

LATEST CREATIONS

IN

Ready-to-Wear

Ladies' New Suits and Coats. New Underskirts in Taffeta, Messaline and Satins, all the new colors. Ladies' Cloth Dresses and Skirts. Ladies' and Children's Waterproofs. Green Moire Underskirts, Special at \$1.29 each. Kid Gloves in Tan, White, Grey and Black, all sizes at \$1.00, \$1.25, \$1.35 and \$1.50 a pr. New Neckwear, Corsets, Hose and Underwear.

A. MURRAY & CO.

WE HAVE GOT IT!

THE :
John Deere Manure Spreader

The Spreader with the Beater on the Axle
No Clutches. No Chain. No Adjustments.
Light Draft. Easy to Load.
High Rear Wheels. Short Turn Front Wheels.
The Top of the side is only Waist High.
Endless Apron. Trussed Steel Frame.
The Simplest Spreader on the Market.

If you are a progressive farmer and have any quantity of manure to handle you know that a manure spreader would be a profitable investment. You haven't bought before because the spreaders did not have the features that you wanted. The John Deere has got them all. Buy now. We have a carload to arrive shortly.

J. Clark & Son Ltd.

"In the Case of MY Little Girl—"

In choosing and using a soap for your "Little Fairy" you will find no soap so mild, so neutral, so agreeable to tender skins as FAIRY SOAP.

Being made from products that you could eat, FAIRY SOAP agrees with even the tender skin of a babe.

FAIRY SOAP

is white—pure—floating. It comes in a handy oval cake. We could charge you five times the price asked for FAIRY SOAP and we could add nothing to its quality.

In higher-priced soaps you are paying for high-priced perfume and fancy wrappers—not better soap.

Made by
THE N. K. FAIRBANK COMPANY
Montreal

"Have you a little 'Fairy' in your home?"

MAIL" ADDS
BRING RESULTS

Opposition to Publicity Grant Before Council

Strong Delegation From Board of Trade Wanted Grant Reduced or Eliminated—Publicity Committee Appeared and Asked for Continuance of Grant and the Amount of \$2,500—Council Voted Unanimously for That Sum

The movement in regard to the City Council voting a grant for the purpose of continuing the publicity campaign presented an unexpected feature last night when the Publicity Committee of the Board of Trade, which appeared before the City Council in support of a \$2,500 grant was followed by a representative delegation of Board of Trade members, which opposed the application of the other. The opposition delegation was composed of R. W. McLellan, A. A. Shute, ex-Ald. F. W. Barbour, ex-Ald. W. G. Clark, D. E. Choeje, ex-Ald. Howard Rogers, ex-Ald. J. J. Weddall and ex-Mayor John Palmer. Their opposition was on the ground that the publicity grant was unnecessary because new industries were obtained not by advertising but by efforts from within and was useless because three years of a publicity campaign had produced no results. The delegation favorable to the grant was composed of President J. D. Palmer of the Board of Trade, ex-Mayor C. F. Chestnut, H. S. Campbell and J. T. Jennings. They argued that results could not be obtained at once from publicity efforts and that to be of any value must be continued.

In determining the amount to be assessed for contingencies the City Council decided unanimously to vote the maximum amount of \$2,500 as requested.

The members of the delegation supporting the grant, spoke as follows:

C. F. CHESTNUT.

C. F. Chestnut, chairman of the Publicity Committee, explained that the Publicity Fund was not devoted to the purposes of the Board of Trade. In fact, he hoped to see the day when the city would conduct the publicity department itself. However, it appeared to be the desire to have the Board of Trade conduct the publicity campaign.

It was absolutely necessary that a permanent grant for publicity purposes should be available. Permanency could only be secured through legislation. As far as the present year was concerned legislation was being secured to pay an annual grant for five years not to exceed \$2,500.

That amount the speaker considered to be barely a minimum. It meant after office rent and an efficient man to take charge of the department had been paid, there was only \$1,000 per year left. Last year the publicity work had cost \$2,700—\$500 more than the grant.

It was an age of advertising—municipalities were advertising as well as individual firms. St. John was paying its publicity men \$3000. Woodstock and St. Stephen also were advertising. He considered it absolutely necessary that the campaign be continued.

J. D. PALMER

President J. D. Palmer of the Board of Trade, spoke in very complimentary fashion of Mr. Chestnut's work in connection with publicity work in the Board of Trade and the Tourist Committee. He thought it good business for Fredericton to advertise. There was no \$2,500 better spent. Taxes were increasing in Fredericton but that must be, because everything was increasing in cost. As far as advertising was concerned he knew of one firm in Fredericton capitalized at \$100,000 which spent more than \$2,500 in one season of six months. In view of that how much should the

city of Fredericton, with real estate valued in millions, pay for publicity.

J. T. JENNINGS.

J. T. Jennings thought the publicity work a department which had proven its value. The grant had helped the Board of Trade to a considerable extent. The matter rested with the City Council entirely. If the grant was discontinued all the work of the past year would have gone for naught.

H. S. CAMPBELL.

H. S. Campbell said he thought the citizens felt the publicity work should be carried on as its value was realized. As Mr. Chestnut explained, the publicity grant was not used for the ordinary purposes of the Board of Trade. The money from membership fees was to be devoted to other things. He trusted that the request for a grant of \$2,500 would receive favorable consideration.

Ald. Reid spoke strongly in support of the request of the delegation.

The opposition delegation, which followed the other, spoke as follows:

EX-ALD. W. G. CLARK.

Ex-Ald. W. G. Clark, chairman of the delegation, said the decision to appear before the council had been reached at a late hour and was connected with publicity work. He had been interested in the matter almost since its inception, being the fourth man to join in the movement. He felt that \$2,500 was too great an amount to pay for publicity. He had some knowledge of the city's finances. He knew the tax-rate was low but still it was well up with the rates of other towns and cities of the province. He knew that because in his business he paid taxes in ten towns and cities.

He felt very strongly on the matter of publicity and opposed the grant of \$2,500 as too large. It was useless to expect new industries merely from opening an office. It was necessary to subscribe stock to those industries. A year ago there had been objection to the grant and the promoters of the effort to secure it had promised not to renew the demand if there were no results. The demand had been renewed and would be. It would be all right to ask for the money if the industries came, but they did not.

Slow, steady growth was the best, in Amherst, which had grown rapidly it had been found that boomed industries had frequently proven failures, and that it was old established firms that built up the town.

He believed in encouraging local industries and during the year had bought from the McFarlane Wagon Works, Nashua, N.H., two hundred farm wagons.

It was desired to keep the assessment within reasonable limits and the aldermen should welcome any means of saving money. What he wanted was solid growth in Fredericton, the city he loved and worked for.

R. W. McLELLAN.

R. W. McLellan said the delegation was as much in Fredericton's interest as that which had preceded it. He was more extreme than the other members of the delegation. Ex-Ald. Clark had wanted the publicity grant kept to a minimum. He (McLellan) claimed that the money spent by Fredericton on publicity under present circumstances was practically, if not absolutely, wasted.

Fredericton should be built up from within. Lovely aims, beautiful streets etc., would not bring manufacturers to Fredericton. Mr. McLellan produced the latest Board of Trade publicity booklet and said that it did not contain a single reference to Fredericton's facilities or advantages that would interest or be of benefit to a manufacturer.

Power in Fredericton was as dear as any place in the Maritime Provinces or in all Canada. The booklet said that Fredericton was near the Queen's County coal-fields. The nearness was no advantage for Queen's County coal was as dear and ineffective as it ever was. John Palmer, a member of the delegation, had tested and found Queen's County coal to be actually dearer as a power-producer than some Nova Scotia coals.

The publicity campaign had been continued for several years and upwards of \$5,000 had been spent on it. Yet there had not been one dollar of return. The tax-rate was creeping up steadily and in view of future prospects taxes should be spent upon essentials and not unessentials.

It was most desirable to make Fredericton a manufacturing and distributing centre. Let the money be spent in a manner which would produce results. If Fredericton could get cheap power or cheap rents it would be an advantage which could be held out to attract new industries.

Mr. McLellan quoted from an editorial of the Ottawa Citizen, pointing out that so-called advantages of that city, when investigated by visiting manufacturers, had been turned

OTTAWA OPINION.

The Ottawa Citizen said:

"The industrial problem for Ottawa has been attacked at the wrong end. We have spent money bringing people to the capital to investigate conditions which many of us honestly thought were such as to please and satisfy the most exacting. As a matter of fact, our claims do not stand analysis by good business men. We need plenty of cheap homes and good homes. We need reasonably priced sites and lower rentals. We need cheaper power. These are things we can remedy if we will and are not in the class of good prices, which no one community can modify or regulate."

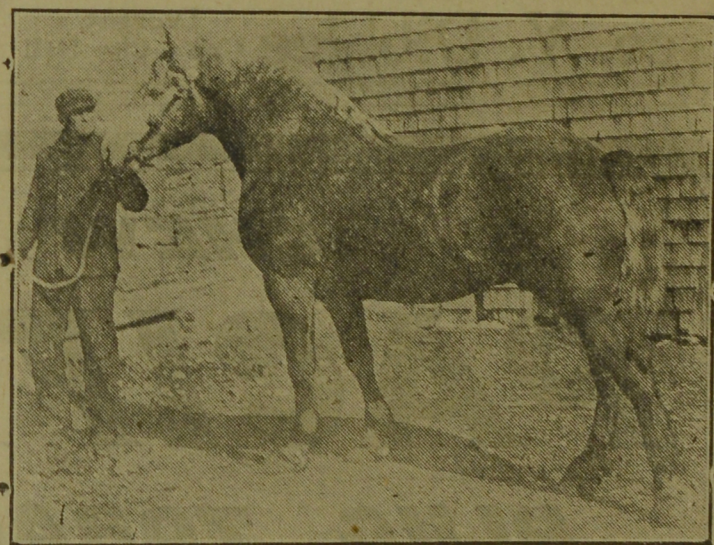
The Citizen seeks to impress upon the people of Ottawa the necessity for being able to look after any new industries which come and it urges the Board of Trade to build upon solid ground. The Citizen suggests that the city should be able to offer cheap lands for industrial sites, low rental charges, easy access to rail and water carriage and reasonable proximity to labor markets and homes, together with fair living prices for employees. The Citizen says in conclusion:

"The Board of Trade has a good proposition in Ottawa, but the publicity work must be first begun within our own limits. When the city has been educated to the importance of industries it will prepare to receive them. Until then it is almost a hopeless task to attempt to induce outside concerns to locate here."

Mr. McLellan said the people of Fredericton were against the continuation of the publicity grant. A poll of the electors would show all but those who were publicity-wild voting against the grant.

JOHN PALMER.

Ex-Mayor John Palmer of the Palmer-McLellan Shoe and Sack Company, said Mr. McLellan had expressed his opinions. Assistance for industries would be better than grants to publicity. Cheap power was what was wanted. With the new railway to Minto it had been expected that coal would be got for almost nothing. As a matter of fact it was no cheaper. Aid. Reid would bear him out. The publicity work had resulted in nothing but the publication of a few pamphlets and an agent to walk about the streets.



GRESHAM

Pure Bred, Imported Dappled Grey Percheron, Champion at the shows, Champion in the Breeding Ranks, and the best all round big horse in the country.

\$10.00 for the Season.

DAY DREAM

Pure Bred Clydesdale, Dark Bay or Brown 4 yr old. The handsomest and best Clyde ever owned in York County. 1st prize and Champion of the Ontario Show, and should be a great breeder as he comes from the best blood that Scotland has produced.

\$10.00 for the Season.

CANADIAN PRINCE

Standard Bred Trotter, 1300 lbs. A very handsome and stylish Brown Stallion that has proved himself to be a producer of good, big, strong Colts. Just the thing to breed carriage and general purpose horses.

\$10.00 for the Season.

H. C. Jewett

\$3.50 RECEIPE FREE
FOR WEAK MEN

Send Name and Address Today You
Can Have it Free and be
Strong and Vigorous

We have in our possession a prescription for nervous debility, lack of vigor, weakened manhood, failing memory, and lame back, brought on by excesses, unnatural drains, or the follies of youth, that has cured so many worn and nervous men right in their own homes—without any additional help or medicine—that we think every man who wishes to regain his manly power and virility, quickly and quietly, should have a copy. So we have determined to send a copy of the prescription free of charge, in a plain ordinary, sealed envelope to any man who will write us for it.

This prescription comes from a physician who has made a special study of men, and we are convinced it is the surest acting combination for the cure of 95 per cent manhood and vigor failure ever put together.

We think we owe it to our fellow man to send them a copy in confidence so that any man anywhere who is weak and discouraged with repeated failures may stop dragging himself with harmful patent medicines secure what we believe is the quickest-acting restorative rebuilding SPOT-TOUCHING remedy ever devised and so cure himself at home quietly and quickly. Just drop us a line like this: Interstate Remedy Co., 7308 Luck Bld'g Detroit, Mich., and we will send you a copy of this splendid recipe in a plain ordinary envelope free of charge. A great many doctors would charge \$3.00 to \$5.00 for merely writing out a prescription like this—but we send it entirely free.

HOWARD ROGERS.

Ex-Ald. Howard Rogers said he was against so large a publicity grant as \$2,500. If a business man advertised for three years and got no results he would cease to spend so much on advertising.

EX-ALD. J. J. WEDDALL.

Ex-Ald. J. J. Weddall said that the understanding had been that \$2,500 would be a maximum not to be reached for several years. He was decidedly against so great an amount.

EX-ALD. F. W. BARBOUR.

Ex-Ald. F. W. Barbour pointed out that all Fredericton's present industries had been established by local capital and had not come from outside. Interest on \$50,000 at five per cent. was \$2,500. It would be better to spend that amount on street extensions and other civic improvements. He could conceive of an influx of population following manufacturing plants not being desirable. In fact, at the present time, property in certain parts of the city was falling in value.

(Continued on page seven.)