



You will never
smoke better slice
cut plug tobacco

Just a little rub and
it's ready for your pipe

Imperial Tobacco Co.
(Incorporated in Canada)

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Job's Stores, Limited.

HEADQUARTERS FOR MARINE ENGINE SUPPLIES—ALL NEW STOCK

K. W. Coils single and double cylinder,
New York Coils, Jump Spark and Make-
and-Break, Scheblar Carburettors and
parts, Spark Plugs, Priming Cups, Gaso,
Cocks, Drain Cocks, Switches, High and
Low Tension Wire, Batteries, Grease
Stuffing Boxes, bronze shafting, etc.
Also Lubricating Oils on draught and tins

Job's Stores, Ltd.

The Two Leaders

in the grocery trade are:

"BOWLING GREEN"
the perfect roasted
COFFEE

&

"ARMADA"
Choicest hill grown Ceylon
TEA

Knowing their paramount quality
your customers demand them.

Harvey & Co., Ltd.

The Fete of Flowers in Japan

They call it the "fete of flowers"—
"Hana Matsuri"—the Oriental Bud-
dhist edition of the Christmas of the
Christian Occident, for it comes in
the cherry-blooming month of April.
It is the general festival celebrating
the birth of the founder of Buddhism,
Gotama Buddha, Lord of Grace of In-
finite Compassion.

On the day of the festival more than
20,000 children, out of the homes of
the faithful in the City of Tokio,
gather in the famous Hibiki Park
beside the ancient castle moats of
the imperial palace, in the heart of
the capital city. Everywhere through-
out Japan and in the Orient, in all
the Buddhist centres, the fete is
observed with more or less pomp and
ceremony.

Every year the devout ones have a
temple erected in the centre of a
great open space of the Hibiki Park.
It is a temporary structure, of course.
But it is modeled after the classic
pattern, and faithful in every detail
of an old temple. And in the fete it
symbolizes the Garden of Lumbini,
wherein Buddha was born some 568
years before the birth of Christ.

In Tokio, with the break of day on
the 8th of April, all the devout ones
of the ancient faith rise and greet the
sun with bread new hearts. They
drop their worldly cares with their
working clothes. They dress up their
kiddies in colors bright enough to
blind the rainbow, load them with
cherry and other flowers and then
pour themselves into the great open
space of the park. "Gorgeous" fire-
works—in which the Japanese craves
men have the reputation of heating
all comers—announce the opening of
the ceremony. Bands play—yes, brass
bands. For the onrush of the modern
civilization of blare and tumult has
carried everything before it, even in
that original home of culture called
Nippon.

The Imperial Rescript

And then 10,000 child voices thrill
in the chanting of "Kimigayo," the
national anthem.

After this to the assembled child-
ren the chairman of the celebration
committee reads the Imperial Re-
script on Education, which was is-
sued by the late Emperor Meiji, per-
haps the foremost figure among the
creators of what the historians are
ever delighted to call the New Nip-
pon.

More than 30,000 children of var-
ious ages, take off their hats as with
a single gesture the instant the read-
ing begins. They receive the message
with bowed heads.

Then comes the presentation of a
crimson banner on which are wrought
the sacred symbolical text in gold to
a man who has distinguished himself
in the cause of Buddhist education.
or in some philanthropic work. This
is followed usually by a boy orator
of the occasion, who tells the story of
the Hana Matsuri and its meaning.

After that comes a speech from an
eminent Buddhist divine or from a
man of achievement in the field of
education or of service to the state.
Then comes the procession of thou-
sands of little girls ranging from six
to twelve years of age, all dressed in
the bright robes of ceremony, filling
up the steps of the temple, waving
various colored flags of their respec-
tive sections. These small worship-
pers pass in front of the altar of the
infant Buddha. And as they file past
they, each and every one of them, lay
their tribute of blooming cherry
branches or other flowers at the foot
of the altar with their little bows,
which are a marvel of grace and of
ceremonial correctness. These floral
offerings are not permitted to be carried
into the outer darkness, the moment
the event is over. They are carefully
gathered and tended and distributed to
various hospitals of the city.

Ancient Buddhist Song.

One of the outstanding features of
the Fete of Flowers is unquestionably
the chanting of the ancient Buddhist
song in which all the faithful present
join. The song was sung, according to
pious traditions, when Rome was a
mere village and centuries before the
birth of the Christian era. It runs
something like this:

"Ages and ages ago, Buddha was
born amid the opening of flowers in
the spring, and he cried, 'I alone am
supreme in heaven and in the earth!'
Though born into rank and splendor
of a beauteous land, he left his palace
for the wilderness. In the swirl of the
crowded world he taught his mystery
to his people. Many are the years
which have passed since then, but
there is always 'amacha' (the sweet
tea made of the sap of hydrangea and
which takes the place of holy water
of the Roman Catholic Church), and
the 'hort' flower blooms as fair as
ever. Wear one yourself."

Immediately after the ceremony at
the park the thirty-odd thousand
children form themselves into a pro-
cession and proceed to the Niij River
over the castle moat in front of the
main gate of the Imperial Palace.
There they pay their respects to the
Emperor and Empress, lifting their
child voices in "Banzai," and so bring
the ceremony to a close. Thus the
celebration of the birth of Gotama the
Buddha ends at the palace gate in-
stead of at the temple.

MINARD'S LINIMENT FOR CORNS.

STEEDMAN'S POWDERS



Cooling and health giving.
An ideal agent for children
from the period of teething to
the age of 10 or 12 years.

WRITE FOR SAMPLE
"HATS TO MOTHERS"
(LONDON AND 2011 ST.)
EE STEEDMAN & Co. EE
27, WALKER STREET, LONDON

An Electric Farm

British farming, already threatened
by disaster, demands the application
of new and scientific methods to
secure more economic employment of
available labour.

The British Electrical Industry
has been wonderfully unselfish in
showing, at the British Empire Ex-
hibition, how the farmer may over-
come the limitations which Nature
has imposed upon him. Including in
the Wembley wonders is an "Electric"
Farm: an amazing revelation to those
who have not seen the electrically-
operated farms of Holland and Swit-
zerland.

The intention of the farm is to
prove that, with electricity, more
work is possible with less labour and
less money. The exhibit demon-
strates how electricity renders the farm-
er independent of weather owing to
the fact that work can be done with
extraordinary rapidity. There is a
40-ft. windmill, generating electricity,
and within the enclosure are chaff
cutters, cake bakers, machinery
for treating cattle food, butter
churners, and cow-milking machin-
es. In addition, there is a process for
making hay without sunshine, the
lighting of laying houses for increase
in egg production, and a vast number
of other farm, dairy, and country es-
sentials operations.

The development of rural areas has
in the past been adversely affected by
the unalterable dullness of English
village life. But electricity sweeps
this dullness away. The application
of electric cooking in the farmhouse
promises village communities many of
the amenities of city life. Thus
within and without the farmhouse,
electricity saves labour and brings
the farmer's life and the farmer's
wife another step along the road of
contentment.

Rheumatism
Be prepared for these agonizing
twinges in joints and muscles.
A little Sloan's Liniment gently
laid on, no rubbing, gives
instant relief. Keep a bottle
handy. Of chemists 2/- and 4/-.

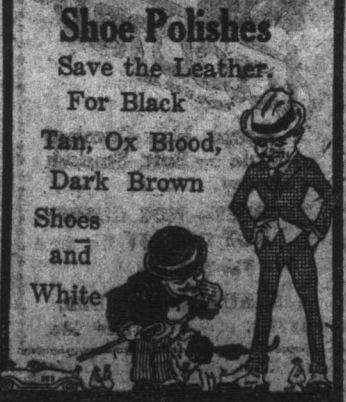
**Sloan's
Liniment**

Surgeon's Needle in Man's Body 14 years

LEOMINSTER, May 10.—A piece
of steel believed to be a part of a
surgeon's needle left inside of him
following an operation for appen-
dicitis 14 years ago, has been taken
from the right leg of Ernest Metcalf,
25, Leominster drug clerk, at the
Leominster Hospital.

Metcalf believes the needle has
been working around all of these
years, as he has been troubled at
times by ill health. He also believes
that the other part of the needle is
still in his body and is working its
self out, as there is another small
lump coming on his leg, similar to
the one opened by Dr. James E. Grady
which disclosed the piece of steel
nearly two inches long. While not
admitting that it is a piece of a sur-
geon's needle, Dr. Grady says it re-
sembles one with its curved or
hooked end.

2int
Shoe Polishes
Save the Leather.
For Black
Tan, Ox Blood,
Dark Brown
Shoes
and
White



"EXCEL" The Fisherman's Friend

"EXCEL"
RUBBER BOOTS
FOR MEN & BOYS.

The 'Excel'

Trade Mark on Long Rubber
Boots is an absolute guaran-
tee of quality and long wear.
You can use them on the
sea, on the farm, in the
mines, in the woods, or in the
quarries, and you can
"EXCEL" quality stands the
wear every tin.

"EXCEL" Boots have heavy
square Tread Soles to give
EXTRA WEAR. Moulded
insteps to prevent slipping.
Re-inforced legs to prevent
wrinkling and chafing.



SPECIAL PRICES
TO
DEALERS.

Distributors for Newfoundland

Parker & Monroe, Ltd.

Sample Shoe Sale

1746 PAIRS
—of—
Ladies'
High Grade
SHOES

ALL SAMPLES.

(Made by Perry Malcolm Co., Haverhill)
No two pairs alike, every pair different.
All the newest 1924 models, in
Street Shoes, Party Shoes and Smart
Dress Shoes

comprising
Lace Oxfords, Strap and Plain Pumps, in
Soft Kid, Satin Suede and Patent. High
heels, Low heels and Medium.
Values at \$6.00, \$8.00 to \$10.00.

SALE PRICE

\$3.49 : \$3.49 : \$3.49

Sizes 3, 3½, 4, 4½. (No approval).

EAST END BRANCH

Parker & Monroe, Ltd.,

THE SHOE MEN.

The straight, narrow frock is less
difficult to wear if it features the
straight three-quarters coat. A charming frock of black char-
coal effect toward hem. This treat-
ment makes a frock of the narrow
type very becoming.