

A Word With Subscribers

It is a popular misconception that in times of War a newspaper makes money. As a matter of fact, any newspaper which tries to do its duty by its subscribers, loses money during war time. This is true of The Daily and Semi-Weekly Mail. Both of these papers, in spite of their tremendous increase in circulation, are not making any profit out of the war. This being the case, we have to ask our subscribers who are in arrears to be good enough to REMIT. If we are properly doing our duty toward you as a subscriber, we have to ask that you will carry out your duty to us by remitting promptly any amount that may be owing to us.

If you want to help us make our paper better, send us your subscription in advance. We assure you that we will spend it in improving our news service.

Accounts are now being sent out, and we will be very much indebted to you if you will give the same your prompt attention.

The Mail Printing Company

MAYOR MITCHELL WELCOMES THE BAPTISTS TO THE CITY.

The following address of welcome was delivered by Mayor Mitchell at the opening session of the Maritime United Baptist Convention on Saturday:

Mr. Chairman, Visiting Delegates, Ladies and Gentlemen:—

One of the pleasant functions, (which only too frequently falls upon the lot of the Mayor of a City), is the occasion of today, when I am called upon, and this with the greatest pleasure that I do so, to extend a most cordial welcome to this distinguished delegation, representing the churches of the Baptist denomination of the Maritime Provinces.

We feel very greatly honoured by the selection your Organization has made in choosing Fredericton as the place to hold your 1914 Convention. It is a very great honour and we appreciate it very much.

Fredericton is, perhaps, the smallest city in which you have held your Convention to date, but while we do not number in population as many as some of the other cities you have visited heretofore, we are not lacking in ambition and desire to make it a still greater city than it is, and we

look confidently to the future for that to be an accomplished fact. I trust that we may learn something from this Convention, that will help us to make it a somewhat better city.

Fredericton, the Capital of New Brunswick, has very many attractions. Our educational institutions we claim are among the best, and in this respect we have the University of New Brunswick, the Provincial Normal School, and Fredericton High School, as well as our graded schools. In addition to these, our school board has found it necessary to provide still further school accommodation, and in order to relieve the congested condition of our school rooms, have about completed a fine new school building on Smythe Street at a cost of about \$40,000. We also have the Fredericton Business College, which has become very popular and is being very generally patronized by students from all parts of the province.

Several years ago our citizens felt that, on account of Fredericton being so central and attractive in its location, (as well as being the home of the above mentioned desirable educational institutions), the time had come when our sanitary conditions and our water supply should be made the best that modern engineering could afford. We immediately set about the task of cleaning up the city and this was done at a considerable cost, with the result that today our sanitary arrangements are of the most modern type and our filtration plant which supplies us with pure water is one of the best in America. We now have sanitary arrangements and pure water.

Our citizens are taking a great interest in our civic government, in regard to improving the moral and business condition of our city. In this respect our churches take a very active part, which, to my mind is practical religion. When moral questions in connection with the civic life of Fredericton are to be decided by the citizens, there we find the churches standing shoulder to shoulder in support of right and for that which is for the best interests of the people.

We regret that a great sadness has visited the British Empire, on account of the terrible war which has been forced upon so many nations of the world, and our hearts are filled with anxiety when we realize that Canada's future is being decided in the North Sea and on the battlefields of France. May the churches of Canada pray without ceasing for the peace of the Nations!

I feel that I have occupied more than my allowed time in this part of your programme and will conclude by extending to the Delegates the freedom of the city. I trust you will enjoy your stay with us to such an extent that you will carry away with you many recollections of a very pleasant time.

WOULD BE VIOLATION OF PARTY TRUCE

(Montreal Star)

The rumors which have been set afloat that a Federal general election might be precipitated at this time, are surely to be deprecated. We do not believe for a moment that the Government have any such intention in mind. The whole nation is today acting under a party truce, reached deliberately and with patriotic unanimity in order that Canadians might move as a unit against by far the most menacing danger which has ever threatened our country or our Empire.

A general election could not be called now without causing a fierce renewal of party strife—without dividing our people into two hostile camps—without leaving the Liberals under a bitter sense of betrayal, after having been led into the "ambush" of patriotic co-operation. It would be like approaching a foe with a flag of truce and then opening fire on them. As we have said, we have not the slightest notion that the Government entertain any such treacherous intention.

Another very mischievous result might ensue. It would be impossible for the government to order an election at this time without bringing their policy of assistance to the forces of the Empire under review. While the Opposition have heartily approved and have loyally abstained from criticism of the principle of their action, criticizing details, still it would be difficult to prevent a defeat for the Government—should it come—from being interpreted as a condemnation by the Canadian people of their action in support of the Empire. That would be a most unfortunate thing to happen just at this time. It would hearten our enemies, and dismay our friends. It is earnestly to be hoped that we will hear no more of this nonsense about an appeal to the people at this most inopportune moment.

Beats "Whispering Gallery"

It cost a railroad company \$30,000 to remodel a new station in a California city when it was found that every whisper in a large waiting room could be heard in every other part of the room.

Automatic Employment Bureau

A Californian is the inventor of a machine into which a person in search of employment can drop a coin and get a card, visible from outside the machine, telling where work may be found and what kind.

Marvel in Tower Construction

Collapse towers, adopted by the German army for searchlights and wireless telegraphy, are so light and compact that two men can carry a tower that extends to 160 feet.

Motorbike Postmen

Motorcycle side cars are being tried for delivering mails in rural districts in England and it is predicted that the horse soon will disappear from the postal service of the United Kingdom.

The Challenge Accepted

An Irishman in France had been challenged to a duel. "Sure," he cried, "we'll fight with shillelaghs." "That won't do," cried his second, "as the challenged party you have the right to choose the weapons, but chivalry demands that you should decide upon a weapon with which Frenchmen are familiar." "Is that so?" said the generous Irishman, "then we'll fight it out with cut-throats."

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give a lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog, the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic ADVERTISING—is in its effect not unlike a sound which, heard but faintly once is lost in space and soon forgot—**Printing Art.**

TRY AN ADVERTISEMENT IN THE DAILY MAIL

If your Stock of Stationery is getting low Telephone
THE MAIL PRINTERY

The Gold 'Dust Twins' Philosophy

THE floors and doors appear to wait until the dust germs congregate; the housewife hails each dawning day with grim and harrowing dismay. Says she: "My work will NEVER end: o'er dusty stretches I must bend, until, with aching back and hands I finish what the day demands."

The "Floor-and-Door-a" Girl

work and the endless doors, until when Hubby saw them, too, reflections said: "Why, howdy-do!"

"The Gold Dust Twins," said she, "I find, help leave the woes of dust behind. Each mark of sticky hands on doors, each tread of muddy feet on floors, all fade before the slightest touch of Gold Dust, and the work is such that, when the woodwork has been done, I find said work was only fun." This line of reasoning must show that those who've tried it OUGHT to know. If you, in one day's duties, find that there's a Grouch in every Grind, invite the Gold Dust Twins to share such tasks as tire and fret and wear.

From kitchen floor to bedroom suite, these tireless little chaps make neat, and best of all, the sum expense is measured up in meager cents. They put both dust and dirt to rout and run the last old microbe out.

The Gold Dust Twins

Advertise in the MAIL

The Toggery Red Tag Sale

has been in full swing all this week and the crowds that fill this store proves that the buying public appreciates the chance to save dollars which is given at our REAL GENUINE BARGAIN SALE. A few of the bargains we are offering Saturday buyers.

Men's Suits		Men's Working Shirts	
\$10.00 Sale Price	\$ 5.48	\$.65 Sale Price	\$.39
12.00 Sale Price	7.48	.75 Sale Price	.59
15.00 Sale Price	9.48	1.00 Sale Price	.79
18.00 Sale Price	11.48	1.50 Sale Price	.98
20.00 Sale Price	13.48		
Black Serge Suits	6.98	Men's Stiff Bosom Shirts	
		Worth \$1.00 to \$1.50 Sale Price	
			.49
Men's Overcoats		Men's Underwear	
All styles, all qualities 5.00 to 15.38		Fleece Lined	.39
		Stanfield's	79c, 98c, \$1.23 and \$1.43
Men's Pants		Men's Sweaters	
1.50 Sale Price	.89	98c, \$1.58, \$2.19 and \$3.65	
3.00 to \$5.00	2.48		
Another Line at	3.48	Men's Soft Felt Hats	
		\$1.00 to \$3.00 values for	
Boys' Overcoats			\$.69
From	2.98 to 8.98	Men's Rain Coats	
Boys' Suits		\$3.98 \$4.98 \$6.98 and \$9.98	
From	2.98 to 7.58		

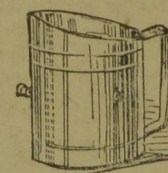
The TOGGERY

Look for the Big Sign - 430 Queen Street

MAIL" ADDS BRING RESULTS

OPERATING IN QUEBEC. bec woods, where he is carrying on Mr. John Kilburn will leave the extensive lumbering operations for latter part of next week for the Que-Murray & Gregory, Limited.

Of course, they'll need a second helping



Indeed the best way to make Rainbow flour biscuits is to bake twice the number you'd make of ordinary flour.

Put two thirds of the biscuit on the table. When they're gone and the folks still look wistful, see them smile when you go to the

kitchen and bring in some more.

Rainbow Flour makes whiter, tastier biscuit or bread than any other flour produced—and you can prove it in one trial!

In using Rainbow Flour for pastry, less flour is required and more water (added slowly).

RAINBOW FLOUR

MAKES GOOD BREAD

At your grocer's. In convenient 8½-lb. and 7-lb. boxes, 7-lb., 14-lb., 24-lb., 49-lb. and 98-lb. bags and in barrels.

Canadian Cereal and Flour Mills Limited, Toronto, Canada
Makers of Tillsen's Oats—Rainbow Flour—Goldie's Star Flour

