

## VISITORS URGE CO-OPERATION FOR TOURIST APPEAL

Montreal Officials Say Many  
Interested in N. B. as  
Vacation Land.

"You have a great opportunity in New Brunswick to develop tourist business," said George A. McNamee, secretary of the Tourist Bureau of Montreal, who, with J. R. Douglas, president, and Harry Hatch, a member of the bureau, is here to investigate thoroughly the possibilities of the province along this line. "We get constant inquiries about New Brunswick, which are largely the result of the word which has gone forth that you have 5,000 miles of good roads here and we want to get together with your people to inaugurate a co-operative arrangement for a Quebec-Maritime tour."

These gentlemen have come to St. John on the invitation of T. P. Regan, president of the New Brunswick Automobile Association. They were taken out yesterday by Mr. Regan to the dock and also to view the roads in the vicinity of the city. They leave today in Mr. Regan's car for Fredericton, where they will have a conference with Premier Viot. Burton M. Hill, provincial road engineer, will then take them around to see the various roads of the province, before they return to Montreal.

Mr. McNamee, last evening, said that the growth of the tourists business in Quebec had been phenomenal. The merchants and hotel proprietors of the city, having seen the advantages of promoting tourist business, raised an annual fund which was expended on advertising in the newspapers throughout the United States the advantages of Quebec as a tourists' playground.

125,000 Cars and \$17,000,000.

"The Tourist Bureau of Montreal was started four years ago," said Mr. McNamee. "In 1918 less than 3,500 American cars came into Quebec. The traffic has grown rapidly every year, and by 1922 the number had increased to 95,168. We set 125,000 cars as our objective for 1923 and up to Sept. 28, 114,909 cars, not including cars from other provinces of Canada, which we have no accurate means of checking but which are placed at about 10,000, entered the province. We have no doubt that before the close of the year our objective will be reached. We reckon an average of 3.14 persons to a car—a very conservative estimate—and we figure on each person spending \$10 a day, according to statistics we have gathered. This will mean that the tourist business for 1923, based on our objective, will have brought about \$17,000,000 to Quebec."

"We feel confident that this can be greatly increased. Within a day and a night, a automobile side of Montreal, there are several million motor cars and during 1923 we had cars from every state in the United States, from Honolulu and Panama, as well as from every province in Canada with the possible exception of Prince Edward Island, which was not checked."

**Advertise Attractions.**

Mr. McNamee said that the Tourist Bureau of Montreal was a voluntary organization; that practically all the money received from the merchants went for advertising in the United States.

Asked how such a complete check was kept upon the number of automobiles entering the province, he said this was obtained by the Customs. Every car which came in for more than a day was issued a permit. When reminded of the large number of cars which entered New Brunswick without permits and which it was difficult to count because of so much international traffic along the border, he said conditions were different in Quebec, as there was only one point where such a condition existed and the statistics compiled made allowance for that.

**Advocate Co-operation.**

Both Mr. McNamee and Mr. Douglas are very eager to promote a co-operative arrangement between the Maritime Provinces and Quebec, whereby there will be mutual benefit from a tourist standpoint. When told of the great increase which New Brunswick had enjoyed in 1922 over 1921, he said that advertising either direct through newspapers of the United States or the advertising which our good roads had effected by pleasing those tourists who already had come here undoubtedly was responsible. He felt that a great deal more could be accomplished and thought that if a scheme similar to that which had proved so satisfactory in Montreal could be devised, the increase would be very remarkable.

**Liquor Law Not Responsible.**

"Is not the liquor law in Quebec largely responsible for the large number of tourists who go there?" he was asked. He was emphatic in declaring that the good roads were mainly responsible and believed that only a very small percentage really came to Quebec to obtain liquor. "The people of the State of New York," he said, "can obtain all the liquor they want and in many instances more cheaply than they can in Quebec, because it is smuggled in without any tax being placed on it by the Government."

He referred to the road map issued by our Department of Public Works, saying that he intended to take up with Premier Viot the advisability of showing on the map the route to Quebec and also the route to Portland. The Tourist Bureau of Montreal would include the whole map of New Brunswick in their layout. He believed that by such reciprocal arrangement and by joining together in our publicity campaigns both the Maritime Provinces and Quebec would benefit.



## Yardley's Old English Lavender Soap

An extra fine Toilet Soap for dainty hands and delicate complexion.  
Delightfully and lavishly perfumed, it is one of the most charming of the little elegancies of the Toilet.

\$1.20 per box of 3 Large Cakes  
Sold by all the best Druggists and Dept. Stores

**YARDLEY & CO., LTD.**  
8 New Bond St., London  
Depos for Canada 154 Bay Street  
Depos for U.S.A. 15 West 36th Street  
TORONTO NEW YORK

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## Holeproof Hosiery

Warm, stylish  
Silk-and-Wool  
—for men and  
women.

The season's  
popular shades.

MADE IN CANADA

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## KING OF SWEDEN REACHES LONDON

London, Nov. 1.—King Gustav of Sweden, accompanied by his second son, Prince William, and his grandson, Prince Gustaf, arrived here today for the wedding on Saturday of the Swedish Crown Prince, Gustave Adolph, to Lady Louise Mountbatten, cousin of King George.

The royal party was met at the station by King George and his third son, Prince Henry; the Swedish Crown Prince, his fiancée and other distinguished persons.

After general greetings, the two kings departed for Buckingham Palace, followed by the princes and their entourage.

Everest, in the Himalayas, is called the highest mountain in the world.

**STOP** that cold!

**DOMINION**

**C B Q**

CASCARA BROMIDE QUININE

**TABLETS**

will put you on the  
**Right Road to Health**

**BEWARE OF THE COLD THAT HANGS ON**

## you and 3 others may pay the price

Nature sends a warning of Pylorrhea—bleeding gums. Only one person out of five past forty escapes. Thousands younger are subject to it as well. Be on your guard.

Brush your teeth with  
**Forhan's**  
**FOR THE GUMS**  
More than a tooth paste  
—it checks Pylorrhea  
35c and 60c in tubes

## SHAVE RIGHT —yet fast 78 Seconds from Lather to Towel

WHAT a man wants is a quick shave with comfort. To get speed, he must have a fine blade—a super-keen blade.

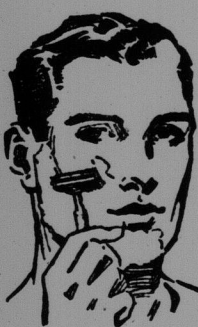
There is a great demand to-day for the Valet AutoStop Razor, and the reason is simply this: We have processed a barber's edge—the keenest edge known on a safety blade.

If you want every shave a super-velvet shave, get a

## Valet Auto-Stop Razor

Don't mistreat your skin. If you shave with harsh blades, you will age your face prematurely.

There is no scraping with a Valet AutoStop Razor. You can use new blades or you can automatically stop them. Either gives you a super-keen edge. Every day a velvet shave.



From \$1 to \$25 according to finish,  
case and number of blades.

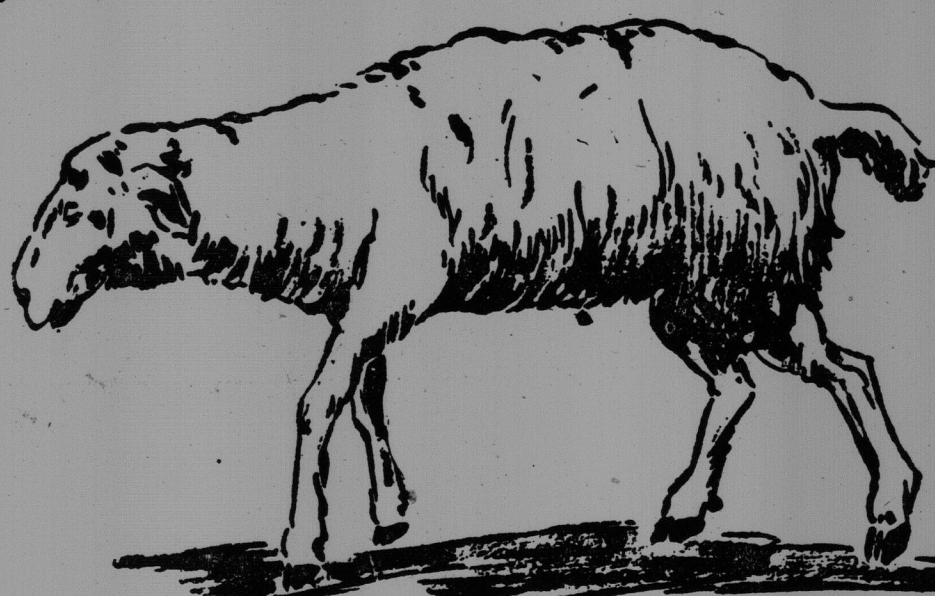
**The World's Fastest Shave**

# Making the sheep, the goat!

Facts are facts. But clever press agents can make them turn somersaults. For instance:

It is absolutely true that raw wool in present clothing stocks brought higher prices than the wool in last year's garments.

The rise in raw wool cost, by itself, was quite steep. And the clothing maker's conscientious press agent told you so plainly. But did he tell you that the total increase in the raw wool market could not make a difference of more than 50 or 60c on the



actual production cost of any suit or overcoat? Now nail the raw wool bugaboo to the wall with this pointed question: What right has anyone to alibi a ten dollar price boost with a 50c cost boost? Why should you pay eight or ten dollars more for a suit because a maker paid 50 or 60c more for the wool before it was woven?

Robinson has no desire to spoil anybody's fun, but making the sheep the goat is a little bit more than the poor lamb's back should stand.

I do not blame the increased cost of clothing onto the wool growers, or onto the maker, or the wholesaler—or anyone else—but am answering them all with a general

## Reduction in Clothing Prices Throughout Robinson's Upstairs Shops from Coast to Coast

Increased Volume and Cash Buying is the Answer!



Robinson's own factories have absorbed the increased cost of woollens—they have absorbed much more than that—they have entirely eliminated the wholesaler's profits (the biggest item of expense everywhere between the manufacturer and the wearer). They have made good clothes at so low a price this season that I have been able to announce a reduction of from \$2.50 to \$4.50 below Robinson's own low prices of last season. I am simply returning to the public the profit on its investment in this great business. The public built it and the public are entitled to their share of every gain I make. This is my return for your confidence, for your support, for your word of mouth advertising of this business to your friends. This is my return to the 200,000 loyal Robinson customers that have helped me to add 30,000 new names to my sales sheets this season.

I have matched tremendous gains in sales against the rise in raw materials. I have added thousands of garments per month to my factory production. I have cut down overhead expenses everywhere and have made MY PURCHASING CASH DOLLAR answer for almost two in the woollen markets of England and the result to you is LOWER ROBINSON PRICES.

ROBINSON'S REDUCED PRICES

**\$17.50**

TO

**\$35**

A \$5.00 Deposit will hold any Overcoat Until You Want It.

## Here's a Proposition for Every Buyer of Men's Clothes in Canada

Compare Robinson's Clothes, point by point, inch by inch, dollar for dollar, or any other way—with any other clothes shown anywhere at \$10 to \$30 higher. Examine the goods, examine the tailoring, examine the canvas, examine the thread, examine the fit, and above all—the style, and remember that there is a printed guarantee backed by a million dollars in the pocket, which gives you the absolute surety of your money back if you want it. Do all this and if you feel at any time after buying a suit or overcoat that you can better it anywhere—at even \$10 to \$20 more—come back and get your money.

A Million Dollar Printed Guarantee is in the Pocket of Every Garment that I Sell.—READ IT!

**ROBINSON'S**

UPSTAIRS ARE SHOPS ALL ROBINSON'S

**CLOTHES LIMITED**

90 KING STREET

Store Open Evenings

## Specials for the Week—Nov. 2nd to 10th

Tuxedo Suits for the Opening of the Formal Season. Beautifully Tailored. Silk Finish. Sizes from 34 to 44. Come up and try one on. . . .

**\$31.50**

Compare with others at \$45.

Young Men's and Men's Finest Genuine Scotch Overcoatings, Beautiful Plaid Backs and Polo Linings—Satin and Venetian Yokes. . . .

**\$35**

Compare with others at \$60.

Men's and Young Men's genuine all-wool 15-oz. English Blue Serge Suits—Single and Double Breasted Models. (Extra pants if you want them—\$6.50.)

**\$25**

Compare with others at \$37.50.

Men's and Young Men's Heavy Irish Overcoatings. Lovat, Sand and Heather Shades. (All Plaid Backs). Made belted all round or with belt backs only. . . .

**\$31.50**

Compare with others at \$50.