

# Prosperity Predicted Here At Board of Trade Meeting; Maritimes Seen Get Demands

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the government. Such a concern could be more adequately controlled in the interest of shippers, and, we believe, would cost less than the employment of the C. G. M. M.

"Hon. Mr. Malcolm was much impressed by the representations of the committee, and only a few days ago wrote us that he hoped to arrange the whole matter satisfactorily in the immediate future. Just what course will be decided upon, we do not know, but we believe that the best interests of shippers will be the aim of the government."

## NEWFOUNDLAND LINE

"The Newfoundland and Canada Traders, Limited, did not meet with particular success at first, and was rather discouraged. However, the board did what it could with the railways to help things along, and not long ago received a very encouraging communication from the company. We have always felt that if Halifax could maintain several lines to Newfoundland, Saint John should surely be able to maintain one, and we feel that this business should develop considerably."

"Early this fall, through the intervention of our board, the government contract for this service was renewed, and the little hitch in the matter satisfactorily arranged."

"Some hitch occurred in the granting of the Dominion subsidy of \$2,000 a year, to the S. S. Valinda, for this service. However, through the intervention of the board, the matter was satisfactorily arranged."

"Late last year, as the result of the Board's representations, the Government Cattle Sheds here were considerably enlarged to comfortably accommodate the demands upon them."

## EXPORT CLUB

"With a view to encouraging an interest in export possibilities, the New Brunswick Export Club was organized by the Board last February. Its moving spirit is Mr. W. S. Fisher."

"Naturally, an Export Club cannot expect and does not look for quick tangible results. Such results are cumulative. The effectiveness of the organization increases with time as its educational influence expands. However, the Club is quietly carrying on its good work and has every reason for encouragement."

## TRADE CHANCES WITH CUBA

"Cuba has indicated a desire for a trade agreement with Canada. She has also announced that countries which do not have such an agreement may find the import duty of Cuba doubled upon their products at any time. The Board has thoughtfully examined local trade possibilities with Cuba and has found them highly important. It has therefore made representations to the Department of Trade and Commerce which, it is hoped, may eventuate in the negotiation of an agreement calculated to open up a new and promising market for local shippers."

"The Board has a strong and thoughtful Taxation Committee under the Chairmanship of Mr. A. H. Wetmore. The Committee has held for long that our system of assessment and taxation could be desirably revised with a view to the more equitable distribution of the burden of taxation; and, we are very hopeful that Dr. Brittain's report will provide a practical solution."

"Last March, in conjunction with Montreal and other centres, the Board took the stand that there should be no Income Tax discrimination in favor of Publicly-owned utilities as against private ownership. We believe this principle to be sound, just and in the interest of the taxpayer."

"In conjunction with the Montreal

signify the one on which you would be most interested or feel best qualified to serve. Our whole membership will thus have an opportunity to contribute to the deliberations of the board."

"It gives me genuine pleasure to say that, during the past year, your board has, at all times, received the close and cordial co-operation of His Worship the Mayor, the city commissioners, and all others at the City Hall. Better relations could not have existed."

"It is the desire of our board to avoid fruitless criticism and to render any service that lies in our power in full realization of the difficulties and responsibilities that constantly confront our elected representatives."

## TOURIST WORK

"A thorough spirit of co-operation exists between the Tourist Association and the board. The many letters received by the board are carefully replied to by it, and immediately forwarded to the Tourist Association which handles them promptly and effectively. In this connection, we have no hesitation in stating that in the association our province now possesses a thoroughly efficient, up-to-date organization worthy of the most generous support. What such an organization can accomplish depends very largely upon the amount of money it has to work with. We know that throughout Canada and the United States communities have found their investment in the development of tourist traffic very very splendid dividends, and, beyond question, the money thus invested in this province has yielded astonishing fruits."

"We have come to realize that we have a gold mine in the way of climate, scenery, roads and everything dear to the heart of the holiday-seeker, but to develop a large tourist trade we must do our share, just as in the case of immigration, agricultural development, industry and every other desirable thing. The Tourist Association should receive a far more generous local support."

"Owing to our commissioner's long absence our first Monthly Bulletin was not issued until Nov. 1. We have now received the December one. We trust that both have been without interest."

"The Bulletin is intended to provide a monthly contact between the council and the membership of the board. It is our hope that it may adequately fill this function."

## MEMBERSHIP ANALYSIS

"A Board of Trade should properly represent every main activity of its community, and in this respect, ours would seem to fill the requirement. For instance, the following is the analysis of our membership:

Wholesale Merchants	69
Retail Merchants	83
Professional Men	54
Life and Fire Insurance Agents	28
Transportation and Steamship Companies	19
Banks and Financial Corporations	21
Industries	71
Miscellaneous	23
<b>Total</b>	<b>374</b>

"Such diversity of interests enables a sound balance and a fair and reasonable attitude in public effort which should justify thoughtful consideration of its opinions or suggestions in any quarter."

"The large amount of thought, thought and inspiration given by the members of our council at its many meetings and in conferences whenever any occasion arose, has been invaluable in making possible the many constructive developments of the year."

"Again, it would be difficult to overstate the contribution made by our papers to word the unifying of the communities' spirit that is so essential to the success of our objectives."

"Nothing could be finer than the cordial way they have lent us sympathetic co-operation through the year."

## COMMITTEE WORK

"Throughout the past year, our committees, both standing and special, have worked zealously. The attendance at all meetings has been unusually good; and, in every case real interest, promptness and real efficiency have prevailed. To the gentlemen composing such committees we certainly owe a very great deal."

"In making up the committees for the ensuing year we propose to send a letter to each member listing the standing committees and requesting you to

now prominent in the inner circle of Canadian finance, and have been the moving spirits in certain of the largest industrial flotations of recent years. One of them will probably visit us early in January, and the other about the end of that month. What we need here is an influx of capital; and the initial step is to interest those who control capital."

"During the past year, we have entertained a number of interesting visitors, including Mr. J. H. Porter, President of the Canadian Manufacturers' Association, and a party of C. N. R. Western Ticket Agents. These young men are in a position to influence travel our way; and it is certain that they left here with most favorable impressions."

## COMMUNITY CHEST

"On more than one occasion this plan has been discussed by your council. Considerable data has been gathered from centres where these organizations operate. Halifax advises that their experience has been most satisfactory."

"The Associated Charities recently requested the board to investigate the matter. The council has appointed a committee to study and with power to act and has recommended that initially a careful survey be made of the activities of all the philanthropic organizations operating in the city. To this end negotiations are in progress with Dr. Brittain. We stand ready to serve the community in launching this plan if the facts revealed confirm the favorable disposition held by many of our citizens."

## UNION STATION

"In seeking suitable sentiments under this heading of the report, words in mere prose failed me so I ask your indulgence for the following with apologies to Sir Walter Scott:

"Breathes there a man with faith so true  
Who views the site of our old train shed,  
And calls to mind what Sir Henry said,  
Can doubt that in its place shall rise  
A station that we all shall prize.  
Whose pulse ne'er quickened in his veins  
As years ago he viewed the plans  
Of palatial structure, wealth of spans  
O'er which an ever swelling flood  
Of city traffic to and fro  
Would pass without the eternal wait  
At that Zebra like traffic gate  
Whose heart within him failed to burn  
As years ago a sod did turn  
Mysterious post holes poked the ground  
And with transits sped around.  
What mattered if by no means least,  
A. P. Patterson's True Story of Confederation, recognizing that to tell the public the Maritime side of Confederation was the simplest and most effective method of dispersing misunderstanding and creating a more sympathetic attitude towards the provinces. A. P. Patterson, one of our directors, wrote his little book. In it he has striven to tell what really happened at Confederation and how it was brought about. It is simply a true, narrative style, and although it is now well through its second edition, none of its statements have ever been questioned."

"The careful distribution of the 'True Story of Confederation,' in the period prior to the publication of the Duncan Report, cannot fail to bear invaluable fruit. The facts contained therein have been a revelation and an education to our Maritime people themselves as well as to the rest of Canada. The booklet has been a powerful influence in convulsing our countrymen of the soundness and justice of our claims."

"The demand for the booklet has been very remarkable, coming from all parts, from all sorts of people, from nearly every one of our universities and from many of the leading scientists and men of letters. Newspapers here, there and all over the country have quoted very generously from its pages, and, from every indication, it is fulfilling the good work for which its painstaking author conceived it."

"May I pay a most sincere tribute at this point to Mr. Patterson as one of the greatest and most hardworking forces in the Maritime movement. He has not spared himself, and upon all the difficult and intricate aspects of Confederation, and of the whole history of these provinces and the Dominion, few men have indulged in longer or more patient research or as well informed. The second edition of this work is being financed by the Provincial Government."

"Bear in mind that it is only sixteen months since the Moncton meeting. Sixteen months ago did anyone seriously believe that such progress was within the realm of possibility?"

"Suspense is always trying. We have now for some weeks been awaiting the result of this great effort. The time is drawing near, however, when that for which we have labored shall be revealed."

"The Railway Commission is at present dealing with our case. Parliament meets this week. We await these pronouncements with the utmost confidence that justice will at last be accorded to us."

## CANADIAN BOARD OF TRADE

"The outstanding event of the year, and one that ranks among the most important of any occurrences in the long history of our Board and of our City itself, was the birth in Saint John on October 19th, 1926 of the Canadian Board of Trade and the holding of its first Convention here."

"From time to time we hear of some loyal citizen of the United States journeying with his wife from some other country back to his native land in order that his son and heir might be born there and thus be not debarrd from some day becoming its President. It was but fitting that the place where a new vision of national unity was first conceived, should be the mecca to which so many of Canada's best citizens should journey in such a splendid spirit of goodwill, to give birth to this national organization which if properly nurtured may well become such a factor in the development of our national life as to cast a greater luster than any of us have yet dreamed of, on this place of its nativity."

"From the first your Board took an active part in the organization of the Canadian Board of Trade."

"The calibre of the men behind this movement, the substantial sum already subscribed and above all the securing of Mr. W. McL. Clark as its secretary, all promise a brilliant future. Mr. Clark is a Maritimer, whose splendid record in the Department of Trade and Commerce, Ottawa, is so well known. Mr. Clark



## Your Friends in the Country will like this gift

Last summer you made friends in the country—or perhaps you have folks out on the farm—what will you give them for Christmas?

To the people living in the country, there is no gift more welcome than an Eveready Flashlight. About the home and buildings, and on trips over the dark roads, Eveready is a faithful and indispensable servant.

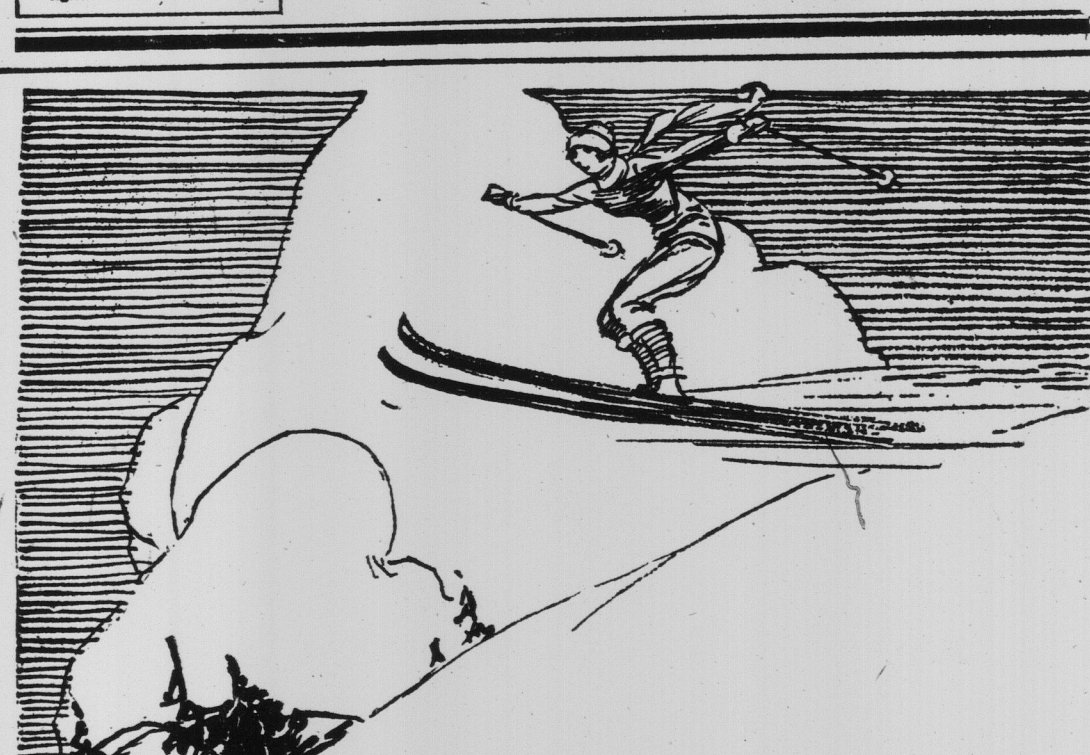
You remember the scores of times upon your last vacation to the country when you needed an Eveready—let your memory serve you as an accurate guide to picking a Christmas gift for your friends.

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Eveready Flashlights come in both nickel and black finish—efficient, compact and attractive. Many models to choose from, but all of the same high Eveready quality and unusual length of life. Your nearest Eveready dealer has a complete assortment on display, already wrapped in handsome Christmas packages.

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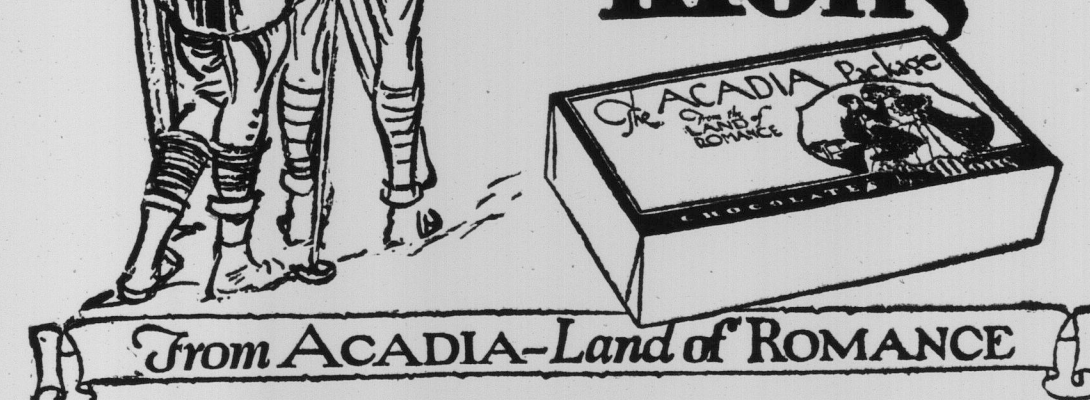
WHEN the snow is crisp and sparkling and the skier's cry of "T-r-a-c-k" echoes and re-echoes through the frosty air, the thought of a box of Moirs waiting—at home, or at the foot of the hill, perhaps in someone's pocket—is an added incentive to negotiate a stiff bit of climbing or to "take off" in perfect form.

And after a tumble, how consoling to have a luscious chocolate tucked in one's mouth with a cheery "come on, let's do it again, together."

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## An Amusing Letter

### From An American Doctor

#### —With a Moral

"During my tour of Western Canada I was introduced to your Beef Extract and found it to be the second best drink out there. I believe you will forgive me when I place the good old drinks of our by-gone days at the head of my list, but I find your product an excellent thing for the 'morning after'."

**THE MORAL IS, "BOVRIL PUTS BEEF INTO YOU"**

To Every Reader Quite a lot of discussion took place in our office concerning the publication of the above letter, but we concluded that the good sense of the general public would understand that the letter is, in its own way, a tribute to the remarkable restorative properties of our world-famous Fluid Beef, Bovril, which is a wonderful "pick me up."

*Original letter in possession of Bovril Ltd., Montreal.*

**Bovril Limited, Montreal—Sales Representatives for Canada: Harold F. Ritchie & Co., Limited, Toronto.**