

High Commissioner Gordon Addresses the Rotarians

High Commissioner Victor Gordon was the guest of the St. John's Rotary Club at their luncheon held Thursday. Chairman Rotarian J. R. Meehan on behalf of the Rotary Club extended a hearty "welcome home" to Mr. Gordon, who expressed his deep appreciation of the cordial welcome and generous hospitality shown him by all his Newfoundland friends.

The address of the High Commissioner delivered at the luncheon contained valuable information and desirable constructive criticism regarding our Newfoundland industries and resources, and the suggestions contained therein deserve serious attention if we hope to develop a market for our products. It is published in full as follows:—

ADDRESS BY HIGH COMMISSIONER GORDON.

Mr. Chairman, Rotarians and Guests:—

I understand, Sir, that after the excellent manner of all good Rotarians the keynote of these proceedings is to be brevity. I shall not lose any time therefore in coming to the subject, which is the work of the High Commissioner's Office in London.

First of all let me say how pleased I am to be home again, and how grateful for the kindly welcome of my many friends.

The London Office, gentlemen, was opened later in 1918, and it started under the most favourable auspices, having Sir Edgar Bowring in control. It is not necessary to tell the people

of this city that Sir Edgar sets a very high standard in everything that he does, and that he adorns any position that he occupies. Since his retirement it has been my endeavour faithfully to maintain the dignity of the position, and to preserve the honour and reputation of the Dominion, at the Capital of the Empire. Each of the five self-governing Dominions has its High Commissioner, and only recently another was added—the High Commissioner for the Free State of Ireland. The Office is, therefore, part of the Constitution of the British Empire, just as much a part of the Constitution as any other department in the State.

The work that we do in London is very varied; our office there is a very busy one, so much so that this is the first time in five and a half years that I have been able to get away for more than a few days at a time. Besides a mass of correspondence we have a large number of people to interview, people who want to know about our resources in minerals, forests, fisheries, and about sport in the interior. We write articles for newspapers, and give interviews to the press; we distribute booklets and other literature to the schools of the United Kingdom, and to people who are interested in the Colony. In short, we do everything in our power, by thought, word and deed, to advance the interests of Newfoundland and to bring into prominence her attractions and her potential commercial wealth.

The doors of the High Commissioner's Office are wide open to Newfoundlanders, and I think it has been a great convenience to visitors in London. During the lean years of unemployment following the war, our office assisted two hundred distressed

seamen. In some cases it meant finding them passages home; in others it consisted in finding them employment. Every year we purchase stores for some of the Government Departments (and this is a branch that is capable of considerable extension), such as potatoes and fertilizers, silver plate and bisulphate as awards to seamen, fittings for the hospitals and equipment for the local brigades.

The London Agents for Newfoundland shippers use the office freely in cases where the interests of their principals are concerned, for instance where a cargo has been wrongly seized at some foreign port—our Office immediately makes representations and the situation is relieved.

In the year 1916 the High Commissioner was able to get some advantage in disposing of a cargo of fish to the Roumanian Government, shipped by the S.S. Bakosoni. It is true we only got bonds in payment but had this sale not been made it would have meant a dead loss of over a million dollars to the shippers of this country.

On another occasion a crisis was reached in the salt market; a grave shortage of salt looked like impending the fishery. The London Office set to work on receipt of a cable from St. John's, and within a few days a cargo of salt by the steamer Iris, was on the high seas bound for this country.

In the course of our work we have endeavoured to make some useful additions to the Museum by supplying war trophies and the historic flags of the Newfoundland Fencibles.

We wrote and issued an illustrated booklet from the Office without expense to the Government, and have distributed many thousands of copies. Claims by and against Germany and other enemy countries are received at the London Office; which has also assisted in a variety of ways in the preparation of our case over the Labrador Boundary.

In the way of shipping we have tried to be of service to the Colony, whether by the purchase of Admiralty steamers, or by interesting travel owners in the Bank fishery, or by arranging with the Cunard Company for the mammoth liner Caronia to divert her course and land Field Marshal Haig in this city.

The High Commissioner has a variety of other duties, but I would only weary you if I referred to them at length—duties such as obtaining passports and facilitating travellers, advising about the statute laws of the Colony, repatriating shipwrecked crews, attending meetings of all kinds of committees, the Navy League, and such like; supervising the Colony's participation at Exhibitions like the Empire Exhibition of 1922 and the Advertising Exhibition a year later; he has to attend meetings and public functions of all kinds, and to speak whenever opportunity offers about Newfoundland, and thereby arouse people's interest in the Colony.

The recent important investigation into the Cod Liver Oil industry's origin at the Cod Liver Oil Industry's Office, and I think I am right in saying that it is impossible to estimate the value of that investigation to the future trade of the Country. The Office has assisted in securing Agencies for business men in Newfoundland and by introducing Newfoundlanders to British capitalists, and can do a great deal more in that direction. The Office is used by business people in England as a place of reference, where they can apply for valuable information on matters of business. We can often assist in the settlement of disputed claims and all that kind of thing.

The introduction of British capital into this country is one of the main objects of our attention, and this is a branch which should be increasingly active in the future when the effect of the past years of post-war depression has died away. During the past few months we have been busy interesting a large financial group in the possibility of developing a port on the South Coast of the Island, and success has attained our efforts to the extent that a local examination is now being made, and the proposal, if found practicable, has every chance of materializing. At any rate no stone has been left unturned, so far as the High Commissioner's Office is concerned, to bring about the consummation of this admittedly desirable project.

I have made no mention of the Pension Department in the London Office, although the work in this branch is very considerable. We have nearly one hundred pensioners; widows and dependents, and disabled ex-Servicemen, for whom medical boards have to be arranged and pensions paid each month. Hospital treatment in some cases has to be arranged at various times.

We have had the handling of medals for ex-Servicemen, and have collected \$30,000 in Prize Money for Naval Reserve Banks and Ratings. The share of the Royal Nfld. Regt. in canteen profits, (about \$15,000), has also passed through our hands; and we have collected from the Imperial Government on account of Naval and Forestry Pensions nearly \$200,000. Forestry Corps clothing allowances, and gratifications pay, which has been collected by our Office from the Imperial Government, has amounted to about \$100,000.

I have said this brief survey of our work made from memory will convince you that the High Commissioner's



Office is a live concern! that it is a powerful institution, for that is what it is intended to be. In saying that no personal allusion is made; the object of the Empire Constitution is that each Dominion High Commissioner shall be a powerful agent for the State he represents, and the British Government's constitution with the Dominions has given the High Commissioners an established place in the formal table of precedents.

It may interest you to know that the Newfoundland Office in London is run cheaper than any other Dominion or Colonial Agency. While we have the status of a Dominion to maintain, a status identical with that of Canada, the Commonwealth of Australia, and the Union of South Africa, we spend less, and considerably less, than the office of the Province of Nova Scotia, or any other Canadian Province.

With your co-operation, gentlemen, I think we can get things done, and I hope you will assist and encourage me. The object closest to my heart is the advancement of the interests of Newfoundland and Newfoundlanders.

I must say a word or two about the staff at 55 Victoria Street, who have assisted me so faithfully and so well in carrying out the work of the Department. Mr. Hutchings and Mr. Piggett are great workers for the Colony. No one could have more loyal associates; and the same applies to Miss Thunder and Sgt. Major Segers. Thank goodness they haven't yet formed themselves into a Union and demanded an eight hour day. They all work their level best, not so much for the reward as, because

"The game is more than the players and the ship is more than the crew."

BRITISH EMPIRE EXHIBITION.

Before I sit down I should like to say a few words about the Exhibition as a matter of fact I don't think we would have had a place at Wembley all had it not been for the Office.

In London I had the pleasure of working with a strong advisory committee who were unstinting in their energies to make our display a success. It is admitted, I think, that the Newfoundland Pavilion is quite attractive and is now under the capable management of Mr. D. J. Davies, who is working in his efforts to get results. He is assisted by Mr. R. C. Robinson, a great friend of Newfoundland, who does great work for the Colony without any thought of reward.

I don't know what you gentlemen think but I regard the British Empire as the greatest creation in the history of mankind, and the Exhibition is a faithful replica of that wonderful creation. The record attendance at Wembley so far as our Pavilion is concerned bears I left was \$21,000 people on Whit Monday. On that day, as many as 70 people per minute were counted passing through, and in a fortnight a number equal to the population of Newfoundland passes in and out of our building.

A large number of enquiries have been received regarding many of our products. Special interest has been shown in our tinned and carton fish products, and it is quite possible that a trade in these can be developed with the United Kingdom. Messrs. Brand & Co., Ltd., of London, the manufacturers of the famous "Brand's Essence" and "A.I. Sauce," were asked by me to criticize our Exhibits of foodstuffs, which they have done in the following letter:—

Brand & Co., Ltd., Mayfair Works, Vauxhall, South Lambeth Road, S.W. 8, 13th June, 1924.

Captain Victor Gordon, High Commissioner for Nfld., 55 Victoria Street, S.W. 1.

Dear Sir:—I would like to express my appreciation of the courtesy of your interview, and for the interesting information you were able to impart with reference to the possibilities of development in Newfoundland products.

Our Personal Guarantee to All Skin Sufferers

You have our absolute guarantee of relief from the first bottle of D. D. D.

Your money will be returned without a word if you do not feel better after the first bottle of D. D. D. is used.

We have watched the action of this standard medical discovery as the skin sets in standard of cure and we know, and if you do not feel better after the first bottle of D. D. D. is used, we will refund your money, and if you do not feel better after the first bottle of D. D. D. is used, we will refund your money.

We have many friends of more than one family recommending D. D. D. to a skin sufferer here and there, and we want you to try it too. Try D. D. D. today.

ALL DRUGGISTS.

As you are well aware, it is always our endeavour to foster and assist Empire Trade whenever possible, and it was with that end in view that I was desirous of seeing samples. The following samples reached me, and have been carefully tasted:—

Flaked Codfish in Cardboard Cartons.

Bonitos Codfish in Cartons.

Cods' Roe in Glasses.

Cods' Tongues in Glasses.

Selected Codfish in Glasses.

May I be permitted to observe, in the first instance, that the packages do not do justice to the contents. The British public have been educated to a high standard of expectation with regard to foodstuffs. Everything must first appeal to the eye, and even the choicest products stand no chance of successful marketing unless first the palate is reached "Through the Eye." The labels on the above products are very crude, and we could not offer such packages to any of our customers who are First Class Food Purveyors.

As far as the packing of Cods' Tongues are concerned, the appearance is extremely bad, and unless some better method of packing can be found, I would recommend that this line be dropped. The Cods' Roe should be a very saleable article, but should be in smaller containers, say a maximum of 10-oz. glasses. Provided that these bear very attractive labels, there should certainly be a market in this country for this line.

CODFISH IN GLASS.—This does not appear to me to be a very interesting problem, except for Hotel and Restaurant use, where they would use it for the preparation of Fish Cakes.

CARTONS OF BONITOS CODFISH IN CARDBOARD CARTONS.—This appears an excellent line, and providing that the cartons are of stouter cardboard, I would suggest that a very good market for it could be found in Ireland, and in centres where there was a large Catholic population.

FLAKED CODFISH.—We have had a great deal of experience in the handling of a similar product, i.e., "MARVIS" FLAKED FISH. Although our Representatives have endeavoured to introduce this, not only in England, but in most parts of the world, they had very unsatisfactory experiences. We cannot afford to overlook what seems to be an innate prejudice against the minds of British consumers against "Flaked" Meat Products. Despite the most emphatic guarantees they still feel that some adulteration must take place, or that some preservative is added, hence their reluctance to try such products as FLAKED CODFISH, which, of course, we recognize as perfectly genuine, and of great food value.

Our experience is that the public are becoming increasingly particular (and for this we are thankful) in the purchase of canned, cartoned, and glass packed foods. The English people have for some time been conducting Pure Food Campaigns, which have intensified their keenness for attractive-looking and guaranteed pure products. May we suggest that among the most successful firms who are marketing foods which need careful preparation and preservation are:—

The Beech-Nut Packing Co., Canajoharie, New York, U.S.A.

and if some of the Newfoundland packers would familiarize themselves with the high standard of packing adopted by this and other American firms, the world stand a better chance of developing business in the United Kingdom market.

May I take the liberty of expressing renewed good wishes for the development of Newfoundland industries, and our readiness to do anything in our power to assist the marketing of them in this country. With compliments, I remain,

Yours faithfully,

BRAND & CO., LTD. (Sgd.) G. J. Brady.

The Exhibit of EEL GRASS has proved of great interest to both Matress and Cushion Manufacturers. This may prove a new and profitable industry for Newfoundland. What is required at the present time are approximate figures for the cost of collecting and drying and freight to Liverpool or London. The market price of this commodity varies from \$7.00 to \$25.00 per ton in London.

FORESTS.—There are many enquiries of a general nature in connection with our forests. We are now in touch with a firm of timber importers here who appear to be very anxious to start a pulp and paper mill in our country. They are Messrs. Bishop, Campbell & Miller, Ltd., of 60 Queen Victoria Street, London, E.C.

Our timber exhibits are most attractive to capitalists connected with the pulp and paper industry.

DRESSED SKINS.—These and the great variety of articles manufactured from them are attracting very considerable attention from the public. The names of the firms who have sent us these goods are prominently displayed in glass cases and the public are informed that articles such as these shown can be bought at Harrod Stores, London.

INTERNATIONAL GREFELL ASSOCIATION.—The exhibits of this Association are worthy of the space given to them.

KNITTED GOODS.—The knitted goods of the Newfoundland Outport Nursing and Industrial Association are most attractively displayed—thanks to the efforts of Miss May Purvis—and it will be a very easy matter to find a ready sale for these articles later on. Our Newfoundland

Dog is one of the pets of Wembley. The Cod Liver Oil Exhibit has captured the interest of visitors and there is every reason to hope that business of a substantial nature will result.

Thank you very much, Gentlemen, for your kind and courteous attention.

High Commissioner Gordon was extended a very hearty vote of thanks for his instructive address.

MINARD'S LINIMENT FOR DISTEMPERS.

Among the guests were Hon. W. J. Higgins, Hon. W. R. Warren, Sir T. McGrath, Dr. Robinson, Hon. J. R. Bennett, Mr. J. R. Baird, Mr. W. Edgar, Mr. T. A. MacNab, Dr. Hogan, Rotarians Hugh Gillis and Fred Bond, of Halifax.

High Commissioner Gordon was extended a very hearty vote of thanks for his instructive address.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

Cleaner skin-- easier digestion-- regular elimination-- these can be yours!

The example illustrated here is typical of thousands of similar tributes to Fleischmann's Yeast.

There is nothing mysterious about its action. It is not a "cure-all," not a medicine in any sense. But when the body is choked with the poisons of constipation—or when its vitality is low, so that the skin, stomach and general health are affected—this simple, natural food achieves literally amazing results.

Concentrated in every cake of Fleischmann's Yeast are millions of tiny yeast-plants, alive and active. At once they go to work—invigorating the whole system, clearing the skin, aiding digestion, strengthening the intestinal muscles and making them healthy and active.

Dissolve one cake in a glass of water (Just hot enough to drink).

Fleischmann's Yeast comes only in the tin foil package—it cannot be purchased in tablet form. All grocers have it. Start eating it today! A few days' supply will keep fresh in your ice box as well as in the grocery's.

—before breakfast and at bedtime, Fleischmann's Yeast—when taken this way, is especially effective in overcoming or preventing constipation.

Or eat 2 or 3 cakes a day—spread on bread or crackers—dissolved in fruit juice or milk—or eat it plain. Write us for further information or let us send you a free copy of our latest booklet on Yeast for Health. Address: The Fleischmann Company, 201 Duckworth Street, St. John's, N.F.

FLEISCHMANN'S YEAST IS MADE IN CANADA



"I watched her crumble the crisp cake into the milk. We drifted into conversation. She sang of the magic of Fleischmann's Yeast. Many months before, her doctor had recommended it and she confessed she owed the clearness of her complexion to its use."

"I was persuaded to try the yeast in milk, and prepared to swallow an obnoxious dose. I was pleasantly surprised. It proved a delightfully palatable drink."

"Fleischmann's Yeast waged a successful battle against the canker sores, dried up the existing ones and cured the stomach condition which was causing them. I faced my winter's work with enthusiasm, and came through triumphant."

(Extract from a letter of Miss Grace S. Baumann, of Philadelphia.)

FLEISCHMANN'S YEAST IS MADE IN CANADA

SEE THESE SUITS

We Have Just Opened

Made in England of good quality All Wool Tweeds, in mid grey shades.

Well Tailored, Stylish, good looking, just the wear about suit you need.

17.50, 19.50, 25.00

BATHING SUITS

assorted colors

Children's, 90c; Misses', 1.20; Ladies', 1.50 & 1.85; Men's, 1.75

Bathing Caps 17c, 35c, 55c

Beautiful Silk Hosiery

in Sand, Putty, Grey, Brown, White, Black

80c, 90c, 1.10, 1.20, 1.40

STEER'S, LIMITED

July 12, 1924

Among the guests were Hon. W. J. Higgins, Hon. W. R. Warren, Sir T. McGrath, Dr. Robinson, Hon. J. R. Bennett, Mr. J. R. Baird, Mr. W. Edgar, Mr. T. A. MacNab, Dr. Hogan, Rotarians Hugh Gillis and Fred Bond, of Halifax.

High Commissioner Gordon was extended a very hearty vote of thanks for his instructive address.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.

MINARD'S LINIMENT FOR DISTEMPERS.



A POET'S PRAISE

of the fairest women rarely lacks a tribute to the exquisite loveliness of her complexion. Not only poets, but all men admire beauty and know that a woman's greatest charm lies in the fine creamy texture and delicate glowing colour of a beautiful skin. You too, may possess a lovely complexion by using

Pompeian Day Cream Beauty Powder 810.00

First, a dab of POMPEIAN DAY CREAM (vanishing) to make the skin smoother and softer and to hold the powder; then apply POMPEIAN BEAUTY POWDER in the shade best suited to your type. If you need a little extra colouring a touch of POMPEIAN BLOOM will give the desired natural effect. Lightly dust over all the exquisitely perfumed Beauty Powder. The result is incomparable.

POMPEIAN COMPANY CLEVELAND, OHIO, U.S.A. HAROLD F. RITCHIE COMPANY, LTD. Wholesale Agents: Toronto.



"The Hotter the Road, The Tighter it Holds!"

"DANDEE" Tube Patches

The strongest patch in the world, and guaranteed to give entire satisfaction to the user.

We have them in small and medium size tubes

at

50c & \$1.00 each

Martin-Royal Stores

Hdw. Co., Ltd.

P.O. Box 696 Phone 591

July 12, 1924