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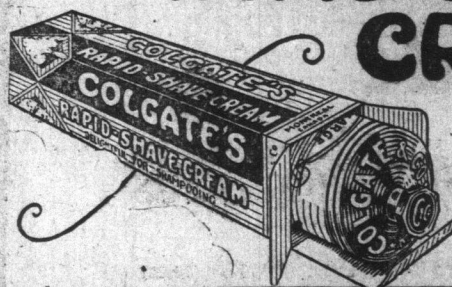
When every minute is precious—when a man must shave in quick time—

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Half an inch on the brush—an instant lather—razor glides over the face—

The after feel—so cool, smooth and refreshing.

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RAPID-SHAVE
CREAM**



COLGATE & CO.

Tourist Traffic and the Publicity Bureau

ADDRESS DELIVERED AT ROTARY CLUB BY MR. J. F. MEEHAN.

In an address delivered at the Rotary Club luncheon on Thursday, Oct. 29th, Mr. J. F. Meehan, President of the Nfld. Tourist Bureau, spoke as follows:

(Concluded.)

We have had during the past year valuable assistance from the very life organization, the Bay of Islands' Board of Trade. Fortunately for themselves, they function in a section of the country which is better equipped at the moment to take care of visitors than is the East Coast, but even there, there is room for improvement and this organization would do well to concentrate on this policy, during continually for improved conditions, more protection for game, better roads and more and improved hotels.

During this season, the Secretary, Mr. P. E. Outerbridge, was kept constantly busy replying to enquiries from prospective visitors. These enquiries came to him from many parts of the world and show that with very little effort on our part, people are finding out about us.

Outside Concerns Interested.

It is true the Transportation Com-

panies do considerable advertising, but they too have learned the lesson of caution and wisely refrain from representing conditions other than actually exist. It must be apparent to any thinking man what a marked contrast there is between the attitude of the Transportation Companies and the people of Newfoundland to the value of the Tourist Trade to Newfoundland. The Furness Withy Co., Ltd., The Red Cross Line, The Munson Line, The Farquhar Steamship Company, The Newfoundland Government Railway, and the Canadian National Railways, are all very much alive to the possibilities and having had an opportunity to discuss with their experienced representatives, the prospects for Newfoundland, we cannot help but realize how short-sighted we were not to have made some effort to prepare ourselves for what might have been ours had we the initiative to look for it. As we say having discussed the prospects with experienced representatives of the Transportation Company and having obtained their views, we emphatically share their optimism and far sightedness. They tell us without question that here is a big field, in fact a tremendous field, but suggest caution so that at no time will we exceed our preparations, assuring every visitor the attractions we promised. One very optimistic individual went so far as to outline a programme involving many thousands of dollars expenditure and in doing so

was quite confident it would net the country large returns. One suggestion of his was that the Municipality without delay acquire enough land to build an up-to-date Championship Golf Course and arrange every year between June and the end of September to have some well known professional take charge. The claim is that he will easily make his salary and expenses, and the green fees collected will easily cover cost of maintenance and allow a reasonable interest on the capital investment. We do not suggest this but mention it, only to show the confidence in the possibilities held by interested outsiders. Of course it will be understood that this scheme would need to be judiciously advertised and could not be operative for a few years, but as our whole scheme will take some five or six years to properly consummate, the longer we postpone action on these essentials the further we are from realizing the potential value of this Traffic to us as a community and to the country as a whole.

The Hotel An Essential Factor.

One very encouraging feature and one which may be termed the foundation of this whole enterprise is the Hotel now under construction. Any scheme attempted by any organization or government, no matter how aggressive, to attract Tourists, is doomed to failure, unless behind the movement is the security of modern accommodation. This has been proven time and again. Proof that good accommodation attracts must be obvious to anyone who reads the list of passengers sailing by the S.S. Newfoundland, apparently sufficiently encouraging to warrant the owners to build a sister ship and place her in the same service next season. Another very recent proof is the result of the new Admiral Beatty Hotel at St. John, N.B. To cover expenses this Hotel had to be run at 60 per cent. capacity. Since its opening in June it has been operating at close to 90 per cent. capacity and the directors have now prepared a dividend. We predict similar results for our new Hotel and sincerely commend the enterprise of the promoters and assure the shareholders and management of the new Hotel a full measure of co-operation and ask those who justify the early opinions of failure, to forget it and become boosters.

Be ashamed to admit that such a desirable project should become a white elephant. Advertise it; write to your friends about it; ask them to spread the news among their friends; business houses should include entries of it in their foreign correspondence; in fact seek any means to advertise to the world that we have a "real up-to-the-minute Hotel." Its success is your success and its failure will bring grave discredit on the citizens of the country.

Financial Assistance Necessary.

This association cannot live without financial aid. This year from subscriptions we realized \$1500.00 which was expended principally in advertising and in promotion work. Our needs this year were moderate, but we find them ever growing and this winter we propose to begin seriously to encourage local preparation. We now fairly know our needs and can discuss the prospects intelligently with any interested parties, and our knowledge and services are at their disposal. Until we see signs of public interest, we cannot of course intelligently estimate our own needs, and our campaign for next year must be moderate, based of course on our accommodation; but we do know that we, no matter how active or aggressive we may be, cannot succeed without the moral support of every individual citizen of Newfoundland. We realize perhaps that we may be considered somewhat visionary, but remember that we have carefully travelled every foot of the way. We have probed the possibilities, we have investigated the prospects and know whereof we speak. We want to convert everybody to turn the whole population into boosters, in fact each and every citizen might become a committee of one to boost the country. You have nothing to be ashamed of. You have as fine a heritage as was ever given to man if you will only realize it. Many visitors realize it and have actually told us so. They claim, many of them that part of our trouble is inferiority complex, which translated means that we think too little of our country and too much about other places. Let us get over this. Too much politics, another man told us. Politics plays no hand, act or part in this game. Government aid and support, Yes. Politics, No. Definitely No. This movement is a Newfoundland movement and should appeal to all Newfoundlanders both at home and abroad. That Newfoundlanders abroad realize its value is evidenced by the excellent work done by Mr. Victor Gordon at London, Mr. R. H. Tait and Mr. A. G. Gibb at Boston, Mr. J. M. Devine at New York, and J. W. N. Johnstone at Montreal practically without remuneration of any kind. Sooner or later offices will have to be established in these countries, and when this is done in conjunction with the preparations at this end, you can look for some very busy seasons. As we said we need support, both moral and financial. Morally in the sense that we want every able bodied person both male and female to boost for his country. Leave your hammers at home, close your eyes to the prospects of failure and hang out the welcome sign. Visitors tell us they

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Just Dip to Tint or Boil to Dye



Each 15-cent package contains directions so simple any woman can tint soft, delicate shades or dye rich, permanent colors in lingerie, silks, ribbons, skirts, waists, dresses, coats, stockings, sweaters, draperies, coverings, hangings, everything!

Buy Diamond Dyes—no other kind—and let your druggist whether the material you wish to color is wool or mixed goods.

like to meet friendly people. Talk to strangers, in fact, let everybody do anything that shows interest in this work. You will yourself be surprised at the returns.

While on this subject we want to sincerely thank the president, governors and members of the Bally Haly Golf and Country Club for the concessions granted the association this season by permitting our Secretary to issue cards to visitors. This action was much appreciated and is evidence of keen interest in fostering this enterprise.

Finally we need your support to the value of \$1.00. We want 5000 members or more in this association, at \$1.00 each per annum. Not a very great strain on anybody and an investment that is calculated to return large dividends. During our next year's activities from the first of December, we hope to enlist the active support of 5000 members. A campaign will be instituted covering the whole country and we are not anticipating failure. This money will partially enable us to carry out our publicity plans for next year, and when we can show results we feel we can count on the government for the same measure of help as was accorded us this year. The Value of the Tourist Traffic to Newfoundland.

The number of tourists, as far as it has been possible to ascertain, who visited Newfoundland during the past season was, approximately five thousand. Supporting for the sake of argument, each of these 5000 tourists spent an average of only ten dollars each while in the country, that is \$50000 coming to the trade of the country, which we would otherwise have not seen. Of course, many of the better type of tourist, especially those who come here for the fishing, spend many more dollars than ten during their visit. It is interesting to know that the Province of Quebec estimated its tourist traffic to be worth to them in solid, hard cash in 1923, thirty-six millions dollars while coming nearer home, the Province of Nova Scotia estimated its traffic as worth seven millions. Therefore, everyone who is interested in the trade of Newfoundland, be he wholesaler or retailer, should appreciate the cash value of the tourist traffic and, if not for sentimental reasons, then for business reasons encourage the aims and ambitions of the Tourist Bureau.

From now On

make it a plan to have your brakes inspected regularly. 60% of automobile accidents are due to faulty brakes—proving that few motorists have their brakes properly attended to. You can hardly expect a ragged, worn brake lining to stop your car in an emergency. Why take risks when it is so easy to have your brakes adjusted or relined with

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BRAKE LINING

You don't have to "break in" Raybestos brake lining. It grips from the start—takes hold firmly, steadily. What's more, it wears out slowly and evenly until worn thin as cardboard. It is woven solidly.

A few feet of Raybestos on your car—plus occasional inspection and adjustment—will mean that you have done your part to make motoring enjoyable and safe.

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MARSHALL'S GARAGE,
Raybestos Service Station.

bitions of the Newfoundland Tourist and Publicity Association.

The Tariff Rates.

One of the first things the management of the Tourist Bureau found they had to face was the arriving at a standard and reasonable rate for taxi hire. With this object in view, the Executive of the Association called two public meetings of taximen at which representatives of all the taxi companies doing business in the city attended as well as the owners of several independent taxicabs. These meetings resulted in the taximen forming a Committee of their own and after, we understand, several well attended meetings among themselves, they submitted a Tariff, which has already been published in the Telegram and News. This Tariff was submitted by the Taximen's Committee and was not drawn up by the Tourist Association though, in some instances, the taximen accepted certain reductions suggested by the Association.

However, it would now seem that since the Tariff was published, some of the drivers which were either present or represented at several or all of the meetings, have repudiated any connection with the Tariff and in regard to this matter, the Tourist Association is back practically to where it started. The decision on a Tariff for City taxi and cab hire is part of the duties of the Municipal Council, and this matter will now devolve upon the new Council to handle soon after it is returned to power. The only satisfactory method, of course, is to compel each taxicab owner to install a meter in his taxi and the Council then to arrange a mileage rate. Whether this is practical in this city or not we are unable to state at the moment, but it is decidedly necessary that a standard rate of fares should be established and maintained before the tourist season opens next year if it is wished to encourage people to visit us and not deter them by charging exorbitantly for driving as was a common custom in the past. On the other hand, of course, certain propaganda should be formulated to explain to tourists that they cannot be expected to be charged driving rates which are prevalent in the States and Canada in that the cost of operating an automobile in this country is very considerably higher.

We wish to place on record our thanks to the Canadian National Railway for their great kindness in placing their office at our disposal for the season free of charge, and to their representative, Mr. R. H. Webster and his assistants for their untiring efforts in our behalf. We owe them all a very deep debt of gratitude for which our sincere appreciation must be their only reward.

Just a few words to sum up. You have been told a great deal of what we have learned about Tourist Traffic, and we have a great deal more to learn yet. We have told you that the Transportation Companies have the utmost confidence in the success of the movement, how they have offered and assured us of their earnest co-operation, even the extent of sending over experienced men to assist and advise us.

We have explained why we are proceeding cautiously and why the efforts of this association must for the present at least be confined to preparing the ground locally.

We have shown you where you can help both morally and financially with positive certainty of excellent returns. We have great faith in the future of this movement, we want everyone to participate and share in its development.

Travelling is the order of the day, strange countries possess romance and appeal. Our little country has this appeal to outsiders. Therefore, we ask your help to encourage them to come. To give them facilities so as they can properly enjoy themselves while here and to send them home again happy and smiling to spread the glad news among their friends which is after all the greatest advertising any country can get.

**Harold Lloyd and
Lon Chaney at the
Nickel Monday**

AN UNEXCELLED PROGRAMME OF
FEATURES WITH FAMOUS
STARS.

The Nickel offers on Monday the most unusually interesting program presented in many seasons. The stars are Harold Lloyd and Lon Chaney. Everybody knows what to expect from Lloyd, and in his latest achievement he is even better than ever.

Lon Chaney is seen this time in "The Monster" and enacts the title role. His characterization of Dr. Zerk, the mad surgeon, is said to rival that of his Quasimodo in "The Hunchback of Notre Dame," and his clown in "He Who Gets Slapped."

Johnny Arthur, the stage comedian, is the hero; a blundering, helpless young man who aspires to become a detective and win the love of Betty Watson, the town beauty. She is also being courted by another young man, and the mysterious disappearance of the town's wealthiest citizen gives Johnny an opportunity to cover himself with glory by solving the mystery.

Gertrude Olmsted, the prize beauty of the Elk's contest, has the role of Betty Watson, the girl for whom two

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Here you will find the most warm and comfortable kind.

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The new styles show wider brims. Inspect our line.

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for men who demand distinctive apparel. Shirt patterns are distinctive this Fall.

GOLF SWEATERS
Pure Wool. The latest JAZZ colourings.

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Cream and White.
17c. each.
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The much talked about
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Full line of shades.

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for the better dressed man.

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Bright colors—still the vogue. Our assortment is complete.

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2 Collars with each Shirt.

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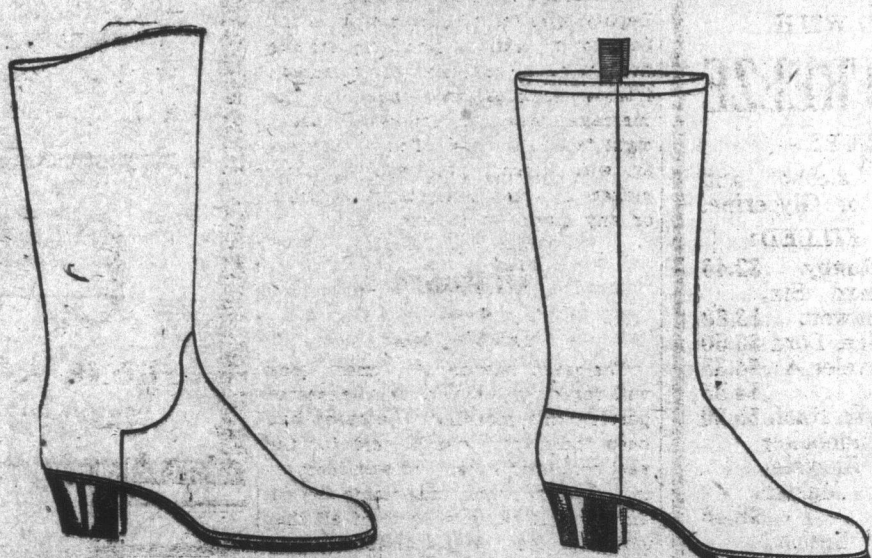
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BEST FOR COMFORT, HEALTH AND WEAR.

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F. SMALLWOOD
THE SIGN OF THE BIG BOOT.

218 & 220 Water Street, St. John's.

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young men risk dangers and the terrors of ghostly powers.

The story is Roland West's own adaptation of the stage success of Crane Wilbur, and is an unusually thrilling mystery melodrama with uncanny electrical inventions, sliding panels, steel doors, caves, dark chutes and every possible situation to make chills run up anticipatory spine. Willard Mack and Albert G. Kenyon wrote the scenario and C. Gardner Sullivan the titles, and the photography is credited to Hal Mohr. "The Monster" is a Metro-Goldwyn picture produced and directed by Roland West & Roland West Productions, Inc.

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It is not the desire of the Mutual Life to take advantage of technicalities to postpone or contest settlement of claims. The purpose of this company is to be a refuge and a comfort in time of family trouble and stress. The widowed and the fatherless receive the full benefits provided for them by Mutual policies at the earliest possible moment, and with the least possible worry.

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