

The Montevideo Times

Vol. 886 No. 13697 (New Series)

ESTABLISHED 1888

Price 5 cents — PORTE PAGO

COMMITTEE OF 18 TO MEET ON THE 31st

Geneva, October 24th

The Committee of Eighteen has been requested to meet on the thirty first of the present month by Mr. Vaseoncellos, the president of the Co-ordination Committee. The meeting will take place in the morning, and later in the day, the Representatives of the various Members of the League will sit in conference. The object of the meetings will be to enable the Representatives of the League of Nations to receive in full the replies of the countries which are affiliated to this entity regarding their approval and suggestions for the application of Sanctions against Italy. It is understood that these replies will be received in Geneva before the twenty eighth of the month. One of the most important questions to be dealt with at the meeting will be the fixing of a definite date when the Sanctions are to be applied. It is presumed that the recent conversations between London, Paris and Rome will have to a great extent influenced the other States. It is stated that the League Council has not received any official information to the rumours to the effect that the Italian Government will refuse to enter into any kind of conversations for the cessation of hostilities until a decision to postpone the application of Sanctions has been made.

MISCELLANEOUS NOTICES

Djibuti, October 23rd

It has been confirmed that Ricketts, famous as having secured the now notorious petroleum concessions from the Ethiopian Government, is now enroute from Bagdad for this city, accompanied by fifteen oil drilling experts. In spite of the present difficult situation and the opposition presented, Ricketts intends to immediately begin his search for oil. Italy will probably make an official protest to the League of Nations against these activities.

Addis Ababa, October 23rd

Two Irish Captains, Marius Bromhill and James Siskey, who are encharged with the organization of the medical and first aid services of the Ethiopian army, are to accompany Emperor Haile Selassie as attachés to the Imperial Guard when the monarch leaves for the front. They will be the first foreigners permitted to penetrate into the zone occupied by the Ethiopian forces in the Makalle region. Unconfirmed rumours are circulating to the effect that an important battle has already. It is also stated that the Ethiopians are ready to poison the water supplies in the district of Gorahei as soon as they become convinced that they cannot detain the advance of the Italian forces under General Graziani.

FRENCH CHEMICALS FOR FASCISTS

London, October 23rd

In announcing the dates for the Dissolution and General Election, the Prime Minister said:

"A lull in international affairs appears to have arrived, whereas if the General Election were postponed until January it might find the country facing a more difficult time than to-day".

He declined a Labour request for a debate on Unemployment, stating: "The international situation is of paramount importance, and while Unemployment is also important I am afraid the hon. members must appeal to the country, a tribunal to which we all must bow".

Mr. Lloyd George described the Prime Minister's reference to a lull in international affairs as an amazing statement. "You are organising", he said, "a stranglehold on Italy. You have brought together fifty nations to break her, and you call it a lull! Economic sanctions mean economic war".

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FRIDAY, OCTOBER 25, 1935

Editorial Office: Reconquista 634 - 640

NAVAL CONFERENCE

London, October 23rd

The British Government has encharged its embassies in Paris, Rome, Washington and Tokio, to invite the respective Governments to send representatives to the Naval Conference to be held in London on December 2nd. The Dominions are also invited to send representatives and participate in the deliberations if they desire to do so. It is believed that the Ambassadors in London of the nations in question will head their respective delegations. During the Conference the major debates will be principally upon the question of whether there is a possibility of reaching a qualitative limitation of armaments as well as of naval programmes. Pessimism is shown in naval circles as to the possible results of the Conference, it being believed that the United States will strongly oppose the Japanese plans of naval disarmament. The declarations of the American Secretary of Navy recently are interpreted as being an indication that the United States will not cede anything as regards the maintenance of the present percentages of strength of the major naval powers.

SIR S. HOARE'S SPEECH

Rome, October 23rd

The "Popolo di Roma" says that Sir Samuel Hoare's speech was intended principally for home consumption.

"Whether it represents a decisive step towards a normal international situation remains to be seen. The Italians will note his reminder that he was the first statesman to recognise Italy's right to expand but they will also observe that he failed to state how this would be materialised".

The London correspondent of the "Popolo d'Italia" says: "The speech has accentuated the sense of ease previously initiated by Sir Eric Drummond's explanation in Rome and Mr. Baldwin's speech at Worcester".



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SHORT CUTS TO PROSPERITY

London, October 23th

At the annual general meeting of the Anglo-South American Bank, the chairman, Sir Bertram Hornsby, commenting on the present discouraging world conditions said:

"My own view, for what it may be worth, is that we shall see no real recovery until the present attempts at short cuts to prosperity have been tried and have failed as I think they must, and in their place we shall hear more of older-fashioned remedies. The longest way round is often the shortest way home".

The chairman commenced by regretting that the mild optimism expressed last year had not been justified. The march of economic nationalism, whilst diminishing international trade, had tended to improve international conditions, maybe temporarily, but so far as the improvement had been neutralised by depreciated exchanges and further legislation for the protection of debtors at the expense of the creditors, the only possible argument for which could be the fall in prices of primary commodities added to excessive post-war borrowing.

NEW CANADIAN CABINET

Ottawa, October 23rd

Following his recent overwhelming victory at the polls, Mr. Mackenzie King has formed a Cabinet and taken over the Premiership from Mr. Bennett. He possesses an enormous majority, with 176 Liberal seats out of a total of 245.

SIR JOHN PYBUS DEAD

London, October 23rd

The death is announced, at the age of 55, of Sir John Pybus, National Liberal M. P. for the Harwich Division of Essex, and formerly Minister of Transport in the present Government, following an illness of several weeks.

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CONCORDIA FLOODED

Concordia, October 24th

According to information received from Concordia, nearly one quarter of the town is under water, the waters of the River Uruguay having reached a depth of almost four feet, and is reported to be still rising. All traffic is completely paralysed, and great difficulty is being experienced in conducting rescue work owing to the fact that the property is nearly all under the water. The district of Salajaro is also completely cut off from the rest of the town, the waters having reached a depth of three meters in the part which joins this part to Concordia. The higher parts present a most unusual spectacle owing to the fact that large numbers of tents have been erected to house the refugees.

LONDON NOT CONVINCED

London, October 23rd

It is understood that Italy has notified Great Britain that she has decided to withdraw one division from Libya, and that the Defence Committee of the Cabinet is considering whether this gesture justifies the withdrawal of one or two Naval units from the Mediterranean.

The officials so far decline to comment on the subject, but it is learned on reliable authority that possibly Great Britain will shortly reduce her Fleet in the Mediterranean. This is dependent, however, on a solution of the general situation, and particularly on the cessation or otherwise of the campaign against Great Britain in the Italian newspapers.

Well-informed authorities express the belief that meanwhile Great Britain, while appreciating the Italian gesture, will be inclined to adopt a "Wait and see" policy, on the grounds, first, that one division is regarded as a comparatively small withdrawal, inasmuch as Italy has at the present time a concentration greater by five times in Libya than that of this country in the Anglo-Egyptian Sudan; and secondly, that the concentration in the Mediterranean is primarily attributable to the violent threats against Great Britain in the Italian Press.

LONDON STOCK EXCHANGE

London, October 23rd

Sir Samuel Hoare's speech created a favourable impression on the Stock Exchange to-day, and with operators extending their commitments more freely a very firm tone ruled throughout the session with gilt-edged securities again a particularly strong feature.

In the commodity markets wheat was featureless, while cotton strengthened on bullish American advices, coupled with the firmness of Egyptian. Tin prices were marked down considerably in view of the increased quota, but other base metals held steady.



Has the pleasure of inviting you to visit their shop for the purpose of seeing a beautiful selection of pure silk prints, one design of each class, received recently for their exclusive sale.

SARANDI, 667

IMMEDIATE MAILS OCTOBER LEAVING

25th Cabo Santo Tome, for Genoa. Mail closes on the 25th at 10 o'clock.

26th Western Prince, for New York. Mail closes on the 25th at 19 o'clock.

ARRIVING

25th Argentina from Corumba
25th Berengar from Hamburg
27th Mendoza from Genoa
27th Delnorte from N. Orleans

ADVERTISING

If you have a good article to sell, it is only reasonable to assume that the more people you inform that you are looking for a buyer, the greater will be your chance of finding a person who may be looking for a similar article to the one you have for sale. There is of course nothing new in this statement. It is something which everybody knows. Everybody knows too, that some of the world's largest businesses have been built up by a very carefully planned Advertising Campaign. It may be true that these large concerns would in the end have prospered to some extent without the assistance of Advertising, but it is not less true that it would have been a much slower process, and not what would be considered good policy by the modern business man. Advertis-

ing to-day, is a highly specialised profession in the United States and in Europe, and for a man who has a boy about to be launched out into the world, he may do far worse than start him with a well established firm in this line. It is a line which will provide anyone with plenty of opportunities for advancement in the world, if they have any ideas of their own. The successful Advertising man is never allowed to get into a groove; the public in the long run are his customers, and the public is a fickle jade; the public wants something new all the time; and the last must be better than the first. The Advertising man must always be prepared to change with the times, and very often he must change before the times, as he is more often than not responsible for molding

the tastes of the public to something they have never seen nor heard of. The article which was good enough for the man in the street yesterday, is not good enough for him to-day: we are living in an age of progress, and the progress and the rapid strides which are made in the Commercial world of to-day, must be anticipated by the Advertising man if he wishes to keep ahead of his competitor. There are many ways of advertising an article or product to-day, to mention only a few, there is the newspaper, the Radio, and the illuminated signs which can be seen in the streets of any large town. To prove that Advertising is a paying proposition for the business man, it is only necessary to look around for a moment, and it will become immediately apparent that very few industries have failed to realise that money spent on propaganda is a good investment.

A little reflection on the part of any thinking person will show that the same firms which advertised in the past, are still amongst the world largest advertisers, as these concerns have increased, so they have apportioned larger amounts each year to be spent in letting the world know what their product really is. We repeat that for a young man, the business of Advertising is, and is likely to re-

main, a most attractive profession. He will without doubt require to be a person with rather more than the normal amount of vision if he intends to reach the highest positions which are to be had, but to a young man who is prepared to tell the truth about an article which is for sale in an attractive and convincing manner, there is an abundance of variety and sufficient hard work to make the job both interesting and profitable. Clients are not too hard to get, and are always willing to listen to an enterprising advertising man who goes along with some new scheme for the presentation of their goods. He will soon discover the needs of each, and will just as soon discover the man who wants to advertise an inferior article: if he is wise, he will decide to leave this type of person severely alone, as quite apart from the fact that this man is not strictly honest in trying to foist an inferior article onto a public which has come to depend on the advertiser for advice as to the class of goods he should purchase, he rarely stays in business long enough to be of any value to him as a client, and when he finds that in spite of his advertising he is gradually losing business to a man who is making an honest effort to supply the public with what it wants, he is quite capable of trying to lay the blame on the man who has been doing his advertising for him. The young man who takes up advertising for a living will soon learn, that what was once said about being able to fool all the world for some time, but not

all the world for all time, applies very definitely to his line of business, and he will do well to remember that, in England at least, the most searching inquiry is made into the standing of the client and the quality of the article he wishes to advertise. To such an extent has this precaution been exercised, that the public is prepared to purchase in good faith almost any article which is accepted for advertising in any of the leading newspapers, secure in the knowledge that there is no room for any firm which is trying to dispose of something which is not up to standard. In these countries however, the public unfortunately cannot have this blind confidence in advertisers, but this need not worry the young man for long, as the man who is advertising something which can be bought cheaper and better elsewhere, will soon discover that he is on the wrong tract, and will decide that Advertising does not pay him for his trouble.

The man who takes up advertising as a profession will find plenty of hard work, and plenty interest. But we feel perfectly confident that he will never find the job monotonous.

HOLY TRINITY CHURCH

October 27th

NINETEENTH SUNDAY
AFTER TRINITY

8.00 a. m. Holy Communion
9.30 a. m. Sunday School
10.30 a. m. Matins and Sermon
Hymns 7, 207, 261, 274
6.30 p. m. Evensong and Sermon
Hymns: 432, 436, 30
Offerings for General Expenses.

October 28th

10.00 a. m. Holy Communion

THE ENTRANCE TO MONTEVIDEO

Attention is being called in the local Press to the fact that, although the first impression of a visitor to Uruguay may be very favourable on entering the harbour, from which he can see the modern structures in the Aduana itself, his opinion is likely to change on leaving the docks when he has to pass through the narrow, ill-paved streets on his way to the better parts of the city. It is pointed out that although millions of pesos have been spent in the construction of the new Rampla Sud, nothing has yet been done to dignify the entrance to the most beautiful city in South America.

EXPORTATION OF WHEAT

The Directors of the Banco de la República have decided to permit the exportation of a further four thousand tons of wheat. Exporters are advised that applications for the necessary Permission must be made before the thirty first of the present month. The Oficina de Graneros Oficiales will deal with all requests for such permits, and will decide to which countries shipments may be made. In accordance with current procedure, all transactions of this nature will be subject to the regulations which control the Free exchange to the Banco de la República.

THE CATTLE SHOW IN SALTO

According to information which has been received from Salto, the Cattle Show and Fair at present being held in that city, has so far resulted in attendances far greater than had been anticipated, and it is considered that it will prove one of the most successful events of its kind which have been held there. Sales up to the twenty third of this month had already exceeded the respectable sum of one hundred and eleven thousand pesos, and great interest is being shown in all exhibits.

THE PRICE OF POTATOES AND ORANGES

A Decree was signed by the President of the Republic on Wednesday which fixes the retail of Potatoes and Oranges as follows.

The price of large oranges per dozen \$ 0.32.

The price of medium oranges per dozen \$ 0.24.

The price of small oranges per dozen \$ 0.12.

The price for potatoes has been fixed at 0.09 per kilo. Retail.

NOTICE

The Annual General Meeting of the Saint Andrews Society of Uruguay will be held at the English Club on Thursday, October 24th 1935 at 6.30 p. m.

AGENDA:

1. Receive the Hon. Secretary's Report and the Hon. Treasurer's Statement for the year ended September 30, 1935
2. To elect President, Vice President and Members of the Committee for the year 1935-1936.
3. General Business.

By order,
J. WEBSTER KAY
Hon. Secretary

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ALCANTARA (14 días a Europa)	November 23
HIGHLAND PRINCESS	November 29
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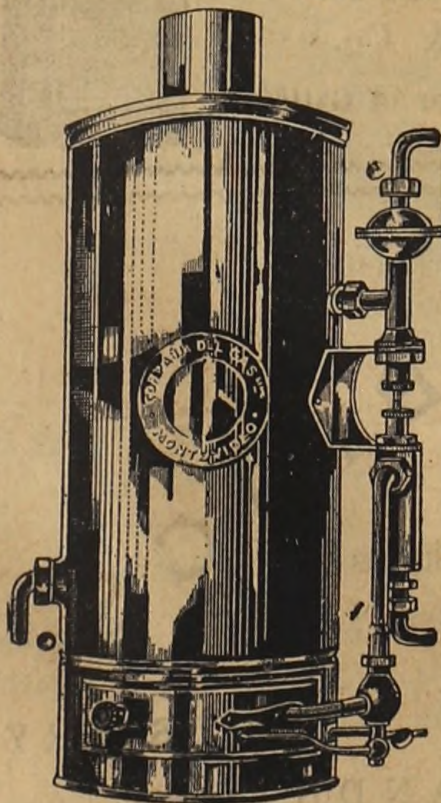
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ST. HELEN'S CLUB

The members of the St. Helen's Club are invited to take part in the procession of the Blessed Sacrament in honour of Christ the King, which will take place on Sunday 27th instant at the National Sanctuary, Cerrito de la Victoria.

Members are advised that a special omnibus will leave for the Sanctuary from the Club premises, at 2.15 o'clock of that afternoon, and a punctual attendance is requested.

The wedding of Mr. Charles Pearce to Miss Angela Sancassano will take place on Saturday next.

SAINT HELEN'S CLUB

The next meeting of Saint Helen's Club will take place on Tuesday, October 29th at 3.00 p. m. All Members are urged to be present.

The S. S. "American Legion" of the Munson Line is expected to arrive here on the 29th inst from New York enroute for Buenos Aires. She is bringing a large number of passengers from New York for Buenos Aires, among them being Mr. and Mrs. D. K. Brown, Mr. and Mrs. T. Duffy, Mr. E. G. Kenny, Mr. and Mrs. R. J. McLucas, Mr. G. D. Wallace, Miss Elizabeth W. Weddell, Mr. and Mrs. M. R. Warren and son, and many others.

HOCKEY

A General Meeting of the Montevideo Ladies Hockey Club will be held today 7.00 p. m. at the residence of Mrs. Watson Dods, Calle Colol6 2771 As a number of important matters are to be discussed, it is hoped that every member will make a special effort to turn up.

Miss Elsie Lewis has returned to Buenos Aires after a short visit here.

NOTICE

We are informed by the British Legation that H. M. S. "DRAGON" will visit Montevideo from the 16th to the 28th of November next.

¿RESFRIADO?



UNA SOLA GOTA DE

VAPEX

en el pañuelo, o de noche en la almohada descongestiona las mucosas nasales.

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CASA COATES, S.A.

WARNING
Poets are liars. Never trust them. Shun them. Do not heed Any song that they may sing you To a silver reed.

Do not hearken when they sing of Wonders they have seen: Jacinth mountains, tipped with neere, Opal streams between;

Dusky forests, where red lilies And white peacocks gleam, Where enchanted knights and ladies Wander, lost in dream;

Gardens, where the golden apples Glitter in the sun, Where the chalice of fulfillment Waits the thirsting one

Lying poets! Out upon them — Such things cannot be! Do not let their singing wear you From reality.

Roselle Mercier Montgomery

The Women's Diocesan Association Annual Flower Show and Bazaar will be held on Thursday November 7th. Full particulars may be obtained by writing to the Hon. Secretary, Mrs. Norman Leslie, c/o the British Consulate.

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AMUSEMENT GUIDE CINE

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CINE ARIEL El poder de las faldas Fueros Romanos

REX POCITOS—Chucarro 1036 Cómicas Los Miserables

CINE COLONIAL: 18 de Julio 866.

Legong Les presento a mi esposa GRAND SPLENDID — 18 de Julio and Andes.

Quiereme siempre Bosambo o Ataque al congo CINE CERVANTES: Cómicas Corazones en ruinas

"MARTIN FIERRO

"MACADAM'S", 25 de Mayo 510, announces that only a few copies of the English version of "Martín Fierro" are left. They are being sold at \$ 18.00 each and anyone interested should secure their copy at once.

AVISO

Pudiendo existir peligro de muerte en conectar a las redes de la U. T. E., el calentador "X", se advierte al público, una vez más, que la U. T. E. no ha autorizado que dicho calentador sea conectado a sus líneas.

LA GERENCIA GENERAL.

NOTICE

The Annual General Meeting of the Members of the English Club will be held in the Club premises on Wednesday October 30th at 6.30 p. m.

BUSINESS

To adjourn the meeting to a date to be fixed when the accounts and report for the past financial year will be ready for presentation.

GOLF

SUNDAY, NOV. 3

Interclub Match (to be played at the Atlántida Club). Swift's, Punta Carreta and Atlántida. SATURDAY, NOV. 9 to

SUNDAY, NOV. 24 National Championship.

Anyone leaving for England, or who wishes to make a very suitable wedding or Christmas present, might do well to visit the Studio de Mr. Arthur Hall, Charrúa 2462, where they will find a large collection of paintings depicting scenes in Uruguay and the Argentine.

MACADAM'S LENDING LIBRARY

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SPECIAL CLEANSING CREAM. Each morning give the pores a thorough cleansing with this lovely cream — the basis of beauty — it penetrates deeply into the pores, lifts out impurities and keeps the texture soft and smooth.

COMPLEXION MILK. A most exquisite cleansing and beautifying preparation. It cleanses, has a refreshing tonic effect and whitens the skin. Splendid foundation lotion.

ORANGE SKIN FOOD. Pat on to your skin every night this natural beautifier, it will rebuild tissues, round out the facial contours and prevent wrinkles.

NOURISHING CREAM. This beauty aid, nourishes, lightens the muscles, erases the lines of fatigue and the skin gradually becomes revitalized, firm and clear.

EYELASH GROWER Creates a natural lustrous growth and darkens them.

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WOMEN'S DIOCESAN ASSOCIATION

List of Stallholders at coming Bazaar and Flower Show of The Women Diocesan Association to be held on 7th November at 3.30 p. m. in the Victoria Hall.

STALL

Bag and Basket: Lady Effie Milington Drake; Mrs. Haria Inés Arteaga de Segundo and Mrs. Whitney.
Food and Sweets: Mrs. Surgey; Mrs. Black; Mrs. Schor; Miss Meikle and Miss Robertson.
Children: Mrs. Piercy; Mrs. Steers and Mrs. McCulloch.
Knitting: Mrs. Christie (Jun); and Mrs. Boyd.
Menage and Fancy: Mrs. Pauls -

on; Mrs. Peat and Mrs. Lucas.
Eggs for exhibit and sale: Mrs. Calcraft.
Books and Stationery: Misses Blount.
Flowers for sale: Mrs. Macadam; Mrs. Marr and helpers.
Flowers for exhibit or competition: Mrs. Blount and Mrs. Whyte.
Lemonade and Ices: Mrs. Coaker and Master Jack Coaker.
Fortune Telling: Mrs. Lucy Co-well.
Entries for competition: Mrs. Drever.
Children's Exhibits: Mrs. Sleight and Mrs. FitzHerbert.
Wrapping up: Mrs. Tomkins; Miss Morse; Master John Crocker; Master Peter Kent.
Games and Side Shows: Girls

Guides under Miss Hilda Blount.
Tea Room: Mrs. Leslie; Mrs. Lawson; Mrs. Hall; Mrs. Rance and Mrs. Wilson.
Contributions for the stalls will be gratefully received by any of the ladies afore mentioned and those who are kind enough to do so, would further oblige by marking the articles with the price that is considered as their value, which will be a useful guide to those in charge of the sale.

ESCUELA GRAN BRETANA

The Comisión Pro-Fomento of the above Board School has been authorized by the National Education Department and the Municipality to realize a raffle of a handsome silk Spanish shawl, which has been donated specially for that purpose.

Tickets for this raffle are \$ 1.00 each and only one hundred of same have been issued, so that the winning number will be that which corresponds to last two numbers of the big prize in the National Lottery for the last drawing of November next. These tickets will be on sale by Directora Sra. de Vergara and by the Members of the Committee.

Through kindness of Messrs Maple and Coy the shawl is on exhibition at their premises, where tickets can also be obtained as well as at the British Society's Library.

The intention of the Committee is to form the basis of a fund to provide the school with a cinematographic apparatus, which will prove very useful in assisting with the education of over 600 children, that attend and already one of the class rooms has been darkened with curtains, kindly fitted up at the expense of Mr. E. Millington Drake, so that the school is now only short of the apparatus referred to.

It is therefore hoped that the British Community will come forward and buy the few tickets that are on sale, not only because generally there appears so little interest taken in the school which bears the name Gran Bretaña, but also to serve as encouragement to the donor of the shawl, who has also been obliged to personally carry through the formalities that have to be complied with for holding of a raffle and which took nearly three weeks to get through and has thus shortened the time available for sale of the tickets.

OF INTEREST TO ALL ARMISTICE DANCE PARQUE HOTEL

In celebration of the 17th anniversary of Armistice Day, a supper and dance will take place at the Parque Hotel on Saturday, November 9th commencing at 22.30 sharp. Galan's Orchestra has been booked for the occasion so that lovers of good music will be glad to know that some of the latest dance hits in vogue will be played at this dance.

Arrangements have been made with the management of the Parque Hotel to serve "Crabbie's" Whiskey at the low price of 50 cents.

Look out for further news and the dance programme in these columns.

Mr. C. W. Chute, the Photographer, advises his clients that he has taken up his new residence at Av. Brasil 3090. Telephone 41-16-66.

OF INTEREST

The well known "Houston Line", belonging to Messrs Kaye, Son and Company of London, which has for many years maintained a regular service between Glasgow and Liverpool and Montevideo with the modern 8,000 ton steamers: "Marina", "Marton", "Marcella", "Marylyn", "Margalau", "Margot", "Marslew", "Keyeson", "Kambole", "Azul", "Joyous" and "Galvan", has now decided to establish a direct service of passengers and cargo from Montevideo to Liverpool. In accordance with the new plan, the voyage will be made without any stops and will only take twenty three days from this port to Liverpool. Then new service will be inaugurated with the S.S. "Margalau", which sails from Montevideo on November 5th next. Information as to freights and passages may be secured from the Agents, Agencia Maritima Doder, S. A., Calle 25 de Mayo 411.

TENNIS. A new supply of Slazengers famous "All White" racquets and Balls has just arrived. Agents: Castiglioni and Lucas Calcraft.

Weather - Forecast

The National Observatory announces during the 24 hours between 6 p. m. yesterday and 6 p. m. today

SKY

CLEAR

WINDS

N. W.

GENERAL FORECAST

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BRITISH SOCIETY IN URUGUAY

H. R. H. The Prince of Wales has made a world appeal for funds on behalf of the Youth of the nation. The British Society now asks you to back up this appeal and to subscribe to a fund in aid of the Prince of Wales College — the British Schools of Montevideo.

The proceeds of this fund will be allocated to improvements essential to enable the schools to continue in being in competition with others more adequately equipped; for instance installation of steam heating — Equipment of laboratory and such other measures as may be considered necessary by the Board of Governors in order to establish the Schools upon a proper financial basis, thus securing their continued existence.

Full details of the origin and aims of this Fund have been circularized to all members of the Community together with a bankers order for payment of donations or subscriptions.

Please deposit your subscriptions to the British Society Jubilee Fund in the Bank of London and South America or in the Royal Bank of Canada. Subscriptions will also be received in the Society's Office at the Victoria Hall or by any member of the Committee.

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URUGUAY 828

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U. T. E. 83420

NOTICE

The "MONTEVIDEO TIMES" may be purchased at Herbert's Bookstore, 25 de Mayo and Colón; Macadam's, 25 de Mayo 510; the Káseo Sarandí, in front of the Grand Hotel, and this office, RECONQUISTA 640.

A NEW COCKTAIL

"Pulse - Steadier"

Crush a small piece of orange peel in a glass with ice adding: 1 part "OLD SMUGGLER" Whisky, 2 parts "CINZANO" Vermouth, and 4 drops "ANGOSTURA" Bitters. If a drier Cocktail is desired, substitute "NOILLY Prat" for "CINZANO".

HYGIENE OF THE HAIR

Those persons who suffer from dandruff or seurf in their hair and desire to eliminate it completely, should carefully wash the hair without irritating the scalp, using for this purpose the Murel Vegetable Solution (Solución Vegetal de Murel), which, besides being completely harmless due to the fact that it is manufactured upon a base of vegetable oils, does not contain acids, caustic elements, or fats. With this Solution, a perfects shampoo for the hair is secured. The product, which originated in France, may now be purchased in all shops which sell perfumes and toilet articles.

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English Newspapers (the "Sundays" and popular "Weekly Editions"), Monthly Magazines, Ladies Journals, Children's Papers, etc., at MACADAM'S

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AT

H. A. MACADAM

25 DE MAYO 510

"ALICE"

It will probably come as a surprise to most admirers of "Alice in Wonderland" that both Lewis Carroll, the author, and Sir John Tenniel, the illustrator, were apparently influenced in their conception of the characters by the animal drawings of Grandville, a French artist.

After making a study of this subject, Mlle. M. Mespoulet has just written a book in which she points out that both Carroll and Tenniel borrowed freely from the French artist whose work was well known in England at the time Alice was created.

Some of the Tenniel illustrations and Grandville drawings show a striking similarity. For instance, the face in Grandville's drawing of a live flower bears a close resemblance to the features of the Mad Hatter. Also Tenniel's frog footman and Grandville's frog in livery, when presented next to each other look enough alike to be brothers.

Readers of "Alice in Wonderland" will recall that it was the White Rabbit who started the underground adventures, when he suddenly appeared dressed as a gentleman, anxiously looked at his watch and dived into a hole, with Alice dashing after him — to find out what it was all about.

But from Mlle. Mespoulet's book, it now seems that the idea of having a White Rabbit in clothes, did not occur to Lewis Carroll out of a clear sky, as has been the common impression, but was suggested to him by a Grandville drawing of a rabbit — intended to represent a clerk in long-tailed coat and high stock, fumbling for something in his waistcoat pocket. This supposition appears reasonable enough after a comparison of the pictures of the Carroll-Tenniel rabbit and the Grandville

bunny.

Mlle. Mespoulet writes that long before Alice was invented, many nurseries in England were decorated with Grandville's animal drawings. She is convinced that Lewis Carroll must have been impressed by these drawings, and believes that when he began creating Alice's adventures, his memory went back to them and he borrowed some of the queer characters to people "Wonderland".

The history of how "Alice in Wonderland" happened to be written has been told a number of times, and is always interesting. For some years during the latter part of the past century, the Reverend Charles Lutwidge Dodgson was a don, or instructor, at Oxford University. His chief interest was in higher mathematics, but for relaxation from the strain of his studies and his duties as a teacher, he amused the small daughters of his friends by making up for them the story of Alice's adventures. At that time it did not occur to him, and certainly not to the small members of his audience, that he was creating a classic that would become one of the greatest of all childhood favorites.

While rowing on the river with the children, or seated with them in gardens or drawing-rooms, he improvised the story of Alice, and chapter by chapter, he told of the queer things that happened to her under ground. Later he put the story down on paper, and decided to make a book out of it, so other children — and, as happened, a great number of grownups also — could enjoy it, too.

Wishing to have the book published under a pen name, he chose Lewis Carroll. As a result of one of those curious twists of fate that so often overtake a creative genius, he has gone down in history not by his real name and not so much as a noted mathematician, but as Lewis Carroll, the author of "Alice in Wonderland" and "Through the Looking Glass" — which was a sequel to Alice's earlier adventures.

But as Alice herself said, "What is the use of a book without pictures?"

Since Alice felt that way, it is natural that the man who made up the story about Alice should feel the same. So when Dodgson set out to put Alice into a book he had to have pictures — for a book without pictures is worse than no book at all. As he wrote the manu-

script, he decorated it with pencil sketches of Alice and the odd creatures which Mlle. Mespoulet now shows he had borrowed from Grandville's drawings.

Then he showed the manuscript to Sir John Tenniel, one of the best known English illustrators of that period, and asked him to make the drawings for the book. Tenniel used some of Carroll's rough sketches to get his ideas of what the people in the story looked like, but rejected most of them and developed drawings that represented his impressions of the characters. But, says Mlle. Mespoulet, Tenniel was even more familiar with Grandville's work than Carroll was, and she is certain that he got his inspiration from the French artist.

She says, however, that Tenniel's "adaptation and transformation" of his predecessor's animals was in itself a remarkable piece of creative work. She points out that most of the characters in Tenniel's illustrations

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for "Alice in Wonderland" are to be found among the favorite heroes of Grandville — rabbits, frogs, mice, insects, birds, and even playing cards come to life. But she does not apply the ugly word "plagiarism" to Tenniel's use of Grandville's drawings as his models. Instead, she commends Tenniel for developing and extending Grandville's ideas into new and original channels.

No one could say, for instance, that the Tenniel illustration of the Ugly Duchess — who is shown holding a squalling baby, while the evil-tempered cook puts too much pepper in the soup, the Cheshire cat grins, and Alice anxiously looks on — was cribbed from the Grandville drawing. But it does seem likely that Grandville's fretful domestic scene — in which a lizard nurse in a very tall, frilled cap is giving a baby lamb its bottle, at the same time threatening to punish a bird in a cradle, while in the background a mouse-faced nurse is struggling with another fledgling — had an influence upon Tenniel when he drew the Ugly Duches pictures.

Grandville, Mlle. Mespoulet recalls, was not the real name of the artist whose work evidently inspired Tenniel and Carroll, but merely the name with which he signed his drawings. His real name was Jean Ignace Isidore Gerard, and his father, a miniature artist in Nancy, had tried to train the son to paint miniatures also.

Young Gerard, however, had a talent and an originality that could not be hampered by teachers. So while he was earning his living making designs for theatrical costumes and tailors' plates, he studied to become a caricaturist.

His work attracted so much attention in France that instead of being called upon to illustrate stories by well known writers the process was reversed, and some of the great authors of the period asked for the privilege of writing serials to go with his pictures.

SAND AND STONE

With a view to stimulating an increase in the exportation of Uruguayan sand and stone to the Argentine Republic, the Executive Powers have arranged with the Banco de la Republica that such business may be transacted without the necessity of having to purchase exchange. It is considered that the fostering of this class of trade will result in great benefit to Uruguay, and at the same time, give rise to general satisfaction in the sister Republic.

Emmanuel Methodist Episcopal Church

Calle Tristan Narvaja 1451,
(Next to the University).

On Sunday Morning next, at 10.30, Dr. T. A. Truscott will be the preacher and will speak from the Text Daniel 1.8 "Daniel purposed in his heart he would not defile himself".

On Sunday Evening, at 6.00 p. m. Dr. Truscott will be the preacher and will speak on "The Great Commission". From the Text Mark 16:15 "Jesus said unto them Go ye into all the world and preach the Gospel".

Sunday School is held on Sunday Morning at 9.15.

Bible Study and Prayer Meeting is held every Wednesday Evening at 8.00 p. m.

Epworth League Devotional Meetings are held on Friday Evenings at 8.00.

Choir Practice is held at 9.00 p. m. on Friday Evenings.

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BRITISH SOCIETY LIBRARY

Members of the British Society who have borrowed books from the Library are reminded that only fourteen days are allowed for perusal and that such books should be returned as soon as possible inasmuch as many members are waiting for the new books which are being received from London. The latest additions to the Library are:

"The Electric Torch"
"Tzigane"
"The End of a Childhood"
"Edge of Eden"
"English Journey"
"A Thatched Roof"
"Company Parade"
"The Way of Compassion"
"A Modern Lover"

"Harness the Winds"
"Three Englishmen"
"A Pin to see the Peepshow"
"Spy"
"Mr. Norris changes Trains"
"The Son of Richard Carden"
"National Velvet"
"Ripeness is All"
"Men Never Know"
"The Shipbuilders"
"Poison in the Parish"
"Everything is Thunder"

All Donations of Books of any kind will be greatly appreciated.

MERCANTILE MARINE FOR URUGUAY

On the proposal of the Minister of Finance, Doctor Terra, the President of the Republic signed a decree authorising the formation of a special Committee to study the possibilities of creating a national mercantile fleet, with a view to ascertaining whether the necessary expense incurred would be justified by a corresponding reduction in the amount spent by Uruguay for the transportation of her produce.



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The Duchess was vexed
and annoyed
With her bacon she
trifled and toyed



At foie gras
shook her head
So they brought
her instead



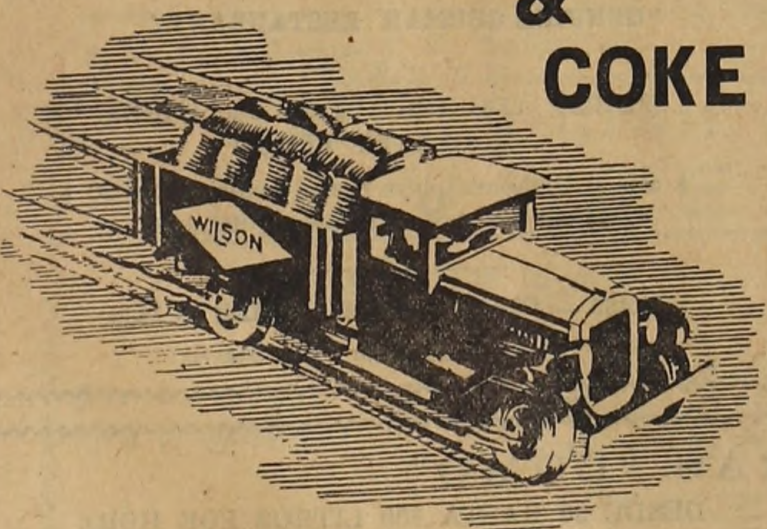
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Those who must hurry to work or school on sunny mornings will find much satisfaction in a bowl of Post Toasties. Eaten with cool, creamy milk, these crisp, golden corn flakes stir listless appetites and give energy and zest to start the day aright. Buy some Post Toasties to-day and you'll be very popular with the family at to-morrow's breakfast table.

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U. T. E. 8-24-09

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U. T. E. 8-05-93

URUGUAY AND CUBA

In the Lecture Hall of the Ateneo on Wednesday, Doctor Rafael Fosalba gave a most interesting lecture entitled "Our relations with Cuba". Doctor Fosalba first began by presenting to his hearers a most interesting history of the Cattle industry in America, commencing from the time of the Spanish Conquest; As a result of arduous investigation, he was able to produce the astounding fact that in the nineteenth century, Cuba had actually imported more than thirty million kilos of jerked beef, which was chiefly imported from the United States until the Revolution which broke out under Miranda, when increasing quantities were purchased from the countries in the South, the principal of which were Argentine and Uruguay. He then further mentioned that a considerable decline in consumption had been brought about by the Dried Cod industry, which was being exploited most successfully by large British interests. Doctor Fosalba also analysed at great length, the factors which had caused the disappearance from the Cuban market of the large shipments which had been formerly sent by Uruguay, and afterwards referred to the present Treaty between the two countries. Doctor Fosalba's lecture was most enthusiastically applauded by a large gathering of important personages in Uruguayan business and social circles.

Montevideo Cricket Club

CRICKET SECTION
There will be a net practice in preparation for the coming cricket season on Sat. Oct. 26th; it is hoped that as many players as possible will attend.

T. A. Tawney,
Cricket Capt.

TENNIS

The Montevideo Lawn Tennis Club

The following social events have been arranged for the dates specified:

FRIDAY, 8th November
A BRIDGE COMPETITION to be held in the Club House at the Parque Central, commencing at 3.30 p. m. (finishing 7 p. m.). Two prizes, 1st and 2nd, will be given for the highest scores made. Admission: — \$ 1.00 per entry (including tea). Competitors are requested to make up their tables beforehand and to bring their own playing cards and markers. Tickets may be obtained from the following: —
Mrs. Boyd, Luis Cavia 3080, U. T. E. 412001
Mrs. Gibbs, J. B. Lamas 2975, U. T. E. 410405
Mrs. Macken, Minas 1487 U. T. E. 46403
Mrs. Pullen, Sucre 1145

SATURDAY, 16th NOVEMBER
A FLANNEL DANCE, open to non-members as well as members to take place on the terrace at the Club, commencing at 9 p. m. Admission: — \$ 1.00 (including cold supper). No tickets will be issued.

SUNDAY, 24th NOVEMBER
An ALL DAY MIXED DOUBLES AMERICAN TOURNAMENT with Sealed Handicap, confined to Club Members, commencing at 9.30 a. m. sharp. Entrance Fee: — \$ 2.00 per player (including lunch). Those wishing to take part are requested to inscribe their names on the list on Club Notice Board not later than Wednesday, 20th November.

THE MONTEVIDEO TIMES

SMALL ADVERTISEMENTS
Rates for small advertisements in this column not exceeding 20 words: three insertions, 0.75 cents 10 insertions, \$ 1.50; for one month, \$ 3.00.

LOANS FOR HOTELS

The Comisión Nacional de Turismo has decided to authorise loans in accordance with the new regulations for the re-valuation of gold, for the construction of hotels for the accommodation of tourists visiting Uruguay. It is understood that the first of these will be the Atlantic Hotel which is to be constructed in P. Verde. The Terminus Hotel, to be built in Colonia, and the Michezzi in Atlántida. It has also been decided to provide suitable harbourage for yachts in the bay at Buceo, in order to fulfill a long felt need by the local and Argentine yachtsmen.

CLOSING HOURS

In view of the fact that Summer Time will come into force on the twenty-seventh of the present month, the closing hours for business has been extended to seven thirty P. M. instead of Seven o'clock as at present.

FRESH HOWLERS

Curfew Bell was a bell that was hung up in a church in Batle.

The Diamond Jubilee was when Queen Victoria died and there was great mourning.

Charles the First married nobody and he had 12 children.

CHALET IN POCITOS, near the beach, beautifully furnished, to let for the season. 5 rooms, two servants rooms, garden, garage, outhouses. Apply at Boulevard España 2765 from 10.00 to 18.00 o'clock.

90260

TO LET in home of English family, bed and sitting room or two bed rooms. Comfortably furnished. With or without board. Near beach. Only lodgers. Apply Berro 620, Pocitos.

90 X

ONE OR TWO salons to let facing street. With or without furniture. Every modern convenience. Suitable for offices if required. Only tenants in home of small family of adults. Bathroom adjoining. Foreigners desired. May be seen from 11.00 to 17.00 Each room furnished \$ 30.00, without furniture \$ 20.00 Apply Ciudadela 1432, 1st floor, Apt 4.

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TO RENT at a very reasonable rate, house in Pocitos three blocks from the beach between Boulevard España and Avenida Brasil, completely furnished, 2 Living Rooms Dining Room, 3 Bed Rooms, complete servant quarters, garage, Garden, Bath Room, Hot and Cold Water, Central Heat, Electrical Refrigeration, for a period of one year. House can be seen any week day after 1 o'clock — P. Berro No. 963 (Pocitos).

9010X

POCITOS CHALET TO LET. Calle Berro 1185, 3 squares from beach. Furnished or unfurnished. Two stories, 5 bedrooms, 2 servants', drawing, dining, hall. Bathroom on each floor, each with geyser. Open fireplaces and salamander; all windows wire screened. Every modern convenience and entire house in perfect order and repair. For keys and terms apply Miguel Barreiro 3173 2 to 4 p. m.

CHALET TO LET. Splendid location at Boulevard Artigas 286 in front of the Golf Club. 6 rooms Garage, central heating, gas, and all other modern conveniences. Garden in front and rear. Moderate rent. Apply Río Negro 1550 or the Banco Francés.

3026 O

TO LET IN POCITOS, near the beach. Cololó 2627, Modern house. Two storeys: garage, garden front and back, outhouses, etc.

9019X

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800817

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