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ST. JOHN STAR.
ST. JOHN, N. B., JANUARY 4, 1910.

BOOST THE CITY.

Merchants and municipalities have a great deal in common, and the methods which are applied to mercantile undertakings should be productive of practically the same results when adopted by municipal administrations. There are some merchants, and some cities having goods to dispose of content to sit back in measure satisfaction with that trade which they have enjoyed through generations, and without caring to even make an effort towards extending their business. There are others, progressive in their ideas, believers in advertising, anxious to find new customers and always on the look out for a chance of picking up whatever may be in the market.

St. John as a municipality has occupied a position somewhere between these two classes. It has not been dead to the world, nor has it properly profited by its own advantages. This city has not been stagnant, nor has it been greatly progressive. Yet the condition in which it has existed is no longer possible in this century of progress if the city is to hold its own. It must go ahead more rapidly and to do so must adopt the methods which any enterprising business man knows are the best to bring about the results which he desires. A municipality has goods to sell. It possesses those advantages which naturally accrue through the centralization of population. It holds certain rights and privileges which are to be disposed of for material returns or otherwise to those who may appear to be most ready and best qualified to utilize them. Such assets and others are the same to a municipality as drugs or hardware or dry goods are to a merchant, and it is only by making known what these possessions are, and the bargain that can be offered in them, that any city may hope to progress.

Merchants advertise and by this publicity attract many who might otherwise unconsciously fail to notice just what they are looking for. There is no doubt that St. John enjoys advantages and conditions such as at the present time are actually being sought by many industries and other enterprises. It is up to this city to make known those who are interested in the goods it has to offer.

In the publicity campaign which is to be promoted by a Board of Trade committee, the assistance of every man, woman and child in St. John will be required. This means that a few men, no matter how enterprising and enthusiastic they may be, cannot accomplish what the whole city should set about to do; it means that a small group cannot overcome the indifference or pessimism of many thousands. Success can only be attained by the hearty co-operation of all who desire to see St. John take during 1910 a more advanced position than it has been able to reach in the past. Confidence is required and there is abundant proof that this confidence is being developed on all sides. The new year has brought with it a marked change in the sentiment of the people. Without very much of a material nature on which to base their belief there is today a strong feeling that this city is on the eve of large development; that although past years have seen only a gradual progress, the coming year will witness the beginning of greater prosperity. Before long the people of St. John will be fifty thousand hustlers, and the sooner a man gets in the swing and boosts his own city the sooner will come that progress which all desire.

ADVERTISE THE FAIR.

The Dominion Fair is to be held in St. John during the present year. In view of the importance of this exposition and of the amount of money which must necessarily be expended, and in view, too, of the benefit the Fair will be to all Eastern Canada, it is advisable that steps be taken as early as possible to fix the place and date of the event in the minds of all who are or may be interested. Unfortunately the Exhibition Association has not yet been able to secure an efficient manager. A number of qualified gentlemen have been mentioned but apparently the executive has found some difficulty in completing arrangements with anyone, and on this account the preliminary work which is of so much importance is necessarily congested. There is a feeling that pending the selection of a manager considerable work could be done particularly along the lines of advertising, for without wishing to criticize the management in any way, there is a well formed opinion that insufficient attention is being given to the publicity department. It would be well if posters, lithographs, cards, and the other paper commonly used in advertising such affairs, were now scattered through Eastern Canada. This campaign cannot be begun too far ahead, for many prospective exhibitors are in the habit of making their plans early in the spring, and unless thoroughly acquainted with the dates and conditions of the Dominion Fair may chance to overlook it.

In St. John last year 789 persons died. Of these 110 were victims of consumption. In the previous year the total deaths numbered 815, of whom 115 were lost through various forms of tuberculosis. Thus practically one in seven is carried off by this scourge, about the same proportion being maintained from year to year. The toll is heavier among women, for while last year's deaths included 401 males and 388 females, only 47 of the former, or about one in nine, died from consumption, while among the women the proportion of deaths due to this disease was more than one in six. This is altogether too heavy a toll to pay to tuberculosis in an age when medical science has made such advances in its fight against disease.

ST. JOHN IS GOING AHEAD.

¶ The Sun and Star want to help it grow.

¶ Do you?

¶ Will you lend a hand for a boost?

¶ We want a slogan, a phrase of progress, a battery—call it what you will.

¶ Something that will boil the gospel of go-ahead down to half a dozen words in a sentence that will hit home like a hammer blow.

¶ Something that the papers can use for a headline or business men on a letter head.

¶ If you can think of a good slogan, send it in.

¶ The Sun and Star will pay \$10 for the best slogan, and \$5 for the next best.

¶ Scores have already been received—all of them good. Send more.

UNION MEN WILL NOT ACT AS STRIKE BREAKERS

BOSTON, Jan. 3.—General President John F. Tobin, of the Boot and Shoe Workers Union, today denied an intimation contained in a despatch from Lynn to the effect that his organization would furnish strike breakers to take the places of those now out at the factory of the A. M. Creighton Shoe Company. President Tobin said: "We have no connection of any kind with the firm involved in this dispute and will not, under any circumstances, interfere. Our organization would furnish strike breakers to members to be used as strike breakers, but on the contrary, in a few isolated cases where individual members of our organization have accepted unfair employment, where independent organizations have had strikes, they have been ordered from the factory."

MAY TIE UP TRAFFIC ON MEXICAN BORDER

EL PASO, Tex., Jan. 3.—The Toronto Mexico Enterprise says: "Threatened trouble between the national railways of Mexico and their American employees, which is expected to culminate on Jan. 15, may result in a complete tie-up of traffic at the American border."

E. D. CLUB ENDED YEAR WITH BALANCE ON HAND

At the annual meeting of the Every Day Club last evening the report showed the organization to be in a most satisfactory condition. The financial statement showed a balance of \$147.22 on hand. Mr. Covey explained several items of the report. The election of officers resulted as follows: President, A. M. Belding; 1st vice-president, B. L. Sheppard; 2nd vice-president, C. S. Houghton; secretary, J. Wendell McCosh; treasurer, A. W. Covey; trustees, C. A. Jones, W. F. Caldwell, E. W. Barker, hall committee, the officers and Messrs. Coupe, E. McAffee, G. Laird, R. S. Edgecombe, and Charles Dixon; financial audit, committee—Messrs. Jones, Barker, Dixon and Alex. Neill. The club paid the deficit incurred through the running of the playgrounds.

THE STAR ST. JOHN N. B., TUESDAY, JANUARY 4 1910

The Evening Chit-Chat

By RUTH CAMERON

That wealthy people should have the peculiar privilege of procuring their divorce decrees behind a screen of bank notes and gold dollars is obviously unjust.

Public opinion seems to have been aroused by the sealed verdict in the Astor case and I think some action towards equalizing the divorce privileges of the rich and poor will be taken sooner or later.

But the question is—will the equalization be brought about? Will the poor be given this privilege of secrecy or will it be taken away from the rich?

A friend of mine asked me to write a Chit-Chat saying that it would be a good thing if all divorce proceedings could be carried on the way the Astors were.

"I can't," I said, "for I don't think so."

I believe in publicity. I believe that the fear of publicity is one of the most wholesome preventatives of crime—almost as efficacious as the fear of legal punishment.

I believe if there were no such publicity as there now is about the getting of divorces that many people who, fearing to have their marital difficulties shown up, now manage to compromise then would then "agree to disagree."

Publicity is like a caustic. The caustic pains the part to which it is applied but is apt to be healthy for the whole body. Publicity is painful for the individual to which it is applied but is apt to be healthy for the body politic.

People talk a great deal about the terrible way in which the newspapers exploit scandals.

"It isn't possible to be safe from these yellow journals," they say. They are wrong.

There is one perfectly good way of keeping out of the yellow journals and that is never to get into any scandals that they will care to exploit. I shall never forget a little incident that came to my notice when I was a very young newspaper woman.

"Do you see that man who's just going out?" the city editor asked me. I looked and admitted that I did see a pair of rather shabby shoulders retreating through the door of the city room.

"That man," continued the editor, "came in here to try to get his divorce proceedings kept out of the paper."

"There was some unusually disagreeable testimony this afternoon. His wife told how he got drunk and did things no decent man would do, and he wants that testimony hushed up."

"I asked him if there was any special reason why we should keep his case out any more than anyone's, and he said because of his mother, that it would break her heart."

My sympathies were aroused at that. "And what did you tell him?" I asked eagerly.

"I told him," answered the editor, "that he should have thought of his mother's heart when he was getting drunk."

Even while I rebelled at the cruelty of that I admitted its justice. No, I certainly do not think it would be a good thing if divorces could be procured quietly. I think it would be a very dangerous one.

Everyone admits that fear of the searchlight of publicity helps to prevent political crime.

Why not marriage?

TOMORROW MORNING

Coady's BIG SALE Begins

Forced to give up our store, we are positively going out of business. We have 10-000 dollars worth of clean good fashionable Boots and Shoes that must be turned into cash in a short time. Not a solitary article will be reserved. In marking sale prices profits and cost have been forgotten and nothing considered but giving the people of St. John and vicinity a chance to obtain such BARGAINS as are only offered once in a life time.

We anticipate a tremendous rush and in order to accommodate all, store will be closed each day from 1 to 2 o'clock.

Sale Now On

No goods on approval, Cash only.

Coady & Co., 61 Charlotte Street

REGAL OINTMENT

Is strongly antiseptic, destroys and prevents the growth of germs that cause suppuration and by its mild stimulating action starts healthy granulations from the bottom of the wound, thus exerting a strong tendency to heal without a scar. 25c a Box

Sent by mail on receipt of price. Sold only by E. CLINTON BROWN, Druggist, Cor. Union and Waterloo Sts.

January Medicines

This is a month when certain medicines are in big demand. The principal ones are cough and cold remedies, liniments, protecting creams.

We Have Them All

FRANK E. PORTER, Prescription Druggist, Cor. Union and St. Patrick Sts.

We have now as fine and full a lot of confectionery as can be found in the city. Xmas stock is all here and there is something for everybody. The sooner you may the better for yourself. Freshness guaranteed. We have no old stock. Hot drinks always ready. C. J. JENKINS, 27 Waterloo street. Phone 1386-41.

WILL OFFER WEST END WHARVES TO C. P. R.

Paving and Bridge Referred to Special Committees

Waring is Ferry Supt. at \$1,000—City Had Surplus Last Year—\$247,100—All 'Round.

The Common Council at its monthly meeting yesterday afternoon decided to send a deputation to Montreal to interview Sir Thomas Shaughnessy and ascertain whether the C. P. R. is willing to purchase the West Side wharf properties. The matter was thoroughly discussed. After considerable argument the resolution to interview the C. P. R. was adopted. The vote was as follows:—

Yes—Baxter, Kelley, McGoldrick, Sprout, Christie, Wilson, Belyea, Vinnar, Likely.

Nay—Frink, Scully, Elkin, Potts, Hayes, Lewis, Codner, Holder.

Ald. Elkin and Scully strongly opposed the resolution. Ald. Baxter argued that the C. P. R. must give the city a definite promise as to their intentions. The transfer of the wharves would mean the loss of business.

Ald. Kelley and McGoldrick supported Ald. Baxter's views on the matter. It was decided on motion that the rents in the Market building in future will be as follows:—

Struan Robertson, \$1,000; A. L. Phillips, \$600; J. Manson, \$1,000; Jas. McGrath, \$175; John LeLacheur, Jr., \$150. After the ballots had been taken, George Waring was elected ferry superintendent.

Other nominations were: William Campbell, Richard Reticall, W. Williams, F. J. Lewis and G. S. Stearns.

On motion of Ald. Kelley the salary of the superintendent was placed at \$1,000.

Ald. Baxter, chairman of the Treasury Board, reported a balance of \$43,000 in the city treasury for 1909.

The recommendation of the Board of Public Works concerning the paving of certain streets was referred to a special committee.

The recommendation for a grant of \$250 to Riverview Park was adopted.

A grant of \$245 was voted for the King Square bandstand.

The section of the report of the Water and Sewerage Board's report recommending that a survey of the Loch Lomond area be made was amended by giving the Water and Sewerage Board power to act in the matter.

All the engineers of the fire department were given an increase in salary of \$10 per month. The twenty-five drivers of the department received a monthly increase of 25 cents per day were referred to the Board of Public Safety.

The recommendation for an increase of \$100 per year for Wm. D. McIntyre, clerk of the city court, was amended, so as to provide for consideration of the appointment of a stenographer to report evidence in both police and city courts.

Janitor Clark, of the city building was given an increase of \$5 per month. All the increases recommended by the Treasury Board were adopted, and the recommendation that Clerk George B. Martin be given an increase, and David and David B. Dolg, one of \$3 per week, was also adopted.

POLITE TRIBUTE.

"Have you heard the latest bit of gossip, Mrs. Gadabout?"

"No, what is that?"

"There isn't any."

"How do you know?"

"If there was you would have heard it."

BLACK—In this city, on January 3rd, Edward L. only son of the late John and Margaret Black, aged 35 years, died of pneumonia, at his late home, John McSherry, 446 Main street, Wednesday morning at nine o'clock. Requiem Mass at St. Peter's Church.

BURNS—At Milford, on January 3rd, John Burns, in the 70th year of his age, leaving a wife, four sons and two daughters to mourn their loss. Notice of funeral later.

(Campbellton papers please copy.)

The Lighter Side of Life

SMILE AND SMILE, AND — Maude is continually giggling. She seems to have an ever-present sense of humor.

"Not at all. What she has is simply an ever-present consciousness of dimples."

A MODERN FAMILY.

"Where's Edith?"

"She's up in her studio hand-painting a snow shovel."

"Where's Gladys?"

"In the library writing poetry."

"Where's Clarice?"

"She's in the parlor playing the piano."

"Where's Gwendoline?"

"Up in her boudoir curling her hair."

"Law! Oh, maw's down in the kitchen gettin' dinner for the bunch."

A BUCOLIC SMILE.

"What a beautiful sight it is, Mrs. Bates, to see your two little boys always together!" the summer boarder exclaimed in ecstasy, on the approach of Bobby and Tommy Bates, hand in hand.

"Such brotherly love is as rare as it is exquisite."

"I tell you," she said, "that they're as inseparable as a pair of pants."

EXPLODED.

"You must always remember that there is honor among thieves."

"Oh, that's an exploded theory. Every little while the grafters in some city hall get to quarrelling with one another."

OPP. ROYAL HOTEL.

The man who can't use advertising in his business has no business to be in business and generally isn't.

Nath'l C. Fowler, Jr., Boston.

What did you discuss at the literary club to-day?

The people that have moved into the house next door.

ALL OTHERS CLOSED.

"Hello, Jones. Where are you going this time of night?"

"Where should I be going?"

"I don't know."

"Well, I am going home."

"Well, why are you going home?"

"Where else can I go?"

EFFECTIVE.

"You rather got your skirts soiled in that last scandal, didn't you?"

"Yes; wonder how I can efface the spots."

"I'll tell you how."

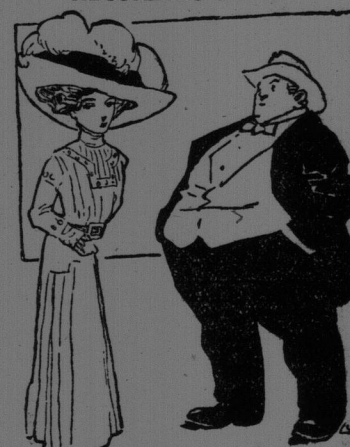
"Go ahead."

"Give them a gasoline bath!"

"Yes."

"And then set a match to them."

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Uncle Ezra says.

"If somebody wants to ride a free horse to death it would be better for all concerned to give him a cheap automobile."—Boston Herald.

Price of Pattern, 10 cents.

MERMENTAL.

"I laugh," a would-be wise man cried, "at every one who laughs at me."

"Good land," a sneering friend replied, "How very merry you must be."

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