# THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, JULY 3, 1925-18

**Rotary Luncheon** 

plan of campaign. At yesterday's luncheon of the means that it will have a John's Rotary Club, Rotarian Gerald stimulating and elevating effect on all striking and the scenic effect from happiness. Harvey introduced C. E. A. Jeffery, cf us: cleaner, it will be Editor of the Evening Telegram, who and by improving its appearance genrave a most interesting address in erally, we shall awaken among ourtion with the "Clean Up" camselves a civic pride and make it a which is at present being inplace which will appeal to rather than Mr. Jeffery's address is as offend the senses of those who from time to time visit our shores.

Mr. Chairman My intention in accepting an invi- ent as raggedy, tattered, slovenly, tation to address your Club on the neglected, dirty, I trust that no one and commiss matter of cleaning and beautifying St. will be offended at the blunt terms, set a John's is to seek your co-operation which in fact could be even blunter

and to receive suggestions, rather without in any way exaggerating the been neglecting a principle vital to the than to submit to you a cut and dried actual conditions. On the other hand, success of his business, or practising in the bosom of his family methods To beautify it its approach from the land side or more from the sea, is picturesque and which are fatal to their health and

healthier, such a viewpoint as Signal Hill never . How can such a radical alteration fails to evoke the greatest admiration in the appearance of the city, and speak plainly, in the habits of the spectator even though the view again to ew to him. nen, we have one of ful homes in the world selves have been guilty cratic days at any rate, If in describing the town at pres- of disfiguring, and it is up to ourselves cleanly habits by law any more than to acknowledge our sins of or hission I believe they can by law be compelled ion, and as resolutely to to be temperate. Both the tifying the wrong, as a the other are moral issues, and man would who discovers that he has desire for better conditions must be suasion.

#### An Opportunity to Earn 375% PROFIT ON AN INVESTMENT IN **ITALIAN GOVERNMENT 5% BONDS** With an Attractive Interest Yield

AN INVESTMENT made to-day in Italian Government 5% Bonds (Consolidated Loan of 1920) presents an unusual opportunity for profit on any advance in the value of Italian money (lire). Profits up to over 375% on the principal alone may be realized.

Italian Government 5" bought for \$41.00 per 1,000-(19.3 cents per lira) these

nds, as a result of the depreciation the Italian lira, ca ond; with the Italian monetary up onds would have a value of \$193. t its normal exchange value 1,000-lire Bond.

not difficult to realize ... this will mean to Italian Government 5% Bonds; each 1,000-lire profit. When the lira reaches 15 cents every 1,000-lire Bond will have earned \$5900, almost invested to-day will have carned \$109.00, more than 265% profit. It is not difficult to realize

Italian Government 5% Bonds (Callable at option of Government after 1931) are the best medium through which to purchase Italian lire for maximum profits. These bonds represent to Italians precisely what British G ament Consols and Canadian Government Victory Bonds represent to us, i.e., legal investment for Trust Funds and Savings Banks. They constitute a strictly high-grade gilt-edged goverment investment.

Itclian Government 5% Bonds may be sold again *instantly* as they are listed on the Italian Stock Exchange and traded in throughout the financial centres of the world. They are exempt from all present or future Italian taxation. Interest coupons are payable January and July 1st, and can be cashed in Montreal, New York and London, through this house, banks or other financial institutions; each interest coupon is valid for 5 years from its maturity date, thus permitting conversion at any time exchange rates may be favorable.

Italian Government 5% Bonds will unquestionably come back to normal (\$193.00 per 1,000-lire Bond). The financial history of the world affords numerous instances wherein Government Bonds depreciated temporarily in value only to regain their losses during periods of recuperation. The United States were on the verge of bankruptcy after the Civil War; their securities could be bought for a mere fraction of their normal value, yet in a few years the Americans were on their financial feet again and to-day are considered the richest nation in the world.

The aftermath of the Franco-Prussian War is within the memory of living man. The French people were compelled to pay heavy indemnities to Germany; the finances of the country were in a sorry state; French Government Bonds sold down to 7% of their normal value. They appeared hopeless—yet in a few years they had recovered 95% of their normal value, bringing fortunes to those who have bought them for a small part of that normal value.

Even Great Britain once faced what seemed to be a financial catastrophe. With Napoleon virtually pounding at her gates, British Bonds sank steadily in value but the Victory at Waterloo sent prices sky-rocketing. The Rothschilds, for many generations the richest family in the world, and accus substed the major portion of their wealth by investing in British Government Bonds selling them when Wellington's victory was proclaimed.

These precedents support our contentions that (1) The most difficult thing in the world to destroy is national existence; (2) When millions of men and populations of nations lend their col-lective efforts to the task, nothing is impossible; and (3) That the greatest fortunes were made by those investors who in times of pronounced political and financial darkness porsessed enough grit and enterprise to enter the markets as purchasors of Government Bonds when they went begging for buyers. History will repeat itself—Italian Government 5% Bonds at their present price indisputably present a life-time opportunity to reap handsome profits.

The Kingdom of Italy ranks among the first-class military, naval, and commercial powers of the world. With an enterprising population of 41 millions, her industries show a remarkably rapid recovery and expansion since the close of the war. Foreign trade figures, recently made public, record wide improvement in all branches of her economic life.

Reparation payments from Germany, under the Dawes Plan are further enhancing the Italian Treasury. An official statement covering receipts from Germany and payments to the All'ed powers to February last shows Italy as having received 37,192,577 Gold Marks—close to 10 Million Dollars for the first six months.

The expansion of territory as a result of the peace treatles has added considerably to the natural resources of the Italian nation. Her investments abroad reach a large figure, moreover, she receives a large revenue annually thr ough remittances of her nationals in foreign lands, and this become has been reliably estimated at close to One Hundred Million Dollars annually.

All of these conditions are being reflected in a steadily improving rate for the Italian lira, All of these conditions are being reflected in a steadily improving rate for the trainan ina, which improvement in turn enhances the value of Italian Government 5% Eonds. These Bonds, at their present price, are a genuine investment bargain. We urge immediate action, otherwise what is a great opportunity to-day may be diminished to-morrow by the rise of the lira. The return of the Gold Standard in Great Britain cannot do otherwise than exert a favorable effect on the currencies of other countries and this is particularly true of Italy for economic reasons too exhaustive to discuss here. In view of this fact, therefore, the only safe procedure is to BUY TO-DAY! TO-DAY!

loses, it is true, could force the Isaelites to observe the ordinary rules of decency, but they were demoralized by years of slavery, broken in spirit, ignorant and devoid of any of the elevating virtues. We can plead no such handicaps. We are educated at least in all essential matters; we have a national spirit, right to right, and wrong, wrong; we have opportunities to read of. or to see laces where conditions are different. and above all we are in possession of all the privileges of the freest and fairest form of democracy that the world has ever seen. If we are to change existing conditions, it must be of our own will and accord, through action decided upon and taken by ourselves because of conviction that such

about by

action is vital. With such ideas I have made some attempt through the Telegram to awaken public interest in one of the first steps to be taken by individuals in this direction, namely, to paint and beautify generally their own premises. I have begun with the individual, because I feel convinced that when they have made such an effort, they will not be content to allow the civic authorities to fail to do their share. It is not as I have already said with the idea of outlining a plan of campaign to carry the movement through that I am addressing, the Rotary Club, but rather in the hope of hearing their suggestions, and securing their co-operation in organizing the movement

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In many towns of America, such campaigns have been successfully onducted, and with most of them Rotary has been prominently identified. Rotary here I know has many matters of public interest on its hands and in suggesting that it should assume this further responsible task l am reminded of the rooster, which having rolled an ostrich egg into the chicken coop, remarked to the hen, "I do not wish you to think I am dissatisfied with what you are doing, but I just want you to see what is being done elsewhere." Gentlemen, the City owes much to your Club, and I feel that to ensure success to the movement which is to be launched, the active participation by Rotary is essen tial to success

Roughly I have sketched what think must be in such a campaign the chain of responsibility. No doubt further consideration will improve and amplify it. Here it is :--

Organizing



NOTE--This is our last Shipment of English Bicycles for this Season.

## P.O.B. 696 Phone 591 Mar Street THE MARTIN-ROYAL-STORES HARDWARE CO., Ltd.

## HUDSON'S SUPER SOAP POWDER takes the rubbing out of scrubbing.

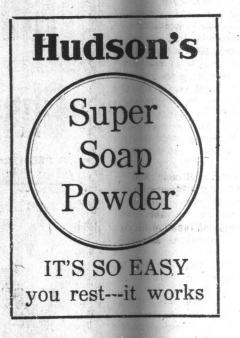
Use Hudson's for washing Clothing, Dishes, Floors, etc., the little 3-cent package is economical.

Next scrubbing day, sprinkle Hudson's on your floor canvas, then wash off with a wet cloth.

Try Hudson's theoriginal Soap Powder for putting a shine on your windows.

Hudson's is cheaper than "elbow grease!"

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"So have L" agreed the Ragged Rab

Giant. "But I'll find it again, and

"Sorry to leave you, but Mother will

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	Table of Present Prices and Future Va			Value	8:	As the Lira rises the value of these Bonds will increase as follows:				
				Call States		resent		With Lira at	With Lira at	
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41.5	A LANDARY THE I		2 CRUME POINT STOLEN STREET			CONTRACTOR OF				

THE ABOVE price includes every expense. Sales are confirmed by registered mail immediately upon receipt of order with remittance. As quotations are subject to market fluctuations, orders should be placed with the least possible delay. The order form below is for your convenience.

We take particular pride in the service we extend to investors. Our interest does not cease after a sale, for it is our constant aim to keep in touch with our clients informing them as to de-velopments affecting the value of their holdings and advising them what action we recommend. While expensive to ourselves, the value of this service to our clients is incalculable.

#### **\*** Tax-Exempt Interest Income

Each bond of 10,0.0 lire yields an income of 500 lire per annum. At the present rate of the lira, holders of Italian Government 5% bonds, receive interest at the rate of 5% per annum.

With the lira rising to 10 cents (or \$100 per 1,000 lire) the holder of 10,000 lire Italian Govern-ment 5% Bonds will receive \$50 in Canadian money for each 500 lire yearly interest income, being equivalent to over 12% interest return for his investment of \$410.

With the lira quoted at 15 cents (or \$150 per 1,000 lire) every 500 Gre will be worth \$75.00 in Cradian currency; this return represents an interest rate of OVER 18% on the original investment of \$-10.

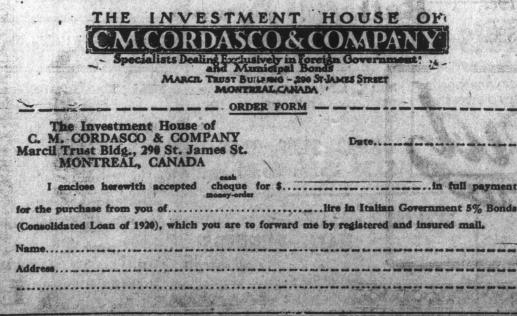
With the line at par (19.3 cents or \$193. per 1,000 line) the ANNUAL INTEREST in Canadian currency will be \$96.50 for every 500 line interest. This return is equivalent to an interest rate of OVER 23% on the original investment of \$410.

The investor can follow the trend of the lira through the financial columns of the press-He is thus constantly informed on the behaviour of his bonds. As remarked elsewhere, the investor does not have to cash his interest coupons as soon as they fall due. Each interest coupon is valid for five years after redemption date. This enables the holder to dispose of them at any time during that period.

The most important fact to remember, however, is that the PRINCIPAL INCREASES IN VALUE AS WELL AS THE INTEREST coupons, as the lira rises.

It is obvious that these high grade, attractive, gilt-edged bonds of the Italian Government not be available at present prices for long.

You must act quickly.



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and the provide the

Educational Units - Press, Pulpit, Movies, Schools, Radios, Brigades. Girl Guides. Boy Scouts Child Welfare Association. Directing Units-Municipal Council Constabulary. Unions, Govern-

june29.2i.m.f ment. Working Units-All Citizens. In conclusion I may say that I have interviewed the various firms handling paint and other renovating materials and implements, and their ready response has proved the greatest encouragement to go ahead. One word and I am finished. This is not a campaign which may be completed in a week or a month. To be a success the slogan must be "Clean Up, Paint Up and Keep on Cleaning Up, until St

John's reflects in its appearance the sterling characteristics of the people of the Oldest Colony." practical address.

Included in the guests were Capt. Olsen and C. E. Hudson of Montreal.

LEAGUE FOOTBALL. - St.

big man, with a chuckle. "Nothing but a dried raisin and a milk," went on the kind old giant, sitlollypop stick," answered the bunny ting down at the table. "If this isn't boy.

George's Field, this evening, at 7.30, B.I.S. vs. Star. Admission 10c., Boys' 5c., Grandstand 10c. extra.\_\_july3,1i

Family Herald

a low voice it sounds like distant up the crumbs. A very handy little thunder. "How would you like to come bird she was, making it unnecessary to my castle for a bite? Guess there's for her great master to use a crumb something in the icebox," and with- brush and tray. Then, perching on his out waiting for the bunny boy's an- shoulder, she sang with many a trill

little rabbit in his coat pocket and "Every day my master and I started to climb up the mountainside. Eat a great big apple pie.

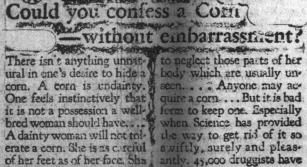
big as a pillow.

The result of the Montreal Family How the rocks and stones, loosened by Herald and Weekly Star Agents' Con- his big shoes, rolled and rattled down test for \$2550 in cash prizes for ob- the steep path. But the big giant kept taining subscriptions during the fiscal right on without stubbing his toe and year ending March 31st, 1925 has re- by and by, after a while and a great cently been announced and a number big smile, he unlocked his front door of Newfoundland agents appear in the with a key as large as an anchor and list of prize winners. Tenth prizes of set the bunny boy down in an easy \$25 each were awarded to Jas. W. Mit- chair as wide as three planos placed chell and John S. Roberts. The for- close together, one at the back and two mer had 1430 points. Mr. B. Munsen at the sides. "There, you just wait with 470 points secured a \$10 prize, till I look about," and with the pretty out of the twenty-five awarded. An- Yellow Bird perched on his shoulder, other local agent Mr. P. F. Tarchin the big man walked into his kitchen. who secured 355 points received a In a few minutes he returned with prize of \$5. Eighty prizes in all were an apple pie as large around as a given. The first prize of \$1000 went carriage wheel and two buns each as to J. A. Kendell, Vancouver, who big as a pillow. "Guess we won" starve," he chuckled, setting them on secured 3665 points.

the table, which was as wide as the An apple pie as large around as a car MINARD'S LINIMENT USED BI platform of a high school auditorium, riage wheel and two buns each as PHYSICIANS. from which, dear little readers, your



Bioseiny in the efficient way to rout a corn. It leaves nothing to your guess-work. You do not have to decide how much or how little to put ou. Each plaster is a complete standard ized treament, with the right amount of the magic medica-tion to end the corn. Simply put on the plase ver--ic does the rest.



THE QUICK AND GENTLE WAY TO END A CORN