

Publication.

It is hereby brought to public notice that the trade-mark shown below which was registered in the United States Patent Office, Washington, D. C., on January 10, 1888, and renewed January 10, 1918, in the name of Colgate & Co., of New York, New York, and Trade-mark certificate No. 15,086, issued therefor, has this date been registered in the office of the Government Secretary of the Virgin Islands of the United States at St. Thomas, in accordance with the provisions in the regulations governing the registration of Patents and Trade-marks in the Virgin Islands, approved 30 June, 1920.



OCTAGON

Government of the Virgin Islands of the United States, St. Thomas, November 6, 1922.

J. J. GAFFNEY,
Government Secretary.

LOCAL.

At the auction tomorrow at Estate Bethlehem an appendix consisting of additional household furniture, crockery etc. will be offered for sale at the request of Directors Emil Petersen and C. J. G. Sørensen. The auctioneer tells us that there will also be a few pieces of solid silver on sale at this auction.

At last the much looked for sale of the St. Croix Sukkerfabrik concern, including the factory and estates Work and Rest, St. John's, Morning Star, Sion Farm, Grange, Peter's Rest, etc., has been accomplished. The purchasers are Messrs. D. Armstrong, H. Boje, J. F. Hansen, W. L. Penheny, M. and R. W. Skeoch, and A. E. Stakemann; the purchase price is \$75,000 of which \$50,000 being more or less the amount available from Government will be paid cash, the balance to be covered by mortgages in the property. The consummation of this deal is welcomed by all, and we wish the concern all prosperity under this change of administration. The shareholders are all men of experience and there is good reason to believe that success will attend their efforts.

Last night's show at the theatre was well attended and was as entertaining as previous chapters from the Dempsey serial. The music was a special feature of the evening's enjoyment. The artist productions exhibited by Messrs. Riv and Rodriquez were masterpieces which were deservedly the objects of much praise.

Stop That Waste

The importance of due care and the disastrous results of carelessness are so vital to the Postal System that the following short sermon from the pen of that brilliant writer, Dr Frank Crane, is furnished by the postmaster with the hope that it will inspire care and proper preparation in the making up of matter for mail during the approaching Christmas season when public cooperation in securing the best service is more needed than at any other time of the year:

STOP THAT WASTE

By DR. FRANK CRANE.

Other day the postmaster at Chicago had placards put on the motor vehicle operating in the Postal Service reading as follows:

STOP THAT WASTE

25,000,000 Pieces of Mail Annually
Are Delayed or Not Delivered at All
Because They Are Incorrectly Addressed or Improperly Packed.

The postal authorities call our attention to the fact that there are 25,000,000 pieces of mail that they must handle three to seven times oftener than they would have to handle them if they had been properly prepared.

And even after they have exhausted every means of identification and salvage they succeed in delivering only slightly more than one-fifth of that amount.

And this does not include vast quantities of circulars and newspapers which are not properly addressed, and which are destroyed because they can not be delivered.

In Chicago there is one building that is used as a storage place for mail of obvious value and for mail of first class which can not be delivered. Twice a year the contents are auctioned off, because there is no way of finding the owners. In this building are bins of shoes, quantities of clothing, dress goods, automobile parts and tires, sporting goods, suit cases—everything from a bird cage to a mouse trap. These are lost to both the one who sent them and the one who should receive them because somebody was careless in tying a knot, or used flimsy wrapping paper, or put on a defective address.

Nearly 300 employees are engaged in correcting the common, preventable errors of the people. The only reason the post office can stand this drain of care-

lessness upon its resources is that the people pay the bill.

There ought to be a general campaign of education with the object of impressing upon the people the importance of properly preparing and addressing anything they put into the mail box.

Another waste, caused by sheer thoughtlessness, arises from the custom of many business houses holding their mail until the close of the business day, when they release it to the post office in a perfect deluge. All day canceling machines, distributing cases, and the other facilities for handling mail lie practically idle, and just after 5 p. m. they are taxed beyond their capacity. If people would simply change their mailing habits to the extent of depositing their mail even two hours earlier than they do at present, it would revolutionize the Postal Service.

This article is written in the hope that many people will adopt the idea of paying better attention to their mail matter.

After all, the post office is the great public servant, and it behooves every citizen of the country to make that servant as efficient as possible.

Much of the criticism leveled at the post office is due to the carelessness of the general public.

St. Thomas News

SEVERAL PERSONS POISONED BY CASSAVA AT BROUVER'S FANCY.

On Saturday night last in the neighbourhood of "Marfoli," the alarm went around that four members of the French Colony had been poisoned by CASSAVA all of whom proved helpless in a few moments. An hour later the ambulance arrived and the patients were taken to the hospital where the child died, mother, father, and sister-in-law survives.—*The Bulletin*, Nov. 20.

Mr. J. B. Lambert, Principal of the Nisky School, died somewhat suddenly this morning at 3.30. The deceased was a native of Antigua, B. W. I., and of a very affable disposition. As a mark of respect, the public schools were closed at 11.30 A. M.

The funeral takes place this afternoon.—*The Bulletin*, Nov. 21.

Mr. L. Preetzmann-Aggerholm announces that he has ceased doing business in this island. Unfortunately, we are becoming a little too accustomed to such notices; they follow each other so quickly. J. H. Fechtenburg & Co., J. Muller & Co., and now Aggerholm, all solvent and reputable concerns retiring for lack of business!

This reminds of the service of Tenebrae, on Good Friday, when the candles are gradually extinguished. Those at the top, while the light is brilliant, disappear first, and so on and so forth, un-