

RDIAN, SATURDAY, JULY 4, 1953

Trinidad Anancy Tales, Steelbands To Get Publicity In U.S.

Guardian Shipping Reporter

Trinidad's Anancy stories (folklore), steelband music, its peoples and their dress and the calypsoes will soon be publicised in the United States and various parts of the world. Mr. Frank Bell, vice-president of the Alcoa Steamship Company, who is now in Trinidad, along with Mr. Henry Helm, accounts executive,

and Mr. Julian Archer, advertising director of Fuller, Smith and Ross Company, advertising agents in New York for the Alcoa Steamship Company and the Caribbean Tourist Association, said yesterday that preliminary work on the campaign to collect the necessary data is now being done by Mr. Helm and Mr. Archer.

Mr. Archer and Mr. Helm will be here for ten days, while Mr. Bell plans leaving on Tuesday, July 14. They arrived here on Thursday by the Alcoa Pegasus.

Mr. Bell told reporters that his company's campaign to advertise Trinidad and the Caribbean, by means of a special issue of a book illustrating Caribbean flowers and trees, resulted in 60,000 reproductions of prints used in the book of our flowers, being sold all over the world, from Calcutta to Zanzibar.

Commenting on the decision of Trinidad (and a few other islands) not to participate in the C.T.A., Mr. Bell who is the British member on the Advisory Council of the C.T.A. said that it was a little saddening to him.

St. John Chief Sails For U.K.

Colonel W. Bridgman, Colony Commissioner of the St. John's Ambulance Brigade, and Mrs. Bridgman were among the 39 passengers who embarked here yesterday on the Elders & Fyffes liner, s.s. Golfito, for the United Kingdom.

Col. Bridgman is going to the U.K. for a three-month visit, and, while there, will visit the headquarters of the St. John Brigade. Mrs. Bridgman will be away for about six months.

Other passengers include Mr. V. L. Bodden, Mr. and Mrs. M. Caine, Mr. W. Dykes, Mr. W. Dale, Mr. W. Dickman-Wilkies, Mr. H. Goddard, Mr. Hubert Hope-Ross, Deputy City Engineer; Mr. H. Knox, Mr. L. McCoskrie, Brig. and Mrs. J. Pickthall and Mrs. F. Warren.

Car Parks May Cost \$15,000