Atlantic Guardian

The Magazine of Newfoundland—Every Issue a Souvenir

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OTTAWA, CANADA

HON. JAMES A. MacKINNON
Minister
M. W. MACKENZIE
Deputy Minister
The Hour of Decision is at Hand

For Newfoundland these are momentous days. Close upon the celebration of 450 years as the first Empire colony in the New World, comes the final narrowing down of decisions on alternative forms of government, and it might be said that the political fate of Newfoundland and of Newfoundlanders yet unborn hangs in the balance at this time.

A month or two ago all eyes were turned on England as a delegation from the National Convention sought to find out what the Mother Country might be able to do for her Oldest Colony. Everyone knows now that Britain, with many problems of her own to work out in the next few years, was not able to offer much encouragement to Newfoundland.

Today the focus of Newfoundlanders is on Canada where a delegation from the same Convention is talking over with Ottawa representatives the possibility of a union of the two countries. It remains to be seen what will come out of these talks, but something definite in the way of "terms" can be expected. (Elsewhere in this issue is an outline of some of the basic factors affecting Newfoundland in the event of union).

This magazine considers the current Ottawa talks of vital importance to every Newfoundlander. We believe that the facts should be presented fully and without politics or prejudice to the people so that they can weigh them carefully. Decisions cannot be made in the dark or without benefit of full and frank discussion.

In making a plea for open-mindedness and fair consideration of the issues involved in talking things over with Canada, we are not by any means taking the stand that Confederation is the only hope for Newfoundland. All we want to see is this matter thrashed out fairly and squarely once and for all, without any of the unjustified prejudices and biased propaganda that marked earlier conferences of the same nature.

Newfoundlanders are facing a grave responsibility and we feel confident that they will make their decision on reason rather than on sentiment or propaganda.
WE HAVE about one hundred and fifty rivers in which Atlantic Salmon are caught and some of these, notably the Serpentine and the Humber, offer the best sports fishing in the world. Newfoundland Rivers are not leased and anyone can fish for the price of a licence.

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Cover picture this month is a portrait study of Most Rev. E. P. Roche, Archbishop of St. John's. His Grace celebrates this year the 50th anniversary of his ordination to the priesthood. He has been archbishop of St. John's for over 30 years.
WHAT WOULD CONFEDERATION

BY EWART YOUNG

For the third time since Canada became a nation "from sea to sea", delegates from Newfoundland are in Ottawa to discuss with Canadian officials the possibility of political union. The two earlier conferences ended in failure for reasons which now belong to history. This time, with Newfoundland on the eve of a plebiscite to decide its future form of government, it is undoubtedly now or never for the Confederation issue.

Both in Newfoundland, where a National Convention elected to study the Island's affairs has been in session for nearly a year, and in Canada, which officially is giving "sympathetic consideration" to the Newfoundland approaches, interest in the question of union is currently at its highest point, with opinions in both countries varying all the way from die-hard anti-confederate opposition to vigorous acceptance of the union idea. For the purpose of this article the emphasis is on the Newfoundland angle, for in Newfoundland the matter will be decided by popular vote.

What would Confederation mean to Newfoundland? In a little while the seven-man delegation now in Ottawa will be reporting back to the National Convention and through that body to the people of the Island, presumably with full details of the terms of union. At this writing (late May) no one knows exactly what the terms are likely to be. Every last detail will have to be worked out and there is certain to be some compromising by both parties. It is possible, however, to set down a number of general observations that can be regarded as reasonably accurate in that they are based on policies and practices now in effect throughout Canada.

Family Allowances

Take the matter of Family Allowances. Under Confederation every family in Newfoundland would receive around $6 per month for each child under 16 years. A family with five children within the age limit would get a cheque for $30 from the Dominion Government each month, to be spent at the discretion of the parents. These payments would start as soon as Newfoundland officially became part of Canada. Using the 60,000 registered school children as a basis for the family allowance payments, Newfoundland
MEAN TO NEWFOUNDLAND?

would receive something like $4,500,000 annually under this classification. Since Newfoundland has no Family Allowance scheme, these payments can be entered wholly on the credit side of the Confederation terms, as far as Newfoundland is concerned.

Old Age Pensions

With Old Age Pensions there is a basis for comparison. Current rate of payment in Newfoundland is $120 a year for man and wife (or $10 per month per couple) and $72 per year for man or widow (or $6 per month per person). Under Confederation the old age pension would amount to a minimum of $300 per year per person (or $25 per month). An increase to a basic $30 per month per person is anticipated in the near future, in Canada, and this would likewise follow in Newfoundland. (Canadian provinces supplement the standard old age pensions paid by the Dominion in varying amounts. This, of course, would be a matter for the provincial government in Newfoundland to decide).

Taxes

Then there is the all-important matter of taxes. Personal income tax in Newfoundland is somewhat lower than in Canada, but corporation taxes are higher, 33% in Canada and 35% in Newfoundland. Canadian income tax, however, has recently undergone considerable revision, and under the new scale set for 1948 a married taxpayer with two children of family allowance age will not pay any tax whatever on an income up to $1,700 per year. (A person in this category earning $2,000 a year would pay a total tax of $36). Under Confederation the average Newfoundland wage earner making $150 per month would pay little or no income tax.

Provincial Taxes

An important point in connection with taxation is that the Dominion Government collects only income and corporation taxes, leaving the provinces free to make its own local tax arrangements. This means that, should Newfoundland enter Confederation, it would be entirely up to the Provincial Government to levy taxes outside the income and corporation fields. Municipal taxes would not in any way be affected by union with Canada. No direct tax of any kind on property would be
Customs Duties

At present Newfoundland is collecting approximately $18,000,000 in Customs Duties, much of which comes from levies on Canadian goods imported into Newfoundland. Under Confederation all goods imported from Canada would go into Newfoundland duty free. This means that Newfoundland would lose that revenue entirely, not only the duty on Canadian goods but on all importations from any source, since Customs Duties belong to the Federal field. The Canadian rate of tariff would apply in Newfoundland but as this is generally lower than the Newfoundland rate it would mean a reduction in the cost of items from other countries and certainly a big reduction in goods coming in from Canada, which in turn would automatically bring down the cost of living in Newfoundland.

One of the toughest questions facing the Newfoundland delegates at Ottawa, and likewise the Canadian officials on the other end of the discussions, is how to work out a scheme to take care of that substantial loss in revenue. To some extent the problem works itself out when all the services and expenditures for which the Federal Government would be responsible are taken into account.

Provincial Grants

One of these compensating factors comes under the heading of Provincial Grants. If Newfoundland were to accept the same sort of tax agreement with the Federal Government as New Brunswick recently negotiated with Ottawa, the Island would receive annually a special grant of $15 per head from the Dominion Government (about $4,800,000) plus statutory grants of 80 cents per head ($250,000) and approximately $180,000 toward provincial legislative expenses. Similar agreements have recently been accepted by all the provinces except Quebec and Ontario, and it can be assumed that an agreement with Newfoundland would follow the same pattern.

National Debt

Newfoundland's National Debt, now about $78,000,000, would not appear to be a serious handicap. The British North America Act has a clause which commits the Dominion Government to a moral responsibility for the debts of the province at the time of union, and it has been the policy when new provinces have entered to ensure that they are not saddled with too great a debt burden.

Members at Ottawa

Newfoundland at present is governed by a Commission consisting of three English members and three Newfoundland members, with the Governor as
WHAT WOULD CONFEDERATION MEAN?

chairman. Under Confederation the Island would have at least six members in the House of Commons at Ottawa and six Senators. The former would be elected by the people of Newfoundland by majority vote and the latter would be appointed to the Senate for life. Presumably the Federal election would follow the party basis and the six men who received the highest votes regardless of party affiliations would go to Ottawa. A Provincial Government would be elected on the same basis and would function in the same way as the Provincial Government of Nova Scotia or any of the other provinces.

Civil Service

If Newfoundland were to join with Canada the Canadian Civil Service would extend to Newfoundland. Newfoundlanders at present holding Civil Service jobs who would come under the Federal administration would automatically come under the Canadian Civil Service. Also Newfoundlanders aspiring to enter Civil Service work would be eligible to compete for advertised vacancies in any part of Canada as well as in Newfoundland.

Immigration

At present Newfoundlanders can enter Canada to reside or work under certain conditions and subject to immigration and Customs regulations. Under Confederation all barriers between Newfoundland and Canada would be removed and any Newfoundlander at any time would be free to move into any of the other provinces to take up residence or seek employment. Similarly any Canadian would be able to go to Newfoundland to live or work.

Gander

Turning to public services, we find that the operation of Gander as an international airbase is proving something of a headache to Newfoundland. What would happen to Gander under Confederation? In all likelihood the airport would be operated by the Canadian Department of Transport and would enter into the chain of bases now under that Department. This would automatically make Canada liable for finding a solution to the present annual deficit of $1,000,000 ($750,000 of which is currently paid by the United Kingdom and the balance by Newfoundland). Canada is directly represented on the International Civil Aviation Organization and other air bodies now studying airport problems and all aspects of international aviation.

Newfoundland Railway

The Newfoundland Railway deficit (over $1,000,000 this year) is another big problem facing Newfoundland. Under Confederation the Canadian National Railways would in all probability take over the operation of the N.R., in which case the deficit would be spread over the whole Dominion and profit-
able C.N.R. lines elsewhere in Canada would help to balance the losses in Newfoundland.

Highroad

Lack of a trans-insular highway has hampered Newfoundland's development. If Newfoundland enters the Canadian federation there are ample precedents for expecting assistance in putting through a cross-country road. The Dominion Government has assisted the provinces in the building of the Trans-Canada Highway stretching from the Atlantic to the Pacific. However, the Provincial Government in Newfoundland would be entitled to the automobile licences and gasoline tax.

Ferry

The Dominion Government is responsible for ferry services. The $2,000,000 car-ferry recently provided for P.E.I., the only island province, is an indication of what could be expected of the Dominion Government for use on the Cabot Strait. With a through highway on the Island, an adequate car-ferry service on the Gulf would undoubtedly be considered essential.

The Dominion Government would operate and maintain all postal services in Newfoundland, all marine services such as lighthouses and breakwaters, all marine and quarantine hospitals, the penitentiary, national parks, and experimental farms. In addition the provincial departments of mines and resources and agriculture would have the benefit of various services and surveys conducted by the Dominion departments in the country as a whole.

Labrador

Frequently the question of what would happen to Labrador under Confederation comes up. There is no reason to believe that Labrador would be dealt with other than as a part of Newfoundland. The big northern dependency is one of Newfoundland's best bargaining points and whatever is done about the territory eventually should by that token be to Newfoundland's advantage.

Trade

All provinces of Canada have their own Department of Fisheries and Newfoundland would continue to run its own show in that important industry. The Federal Government provides certain services to the provincial fisheries, particularly in research and marketing, and these would be available to Newfoundland.

At the present time Newfoundland has Trade Commissioner service in New York and London. The Canadian Trade Commissioner organization is world-wide and would be available to Newfoundland. Department of Trade and Commerce services would be extended to Newfoundland, and trade and tariff arrangements negotiated by Canada on an international scale would include the imports and exports of the Island.
The history of Newfoundland's annual regatta is a long one, beginning early in the nineteenth century. Since 1844 the regatta has been held, so far as can be ascertained, every year, excepting the period from 1860 to 1870, and during World War I. It was attended in 1860 by the Prince of Wales, later Edward VII. Five years later the first ladies' race was won by the Quidi Vidi crew. Early regattas were rowed in punts, jolly-boats, gigs and whaleboats, but around 1890 the type of shell in use to-day was introduced. Dr. Herbert Rendell designed many of the early boats, and the late Bob Sexton was one of the famous builders. The "Blue Peter", a Sexton boat, established the course record which remains to-day, of nine minutes, thirteen and four-fifth seconds in 1901, under the lusty impetus of the Outer Cove Fishermen's crew.

The first regatta recorded was held on Quidi Vidi in 1828 and is still going strong in 1947. Pictures show, top, enthusiastic crowds watching a race; below, people coming by bus, car, truck and on foot. Regatta Day is truly the people's day in St. John's.

Story by Bill Davies

Marshall Studios Ltd. Photos
A crew takes it easy as they bring their shell from the boathouse to the starting stakes. Inset, Dr. H. Rendell.

Left, Gordon Higgins, president, Thomas Delahunty, secretary, and James Crotty, dean of the committee, in the official tent on race day.

Above, Ambrose Shea announces a race from the radio boat, while at right, Mayor Andrew Carnell (centre) and Major Harry Hurd discuss event.
Crowds on the lakeside watch the races with keen interest. Quidi Vidi is adjacent to Fort Pepperell and U.S. Army crews now share the boat races and enter into the fun.

Governor Sir Gordon Macdonald and party get a close-up of the regatta from a speed boat. Below, the judges of the course jog along its length in time-honored fashion.
A race gets under way and spectators show a keen interest in the form of the crews and the handling by the coxswains. Shoot the shoots and chuck ha’penny are traditional games, and add color to the regatta scene.

The regatta holiday is a national day. The firing of the Signal Hill gun is awaited anxiously to announce the decision of the Committee. Crowds swarm to the lakeside, where interest is about equally divided between the games of chance, the sweepstakes, refreshment booths and the races. New boat-houses are being built by the committee and other plans are on foot which will further add to Newfoundland’s most colorful holiday.
We Islands, through our ancestral roots and geographical position, have both inherited traits which bind us naturally together, as kindred spirits. It is only natural we have been doing business together for years, to our mutual advantage.

To foster Goodwill and further develop trade, we must give good service, quality products, at fair prices.

For full information relative to our Inter-Island trade, contact W. E. Agnew, Charlottetown, Trade Commissioner to Newfoundland.

HON. J. WALTER JONES
Premier
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ATLANTIC GUARDIAN

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GOLDEN JUBILEE OF ARCHBISHOP ROCHE

THE recent presentation to His Grace Most Rev. E. P. Roche, D.D., Archbishop of St. John's, of funds for the extension of famed St. Clare's Mercy Hospital marked an important event in the history of the Roman Catholic church in Newfoundland and of the archdiocese of St. John's in particular.

The celebration of 50 years of devoted service to God and man as a priest would in itself be cause for rejoicing but when to that is added the completion of 30 years as Archbishop of St. John's and the record of progressive and constructive administration that has distinguished His Grace's occupancy of the archiepiscopal throne, the event becomes one of great interest and importance to Newfoundland citizens of all faiths.

The decision to mark the Golden Jubilee of the ordination of His Grace by further extension of St. Clare's Mercy Hospital is one that was well taken by the committee in charge.

Anyone faced with the necessity of pointing to one or another particular church building as a single "monument" to Archbishop Roche would find himself in trouble from the start. The restoration of the Cathedral, the new palace, extensions and additions to Mercy and Presentation Convents and to Holy Cross and St. Patrick's Schools and the many other buildings and projects in various parts of the archdiocese, would present him with an embarrassment of richness sufficient to make such a choice difficult or impossible.

The only way out of such a difficulty was taken by Sir Edward Emerson, chairman of the Golden Jubilee Committee, when he quoted the tribute paid to the great English architect and builder, Sir Christopher Wren: "If you wish to see his monument—look about you."

Nevertheless, it is safe to believe that St. Clare's Hospital, the latest major construction project undertaken by His Grace in times of great local and world difficulties and brought to triumphant conclusion despite the distraction and handicap of the Second Great War, holds a special place in his interest and affection and that he would have wished for no more suitable recognition of his Golden Jubilee.

St. Clare's fills a long-felt want in St. John's and indeed for all Newfoundland and we take the liberty of quoting and endorsing the opinion of the archdiocesan newspaper, The Monitor, that "To contribute to the expansion of this great Catholic institution is both an honor and a duty." —B.C.
Seal-hunter Chris Cobb, caught on the running ice, stuck his gaff in the pan and waited for daylight. The story of a brush with death down off the Funks.

ON AN ICE PAN

AT 6 o'clock Tuesday morning, April 8th, Chris Cobb lit a fire and put on the kettle. Meanwhile his crew of three men, including his son, Frank, had started out from their camp on Freake's Island, near Fogo, to bring in a "tow" of seals before breakfast. When the fire was well underway Cobb set out to join his men on the ice. But he did not catch up with them, nor did he return to eat the breakfast he started. In fact it was 6 p.m. Wednesday, April 9th, exactly forty-eight hours later, before he was able to sit down to a meal. And he was lucky at that.

A storm the previous day had broken the ice into small pans and it was on one of these, a piece about ten feet square, that Chris Cobb found himself marooned in a sea of slob. The hazards of seal-hunting from the Newfoundland shore are such that this sort of thing is bound to happen once in awhile. And now it was Chris Cobb's turn to be drifting helplessly with the tides.

In the distance he saw another man in the same predicament. But he couldn't do anything about joining the other fellow as the ice had now become too slack for him to leave the pan. It was not until the following day that he discovered the man he saw was his son, Frank. The younger man managed to get
safely ashore at Joe Batts Arm around mid-day. He in turn did not know it was his father who was adrift, but his report that a man was on the running ice was the first step in the eventual rescue of his father.

The ice was moving in a south-easterly direction at the rate of about 131 miles per hour, carrying Cobb perilously close to rocks that wouldn’t offer a foothold if his pan went to pieces. During the afternoon he had a nasty brush with Drover’s Rock and as the daylight faded he found himself too close to the Barracks Rocks for comfort. But each time luck was with him and the current carried him safely past the treacherous shoals.

His relief, however, was only temporary, for he was still at the mercy of the tides and wind, and as the land where lay his hope faded from sight he began to wonder what the night would bring. Already he was cold, miserable and hungry. He took off his boots and wrung out his stockings, which helped some.

Meanwhile, unknown to Cobb, the alarm raised by Frank had put rescue operations into effect. At Joe Batts Arm the Rev. J. F. Ayris and Alex Coffin, J.P., had put through an urgent call for help to the authorities in St. John’s and late in the afternoon a plane was scouring the area for signs of the missing man. Cobb saw the plane overhead but apparently the pilot didn’t see him because it was then getting dark.

There was nothing Cobb could do but prepare to spend the night drifting helplessly on the pan of ice. He couldn’t sit or lie down because of the wet and cold, so he stuck his gaff in the center of the pan and leaned against it to wait for daylight. All around him was the disquieting roar and wash of the sea and ice. The twinkling stars overhead seemed to mock him in his plight.

Slowly the long hours passed and when daylight broke he saw that the pan had drifted near the Funks. The sea was very rough and he feared that the pan would break up. Hope flared in his weary body at sight of what looked to be a boat away in the distance. In a few moments he knew that help was on the way for the plane appeared again and this time dropped a package about 20 yards away. A second package fell about 15 feet from where he stood. In a desperate effort to reach the second parcel he lost his gaff and this rendered him completely helpless.

Taking off his overalls Cobb managed by holding on to the braces to draw the drifting gaff toward his pan and finally he succeeded in reaching it. Now he was able to get hold of the package and in a matter of seconds he was gulping down orange juice. This was the first food he had eaten for forty-five hours and immediately he felt
better. He now had a collapsible boat and a suit of warm clothing to add to his meagre equipment. And the boat was coming steadily nearer.

Late that afternoon the auxiliary "Francis P. Duke", Capt. Edmund Miller, Fogo, picked up Chris Cobb from the tiny pan of ice on which he had spent thirty-five hours without eating or sitting down. The 50-year-old veteran of World War I arrived at his home in Barr'd Islands on Good Friday, little the worse for his unscheduled cruise in the Atlantic. He will be forever grateful to all those who had a hand in helping him to rob the sea of another triumph.
CARBONEAR, a town on the North Shore of Conception Bay, was early settled by fishermen from the Channel Isles, England and Ireland.

An attempt to establish a colony was begun at Mosquito (now Bristol’s Hope), a cove on the South entrance to Carbonear, as early as 1610 by John Guy, a Bristol merchant, but after two years the colony was abandoned.

When the French fleet attacked and destroyed St. John’s in 1696, the settlers at Carbonear successfully resisted Iberville, the French commander. Again in 1708 when the French fleet destroyed every other British settlement in the Island, Carbonear defended itself and repelled the aggressor. In 1762 however, Carbonear Island which had been fortified with cannon and had a detachment of men from nearby places garrisoned there, was taken by the French.

In 1775 Carbonear was constantly annoyed by American privateers, but they were kept at a distance by the commanding batteries on the cliffs of the Island and Burnt Head.

The origin of the name of Carbonear is interesting. The earlier spelling of it was “Charbonier” which was the name given to it by the Jerseymen, as they had Charcoal pits there at a very early period.
The place names in and around Carbonear are a reminder of the names of some of the early settlers, their origin or trade—Pike’s Lane, Bemister’s Hill, Bennett’s Hill, Captain Frank’s Lane, Irish Town, English Hill and Canvas Town. What poet first named “Fairy Run”? Who first observed the contours of “Saddle Hill”? Who named “Harbor Rock Hill”?

From the earliest days the merchant and fishermen of Carbonear were connected with the Labrador fisheries. Pack’s Harbour on Northern Labrador owes its name to the fact that the first to fish there were dealers of the firm of Pack, Goose and Fryer, merchants of Carbonear in the early decades of the past century. To-day two firms in Carbonear have business and fishing premises on Labrador, and while many fishermen frequent those shores in summer, the number is greatly reduced, and the schooners even more so.

Carbonear, according to
Tocque's "History of Newfoundland," was once a town of great commercial importance. The merchants at one period used to send to St. John's to purchase fish and oil to load their vessels. It is said that two of the Carbonear merchants, George and James Kemp, retired to England with a fortune of £30,000 each. These persons at one time owned the greatest proportion of the landed property in the town of Poole, county of Dorset, England. John Goose, Esq., of the well-known firm of Pack, Goose and Fryer, it is said, also accumulated a fortune at Carbonear, and retired to Poole; and many others.

Owing to the general depression of trade on the close of the war with the French, and great privation consequent on the destruction of St. John's by the great fires in the winter of 1816, and other causes, some of the inhabitants of Carbonear were in a destitute condition. Provision stores and private homes were broken open. Volunteer Companies were immediately recruited and armed to prevent further depredations, and committees of relief were formed to issue quantities of food at stated periods. The winter of 1817 was universally designated by the inhabitants of Carbonear as the
"Winter of the Rals", from a sort of watch-word which was used.

In 1856 a destructive conflagration destroyed a great part of the town of Carbonear.

"Robert Pack, Esq., the principal of the house of Pack, Goose and Fryer, had lived at Carbonear the greater part of his life, and largely contributed to its prosperity. He was one of the members sent by the unanimous votes of the people to the first Legislature of Nfld. and was subsequently twice returned.

"Mr. Pack commenced the cultivation of a large tract of land in the neighbourhood of the town of Carbonear, which he soon brought into a well-cultivated farm. He subsequently built a splendid cottage on it, surrounded by gardens, walks and trees... He spent a fortune in developing the agricultural capabilities of the soil." (From Tocque's History of Nfld.).

This farm was later purchased by Rev. S. Peach whose descendants still occupy and cultivate the farm. There is much arable and cultivated land in
and around Carbonear, and many flower gardens add to its beauty during the summer time.

"For many years Carbonear was blessed with a valuable circulating library established mainly by the late John Elson, Esq., a gentleman of extensive literary acquirements and one of the principals in the long-established house of Slade, Elson & Co. P. H. Gosse, Esq., M.R.S., was in this establishment several years, and afterwards on his return to England one of the English naturalists, and author of several valuable works". (From Tocque's History of Nfld.).

The Library, after many years of usefulness, was finally broken up. In 1945 a Government Regional Library was established; funds have been subscribed by the public this year towards a Library building to be erected this spring as a memorial to the service men of Carbonear who gave their lives for King and Country in two World Wars.

The Seal fishery is a forgotten industry in Carbonear. It is recorded that in 1836 the number of vessels and men employed in the seal fishery was 80 ships of 6,889 tons and 1,918 men; in 1832 there were 124,417 seals landed at Carbonear, and in 1839 there were 41,019 seals.

Besides the Labrador Fishery and some employment given by the Shore Fishery, and the curing, storing and shipping of dried fish, the chief industries are a wood-working factory established in 1908, and a mattress factory.

Carbonear is a terminus of the branch railway around Conception Bay, and good motor roads connect the town with places in that bay and Trinity Bay; the nearness and accessibility of various trout ponds and brooks make it an ideal place for a vacation, and there are good hotels to cater to the tourist trade.

In 1929 a destructive fire originating in the electric Sub-Station, destroyed a bank, shops, saw mill and fish stores on Water Street. Again, two years later three destructive fires wiped out portions of Water Street, including the large wood working factory of Saunders, Howell & Co. Ltd., the newly acquired fish stores and wharves of Messrs. W. & J. Moores Ltd., shops and dwellings.

The population of Carbonear is expanding, exceeding 3,000 at present. Given a town Council under wise leadership, new roads, better conditioning of existing roads, extension of the present water system to other parts of the town, the re-lighting of the streets and other needed improvements, Carbonear would attract many more newcomers from smaller places nearby, other industries would arise and Carbonear would once again take a foremost place in the commercial and industrial life of the country.
Started in 1945, incorporated in 1946, father of ten separate productions in the first six months of 1947—that's the phenomenal success story of Atlantic Guardian. No less than 157,500 pieces of attractive Newfoundland promotion have been produced by the publishers of this smart picture-magazine since the first of this year in addition to the regular monthly copies!
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AND ATLANTIC GUARDIAN!

BOOKS, REPRINTS, POSTCARDS
Putting Newfoundland on the map!

THE WORLD'S
FINEST SEAFOODS

By Ewart Young

Here's a world-famous treat from Newfoundland. A menu of the finest seafoods, including the finest fish from the Labrador and the Arctic, and the finest diving fish from the Gulf of St. Lawrence. Tuna, cod, halibut, salmon, herring, and mackerel to name a few, all in the finest quality and the finest presentation.

PUTTING NEWFOUNDLAND ON THE MAP

From Fishery Products' Modern Plants in Newfoundland comes a Super-Product for the Housewives of America.

PAPER!
A MODERN wholesale enterprise is an interesting place to visit. In the case of Steers Ltd, St. John's, Newfoundland, the interest is all the greater when it is considered that its growth into an island-wide sales organization has been largely achieved in the past twenty years.

The firm gets its name from John Steer, who came out from England in the middle of the last century and established himself in business. Later his sons carried on under the name of Steer Brothers. In 1925 the old enterprise was taken over and Steers Limited incorporated, with C. C. Pratt entering the picture as its Chief Executive. Since that time the Company has made outstanding progress in the mercantile field in Newfoundland.

Extensive waterside premises, a not uncommon adjunct of Newfoundland's mercantile houses, is important to the varied operations of Steers Limited. The new all-concrete fish warehouse, erected in 1943 provides modern drying, storage and packaging accommodation. In addition to Mr. C. C. Pratt, President (seated at desk) Mr. E. A. Pratt, left, Mr. C. C. Pratt, Jr., Secretary (right) and Mr. Norman H. Smith are Directors of this progressive firm.
Fish for world markets arrives by truck and boat. At the height of the rush season Steer Limited finds it necessary to use additional premises. Shown at the left is a schooner being unloaded at a temporary handling depot.

Every pound of fish brought in is weighed (upper right, opposite page) before it goes to the packing floors for export grading. A barrow is here balanced at 224 pounds, being double the weight of the quintal unit of 112 pounds used in Newfoundland. Inset, right, Hedley Snelgrove, Fish Premises Manager.

Trucks travel wherever roads will permit to bring the fishermen's summer harvest to the fish warehouse. All day long during the hauling season trucks unload at the Steers premises, as at left.

Under the Pratt regime the original premises have undergone complete remodelling and reconstruction, in keeping with the requirements of the developing business. The drone of the drill and concrete mixer has been a familiar sound for many years. Wharves and waterfront premises have also been reconstructed and modernized.

The re-shaping of a business from Dry Goods and Grocery shops of twenty years or so ago to one with ramifications extending into almost every phase of the country's commercial life is a fascinating story. In the course of development retail stores were discontinued by reason of a programme of concentration on wholesaling. The diversification of the business is seen in the fact that departments with separate managers and staff now exist for each of the following: Foodstuffs, Textiles, Hardware, Radios and Electrical Appliances, Insurance in the fields of marine, fire and life, and Agencies with appropriate divisions for handling the exclusive representation of many universally known lines. There is also an Export Department for fishery
products and oils which ships to Portugal, Spain and Mediterranean Countries, Brazil, Puerto Rico, Jamaica and other islands of the West Indies. A further development has been the establishment of a warehouse and sales office at Corner Brook to provide for the enlargement of the firm's business on the West Coast of the Island.

During the period of growth and expansion, Steers Limited has progressed in bad times as well as good. It met the depressed conditions of the early thirties by the establishment of the Export and Insurance departments at that time. It is a tribute to the business acumen and sagacity of those directing its destinies that today Steers Limited looms so large on the business horizon of Newfoundland.
In the wholesale grocery sales department, right, one of the salesmen book an order for a customer. Groceries are sold at wholesale prices to families of members of the staff in this department, where loose packages are kept for this purpose.

Shown at left is a section of the general office where the multitudinous transactions of the firm are recorded each day. It is here that the bills, comparative records, and purchase invoices are kept in order.
In the hardware department, above, extensive stocks are carried for assorted packing to suit shopkeeper requirements all over the country. All kinds of dresses and dress goods, as well as many other items of feminine apparel, are kept in stock in the drygoods department for wholesale trade, below.
A complete repair service for all makes of radios is provided by the Radio Department of Steers Limited. In the picture right this department with its up-to-the-minute testing equipment and expert radio technicians is very effectively shown.

The radio department of Steers Limited not only handles radios but many other electrical appliances. At left, Mr. F. Noseworthy, head of the department goes over the lines with one of his assistants.

An entire office operating as a complete unit within the Steers organization looks after the multitude of details in connection with the large insurance business, marine, fire, and life, carried on by the firm.
PERSONNEL

Pictures of the personnel—upper left, C. C. Pratt, Jr., in the Agency Sales office from which goods are channelled from producers and manufacturers abroad to the distributing trade throughout the country; lower left, Carl Abbott, office manager; lower right, Roland Darby, manager West Coast Branch at Corner Brook.

Below, rear, left to right, W. C. Chafe, store sales manager, C. Simms provision warehouse manager, M. Brett, hardware manager, H. A. Pike, treasurer, R. C. Anthony, Insurance department manager; front row, left to right, G. Baird, Textile manager, F. Noseworthy, manager radio department, A. Driscoll, export manager, C. Hudson, manager agency department.
Deliveries are important and one department with several loading and discharging doors is devoted to this task alone. Every facility is provided for receiving, checking and loading orders with the minimum of delay and confusion. Below, the fleet of trucks with drivers and helpers used by Steers Limited to handle their deliveries in St. John's and areas around the city accessible to motor traffic.
When employees of the firm who had served in World War II returned to their jobs Steers Limited threw a party in their honour at the Old Colony Club. Among the guests of honour at the reunion were Carl Abbott, office manager, ex-R.A.F. who spent a month with the French underground after baling out over France and thereby becoming a member of the famous "Caterpillar Club", and Wallace Cake (inset) who served in the navy and was torpedoed three times, was missing for three years and finally turned up as a prisoner of war in a Japanese concentration camp.
In the post-war pattern of global flying, Newfoundland has a strategic rôle as the Gibraltar of the air world.

Newfoundland's strategic position on the busiest and most profitable long distance air route in the world, that over the North Atlantic, has made her take a keen interest in the doings of the International Civil Aviation Organization at Montreal, the parliament of the air world.

For the very same reason, the ever-growing roster of the 40-odd countries of ICAO are interested in the island colony. They have already shown that they are willing to give their help to develop the flying facilities there.

Newfoundland's airports and other bases, which were built by outside interests during the war, have already doubled her national income. Undoubtedly they are going to be a potent factor in its postwar economy as well as safeguarding the whole of North America from surprise attack.

ICAO estimates that 200,000 passengers will fly across the Atlantic this year and even more
next. Many of these will stop off at either Goose Bay or Gander airports and spend much money. Many, too, will return by air for the excellent fishing and shooting, which they have learned about for the first time.

The United States and Canada will maintain a military interest in both Newfoundland and Labrador, no matter what their political future next fall, because of their strategic position jutting out into the Atlantic towards a troubled Europe. The many costly radar stations already established there could be used to give warning of jet-powered atomic bombs or in peacetime to control the going and coming of thousands of civilian aircraft. Then there are the wartime established weather stations, which not only supply vital meteorological information for North America as a whole but for the fishing operations of Newfoundland itself.

One of ICAO's chief functions is to establish world-wide technical standards for flying. Gander is probably the most international airport of the world as the airlines of no less than nine countries use it regularly. Newfoundland realizes such standardization is to its direct advantage and so is a firm supporter of the ICAO recommendations.

To protect the many air travellers flying across the Atlantic and elsewhere, ICAO has set up extensive search and rescue services. The 13 weather stations, which officially started operations this summer in the North Atlantic under the supervision of ICAO, are also used for search and rescue purposes. T. M. McGrath and V. Myrick, two technicians in Newfoundland's civil aviation government department, went to the ICAO regional meeting in Dublin, which planned these services.
They were particularly interested in the ocean weather station between Labrador and Greenland, which is operated by Canada and the United States.

Because of its position, rescue co-ordination centres to control the activities of other strategically-located rescue units will probably be set up in Newfoundland under ICAO. These units will have high speed crash boats, airplanes, helicopters, dog teams, over-snow and amphibious vehicles and pack dogs, according to where they operate.

Last year one of the weather stations, which had been constructed during the war as an aid to ferrying operations, was effective in the rescue of 15 passengers in a transoceanic aircraft which ditched near it. Two of the military aircraft's four engines failed and although all equipment was jettisoned, it was found that the plane could not maintain altitude long enough to reach the shore. The ocean station vessel intercepted the distress messages and stood by to render assistance. Searchlights were turned on the base of the clouds and high altitude flares were used to guide the aircraft in. The crippled plane reached the station and passengers and crew were rescued by life boats manned by personnel of the station.

During the war such search and rescue operations were commonplace for flying personnel and it is estimated that 20,000 Allied servicemen in all were saved in this way then. Their experience has provided valuable information for the setting up of the new search and rescue services.

The finances for the 13 North Atlantic stations are being raised from interested states in proportion to the number of flights they make in the area. The United States, which is doing about 65 percent of such flying, provides and maintains eight stations as well as co-operating with Canada in the one before mentioned. Great Britain is supplying two and sharing in the operation of a third with Norway and Sweden. France is responsible for one and Belgium and the Netherlands operate the 13th jointly. Other countries contribute money. During the war there were as many as 20 of these stations and had it not been for ICAO this important service to flying might have been allowed to lapse.

The ocean weather stations are located at strategic points chosen by ICAO so as to afford the best weather forecasting services for flying the North Atlantic and cover to most advantage the chief international routes being flown. ICAO claims that increased regularity, economy and safety of operation will follow from their establishment, in addition to a substantial increase in payload capacity. This last is expected to result from the decrease of fuel reserves permitted by a more exact knowledge of the speed and strength of the North Atlantic winds.
GIBRALTAR OF THE AIR

At most, each station will cost about $1,000,000 a year, but ICAO thinks that airline operators would be saved twice as much as this by their use.

There will be incidental benefits to Newfoundland shipping, fishing, agriculture and other non-aviation activities which are dependent on weather forecasts. The stations are also being used as communications centres, for air traffic control, and for search and rescue. They maintain continuous radio guard on emergency distress frequencies, give homing signals for aircraft wishing to reach the vessel or get its own position and carry out actual rescue operations.

Vessels used in this work range from trawlers at stations nearest the shore, through Coast Guard vessels, small aircraft carriers or other naval vessels to Liberty Ships. They will be at least 200 feet in length with a displacement of 1,300 tons and will be seaworthy and steady for the work they will do.

Newfoundland naturally is taking an interest in the weather stations and also in ICAO’s effort to standardize radar flying equipment throughout the world. Squadron Leader H. A. L. Pattison, Newfoundland’s director of civil aviation, takes an active part in the Commonwealth and Empire Radio for Civil Aviation Association which sets up empire standards which would eventually be of help in the international sphere. He is also prominent in the Commonwealth Air Transport Council which discusses matters of interest to British Empire flying. Both CERCA and CATC held meetings in Montreal recently in conjunction with ICAO.

Squadron Leader Pattison, with Hon. J. S. Neill, Newfoundland’s Commissioner of Public Utilities, attended the May assembly of ICAO in Montreal as part of the British delegation to look after their own country’s particular interest. More than 400 delegates from 50-odd states did work then on headaches in world flying which the two Newfoundland representatives found of much use in their own problems. Squadron Leader Pattison also went to the Chicago Civil Aviation Conference in 1944, which gave birth to ICAO. Mr. Neill’s predecessor, Sir George London, went with him.

CERCA believes that radar, which did so much to preserve the commonwealth during the war, should be used in peace in civil aviation and the merchant marine for the same purpose. ICAO is now composed of more than 40 states and Russia attended the radar meeting, the first interest she has shown in the body. If the Soviet joins ICAO, it would practically mean that ICAO’s influence will be world-wide. Radar would link the United Nations as it now does the empire.

In the Air Age, Newfoundland will perform a function similar to that of Gibraltar when Britain
depended upon her lifeline to the East. Newfoundland lies astride most of the air trails between the New World and the Old and this position means just as much if not more in peace as in war.

Newfoundland’s interests are also in world-wide as well as Empire aviation. If in the fall elections, it is decided that she regain her old status of separate Dominion, there is no doubt that she will have separate representation at ICAO. But no matter whether she does so, stays dependent on Britain or joins up with Canada, she will participate more and more in ICAO’s scheme for one world in the air because of her geographical position.

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ST. JOHN’S

NEWFOUNDLAND
With rue my heart is laden
For golden friends I had,
For many a rose-lipped maiden
And many a light-foot lad.

—A. E. Houseman.

During a conversation we had with Hollywood producer and director Wesley Ruggles in the course of journalistic duties some time ago, Mr. Ruggles remarked that such and such a picture had had great local success because it was a “baby-on-the-front-lawn picture.”

A “baby-on-the-front-lawn picture”, he explained, was a Hollywood term for a picture that had some strong attraction for certain groups of people or specific localities. A picture made in St. John’s, for instance, or one starring or featuring some person born or living there, would naturally prove very popular in that city whatever its fate elsewhere.

It would be a “baby-on-the-front-lawn picture”, said Mr. Ruggles, “because—well, like any picture of any baby on any front lawn, it’s wonderful . . . if the baby is yours.”

All this is leading up to the fact that a “baby on the front lawn” in another category came across the shining oaken desk of this department this month bringing with it the whiff of poignant nostalgia, the surge of pride, the rueful running of the hands through thinning locks and the tendency to waste valuable working time gazing into the middle distance with misted eyes that comes to all men who receive in the mail a copy of the annual magazine of their old school.

The magazine in this case was The Adelphian, annual publication of St. Bonaventure’s (more familiarly known as St. Bon’s) College in St. John’s.

The magazine is so well known to those whose “baby” it is (and to many others who have an adoptive interest in it) that specific description of its format or contents is unnecessary.
ATLANTIC GUARDIAN

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Genuine
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LIMITED
ST. JOHN'S — NEWFOUNDLAND
Sufficient is that we risk the accusation of triteness by holding it up as "a credit to its editor and all connected with its publication."

It brought, as we have said, the mixture of pride, nostalgia and sadness that all such publications bring. Pride in the list of achievements of the old boys and present pupils; nostalgia in the familiar names beneath just slightly unfamiliar pictures of the younger brothers and even the sons of the light-foot lads we knew; and sadness in growing familiarity of the names of those who have "passed on."

It is too often true, as Mr. Houseman said, that:

By brooks too broad for leaping
The light-foot lads are laid,
And the rose-lipped maids are sleeping
In fields where roses fade.

But it would not do, of course, to end this little piece entirely on a note of sadness. Pride and affection have as much a place as wistfulness in the heart of him who reads through the annual number of his old school magazine. We were happy to receive The Adelphian and hope to continue on its mailing list.

Another publication of more than usual interest that came to us this month was the Souvenir of Cabot Anniversary, compiled by the Gower Street Young People's Union.

A valuable souvenir of that important event in our history, the volume contains much useful matter of general historical and contemporary interest,
EXCESS ACIDITY
of the Stomach makes you feel
MISERABLE

How often have you had a headache without actually noticing that you also have an acid upset stomach? Often these go together. Did you know that Alka-Seltzer was unique in its effect on both?

Drop one or two Alka-Seltzer tablets into a glass of water. Watch it fizz and sparkle. Drink it down—see how quickly you obtain relief.

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Science has at last combined in Alka-Seltzer essential ingredients which doctors for years have prescribed separately—these are the results: First, Alka-Seltzer offers quick relief from pain. Second, it helps correct the excess acidity that causes so much distress.

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some of it brought together for the first time in a convenient reference form. With a foreword by Governor Sir Gordon MacDonald and an introduction by Rev. Victor G. Dawe, president of the Young People’s Union of Gower Street United Church, the book has valuable contributions from such men as F. W. Rowe, principal of Curtis Academy, Dr. V. P. Burke, Ike Newell, Hon. J. S. Currie and many others.

The young people of Gower Street Church deserve every credit for this “attempt to bring out the lasting significance in this memorable year of our history” and we are sure that they will receive it.

Still on the subject of publications we are grateful this month to Rex Renouf, of the legal firm of Lloyd, Higgins and Renouf, of St. John’s who, on a recent visit to Montreal, called in to see us and brought along three out-of-print booklets on various aspects of Newfoundland compiled by the late James Murphy of St. John’s.

Very interesting and valuable records of many important events in the history of Newfoundland and descriptions of life in “the old days”, these volumes will form a substantial addition to our growing library of Newfoundland literature and folk-lore and we are suitably grateful to Mr. Renouf.

It is some time ago now that Ewart Young, our head man around here, invested in a new radio and was idly twiddling the dial one evening when it spoke up at him and said, “This is the

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Produced by Job Bros. and Co. Ltd., one of the oldest firms in Newfoundland, Hubay quick frozen Cod-fillets are becoming more and more well-known in North America. Newfoundland Codfish, caught in the crystal-clear waters of the North Atlantic, packed and frozen by the quick-freeze method is indeed Seafood par excellence.
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Says ELSIE The Borden Cow

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Whole Milk in Handy Powdered Form for Cooking or Drinking!
Gerald S. Doyle News Bulletin bringing you the news from all over Newfoundland."

This was the first time he had ever been able to get Newfoundland with any clarity on the radio in Montreal and at first he thought it was some kind of a happy accident that would not be repeated. Subsequent experimentation on succeeding evenings, however, resulted in the station coming in clear and strong almost every time and now of an evening it is impossible to get him away from the house until he has heard the Doyle Bulletin and the proceedings of the National Convention.

This is leading to some serious results. The other evening, for instance, he heard of the launching at Glovertown of a schooner called National Convention. This led him to remember a similar marking of an important event in history with the launching of a schooner, called Branch Railway some years ago.

The serious part about it is that now he is going about audibly wondering when some public-spirited citizen is going to launch a schooner—or at least a good jolly boat, called Atlantic Guardian.

Do we hear any offers?

Miss Wendy Darroch of Darwin, Australia, who is making "a special study of the British Empire" and has, she says, "gained more information from pen-friends in various parts of our great Commonwealth of Nations than by perusal of musty books of reference", wrote us recently in search of information about Newfoundland.

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Barrels, half-barrels and quarter barrels shipped to Newfoundland and other points.

Your enquiries invited.

177½ KENT ST., CHARLOTTETOWN, P E I.
She had, she said, received a copy of *Atlantic Guardian* from a pen-friend and having read it had come to the conclusion that Australia and Newfoundland were much alike in that “our life-line is export trade and our prosperity lies in the understanding of others concurrently with their knowledge of us.”

She thought that Australia might be a potential customer for Newfoundland products, that both countries should know more about each other and said that she would be “pleased to exchange illustrated literature and information with any of your readers who are interested.”

In our role of unofficial clearing house and exchange centre for Newfoundland information, we are always happy to receive such letters and to help in any way we can and we wrote Miss Darroch to this effect.

In the same mail (again illustrating the extent of information centre work) came a letter from Hans Ostelius, of the Royal Swedish Air Force in Stockholm, asking us for some information and pictures of Gander Airport which we were also happy to supply.

We are going to have to set up a special department of “Attention to Foreign Correspondence” if this sort of thing keeps up... which we hope it will.

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4F "How to Select the Right Heating System for Your Home"—16 pages describing and illustrating various heating methods.
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Piles of pulpwood logs that dwarf the surrounding buildings at Corner Brook and Grand Falls are symbolic of an industry which closely ranks with the fisheries of Newfoundland in importance to the country's economy and in supply of a vital commodity to world markets. The pulp and paper mills operated by Bowaters at Corner Brook and Anglo-Newfoundland at Grand Falls are among the largest in the world and around them have grown up two thriving towns with about 20,000 people in each area directly benefitting from the operations. Newsprint from these mills is exported to the United States, South America, England and many Empire countries.

Hon. W. S. Monroe, President
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