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5 cases MOIR'S CAKES.
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CEYLON TEA.
Choicest quality. If
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CEYLON TEA, 56 lbs. each.
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An Imperial At Home.

The Objects of the British Empire
Exhibition Are Interviewed With
Lord Morris.

By RHODE KNIGHT.
(In British Dominions Trade.)

Some men make exhibitions of themselves; some, again, make, or arrange, exhibitions for the public. In the eyes of properly constituted persons, the last named undertaking is not only the most dignified, it is also the most arduous and onerous, and—carried out on well organised lines—far and away the most useful. It is really a profession—at once a science and a fine art.

As in the case of other professions, so in this: few men attain eminence or achieve conspicuous success. The reason is not far to seek. In order to yield a full harvest of educational value, and not merely amusement to crowds that delight in switch-backs, merry-go-rounds and jazz bands, exhibitions must have a definite practical end; their promoters must have a fixed clearcut purpose in view. Too often, unfortunately, they strike their

colours to the popular craze for frivolous entertainment, or are content merely to cram a building with a heterogeneous mass of more or less uninteresting objects of the cheap-jack variety, so that when everything is arranged and the doors are opened to the public, the place resembles nothing so much as a disordered department store on a bargain sale day.

For genuine trade purposes—that is, for stimulating business between producer and consumer—such exhibitions are practically worthless. Small wonder that our big manufacturers do not show their products at popular exhibitions. They are not unnaturally prejudiced against them, regarding them as waste of time, money and energy.

This is one of the reasons why the Board of Trade established some years ago a special branch to deal with the organisation of British displays in the great exhibitions of the world. And this is also one reason why, as Lord Morris pointed out in the course of

a special interview, expert committees have been entrusted with the responsible task of organising particular departments in connection with the British Empire Exhibition, which will be held in London in 1923.

An Imperial At Home.

"We intend to make the British Empire Exhibition," said Lord Morris, who is chairman of the Executive Council, "an Imperial Industrial 'At Home' in the best and widest sense of the term. Our aim is to bring together people from every Dominion and Colony under the Flag, and let them see what every part of our far-flung and richly endowed Empire is producing, and how far it is possible for us to utilise the vast and varied resources of our British Commonwealth. This was the idea in the mind of the late Lord Strathcona when, in 1913, he first suggested the holding of such an exhibition in 1915. It was a desirable and praiseworthy project then. It is infinitely more so now. The Great War has made it so. For over four years nearly all civilised countries were fiercely engaged in the work of destruction and building up colossal debts. This wastage must be replaced, these liabilities met. This can best be done so far as the Empire is concerned by increasing production, particularly in the direction of developing our boundless natural resources.

"Great things have been accomplished in the past by industrial exhibitions, in making known to the world the quality and variety of the raw and manufactured products of the Empire, especially the former. But, too often, we have stopped short and been satisfied merely to exhibit these products, as if that was all that was necessary. Whereas we should have gone a step farther and developed the industries represented by or dependent on these products. In other words, our methods have lacked thoroughness; we have not turned to the best advantage the information and experience thus acquired. Indeed in some notable instances, as the war showed, we actually allowed foreigners to exploit our resources to their immense benefit and to our serious detriment. It is not enough for a nation, especially a commonwealth of nations such as the British Empire, to 'breathe the blows of circumstances'; it must also 'grasp the skirts of happy chance,' and take full advantage of its opportunities.

A Practical Illustration.

"Let me give you a practical illustration of my meaning. Here it is in a sentence which I quote from the final report of the Dominions Royal Commission. 'It is interesting and important to note,' says the report, 'that practically every mineral of commercial value is found in Australia.' I will go further and say that not only in Australia, but in other parts of the Empire taken as a whole, every mineral—non-metallic as well as metallic—now used in industry is to be found and, in some places, in deposits of exceeding richness and easy accessibility. Within our own Imperial frontiers we have every mineral we require for industrial purposes. But see how we have neglected our opportunities. Take iron, for instance, on which so much depends. The total British output of iron is only 15 million tons a year, as against the world's output of 150 million tons, and this in spite of the fact that we have in the Empire sufficient iron ore in sight to supply the whole world for hundreds of years.

"Now, the object of the great Exhibition we are organising, as Lord Milner said at the Mansion House meeting a few weeks ago, is not a vainglorious display. It has a practical object—to enable us all to see how we can afford mutual help to one another in the development of these vast resources. So the Imperial Mineral Resources Bureau, which represents the whole of the Empire as regards its mineral wealth, has been asked by the Executive of the Exhibition to take charge of the mineral exhibit in 1923. And it is hoped to arrange not merely an exhibit of the minerals of the Empire, but a standing committee of experts representing the great industries arising out of the development of those products, whose special business it will be to point out to exhibitors how they can have their fields more fully and scientifically prospected and worked, and how and where new channels of commerce can be opened. In this way the road will be paved towards the utilisation of these resources to the fullest extent. If the Exhibition fails in this respect, then it will not realise what its promoters seek to accomplish.

"This is a change in the commercial kaleidoscope that calls for grave consideration. It strikes at the very heart of our foreign commerce. Look at the statistics. As compared with 1914 the world's shipping facilities are to-day very much against us. The tonnage of the United Kingdom has decreased by nearly one million tons in the interval, while that of the Dominions has increased by nearly half a million tons. The tonnage of the United States has increased by ten and a half million tons; of France, one million; Italy, 700,000; Holland, 300,000; Japan, one million and a quarter tons, and most of the smaller nations have also increased.

"To put the position in another light, in 1914 the United Kingdom owned 41 per cent. of the world's steam

tonnage; to-day it owns only 33 per cent. The growth of the United States' steam tonnage during the same period is equivalent to an increase of over 500 per cent. In 1914 Germany, with over five million tons, ranked second only to the United Kingdom; now she has a paltry half million, and her former place has apparently been taken largely by the United States, France, Italy, Japan, and the Dominions. Norway, who occupied fourth place before the war, is now in the seventh, while Japan, who was sixth, is now third.

"I am well aware that our great steamship companies and shipowners generally are fully alive to the gravity of the situation, and realise the importance of providing cheap, rapid and improved facilities for ocean transportation. For they are faced with the fact that the revenue of something like £80,000,000 which they divided annually in pre-war days from the earnings of the mercantile fleet, has considerably diminished, and is likely to diminish still further unless they are up and doing.

"The Exhibition should, and I am convinced will, be of immense educational value. One half of the Empire does not know how the other half lives. Still less does it know what the other produces. We desire to give a striking object-lesson, first, as regards the magnitude of the Empire's resources, and secondly, of the productive power and skill of its millions of citizens. Thus we should demonstrate the great fact that the British Empire is really a world in itself, and that with adequate commercial and industrial organisation should become self-supporting and, if occasion should arise, absolutely independent of foreign countries, so far at least as supplies of raw materials are concerned. I regard this form of economic independence as one of the main planks of enlightened, practical Imperialism. It is a sound business proposition, and makes for strength, solidarity and security.

"I am no pessimist," Lord Morris said in conclusion. "On the contrary, I am a strong optimist, especially in regard to the future of our Empire. The couplet of the old Roman poet:

Empires and nations flourish and decay.

By turns command, and in their turns will never, I believe, apply to the British Empire. At the same time there are certain signs that fill one with misgiving. One is the widespread failure to grasp the radically changed conditions caused by the war and the special efforts necessary to meet these conditions. We must either bend adverse circumstances to our will, or ourselves be bent. I am not in favour of State intervention in commercial or industrial affairs as a general principle; but if private enterprise will not take the initiative, then the State must step in and, in the interests of the community, lead the way. We cannot afford to remain supine. Unless we bestir ourselves and gird up our loins, we shall certainly be left behind in the race for the best prizes of world commerce. My hope is that the Empire Exhibition will provide a powerful stimulus and sharp spur to action."

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No-To-Bac has helped thousands to break the costly, nerve-shattering tobacco habit. Whenever you have a longing for a smoke or chew, just place a harmless No-To-Bac tablet in your mouth instead. All desire stops. Shortly the habit is completely broken, and you are better off mentally, physically, financially. It's so easy, so simple. Get a box of No-To-Bac and if it doesn't release you from all craving for tobacco in any form, your druggist will refund your money without question. No-To-Bac is made by the owners of Cascarets; therefore is thoroughly reliable.

Just Folks
Edgar & Guest
THE MAN WHO WORKS THE HARDEST.
I've seen a lot o' fellers try a lot o' different ways
For carvin' out their fortunes, through my little stretch o' days;
I've watched the clever-minded an' the ones that thought they were,
The pleasure-seekin' mortal an' the idle gossipier.
An' I've noticed at the finish, after all the fuss an' bust,
That the chap who works the hardest is the one who gets the most.

There ain't no way around it—it's the man who never stops
But keeps right on a-farmin' that will have the biggest crops.
Oh there's times it's hot for hoed an' there's days the dabb'll bite,
But the field that's been neglected never does come through all right.
An' what is true of farmin' must be true at every post.
It's the chap who works the hardest that will always get the most.
You can't make hay by loadin'; it's

PROSPECTUS.

DOMINION CO-OPERATIVE BUILDING ASSOCIATION, LIMITED.

INCORPORATED UNDER THE COMPANY'S ACT.

Capital Two Million Dollars, - \$2,000,000

OFFERED TO THE PUBLIC TEN THOUSAND SHARES

10,000 Shares at 100.00 each - - - - - \$1,000,000

In payments of 10 per cent. per Annum. Interest 5 per cent. on the paid-up Capital guaranteed by the Newfoundland Government.

It is proposed to call up twenty per cent. of the Capital at once. Two Hundred Thousand Dollars, as follows:—

Ten per cent. 1920 - - \$100,000

Ten per cent. 1921 - - \$100,000

The Share List is now open at the Royal Bank of Canada, where applicants may apply for shares.

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SOLICITOR—Hon. M. P. Gibbs, K.C., M.L.C.

BANKERS—The Royal Bank of Canada.

FINANCIAL AGENTS—The Montreal Trust Company.

AUDITORS—F. C. Berteau, Esq., J.P., I.S.O., Government Comptroller and Auditor General; G. N. Read, Son & Watson, Chartered Accountants.

ARCHITECT—W. D. McCarter, Esq.

The Association has been formed to build houses to rent. These houses will be let to tenants at reasonable rentals or will be sold to tenants on easy terms of payment.

Additional objects of the Association are: To remove tenants from houses which are unfit for human habitation to homes of health and comfort; to destroy all hovels within the city; to adopt a proper town planning scheme; to lay out modern streets with a perfect system of sanitation; and to rebuild certain sections of the city gradually so that workingmen can live with their families amid cheerful surroundings.

The proceeds of the sales of houses bought by tenants will be reinvested in Government securities to provide a redemption fund to pay off the Capital.

The programme outlined by the Company is to build one hundred houses during the year 1921. In order to carry out this work the Directors make an appeal to the people of Newfoundland to take up the necessary Shares without delay, so that arrangements can be made with Lumber Mills and Contractors for work to be done. The one hundred houses will be built on Merry Meeting Road, in accordance with a Town Planning Scheme, prepared by the City Engineer and adopted by the Municipal Council in 1919. The thirty houses to be built by the Company this year and now nearing completion, will give the public an idea of the class of house to be erected. A more suitable site for a garden suburb would be difficult to find, it being situated in the country and yet within ten minutes' walk of Water Street.

To live in a suburb of this sort with pure air, plenty of space around the house, and modern interior sanitation and improvements is to ensure health for the residents who will realize to the full the advantages of good living. In a Garden Suburb children thrive, they grow up vigorous in mind and body; their daily association with trees and flowers, birds and all the manifold delights of nature develop in them a love of all things beautiful and a better understanding of life.

We appeal to the public to subscribe the Capital without delay for the erection of one hundred houses to be built and ready for occupation before the end of the year 1921.

J. D. RYAN, Chairman.

JOHN ANDERSON, Secretary.

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OATS.

We have right on the spot a very choice lot of

MIXED

In full 4 bushel sacks—which we are clearing at the
LOWEST PRICE.

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been tried by thousands here, But they're always come to failure at the finish of the year.
If you're always pleasure chasin', you will have a gloomy face
When the bank comes round to ask you 'bout the mortgage on your place,
Sometimes things don't seem equal as the wheel o' fortune turns,

Cuticura Talcum
Fascinatingly Fragrant
Always Healthful
Sole Depot: St. John's, St. Paul's, Montreal.

But the fact is that a feller gets about just what he earns.

I ain't advisin' humans to sell all their joys for gold
Or never go on fishin' trips, or wait till they get old
Afore they turn to pleasure, that's a foolish waste o' fun,
But you can't succeed by playin' when there's work that should be done.
An' in every job or station in this land from coast to coast
The chap who works the hardest is the one who'll git the most.

MINARD'S LINIMENT CURES GART
GET IN COWS.

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A large shipment of Woburn's Facial Soap, Face Powder, Face Cream, Cold Cream, Tooth Paste, Shaving Soap, Tooth Powder, Wampole's Ointment, Colgate's Tooth Paste, Shaving Powder, Shaving Cream, Talcum Powders and kinds of Soaps and Perfumes.

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Made under conditions of absolute cleanliness and brought to them in Wrigley's sealed sanitary package.

Satisfies the craving for sweets, aids digestion, sweetens breath, allays thirst and helps keep teeth clean.

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