

### Tourist Traffic.

The question of encouraging visitors and tourist traffic to this country is one that meets with ready consideration. For many years we have heard the many advantages and possibilities that would accrue from a spirited campaign in this direction but regretfully we affirm no outstanding efforts have been made to secure the desired result. In Canada to-day the Dominion and Provincial Governments and Municipalities are striving and working unceasingly to encourage tourist and pleasure seekers to visit their cities and provinces with the two fold purpose: first, to reap the benefit of the advertising thus secured, and secondly the high revenues and commercial gains that such traffic would in course of time ensure. Nova Scotia has recently organized a Tourist Association which

the Nova Scotians hope will have an active branch in every part of the Province. New Brunswick has had such an Association for some years. These sections of the Dominion are mindful of the fact that between forty and fifty million dollars were spent last year in Maine. Every possible attraction is held out to tourists to visit these provinces this year, and for the year coming a special campaign is in course of preparation to increase the traffic for 1924 and succeeding years. The very first essential in regard to the encouragement of tourist travel and getting the most out of it as a permanent source of revenue, is the recognition of the fact that the visitor must in all cases receive a good impression of hospitality and comfort which is more important than scenery or temperature. He may be quite willing to spend but he will look for something in the line of good accommodation and ordinary courtesy. The Association in the Canadian provinces referred to, acknowledge the importance of such; consequently the main works of these organizations is mainly confined in this direction. Throughout the year, particularly during the months of the summer season, appropriate propaganda and literature is circulated to the best advantage and with splendid results. A spirit of co-operation prevails amongst the members of these Associations, which is responsible for the improved general appearance of the communities and hotel and traffic accommodation. Behind all the advertising that may be done to attract tourists, there is a sincere desire to have them enjoy themselves as far as is constitutionally allowed. Newfoundland, because of its many attractions and geographical position,



At all Dealers.  
GERALD S. DOYLE, DISTRIBUTOR.

time and again received the favorable recognition and approval of many of the world's celebrated sportsmen and tourists. The Colony won this recognition because of its scenery and natural assets which are equalled in very few parts of the world. Newfoundland is thus properly designated "The Sportsman's Paradise," principally due to her many invaluable lakes, rivers and ideal pleasure resorts which are dear to the heart of the fisherman, hunter, and pleasure seeker. But there is one of the great needs we suffer most, the lack of accommodation, of a modern method, to meet the expected requirements of the wealthy visitor and health seeker. In many other respects we are qualified and are justified to seek a share of the advantages which certainly will be derived in this direction. At a recent meeting of the Vancouver Publicity Bureau, the reports showed a

remarkable growth in this—the new industry of the coast province. The money left in the city by tourists amounted to over twenty million dollars in one year which is in excess of the money brought in by the fishing industry which exceeded some sixteen million dollars. The fishing industry in this province is one of the oldest industries on the coast and has been a very profitable one for a generation. Some seven hundred thousand strangers to the province visited Vancouver last year. What the Canadian Provinces have done in building up tourist traffic can be to a large and even greater extent duplicated in Newfoundland. Whilst it is important for the Government to take the initial steps, it is just as important that the people should likewise get interested; particularly business men in our local Board of Trade, and other similar institutions, who stand to receive direct gains by such traffic. What is needed is a comprehensive campaign, and, in short, we will reap the benefits that are now enjoyed by countries which have not the valuable opportunities we possess.

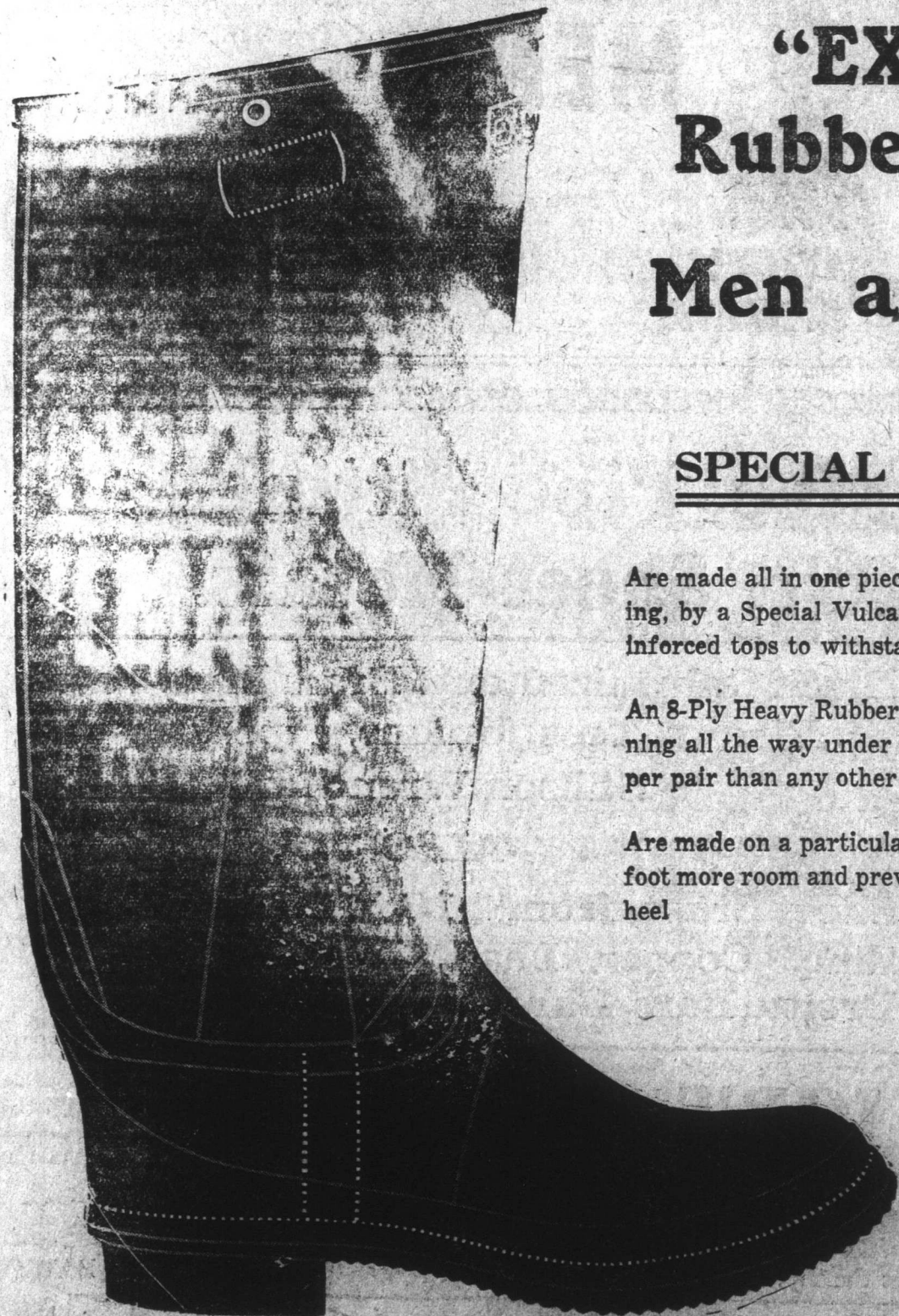
### HORSEMEN!

Minard's should be in every stable. Quickly heals Cuts and Bruises and removes Swellings.



# "EXCEL" RUBBER BOOTS!

"THE FISHERMEN'S FRIEND"



## "EXCEL" Rubber Boots for Men and Boys

### SPECIAL FEATURES:

Are made all in one piece to prevent ripping or cracking, by a Special Vulcanizing process. Specially reinforced tops to withstand chafing or cracking.

An 8-Ply Heavy Rubber Sole with extension edge, running all the way under the heel. Insures more wear per pair than any other make of Boot on the market.

Are made on a particular shape of last, which give the foot more room and prevents slipping at the instep and heel

A heavy Cloth insole made under a new process which absorbs all moisture, is nicely fitted in to add extra comfort for the wearer.

A 4-Ply Duck lining is also used, treated specially to keep the foot and leg cool during hot weather.

## Ask your Dealer for "EXCEL" BOOTS

"THE FISHERMEN'S FRIEND"

Sold by all Reliable Dealers from Coast to Coast.

Distributed by

# Parker & Monroe, Ltd.,

The Shoe Men

## --Wealth of Character--Power of Money--Which Wins?--See the NICKEL To-day

LEWIS J. SELZNICK Presents

# "CONCEIT"

By MICHAEL J. PHILLIPS.

A Story of Simplicity and Sophistication. A Vital, Complex Story which conveys in turn the languid aroma of the hot-house orchid and the pungent perfume of the pines. A Story in which the imprint of French heels and moccasins lead to a trail of adventure that will make the blood tingle with the sheer romance of it all.

—EXTRA ADDED ATTRACTIONS EXTRA—

"DAN DELMAR"

"PATHE REVIEW"

COMING:—"TURN TO THE RIGHT" metro-super special and "GRANDMA'S BOY"; HAROLD LLOYD five act comedy Special, and MAY MURRAY in "PEACOCK ALLEY" eight big reels.

### BIG AND LITTLE



The big men make a great success, achieve a wide renown; the little men, in their distress, unite to run them down. The big men's courage is sublime, they dare to take a chance; they give their energy and time to make the town advance. They have great dreams and strain and strive to make those dreams come true; and if our village seems alive, to them the praise is due. They give their substance every day to help each worthy plan; like pioneers they clear the way, they're always in the van. And as they work and plan and give, they hear the shrill trade of little men of sordid goals, of cheap and timid deeds! The little men have shriveled souls as small as mustard seeds. Because mean motives are their own, mean motives they ascribe to those who build in brick and stone, the giants of our tribe. And as the big men nobly work, discouragement is theirs; in all the shadowy small men lurk to curse the man who dares. And still the great men, since they're great, pursue their destined course, though Lilliputians at the gate may howl until they're hoarse.

### Facts.

Britain's first woman stockbroker is a lady who lives in Exeter.

The brain is the most variable in size and quality of all the parts of the human body.

To hire an artist's model for a day now costs fifteen shillings, just double the pre-war cost.

A small test balloon sent up in a gale travelled 108 miles in less than two and a half hours.

A bed-room floor, made of blue glass with a pattern in enamel, was recently exhibited in London.

The tennis-courts provided by the London County Council are used by about 60,000 people during the season.

Not one person in fifty of the present generation uses his or her brain to half its full capacity, says a famous scientist.

The type of face, known as the "adenoid" face, due to the compression of the nostrils, was unknown in prehistoric times.

Although tennis-rackets have decreased slightly in price since last year, they are still very much more costly than in pre-war days.

Two toy balloons set free in Brighton were discovered later at Cassel, having travelled the 365 miles to the German town in twelve hours.

Canals to irrigate the Plain of Jordan, round the Dead Sea, are proposed; wide areas covered with fertile soil could then be cultivated.

Mail aeroplanes, flying without pilots and controlled by an electric current, are regarded as events of the near future by French aviators.

Spain's famous bullfights are suffering from trade union strikes and "rings"; the latter are formed by the breeders to inflate the price of bulls.

A "world record" in washing dishes is claimed by a hotel employee in a Philadelphia hotel, who "washed up" for thirty-one hours without stopping.

Whalebone brushes are now being made for household use; they are resilient to the end, and push the dust before them instead of raising it in a cloud.

Gas attacks as a means for overcoming an enemy are recorded as far back as 189 B.C., when jars were filled with feathers which were set alight, the smoke being blown with bellows into the faces of the foe.

The largest towns in "East" are West Ham, with a population of 200,800; East Ham, with 143,248; Walthamstow, with 129,395; Leyton, with 128,430; Southend, with 106,919; and Ilford, with 85,194.

Wild animals have their own way of spreading news. According to Mr. Cherry Kearton, the big game hunter, even lions are susceptible to the "danger" message and have deserted many of their old haunts.

London school children, on the average, are twelve months in advance of children of the same age in New York or Paris in intelligence. The proportion of "dull" scholars in London schools is only one in every ten. Complete with operating theatre, kitchen, and saloons, a derelict hos-

## For VALUE and VARIETY in Summer Wear "COME TO MILLEY'S."

### CHILDREN'S STRAW HATS

in various Straws and shapes, Ribbon trimmed. A big selection to choose from. SEE WINDOW.

79c

### BOYS'

### Knicker Hose

with colored roll top. Just the Stocking for Boys' Holiday wear. Good and strong, yet gives the boy a neat appearance. Special JOB LOT. Pair . . . . .

75c

### CHILDREN'S SUMMER

### COATS

in beautiful shades, and in materials of good wearing. The styles are exceedingly neat. Regular price \$3.20. Your choice for only

1.98

SEE WINDOW.

MILLEY'S

June 28, th. f

ELEGANCE

### EASE



ECONOMY

The Newest Foot-fashions  
The Greatest Comfort  
The Lowest Price

Archibald Bros., Ltd.,  
Harbor Grace.

pital train in Mesopotamia now serves a native sheikh as a Turkish bath; the train cannot be moved, as it stands on a side-track which was destroyed some time ago.

Correct this sentence: "He was a healthy normal boy, but he never tried to sneak up to bed without washing his feet."

was clattering up the chairs in the lobby.

### YOU ANSWER IT!

Little Girl (as her mother overhears her furs for the winter): "Mother, what did moths eat before Adam and Eve wore clothes?"

Correspondent: Noun; singular; third person, divorce case.

### AN OLD LAY REHATCHED.

Folly, put the powder on. Also put the paint. And put a lota dog on. To look like what you ain't.

Rubber shortage in ten years—on you galoshes and non-skids!

Cuticura Soap  
Is Ideal for  
The Complexion

An auto advertisement says that automobilism makes life double. We agree with it makes many people lead a double life.

MINARD'S LINIMENT FOR DISTEMPER.