

Trade With Brazil.

Newfoundland's Opportunity Never Better.

(By F. SHORTIS)

One of Britain's most prominent business journals, the "Empire" published in London (April), there is an excellent article about the Exhibition to be held in Rio de Janeiro, Brazil, in September of this year. The position of the British pavilion occupied by the journal produces a drawing of the building is not yet completed, and is to be a permanent one, and is to be a permanent memorial of the occasion, from the people of England, and a token of the warm interest which the British Empire will be opening up to the South American continent. This grand opportunity to our trade should be availed of by the Brazilian authorities that opportunity will be given to all who desire to extend their business relations in that country.

COMPETITORS TAKE MARKET.

In my last article I showed how our exports to Brazil had fallen over One Hundred Thousand Quintals within the last few years. I proved to all that Gaspe firms which sent such large quantities of splendid quality fish to Brazil and getting such fancy prices, were receiving their whole supply from the Straits of Bell Isle. Instead of curing this fish "Hard Dried" as the Gaspe firms, our merchants have educated the fishermen to put it up "soft cure," and now they have such large quantities they cannot find markets for it. Not alone is there too much "soft cure," but the customers in the Mediterranean markets do not like this imitation Labrador cure, as it is of different quality of fish, altogether from the plump small Labrador fish caught North of the Straits of Bell Isle. At the present time the fishermen on the French Shore are selling their fish for even less than the price obtained last year. What a great benefit it would be for those fishermen if they cured one hundred thousand quintals of this fish "hard cure" like they did formerly for the Brazilian market and get Eight Dollars, or double their price last year. It would mean over Four Hundred Thousand Dollars more money in their pockets than if they continued their present mode of operations. Why do not our merchants encourage them to do this, and if necessary put up Fish Dryers to make this fish "hard cure," suitable for Brazil like they do in Halifax? I am drawing my conclusions by comparing our conditions of former years with what should be evident to everyone to-day. Let any person who questions my statements about European conditions read thoughtfully the numerous telegrams that have appeared in our daily papers during the past month from the Economic Conference still going on at Genoa.

EUROPEAN CONDITIONS.

The conditions in Europe are deplorable and there can be no hope for some years to come. The price of fish must be still lower this year as the Mediterranean countries are all preparing mackerel cheaper than our fish. The only hope in Europe, as Lloyd George clearly points out, is to get the rates of Money Exchange with the different countries reduced, but until these countries can produce more goods and food than

our fish business and show how we will benefit by trade with Brazil. Our whole attention has been given, in recent years, to supply the Mediterranean markets with fish. During the war they were ready to pay almost any price we wished to ask them, as they were starving and required food. Our competitors were practically ruined, as they could not have free navigation, owing to the German submarines. By utilizing our splendid fleet of sailing vessels and building more, as occasion required, we managed to run the blockade of the German coast, and the sea, and market all our fish to very good advantage to all concerned, and there is an end to everything. Now that the war is over, as they are still forcing far more fish on those countries than they require. The result is that prices are going from bad to worse, especially in "soft cure" codfish. Last year we witnessed our splendid Labrador codfish selling for Four Dollars per quintal, while Hard Dried Shore fish was worth Eight Dollars per quintal. It certainly looks as if this is going to happen again this year. Our fishermen must change their hand and put up larger quantities of Hard Dried Shore Fish.

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PAGE'S TALCUM POWDERS.
Page's large tin High Grade Talcum, Wistaria, Violet, Rose, Lilac and Corylopsis, the tin 25c.
Page's Super Talcum; Lullaby and Peter Pan, the tin 35c.

ERASMIC GOODS.

Erasmic Toilet Soap, fragrant; cake 16c.
Erasmic Talcum Powders; Heliotrope, Lilac, Rose, Magnet, Herb and Carnation, the tin 35c.

VINOLIA PRODUCTS.

Vinolia Shaving Sticks, large 90c.
Vinolia Powder, for the nursery; pack 5c.

AIR FLOAT PRODUCTS.

Air Float Cold Cream, delightful; pot 25c.
Air Float Cold Cream in tubes 20c.
Air Float Vanishing Cream, in tubes 20c.
Air Float Face Powder, Pink 20c.
Air Float Baby Talcum Powder 19c.
Air Float Fragrance Talcum Powder 19c.

HUDNUT'S

Hudnut's Dentalux Tooth Paste 25c.
Hudnut's Violet Sec Vanishing Cream 25c.
Hudnut's Talcum Powders; Sweet Orchard, Royal Nuttine, Violet Sec, Gardenia and Yankel-Glow-er, the tin 39c.

BABCOCK'S TALCUM POWDERS.

Babcock's Violet Elites, Cut Roses, Corylopsis, the tin 35c.

WILLIAMS'

Williams' Dental Cream tube 25c.
Williams' Talcum Powders; Rose, Rhush Amadi, Violet, Nuttine, English Lilac and Carnation 35c.

MENNEN'S.

Mennen's Shaving Cream, ideal 25c.
Mennen's Dental Cream, efficient 25c.

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COLGATE'S REPUTABLE PRODUCTS.

COLGATE'S PERFUMES in all the most popular odours, 15c, 25c, 30c, 50c, \$1.20, \$1.50, \$2.00, \$2.50 bottle.
COLGATE'S TOILET WATER—Very refreshing; try it 15c bottle.
COLGATE'S WEEK-END PACKAGE—Complimentary and very handy, each 75c.

ROYAL VINOLIA PERFUMES.

Distinctly Superior... \$1.20, \$1.50, \$1.00, \$3.00
MARY GARDEN PERFUMES—Universally known for their general excellence, the bottle 35c, 50c & \$2.50
MARY GARDEN VANTY CASES... 90c.
MARY GARDEN FACE POWDER... 45c, 60c & 65c.

In the SHOWROOM

HUDNUT'S TOILET ACCESSORIES.

Delightful Perfumes, bottle... \$1.20
Fragrant Talcum Powders... 85c, 60c, 55c & \$1.00 bottle
Hudnut's Tooth Paste in tubes... 40c.
Hudnut's Cold Cream... 85c.
Hudnut's Vanishing Cream... 85c.
Hudnut's Skin Sachet, bottle... \$1.20
Hudnut's Toilet Water, bottle... \$1.60
Hudnut's Bath Salts, bottle... \$1.20
Compact Rouge Vanity Cases... 60c & \$1.00
Almond Meal, for the hands, tin... 85c.
Bandoline, for the hair, bottle... 40c.
COMBINATION SETS—Containing Toilet Water, Talcum Powder and Soap, 2 set complete... \$2.40
HUDNUT'S HIGH GRADE TOILET SOAP—The cake... 25c, & 85c.

On Our Smallware Tables:

ARMOUR'S REQUISITES.
Armour's Shaving Sticks, each 20c.
Armour's Bath Soaps, assorted odors; large 17c.
Armour's Toilet Soaps, large assortment; 2 cakes for 15c.

CUTICURA.

Cuticura Talcum Powder, large tin 25c.
Cuticura Ointment, the tin 25c.
Cuticura Toilet Soap, Medicinal 25c.

TAYLOR'S PRODUCTS.

Taylor's Shaving Cream, generous size 25c.
Taylor's Infants' Delight Soap, cake 15c & 20c.
Taylor's Talcum Powders in Jap Lily, Infants' Delight, Blue Bird, Valley Violet & Rose, tin 35c.

KIRK'S REQUISITES.

Kirk's Jap Rose Talcum, the tin 25c.
Kirk's Jap Rose Toilet and Bath Soap 19c.
Kirk's Olive Toilet Soap 17c.
Kirk's Cocoa Castle Soap 19c.
Kirk's Jap Rose Cold Cream 19c.
Kirk's Jap Rose Vanishing Cream 27c.

COLGATE'S.

Colgate's Ribbon Dental Cream 15c & 27c.
Colgate's Shaving Sticks, two sizes 15c & 20c.
Colgate's Pure Glycerine, 2 oz. size 25c.
Colgate's Talcum Powders in many odours: Dactylis, La France Rose, Cashmere Bouquet, Eclat and Baby Talc, the tin 35c.

OTHER TALCUM POWDERS.

Violet Talcum Powder for baby, tin 12c.
Coner De Talc, uncoloured, very fine 15c.
Arbutus Talcum, large 12 oz. tin 15c.
Fleur de Glorie Talcum, choice 19c.
Dank's Carnation Talcum, borated 15c.
Yugan Corylopsis Talcum Powder 15c.
Lever's English Glycerine, 1 oz. size 19c.
Marvella Face Powder, fine 17c.
Carbolic Tooth Powder 8c.
Gloria Tooth Powder 8c.

In the SHOWROOM

JAP ROSE Assortments.

Jap Rose Perfumes, high grade and highly recommended; beautifully bottled, \$2.00, \$3.00 & \$5.00
Jap Rose Face Powder... 65c.
Jap Rose Sachet Powder... 70c.
Jap Rose Vanishing Cream... 37c.
Jap Rose Cold Cream... 37c.
Jap Rose Toilet Water... 90c & \$1.50
Jap Rose Liquid Shampoo, bottle... \$1.20
LUXOR SMELLING SALTS, reviving... 70c.
LUXOR WEEK-END PACKETS, replet... 75c.
BABCOCK'S PERFUMES—The bottle... \$1.00
BABCOCK'S BEST TALCUM POWDER—in glass bottles... 35c.
SPENCER PERFUMES... 15c & 20c bottle.

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Toilet Soaps
Coaline Soap, large cakes, 2 for 15c.
Sweet Pea Soap, fragrant, 2 for 15c.
Jasmine Soap, excellent, 2 for 15c.
Coronation Soap, 2 for 15c.
Tar Soap, Armour's quality, 2 for 15c.
Herb Toilet Soap, perfumed 16c.
Armour's Bath Tablet 17c.
Velvet Skin Soap, popular 17c.
Palm Olive Soap, cake 17c.
Kirk Olive Soap, cake 15c.
Jap Rose Toilet Soap 19c.
Sapona Carrara Soap, with cloth 25c.



Toilet Soaps
Pears Unscented Soap, cake 25c.
Ivory Soap, a pure soap 25c.
Buttermilk Toilet Soaps, 2 for 25c.
Kirk's Castle Soap, large cake 10c.
Almond and Cocoa Oil Soaps 10c.
Cucumber and Olive Oil Soaps, 2 for 12c.
Oatmeal and Lettuce Soap, 2 for 12c.
White Rose Toilet Soaps, 2 for 12c.
Old Brown Windsor Soap, 2 for 12c.
Lilac Bath Soap, 2 for 12c.
Meadow Sweet Toilet Soaps, 2 for 12c.

their own population requires, there can be no reduction in the balance of trade against them—therefore these hopes will be realized very slowly. In conclusion let us look to Brazil and not alone take advantage of opportunities when they occur to push our trade, but lay our plans to give them even larger quantities of our fish than we have done in recent years. Now is the time to make these preparations while our fishermen are starting their summer's work. Depending upon our competitors in Norway and Iceland are preparing for this Brazilian Exhibition, and unless we make preparations now, we will permit them to get a great advantage over us. Unless we show the Brazilian authorities that we take an interest in their affairs we shall be rated as a "back number," and there will be no use for us to look for any concessions in trade with that country for years to come. Let us get into this Exhibition enthusiastically and show Brazil that we are a live country and determined to increase our business with them. I am sure when we look at this in the proper light, we shall readily perceive that we cannot afford to take a back seat when our best customer is celebrating the Centenary Anniversary of their Independence.

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Child's Pleading Saves Father's Life.
The pleading of a baby boy on March 26 stopped a bandit bent on murdering a victim who had shown fight. Two youths walked into a Chicago drug store. Thomas Newman, proprietor, was serving Thomas Murphy, who, with his little son, had entered a moment before. The bandit demanded that Newman and Murphy "stick 'em up," Newman complied, but Murphy showed fight. One bandit slugged him. The other's finger tightened on the trigger of his automatic. Just then the baby ran up to him and tugged at his coat. "Don't shoot daddy, please, don't," he pleaded. The bandit looked down at the baby. "All right, sonny, I won't," he said. Murphy handed over \$75. The bandit then took pints of whiskey, a quantity of narcotics, and all the cash from the register. They escaped in an automobile.

A River's Eccentricities.
The Colville, the largest river in Alaska, emptying into the Arctic Ocean, for much of its course lies higher than one side of its own valley, and is gradually sliding down hill, writes Robert F. Wilson. The river flows north parallel to an eastern range of hills and actually parades up the slope of the hills, so that if the stream's western bank were cut, the water would abandon the present bed and flow down into the bottom of the valley. The western side of the river is deep, where the current is eating into the bank year after year, but the eastern side, shallow, cut into a broad, stony beach, which shows by its great width how far the river has already travelled sideways. The explanation of the Colville's eccentric conduct is that after it formed its bed and valley, as a normally behaved river does, there was a later contortion of the earth's crust, lifting the stream bodily part way up the side of the slope. Ever since then the river has been trying to get down to its old level again.

July 22nd 1921
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