

Nfld. Will Benefit.

Foreign Attention Concentrated on Dominion.

Things of foreign moment are judged by Newfoundlanders as being important or otherwise according as they apply to Newfoundland. For this reason, the big special issue of the Montreal Financial Times, dealing exclusively with this country, which is to be published early in August, must appeal to the vigorous interest of all who like to see Newfoundland take its place among the important countries of the world. Seen by the Telegram reporter this morning, Mr. B. M. Greene, representing the Financial Times in St. John's, gave the facts of this big venture that is being made by the most influential paper of its class on the American continent.

"Apart from the business side of it," he said, "this special issue is being put out purely for the sake of benefitting Newfoundland and to open up avenues of trade between it and Canada. Unlike most countries, Newfoundland does not advertise herself and assets, and it is wholly due to this that she is not where she should be to-day. It is undeniable that your country possesses great and many resources, as yet barely scratched, which await the enterprising touch of the financier. There are many, scattered throughout the British Empire, who are looking about them for such resources, not knowing that right here in the centre of the Empire exists such possibilities as they seek. This, of course, is entirely due to the national failure to advertise. Again, Newfoundland is a great sporting country, possessing hundreds of lakes and streams swarming with fish and salmon, countless flocks of feathered game and great herds of fur game. Nowhere in the world will there be found a country offering such sporting opportunities which is at the same time so easily accessible and near. You do have a number of sportsmen visit your country now, I am prepared to admit, but nowhere as many as your country

warrants. They don't come because they do not know about you—they are hardly aware of your existence and even those that are, think of Newfoundland as a land of fish and fogs. How could they think otherwise? You have never advertised the truth. Then there is your climate. I would not hurt your feelings by repeating the idea of outsiders of the weather of Newfoundland. How could they think otherwise, when you have not told them the true state of things? There is also the part Newfoundland played in the war. Do you suppose that is widely known? And your part in the food situation. These and other things are not known but should be. Take the matter of imports: You import about two million dollars worth of boots and shoes a year from America. Little or none comes from Canada. Yet Canada can give you better and cheaper boots. Quebec, the home of Canadian boot and shoe industries, would be delighted to sell you that two millions dollars' worth of goods every year. And, because they would have to compete with the American markets, they would undercut them. The result would be that you would get better service all round. Not only in the boot industry, but in many others as well, is Canada able to do better for you than any other country. Canada is nearer you, and is part of the British Empire. Freight rates there are lower, and there is absolutely no reason why they should not have the big trade that America now has. Why have they not captured the trade, you ask? Because the Americans were here first. It was a case of first come first served, the matter of service being left out. Canada did not trouble because she did not know the trade there was to be done with Newfoundland. Newfoundland has products, now going elsewhere, that could be disposed of in Canada. There is no market for them now, because Canada does not even know of

them. Another result of your failure to advertise. These, then, are the thoughts that have caused the Financial Times to turn its attention to Newfoundland. Mr. Cox, the Managing Director of that big paper, already possesses material for the special Newfoundland issue. The remainder I am collecting now. We want to advertise Newfoundland, her resources, her assets and her possibilities. This edition, which will be named the "Newfoundland Export Number," will consist of twenty-four pages of seven columns each. They will deal exclusively with this country. The edition will then be circulated to all the Canadian Trade Commissioners over all the world, while every newspaper in Canada will receive one. It will undoubtedly be widely quoted by the latter, and from them by many other newspapers. In this way the name and wealth of Newfoundland will be broadcasted over the earth. There will also be the regular circulation, of course, and it is safe to predict that your country will thus receive the greatest advertising it has ever received."

That the special edition of the Montreal Financial Times will serve to do what Mr. Greene says would seem to be certain, and in hoping that he is right every true blue Newfoundlander will join.

The Week's Calendar.

- JULY—7th Month—31 Days.**
- 14.—MONDAY. Bastille stormed, 1789. Longueval captured 1916. Bethman Hollweg dismissed, 1917.
 - 15.—TUESDAY. St. Swithun. British captured 2,000 Germans at Mametz, 1916. Third German Offensive and second battle of the Marne, 1918.
 - 16.—WEDNESDAY. Nicholas II., ex-Czar of Russia, assassinated at Ekaterinburg, 1918.
 - 17.—THURSDAY. Franco-Prussian War began 1870. Germans defeated in East Africa, by General Smuts, 1916.
 - 18.—FRIDAY. Marshal Foch's counter-offensive begun 1918. St. Bon's College Alumni Association anniversary.
 - 19.—SATURDAY. German Reichstag "Peace" Resolution, 1917. Enemy drive halted, 1918. Transport Columbella arrived, 1918.
 - 20.—SUNDAY. St. Jerome. 5th after Trinity. Moon in last quarter 2.34 a.m. Sadler's balloon ascension, 1812. Germans recrossed Marne, 1918.

1492-1919.

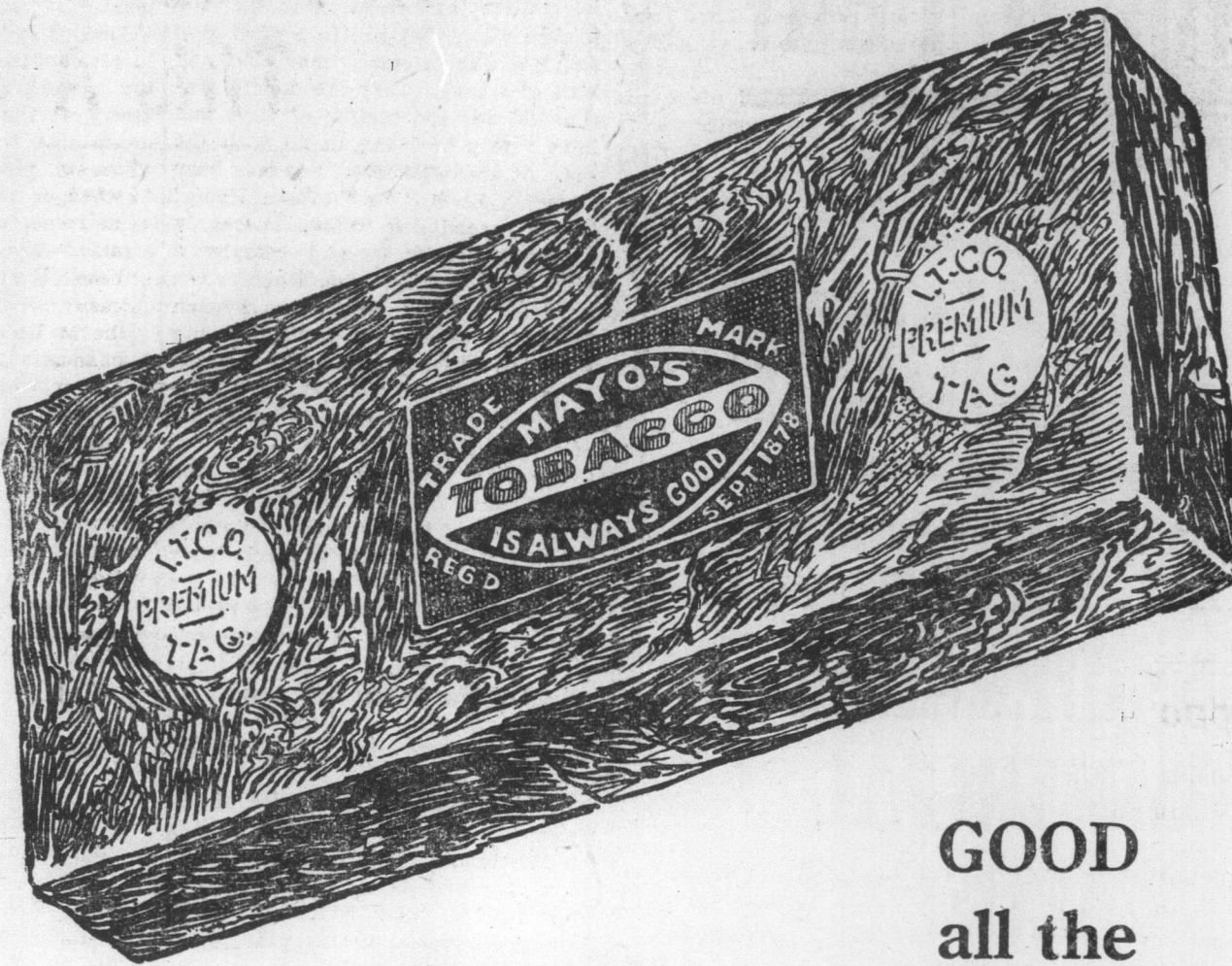
Four hundred and twenty-seven years ago three frail craft set sail from Europe to venture over the unknown waters of the western ocean. Their crews held ever west, and as the days wore into weeks, and the weeks into months, high-hearted mariners became wan and weary with watching, and doubtful of another shore. But the motto was sail on, and at last the day came when one, peering into the dawn, discerned the land. The great initial voyage was accomplished, and Columbus and his wondering men set foot upon the soil of the new world.

Since that day a million mighty ships have traversed the charted lanes of the great Atlantic, always bearing cargoes of human freight from one shore to the other, and even weaving to and fro the ties of commerce and sentiment which bind the old world to the new. Old things pass away. The great ships with their towering masts and innumerable sails give way to turbine-driven ocean liners, carrying thousands of people, offering them every luxury of civilized life, and accomplishing the voyage in a few days. And now a new epoch has been opened up to the world. The voyage of the R-34 was a practical and final demonstration of the feasibility of aerial transatlantic travel, with all that it means. The only question in the minds of many men now is, how long will it be before aerial liners will be making ocean trips on schedule time and carrying large numbers of passengers overseas in a few hours? Peoples and continents will now be closer together than ever, commerce will undoubtedly be much greater than before, and competing interests will probably be in conflict oftener. And so the voyage of the great airship is the biggest argument that has yet been put forward in favor of the League of Nations.—Sydney Record.

Express Passengers.

The following passengers landed at Port aux Basques from the Kyle yesterday morning and are on the incoming express: H. Brown, J. W. Ryan, Mrs. J. W. Ryan, Mrs. J. W. Ryan, Mrs. W. Delaney, J. E. Matthews, Thomas Aitken, P. H. Kendall, A. Nicholls, E. Petrie, L. Fox, M. White, M. Duff, Miss M. Bellows, M. Hynes, E. Johnson, W. Polander, J. J. and Mrs. Mulrany, Miss M. Lane, J. Perry, P. McGuire, H. Bennett, J. W. Warren, H. W. Falconer, Mrs. J. House, J. D. Caves, Mrs. J. Weagle, F. A. Weagle, E. Weagle, M. Weagle, J. Ryan, Mrs. A. Matthews and child, Mrs. J. W. Morris, Jos. Doyle, Miss M. Connors.

MINARD'S LINIMENT CURE
DIPTHERIA.



GOOD all the time

Imperial Tobacco Co.
(Incorporated in England)

MAJESTIC THEATRE

Monday and Tuesday,

Gaston Fleury, the celebrated critic of "La Figaro," the famous newspaper of Paris, presents his great picture,

"THE WARRIOR."

featuring MACISTE, giant hero of "Cabiria."

This is not a war picture, as its name might suggest, but is a marvellous picturization of the celebrated giant of Cabiria in an even more thrilling display of his extraordinary strength and acting ability. The New York Times says of him: "He out-fairbanks Fairbanks." No higher praise could be given.

ALSO THE USUAL COMEDY, which will be on a par with the usual Majestic Comedies.

MAIN FLOOR 10c.

MATINEE DAILY, 5 and 10c.

BALCONY 20c.

MAJESTIC THEATRE

BUILD YOUR HOUSE WITH BEAVER BOARD.

LOOK FOR THE BRAND ON THE BACK OF THE BOARD.

Seven Advantages of BEAVER BOARD.

1. It isn't so very expensive and is easily handled, saves labor.
2. It's not messy like lath and plaster, nor wasteful like P. & T. board.
3. It gives a neat appearance to your room and prevents draughts.
4. It eliminates the nuisance of having to paper your room every year.
5. It doesn't crack like plaster nor shrink like P. & T. board.
6. One carpenter can do as much work with it as 3 using P. & T. board.
7. Three rooms can be done with it while one is being done with lath and plaster.

Ask Your Carpenter About Beaver Board.

If you ask for Beaver Board and are given inferior wall board, you're being cheated. The Beaver brand is on the back of every Beaver Board. LOOK FOR THE BEAVER brand on the back of every Beaver Board.

Colin Campbell, Limited

July 4, 1919.

Brigands on Road to Jericho.

Many of the demobilized men who were in Palestine with General Allenby's troops were not sorry to bid goodbye to the precipitous, zig-zagging road running down from Jerusalem to Jericho. In summer it was intolerably dusty, and after rain its greasy surface was dangerous for motorists. At one part of the route the site of the Inn of the Good Samaritan, is still pointed out.

Even in modern times the road is so infested with robbers as to be unsafe for travellers. In the day before the war tourists were recommended to apply to the sheikh, or headman, of the village of Bethany, on the other

side of the Mount of Olives, for a mounted and armed escort. His charge, however, was high, and on one occasion a party not well off declined to pay it. They declared they would go without escort and chance it. Whereupon this wily Oriental dispatched a messenger to the chief of the brigands telling him to be on the lookout for a party of travellers. Of course he and the robber chief shared the booty.

ST. BON'S ASSOCIATION.—The Annual Meeting of the Association will be held in the Aula Maxima, St. Bonaventure's College, on Sunday, 20th July, immediately after Last Mass. A large attendance is requested. C. J. FOX, Hon. Sec.—July 14, 1919.

The Latest Attraction.

The greatest attraction in the engineering world at present is a sort of glorified limpet, which, when lowered by a crane on to a girder, or rail, ingot, plate, piece of armour, or a heap of pig-iron or scrap, immediately sticks by magnetism and hoists the stuff ready for transportation to another place.

The power is conveyed through a small cable, and the magnetic attraction is sufficient in the case of large magnets—about 5 feet in diameter—to pick up 40 tons.

One of the most curious sights is to see a wooden packing-case clinging on to a magnet, the secret being, of course, that the case contains nails or other iron or steel things.

In view of the extensive salvage operations which will engage the attention of the shipping world for a long time to come, it is interesting to note that these magnets can be lowered under the water and sunk until they attach themselves to the iron or steel goods to be recovered.

Another striking and useful feature of the magnets is that they may be used to handle hot pieces of steel, such as rails or ingots, which men cannot approach to put hooks on.

LOOKS BAD.

A bottle of ginger ale was broken over the bow of a boat launched at Newark, N.J., yesterday. Is this an indication that the vessel is doomed to spend most of the time in the dry dock?—Buffalo Commercial.



Here's the Model 90

One of a half a million Overlands now in use.

Beautiful in appearance, powerful in performance, comfortable even on rough roads because the cantilever rear springs smooth out the bumps of the road. Big tyres help to ease the going.

There is plenty of leg room for both driver and passengers. Electric control from the steering column, simple to operate. Women drive it with ease.

Light, but easy riding; powerful, but easy driving; is practical enough for the roughest going.

Completely equipped—nothing extra to buy.

The price makes it an unusual value.

T. A. MACNAB & CO.,

City Club Building,
Distributors for Nfld.

WILLYS-OVERLAND, Inc.
1700 A Toledo, Ohio, U. S. A.

