

## PUBLICITY MOVE BOOSTS FISH SALES 25 P.C.

Federal Department to be  
Asked to Make Another  
Grant This Year.

OF INTEREST TO THE  
MARITIME AREAS

Canadian Association Makes  
Appeal for Further Assist-  
ance for Industry.

By A. M. BELDING  
MONTREAL, Oct. 12.—The Fish-  
eries Department at Ottawa has been  
asked to make a further grant for pub-  
licity to create a better demand for  
fish. This is of special interest to the  
Maritime Provinces. It is noted that  
neither of the party leaders placed any  
emphasis upon the fisheries when in  
the Maritimes, presumably because  
neither was fully informed as to the  
importance in the field of maritime de-  
velopment. Transportation and publi-  
city are regarded as the prime factors  
in the growth of the industry at pres-  
ent. The railways have done much to  
facilitate the movement of our fish, but  
those in the trade say some improve-  
ment may yet be made in the matter of  
through rates.

### SUCCESS LAST YEAR

What they are more concerned about  
now is the education of the people of  
Canada in regard to the food value of  
fish. Those who handle sea fish empha-  
size the special elements they contain  
which promote health. Last year the  
Canadian Fisheries Association appro-  
priated \$10,000, to which the depart-  
ment added another \$10,000 for an ef-  
fective advertising campaign to stimu-  
late a wider use of fish food. It only  
ended until June of this year, and had  
to be confined to the newspapers of  
the larger cities from Halifax to Van-  
couver. I have it on the authority of  
Alfred H. Brittain, managing director  
of the Maritime Fish Corporation Lim-  
ited, that the result of this publicity  
was an increase of 25 per cent in the  
sales of fish.

### APPEAL TOMORROW

The president and officers of the  
Canadian Fisheries Association will go  
to Ottawa on Tuesday and appeal for  
a large grant, so that the next campaign  
may be extended to many more cities  
and towns. It is contended that the  
fisheries are entitled to consideration  
such as is given to agriculture and that  
the present need is publicity. It is  
stated that with the new methods of  
preparing and handling fresh fish the  
Montreal market is today as well sup-  
plied with sea food as is London from  
the English coast waters, and a very  
large market should also be developed  
in Ontario. If a demand for mackerel  
could be created there it would mean  
much higher prices for the fishermen.

### SHOULD ADVERTISE HERE

It was suggested to me that the  
Maritime Provinces themselves could  
with profit advertise the value of their  
fish, since the Canadian Fisheries As-

sociation represents lake and Pacific  
as well as Atlantic fisheries, and can-  
not give publicity to one more than  
another. Another remark worth not-  
ing is that if fishermen would exercise  
more care with their catch from the  
water to the buyer they would get  
better prices and that many fish deal-  
ers need to be educated in handling  
the fish so that buyers who are sensi-  
tive to appearances will be attracted  
and not repelled. Our Atlantic fish-  
eries are capable of immense develop-  
ment, those in the trade say, if a per-  
sistent and intelligent educational cam-  
paign is carried on.

## EARNINGS ARE CUT IN LAKE OF WOODS

Keewatin Power Failure  
is Cause; One Mill  
Closed Down

MONTREAL, Oct. 11.—The annual  
financial statement of the Lake of the  
Woods Milling Company shows reduced  
earnings as compared with previous  
statements. Operating profits amounted  
to \$10,488 and after allowing \$115,000  
for depreciation and the payment of the  
usual dividends, surplus account now  
stands at \$55,072.

The reduced earnings for the period  
under review were due chiefly to the  
failure of the water power at Keewatin,  
where the main plant of the company  
is situated. Mill "C" responsible for a  
large part of the output, was closed  
down for three months with serious loss  
in production.

In addition, the past year was the  
most trying in the history of the indus-  
try, due to keen competition  
resulting from price-cutting and violent  
fluctuations in the price of wheat.

President Brigadier-General Frank S.  
Maighen considers the conditions pre-  
vailing during the year as only tempo-  
rary and takes a hopeful view of the  
future.

### The Lake of the Woods meeting

added to the board N. J. Breen, western  
general manager of the company. The  
board of directors now consists of:  
Frank S. Maighen, C.M.O., William J.  
Hutchinson, W. H. Allan, R. M. Ballan-  
tine, Tancred Blenheim, N. J. Breen,  
Sir Lomer Gouin, K.C.M.G., George  
V. Hastings, Abner Kingman, Walter  
Molson, R. W. Reford, J. K. L. Ross.

The purchase of the properties of the  
Dominion Flour Mills will place the com-  
pany in a much stronger position both  
for domestic and export business.

The new Lake of the Woods units is  
to be operated as a subsidiary, with  
Lake of the Woods owning all the cap-  
ital stock.

At a subsequent meeting W. W. Hut-  
chinson was elected president of the  
Dominion Flour Mills Limited; Brig-  
adier-General F. S. Maighen, C.M.O., vice-  
president; C. H. G. Short, general man-  
ager, and Ross H. Hutchinson, secretary.  
Mr. Short was secretary-  
treasurer of Dominion Flour Mills lim-  
ited the former management. The new  
board is composed as follows: W. W.  
Hutchinson, president; F. S. Maighen,  
C.M.O., Abner Kingman, R. W. Reford,  
Walter Molson and M. H. Hutchison.

### Leonard Hill, British scientist, says

that if men would dress as lightly as  
women physicians would have to take  
up another calling.

## SHERBROOKE PAPER BACKS MARITIME CASE

Sees Sympathetic Hearing  
Given Wherever Facts  
are Presented.

ASKS CO-OPERATION  
FOR ALL DOMINION

Whole Dominion Cannot  
Forget Provinces Down  
by Sea, It Says

SHERBROOKE, Que., Oct. 11.—The  
Sherbrooke Record prints the follow-  
ing editorial under the heading:

"Presenting the case of the Mar-  
itime Provinces."

The Maritime Provinces have a case  
to present to the people of the other  
provinces of Canada in the opinion of  
the Saint John, N. B., Telegraph-  
Journal and in this connection it is  
sending one of its editors, Mr. A. M.  
Belding, throughout the country to pre-  
sent one particular phase of the situa-  
tion to Canadian business men.

Mr. Belding's statement as briefly  
given to the Record may be summa-  
rized as follows:

\$289,000,000 worth of Canadian  
business exports and imports, pass-  
ed through American ports for the  
year ending in July. Of this only  
about \$11,000,000 represented im-  
ports. The bulk of the business  
represented by this large sum was  
grain, flour, packing house prod-  
ucts, butter and cheese. In regard  
to grain, much of this Maritime  
grain shipper must have a wide  
range of ports. This business is  
done on a narrow margin and a  
fraction of a cent per bushel is a  
consideration. A large part of  
the total, however, represents busi-  
ness that could be shipped via  
Maritime Province ports without  
any extra cost to the shipper. It  
is merely a question of routing.  
The route is exactly the same to  
Saint John and Halifax as it is to  
Portland, Boston and New London,  
or New York. Sometimes a slight-  
ly lower ocean rate can be had out  
of New York, but this is more  
than overcome by other considera-  
tions. Our appeal to Canadian  
manufacturers and shippers is to  
favor Canadian ports in their rout-

ing. This means much to the  
country and to the Maritime Prov-  
inces. It means the employment  
of more longshoremen at Saint  
John and Halifax, more and longer  
calls of ocean freight carriers, with  
the consequent expenditure of more  
money, and resulting in improved  
local conditions and better home  
market for Canadian manufac-  
turers.

There are other features of the  
Maritime Province situation which  
we want to place before the people  
of other parts of Canada. Com-  
mittees of each province are now  
studying three questions: Immi-  
gration, Industrial and Develop-  
ment and Status under Confedera-  
tion. A conference will be held on  
November 4, at Charlottetown. In  
the same room where representa-  
tives sat in 1864 to consider Con-  
federation. On November 25, at  
general conference of Boards of  
Trade in Winnipeg, these commit-  
tees will present their consolidated  
report. This will set forth the  
Maritime Province situation, which  
is a matter of real concern to the  
Dominion as a whole.

The Maritime Provinces want  
united confederation what is fair to  
them and not unfair to the whole.  
This is the attitude that must be  
adopted by each of the five divi-  
sions of the Dominion if Confedera-  
tion is to endure and Canadian  
unity and prosperity become firm-  
ly established.

The force of the statement will be  
apparent to all. A Canadian spirit  
and patriotism, as broad as the coun-  
try itself, must be developed if this  
Dominion is to go ahead. Each part  
has its special interests and its own  
problems arising from geographical  
location or the nature of its industry.

Each part must be able to stand  
on its own feet. The West cannot  
ignore the East nor the East the  
West nor the whole forget those  
provinces down by the sea.

Mr. Belding is on a worthy mis-  
sion and the enterprise of the publica-  
tion he represents is to be commended  
in this connection. We believe he will  
receive a sympathetic hearing wherever  
he goes. The heart of the Canadian  
people is in the right place and pub-  
licity, discussion and inter-provincial  
conferences should be able to find a  
basis for closer co-operation between  
the component parts of this wide  
Dominion.

### CANDIDATE WITHDRAWS

SWAN RIVER, Man., Oct. 12.—The  
withdrawal of W. H. Sims, Liberal  
nominee in the constituency of Nelson  
was announced from the party head-  
quarters here.

## A Richness of Flavor recommends "SALADA" TEA

to every discriminating tea  
drinker. Its freshness and puri-  
ty are a constant delight. Try it.

BUSINESS LOCALS

Cards tonight, Stella Maris hall, East  
Saint John, 8.35. 1925-10-13

I. L. A. LOCAL, 273.  
Monthly meeting will be held in  
hall, 33 Water street, Monday, October  
12, at 8 p.m. All members are re-  
quested to attend. By order of the  
president. 1925-10-13

RITZ TONIGHT  
Collegiate Orchestra. Up-to-date  
music. 1927-10-13

CANDIDATE FOR SIMONDS  
Rupert Taylor, candidate for Si-  
monds, has faults. He will not become  
a slave to political party organization.  
He is branded as being honest, fair and  
square and truthful, which is not al-  
ways appreciated by party interests—  
Adv't. 1927-10-13

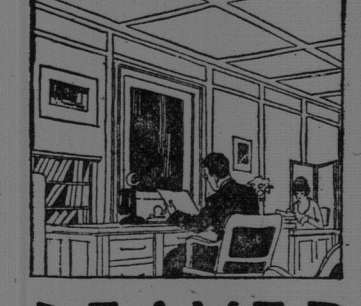
PUBLIC INVITED  
19th annual convention New Brun-  
swick W. C. T. U. Central Baptist  
church, Oct. 13, 14 and 15. Special  
meetings Tuesday evening, Dr. Hanington  
speaker, and Wednesday evening  
Mrs. H. P. Newcombe speaker. 1927-10-13

Cards tonight, Stella Maris hall, East  
Saint John, 8.35. 1925-10-13


A baby kangaroo is not much bigger  
than a man's thumb.

Be ready for the chilly days, eat  
**SHREDDED  
WHEAT**  
With hot milk and a little cream

## for WALLS—for ROOFS



**BEAVER  
Fibre  
WALL BOARD**



**VULCANITE  
Asphalt  
ROOFING**

THERE is practically no  
building construction or  
remodelling where Beaver  
Fibre Wall Board cannot fit  
more economically into your  
plans. This sturdy, flawless  
building material with over  
one hundred uses is being em-  
ployed all over the world—in  
new building, in making waste  
spaces useful, in making old  
interiors new and modern.

Beaver Fibre Wall Board comes in  
big, easily-handled panels, in widths  
to fit standard studs, in nailing  
it direct to studs or over old  
walls and ceilings.

Genuine Beaver Fibre Wall Board  
with the Red Beaver Border on the  
back edge of every panel offers

exclusive advantages. Write for  
sample and free Beaver Plan Book.

Fire enters oftenest through the  
roof. But not if your buildings  
are roofed with Vulcanite Roofing!  
Where other shingles burn, this  
modern roofing—under actual test  
—has not even smouldered. Im-  
pregnated with asphalt and slate-  
surfaced, Vulcanite roofing forms  
a roof not only fire-resisting, but  
with the finest weather-proof  
qualities as well.

Roof your new home with these  
lasting shingles—tear-proof right over  
old shingles quickly and economi-  
cally. Vulcanite Roofing is made in  
rolls and in thick, tough shingles.  
Exclusive design ensures double  
thickness everywhere and faster  
laying. Send for free sample and  
free booklet on roofing now.

**FIND OUT** how you can Re-roof or Re-  
model and have 10 months to Pay!  
Beaver's Partial Payment Plan provides the way. See your  
dealer or contractor for details, or mail coupon.

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Send me sample of ☐ Beaver Fibre  
Wall Board, ☐ Vulcanite Roofing,  
and Beaver literature.

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tails of the Partial Payment Plan.

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PRODUCTS**

Beaver Fibre Wall Board  
Festivo Plaster Wall Board  
Beaver Tile Board

Vulcanite Slate Surfaced Shingles  
and Slabs, Slate and Smooth  
Surfaced Roll Roofings.

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"Milk for School Children"  
—Say Doctors  
Along with the milk, give them the  
perfect bread-and-milk food

**Bonny  
BREAD**

which is made with fresh, creamy  
cows' milk and Manitoba's choicest  
wheat flour.

INSIST  
That Your Grocer  
Sells You

**DWYER'S  
Bonny  
BREAD**

Made With Fresh Cows'  
Milk

## Tuesday Xtra

35c. Bottle Extract Vanilla or Lemon  
15c. Pkg. Pure Cream Tartar  
10c. Bar Surprise Soap

60c. value — all for only

**39 Cents**

FOR HALLOWE'EN PARTIES  
Masks, Lanterns, Decorations, Cats, Witches,  
Novelties of All Kinds  
5c., 10c., 15c., 19c., 25c.

**WASSONS**  
2 STORES

711 Main St. 9 Sydney St.

BIRTHDAY PARTY.  
At the home of Wm. J. Lifford, 384  
Haymarket square, an enjoyable party  
was held in honor of his youngest  
daughter, Elsie May, on Saturday  
when 35 of her young friends joined  
in wishing her a happy birthday. After  
partaking of a dainty repast, all en-  
joyed games and music. Miss Dorothy  
Lifford was assisted in serving by Miss  
Fredrick.

TAILS HOLD FAST  
CLEVELAND, Oct. 12.—Five squir-  
rels were seen in a park in Boston, all  
trying to go in different directions, but  
held back because their tails were fas-  
tened together, says the "Pathfinder."  
Upon closer examination it was found  
that the long hair of their tails was

braided together, and had evidently  
been that way since birth. A bloodless  
operation allowed each to go its way.

If a boy's hair were left uncut it  
never would grow as long as the aver-  
age girl's, as women have a stronger  
growth of hair than men.

Teach Children  
To Use  
**Cuticura**  
Soothes and Heals  
Rashes and Irritations  
Cuticura Soap Keeps the Skin Clear

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## Porter & Brewster

Corner Waterloo and Peters Streets  
Delivery All Parts of City. Phone 3236

98 lb. Bag Flour	..... \$4.50
24 lb. Bag Flour (except Star)	..... \$1.20
10 lb. Bag Granulated Sugar	..... 75c.
14 lbs. Granulated Sugar	..... \$1.00
15 lbs. Brown Sugar	..... \$1.00
2 pkgs. Royal Salt	..... 25c.
4 Cakes Fairy Soap	..... 25c.
4 pkgs. Goss Dust	..... 25c.
Campbell's Soup (ass't)	..... 15c.
1 lb. Tin Jersey Cream or Magic Baking Powder	..... 35c.
2 qts. Y. E. or White Beans	..... 25c.
1 lb. O. P. Bulk Tea	..... 55c.
Lynn Valley Tomato Soup	..... 2 for 25c.
6 Toilet Paper	..... 25c.

## Robertson's

FOR SATURDAY AND  
MONDAY

10 lb. Bag Lantic Sugar	... 72c.
3 lbs Pulverized Sugar	... 25c.
100 lb Bag Lantic Sugar	\$6.45
98 lb Bag Cream of West Flour	..... \$4.40
24 lb Bag	..... \$1.17
2 lbs Orange Pekoe Tea, 93c	
1 lb Block Domestic Short- ening	..... 17c.
20 lb Pail Domestic Short- ening	..... \$3.20
Peas..... 15c	Corn..... 15c
Tomatoes..... 15c	Peaches..... 23c
2 Tins Pineapple for..... 35c	
Good 4 String Broom for 35c.	
5 Pkgs Gold Dust Powder 25c	
1/2 lb Tin Baker's or Fry's Cocoa	..... 23c
1/2 lb Cake Baker's Choco- late	..... 22c
3 Bottles Lemon or Van- illa for	..... 25c
2 qts Small White Beans for 20c	

## Robertson's

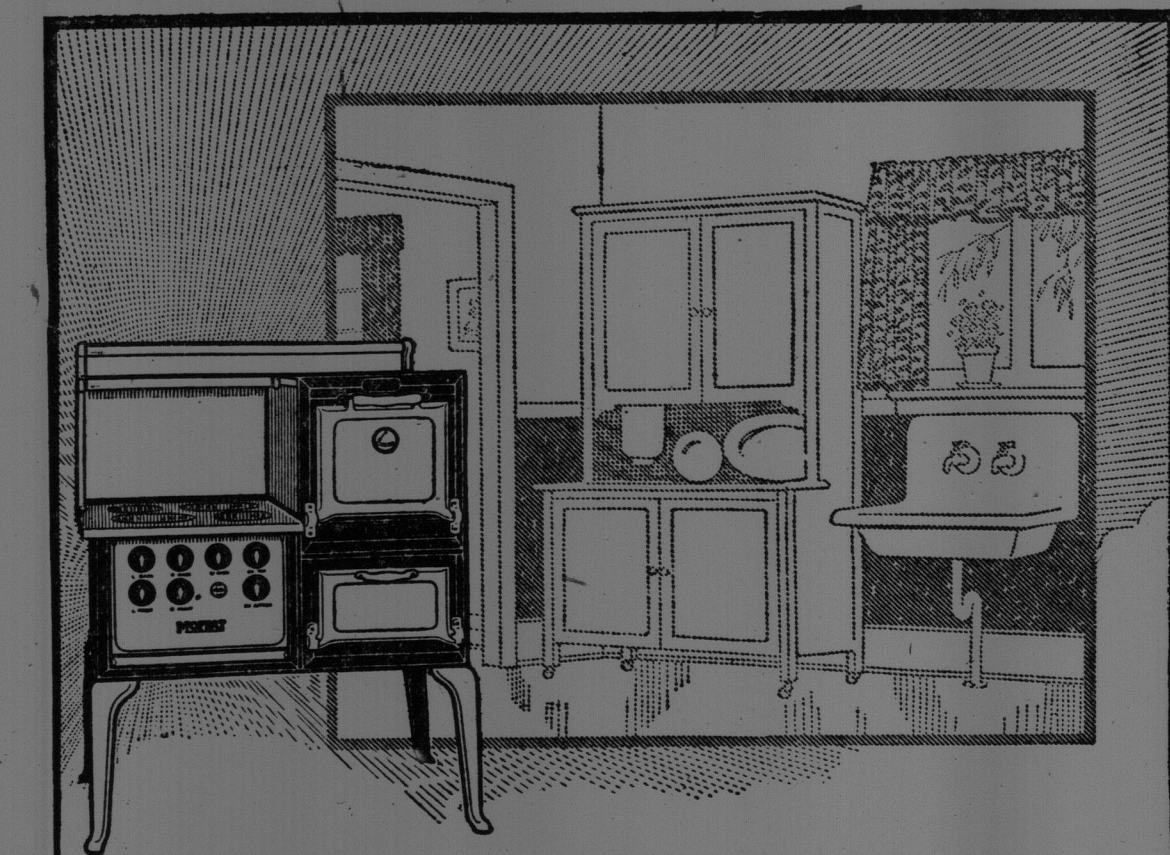
554 Main St. Phone M. 3461  
Cor. Waterloo and Golding Sts.  
Phone M. 3457

## The 2 Barkers Limited

100 Princess St. Phone M. 642

Save money by purchasing your  
Groceries at Barkers.

20 lbs. Granulated Sugar	..... \$1.35
24 lb. Bag Royal Household Flour	\$1.16
98 lb. Bag Royal Household Flour	\$4.35
100 lb. Bag Granulated Sugar	..... \$6.45
3 lbs. Frosting Sugar	..... 26c.
1 lb. Good Bulk Tea	..... 45c.
2 qts Small White Beans	..... 19c.
Reg. 75c. Broom, 4 string	..... 35c.
Good delivered in City, West Side, Fairville, Millford and East Saint John	



## A Cabinet Range For Small Kitchens

THE Moffat model we recommend for  
the small-sized kitchen is our "E-36-F".  
The body of this range is only 41 inches  
and takes up a floor space 42 x 25 1/2 inches.  
It has everything a woman longs for—  
deep, one-piece, Electric Porcelain Enamel  
20-inch oven, big enough to take a large  
turkey. Moffats H-Deflector (patent  
applied for) is a new feature which insures  
an even heat in every corner of the oven,  
front and back.

Every surface exposed to grease splashes,  
steam or the fumes of cooking food is  
coated with hard, shiny, electric enamel,  
including the inside walls of the oven. The  
terminal switch handles are right at hand,

plainly marked. The range is wired on the  
soundest and surest electrical principles.  
The elements are of the quick-heating and  
durable type for which Moffat Ranges are  
famous. The Moffat elements are economi-  
cal of power.

This range has a 660-watt electric out-  
let for the Electric Iron or any other Elec-  
tric Appliance. And many other features.

Your electric dealer wants to help you  
choose the range that suits your purposes  
best. Let him show you the good points  
of them all and then compare the Moffat  
"E-36-F". Would you like our catalogue?  
Write us a card today. Moffats Limited,  
Weston, Ontario

## MOFFATS Electric Ranges