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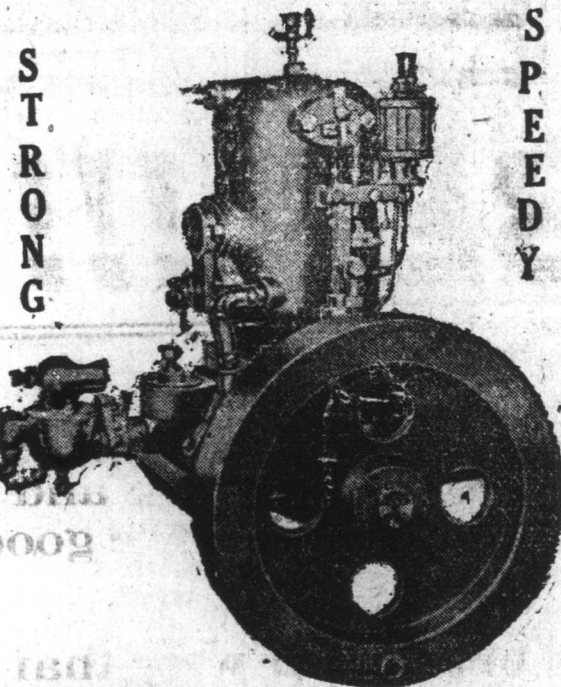
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Newfoundland at Wembley

In a conversation with Mr. Peter Cowan who was at Wembley during the past season and had a sales counter in the Newfoundland Pavilion, a Telegram representative was given the following particulars in connection with our Exhibition.

From the opening day May 9th, until the Exhibition was closed by the Duke of York on Oct. 31st, at the Exhibition boosting Newfoundland at my own expense was quite an experience.

In April I applied to the Committee for the use of the Sales Counter there, and offered to assist Mr. Davies in the running of the Newfoundland Exhibition.

Having visited Wembley in 1924 and listened to persons who never saw Newfoundland, describe the products, climate etc., I decided that if the Exhibition was continued in 1925 that some Newfoundlanders should be there to give information.

When the Queen, Duke and Duchess of York, members of Parliament and other important persons visited the Pavilion, Mr. Davies was "the right man in the right place." All inquiries in connection with minerals or Pulp were referred to him. As Exhibition Commissioner he had plenty to do, and often had to leave the Pavilion during the busiest time to attend a meeting in London or elsewhere. Newfoundlanders or friends of Newfoundland would naturally want to see the Commissioner, and he was not expected, nor could he find time to show people round and explain the various Exhibits to inquisitive visitors.

The St. John's Committee thought the people of England would resent any interference on the part of the staff, and at first turned down my offer, but later decided to accept.

On the opening day the Sales Counter was forgotten and groups of visitors were taken round the building. I explained how the fish is caught, cured, shipped and cooked, and each exhibit was taken in turn. When the visitors reached the door they passed out after thanking me for taking such an interest, and several times some of them returned with friends, and asked me to deliver "the lecture" again. Groups of school children visited the Pavilion and while I explained how Seal Oil and Cod Liver Oil was made, and showed the different articles made from Seal Skins, etc., the paper making industry, Eel grass and other exhibits, the children took notes, and left the building prepared to write a good composition on Newfoundland, each one feeling sure of winning the prize offered by the teacher for the best Essay.

As my office hours were from 10 a.m. to 10 p.m. for the first 2 months I sent for my son George, to come over to assist me during the months of July and August.

This arrangement gave me time to attend to private business, and a chance to interview visitors who called and were eager for information about Britain's Oldest Colony.

I was proud to be able to say that I am a native of this Country, especially when the visitors would ask if we had any natives over from Newfoundland.

They expected to see a few Indian Chiefs there, and were a bit disappointed when they found their education was sadly neglected as far as Newfoundland is concerned.

As the visitors passed round the building they saw on one side a large model of Corner Brook Paper Mills, Grand Lake with its concrete Dam, which raised the Lake 31 feet. The Canals, Flume, Power House and wires showed how the Electric power was transmitted to the mills at Corner Brook. The water after passing through the Power House dropped into Deer Lake and by way of the Humber down to the sea.

The logs from Grand Lake pass through the Canals down the Spillway into Deer Lake and by way of the river to the mills. The model of the mills with the steamer lying at the pier made this exhibit very attractive. As a background, a large painting of Corner Brook Mills, Hotel, Valley and hills attracted the attention of the visitors, especially those who returned from the paper mills in August, when the job was completed.

Mr. Edgar's exhibit of stamps, two cases of birds, and the models of Seal fishing steamers, by Mr. E. Maund, were next in line, and then the corner devoted to the Seal Fishery. The large painting of a Sealing steamer at the icefields filled the back of this case,



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and a group of about 20 Seals were so arranged that this case was one of our most attractive Exhibits.

The Exhibit of Grand Falls Paper Mill and the model of the A.N.D. Co's steamer "Geraldine Mary" completed one side of the building.

The case of fish was our best exhibit and Mr. Davies is to be congratulated on the way it was arranged. In this case, Trout, Salmon, Herring, Lobster, Halibut, Flat Fish and Codfish seemed lifelike, and the Caplin were nicely arranged in the centre. We understand this case will be brought to St. John's, if it can be arranged to ship it without being damaged.

Hawes & Co. relief map of the Atlantic ocean showed where, and how we ship our fish. The plaster moulds of dry Codfish looked so real that the old time Newfoundlanders who visited Wembley enquired if they could buy some.

The case of Seal Skin coats and novelties made from Seal Skin, fishing on the Grand Banks, and case of a model fishing settlement, made one side of the building very attractive.

After passing the case of fox furs was the mineral section where samples of Silver Cliff Ore, Bell Island Ore, Coal and Slate were displayed, next to the Slate House was a pile of Copper Ore and then the Sales Counter where postcards and novelties were on sale. After the first week the Sales Counter became an information bureau as well.

The centre of the building contained 6 cases of Minerals, a model of steamer Newfoundland, cases containing "Noni" goods, Riverside Mills, Eel Grass, Whale Bone, and the Newfoundland Dog Sable.

Opposite the entrance was the large case of Caribou and around each post in the building were sections of logs showing the different kind of trees we have in Newfoundland.

The Colonial Cordage Co., exhibit of Rope, helped to make the Newfoundland Exhibit at Wembley a success.

As I visited England in the interest of my firm I think it advisable not to give my opinion of the value of the Newfoundland Exhibit at Wembley, as, no doubt, Mr. Davies will make a report later on business done, or opportunities for the future.

The value of Wembley Exhibition cannot be measured in dollars and cents. It was intended as one big advertisement for Britain and her Colonies, and the result lies with the future. No one can expect to receive the benefit at once.

Over 160 thousand people visited Wembley on the closing day Oct. 31st, when the Duke of York declared the Exhibition closed and gave the sign for the flag to be lowered.

The gates were closed at 11.30, when in some buildings the staff commenced to pack their Exhibits and prepare for home, all Sunday, day and night, lorries were busy hauling the packages from the different Pavilions and on Monday morning Wembley was like a deserted city, most of the buildings must be removed within two months, but the Stadium, H. M. Government and Palaces of Industry and Engineering buildings will likely be left standing. With the exception of the above mentioned buildings the Pavilions were made of beth and plaster only, and were never intended to be permanent.

Last year the Exhibition showed a loss of about £200,000 but this has been reduced this year, by about 25%, thanks to "the Tattoo" which proved a

great attraction and helped to make the Exhibition at Wembley this year a success.

During the summer on Saturday's and holidays over 50,000 per day passed through the Newfoundland Pavilion. If it pays to advertise then Newfoundland should reap the benefit later.

Increased Activity

This week was marked by much more favourable weather for handling fish than any week in October. The high winds which raged almost continuously the past month had abated since Monday last, and the skippers of the large number of schooners, fish laden, that were three weeks waiting for civil weather to put out, were enabled to come on to St. John's.

About 45 arrived during the week, chiefly from the north side of Bonaville Bay. Nearly all had cargoes of Labrador fish, and Cod oil.

The trade on Water Street and work along the Water front increased accordingly, and there was great activity at all the wharves—taking out fish, and loading winter supplies of food, etc. The Labrador fish sold as high as \$5.45 a quintal, but the general price for cash was \$5.40. It is estimated that 20,000 quintals of Labrador and shore fish arrived here this week. The fishermen were looking for a higher price than \$5.40 cash, and the independent ones amongst them, spent a whole day in going to all the merchants' offices. In a few cases \$5.50 was paid by two exporters for a limited quantity to make up a definite shipment. It is a good thing to see that the tendency of the price is upward instead of down, and as most of the crews have more fish than they had last year per schooner, they will do very well at 5.40. The price of shore fish is keeping up even better than Labrador, and there seems from the present outlook, to be no danger of a decline in this quality. The range is from \$3.50 to \$3.50 according to quality. Cod Oil, too, is improved in price and sales were made this week at \$145.00 per tun.—Trade Review.

Women Botanical Explorers

We are constantly hearing of women who have made a great name for themselves in various branches of science, but little is ever heard of feminine triumphs in botany and natural history. Yet in many instances women have proved superior to men in these subjects.

As the result of the efforts of a woman botanist who died a few months ago the Natural History Botanical Department of the British Museum has gained many very valuable specimens from all parts of the world. This benefactor to natural science was Miss Lillian Suzette Gibbs, who during her adventurous lifetime made journeys to the unexplored parts of Fiji, Borneo, New Guinea, and Australia in search of new plant life.

Miss Gibbs went through a course of botanical study at Swanley Horticultural College and the Royal College of Science in South Kensington. In 1910 she had the honour of winning the Huxley medal for research in natural science.

A Dangerous Expedition
Her first exploration trip was to Fiji, where she climbed Mount Nadarivatu. Later she went to British North Borneo and succeeded in reaching the summit of Mount Kinabalu. This climb was a big undertaking, being 13,000ft. high and presenting many dangers of the explorer; yet Miss Gibbs succeeded where others had failed, and secured many extremely valuable plants that were quite new to science.

During her various explorations Miss Gibbs went through swamps and impenetrable forests, as well as facing the risk of being attacked by hostile natives; and there are very few male explorers who have lived a more hazardous life than this courageous woman botanist.

Very little botanical information about British Somaliland would be available to-day but for the untiring efforts of two women explorers, Miss Edith Cole and Mrs. Lot Phillips. They formed an expedition and penetrated into the widest parts of this little known region of Africa. They returned, after many exciting adventures, with about 300 species of flowering plants and ferns which they presented later to Kew Gardens.

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Exciting Adventures.

Another notable woman botanist was Miss Mary Kingsley, who was a niece of the famous novelist, Charles Kingsley. She went to West Africa, and later to the French Congo, where she explored country that was untrodden by Europeans.

After a long series of hairbreadth escapes in the forest and on the river

from cannibal tribes she managed to get back to the coast with a valuable collection of botanical specimens.

An Unknown District.

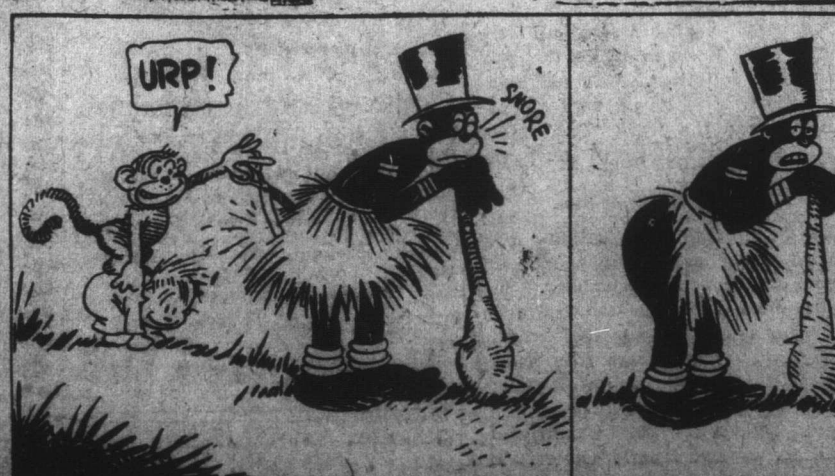
Further botanical information about Africa was obtained at a later date by Mrs. Lugard, who explored unknown Niamland. This district is for the most part uninhabitable, and it was at great risk from fever and

famine that the intrepid Mrs. Lugard carried out her investigations.

Mrs. P. A. Talbot has rendered services to botanical science by her work in South Nigeria, and one must not forget to mention Mrs. A. Broun, who discovered many formerly unknown plants during her Sudan expeditions.

SNOODLES

A PAIR OF SCISSORS IN THE HANDS OF A PAIR OF OLD CRONIES LIKE PETE THE MONK AND SNOODY CAN MAKE LIFE MISERABLE FOR A CANNIBAL TRIBE. THEY ARE CERTAINLY THE LITTLE CUT-UPS.



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