

THE EVENING TIMES-STAR, SAINT JOHN, N. B., FRIDAY, FEBRUARY 26, 1926

# The Evening Times-Star

The Evening Times-Star printed at 25-27 Canterbury street every evening (Sunday excepted) by New Brunswick Publishing Co., Ltd., J. D. McKenna President.

Telephone—Private branch exchange connecting all departments. Main 2417.

Subscription Price—By mail per year, in Canada, \$5.00; United States, \$6.00; by carrier per year, \$4.00.

The Evening Times-Star has the largest circulation of any evening paper in the Maritime Provinces.

Advertising Representatives—New York, Ingraham-Powers, Inc., 250 Madison Ave.; Chicago, Ingraham-Powers, Inc., 19 South La Salle Street.

The Audit Bureau of Circulation audits the circulation of The Evening Times-Star.

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## THE EXPORT CLUB.

If export trade is essential to the economic life of Canada as a whole, it is especially so in the case of the Maritime Provinces. They cannot thrive and develop on trade with the rest of the Dominion alone. Their natural products are largely duplicated in the other provinces, and in general manufacturing they cannot pay for the long haul and compete with the mass production of the Central Provinces. Hence they must seek markets abroad. Their experience since Confederation has made this perfectly clear.

Because of this condition there is need of an Export Club or Foreign Trade Bureau, centered in Saint John but not limited to this city in its membership. Those who listened yesterday at the Board of Trade to Mr. W. McL. Clarke, director of the Intelligence Branch of the Canadian Department of Trade and Commerce, and to Mr. E. A. Bryant, former Trade Commissioner in Japan and now Inspector of agencies, got a much clearer conception of the value and importance of foreign trade in the economic life of Canada, and also learned how remarkably useful is the Department of Trade and Commerce, with its central organization at Ottawa and its twenty-three trade commissioners scattered over the world, in helping the individual exporter to get business overseas. If all the officials of the department are as well-informed and as keen to promote Canadian export business as Messrs. Clarke and Bryant, its value to the country is incalculable; and it is only fair to add the testimony of letters from exporters read by Mr. Clarke on Thursday that many exporters interviewed in Quebec and Ontario by the representative of The Telegraph-Journal and Times-Star last fall made particular reference to valuable service rendered them by our trade commissioners in large measure.

One did not need a large degree of imagination as he listened to Mr. Clarke and Mr. Bryant to perceive what a fascinating field is opened up to the ambitious young man by foreign commerce, or that it offers much to young people who have an aptitude and are trained for the business. Schools might well give more attention to the preparation of clever students for this field of activity, not forgetting the study of modern languages, so essential to success in foreign trade.

It was most interesting to learn of what the labors of a trade commissioner in Japan have done to extend our export trade in that country, and especially gratifying was it to learn that New Brunswick was not omitted from the list of the exporters. It was also a revelation when the representative of Connors Brothers gave a list of the countries, in all parts of the world, to which they ship cargoes.

The Maritime Provinces, however, are still without such an export trade as their seaboard location and their rich natural resources warrant.

It is a matter for general congratulation that preliminary steps were taken last evening to form the New Brunswick Export Club. The provisional committee, which will complete the organization, is a representative one, whose names will command confidence in every part of the province. Such a club will stimulate interest, give and disseminate information, promote a profitable exchange of knowledge and experience, and be able within a reasonable time to develop such an interest and such a co-operative effort as will undoubtedly yield most valuable results.

The whole machinery of the Department of Trade and Commerce is at the service of intending exporters. Mr. Clarke reminds us that we must treat foreign customers as business equals and keep up a high standard of products. Nor can complete success be gained in a day, or a year. We must, as Mr. Bryant says, take the long view. The trade is there. We can get it if we go about it right and persevere.

One wonders in this connection if the provinces could not gain a larger hold in the British market with perhaps less effort than in some other directions.

Suppose, for example, a handy-sized steamer sailed weekly between Saint John and London. There is a market of ten millions within easy reach. What could we send there? Dairy products, bacon, sugar, paper, fish, brushes, forest products, canned goods, farm products and perhaps other goods from one sort and another. There would be some lumber available, and there are manufacturers and producers in the Central Provinces who might often find it convenient to catch a regular steamer out of Saint John for London. It is at least worth while to consider the possibility of such a weekly, round-the-year service. Manchester is another port with another ten millions of people within easy

reach. Could we do more business in that area?

It was pointed out at Thursday's meeting that we are handicapped by lack of steamship services, and especially in summer. A reasonable summer export rate via Montreal would help, but we ought to have more direct services, or at least services shared with Halifax.

Farm and forest products and fish must form the bulk of our exports, and the task of converting these into such form as will command a market must be our aim. The products of the farm offer the best field at the outset, for the reason that we do not meet our own requirements, and because also there is a good market abroad for standardized farm products. An Export Club in this province, keeping in close touch with the other Export Clubs of the Dominion, and with the Department of Trade and Commerce in Ottawa, cannot but prove to be of great benefit from every point of view. We must make a beginning, and the way has been made clear.

It is not out of place to say a word to our younger business men. Mr. W. Shivers Fisher has been the moving spirit in bringing into being the new organization. Mr. Fisher has passed the three-score-and-ten mark. He might fairly argue that such burdens should fall upon younger shoulders, but he is continually setting an example of enterprise and energy the younger men of Saint John should follow.

## GIVE US THE FREIGHT.

A \$500,000 terminal grain elevator is in sight for New Westminster, B. C., this year, if the plans of a British syndicate mature, according to advice received by Premier Oliver of British Columbia from the Agent-General of that province in London.

Most of the Canadian grain going to countries other than Great Britain is carried through Canadian ports. But the British market takes most of our exportable surplus, and a very great proportion of the Canadian grain sold there is going through American ports.

A great deal more of that wheat should be passing through Saint John in the winter season, and we have ample evidence that tonnage will be available for all that comes this way. We must keep up the fight not only for more grain but for more export freight of all kinds. It is a fight which the rest of the country would like to see us win.

When we know that the White Star line would prefer to switch its steamers from Portland to a Maritime port, that they can be handled cheaper here, and that the only obstacle is the lack of assurance that sufficient cargo will be provided for them by the C. N. R., it is evident we have a situation which cannot long be permitted to continue.

We are getting some more grain this year, but the volume is still wholly unsatisfactory when we remember that the 1925 wheat crop was the second largest in the country's history. Saint John needs greater elevator capacity, and it is clear, also, that more storage elevators are needed along the C. N. R. line, at various points. The C. N. R. should be hauling at least some grain to Saint John as the C. P. R. If Parliament ever succeeds in getting down to business it should make early provision for additional terminal facilities here. It need not await the judgment of the Railway Commission with respect to the grain traffic and equalization of freight rates to know that these facilities are required in the interests of national transportation.

The moaning wires bring this morning the news that officials of the motion picture theatre owners of America, representing eighty per cent. of such owners in the United States and Canada, have taken steps to prevent the Countess of Cathcart—accused by Uncle Samuel of moral turpitude—from appearing in any of their motion picture productions. This leaves the lady only twenty per cent. of the theatres north of Mexico to work on, and, while not all of these may rise to the opportunity, there still is a well-nourished chance that the lady may not be excluded wholly from a delicious public by a veil of darkness and silence.

## Odds and Ends

Telling a Lie

(Chicago Journal of Commerce.)

A former American soldier in France, whose life was saved by a comrade after he had been wounded on "No Man's Land," perjured himself to save that comrade from conviction as a chicken thief. Brought into court on a charge, he confessed and told why he lied. The chicken thief was sentenced to three months in jail, but a wise judge contented himself with rebuking the "duddy" who violated his oath to tell the truth, the whole truth and nothing but the truth. And the famous paragraph from "Tristram

## Just Fun

A BRIDE with 80 pickle forks is thing with which to open a milk bottle.

A LOT of folks meet their bills and pass 'em without even speaking.

A CHURCH for men only wouldn't live long enough to be named.

CUSTOMER: "Will these shoes wear long?"

Dealer: "Wear long? Why, sir, nobody has ever yet come back for the second pair."

HILL—What time is it?

Dale—Five-thirty.

"By George, I've got to rush out and meet my wife at 4 o'clock."

WHEN you dance you must pay the fiddler, but for the benefit of apartment house residents all the neighborhood saxophonists perform free of charge.

THASS WHY.

You've noticed that From time to time, We interject A little rhyme; We do it as You may suppose To sandwich in Between the prose.

"What curious sound is that?" said he.

"That's an owl, my lord," said she.

"An owl, of course, I jolly well know. But what animal is it that's 'owling so'?"

WE REGRET to report that Pinkerton, the absent-minded detective, disguised himself so cleverly that he thought he was the criminal and shot himself.

IT TAKES only a yard and a quarter of goods to make a dress for the modern girl, and shouldn't take much more than an hour and a quarter to do the making.

"WHAT!" said the young husband, "you can't make your own hats or dresses, or even bread or pies—then what in the world can you make?"

"My" she answered promptly.

HE—"You know, a sentimental song always moves me."

SHE—"Really? Let's play 'Home Sweet Home.'"

WARDEN: What! It's against your religion to split hairs?

Prisoner: Yes. What the Lord hath joined let no man put asunder.

WORK was invented by people who were too nervous to sit still.

IT DOESN'T hurt a man to be lied about, providing he doesn't die. It is the deserving of it that hurts.

WILLIAM, didn't I hear the clock strike two?" snapped the dear lady viciously.

"You did, my dear. It started to strike ten, but I stopped it to keep it from waking you up."

FAIRY story: Once upon a time an envelope bearing the legend, "Return in Five Days," was returned in five days.

THEY say there are very few female detectives.

"Nothing surprising about that. How would you like to be called a plain clothes woman?"

SCIENTIST claims that English will soon be the universal language, as it is being spoken almost everywhere now except in England and Chicago.

A HAND-CARVED desk recently sold for \$1,000, when you can find a million of them in the schools.

THEY dug up a mastodon tusk near Middletown, N. Y. Wonder what kind of tooth paste the animal used.

TEACHER: "An heirloom is something that has been handed down from father to son."

Bob Reese: "That's a funny name for pants."

SHE: If Mississipi should wear Miss-souri's New Jersey, what would Delta wear?

He: What?

SHE: Ala-aska.

WEST TOONVILLE Item: Little Zero Smith Hobonkuss has swallowed a revolver bullet and his old man don't dare walk him for loosing it for fear it will go off in him.

## Dinner Stories

LAZY LEW was haunted by the fear of overeating himself—though there was no occasion for this fear. Still, Lew decided that he had been having a trying time lately, and that a brief holiday would not come amiss. So he packed up and away he went.

Shortly before returning he called on the local doctor, laid down a fee and demanded a certificate in return. But, unfortunately, the doctor protested that he could not truthfully fill in the form. However, Lew persuaded him to do so without explaining the nature of the complaint. Opposite this, the doctor placed a small dash.

On the following day Lew handed over the document to his boss, who perused it with interest.

"This is worth nothing," he cried angrily. "It doesn't say there was anything the matter with you."

"Oh, yes, it does!" retorted Lew, pointing to the doctor's dash. "Nature of complaint—slight stroke."

ONE cold and wet windy night a farmer came upon a Negro shivering in the doorway of an Atlantic store. Wondering what the darky could be doing, standing in such a draughty position, the farmer said:

"Jim, what are you doing here?"

"Scuse me, sir," said Jim, "but I'm going to sing bass tomorrow at church, an' I am tryin' to catch a cold."

Shandy's concerning Uncle Toby's oath is almost applicable to the soldier's offense.

The Accusing Spirit which flew up to Heaven's chancery with the oath, blushed as he gave it in; and the Recording Angel, as he wrote it down, dropped a tear upon the word and blotted it out forever.

## Eggs-actly



England is to adopt a scheme for grading eggs similar to the Canadian method.

## Poems That Live

### SONG.

When I am dead, my dearest,  
Sing no sad songs for me;  
Plant thou no roses at my head,  
Nor shady cypress tree:  
Be the green grass above me  
With showers and dewdrops wet;  
And if thou wilt, remember,  
And if thou wilt, forget.

I shall not see the shadows,  
I shall not feel the rain;  
I shall not hear the nightingale  
And dreaming through the twilight  
That does not rise nor set,  
Happily may I forget,  
And happily may I forget.

—Christina Rossetti.

## The Best of Advice

BY CLARK KINNAIRD.

WHADDAYA MEAN, ART?

AT A TIME when radio announcers, baseball players, motion picture actors, mammy-song singers, "charleston" dancers, Tinpan Alley composers, and the ladies and gents who fill the spaces between the ads in the national weeklies with stories, all are making a moment, it replaces in me interest in myself by interest in the individual.

And what does true art mean to the common man?

John Galsworthy says Art is that imaginative expression of human energy which, through technical conveyance of feeling and perception, tends to reconcile the individual with the universal, by exciting in him impersonal emotion.

IMPERSONAL emotion. What does he mean by that?

"That is NOT what I mean, while I am contemplating it, inspires me with any active or directive impulse; that is art when, for however brief a moment, it replaces in me interest in myself by interest in the individual."

This distinction is made clearer by an illustration given by Galsworthy: "Let me suppose myself in the presence of a carved marble ball. 'If my thoughts be: "What could I buy that for?" impulse of acquiescence.'"

"Or: 'What quarry did that

come from?' impulse of inquiry; "Or: 'Which would be the right art for my head?'—mixed impulse of inquiry and acquisition."

"I am at the moment insensible to it as a work of art."

"But if I stand before it vibrating at the sight of its color and form, if ever so little and for ever so short a time, untroubled by any definite practical thought or impulse—to that extent and for that moment it has stolen me away out of myself and put itself there instead."

It has linked me to the universal by making me forget the individual in me."

And for that moment, and only while that moment lasts, is it a work of art."

Galsworthy here used "impersonal emotion" to signify momentary forgetfulness of one's own personality and its active wants."

ART can be said to be the one form of human energy in the whole world which really works for union, and destroys the barriers between man and man.

The active amusements and relaxations of life can only rest certain of our faculties; the whole self is never rested save through unconsciousness of self, which comes through rapt contemplation of Nature or of Art.

## The Very Idea!

By Max Graham

MIDNIGHT MUNCH.

AT NIGHT time, e'er retiring, when he's hungry as the deuce, the kitchen is the place you'll find a fellow running loose. There's nothing any better than to have the happy lunch nibble on some scrapplings in the well-known midnight munch.

A frazzled bit of bacon or a chunk of liverwurst. A chilly glass of milk that's always bound to quench your thirst. To see the icebox contents, Mister Man is on his knees, arachnid for the package that contains a bit of cheese.

He spies a lot of leavings that the wife has tucked away—just little indications of the meals they've had that day. The Missus aimed to save 'em, but the Missus really should, but how ya gonna save 'em when they look so doggone good?

So father keeps on munching till his tummy's feelin' right, and then he shuts the icebox e'er retiring for the night. And thus the things that mother saved for breakfast and for lunch, are eaten up by father in his bloomin' midnight munch.

The tightest garb in the world was the fellow who bought a thermometer in the summer, and then got peeved when it went lower in the winter.

If you want to find out how many close friends you've got, try and borrow money.

If there was only one head to a family, father wouldn't have to buy so many hats.

In Japan they have a custom of removing their shoes before entering a house. How really oriental some American men are around 2 bells in the morning.

The Prince of Wales has stopped, they say.

His riding on a mare.

And now, although he's heir to thrones, He's no more thrown to air.

NOW, HONESTLY Success is just twice as far as the half-way mark.

Hence, when you do things only half way, you'll never get to the top of whatever you're aiming at.

Folks have a queer idea about saving time by doing things in a hurry—and

## Twenty Years Ago Today

From Times' Files.

Forty families sent out to Canada arrived here on board the C. P. R. liner Lake Champlain.

THE engineers' estimate of the city lighting plant placed the cost at \$100,000.

When an actor proposes to a girl, her father never kicks him out—he goes before the foot-lights.

When a man says he doesn't smoke, drink, gamble or swear, you could say he was perfect—if he wasn't such a liar.

FABLES IN FACT.

POP GOT HOME TO SUPPER AND IMMEDIATELY MISSED IT.

THE WIFE PERIOD MOTHER THEN EXPLAINED THAT THE BED PERIOD QUOTATION MARK IS THE SICK QUESTION MARK.

QUOTATION MARK ASKED DAD COMMA AND MOTHER REPLIED THAT HE HAD BEEN SENT TO BED FOR SWEARING PERIOD.

QUOTATION MARK TIL TEACH THAT YOUNG SCAMP TO SWEAR COMMA QUOTATION MARK SAID POP COMMA AND WHEN HE STUMBLED UP THE STAIRS AND HIT HIS SHIN COMMA WILLIE GOT HIS FIRST LESSON PERIOD.

(Copyright, 1926, NEA Service, Inc.)

SMALL BOY: I want another box of pills for my mother like I got yesterday—and charge 'em.

Druggist: Certainly. Did your mother like them?

Small Boy: I dunno—they just fit my airgun.

THE U. S. A. AND THE LEAGUE (Philadelphia Ledger.)

The fallacy of America's enmity for the League of Nations was a long time dying. The straw man labeled with the

skull and crossbones of league peril smoldered for a protracted period before it finally went up in smoke. The fallacy and the fear may merely have been filled for future reference. But the senate has shown a disposition to get them as rapidly as possible. The country will welcome this sign of returning sanity in international relations, this indication that common sense sometimes comes into its own.

LAW AND RELIGION (Cleveland Bulletin.)

There are many who want to pass a law for every virtue that in their opinion should be found in every citizen. Of course, the bald statement that "law cannot make people good" reacts are the best means to instill virtue in the hearts of our people.

OTHER VIEWS

THE BLACK HAND (Niagara Falls Review.)

Mussolini is making a move that will be applauded on this continent. He seeks to destroy the power of the black hand societies in Sicily and weed out the kind of men "who grow into gunmen and other killers." The black hand is not unknown in this district and good citizens of foreign descent have paid levy to their representatives through fear.

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