee and Tea. Sandwiches of all kinds. We make and deliver Coffee and Luncheon to Parties and Dances. Also Ice Cream and Fancy Ices in any quantity.

Prices Reasonable

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