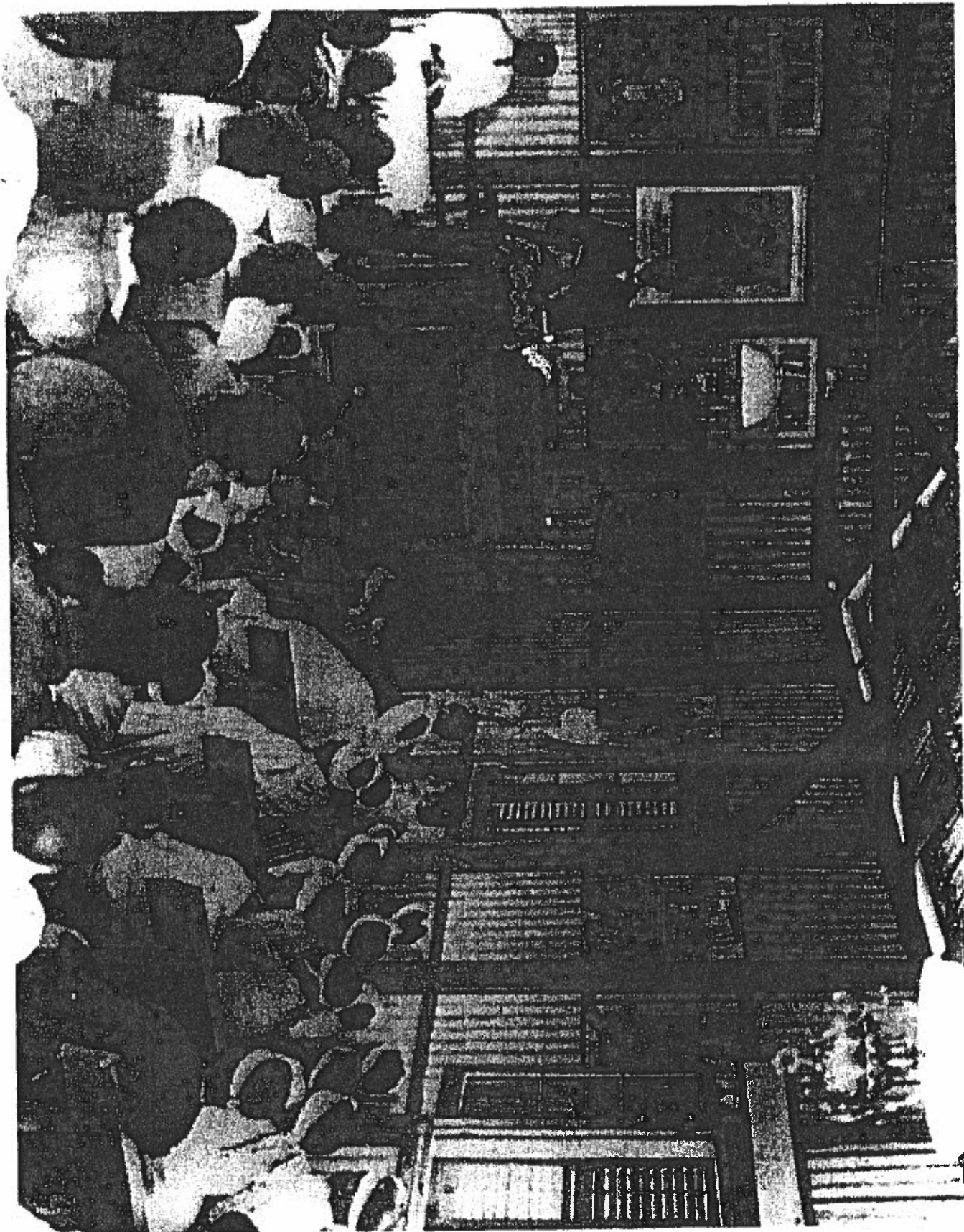


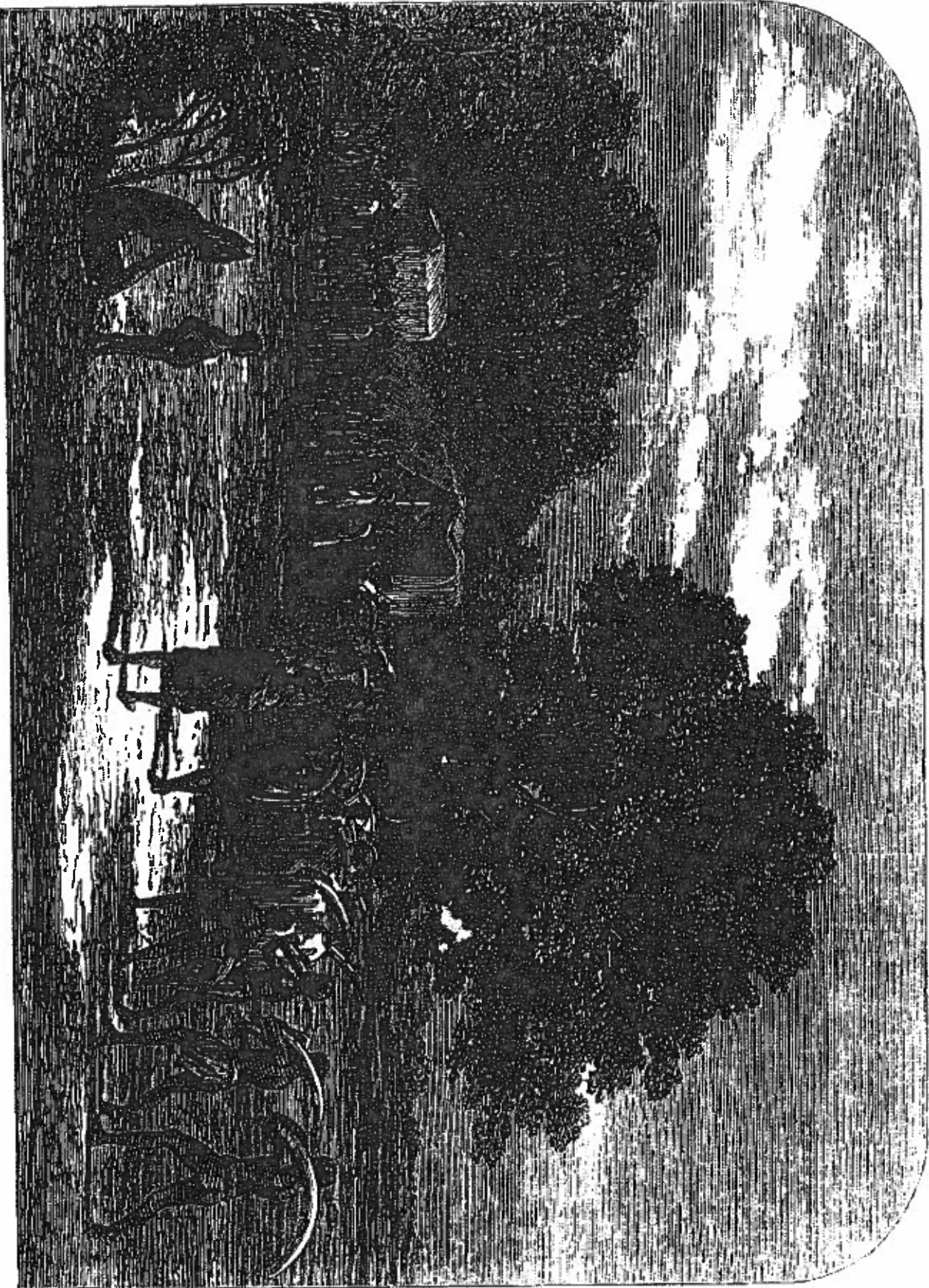
Placard 3.2A



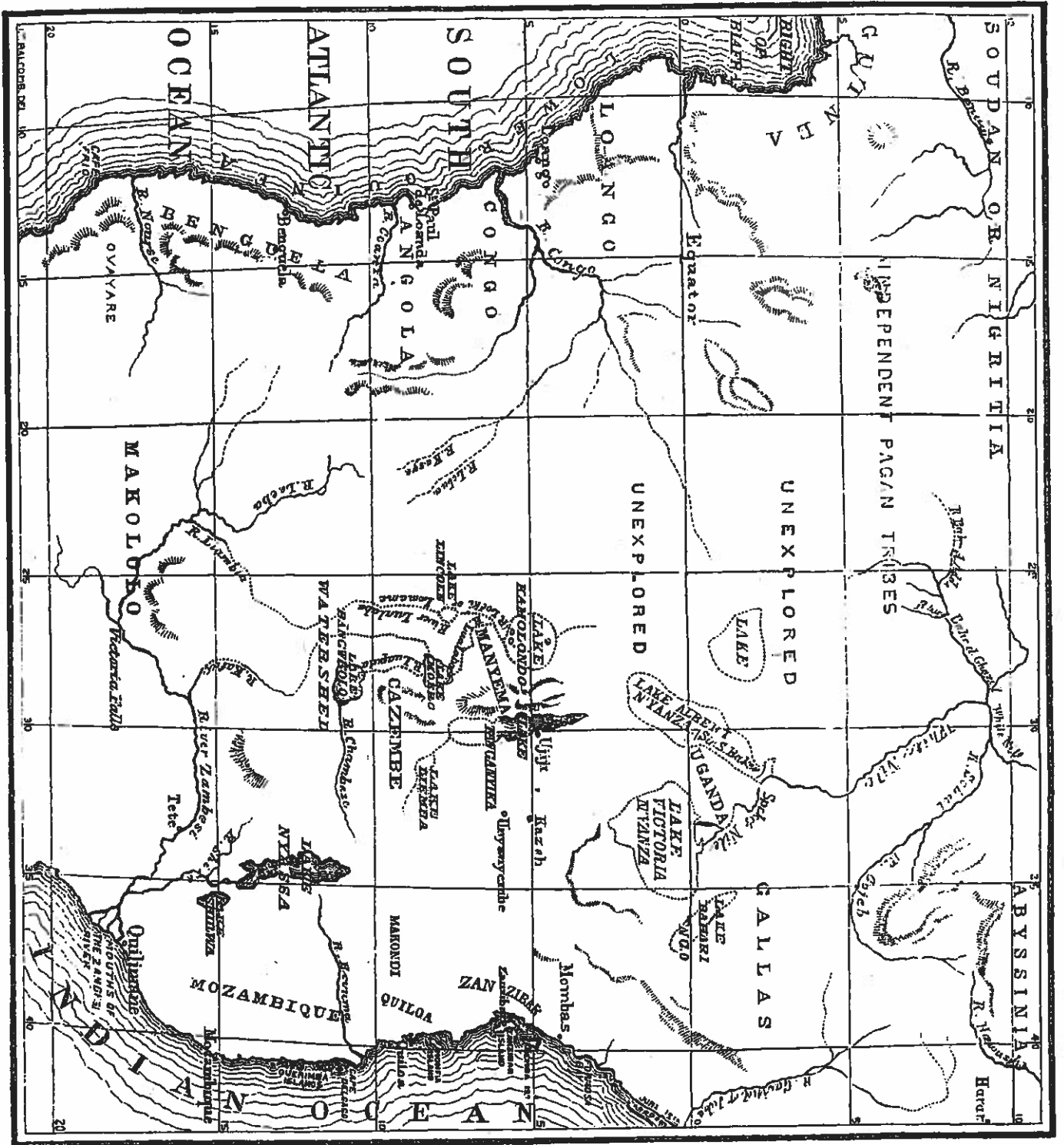


As yet the Congo basin is a blank, a fruitless waste, a desolate and unproductive area.... It has been our purpose to fill this blank with life, to redeem this waste, to plant and sow that the dark man may gather, to vivify the wide, wild lands so long forgotten by Europe. But cursed be he or they who, animated by causeless jealousy and a spirit of mischief, will compel us to fire our station, destroy our work so conspicuously begun, and abandon Africa to its pristine helplessness and savagery.

—Henry Stanley, 1882



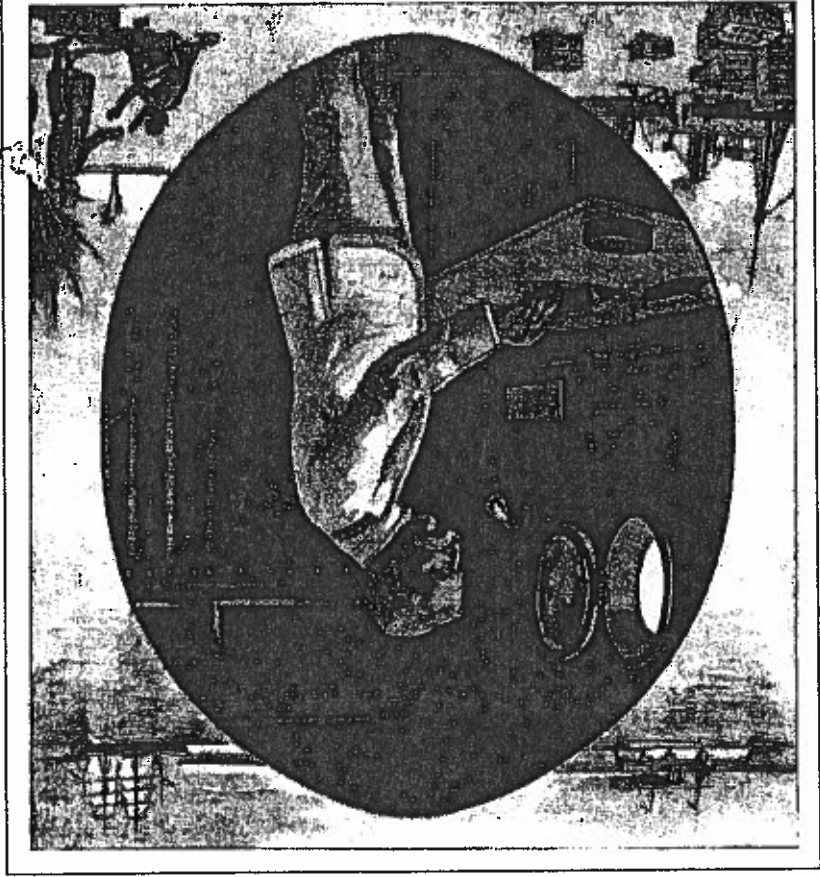
BRINGING TOBY TO THE WAGGONS IN SOUTH AFRICA.



Excerpt from *The White Man's Burden*

Take up the White Man's Burden—
Send forth the best ye breed—
Go bind your sons to exile—
To serve your captives' need;
To wait in heavy harness,
On fluttered fold and wild—
Your new-caught, sullen peoples,
Half-devil and half-child.

—Rudyard Kipling, 1899



The first step towards lightening

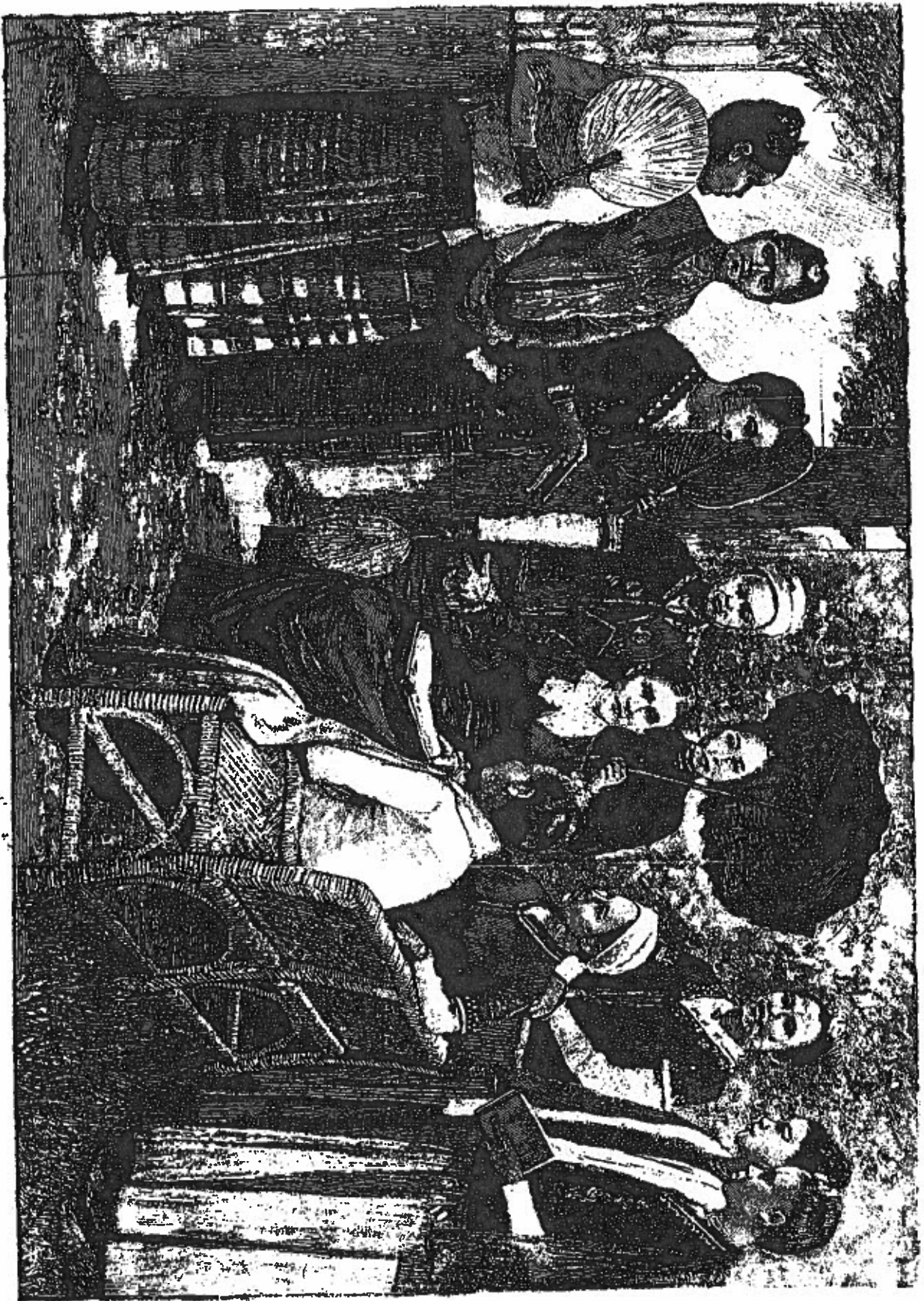
The White Man's Burden

is through teaching the virtues of cleanliness.

Pears' Soap

is a potent factor in brightening the dark corners of the earth as civilization advances, while amongst the cultured of all nations it holds the highest place—it is the ideal toilet soap.

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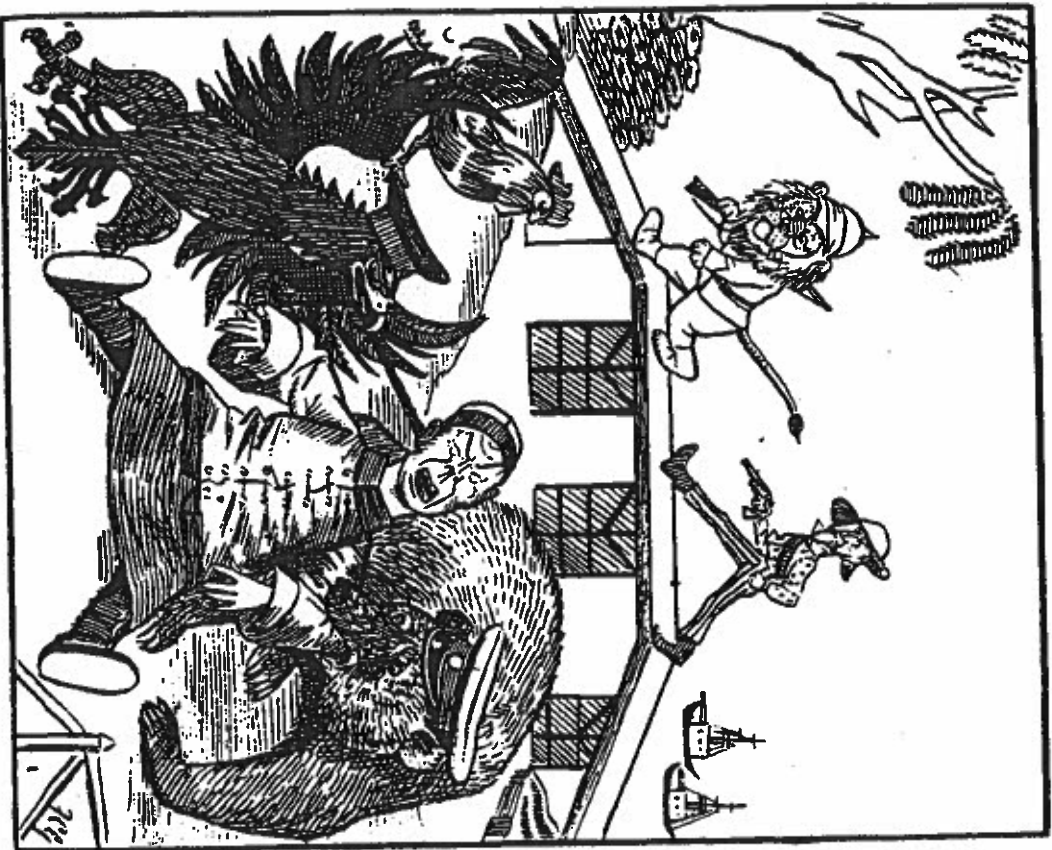
MRS. MARIA C. DOUGLASS, M.E. AND THE FIRST CLASS OF PUPIL NURSES IN BURMAH.

The Partition of China

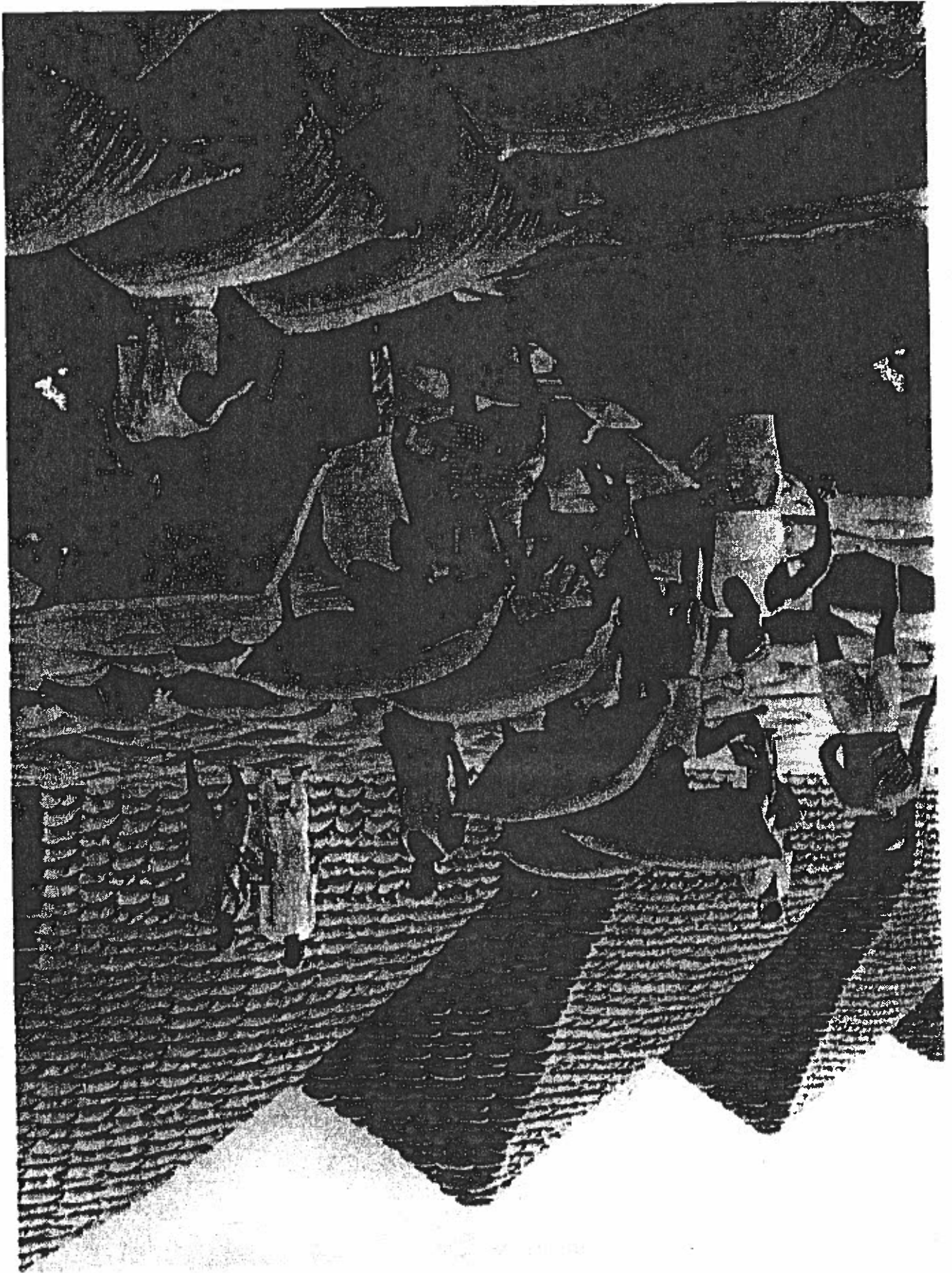
THE Heathen Chineel! The Heathen Chineel!
What a channel for Christian Expansion is he.
Then Hol for the Flowery Land of the East,
Like vultures we'll swoop on the promising feast.
Commission your Navies, ye Nations so free,
To bear the true light to the Heathen Chinee.

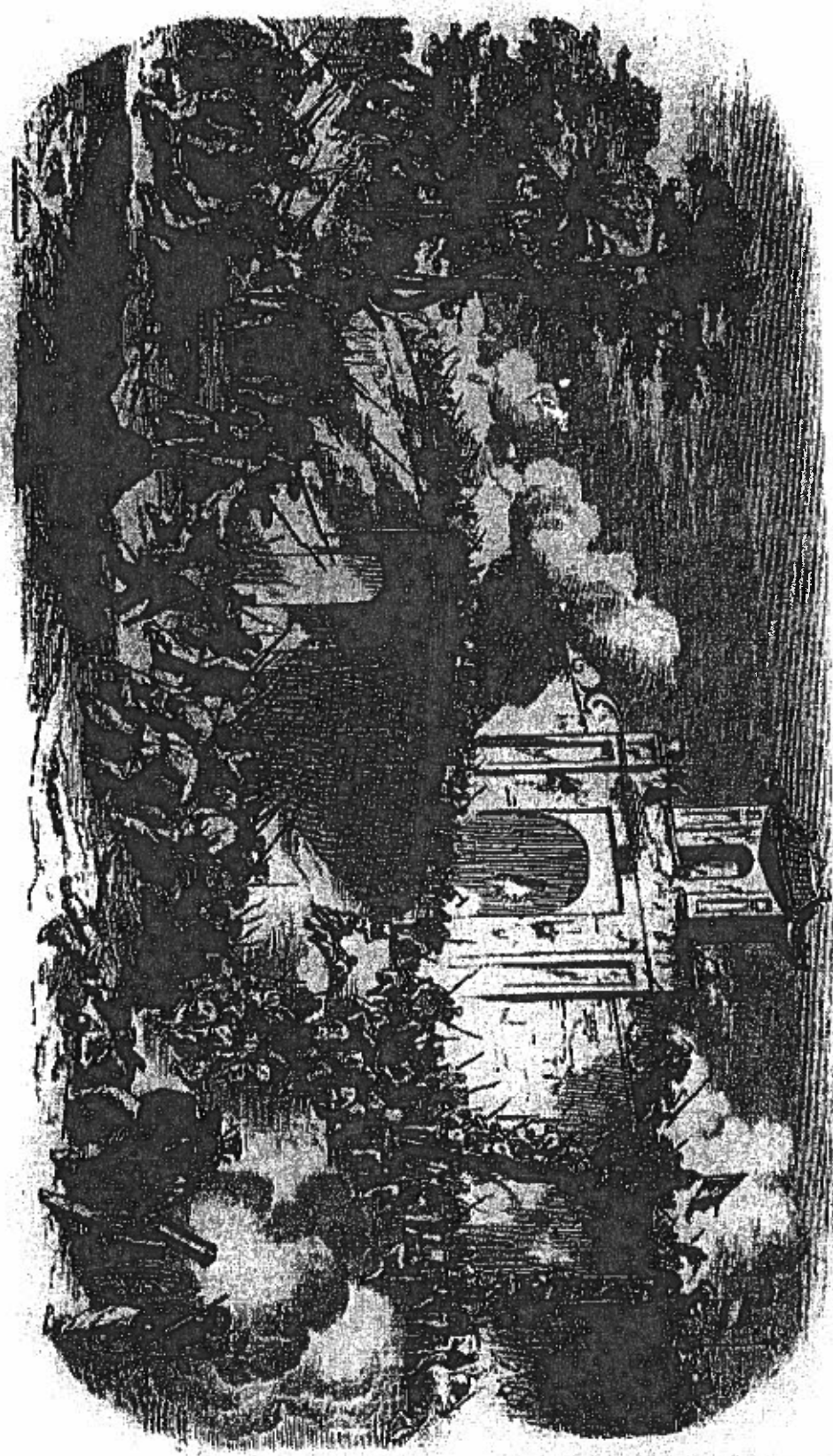
If Russia 'makes converts,' it's perfectly clear
We need for 'converting' a well-defined sphere;
If Germany's 'missions' hold meetings for prayer,
So Christian a work 'tis our duty to share.
Incidentally, too, there is cash to be made;
There's naught like Religion to stimulate Trade.

Them come all ye Teachers and Preachers and Fighters,
Backed up by the Press and its wonderful writers,
Let's give to this darkened and downtrodden nation
A touch of the blessings of Civilisation.
And our Christian 'Maxims' will work, you will see,
A change for the good in that Heathen Chinee.



'The Heathen Chineel! The Heathen Chineel!'





Placard 3.2K

LIPTON'S

Tea Merchant.
BY SPECIAL APPOINTMENT
TO HER MAJESTY
THE QUEEN.



ONE OF
LIPTON'S TEA-GARDENS
CEYLON

TEAS

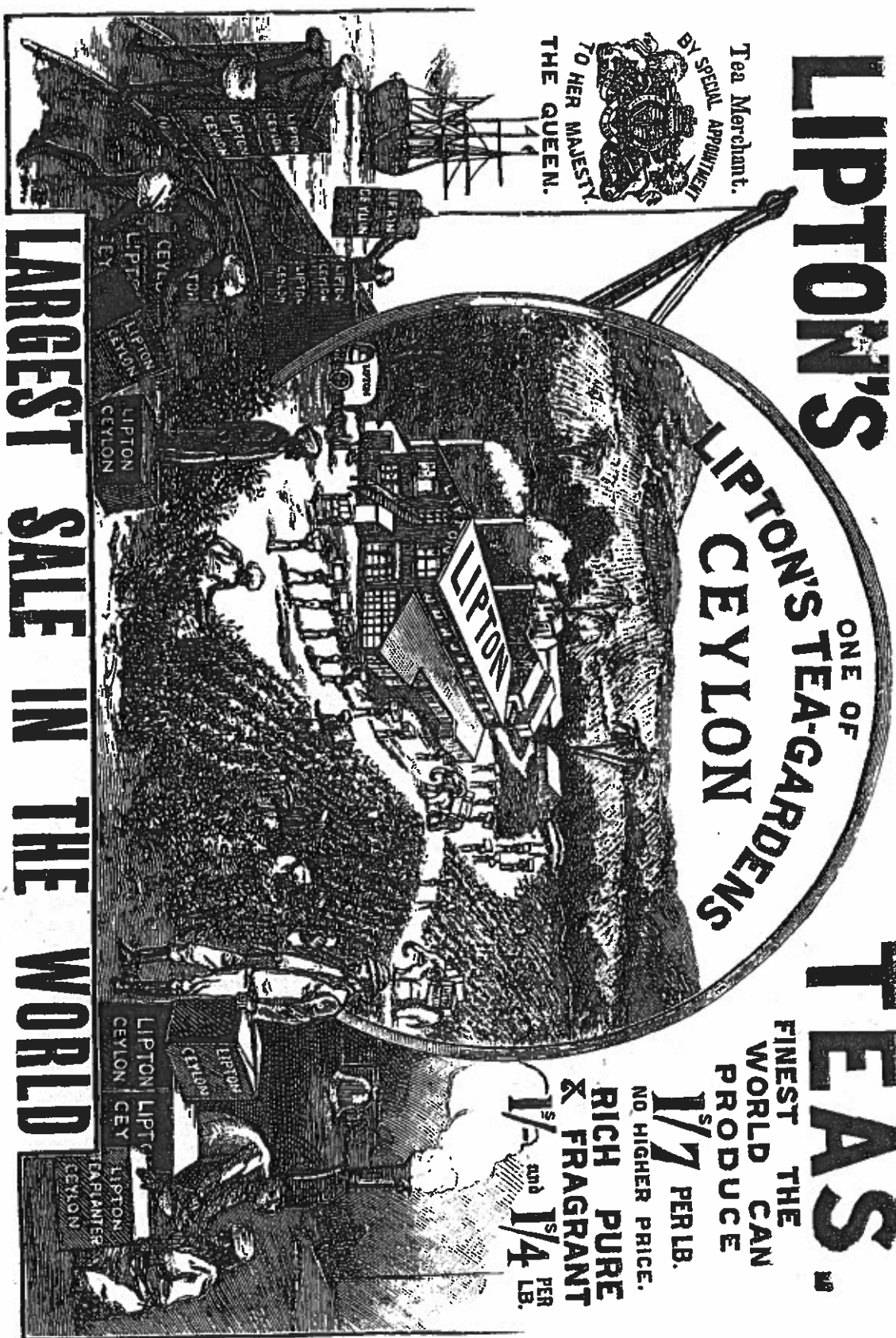
FINEST THE
WORLD CAN
PRODUCE

1/7 PER LB.

NO HIGHER PRICE.

**RICH PURE
& FRAGRANT**

1/8 and 1/4 PER LB.



LARGEST SALE IN THE WORLD

Chief Offices : City Road, London.

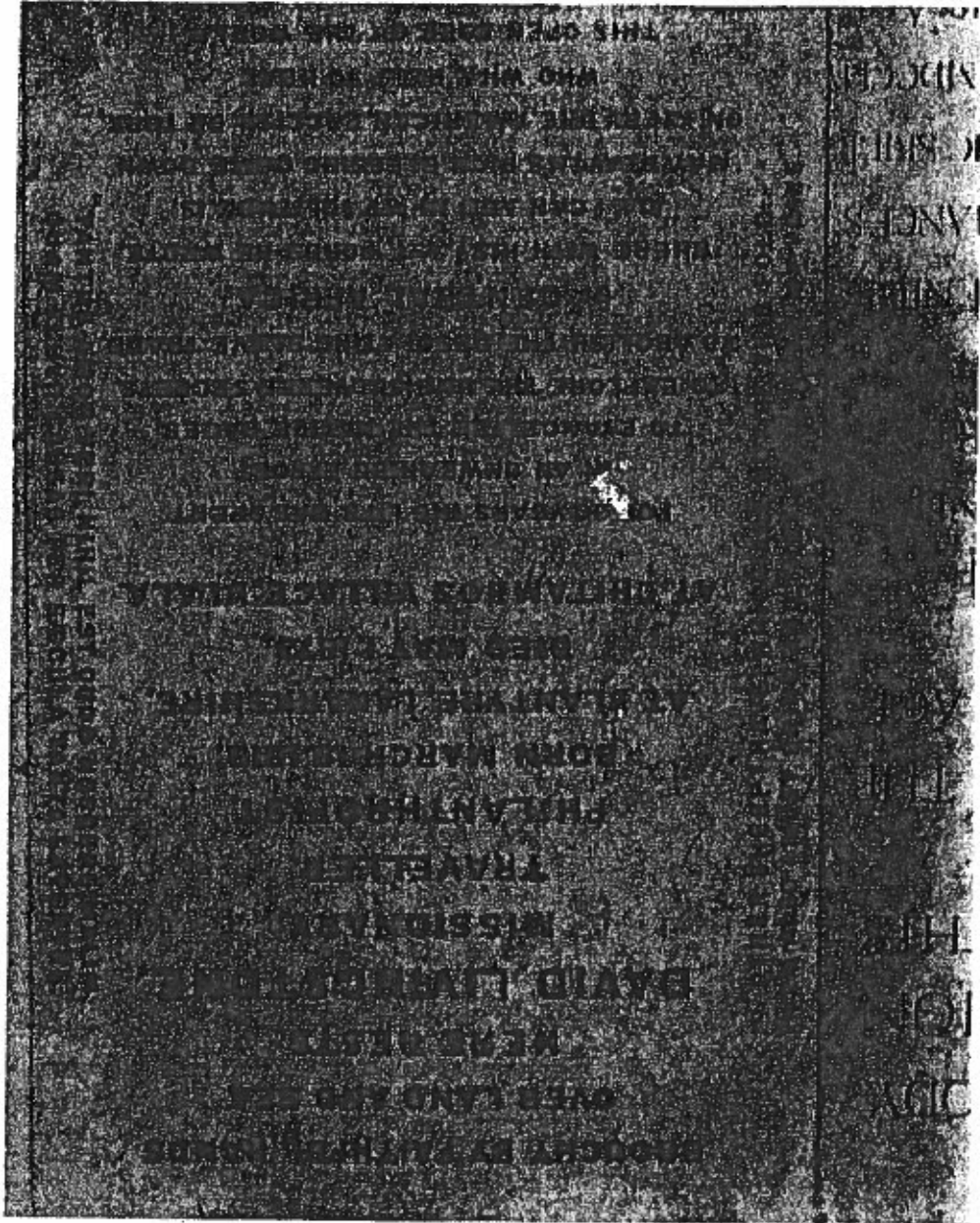
Branches and Agencies throughout the World.

Mr. Brown had anticipated his ascent by means of balloons, but the telegraph wires across the Andes to Lima, then, crossing the Andes, to connect the western telegraph line from Cape Horn to Lima.

SHIPPING FROM CAPE TOWN TO CAIRO.

THE RHODES COLOSSUS





—David Livingstone, 1857

I beg to direct your attention to Africa; I know that in a few years I shall be cut off in that country, which is now open: Do not let it be shut again! I go back to Africa to try to make an open path for commerce and Christianity; do you carry out the work which I have begun. *I leave it with you!*

