

The Daily Mail

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Fredericton, N. B., August 4, 1910

ADVERTISING FREDERICTON

The action of the City Council in appointing a committee to take steps to advertise Fredericton as a desirable place of residence is most commendable and will be sure to meet with the hearty applause of all citizens who desire to see the city take a forward step. Fredericton is not only a most beautiful city, but it has advantages not possessed by any other city or town in the Maritime Provinces. It is the seat of the Government and the Provincial law courts are here; it is the educational centre of the province, it boasts of magnificent churches and there are few cities in Canada with double the population which possess such a splendid public school system. The city is now drained by a modern sewerage system and its water service and filtration plant will compare favorably with anything of the kind this continent affords. It is a clean, attractive and healthy city and the death rate is remarkably low.

In addition to its manifold advantages as a place of residence, the rate of taxation in Fredericton today, \$1.53 for \$100, is lower than that of any other incorporated town in the Maritime Provinces. This is but one of many factors which would be very apt to induce the average man, thinking of changing his place of residence to turn his footsteps towards Fredericton.

While we possess all the advantages which go to make up a model community, what have we done to make them known to our less fortunate brethren of other places? Practically nothing. This is certainly not as it should be and we are glad to see the City Council bestirring itself. This is a busy, go-ahead age and no community should be content to stand still or be satisfied with the achievements of the past. We want more people and we can get them by making our peerless attractions known to the outside world. The City Council will be well advised if it inaugurates a vigorous advertising campaign without delay along the lines suggested by Ald. Clark.

THE COST OF LIVING

The average reader will approach the Cost of Living Report of the Labor Department of Canada with a perfectly conscious determination to find somebody or something whom he can blame for his own impecuniosity. That is the real reason for all this intense interest in the cost of living at the present time. In periods of trade depression it is not difficult to find scapegoats for the general discomfort, and nobody demands enquiries. But when we begin to find ourselves personally hard up in the midst of a period of such blatant and obvious prosperity as the present we have to look around several corners to find the reason.

The average reader, says the Montreal Herald, will be terribly disappointed if he penetrates deep enough into the report to find out its moral, for he will find that he himself and none other is at the bottom of nearly all the increase in the cost of living that there is. He will find that the increase in the price of most of the absolutely necessary articles of ten years ago is so small as to be easily covered by the general and admitted increase in the remuneration of all classes of services. He will see a chart showing that the average price of groceries, fruits and vegetables is today but 108 against an average of 100 during the decade of 1890-1900. He will see charts showing that while lumber is 154, a long list of other important building materials are but 104. He will find that metals and implements are 102; that fuel and lighting are 104; that iron and steel

are at parity; that household furnishings of the less fussy kind are but 110, and drugs and chemicals 103. He will find that dairy produce and fish have gone up about one-third, which will probably be about the amount of increase in the remuneration in his own class of employment; and he will find that grains and meat foods have not gone so very far ahead of him, being up rather less than fifty per cent. Why then, is he so hard up?

Right in the last diagram of the series he will find matter which, insignificant at first sight, really contains profound hints for the solution of the whole enigma. It is the diagram on furs. Yes, says the average reader, furs are dear, and I know it; but I only buy them once in five years what can they have to do with keeping me poor? Properly considered, however, furs, which have risen from 100 during 1890-1900 to 238 in 1907, and 226 at the present time, the most gigantic increase in any article of general consumption, are a type of the whole condition. Why have furs soared thus exceptionally? Simply because the demand for them, as for hundreds of other articles of comfort rather than of absolute necessity, has increased several hundredfold, and they are the one commodity whose supply cannot be materially accelerated. Demand has similarly increased in scores of other lines, but their production can keep pace and the increase of price is only moderate. Furs are a type of the prevailing disposition to regard as a necessity that which ten years ago was pure luxury. They are not necessary in this climate, for city-dwellers who go everywhere by street car; but we have to have them, and so for that matter do the people of New Orleans. They are a necessary luxury.

In scores of other items where increase is not shown in price it is felt painfully enough by the consumer in the shape of enormously increased consumption. There is no increase in the cost of fuel and light for the house; but everybody knows that we spend twice as much on it as we did. Where we were satisfied in 1890 with a little circle of light of reading brilliancy in one room, today we expect that degree of illumination all over the room and in every room in the house. The same is true of heating.

Men's garments, quality for quality are not visibly more costly than in 1897. But what a difference in the quality we are wearing! In 1897 the word "dude" was very popular in Canada. It was the epithet applied by the untailored portion of the community, who constituted a gigantic majority, to the tailored minority who concerned themselves rather closely about their appearance. Nothing is more significant of the change in our standards than the utter disappearance of this word from the Canadian language. We are all careful of our appearance now, or if we are not we envy the man who is and never dream of poking fun at him. The old hand-me-downs have been superseded by the partially ready-made article, and we buy our suits twice and three times as often. With all the vast expansion of the better class readies and the partly readies, there has been no falling off in the tailor-mades. The recruits for each class of tailoring come from the class below, not from above.

Is this extravagance bad for the nation? Certainly not, wholly. It is not bad for us, for instance, that, having the money, we spend it on improving our dowdy looks and thereby giving ourselves more self-respect. It is not bad for us that we have ceased to tolerate many domestic discomforts, such as the freezing bedroom, the dimly lighted parlor, the butter gone rancid for lack of ice. What is bad for us is that in increasing our expenditure we have not always sought after those things which make for individual and national health. We have set a discount upon family life; we have acquired a taste for much that is vain and frivolous; we have aimed at show rather than reality. But we are improving. Ever larger and larger is the part of our wealth that goes into books, travel, music and culture generally. Soon we shall find that even time may be expended in the same way, that it is better to work a little less and earn a little less and spend a little less, if thereby one has time for thought, culture, rest and family life.

Miss May Sansom and Master Carleton are spending a few weeks in Stanley.

Every statement concerning

Red Rose Tea is made most carefully. Every claim that has ever been advanced has been fully borne out by the tea itself. You, if you use it, have always found it good tea. So good that no other tea pleases you as well. You may try substitutes but you always return to Red Rose simply because it has the fine quality and full value that pleases and satisfies.



Prices: 30c., 35c., 40c., 50c. and 60c.

THE OTTAWA CABINET WILL LIKELY AID CAMPBELLTON

The Members of the Government Who Were Present Listened Sympathetically to the Recital of the Stricken Towns Needs, and Will Probably Recommend that the Request of its Representatives be Granted.

Ottawa, Aug. 3.—At a meeting of a sub-committee of the council, consisting of Hon. Messrs. Pugsley, King, Brodeur and Murphy, the request of the deputation for federal assistance to the stricken town of Campbellton, N. B., was heard today on behalf of the town.

F. B. Carvell and James Reid, M. P.'s, Thos. Malcolm and Judge McLachy asked for a federal grant of \$8,000 for fifteen years. This with the proposed provincial grant of \$5,000, per year for fifteen years, will relieve the town of the task of meeting interest on present bonded debt.

The delegation pointed out that the whole of the town's property had been destroyed, and that the town was unable to meet either the interest of the existing debt or raise a further loan to re-establish civic works.

The ministers promised to recommend to their conferees at the next meeting of the cabinet council that the request of the delegation be granted.

FACTS PRESENTED.

Some of the facts presented for the government's consideration were as follows:

The population of Campbellton is 5,400, and the floating population is 2,700.

The customs receipts for 1909 were \$30,000.

The tonnage at the port of Campbellton annually is 150,000 tons. This tonnage has increased 300 per cent. during the last seven years.

The cut of lumber on the Restigouche river for the year 1910 was about 110,000,000 superficial feet and of this quantity nearly 100,000,000 is manufactured in Campbellton or its immediate vicinity.

The total loss by the fire on July 11 last was \$6,000,000 and the insurance only amounted to \$1,500,000.

The revenue derived by the Dominion from Campbellton annually is \$41,956, whilst the Intercolonial railway receipts amount to \$165,000 or a total of \$206,956.

The total present bonded debt is \$300,000 and the interest thereon is \$12,920.

The amount required at once to meet the urgent needs of civic government and public services is \$126,000.

DELEGATION AT MONTREAL, WELL SATISFIED.

Montreal, Aug. 3.—Judge McLachy, Thos. Malcolm and James Reid, M. P.'s, composing the Campbellton, N. B., delegation at Ottawa, arrived in Montreal tonight, well satisfied with the result of their interview with the federal ministers at present in the capital.

Sir Richard Cartwright, the acting premier, was in Kingston, where he will be seen today by Hon. Messrs. Pugsley and Brodeur, but the delegation waited on these ministers, now at the seat of government, with success. Sir Frederick Borden, Hon. Rodolphe Lemieux and other absent heads of departments, wired expressing sympathy to their colleagues and the Campbellton gentlemen believe their request will be granted.

The bonded indebtedness of Campbellton is \$300,000 and unfortunately the bonds are held by many people who can ill-afford to wait for their interest any length of time, hence the

demand of the deputation. They ask the federal government to pay \$8,000 annually towards the interest account for the space of fifteen years, and the New Brunswick executive have promised to contribute \$5,000 for the same length of time.

Mr. Malcolm said that the deputation had met the ministers in council, placing some facts before them which were quite as much of a surprise to them as to the public at large. The cabinet listened to all that was said, and the members of the deputation are convinced that something practical will follow the visit of the two ministers to the acting premier at Kingston tomorrow.

They believe that the request to pay \$8,000 annually for fifteen years will be acceded to.

It was also announced that the federal government had about completed plans for the immediate construction of a new custom house and post office, and it is also understood that the governor general's warrant will be issued to the amount of \$250,000, and that the rebuilding of a new I. C. R. station building will go ahead at once.

CRIPPEN

(Continued from page one.)

off their hair and go through the constant humiliation of daily masquerade in ill-fitting, unbecoming garments for any man."

THE CRIPPENS WERE HAPPY

From her correspondence with Belle Elmore's friends, Mme. Ginnett is convinced that they all looked on the Crippens as happy together up to the very last moment. She thinks that Scotland Yard must have assured itself of the same sentiment among all who knew the pair, and if the officers of the crown have the strong case they say they have it must be based on facts not known to the public and which will bear out her own theory of a sudden, violent quarrel.

Both Belle Elmore and her husband liked little supper parties, Mme. Ginnett said, but they entertained freely, not riotously. They served wine at table, but their idea of entertainment did not begin in spilling champagne. The doctor drank, but sparingly, for experience had taught him that he was one of those men who must use liquor with caution.

The last of these little suppers was given on the night of Jan. 31, and Mr. and Mrs. Paul Martinette, both Americans, retired from the vaudeville stage, were the guests. Letters Mme. Ginnett has had from England lead her to believe the tragedy centers on that night, and that information of what happened then has been given to Scotland Yard by the Martinettes. If there was a quarrel on that night—the last night on which Belle Elmore was seen alive by the outside world—she believes the Martinettes must have had some cue to it in the conversation of the evening.

Despite the reports of Ethel Le Neve's broken health, Mme. Ginnett says the girl looked brighter and stronger when she saw her in Quebec than she did when sitting before a typewriter in Dr. Crippen's London office.

Aug. 3, 1910

John J. Weddall & Son

Annual Clearing of Cotton Goods

.....ON.....

Friday, August 5th. 1910

We have decided to place on our counter

COTTON DRESS GOODS, - - all at one price - - 12c per yard.

These Goods changed in price from 20 to 30c per yd. and they must be cleared out on Friday.

Remember the Date, Friday, Aug. 5th.

Remember the Price, all 12c. per yard.

JOHN J. WEDDALL & SON

New Wool Wraps - New Shopping Bags.

A Few Years Ago the

ICE CREAM FREEZER

was considered a Luxury but today it is a necessity in every home

We have several different kinds of Freezers at Prices to suit any Pocket Book.

JUST THINK

A Freezer that will make a quart of Delicious Ice Cream for

ONLY 75 Cts.

WHO WOULD BE WITHOUT ONE?

Tweeddale & Co.

THE LATE FIVE DAILY MAIL

'Granitized' Roofing

MINERAL-SURFACED MODERATE-PRICED

REQUIRES NO PAINTING

CONTAINS NO TAR

EASY TO LAY.

Put up in Rolls 36 in. wide, containing 108 square feet. Large Headed Nails. Cement for sealing the laps and complete directions for laying are packed inside of each roll.

We know of no better roofing at the price.

R. Chestnut & Sons.

WHOLESALE AND RETAIL.