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A Wonder Tale From The Wilds

Buried Cities Thousands of Years Old Are Found

Upper Amazon Country

Moving Picture Men and Botanist Reach New York After Ten Months of Exploration—Rubber Atrocities Have Ceased — A Deadly Fly

(Canadian Press)

New York, Feb. 18—Captain J. Campbell Besley of London, Franklin B. Coates, and J. K. Holbrook, moving picture men, and J. W. Dunne, a botanist, arrived yesterday on the steamship Bryon from Barbados after ten months in the unexplored wilds of Peru, Brazil and the upper waters of the Amazon. A narrative of the trip through the last unknown country of the world, reads like a chapter from the writings of ancient explorers.

Remains of Cannibal Feast

There was at the trail of the ill-fated Comer-Seljen exploration expedition which resulted in the finding of the bones of Selpen and Patrick O'Higgins, devoured by cannibals. There was the discovery of three pre-Inca cities abandoned 10,000 or 20,000 years ago, but with evidence of marvellous architectural art still intact, wonderful campi utensils and weapons, campi being an alloy of gold and silver. There was the discovery of a city along the upper reaches of the Amazon, a city guarded by stone gates weighing thousands of tons, still standing where they had banked up the river with stone so that they could control it with fortifications rising tier on tier as modern forts rise, each communicating with the other by subterranean passages.

Between Iquito and Putumayo, Captain Besley and his companions made one discovery. The perpetration of the atrocities, in the rubber district, are no longer permissible. The tortures inflicted upon the workers in the forest are no longer allowed. Newspaper publication and subsequent investigations abroad have brought about a reform.

A Deadly Fly

In the Chanchumayo Valley in Peru, the party found Dr. Townsend og Washington studying the deadly uta fly, trying to discover an antidote for its bite. "This is the most interesting fly in the world to me," said Captain Besley, "and far more deadly than the African fly. It is very small, black and has a long proboscis. It deposits its eggs with that or its teeth, as nearly as I could discover. Whenever it bites, the parasites subsequently eat all the flesh If it bites the cheek, they eat the cheek entirely, then the chin, until death intervenes One of our party was bitten by a fly, but prompt antiseptics killed the germs.

"At Cuzsco, an old Indian said he could show us ruins older than the oldest ruins extant. The man led us to three cities buried in the matted undergrowth of centuries. The spear and the machete soon revealed portions of them. There were wonderful buildings, councils houses, dwellings, streets, forts, temples and the whole outline of a city, as nearly as we could judge, which contained a population of more than 50,000. The building material was stone and the utensils in common were a mixed gold and silver. The cities were at least 9,000 feet in altitude and they had perfect protection by reason of the stone gates which swung at the entrance to valleys. They had a method of removing stones of enormous weight, for one stone discovered weighed, as we computed, 300 tons.

The utensils discovered were those for the household, those for the chase and those for decoration. Their taste in art was all for the nude. They had no religion, so far as we could judge, but they were far advanced in other things. They utilized every foot of ground; their forts are marvels of defence and they controlled absolutely the river which ran through their valleys."

FREDERICTON NEWS

Fredericton, N. B., Feb. 18—The York and Sunbury poultry show opened here last night in the basement of the City Hall with a fair attendance. There are upwards of 700 birds on exhibition. A. D. Thomas is in charge and Seth Jones is doing the judging.

The thermometer registered eighteen below here last night.

Phelix and Pherdinand

WEATHER BULLETIN

Issued by authority of the Department of Marine and Fisheries, R. F. Stupart, director of meterological service.

Synopsis—Pressure is highest in the western provinces, while a depression appears to be forming in the southwest states. The weather in Canada is now everywhere fair and for the most part decidedly cold.

Fair and Cold.

Maritime—Fair and continued cold today and on Thursday.

New England forecasts—Unsettled tonight and Thursday, probably snow with rising temperature; light variable winds, becoming east.

Water For Higher Parts in Lancaster

Commissioner Considering Plans--Hopes To Have New System in Operation By End of This Year

A plan for supplying water to the higher levels of Lancaster heights is being considered by Commissioner Wigmore. Some of the houses in that locality and much of the land which is available for building purposes are almost on a level with the source of water supply at Spruce Lake and the pressure is not sufficient to furnish water for the houses.

Other dwellings on a slightly lower level have water installed but are deprived of their supply at times when the pressure is low. Under the plan which is now under consideration sufficient pressure will be available to supply all the houses on even the highest levels. This will be a great boon to many householders and will add to the value of building lots in the surrounding districts.

Commissioner Wigmore hopes to be able to proceed with the work this summer and to have the new system in operation by the end of the year.

Do Not Want To Go To Home

Conference at City Hall Over Matter Of Men Out of Work

The condition of the men, including some foreigners, who are in the city without work and destitute, was considered at a conference in city hall this morning between Mayor Frink and a committee from the commisisoners of the Municipal Home. The latter institution was represented by the chairman, G. A. Knodell, Commissioners M. Coll, P. Grannan, W. S. Clawson and Secretary S. M. Wetmore.

The mayor laid before the commissioners the requests made to him that some provision be made for these men and the commissioners explained that they had offered to care for all who might seek shelter in the home, but that the men under consideration had refused. It was said that most of the men were able and willing to work for their own support if work could be found and did not care to enter the home. Under the circumstances it was felt that the city was not called upon to provide other means for sheltering and feeding them as the Municipal Home was available for those in absolute destitute circumstances and there need be no danger of any of them suffering want if they wished to avail themselves of the facilities offered.

FIVE THOUSAND HIGH PRICE OF FIRST DAY

The New York Horse Auction—The Peer Killed on Way From Halifax

New York, Feb. 18—Peter Billiken, 2.10 1-4, a six-year-old stallion by Peter the great, brought $5,000, the highest price at the opening day of the mid-winter Fasig-Tipton horse auction. He was sold to a syndicate stables of Syracuse, N. Y.

Thirty-one two-year-old trotters from the L. V. Harkness Walnut Hall Farm in Kentucky brought $10,690. Seventeen of the youngsters by Moko, the sire of Tenar, 2.05 3-4; Native Belle, 2.06 1-2, and many other sensational winners, realized $5,500, an average of $823. Thirteen others by San Francisco, 2.07 1-4, an untried sire, brought $5,040, an average of $387. Prices for the Walnut Hall youngsters ranged from $129 to $1,575. Senator David Tod of Youngstown, Ohio, paid $1,575 for a Moko colt.

The Peer, 2.15 3-4 listed as the second horse in the sale, was killed on board a steamship from Halifax to New York, tossed about in a storm.

This storm also delayed the arrival of many horses consigned to the sale and caused the serious illness of another fast stallion, Binville, 2.17 1-4. Rough weather on the journey to New York from Springfield, Ohio, brought on pneumonia. He was reported to be improving last night, but he could not be sold.

Marion, the first foal of Nancy Hanks, 2.04, was among the days offerings. She is now eighteen years old.

"RITUAL" MURDER CASE EVIDENTLY COLLAPSED

St. Petersburg, Feb. 18—Pashkoff, a Jewish tailor of Fastoff, charged with the ritual murder of a boy named Yoshel, has been released on bail in consequence of the discovery of the boy alive.

A Russian peasant named Gontcharuk who also was arrested was set at liberty today.

These developments appear to dispose of the allegations of ritual murder.

TROPHY COMES TO CANADA

Best Peck of Oats Is Saskatchewan Exhibit

Dallas, Tex., Feb. 18—The $1,500 trophy for the best peck of oats, contested for at the National Corn Exposition yesterday, was won by J. C. Hill and Sons of Lloydminster, Sask., for the third consecutive time. They will offer a similar cup to be known as the Canadian trophy.

No trace has been found of a $1000 ear of corn, a famous exhibit from Minnesota, stolen on Monday night.

ALBANIANS' KING-TO-BE IS ROYALLY RECEIVED IN LONDON

London, Feb. 18—Prince William of Wied, who is to be sovereign of Albania and is making a tour of the capitals of Europe before receiving the crown, arrived in London today and was received with royal honors. He will visit the king and Sir Edward Grey.

He then will pay a similar visit to Paris to show that he is not exclusively under the influence of the triple alliance, composed of Austria-Hungary, Germany and Italy.

The local Thistles won by six goals to one in a strenuous hockey game with New Edinburgh last night.

FELLS ELDERLY PEER WITH BLOW OF WHIP

Suffragette Makes Savage Attack, Mistaking Him For Cabinet Minister

London, Feb. 18—A militant suffragette armed with a whip, savagely attacked Baron Weardale, while he was waiting today with 200 other guests for a train to Northampton, to attend the wedding of Hon. Sidney Peel and Lady Delia Spencer, daughter of Earl Spencer.

The woman apparently mistook the elderly peer for one of the cabinet ministers. Lord Weardale was walking with his wife along the platform when the woman struck him a severe blow with a powerful dog whip. He fell in a heap to the ground.

The incident caused a lively sensation among the big party of fashionable people, many of whom were members of the nobility. Lord Weardale did not suffer any serious injury. The woman was arrested.

At Clerkenwell police court the woman refused to give her name.

Lord Weardale said the woman was a stranger to him. He added as a possible explanation for the assault that he and Earl Curzon of Kedleston were joint presidents of the Anti-Suffragette Society. The prisoner wore the badge of the Woman's Social and Political Union.

WM O'BRIEN GOES BACK TO PARLIAMENT

Returned Unopposed as the Member For Cork City

Cork, Ireland, Feb. 18—William O'Brien, leader of the Independent Irish Nationalists, was re-elected unopposed today as M. P. for Cork city. He recently resigned in consequence of a speech by Augustine Roche, Nationalist member for North Louth, who declared that the independent leader had lost his hold on Cork. Mr. O'Brien accepted the implied challenge and vacated his seat, but the regular Nationalist party decided not to oppose him; John E. Redmond desiring to keep in the background as much as possible any difference between the two wings of the Nationalist party.

WAGES IN SASKATCHEWAN

From 45 to 70 Cents an Hour In The Various Trades

Moosejaw, Sask., Feb. 18—The Saskatchewan Builders' Exchange convention concluded yesterday afternoon with the election of officers. T. N. Navin of Moosejaw was elected president and Andrew Holmes of Prince Albert, the retiring president was elected honorary president.

The schedule of maximum wages an hour for various trades for the year was adopted as follows: Bricklayers, seventy cents; stone masons, seventy stone cutters, sixty-five; carpenters, fifty; electricians, fifty; painters and paper hangers, forty-five; plumbers and steam fitters, sixty.

FIRESIDE LEAGUE

The members of the Fireside League enjoyed a pleasant time at the home of G. C. Corkum in Union street last evening. Addresses of interest were given by Rev. M. F. McCutcheon, W. H. McDonald, and Mr. Mills. Musical and vocal numbers added to the pleasure, and a dainty supper was served. The next gathering will be at the home of Mr. and Mrs. Frank MacFarlane, Kennedy street.

DETAILS OF DROWNING OF MR. AND MRS. LOUIS JONES RECEIVED

Marked Tribute Paid to Them at Funeral in Santa Barbara

Further details were received by the Times today concerning the recent sad accident which happened at Santa Barbara, Cal., in which Mr. and Mrs. Louis Jones lost their lives. They had been at the Country Club for luncheon on Sunday and had left for home about three o'clock in the afternoon. Later on they left their car and started on foot. Their lantern light was last seen about six o'clock at night, and they are supposed to have drowned about 10.30 p.m.

The floods from the mountains had raised all the small streams to torrents and the small stream that cut across the rear of their place was a raging flood. Splitting above their home, it entirely wrecked the next property. The flood was the result of cloudbursts in the mountains, about a mile distant, and what was a few moments before just a tiny stream, became a roaring torrent several hundred feet wide, carrying immense treesand huge boulders, some of them weighing tons, in its path of destruction. It is thought that Mr. and Mrs. Jones, knowing that their home was in the path of the terrible flood and their children were at home, made frantic efforts to reach it, and spent hours trying to make their way.

The funeral was described as the most remarkable ever held in Santa Barbara. Every class and creed was represented, the poor rubbing elbows with the rich and both with equal grief in their hearts and with no thought of social differences or distinction. Trinity Episcopal church, where the service was held was crowded and many were compelled to remain outside. The floral offerings, banked high and ranged the entire width of the church were emblematic of the great respect in which Mr. and Mrs. Jones were held.

The Knights of Columbus of Santa Barbara Council had designed the emblem of the order, an anchor, beautifully arranged in flowers; the Elks, First National Bank, the church vestry, and many others were amongst those to send floral tributes, and the Chinese citizens had one of the most magnificent of all, a a standard with crescent and star.

Mrs. C. W. LeNoir of Halifax, sister of Mrs. Jones, has offered to care for the little family of four made orphans by the sad happening, but until the return of Mrs. Margaret Trimble, sister of Mr. Jones, to Santa Barbara, no decision in this matter had been reached. After the tragedy the little ones were cared for by Dr. and Mrs. G. de Mark who had already rescued them when their father and mother were making unavailing efforts to reach them. Mrs. Jones was Miss Elizabeth Sharp of St. John.

CITY BILLS TO GO TO THE LEGISLATURE

Two Amendments to Charter—Busy Session of Common Council

A special meeting of the common council is being held this afternoon to consider the civil bills to be presented to the legislature at the coming session.

One of the bills is for the amendment of the charter to provide for the filling of the office of commissioner should such vacancy occur within three months before a biennial election. The present law provides only that no such election need be held within that period. Another clause provides for the redistribution of the various departments allotted to each commissioner from time to time as occasion may warrant. The need of this last clause was indicated recently when the commissioner of public safety offered to give up the police department, but it was found that there was no authority for transferring it to any other commissioner.

Another bill provides for the enlargement of the powers vested in the harbor master.

The council also has before it the amended paving bill, which has not yet been voted upon.

Owing to the amount of business, as the report of the water works expert may also be taken up this afternoon, it is probable that more than one session will be required.

SENATE RESUMES BUT LITTLE TO DO

Might Have Taken Another Week as Commons Business is Not Advanced

(Special to Times)

Ottawa, Ont., Feb. 18—The senate members are back. They have been home for three weeks' holidays, while the commons was digesting legislation for the upper house to review. It was expected that on the senates return there would be a good deal of legislation ready for it, and possibly the redistribution bill. However, the senators return to find that as yet little legislation has passed the lower house, and that they might just as well have extended their holiday for another week.

The redistribution bill has not received even its second reading as yet. There have been a few important railway bills put through, but little else. For a fortnight the senate will have to busy itself with divorce cases, in order to keep warm.

HIS BIRTHDAY

Friends last evening called upon Fred C. Dunham, at his home in West St. John, to congratulate him upon his 71st birthday, and a pleasant time was spent in his honor.

SIR JAMES AND THE ACTING PREMIER BOTH WERE ABSENT

Opening of The Ontario Legislature This Afternoon—Four New Members in Places

Toronto, Feb. 18—The opening of the legislature this afternoon was, as usual, a brilliant social gathering, altogether lacking in political features aside from the formal reading of the speech from the throne by Sir J. M. Gibson, and the introduction of four new members.

The most notable feature was the absence of the premier, and the acting premier. Sir James Whitney is still under the doctor's care, and is scarcely expected ever to take part in the affairs of the legislature again, while Hon. J. J. Foy, acting premier, is taking a rest in New York. In the meantime Hon. Dr. Pyne is leading the house.

The four new members are Colin Cameron, of North Grey! George S. Henry of East York; J. R. Fallis of Peel, and John McFarlane, East Middlesex.

In the speech from the throne grateful reference was made to the abundant harvest. The return of the governor-general and the Duchess of Connaught and the latter's restoration to health also received mention. Other matters dealt with included the inter-provincial conference in Ottawa, the appointment of a commission on roads and highways, and the provisions of the dominion agricultural instruction act, under which Ontario has received, as the first installment, the sum of $195,000.

The mineral production of Ontario during the last year was declared the largest yet. The extension of industrial training and increased interest in approved agricultural methods were referred to as was the fact that through increased consumption, the Hydro-Electric Power Commission had been enabled to make a further reduction in the price of electricity. The growing financial demands of the province, it was said, called for increased expenditures from year to year. To meet these conditions a larger revenue would be necessary.

NATIVE CONVICTS IN SOUTH AFRICA IN TERRORIZING BANDS

Hold Trials and Sentence to Death—Fright Drives Blacks to Join Gangs

Capetown, Feb. 18—Astounding facts were published yesterday by the department of justice, showing that native convicts have been binding themselves together for criminal purposes. Their organizations comprise a king, a judge, a fighting general, a medical officer, warriors and younger natives.

The organizations hold trials and decree punishments, sentencing to death in some cases by stabbing with sharpened nails through the shoulders, strangling with a wet towel, or putting powdered glass in the victim's food. More usual punishments are knocking out the front teeth, especially in the case of police informers. The organizations terrorize the natives to become members of the gangs.

MURDERED IN STREET

Everett, Feb. 18—Salvatore Renzuli, aged thirty-three, who lived in South Everett, was fatally shot at a street corner not far from his home by an unidentified Italian and died at police headquarters. John Cahill was the only witness.

According to Cahill he was standing near the corner when he saw Renzuli approach the Italian from across the street. The latter asked, "Are you looking for a fight?" and immediately drew a revolver and shot at Renzuli, who dropped to the sidewalk unconscious. The Italian then turned and fled.

CATHEDRAL WEDDING

A very pretty wedding was solemnized this morning at a nuptial mass, celebrated at 8 o'clock in the Cathedral by Rev. Wm. Duke, when Miss Mabel Clara Carten was united in marriage to Frederick P. Buckley, of Sussex, K.C. The bride was very charmingly attired in white lace over white silk with veil and juliet cap. Mrs. C. Ward, sister of the groom, acted as bridesmaid, while C. Ward supported the groom. Many beautiful gifts received by the bride and groom testify to their popularity among their host of friends. After a brief boneymoon trip, Mr. and Mrs. Buckley will reside in St. John.

Financial Conditions in Saskatoon

Saskatoon, Sask., Feb. 18—Interviews with the managers of six principal local loan companies elicited the information that money was unquestionably loosening up and that the outlook is decidedly encouraging, but all agree that money will continue very scarce for purely speculative purposes. However, for strictly legitimate purposes money will be freely available.

AN INSURANCE CASE

The case of the National Life Insurance Co. vs. Jacob W. Campbell, was reviewed from the city court before His Honor Judge Forbes in chambers this morning. This was an action to recover the amount of a promissory note given in payment of a life insurance premium. The defence was that, as the policy had been cancelled, there was no risk carried, and therefore no consideration for the note. The city court jurge decided in favor of the defendant. E. C. Weyman, who appeared for the plaintiff, said that when the premium became due a note was given in payment of the same, which extended the full time given for payment, eight days. He said that this extension of time was consideration for the note, even though the policy had been cancelled subsequent to the non-payment of the premium. James E. Cowan appeared for the defendant. Judgment was reserved.

CLEAN OUT THE MAINS FIRST PART OF WORK

The Water Expert's Suggestions—City Department in Good Financial Shape

Speaking of his plans for carrying out the more pressing of Engineer Goldsmith's recommendations, Commissioner Wigmore said this morning that the work of cleaning out the twenty-four inch mains would receive first consideration. If passed by the council the cost of this work would be provided for out of maintenance, and would not be a burden upon the city.

For the renewals which will be made this year there is still a balance of $18,000 from last year's surplus available for this purpose. The work will be carried on from year to year in accordance with the engineer's recommendations until the whole system is in first class order. Owing to the excellent financial condition of the department, it will be possible to provide for most of the work indicated without recourse to the issue of bonds.

An excellent illustration of the results of this policy is found in the fact that this year the department is able to pay off a $25,000 issue of six per cent. debentures out of the surplus. The bonds represent the cost of some ancient water mains in Carleton which have since outworn their usefulness, and which have been replaced by new mains. No sinking fund had been provided for these bonds and they had been renewed twice, and but for the surplus in the water department, would have been renewed again.

QUEEN MOTHER AND PRINCESS PAY VISIT TO LONDON SLUMS

Clothing and a Shilling For The Men of the Church Army Tent

New York, Feb. 18—A Tribune London cable says:—

Queen Alexandra and Princess Victoria last evening visited the labor tent of the Church Army in a squalid thoroughfare in the Westminster slums. They inspected the various departments and to each of the 130 men of the tent Queen Alexandra gave a warm shirt, a pair of woollen socks and a shilling.

Her Majesty's parting words were: "I am glad I came. I have been most pleased with my visit; and I sincerely hope all the men will soon be in good work again.'"

ELKS HAD GREAT TIME

The members of St. John Lodge, No. 7, Canadian Benevolent Protective Order of Elks, in their handsome new quarters in Wellington row, were at home last evening to their friends amongst the fair sex, and proved most amiable and capable hosts. The affair took the form of an assembly and dance. Music was provided by Jones' orchestra. A large gathering was present and all enjoyed the programme. The chaperones were:—Mrs. N. N. Gregory, Mrs. F. W. Fleming, Mrs. H. J. Fleming and Mrs. J. A. Sinclair, while the committee consisted of the board of governors and Dr. W. E. Rowley, Samuel Gregory, F. McKean, W. H. C. Mackay and Horace C. Brown.

CUT DOWN BEFORE DEAD; INVESTIGATION OF CALGARY EXECUTION IS RECOMMENDED

Calgary, Alb., Feb. 18—The execution of Jasper Collins, who murdered John P. Benson, was one of the most bungling affairs of the kind in the criminal annals of the dominion. The executioner cut the body down before life was extinct.

The coroner's jury expressed strong dissatisfaction. They stated that in their opinion the sentence of the court was not carried out, as Collins was not hanged by the neck until dead, but was cut down by the executioner before life was extinct. The jury recommended an investigation.

Boy Killed On Intercolonial

Son of James Gilchrist, Superintendent of Immigration

Dragged For Half Mile

Fell as He Boarded Train at Bloomfield and Hung By Foot—Had Missed Father's Warning Shout — Rubber on Step First Hint of Tragedy

A shocking railway fatality occurred this morning on the I. C. R. when John Gilchrist, the sixteen year old son of James Gilchrist, provincial superintendent of immigration, met death by being dragged from the step of a sleeping car for about half a mile along the tracks near Bloomfield station. The accident has caused deep sympathy for the parents of the lad, who are prostrated with grief.

The youth had come to this station this morning with his father, and was waiting in Titus' store nearby when the train came along. It was not the regular Sussex train, which they usually took to the city, but the Halifax, which was late, runnig almost on the Sussex train's time. Mr. Gilchrist got aboard a second-class car and shouted a warning to his son not to get on the train, as it was then beginning to move, but apparently the lad did not hear his father's words, or did not understand. Several other people got on at the same station, but none of those on board had noticed the boy clamber to the steps and then fall backwards, his foot being caught fast.

The first notice that an accident might have occurred was when the boy's rubber was found on the step. The accident had been seen by some at the station, and a desperate effort made to avert it but it was too late. Walter Hatfield, station agent at Bloomfield threw over the semaphore in the hope that the signal would be caught but the train was already past the spot. Then it vanished from view with the body of young Gilchrist dragging along behind. About half a mile away the hold was released and the body dropped by the side of the rails.

Here it was picked up by the crew of the Sussex train who had been apprised of the accident on arrival at Bloomfield and in charge of Conductor H. G. Thompson it was carried to Hampton station where the anxious father had been told of the dreadful event. The body was lifeless by the time Hampton was reached. The legs were badly mutilated and the head would have been more so had not the lad's overcoat been thrown backward when he fell and been a protection to his head.

Naturally it was a fearful blow to Mr. Gilchrist who thought his son had heard his warning shout at Bloomfield and had not boarded the car, and the sad news was a shocking heart-thrust for the lad's mother counting the hours till both returned.

The body was taken back home on the mail train a little later. Besides young John, Mr. and Mrs. Gilchrist had but one other child, Louise, younger than he. It is probable that an inquest will be held. Conductor G. A. Chesley, who was in charge of the early Halifax, No. 9, said this morning that he knew nothing of the accident until the news became general. He had been standing near Mr. Gilchrist on the car platform and had heard him shout to the boy. The news quickly spread about the city today and caused deep regret amongst the many friends of Mr. and Mrs. Gilchrist as well as amongst those of their son, who was a bright, popular lad. He will be much missed by a large number of associates.

GREATER RIGHTS FOR RUSSIA'S MARRIED WOMEN

St. Petersburg, Feb. 18—The Duma yesterday adopted a bill greatly extending the property and personal rights of married women. The bill will enable them to obtain separate passports without their husband's permission and will facilitate separation in cases of mental disease or gross misconduct on either side.

Publicity and Pure Foods

Publicity has done more to raise the standard of food products in the last few years than has any other cause.

Today the leading advertised brands on the market are standards of food quality. Their names are household words standing for purity.

The use of these advertised brands is growing because they have made good.

It does not pay to advertise a poor food product—and the manufacturers and dealers know it.

It does bring immediate and continuous returns to call public attention to some good brand through the advertising columns of a carefully read newspaper like The Telegraph and Times.

Notice the food products that are advertised here from time to time, and you will see that they are the brands whose names are known the country over as standing for distinct quality and character.

It is a safe and profitable rule for you to give your patronage to the dealers who feature these advertised products.