

THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, OCTOBER 11, 1922

### WE NEED MORE ADVERTISING

This is Advice of General Secretary of Merchants' Association — Delegates Welcomed.

A considerable quantity of Yankee advertising was needed at the present time to better forward the claims of the maritime provinces for a more general recognition in plans for the development of Canada, according to advice contained in a short address by E. M. Brown, general secretary to the Retail Merchants Association of Canada, when he was replying to addresses of welcome to outside delegates from Mayor McEllan, W. F. Burditt, president of the board of trade, R. E. Armstrong, secretary to the board, and F. A. Dykeman, at the opening session of the eighth annual convention of the provincial branch of the Retail Merchants' Association yesterday afternoon in the assembly room of the N. B. Telephone Co. Ltd.

"If there is one criticism I would like to make about the country down here, it is this—you do not blow about yourselves enough. Now, when the Yanks entered the war, they said, 'We'll equip 5,000,000 men. And, if that is not enough, we'll equip 10,000,000. And, if that is still not enough, we'll equip 20,000,000.' That scared the Germans. You have the resources down here but you do not let the world know about it. You need some Yankee advertising."

Mr. Brown's remarks followed short speeches by outside delegates, who were inclined to adopt a rather pessimistic outlook and the general secretary's words struck a very cheery note.

Reports from the president, the secretary, and the delegates to the division convention were received and adopted, while the appointment of committees on resolutions, nominations and credentials was completed before adjournment last evening to the Imperial Theatre as guests of the provincial board. Walter Golding, manager of the Imperial, welcomed the delegates.

In welcoming the convention to St. John, Mayor McEllan paid tribute to the standing of the Retail Merchants' Association.

W. F. Burditt, president of the local board of trade, followed the mayor, in an address in which he urged that co-operation be the keynote of their efforts. He recalled conditions of former years when divisions were rife and noted with pleasure, the operation that now appeared to exist. He expressed the hope that their deliberations would be fruitful.

Armstrong expressed a similar sentiment to Mr. Burditt and was followed by F. A. Dykeman, vice-president of the local branch, who welcomed the delegates and announced the trip down to Musquash this afternoon. He felt the trip would be one of education and enlightenment to the delegates.

The chairman replied to these addresses and also J. Weddall, Frederick J. W. Scott, St. Stephen; F. B. Iden; J. W. Scott, St. John; B. Holman, Charlottetown; Messrs. Scott and Holman spoke on the matter of discrimination that was being practiced against ports of the maritime provinces in the routing of export trade through United States ports. They felt that some action should be taken by the province in a united manner.

William Hawker, in moving a motion to adopt the report, complimented the president on his splendid address. He included in the motion a section to incorporate the address into the minutes and this was carried unanimously.

At this point tea was served through the kindness of the Red Rose tea people and a photograph concert was enjoyed through the courtesy of W. H. Thorne & Co.

Secretary's Report.

The report of the secretary, Miss Frances P. Alward, then was read and adopted. It was as follows:

"In submitting this eighth annual report of your organization, I again come with the report that we have in many ways demonstrated practical usefulness during the year to our members, both from a dominion-wide and provincial standpoint.

"It does not need to tell you of the great financial depression, under which Canada has been laboring during the last two years, and this last year has been one of great business depression in our province. This depression has naturally had a great effect on our organization, in more ways than one. First, from the fact that several of our firms

### Said the Salad—

"People who love salads know that Lea & Perrins' Sauce is just as necessary with me as mustard is with a ham sandwich."

YOU will find that a few drops of Lea & Perrins' impart a delicious flavor to food. It is a keen appetiser and a delightful relish. Salads, cold meats, croquettes, stews and all fish and cheese dishes have a new and appetising flavor when a few drops of Lea & Perrins' are added.

**Lea & Perrins' Sauce**

"The first thing to reach for"

The Original and Genuine Worcestershire

leaves one of the best means of the secretary meeting the members. I have visited the towns of Fredericton four times, St. Stephen once, Moncton once, Port Elgin, Richibucto, Buctouche, Harcourt, Devon and other smaller towns. Each time I visited a town I had never been in connection with our work, I found that it cemented our members more strongly to the work when they talked with the provincial secretary, who when they told her the organization had been of no benefit to them, could tell each member just what it had done for that one firm, either directly or indirectly.

"St. John is really the only branch large enough to organize trade sections. We now have in St. John eight sections, and I intend very soon to organize provincial sections. We now have only one provincial section, viz., the printers' and publishers' section. This was organized in February last. Convention at Halifax."

"In August I attended the convention of the dominion board in Halifax. The other delegates from our province were Mr. DeWolfe, our president, and S. L. Emerson, of St. John. Through a misunderstanding between the dominion secretary and myself, there was a little mixup regarding our accredited delegates, but it was not many minutes till our delegates were given all the privileges of the convention. Each delegate this year to the dominion convention paid his own expenses. At a meeting of the provincial board, held previous to the convention, it was passed to pay the secretary's expenses, but owing to financial situation of the association I paid my own expenses, and

am very glad I went, for it was there that I learned that the New Brunswick secretary was not the only one who had troubles, and I also was glad to learn that our province was less in debt than any province in the dominion, with the exception of Nova Scotia, and also that Nova Scotia and New Brunswick were the only two provinces who had their per capita tax paid to date.

"Last year I reported that we had every large firm in our province as members, with one exception. This last year I have had the pleasure of bringing that one firm in as members; also several other firms in St. John which have never been members."

"Two years ago we had the luxury tax as a great menace, but after being in force six months, we had the honor of being a means for the removal of the tax. This year we have had the sales tax to fight, and I can use no other word for it. Our dominion board is gaining victories over the government in this sales tax matter, and we have faith enough in our organization to know that before many days it will be adjusted in the interest of our retailers. With our dominion secretary present, there is little need of me telling the benefits of the dominion board during the last year. But I must mention the amendment to the criminal code regarding guessing contests. This will put a stop to this evil, which has been making trouble in all provinces."

"During the year our membership has fallen off, but taking into consideration the fact that we have no organization and also the depression already mentioned, we have kept the membership up well. We now have 678 members."

"I cannot close without thanking Mr. DeWolfe and the executive for their co-operation in my work, and I most heartily wish the incoming executive and my successor the greatest possible success for the next year."

"A. W. A. D. Secretary."

E. L. Mahoney, who is in charge of the insurance section of the organization, explained the essential features of the section to the members and answered several questions on the conclusion of his address.

The president then read a telegram of regret from J. A. Banfield, Dominion president of the association, following which A. H. H. spoke briefly and the gathering adjourned. At the short evening session, previous to the theatre party, S. L. Emerson, president, reported on the Dominion convention held in Halifax.

The following committee men were appointed: Resolutions, A. A. McIntyre, chairman; William Hawker, H. E. Beck, C. H. Burr, Norman Smith; nominating, Stanley Fisher, chairman; J. J. Weddall, Everett Hunt, F. P. Grimmer, S. C. Webb, G. B. True; credentials, J. W. Scott, chairman; C. H. Smythe, F. B. Price.

That amalgamation of all of the institutions of higher education in the maritime provinces into one large university is the best means of overcoming the present chaotic condition of university instruction in the east, was the opinion expressed by Rev. F. D. Meader, of St. Thomas College, Chatham, and formerly registrar and treasurer of St. Michael's College of the University of Toronto, in an address given at the banquet of the maritime provinces, at the Canadian Club luncheon at Bond's last evening.

Rev. Father Meader, who has been a member of the faculty of St. Thomas College, Chatham, for the last two years, was connected with St. Michael's College, Toronto, which is federated with the University of Toronto, for several years, and spoke with a clear idea of the advantages which he felt would come to the maritime universities if they availed themselves of the opportunity which the scheme, outlined by the Carnegie Foundation for their amalgamation, would present, just as St. Michael's had profited by federating with Toronto. He made out a strong case for advocates of amalgamation of the universities of the maritime provinces, and made unfavorable comparisons of our system of education with that of the province of Ontario.

BEN FRANKLIN'S HOME IN PHILADELPHIA TO BE RAZED

Ramshackle Shanty Will Be Torn Down, But Parts of It Are to Be Preserved.

Philadelphia, Oct. 11 — Benjamin Franklin's first Philadelphia home is to be wiped out of existence. The house at No. 111 Spring street, where the philosopher took up his residence upon his arrival from Boston, is to be torn down along with numerous other buildings, to provide for the approach to the

new Delaware River bridge.

The house is a ramshackle, tottering shanty and the street on which it is situated is only an alley. Wilfred Jordan, curator of Independence Hall, plans to preserve the windows and panels of the old structure, all being splendid examples of Colonial workmanship.

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Let me tell you what I know about

### BAKER'S COCOA

"My mother and my mother's mother used it, and I have used it all my life. There never has been anything better, never anything quite so good. Indeed, it seems to me that Baker's Cocoa is better and better as time goes by. No other cocoa seems to have such a delicious flavor or such an attractive color."

Walter Baker & Co., by processes peculiar to their method of manufacture and by the use of the most improved machinery have produced a cocoa which can be and is used as a standard for purity in chemical analyses.

MADE IN CANADA BY

WALTER BAKER & CO. LIMITED

Established 1780 CANADIAN MILLS AT MONTREAL

Booklets of Choice Recipes sent free

MADE IN CANADA BY

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Established 1780 CANADIAN MILLS AT MONTREAL



PAR THE NEW STYLE IN ARROW COLLARS

Chieft, Peabody & Co. of Canada Ltd.

GRAND UNION HOTEL

MONTREAL

Close to business centre and Railroad Stations

American Plan \$5.25 up



Let her combine her skill with the unusually rich flavor of KING COLE TEA. Not a doubt about the result.

"You'll like the flavor."

### Mother Knows

"just how" to make a really nice cup of Tea —no one better.

Let her combine her skill with the unusually rich flavor of KING COLE TEA. Not a doubt about the result.

"You'll like the flavor."

### MUTT AND JEFF—JEFF KNOWS LESS THAN NOTHING

By "BUD" FISHER

THE GUY WHO TOLD ME I'D FIND THE METROPOLITAN MUSEUM OF ART ON THIS CORNER WAS SPOOKING!

KNOW THIS SEEMINGLY FAMILIAR STRANGER, BUT CAN YOU DIRECT ME TO THE METROPOLITAN MUSEUM OF ART?

NO! I DON'T KNOW WHERE IT IS! SORRY SIR!

I'VE WASTED TWO HOURS LOOKING FOR THAT BUILDING!

HEY, MISTER!

PERHAPS YOU'D LIKE TO SEE THE PUBLIC LIBRARY INSTEAD! A CLASSY STRUCTURE THEY CALL IT!

THE PUBLIC LIBRARY!!! SURE!

SORRY, BUT I DON'T KNOW WHERE IT IS EITHER!

THE GUY WHO TOLD ME I'D FIND THE METROPOLITAN MUSEUM OF ART ON THIS CORNER WAS SPOOKING!

KNOW THIS SEEMINGLY FAMILIAR STRANGER, BUT CAN YOU DIRECT ME TO THE METROPOLITAN MUSEUM OF ART?