S. O. S. CALL FROM S.S. QUAKER CITY

Reported on Rocks Near Aberdeen and Wanted Assistance at Once.

(Canadian Press)

New York, October 1—The naval radio station reported last night receiving a wireless from the White Star liner Majestic saying that the following distress call had been picked up at sea:

"S. S. Quaker City on rocks near Aberdeen. Come to our assistance at once."

The Quaker City sailed from Leith, Scotland, on September 20, bound for Boston. She was built at Hog Island, in 1920, is 390 feet over all, has gross tonnage of 5,590 and is operated by the Export Transportation Company of Baltimore.

PATRICIAN TO BE TRAINING SHIP ON PACIFIC COAST

Sailed from Halifax, Sunday, for Esquimalt to Take Up New Duties.

Ottawa, Oct. 1,—The Canadian destroyer Patrician sailed from Halifax today, for Esquimalt where she will be stationed to form the main part of the instructional force on the Pacific coast. The ship will call at Bermuda, Jamaica, Balboa, Libertad and San Pedro, and is due at Esquimalt November 1. The commander of the Patrician, Lieut. Charles T. Beard, R. C. N., will become the senior naval officer and take over the command of the naval station The Patrician will steam to the Pacific via Panama Canal.

PARISHIONERS GAVE REV. FR. ROCHIBAUD HEARTY RECEPTION

Arrival at Moncton, Sunday, from California, Where He Went for Benefit of His Health.

Moncton, N. B., Oct. 1—Upon his arrival home this afternoon from a six months' trip to California for the benefit of his health, Rev. Father A. Robichaud, pastor of St. Anseleme Church, Fox Creek, was tendered a big reception by his parishioners. He was escorted to St. Anselme Church by more than a hundred autos and presentd by his parishioners with an address and a purse of nearly a thousand dollars.

A banquet was held in the evening in his honor and was attended by many of the priests of Westmorland and Kent Counties.

MAJOR ARCHIBALD McLEOD DEAD AT LLOYDMINSTER, SASK

Went Overseas With 10th B'n at Beginning of War—Married St. John Girl.

Halifax, Oct. 1.—Allison Wishart, formerly of St. John, N. B., now living in Halifax, has received a telegram from his daughter, Mrs McLean, announcing the death of her husband, Major Archibald McLean, at Lloydminister, Sask

Major McLean went overseas with the 10th Battalion at the beginning of the war, and upon returning to Canada in 1920, went to Lloydminster to practice his profession of law. There he married Miss Joyce Wishart of St. John, who had been a nurse in the Canadian Army Medical Corps. A young daughter also survives.

JOHN R. BINNING DEAD AT MONTREAL

Was Manager for Canada and Newfoundland of the Furness-Withy, Limited.

Montreal, Oct. 1.—John R. Binning, manager for Canada and Newfoundland, of the Furness-Withy Company, Limited, and well known in shipping circles, died early Saturday morning in the Royal Victoria Hospital, where he had been removed nearly two weeks ago, after having been in failing health for some months.

Paris, Oct. 1—The general feeling in Paris tonight is that the danger point in the Near East situation is past. The withdrawal of the Turks from Eren Kaui and, as semi-officially reported, also from their positions at Chanak, is accepted as proof of the Angora Government's readiness to comply with the Allies desires.

It is explained here that there will be two conferences at Mudania, the first between General Harrington, the British commander, and Mustapha Kemal, or his representative alone. This is to settle the question regarding the neutral zone on the Asia Minor side of the straits. The second will be quite a distinct conference and will draw up a provisional statute for Thrace, the Allied and Turkish generals being present.

ONLY ONE DRUNK

One drunk was lodged in the police cells last evening.

American manufacturers of leather pocket-books complain that there is practically no demand for their product in Europe. The currency in some of the countries over there is so bulky that the natives have to carry it around in rice sacks or suit cases.

Services At The Exmouth St. Church

Rev. W. G. Lane Was Delayed and Rev. J. K. King Preached—Rally Day Service in Afternoon.

Exmouth Street Methodist church was not supplied by the Rev. W. G. Lane yesterday, as was expected, owing to the unfortunate accident that occurred to the steamer Empress on Friday night. The congregation was well compensated by the presence of Rev. J. K. King, of Zion church, who preached in the morning, and the Rev. H. A Goodwin, who gave an excellent address in the evening on the Evangelism and Social Work that has been his special effort for the last two years

At the Rally Day service at the afternoon session, the Rev. Mr. Goodwin gave a most helpful and interesting talk to the, school, first to the adults and then to the younger members. The programme that was arranged by the International S. S. Board, "The Kingdom of Christ," was carried out and was greatly enhanced by the fine rendering of some of the music by a Boys' Chorus, that was a most delightful innovation. The members of the chorus were from the Trail Rangers of the church. The superintendent of the school, Mr. E. E. Thomas, had reason to be proud of the good attendance, 220, being present. He also took great delight in presenting certificates to a number of boys and girls, who graduated out of the primary into the junior classes, the certificates being accompanied with Bibles. The collection amounted to $40.

The announcement was made that the Rev. Mr. Lane will be with the congregation next Sabbath. The collections, which had been planned for the N B. Protestant Orphanages, were not taken, but will be contributed next Sabbath. The money raised last evening was given to the Evangelism and Social Work, the need for which the Rev. Mr. Goodwin so earnestly pleaded. There was excellent singing that was inspiring and devotional.

Visiting Fathers Conduct Missions

Three Weeks' Missions Opened at St. Peter's Yesterday — Those at St. Rose's Closed.

A mission lasting three weeks was opened yesterday morning at St. Peter's Church, by the Rev. John F. O'Brien and the Rev. Andrew McCann. Mass will be celebrated twice in the morning at 5.30 and 8 o'clock, with services in the evening at 7 o'clock.

The first week the mission will be open to married women only, the second week to single women only, and the third week to married and single men only.

The mission conducted by the Rev. John F. O'Brien, C. SS. R., and Rev. Andrew McCann, C. SS. R., at St. Rose's Church, Fairville, was concluded Saturday night.

SPECIAL SERVICES BROUGHT TO CLOSE

Week of Services at Waterloo Street Baptist Church Have Been Most Helpful.

The last of a series of services in the Waterloo street Baptist church was conducted, on Saturday evening, by the pastor, Rev. John A. Swetnam. The night was designated as church conference night, and the pastor outlined the church covenant, and delivered a forceful address. Miss M. Daley rendered a solo during the course of the evening.

Both services yesterday were well attended. In the morning, the pastor took as the subject of his address "Is the Church Falling Away?" In the evening, at 6.45 o'clock, the service opened with a lively song service, which is to be one of the features of Sunday evening services in the future. The subject of the address was "The Problem of the Church of Today," in which the speaker pointed out the need of linking up the church member with some definite Christian work. The service was followed by the ordinance of the Lord's Supper, many taking part.

SLIGHTLY IMPROVED

Inquiries at the General Public Hospital show a slight improvement in the condition of the young lad, Wilson Deloy, who was so terribly injured by a street car some time ago.

PERSONALS

J. D. Jones of Truro is a guest at the Victoria.

O. George of Montreal is registered at the Victoria.

Alfred F. Wills of Plaster Rock is a guest at the Victoria.

Mrs. J. C. Jones and daughter of Petitcodiac are registered at the Victoria.

D. Bader of Los Angeles, California is a guest at the Royal.

E. H. Kent and J. G. Mowatt of Montreal are registered at the Royal.

A hunting party composed of G. N. Ball, J. Chester Bushong, Rolf T. Baron and Edward C. Baron arrived in the city yesterday by motor from Worcester, Mass. They expect to remain in the New Brunswick woods for several days.

L. S. Robinson, assistant general manager, Eastern Division, C. N. R. and W. N. Appleby, general master mechanic, Moncton, were in the city Saturday on an inspection trip.

Leslie A. Goodwin, son of Mr. and Mrs. H. A. Goodwin, returned last week from Alberta, where he has been spending his summer vacation and left on Saturday for Sackville to resume his studies at Mount Allison University.

New Rector's Stall Was Dedicated

Presented to St. John's 'Stone' Church by Miss Peters of Fredericton — Appropriate Services Yesterday Morning

The dedication of the beautiful new Rector's Stall, presented by Miss Peters, of Fredericton, in memory of her brother, the late Arthur Wellesley Peters, took place yesterday morning in St. John's (Stone) church, with appropriate services. The Rector Rev. A. L. Fleming, L. T. D., officiating

The Stall, which is very beautiful in design, is the first of its kind in the diocese. It is carved out of quartered oak, and stands about nine feet in height. On the front of the canopy is carved the crest of the church, a lion with its forepaw resting on a book. The lion represents St. Mark, and the book is the Bible. On either side of the canopy is the crest of the Peters' family, represented by two Griffins with the very significant motto, "Without God Nothing." At the special request of the donor, the motto is in French on the one side and in English on the other. At the highest point of the canopy stands a small beautifully carved cross.

In his dedicatory address Mr. Fleming said:

"In this historic church we have dedicated a most beautiful piece of furniture, which makes us feel that the men who made it glorified God in their work. It was not for ornament but for use, but because it was for use in God's sanctuary, it had been made beautiful as well as useful. The workmanship and materials being of the very finest throughout. On either side of the canopy the crest of the Peters' family had been most faithfully carved with its significant motto in French on one side and in English on the other, "Without God Nothing." This surely expresses the true spirit of the Christian faith,forourbeautiful buildings, our splendid chair and organ, and our skilled successor to our beloved friend Mr. Fox, avail nothing unless God is in our midst. The front of the canopy bears the crest of the church, for unlike most parishes, we possess a crest of our own. It is the lion with its forepaw resting on the book. The lion represents St. Mark. (This is St. John's church in the Parish of St. Mark); and the book the word of the living God. Then at the highest point in the canopy a small beautifully carved cross (triumphant) stands as the representative of Jesus Christ, who for us men and for our salvation bore our sins in His own body on the Cross of Calvary. It seemed both right and fitting that, having the symbal of the family and of the parish, these both should be dominated by the symbol of our faith. As someone has said: The Cross is the chart of the church of Christ; the church which goes deepest into the meaning of the cross, and lives most under it, and on it, will accomplish most for God. When the cross is minimized our preaching becomes insipid, and we are as ambassadors without credentials. It is well, therefore, that in the days to come, the one whose right it shall be to use this stall, should ever be reminded that his business is to preach faithfully the Cross of Christ. Nothing else can meet the needs of the coming days, for nothing but the preaching of Christ crucified can save the souls of men.

We doubt not that all the congregation will rejoice with us and the Vestry, at so unique a gift being presented to our church and thank the donor. As a congregation we have good cause to keep in remembrance the name of Arthur Wellesley Peters. for he proved his love for this church not only when living, but also by the generous bequest he made for her in his will. In your name I would like to express to Miss Peters the keen appreciation we all feel for her most beautiful gift, which fulfills her original request that it be "Handsome, useful and lasting."

It is fittinug that the memory of two life-long friends Geo. F. Smith and Arthur Wellesley Peters should stand on opposite sides of the church they loved so well. In death they are not divided, for they have entered into the presence of their Lord and Master, and their memories are a constant inspiration to us to follow their example, as they followed in the footsteps of their Saviour.

Serious Case Is Investigated

Reported That Should Young Woman Die in Hospital Young Man May be Arrested.

It was reported yesterday that His Honor Judge Ritchie had been called to the General Public Hospital, in connection with a very serious case in which a young woman was involved. The patient, who is said to be seriously ill, is understood to have made a statement to the Magistrate and should she die the party, or parties, responsible for her condition are likely to face a charge of manslaughter.

Last evening no report of the case had been made at police headquarters and it is understood no information will be laid at present.

The Misses Edna Austin and Mabel Barbour are en route for home after several months' journeying on the European continent, the former joining her friend in June, Miss Barbour having been absent for a much longer period. Having been life-long friends it was generally expected that Miss Austin would go to Europe to meet her friend, after the loss of her beloved mother. They have spent a very happy time together re-visiting scenes familiar to them both and will have much to relate when they arrive in St. John. The hymn "Eternal Father, Strong to Save" was sung at the morning service at Centenary where both young women are devoted workers. They are on the ocean now and will soon disembark at Montreal and be at their post of duty, in the Sunday School and other activities.

Police Court Cases Saturday

Six Persons Faced Magistrate Charged With Violations of Prohibitory Act.

No less than six persons faced the Magistrate Saturday morning charged with violations of the Prohibitory Act. Fred Carson pleaded not guilty to the charge of interfering with the police in the discharge of their duty and after some evidence was taken the case was set over for further hearing. W. M. Ryan appeared for the prosecution and K. J. MacRae for the defence.

Bent Ganter pleaded not guilty to the charge of having liquor in a beer shop. The case was adjourned and Ganter remanded to jail.

Manoli Michaeluk pleaded not guilty to having liquor in his house, 25 Acadia street. The case was set over and defendant remanded. E. S. Ritchie for the defence and W. M. Ryan for the prosecution.

Thomas Mullet reported on the charge of selling liquor in his beer shop on Prince Edward street, pleaded not guilty.

The Magistrate refused to accept a deposit and the defendant was sent to jail. L. A. Conlon for the defendant, W. M. Ryan for the prosecution.

Charles Conway pleaded not guilty to selling liquor in a beer shop on Main street, Friday. Postponed till Monday, and the defendant sent to jail. W. M. Ryan for the prosecution.

The case against Patrick O'Keefe, charged with selling liquor, was resumed and further set over for one week. O'Keefe is out on $200 deposit and $800 baill.

One Juvenile appeared in the Police Court Saturday morning, for lying and lurking, and after a hearing in the Magistrate's office, was taken below.

The case against Walter Newcombe held on the charge of stealing a number of packages from the Dominion Express Company, was further set over till Tuesday afternoon. J.A. Barry for the defendant, and H. H. McLean, Jr., for the Express Company.

Subscriptions For The Orphanages

Yesterday Set Apart for This Contribution — Powerful Sermons by Rev. R. G. Fulton.

Envelopes for the reception of subscriptions for the New Brunswick Protestant Orphanages were in every pew in Centenary church yesterday, it being the Sunday set apart for this contribution, as appointed by the Methodist Conference, when in session last June. The very beautiful flowers that adorned the altar were in memoriam for the late Captain E. C. Elkin, and the hymn, sung after prayer was particularly suitable to the occasion. The Rev. R. G. Fulton, pastor of the church announced many activities for the coming week, among them the Women's Missionary Society, the Ladies' Aid and the coming campaign when the great divine, the Rev. Campbell Morgan will lead in services in Centenary and St. Andrew's churches.

The pastor preached in the morning from the text "We returned all of us to the wall, every man to his work," Nehemiah 4.15, the words being the latter part of the verse. The thought brought out was the heroism of trying again and the speaker showed how this was exemplified in the men of old, who had to return to a broken wall, a dilapidated city, amidst enemies and many discouragements. To day people have to fight the inertia that comes upon them, after a period of holidaying and many are fearful to take up the tasks that have been laid down, partly from disinclination, partly from a feeling that failure may ensue.

The Scotch saying that "Every blade of grass has its own drop of dew," is very trite, for does not the burden in that case bring also refreshment? Rev. Mr. Fulton then applied this thought to the work of those who are in the church, calling upon them to recognize their obligation to the King of Kings, to take upon them the task as they come in the autumn season to the wall of service, and urged them to strengthen themselves by doing their duty, as well as increasing their vision by looking into the future with its broad vista of unfinished work that God wants each and all to do. While some sink after pleasure, others are reluctant to take up life's burdens after sorrow has touched them, but here the refreshment is found again, because every task to be well done, must have courage, but most of all there must be joy in doing it. We may fail of our ideals, but if we do our best, we shall have a share in the great victory of the Kingdom, for the King must reign.

The evening sermon was appropriate to the thought of the Sacrament of the Lord's Supper, which was administered to a large congregation after the close of the evening service.

CARLETON BAND FAIR

There was a large attendance at the Carleton Cornet Band Fair on Saturday evening and all the booths and games did a rushing business. The door prize was won by W .H. McDonald, 38 Victoria street and Hiram's prize on the country store, by C. H. Gallop, 90 Newman street. The prize winners on the various games were: excelsior, J. Maxwell; tenpins, F. Joyce; flood gates, F. Kirkpatrick; ring toss, A. Angel; bagatelle, Mrs. H. Moffatt; gents bean toss, R. Campbell; gents air gun, A. G. Bonnell; devil among the tailors, F. W. Connor

TEACHER'S DEPARTURE

Much regret is felt at the departure of Mrs. A. F. Robinson from the city, where she has made her presence valuable through her work in the training class that she has carried on for the instruction of Kindergarten teachers for the past two years. At a meeting of the St. John Kindergarten Alduated this past summer. Delegates these present expressed their regret to Mrs. Robinson and welcomed to their number, the Misses Clara Wood row, Stanley and Macdonald, who graduated this past sumer. Delegates were elected to represent the society at the Local Council of Women, to which they have just become affiliated. A visit to the Kindergarten schools in Ohio was delightfully described by Miss Elsie Trentowsky and plans were made for the coming winter.

Our home folks in these Provinces by the sea naturally ask for RED ROSE TEA when they want the very best.



RED ROSE COFFEE is free of dust—settles clear as a bell—no egg needed.

15

Welsh Coal For The Self-Feeders

Fuel Controller Is Notified of Demonstration Which Proved Most Satisfactory.

In speaking of the coal situation and regarding coal for self-feeder stoves, George S. Cushing, the Provincial Fuel Administrator yesterday informed The Journal that he had received a letter from Fred G. Fowler, which he hoped will relieve the anxiety of those without coal. The letter is as follows:—

September 30th, 1922.

Mr. G. S. Cushing,
Provincial Fuel Controller:

I am pleased to advise result of trial of sample of Welsh Anthracite coal (Consumers Coal Co.) in a No. 14 Silver Moon self-feeder stove. With magazine two-thirds filled had fire lasting from Saturday noon till the Tuesday noon following. The coal did not coke or run together, fed perfectly radiating a greater heat than American anthracite, which latter would certainly not last so long as a fire. As a fuel for range or open fire, a better or clearer coal is not to be had.

At my office we have a No. 13 feeder and the Welsh coal screened procured from the Maritime Nail Co., mixed sizes, gives entire satisfaction. There is not as great an ash, nor anything like the shale as results from burning American Anthracite.

Fred G. Fowler.

Mr. Cushing issues word to the public to not fail to provide some substitute for fifty per cent. of the usual requirements of American Anthracite and all will have plenty of coal.

Funerals

The funeral of Joseph McArthur took place Saturday afternoon from the residence of his sister, Mrs. W. W. Chase, 168 Queen street, following service by Rev. R. M. Legate. Interment in Fernhill.

The funeral of Miss Araminta Wetmore took place Saturday afternoon at Clifton, where services were held and interment made.

The funeral of Miss Mary McDevitt took place Saturday afternoon from Fitzpatrick's undertaking parlors to the Cathedral, where prayers for the dead were recited by Rev. R. J. Nugnt. Interment in the new Catholic cemetery.

The funeral of Francis R. Roden, Glenwood, took place Saturday afternoon, following service by Rev. Canon Daniel. Interment in Fernhill.

The funeral of Stanley B. Johnston, was held yesterday afternoon from his parents' residence, 2 Camden street, to Cedar Hill cemetery. A very large number of boy friends and citizens attended the funeral. Service was conducted at 2.30 by Rev. H. B. Clarke and special music was rendered by the choir of Portland Methodist church.

The funeral of Robert Fox was held yesterday afternoon from his late residence, 84 Rodney street to Cedar Hill cemetery.. The members of Golden Rule Lodge, I.O.O.F., attended in a body. Service was conducted by Rev. F. T. Bertram. The funeral of Mrs. Mildred Craft was held yesterday afternoon at 3.30 from the home of her son, Water street West. Service was conducted by Rev. W. H. Sampson. Interment was made in Cedar Hill.

Obituary

Mrs. Charles Flemington

Andover, September 29 — The death occurred of Mrs. Charles Flemington on Tuesday evening after an illness extending over three years, and which was borne with great cheerfulness and fortitude. Mrs. Flemington will be much missed in the church, and especially in the home circle. Much sympathy is extended to the sorrowing ones, her husband, Rev. Charles Flemington, two daughters, Katherine and Leonora, at home, five sons, Ross of Mount A. teaching staff, Carl of the Bank of Nova Scotia, Sault, Ste. Marie, Ont., Humphrey of the Bank of Nova Scotia, Perth, Frank and Allen.

The funeral was largely attended on Thursday afternoon. The floral offerings were very beautiful and numerous. Music was furnished by a double quartette composed of Misses Emma and Phoebe Wright, Janet Curry, Pearl Waite and Messrs. Wellington Sisson, Harry Blakesley, Guy Porter and Ralph Waite. The remains were laid to rest in the Methodist Cemetery.

Victoria Street Baptist Church

Total Sunday School Attendance for Past Year 13,014, Showing Great Increase—Enjoyable Programme.

Sunday school rally day at the Victoria street Baptist church was favored with a large attendance. The work of the past year has been very successful. The total attendance during the year was 13,014 being over 2,000 more than any previous year. The offerings were also $150 in excess of any previous income.

The programme which was exceptionally interesting was in charge of the Superintendent, A. H. MacDonald the two special features being a tableau under the direction of Miss Ruth Shaw, assisted by Mrs. Milldon, entitled, "The Finding of Moses," in which Frank Biddescombe, Ethel Hudson, Myrtle Whittaker, Mildred Hudson

Myrtle Whittaker, Mildred Hudson, Bessie Logan, Malcolm Ferris, Rae Currie, Nellie Hudson and Ethel Akerly took part, and a pageant "Voices of Girls of Other Lands" directed by Miss Ethel Hudson. Those taking part were Blanche Hudson, Alice Brown, Ena Johnson, Clara Howes, Audrey Webb, Catherine Chetley, Gladys London, and Evelyn Manning.

Other members on the programme were:—

Solo—The Silent Voice—Miss Hazel Totten.

Quartette—"When the Mists Have Rolled Away."—Mrs. Arthur Burk, Miss Ethel Hudson, Hayward Sparks, Wm. McAulay.

Paper—"Sunday Schools and Sunday School Work."—Read by F. E Dunfield.

Prayer—Offered by Asst. Supt. E. Davidson.

Scriptural Reading—Harry Carmichael.

Recitation—Ruth Cain.

"A Prayer"—Eileen Watters.

Recitation—Irene McAulay.

Short address—The pastor, Rev. G. D. Hudson.

The Secretary Frank Webster, read his report for the past year, which was very encouraging. The total membership is now 650. The classes are well officered and the coming year promises to be a banner one in the history of the church.

G. Bruce Burpee, successof to N. R. DesBrisay as district passenger agent, reached the city Saturday afternoon from Cleveland, Ohio, accompanied by his wife and Mrs. H. A. McKeown.

Canon Vernon On Rescue Work

Made Earnest Appeal on Behalf of the Preventive and Rescue Work of the Church of England.

An earnest appeal on behalf of the preventive and rescue work of the Church of England in the interest of young women and girls was made yesterday at St. Paul's and Trinity Churches by Canon Vernon, General Secretary of the Council for Social Service of the Church of England in Canada. "To prevent the degredation of girlhood and to rescue young womanhood from dishonor is indeed Christ-like work, and part of the mission of His Church," the Church of England in Canada has rescue homes of its own in several cities and the welcome and welfare workers of the Council do much splendid preventive and rescue work. In the Maritime Provinces the Church of England cooperates with the Presbyterians, Methodists and Baptists in maintaining the Maritime Home for Girls at Truro, which under the superintendentship of Miss Josephine Strothard has met with such conspicuous success in bringing out the better qualities and in training young girls committed to it by the courts. Twenty-one of the seventy-four girls now at the home are Anglicans. Dr. Vernon in the course of his addresses told of the wonderful success achieved by the Home and of the effectiveness of its parole system. This year, although most of the girls had had little training, before entering the school, several had passed the High School entrance, and wrote the examinations for the ninth and two for the tenth grade. Of parole girls one had lately obtained a second-class teachers license, one this summer returned to the home to be married from it to a most respectable young man. But for the Home and its influence these girls would all have continued the journey to ruin which they had begun. Now they are faithful Church members, and useful members of society. The Home gives a chance to those who otherwise because of bad home influences or degrading environment would otherwise have had none.

SATURDAY STORY HOUR

Thirty children were present at the Public Library Story Telling Hour, Saturday morning and listened with great delight, to the stories told by Miss Ritchie, of the Library staff, who took the place of the regular story teller, who was unable to attend.

Boy! Page Mr. Einstein

THE shortest distance between a seller and a buyer is a straight line. If there is any shorter, let us page Mr. Einstein and ask him about it.

In advertising, the Daily Newspaper is the most direct line possible, and the customer you seek keeps the kinks out of it. He sees that he gets his newspaper at the earliest possible moment. He is not satisfied to wait until the postman delivers something that has been "directed" to him at his home address.

When the daily newspaper passes into the reader's hands, it is expected, welcomed and read. It has his interest before it even gets to him. He will complain loudly to the news dealer if an issue escapes him. He will stand in the heat and the cold while the news boy fumbles for change. When the delivery brings the daily paper to a home, it is taken in eagerly by someone.

Did anyone ever telephone your office to complain that your circular or form letter had not arrived? Have you ever noticed men in line for the postman to deliver your printed matter? Have you ever seen the daily newspaper flipped off the desk or the supper table while second class mail is read to the family? Until you have, let us be honest and distinguish between "direct" advertising and printed matter "directed" to your address.

Issued by the Canadian Daily Newspaper Association, Toronto.