

**THE MOST STRIKING**  
feature of the POLAR BEAR is its beautiful white coat, which is in keeping with the whiteness of its surroundings in the Arctic regions. The snow in those regions, however, is not whiter than clothes washed with **SUNLIGHT SOAP.**

The beauty of SUNLIGHT SOAP is in its purity, and the easy way in which it releases dirt



from clothes, without injury to the fabric no matter how fine it may be. It is manufactured with the purest materials and there is a 1,000 Guarantee of Purity on every bar.

TRY IT ON YOUR NEXT WASH-DAY.

**New Quebec is Rich.**

UNGAVA POSSESSES UNTOLD NATURAL RESOURCES.

Surveys of Vast Territory Which Makes Up the Labrador Peninsula Go to Show That Water Power, Forests and Minerals Are of Immense Value—Cataracts Are the Country's Chief Feature.

The territory of Ungava, or as it has been called, "New Quebec," comprises the Labrador peninsula, and some idea of its enormous extent may be formed from the fact that its coast lines—leaving altogether out of the calculation the seaboard of the Newfoundland strip of the main land—are of a greater length by many hundreds of miles than the crossing of the Atlantic from Liverpool to Quebec. From Quebec to Blanc Sablon there is a coastline on the south of 1,160 miles. From Cape Chidley to Cape Wolstenholme on the north, the coastline of Hudson Strait measures 1,170 miles, and from this latter mentioned point to the head of James Bay, the coastline on the west is 1,280 miles long, making a total length for these three coastlines of 3,710 miles.

The interior of Ungava is a high plateau, pour themselves over its more than a few miles of the coastline to a varying height of from 1,500 to 2,500 feet. As a consequence, the numberless big rivers draining this plateau, pour themselves over it more or less precipitous cliffs on their way to the sea, in a variety of cataracts and waterfalls of varying heights, affording innumerable water powers.

Dr. Low, the late head of the Geographical Survey of Canada estimated that a million and a half horse power could be obtained from the Hamilton Falls proper, and over three millions from the whole twelve miles of falls in the river. Other authorities are satisfied with a claim of 300,000 horse power for the Hamilton, not to calculate upon other great rivers for the moment.

It is probable that no other country possesses such a number of ex-

traordinary cataracts as are to be found upon nearly all the large rivers of Ungava.

One of the most picturesque rivers for rapids and waterfalls in the entire Labrador peninsula is the Caniagsow, the principal tributary of the Kobsak or Ungava river, which almost three hundred miles before its waters reach the ocean, descends with a fall of thirty feet into a gorge varying from thirty to one hundred feet wide, with perpendicular, and in many places, overhanging, jagged, rocky walls that rise three hundred feet above the rushing torrent.

On the Nottawa river, the Iroquois Falls, which are seventy feet high are capable of producing 400,000 horse power, and two other falls of forty feet. No doubt this great natural phenomenon will be found to possess a great commercial value some day. Wherever there is a sufficiency of forest growth for the extensive manufacture of wood pulp, the water-powers of the far north will doubtless be developed in the not far distant future, especially when they are approachable by steamboats or where prospective industries may warrant the construction of railway communication. It may be, too, that mineral development will in many parts of Ungava call for the employment of electric energy generated by water power.

According to the latest report from a surveying party the entire forest along the Nottawa River, only covers an area of 75 square miles. The surveyors, estimating the supply at ten cords to the acre, make a total return of three hundred million feet, board measure, which would supply a pulp mill for fifteen years using twenty million feet, board measure, of pulp wood per annum.

It is probable that the largest forests of the interior of the Labrador peninsula are those along the valley of the lower reaches of the Hamilton River, which contains splendid timber where not burned over. The high hills which enclose the lower portion of the valley of Hamilton are wooded to their summits, but as the upper level is approached, the trees become small and stunted. Black spruce forms over ninety per cent. of the

wood, the remainder being made up of larch, or tamarac, white birch and balsam fir.

In the valley, on the contrary, the growth of timber is always good. White spruce trees, two feet in diameter, and more than seventy feet high are not uncommon, and a large number of ships' spars have been cut from them. The black spruce does not grow quite so large as the white, but is still large enough to afford good commercial timber, and the same may be said of the larch.

Near the junction of the Minipi River with the Hamilton, the forest produces spruce trees running from twenty to twenty-four inches in diameter and sufficiently long to furnish three logs each.

While the country about Ungava Bay in the extreme north of Labrador is treeless, the northern limit of forest growth being a little south of the bay, there is considerable pulpwood on the banks of the upper portions of the rivers flowing into that bay; and in the more southern part of the peninsula, the forest is continuous, except where the country has been swept by forest fires. Explanatory surveys will doubtless, ere long, bring to light something like an approximate idea of the value of the forest growth in the great tree-producing regions of New Quebec.

It will probably take a number of years to determine where the most valuable mineral deposits of Ungava are likely to be found. Only a very few trails have yet been made through this enormous territory.

**A London Favourite**

AT ROSSLEY'S.

Geo. Scully is going to become a big favourite in St. John's as he was in London. Last night he was a little better acquainted with his audience, he worked twice as good as he did on Monday night. Scully is naturally quiet and reserved. But his work last night was something splendid, full of vim, clean, breezy and refreshing. The rag time craze has had such a sway all over that to see a real performer giving something away from it comes as a treat; he had to respond to several encores and the large audience kept up the applause until the next picture was well under way, and what's more Scully does not do his act on a newspaper or his letter head; he is an artist of the English Halls. The pictures, the best in the film market, will be changed again to-day when some splendid pictures will be shown.

**McMurdo's Store News.**

WEDNESDAY, July 22, 1914.

Cream of Lilies is quite the most effective application for the face and hands to protect them from the effects of bright sunshine and warm winds. It quickly relieves the burning, uncomfortable feeling and puts the skin in proper condition. If you use Cream of Lilies Soap you will find that it greatly helps in protecting the skin from sunburn. Cream of Lilies, 25c. a pot; Cream of Lilies Soap, 25c. a cake.

Just opened, a new stock of Willard's Forklift Chocolates, a good variety of fresh ones. Try a box.

**Here and There.**

You can get a Pretty Engagement Ring ranging in price from \$2.50 to \$110.00 at TRAPNELL'S.

A LEVIATHAN.—On Monday a fisherman of the North Battery found a fish in his trap that weighed over ninety pounds.

TRAINING FOR ROAD RACE.—A number of young men can be seen each morning now, training for the road race between Torbay and Mount Cashel.

COMES UP FOR INSPECTION.—The Juvenile crews who intend to take part in the Regatta, will come before the Committee for inspection on Friday evening.

English make! We've just received a new lot of Chased and other Pretty Rings from England. If your thoughts are running in that direction be sure and see them. A. H. TRAPNELL.—June 4, 14

RIFLE SHOOT.—This afternoon at the Rifle Range, the G. R. Winter handicap prize and Dr. J. P. McLoughlin challenge medal will be competed for at the 200, 300 and 600 yard range.

BIBLE CLASS OUTING.—The members of Wesley Bible Class will hold their annual outing to-day at the Octagon. The party will leave here by special train at 1.30 p.m. accompanied by the Methodist Guards Band returning to the city at 10.30 p.m.

SCHR. ASHORE.—The Marine and Fisheries Department have received word from the Sub-Collector at Blanc Sablon, stating that the schr. Jessie A. Keating, master, of Fortune, went ashore on Greenly Island on Saturday night last. The crew were saved.

**Marine Disasters' Fund.**

Already acknowledged \$259,153.62  
Collection by Newfoundland Society of Montreal, per Dr. C. A. Peters, President, and the Prime Minister (\$13,072.03 less \$8,327.44 already acknowledged), \$4,744.59 as per subjoined list

\$263,898.21  
R. WATSON,  
Hon. Treasurer.

July 22nd.  
Montreal List (Second instalment) \$4,744.59, viz:

Montreal Board of Trade	\$3,212.55
Collection taken up by Church of England Diocese of Montreal	1,334.24
Church of the Messiah	72.20
St. Michael's R. C. Church, per Rev. Luke Callahan	12.00
St. Thomas Aquinas R. C. Church, per Rev. Thos. R. Hefferman	41.00
Diamond Orange Lodge, No. 1474	26.50
William McKay	20.00
Mrs. H. H. Lang	15.00
A Friend	5.00
A Homer Vipond	2.00
C. H. Dingman	1.00
J. G. Pelton	1.00
P. A. G. Lesperance	1.00
F. E. Pelton	.50
James Valentine	.50

**Where Responsibility Lies.**

No matter how large, or how small, a business may be, nobody can deny that its Office is the nerve centre of the firm. Every transaction, important or trivial, must be recorded at the Office. An order is received at the Office, and finally payment is received at the Office. If the Office makes an error the firm stands the loss. That's why you must be sure that your office is modern and dependably equipped for the care of all important papers. To do this effectively you need the up-to-date equipment of the "GLOBE-VERMOREL CO." When sixty offices in St. John's have found this necessity this equipment can surely be of use to you. Mr. Percle Johnson represents this world known firm in Newfoundland—ap17.14

**Big Sensation.**

LOSS OF OCEAN LINER AT THE NICKEL THEATRE.

Mr. De Witt C. Cairns, the new vocalist at the Nickel Theatre, was heard by hundreds of new admirers yesterday, and he delighted them. He was most enthusiastically applauded at each appearance. All present were charmed with his excellent singing. For to-day there is a superb program one of the best that has ever been given. That thrilling story "The Next Generation," which is perhaps the most wonderful film ever given will be seen. "Nothing to equal it has ever been seen in St. John's before. The story is of a young marine architect who discovers a flaw in the plans of his uncle, for a big ocean liner. The uncle is jealous and the ship is launched; disaster overtakes her when there are hundreds of passengers enjoying themselves and fearful scenes are witnessed. The pictures are thrilling, and no one should miss seeing them. The other subjects for to-day are also the best obtainable.

**To-Day's Baseball**

AT THE CRESCENT.



Connie Mack, Manager of Athletics.

The public of St. John's are to be favoured with an opportunity of seeing the 1913 World baseball series at the Crescent Picture Palace when the two real special feature; New York Giants versus Philadelphia Athletics are seen in action. The great picture is 2,000 feet long, very interesting, showing the different players, and the individual work during the historical clash. Two other feature subjects and a popular song comprises the grand programme.

DUE HOURLY.—The s.s. Pomeranian, which is eleven days on the passage from Liverpool, her delay being occasioned by fog, is expected to arrive hourly. No wireless was received from her since Monday night.

**The Crescent Picture Palace.**

HOUSE OF FEATURES—TO-DAY.

**"Baseball" 1913, Series of Games,**

GIANTS vs. ATHLETICS.

Individual as well as combined play; 2 Reels, 2,000 feet.  
Edwin August in THE PILGRIM—Messenger of love.  
THE NORWOOD CASE—A stirring Crystal drama, featuring Pearl White.  
MISS LOUISE ARKANDY sings the novelty song, "Take me out to the ball game."  
On Friday and Saturday, a thrilling 2 Reel Bison feature IN THE WILDS OF AFRICA, with William Clifford as the missionary.

THE CRESCENT IS DELIGHTFULLY COOL ON WARMEST DAYS.

**A MILLINERY HAT!**

But isn't it a Tempting **PRICE:**

**\$1.50, \$1.80 and \$2.20.**

It's our Special Regatta Offering, and Your Chance.

**A. & S. RODGER.**

**BARGAINS IN Hot Weather Wearables DURING OUR Cost Price Sale.**

**Men's Black Socks,**  
Fine Cashmere, Summer Weight,  
20 cts. per pair,  
**3 Pairs for 50 cents.**

**LADIES' Summer VESTS,**  
White, in Sleeveless and Wing Sleeve effect,  
Worth up to 30 cts.,  
**For 15 cents each.**

SEE WINDOWS.

**S. MILLEY**

Advertise in The Evening Telegram

**One Piece Dresses and Fancy Hosiery**

This week we feature a unique selection of One-piece Dresses from \$1.50. These goods are certainly value. Another line is Fancy Hosiery in Emerald, Saxe, Navy, Grey, Pink, Mole, Brown and Striped effects; all have Lace ankle and are exceptionally pretty. The prices is 45c.

**J.M. Devine**  
THE RIGHT HOUSE