POOR DOCUMENT

SECOND SECTION

The Evening Times-Star

PAGES NINE TO SIXTEEN

ST. JOHN, N. B., THURSDAY, JUNE 5, 1924

SIXTEEN PAGES

Tourist Association Membership Has Climbed To 1,700

PRESIDENT AVARD TELLS OF SUCCESS OF HIS CAMPAIGN

Delivers Optimistic Address at Annual Meeting Held in St. John.

BOOST FOR BUSINESS

Report of Secretary C. B. Allan Gives Details of Work Last Year.

In his annual address as president of the New Brunswick Tourist and Resources Association, at the annual meeting in St. John this afternoon, C. C. Avard of Sackville said he had felt keenly the importance of increasing the membership, and he decided to demonstrate the value of publicity to accomplish this object. His campaign was described. Thanks was expressed to O. L. Barbour and A. D. Branscombe of the Moncton Transcript and to the Moncton Times for assistance. In Moncton nearly 300 paid baby drafts for \$1 for membership, out of 400. The

for \$1 for membership, out of 400. The baby draft plan was then carried on in other places. Newcastle leads in percentage with 100 pafd out of 120.

Co-operation.

Mr. Avard said he had desired to secure the united action of the three provinces in regard to tourist matters, but unfortunately his dream had been but partially realized. For the first time in their history a joint publicity campaign was being conducted by Prince Edward Island and New Brunswick. Regrettably Nova Scotla, in her wisdom, saw fit to remain outside. The necessity for closer co-operation was almost painfully apparent to any thoughtful persons and it was a stociation as at present constituted was capable of doing much valuable work. This was especially true now with a membership of nearly 1,700, with the prospect of having at least 2,000 before the year is out.

In closing, he said: "The development of the tourist business will undoubtedly play an ever-increasing part in New Brunswick. Let us strive to increase the power and usefulness of our association so that it will be an outstanding force in the Maritime tourist in the Maritime tourist business of New Brunswick as shinin' a little in front of the next' may we lead the way to the time when the tourist business of New Brunswick will be worth fifty million dollars a year."

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The Royal Bank in St. Stephen, New Carle Stephen, New Carles Stephen, New Carle

Sincere appreciation was expressed to C. B. Allan, secretary-treasurer, who had given excellent co-operation throughout the year. "I think that we are most fortunate in having as we are most fortunate in having as secretary-treasurer, a gentleman who is so thoroughly conversant with every phase of the tourist business. In some quarters it has been objected that too much money is consumed in the expense of maintaining the head office in St. John. While I do not want to see St. John get anything to which she is not justly entitled, and while I want every town and city in the province to get fair and reasonable treatment, I still to see where a head office could get fair and reasonable treatment fail to see where a head office could be located except in St. John and fur he keep open an office ther if we are to keep open an office at all, I am sure that such an office can not be efficiently continued at less expense than our present office in the Loyalist city.

Mr. Avard recommended life memberships on the payment of \$20, the money to be invested in Government bonds as an endowment so as to yield Mr. Avard referred to advertising



the exclusion act. It was held in Sano Park in Tokyo. "Down with arrogant America," the speaker shouted. And the crowd took up the cry.

had suggested that the Provincial Government should take over the work now being carried on by the association. While no doubt each plan had some advantages, he felt sure that the Here Are Chief Features of New Tax Measures in United States

Makes immediately effective a 25 per cent. reduction in taxes being

Makes immediately effective a 25 per cent. reduction in taxes being paid this year on last year's incomes.

Cuts maximum surtaxes from 50 to 40 per cent.

Normal income taxes are cut to 2 per cent. on the first \$4,000, 4 per cent on the next \$4,000, and 6 per cent. on incomes over \$8,000.

An additional reduction of 25 per cent. will be made on "earned incomes" up to \$10,000, with all incomes up to \$5,000 classed as "earned."

Estate taxes reduced from a maximum of 25 per cent to a maximum of 40 per cent.

Generation

Liquid Granite Floor Varnish is produced today by the sons of those old master workmen who four generations ago made it by the same process in the same plant.

This explains the uniform high quality of Liquid Granite . . . the reason that the content of one can is exactly the same as that of every other can.

BERRY BROTHERS
Varnishes Enamels Stains
Walkerville, Ont.

"Since the completion of the road to Quebec via the North Shore of the province, there has been a heavy motor travel there and the people of that section are showing great enterprise in providing suitable accommodation and attractions. New hotels have been opened at Bathurst and Jacquet River and another is in process of completion at Campbellton. A new one also is being planned at Dalhousie, while the Canadian National Railways are planning a modern hotel at Dutch's Point on the Bay Chaleur. The Hotel Admiral Beatty, it is hoped, will be ready for occupation early next spring. miral Beatty, it is hoped, will be ready for occupation early next spring.

"During the season, we advertised in the Beston Globe, the Boston Herald, the Boston Transcript, the Atlantic Monthly, the Century, Review of Reviews, Scribner's, World's Work Canadian Magazine, Canada, a London magazine, Public Service News, London Daily Graphic, Tourists' Guide, The Busy East, Arthur A. Young, a Chicago publication, Ackerman's Sports men's Guide, Buffalo Steropticon, Melean's, Continental Travel, Halifax Sunday Leader. There are a great

rovisitors and more.

Since the completion of the road to

ANOTHER PRINCE

Halifax, June 4—Among the passengers on the Cunard liner Esthonia bound from Baltic ports to New York which landed 172 passen New York which landed 172 passengers here this morning were Prince Viggo of Denmark, brother of Prince Erik, who recently married Miss Booth, of Ottawa, and his father, Prince Valdemar, also of Denmark. Prince Viggo is to be married in New York on June 10 to Miss Eleanor Green, daughter of the late Dr.

HERE FOR BRIDE REV. DR. M'KINNON **NEW MODERATOR**

Halifax College President Head of Presbyterian General Assembly

A. Emery.

The fiftieth anniversary of their wedding was celebrated yesterday by Mr. and Mrs. George

A. Emery.

The fiftieth anniversary of their wedding was celebrated yesterday by Mr. and Mrs. George A. Emery and many friends called to extend congratulations. During the day they were presented with a bouquet of 50 carnations by Mr. and Mrs. Remery presented them with a purse of gold.

The neces are Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and the deventh Seventh Scuttle in the days of Jesus Interest, which exceptly sould be the members of this household and connection had erected Christians service, This mind the machine the members of his household and connection had erected Christians service, This mind the members of the Presbyterian the members of the Presbyterian than the week of the Mrs. Herbert Butter, Mrs. Ida Finley, Mrs. John Finley and the deventh Scuttle in the days of Jesus Interest, which exceptly sould be the members of the Alley and the Herbert Interest the members of the Mrs. Herbert Butter, Mrs. Ida Finley Arr. John Finley and the Mrs. Herbert Butter,

Mrs. Ida Finley, Mrs. John Finley and Mrs. Harry Smith. The grandchildren are Gordon and Kenneth Smith, and Verl Emery, daughter of George Emery of Minneapolis. Little Master Kenneth Smith is here to assist in the celebration, accompanying his mother, Mrs. Angus Smith, the only daughter of Mr. and Mrs. Emery. Their sons are Fred, of this city, and George and Roy, of Minneapolis. The two latter were unable to be present on this occasion.

Church were being regarded by certain church in the same light in which the exclusive Jews regarded the Gentile worlds. He also referred to the necessity of new bottles for the new wine, indicating that some change in the general church situation might at this time be deemed desirable.

Moderator Chosen

When the moderator's post, for its division of the Presbyterian church met on Monday evening at the home of Mrs. David McCavour, with Mrs. W. J. Bevis, president, in the chair. Devotional exercises were followed by the appointment of Mrs. Bevis and Mrs. McCavour as delegates to the prebyterial church situation might at this time be deemed desirable.

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NEW ASSOCIATION Presbyterian Moderator WILL MAKE STUDY

Officers are Elected by Directors of Maritime De-

OF TRANSPORTATION

association will be a traffic expert

Cooperation.

Mr. Avard and the had distinct to a second continuous process. The second continuous process are second, the second continuous process. The second continuous process are second continuous process are second continuous process are second continuous process are second continuous process. The second co

To Build Up, He Says.

"Its function is to speed up, supplement and where possible, co-ordinate these activities," said Col. Innes.
"Again the association is not purely an immigration or colonization association. How to hold what people we have, how to repatriate our sons and daughters; how to induce others to assist in building up the Maritimes, agriculturally, industrially and commercially; how to improve conditions for our farmers, merchants and manufacturers; how to bring about more optimism and less pessimism, and how to improve the transportation and marketing facilities of the Maritime Provinces are some of the problems the association working in co-operation with existing agencies, governmental and otherwise, will endeavor to solve.

To Announce Government View.

"Surely there can be no sound objection raised against the creation of a permanent co-ordinating agency of this nature, nor should there be any apprehension as to it proving an important and effective factor in bringing about increased development and greater prosperity in the three Provinces of Nova Scotia, New Brunswick and Prince Edward Island."

Colonel Innes interviewed the Provincial Government at Fredericton yesterday on behalf of the association and was given a very cordial reception. Premier Veniot is expected to announce the attitude of the Government in the matter in the course of a few days.

The directors and members of the cecutive committee are as follows: Representing Nova Scotia.

A. E. McMahon, general manager United Fruit Companies of Nova Scotia, president Maritime Board of Trade, president Kentville Board of Trade, Kentville, N. S.
F. G. J. Comeau, general freight and passenger agent Dominion Atlantic Railway, vice-president Halifax Board of Trade, vice-president Commercial Club of Halifax, Halifax, N. S.
R. K. Smith, barrister, Amherst,

Rev. Dr. Hugh MacPherson, St. Francis Xavier College, Mount Cameron, Antigonish, N. S.

A. R. Chambers, Chambers & Mc-Kay, miners and manufacturers, New J. E. McLurg, vice-president British Impire Steel Corporation, Sydney, N.

Representing New Brunswick. E. A. Schofield, president Schofield Paper Company, St. John, N. B. Angus McLean, president Bathurst Company, president Canadian Lumbers man's Association, Bathurst, N. B.

man's Association, Bathurst, N. B.
A. D. Ganong (Ganong Bros.). St.
Stephen, N. B.
A. Reid, vice president Hartt Book
& Shoe Co., chairman (1928) Maritime
division Canadian Manufacturees' Association, Predericton, N. B.
C. C. Avard, editor Sackville Triboune and Busy East, president New
Brunswick Tourist & Resources Association, Sackville, N. B.
(Continued on page 13.)



A Smashing Clearance of Coats and Suits FOR FRIDAY AND SATURDAY SELLING

For 2 days we are offering the balance of our Coats and Suits, all this season's

merchandise in exclusive new styles, at ridiculously low prices. Everything must be sacrificed in order to make room for daily arriving new goods. These values cannot be duplicated and represent a supreme effort to clear stock.

We offer the last word in style and quality at unheard of reductions—our loss is your gain. Come what may, this stock must be cleared.

LADIES' SUITS

LOT NO. 1

Every Boyish and Box style suit in the store-Tricotines, Poiret Twills and sweep at one price

Polo Cloths, all shades, finest quality.

Balance of our tailored suits in Navy and Black, Tricotines and Poiret Twills. Finest quality. Clearing at 2 prices \$24.95 and \$33.95

LADIES' COATS

10 POLO CLOTH COATS Popular shades, newest sport

> \$4,95 Must be cleared

15 SPORT COATS Finest new sport fabrics, beautifully made, popular shades and patterns.

Out they \$ 14.95

LOT OF SPECIAL COATS In Cameline, Velvetone, Crocodile, Tweeds, etc.—the season's smartest

15 SPORT COATS

Good quality sport fabrics in checks, blacks and stripes.

Priced for immediate \$ 1 1.75

LOT NO. 2

coats. A wonderful snap. For quick \$22.95

All remaining Dressy Coats in finest Tricotines and Poiret Twills to clear at 20% discount for Friday and Saturday.



Open Evenings Phone M. 1730