

The Daily Mail

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DONALD FRASER..... President

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Fredericton, N. B., Oct. 15, 1910

AN INTERESTING BOOK

We have just received through the mail an interesting book, and an attentive perusal of it leads one to many speculations.

The book is the annual catalogue of one of the departmental stores and mail order houses.

Before going into a detailed criticism of it, let us first give credit where credit is due, and say, without hesitation, that as an example of the printer's art, it is above reproach. The type is good, the setting is perfect, and the proofreading has evidently been well and carefully performed. The services of expert writers of advertisements have been employed. The illustrations are unmistakably reproductions of photographs and every advantage has been taken that is known to the photographer's art. Beautiful women have posed for these pictures, dressed in the garments offered for sale. Even a superficial knowledge of the printing and engraving business would enable one to appreciate the immense amount of work required and the expense entailed in the production of the book.

The expense entailed—that is the point where our interest is stimulated—that and the question which naturally follows—who pays for it all? Lithographic and photographic work is high priced; models of such handsome appearance and perfect build are scarce and charge well for their services, writers of advertisements do not work cheaply. The quality of paper that will properly take the impression of a fine half-tone is decidedly expensive, and the presswork and bookbinding are not inconsiderable items. We presume we are justified in coming to the conclusion that the firm is not incurring this expense without expectation of being amply remunerated.

Another point worth considering is that this book, we understand, is not distributed in the city where the firm does business. Customers in the city are attracted by entirely different means—by daily advertising and the offering of special price inducements in some particular line, the idea being, of course, that if a person comes to buy some article at a bargain, he or she may be induced to make more extensive purchases at the regular prices.

It is quite evident, therefore, that it is the mail order customer who is expected to make the publication of this book profitable.

In addition to the expense of producing this book, the firm is located in the business district of a large city, where the expenses of doing business are probably higher than any place in Canada, so that their total relative expense seems to be altogether out of proportion to those of the merchant doing business in Fredericton.

Another feature we notice in the book is that there are offerings of a number of articles in one lot, at a specified price for the whole. In other words, people are induced to buy many things they do not want in order to get one or two they do want. Is not the sending of this book to us, as residents of Fredericton a reflection on our intelligence, and a still greater reflection on our local pride and public spirit. We strongly advise our readers not to take the alluring picture book too seriously. Our Fredericton merchants are quite capable of filling all our requirements and do so at reasonable prices.

The Halifax exhibition managers are facing a deficit of \$16,000, incurred in connection with the big fair recently held in that place. Various remedies have been suggested by the Halifax press as a means of making

ends meet in the future, but it seems to us that the most feasible plan to follow would be to send a delegate to the Fredericton exhibition next fall to pick up a few pointers. Fredericton seems to be the only city in the Maritime Provinces which has not yet acquired the deficit habit in connection with exhibitions.

Richibucto Review—Since the heavy rain of Sunday night and Monday, Mr. Hazen's "legacies" are in a terrible condition, where the crown of the road forms a hollow and serves as a receptacle for the water. But the people must possess their souls in patience; in three or four months time the snows of winter will cover the mud holes, and the sleigh-bells will jingle as merrily over those places as was their wont when the roads were kept in condition. Take no thought for the spring, lest you worry yourself into the Provincial Hospital for Nervous Diseases, or that other place where politics and bad roads are never known.

Naturally, The Gleaner rushes editorially to the assistance of Mr. Bourassa. "Naturally," because Mr. Bourassa is working tooth and nail against the Liberal cause in Quebec, and any person or agency hostile to the Liberals is certain to receive Gleaner support. Meanwhile, Mr. Bourassa continues his campaign against the Liberal plan to give assistance to the Mother Country.

Halifax Chronicle—If Mr. Bourassa puts on his "counter-blast to the Big Laurier Demonstration," as the local organ says, can't you see the head-line screamers in the Borden press?

PENNY POSTAGE IN AUSTRALIA

Melbourne, Australia, Oct. 14.—Action has been taken by the federal ministry of Australia to establish universal penny postage throughout the Commonwealth.

The finance minister of Victoria delivered his budget speech yesterday. He announced a serious decrease of revenue on account of the federal authorities taking a larger share than formerly of the customs income. A new land tax of three farthings in the pound has been levied on improved land. With some small exceptions the income tax will be increased by lessening the exemptions.

Mr. Pitt, who was assistant commissioner of the Victoria railways, under Thomas Tait, has been appointed commissioner. He receives £3,500 per year as a salary.

A fund will be created to assist small traders and artisans to purchase houses for themselves.

A sensational occurrence is reported in the legislature of West Australia. In the midst of a stormy sitting, wherein violent language had been used, the speaker ordered a Labor member to leave the chambers. As the member refused, Mr. Lightly, sergeant-at-arms, attempted to remove him. The disorderly representative furiously struck the officer, and a free fight followed on the floor of the house. In the end the Labor member withdrew.

London, Oct. 14.—The newspapers here publish the text of a telegram from the British-Australian secretary representing the principal land companies to Premier Fisher, as protesting that the land tax is oppressively heavy, restricting the flow of capital and inducing the withdrawal of investments.

MOOSE HUNTING IN MAINE

Bangor, Me., Oct. 14.—Open time on moose begins at midnight tonight and continues to Dec. 1. While in the opinion of game commissioners, guides and others, the moose have considerably increased in numbers since last year, conditions are not at all favorable for hunters, the weather being unseasonably warm, so that the meat will spoil quickly.

Local taxidermists say that from all reports they expect a much larger number of heads this year than in 1909, the bulls of one year and upward being numerous in localities where until recently they have been scarce. Last year the first head was received in Bangor on October 18. The moose hunters from other states have not yet begun to arrive in any considerable numbers, and will not begin to come until cold weather sets in.

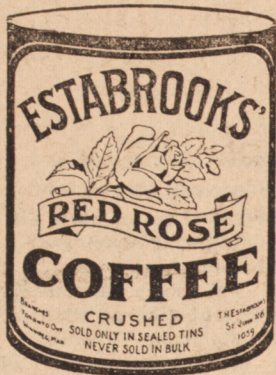
The deer hunters continue to have fine sport, notwithstanding the unfavorable weather. Up to tonight about 270 deer have been received at Bangor, compared with 139 at the corresponding date last year.

Dr. B. E. Wiley, son of Mr. John M. Wiley, who has been studying in Germany, is expected home in the near future, to visit his parents.

The Distinctive Flavor

of Estabrooks' Red Rose Coffee is the true mark of fine quality; but everything pertaining to this coffee denotes its superiority.

It is strictly pure, and does not contain a particle of chicory nor any other adulterant. It is packed in air-tight tins the same day it is roasted so its full flavor, fragrance and strength are retained.



Estabrooks' Coffee for breakfast and Red Rose Tea for other meals.

Estabrooks' RED ROSE Coffee

Try it for Breakfast To-morrow

LOCAL NEWS

BURIED THIS AFTERNOON.

The funeral of the late J. Wellington Gerow took place at three o'clock this afternoon. An alteration in the arrangements for the funeral was made at the request of the relatives of the deceased and interment was made in the Rural Cemetery instead of at Wickham, as had been intended. Mr. Audler L. Gerow and Miss Rita Gerow, children of the deceased, arrived from New York last night. Service was conducted at the home of the bereaved family last night by Rev. Dr. Kierstead. Among those in the city to attend the funeral are the following sisters of the deceased, Mrs. Joseph Ewing of St. John, Mrs. A. D. G. VanWart, of St. John, and Mrs. Small of California. Miss Isabel VanWart, of St. John, niece of the deceased, is also here.

THE LUMBER MARKET.

Duncan, Ewing & Co., of Liverpool in their weekly lumber circular, say of New Brunswick deals:—"During the month of September the imports have been heavy, 5,660 standards have arrived at Liverpool and 14,920 standards at Manchester. The consumption has been good, 3,530 standards at Liverpool and 7,060 standards at Manchester, but the stocks at present amount to 31,520 standards, the largest since 1907. It is anticipated that owing to the rapid rise in freight, the imports for the remainder of the year will be small. Prices are steady."

TEN MILE RACE.

Pat Whyte and Tom Coward, of this city, Stubbs, Sterling, Horsman and Cromwell, of St. John, and Hilton, of St. John, will run a ten mile race at the Arctic Rink on Thursday night. The race will begin at 8.30 and will be for the Maritime Provinces indoor championship, now held by Whyte, whose record is 53 min., 59 sec. Mayor Thomas will be starter. The Fredericton Brass Band will furnish music. The proceeds will be devoted to sending Whyte and Coward to Halifax to take part in the Evening Mail road race.

NATURAL HISTORY SOCIETY

The adjourned meeting of the Fredericton Natural History Society will be held in the Assembly Hall of the Normal School on Monday evening, next, Oct. 17, at 8 o'clock. Dr. Bailie will address the meeting on "What the Rocks have to tell us." All persons interested are cordially invited to be present.

NO CHOICE MADE YET

The choice of a pastor for the George Street United Baptist church has not yet been made but it is likely to be made next week. A telegram was received from the clergyman who had been expected to take the pastorate stating that he would be unable to come to Fredericton.

PROMINENT NEW YORK LAWYER DEAD

New York, Oct. 15.—Alfred M. Bullocks, a prominent New York lawyer, active in Republican politics, and secretary of the Peace and Arbitration League, died here after an illness of three months following an operation.

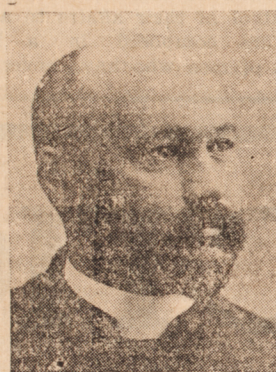
BIG MATINEE TODAY.

At the Bijou. Pictures for the children and pictures for everybody. At 2, 3 and 4 p. m. See Pat in his funny songs. The pictures are simply great.—d.

REV. DR. CAMPBELL

SPOKE ON BEHALF OF CANADIAN BIBLE SOC.

Rev. George M. Campbell, D. D., District Secretary of the Canadian Bible Society, addressed a large audience in the Brunswick Street United Baptist Church last evening. In the course of his address, Dr. Campbell outlined the work the Society was doing in Canada and Newfoundland, particularly in the Maritime Provinces. Mr. J. W. Spurden occupied the chair and introduced Dr. Campbell.



REV. DR. CAMPBELL.

WORK OF THE SOCIETY.

Concerning the work of the Canadian Society, Dr. Campbell said: "The Canadian Bible Society, Auxiliary to the British and Foreign Bible Society, was organized April 26th, 1905. The Auxiliary's field is British North America. 1,500,000 immigrants were admitted to our territory in the last ten years. Of these 565,000 came from the British Isles, 500,000 from the United States, and the remainder from Europe and Asia. Compared with our scanty population, the invasion of races from Europe and the Orient is startling and promises to increase rather than diminish. Their presence will change the entire face of our civilization unless they are assimilated and given our conception of life and government. The one great unifying agent that shall make of one spirit and animate with the same hope, these incoming races, is the Word of God.

IN THE MARITIME PROVINCES.

"In all the 'open gates,' the Canadian Auxiliary has its depots and workers. At St. John and Halifax, the Scriptures last year were distributed in 39 different languages. Mrs. Egan, at the Halifax depot, distributed 2,616 English and 4,605 Foreign Scriptures, and records the immigrants' appreciation of Canada's first gifts to her future citizens. At Sydney, in Cape Breton, where there is a Foreign population of over 3,000 speaking 19 different tongues, excellent work was done by the Society's agent, the Rev. Dr. Heine, in house to house visitation, free distribution of the Word of God, and public addresses.

AN ANONYMOUS NOTE LED TO EXPOSURES

New York, Oct. 14.—An anonymous note sent to Wm. Loeb, Jr., collector of the port of New York, precipitated the sensational raid yesterday on the Fifth Avenue establishment of Duveen Brothers, art dealers, and the arrest of two members of the firm, Benj. J. and Henry J. Duveen, charged with conspiracy to defraud the government out of more than \$1,000,000 by undervaluing imports.

Mr. Loeb made this announcement tonight, but for the present he declined to make public the name of his

Oct. 3rd., 1910

John J. Weddall & Son

Prepare for the Cold weather, we have just received and placed in stock an immense range of

LADIES' AND CHILDREN'S

UNDERWEAR

in All Wool, (Guaranteed not to shrink), Cotton and Wool in white and Grey, Combinations, etc.

We carry the Famous "ZENETH" Brand Underwear in all weights and sizes. We can fit you in Underwear this season.

JOHN J. WEDDALL & SON

THE LEADERS IN UNDERWEAR.

SPECIAL NOTICE

OUR AGENTS ARE NOW CALLING ON THE

HOUSE KEEPERS

and will demonstrate how DUSTBANE keeps the dust down when used in sweeping.

Also its value as a sanitary method of cleaning Carpets, Rugs, Straw Matting, Oilcloths and wood Floors.

THIS SANITARY SWEEPING COMPOUND

not only makes sweeping easy, but it destroys moths and disease spreading germs. Dustbane is packed in attractive yellow tin cans. Give a trial order to the Demonstrator for a 35c can to be delivered by your Grocer.

DISTRIBUTERS

R. Chestnut & Sons.

informant, and it may be kept secret until the Duveens are placed on trial.

In the event of fines being imposed or duties recovered from the firm, or its members, it was pointed out tonight, the anonymous informant will be eligible for the reward given by the government for evidence, resulting in such convictions. If the alleged frauds prove as extensive as customs officials have stated, this moiety will probably be between \$100,000 and \$500,000.

The United States government has warrants out for the remaining members of the firm, who have art galleries in the leading capitals of Europe. Millions of dollars worth of paintings and art collectors in this country, and it was suggested that the customs officials may invade these art collections and temporarily hold the masterpieces pending an adjudication of the alleged frauds.

District Attorney Wise said he believed that the fraudulent valuations have been carried on systematically for years.

DR. BARK'S DYSPEPSIA CURE

SURE REMEDY FOR DYSPEPSIA

PRICE 75c.

Money Back If Not Satisfactory

George Y. Dibblee

Druggist

Opp. City Hall.

FALL OPENING

WINTER OVER-COATS and SUITS.

SPECIAL INTRODUCTION SALE STARTING TO-MORROW, SATURDAY

AT

OAK HALL C. H. THOMAS & CO. F'ron's Greatest Clothing House.

McCall Patterns

