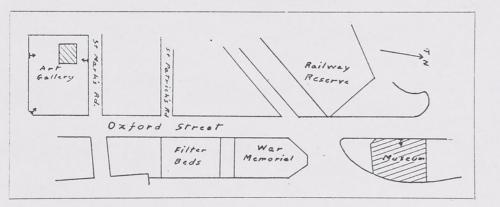
The Museum is situated at the upper end of Ox.c.d Street, $l\frac{1}{2}$ miles from the City Hall on the main route to Cambridge, Vincent, Berea, Selborne etc.

Open DAILY 9 a.m to 12.30 p.m., 2 to 5p.m. SATURDAYS 9 a.m to 12.30 p.m. SUNDAYS 2 p.m. to 5 p.m. Closed Christmas Day and Good Friday.

Cultural evenings are held in the Museum Lecture Room every second Thursday of each month at 8 p.m., when educational films are shown. Tea is served. Free.



THE WORLD-FAMOUS MUSEUM

is one of East London's most prized possessions and one of many places of interest recommended to the visitor by

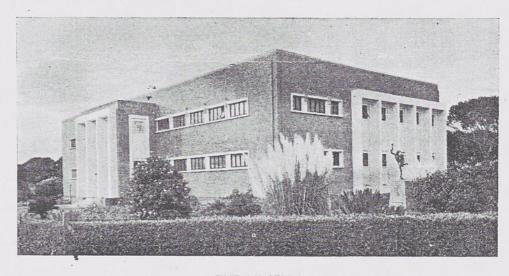
THE EAST LONDON PUBLICITY ASSOCIATION CITY HALL, OXFORD STREET EAST LONDON

Brochures and maps of East London available at Information Office, City Hall, Oxford Street (Telephone 2684)

HOWE-A220

THE WORLD-FAMOUS MUSEUM

EAST LONDON, SOUTH AFRICA



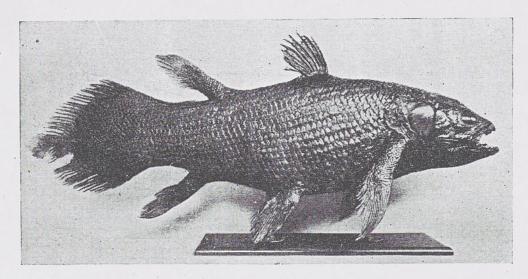
THE MUSEUM

People from all over the world who have visited the East London Museum declare it to be the best they have ever seen.

The Animals, Birds and Native life etc., are arranged in habitat groups and this natural setting gives the impression of a living picture. This must be seen to be believed. Two such habitat cases are shown in this leaflet. See also Kannemeyeria Wilsonii, the most nearly complete skeleton of a prehistoric reptile of its kind in the world. It was excavated on the farm Ravenskloof, Tarkastad district, South Africa.

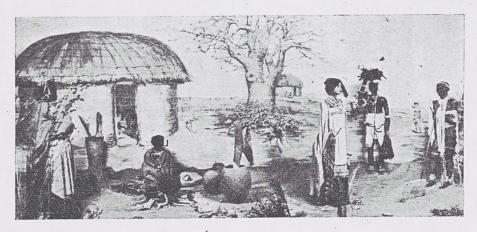
THE MUSEUM WITH A RESTFUL COLOUR SCHEME

—A LIVE MUSEUM—



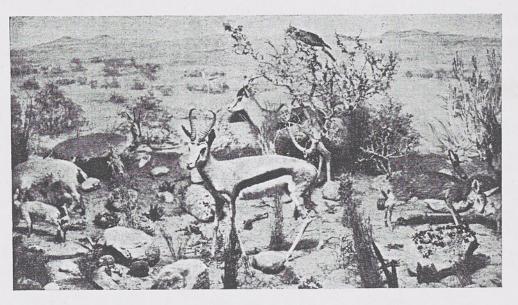
LATIMERIA CHALUMNAE, J. L. B. Smith

The East London Museum is the proud possesser of Latimeria Chalumnae, the original world famous Coelacanth. This 5 ft. fish which was thought to be extinct for 50 million years was captured in local waters and brought to the notice of science by the Diretor of this Museum, Miss M. Courtiney Latimer. Its discovery literally shook the world.



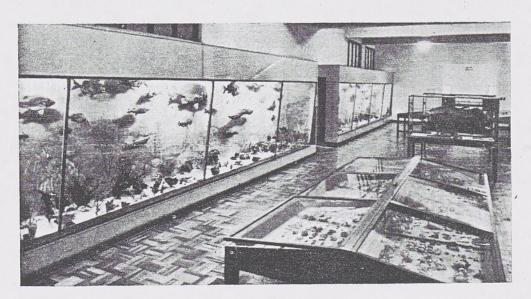
XOSA VILLAGE

This is one of the many habitat cases depicting Natives in their natural state. All the tribes of this area are represented and a great variety of beadwork and other native craft is displayed.



KARROO SCENE

The habitat cases in the Mammal and Bird Galleries show specimens in their natural habitat under the headings: Forest Scene, Low Veld Scene, Sunset Scene, Island Scene, Moonlight Scene etc.



MARINE GALLERY

In this gallery fish of fantastic shapes and colours are displayed, as well as shells, corals etc.