

THE GRAND FALLS ADVERTISER

VOL. 1.

GRAND FALLS, NEWFOUNDLAND, APRIL 8, 1936.

NO. 1.

Horticultural Society Formed

A Horticultural Society has been formed in Grand Falls and three meetings have been held thus far. At the first meeting, which was a public one and fairly well attended, it was unanimously agreed to form this society and an election of officers took place.

Result of election:

President: Mr. R. S. Bell.
Vice President: Mr. E. Powley.
Sec.-Treasurer: M. N. Eveleigh.
Committee: Mrs. G. S. Pincott, Messrs W. Morrow, W. Kraske.

At the second meeting, Mr. R. S. Bell gave a most informative and interesting address on "The preparation of Hot Beds". This was the first of a series of lectures to be given at forthcoming meetings. The following is a list of timely subjects recommended:

- (I) Planting, Pruning and care of trees.
- (II) Preparation of soil.
- (III) Preparation of soil.
- (IV) Care of Lawns.
- (V) Insects and diseases.
- (VI) Window boxes.
- (VII) Bird houses.
- (VIII) Seeding, transplanting, and care of plants.

The aim of the Society is summed up under five headings, namely; (1) Reduction in cost of any supplies to be procured at local Green House. (2) By grouping Members' orders and buying through the Society to obtain lower prices on trees, shrubs etc. (3) By distributing literature dealing with the various problems as they arise. (4) By making full use of an Exhibition to be held in the fall. (5) By getting together and talking things over and passing your experience on to other members, and by mutual help to make our Town a place of beauty.

The Society is open to all people, resident in Grand Falls and Grand Falls District, which includes Botwood, Bishops Falls Badger, Millertown and Buchan's. The fee is \$1.00 per year per family. The meetings take place fortnightly on the 1st and 3rd Monday of each month at 7 p.m. in the Tea Room of the Town Hall, Grand Falls.

The Society is known as the Grand Falls Horticultural Society and we wish it every success.

Station to Have Theatre

The New Theatre at the station now being erected by Mr. Gibson is nearing completion. The new building is to be equipped with a fine modern Talking machine and Mr. Gibson assures us that he is securing a contract for some excellent pictures. Later on we shall have more details to give on this subject. In the meantime this paper wishes Mr. Gibson every success in his new venture.

New E. V. Royal Stores To Be Imposing Building

The new building which the Exploits Valley Royal Stores, Limited are having erected on high street is going to be a splendid addition to our town. High Street is fast becoming a dignified mart, renowned throughout the country for the splendor of its buildings. The new Royal stores is to be an imposing two-storey building made of concrete blocks with a poured concrete front. It is to have a frontage of 130 feet and reach back 110 feet. Excavating has begun and is in the hands of H. K. Goodyear. W. H. Rideout & Son are completing work on the concrete blocks, and, as always, are living up to their enviable reputation for doing good work.

The need for a more commodious building and the ability to erect such a splendid specimen is ample proof of the growth and success of the E. V. Royal Stores Ltd. in Grand Falls. Finding their downtown premises too cramped for their numerous and still growing activities, they characteristically took their courage in both hands and planned a new shop that will be a credit to them and an expression of their stability and success.

CHARITY DANCE

The Elks are first to start the ball of gaiety rolling after the drabness of the Lenten season. They open the Easter festivities with their Annual Charity dance which has always been such an unqualified success. This benevolent organization deserves the whole-hearted support of the community. Their interest in the welfare of the children during past years has been shown by their efforts to provide a playground suitable for them.

TOWN IMPROVEMENT

We are informed that a comprehensive plan of Town improvement, which includes some road surfacing, is now under consideration by the A. N. D. Co.. We hope to have further detail for publication as soon as matters are finalised. As far as our roads are concerned no comment is necessary.

U.C. Young People's Society

At the second last meeting of the U.C. Young People's Society most informative and entertaining Debate was held. The subject was one of vital interest to us all, as Newfoundlanders, viz. "Resolved that the policies inaugurated by commission of Govt. are better adapted to the economic and industrial rehabilitation of Newfoundland than were the policies of the political parties under Responsible Govt." The affirmative was led by Miss B. Brett, President of the Society ably supported by Mr. Malcolm Davis and Miss Rea Sanger. The Negative had as leader Mr. T. Howell whose capable colleagues were Mr. Wm. Goulding and Mr. Lewis Taylor. Both sides had a wealth of information which they delivered with much force and eloquence, thus rendering the judges task a far from easy one. The decision went in favour of the affirmative. The Judges were Messrs L. Moore, Jack Cater and J. Parsons. The meeting was considered one of the most enjoyable on record. A pity the Commissioners could not eavesdrop.

C. of E. Social Club

Debates seem to be The order of the day for at last Wednesday's meeting of the C. of E. Social Club, a most entertaining one took place. The Subject 'Resolved that woman's rightful place is in the home,' was one that always causes much heated arguing. The Affirmative led by Mr. Geo. Hicks, supported by Miss Elsie Bradbury and Miss F. Bratley put up many excellent arguments. The Negative with Mr. L. R. Cooper as leader. Supported by Miss Rita Bishop and Mr. C. Russell fought valiantly and eloquently for a losing cause and woman was doomed to remain in the house. The affirmative gained the decision; proving yet again that 'The hand that rocks the cradle rules the world. Only of course in this enlightened age cradles are no longer rocked, it being highly unscientific and upsetting to a child's nervous system!

The judges were Mrs. E. M. Bishop, Miss E. George and Mr. F. Rockwood.

Personals

The Bank of Montreal here is about to lose one of its most valued workers. Mr. Richard White leaves by Friday's train for St. John's en route to Montreal, to which city he has been transferred. For several years he has been a well-known figure in our Bank, and many can testify to his agreeableness and popularity. He spent most of his boyhood and schooldays here and will leave many regretful friends behind. His parents, Mr. & Mrs. George White, once well known in Grand Falls, now reside in Montreal, so Dick is really going home. To him this paper says "Bon voyage" and Best Luck.

Mr. J. F. Cantwell of St. John's, formerly of Brigus, returned home last week, after a brief visit to his daughter, Mrs. M. F. Blackmore.

Mr. & Mrs. W. Simpson, with their son, Roger, left last week by the S. S. Geraldine Mary for the old Country. Mr. Simpson, who has been a resident of Grand Falls for the past twenty five years, will be greatly missed by his friends and relatives. For many years he has been a faithful and valuable employee of the A. N. D. Co., and now goes to take up his duties in another paper mill in Ballyclare, Ireland. We wish Mr. & Mrs. Simpson every success and happiness in their new home.

Mr. Austin Griffin who entered Lady Northcliffe Hospital to undergo an operation for appendicitis last week is coming along fine and expects to be out again by the end of this week.

Mr. Ralph Fitzgerald who spent a few days at Corner Brook returned by Friday's express.

We understand that Miss Mabel Cramm of the A. N. D. Staff, has resigned her position and will leave for St. John's shortly where she will reside in future.

Mr. Maurice Cohen, of the firm of S. Cohen & Sons, is now doing business in Towns along the line.

Mr. Charlie Gosse, who has been confined to his bed with pneumonia during the past month, is now, we are glad to know, well on the road to recovery.

Mrs. Horace Wetmore, who has been spending the winter with her son, Mr. Richard Wetmore, Exploits Ave., leaves by Tuesday's train for her home in St. John, N.B.

Mr. L. W. Dunphy who, for the past few years has been Groundwood Superintendent of the Bishop's Falls Mill, has been appointed head of the Control Department here.

Bunnies, Bonnets and Bills!

At the advent of Easter we notice the shops are taking on that festive air that was packed away with the Christmas toys. Chocolate eggs, candy eggs, all kinds of eggs, together with gluggy, yellow chicks and sad-eyed Bunnies, make the eyes of the kiddies shine. New Easter bonnets and smart swagger suits give that look of eager expectancy to the usually bored Lady shoppers, while the men poor creatures! go about with that haunted look, which the prospect of a sadly depleted pocket-book invariably gives.

Ashcans and Animals.

Spring draws on. The warm rain falls. The young buds are bursting on the trees. Shoots are springing. The river is overflowing and—so are the ashcans! The ground is wearing that dirty, desolate look peculiar to our springtime, and ashcans, so overflowing do not improve the landscape. Furthermore to keep one of the said receptacles stationary would tax the ingenuity of a Newton. For no sooner has the long-suffering housewife turned her back when crash! over it goes, with its complete contents spilled ignominiously over the just tidied yard. Is it the force of gravity or—is it the dogs? A burning question, my friends. And all important if we are to keep up our Town's reputation for Cleanliness.

Too Late to Publish

We regret very much that owing to its late arrival, some very interesting matter, dealing with local affairs, can not appear in this issue.

Miss Bernice Sheppard who has been attending Spencer College returned home by Tuesday's Train to spend the Easter Holidays with her parents Mr. and Mrs. Geo. Sheppard, Cabot Road.

Munden Bishop, who has been attending The Memorial University College, St. John's returned by yesterday morning's train to spend his Easter vacation with his parents, Rev. E. M. & Mrs. Bishop.

Miss Caroline Grace has returned from St. Brides College St. John's, to spend the Easter Holidays with her parents Mr. & Mrs. Charles Grace.

Mrs. L. Moore returned from a trip to the States by last Friday's train.

Mr. G. S. Pincott, Mill Manager of The A. N. D. Co., left by yesterday's train on a brief visit to Quebec.



ELK'S 14th. ANNUAL
Charity Dance
TOWN HALL Apr. 15 th.
Music by STAR ORCHESTRA
Tickets: .75 & .50c

THE GRAND FALLS ADVERTISER

Printed and Published on the 8th and 23rd of each Month at the office of
M. & W. BLACKMORE.
 Mill Road, Grand Falls, Newfoundland.
PRINTERS & PUBLISHERS

GRAND FALLS, APRIL 8, 1936

Editorial Comment

With the publication of this, the first issue of the **Grand Falls Advertiser**, the Publishers are undertaking what they realize is a very arduous and responsible task: the institution, development and maintenance of a worthy Community Newspaper. To any thinking person, who has observed the development and progress of Grand Falls, it is apparent that, in order to take and hold its place in a community such as this, a newspaper is compelled to attain and maintain a standard that is at least on a par with the standard of the people it purports to serve—a standard that, in the opinion of this paper, is second to none in Newfoundland. The publishers of the **Grand Falls Advertiser**, fully aware of the magnitude of their task, know very well that it is only the support and co-operation of the people that can make their undertaking successful.

Contrary to the policies of many newspapers of indulging in destructive criticism of systems and conditions, the policy of this paper is to support, to the best of its ability, all commendable efforts that tend towards the general improvement of the community. This policy, formulated after a careful study of local conditions, is designed to promote and encourage initiative and to help those worthy efforts, individual or massed, that so often go unappreciated.

For the present the **Grand Falls Advertiser** will be printed fortnightly and delivered free to every home in Grand Falls and at Grand Falls Station, though it is the intention of the publishers to eventually publish on a weekly schedule. The **Grand Falls Advertiser** will strive at all times to bring you an accurate and interesting account of local news and events, not the least interesting of which is the shopping news, supplied by the excellent stores of which Grand Falls is so justly proud.

In asking the co-operation and support of its readers the **Advertiser** wishes to make it known that any suggestions that will help towards its improvement will be greatly appreciated. Constructive criticism is gladly welcomed. In this way it is hoped to give the town a newspaper, worthy of its best ideals—one that represents truly the development and progress of Grand Falls.

The forming of a Horticultural Society—particulars of which may be found elsewhere in this issue—means a very great thing for Grand Falls. Its aim, to help the individual beautify his surroundings and thereby improve the general appearance of the town, is not its only benefit to us. The getting together of the residents, their mutual help in passing on their experiences, their working for a common cause, will tend to foster a community spirit that will be found to be of inestimable value.

It is to be sincerely hoped that the interest of the whole town and district will be aroused in this new venture. The need for beauty in some form lies, dormant or otherwise, in every normal human being. The Horticultural Society offers a practical way of finding that beauty, and we shall follow with much interest the future activities of the society, particulars of which we will have much pleasure in publishing in forthcoming issues of this paper.

Codex Sinaiticus Rebound

The very distinguished job of rebinding the famous Codex Sinaiticus of the British Museum in London has been accomplished by Sydney Cockerell, noted English bookbinder, in co-operation with his son. According to regulations of the museum, these two precious volumes may not be taken from the building. Consequently the work was done on the spot. The parchment leaves of the books were removed entirely, ironed and repaired in a most meticulous manner, and then sewed together again. The new binding is simple and durable. In the main it consists of two oak boards which were chosen for their lasting qualities and especially prepared. The backbone is of Morocco leather, with hand tooled, yet simple, ornamentation. Both volumes are preserved in a special case which is in harmony with the bindings of the two books themselves.

Seals, even when on land, breathe from six to 12 times, and then stop breathing for a period lasting from one half to a full minute.

Easter Sunday Church Services

Holy Trinity Church

Holy Communion at 6.30 a.m.
 Choral " " " 8.30 "
 Matins at 11 a.m.
 Third Communion at 12 a.m.
 Children's Service at 3 p.m.
 Evensong at 7 p.m.

Special Easter Music

Two Anthems:
 "Hallelujah, Christ is risen"
 "King of Kings"

Salvation Army

6.30 a.m. A united march will take place.
 10.30 a.m. All branches will again be on parade, including Guards, Sunbeams and Chums.
 3.00 p.m. There will be a commissioning of Local Officers and an enrollment of Junior and Senior Soldiers.
 7.00 p.m. A Great Salvation Meeting.

Church of

The Immaculate Conception

First Mass 9.00 a.m.
 Solemn High Mass 11.00 a.m.
 Benediction of The Most Blessed Sacrament 7.30 p.m.

Memorial United Church

6 a.m. Service for Prayer and Mediation.
 11 a.m. Morning Service.
 Organ Postlude.
 Doxology and Invocation.
 Hymn 103.
 Prayer
 Anthem: "King all Glorious"
Stults.
 Lessons and Announcements.
 Offering.
 Hymn 104.
 Sermon: "Easter Lillies from God's Garden"
 Prayer.
 Hymn 109.
 Benediction.
 Organ Postlude.
 2.30 p.m. Special Sunday School Service.
 7 p.m. Evening Service.
 Organ Prelude.
 Doxology and Invocation.
 Introit
 Hymn 112.
 Prayer.
 Anthem: "As it Began to Dawn."
Stults.
 Lessons and Announcements.
 Offertory.
 Hymn 115.
 Sermon: "The Life Everlasting"
 Prayer.
 Anthem: "King of Kings"
Simper
 Hymn 562.
 Reception of New Members.
 Benediction.
 Vesper.
 Organ Postlude.
 8.15 p.m. Sacrament of The Lord's Supper.

W. H. RIDEOUT & SON
Contractors and Builders

PRODUCTS:

Built Blocks, Mantles, Air-Cool Chimney Blocks
 Flower Pots, Well Blocks, Marble-Crete Grave
 Markers, Grave Forms, Gate Posts, Culverts
 Sidewalk Slabs, Fireplaces, Sewer Pipes.

MASONRY CONTRACTS:

Twillingate Hospital,
 K. of C. Hall, Grand Falls
 New Co-operative Society Store, Grand Falls
 Etc., Etc.

BOTWOOD NEWFOUNDLAND

Pound Goods

New Arrivals Now Showing

Every woman knows there are marvelous values in pound goods.

We carry a complete range. Call and see this line when out shopping.

Oil Cloth

A special purchase of Table Oil Cloth enables us to offer a very fine price. Only **19c.** yd.

Not first quality but well worth the money

Men's Thigh Rubbers

A good strong general purpose boot but not recommended for Grinder room work **2.79** pair

We also stock Litentuffs and Ladies, Misses, Childrens and Boys Long Rubbers

Wall Paper

JUST OPENED!

New Shipment of Wall Paper

Unexpectedly Low in Price

GOODYEAR HUMBER STORES

GRAND FALLS STATION

"It Will Pay You to Shop at Goodyear's"

Loud Noise to Replace Machine in Shaking Up Paper

Noise may soon do the work of mechanical agitators in shaking up the tiny fibres of cellulose used in making paper. This development, as yet in the experimental stage, was revealed at a recent meeting of the Acoustical Society of America. At present paper goes through a process "beating" in which a mechanical flail is used on the pulp to prepare it for sheeting, mangling the fibres so they will mat better and forming a cellulose and water gel in the pump to act as a strengthening glue. The desired gel effect can be produced by irradiating a water and cellulose solution with a high intensity sound, thus shaking up molecules. The pulp is treated in a tub the bottom of which is, in effect, a large unpolarized telephone receiver. In tests, paper made in this way did not have the strength of that made by mechanical agitation, but it is believed that an improved method of applying the sound may give the process a definite commercial value.

Twelve letters form the complete Hawaiian alphabet.

Hear Ye! Hear Ye!

A word for those who have made this paper possible—the business men of Grand Falls. As ever they have taken their stand and done what they have considered best. I wonder if any one of us stops to consider how tireless they are in their efforts to please us all, great and small. Granted, they are not exactly philanthropists—business does not thrive on sentiment—but what shrewd judgment they show, what psychological insight, and how smilingly they pander to our tastes and whimsies. Grand Falls has a right to be proud of its shops. They display goods not to be excelled, not always to be equalled, anywhere else in the country, at a similar price. And our prices compare very favorably with those to be found elsewhere in Newfoundland. (Owing to our Tariff Laws, comparison with other countries is of course out of the question). This enviable state of affairs is due to the zeal and wisdom of the diligent managers and buyers of our firms. They make it possible for us all to dress to suit ourselves and our pocket-books—or not, as the case may be. They help to make this a better dressed town, which is "all to the good" or don't appearances count?

Boiled Potatoes Turn Black if Soil Lacks Potash

Housewives who have found that boiled potatoes have turned an unappetising blue or black instead of remaining firm and white, may learn for the first time exactly why this happens. Professor W. E. Tottingham of the University of Wisconsin has discovered that the discoloration is the result of formation of pigment products which appear when the potatoes are grown in soil lacking potash.

The life of every nation, as of every individual, is a battle, and the victory is to those who fight with faith and undespairing devotion. —Curtis.

"Dresses For All—from \$1.98 up." (Please note the "up"). The "ads" make us smile perhaps, but there is a human touch behind them nevertheless. To the person who considers a \$20.00 Garment cheap, \$1.98 is a joke, but to the one who really can't afford one dollar, \$1.98 is a delicious extravagance! Einstein was right. There is something in relativity. The buyers know this, govern themselves accordingly and the result is a heterogeneous display of goods, from which no one need go away dissatisfied.

Wit and Humor

"What happened, George?" she asked her husband, who had got out of the car to investigate.

"Puncture," he said briefly. "You ought to have been looking out for this," she remarked. "Didn't you remember the guide told you there was a fork in the road?"

Patient: "Doctor, is there any danger of the operation proving fatal?"

Surgeon: "Really, my good man, considering that we are experimenting on you free of charge, your idle curiosity is hardly good form."

Two little street urchins were watching a barber sing a customer's hair.

"Gee!" said one, "he's hunting them with a light!"

A wanderer from Italy tells of a certain shoe factory in the town of Frosinone to which love has come stealing on soft, upsetting wings. Production had fallen off markedly, and the difficulty was traced to discord among the female employees. Discreet investigation proved the cause of the discord to be a handsome young apprentice named Giuseppe with whom all the girl workers automatically fell in love. Giuseppe, dismissed, appealed to his trade union. Finally, said the union stoutly, "we acquit this man, for we believe that to be loved wholesale is no offense."

CARD TOURNAMENT !! Bridge and Forty-Fives

April 29th TWO NIGHTS May 28th
K. of C. HALL

10 Prizes Each Night Special Tournament Prizes
Bridge: Silver Cake Tray. Forty-Fives: Silver Cake Tray
See them at the Co-operative Store

GAMES START 8.30 Admission 50 cts.

EIGHTH ANNIVERSARY SALE!

This Big Event is staged as an expression of Gratitude to our customers for their steady support and patronage during the past eight years. We hereby offer astonishing values in Men's Women's and Children's Wearing Apparel, also General Merchandise. We guarantee Satisfaction or your money will be cheerfully refunded.

New Arrivals in Ladies' SPRING COATS & SWAGGER SUITS

Featuring New Fashions, New Colors and savingly priced.

It will pay you to look over our stock before buying elsewhere.

LADIES' UNDERWEAR, Silk Bloomers and Vests

Extra heavy quality.
Per garment 39c

Ladies' Taffeta Princess Slips Lace Trimmed 75c

Ladies' Silk NIGHTGOWNS Built up shoulder style. Non-Run Rayon Silk 85c

LADIES' SHOES 300 Pairs CLEARING Per pair \$1.50

LADIES' HOSE

A well known Full Fashioned Hose. Fine quality, 42 gauge pure silk, cotton elastic top, 25 shades. NOW \$1.00

New Shipment of LADIES' DRESSES

Hundreds to choose from. Hundreds of different styles and creations. Something to suit every taste and at a price to suit every purse. Come and look them over.

\$1.98 to \$10.00

LADIES' HATS

Every Spring Shade, Every Spring Style. Something new and different at astonishingly low prices.

\$1.49 to \$1.98

Ladies' Wash Dresses

Everyone tub fast. Everyone new. Snappy trims. Nice patterns. Colorful prints. All sizes

\$1.00 to \$1.50

Rayon 20 Different shades now on sale at . . . 15c. yd

Ladies' and Misses' PULLOVERS

Short and long sleeves. Popular for spring wear. In all the wanted colors 1.49

LADIES' BLOUSES

Pure Silk and Taffeta
New Spring Shades

\$1.49 up

Misses and Childrens OXFORD SHOES

200 Pairs Clearing
Per pair \$1.25

BOY'S SUITS

A large assortment from which to choose from age 4 to 14 years
Now \$2.49 up.

Men's Suits!

400 from which to Choose
This is the largest stock we have ever imported. A very pleasing assortment of styles and patterns to suit each individual taste or whim. An inspection will convince you.

MEN'S SUITS 2 pairs Pants

Regular \$25.00
Now \$18.50

Men's Raglans and Topcoats

A large assortment
From \$12.50 up

MEN'S FELT HATS

Six Different Shades
Now 2.48

Mens' Dress SHOES

Solid Leather
Blucher Style
All Sizes
Sale price \$2.48

YOUTH'S SUITS

All wool Tweeds, Blue and Brown Serges Double Breasted. Long Pants. To fit ages 12 to 17.
Now \$8.50 up

Do Your Shopping Now and Save at
BERNARD DUBOW'S

The Community News & Shopping Guide

In Patronizing the Advertisers in this Paper you are accepting an invitation from the leading Grand Falls shops and Business Houses to Avail of Genuine Value and Service. Firms with Reputations for Honest Dealing and Dollar for Dollar values. Shop where
You're Invited to Shop!
Patronize the Advertisers!

The Grand Falls Advertiser