



Evening Telegram

The Evening Telegram, Ltd.,
Proprietors.

Friday, January 12, 1923.

Cater To Customers.

It would be well in beginning the year 1923 if exporters and fishermen alike make up their minds to abandon old-fashioned and ruinous methods hitherto in vogue. The ancient rule of thumb processes of fish cure and fish making should be cast into the discard, and a determination expressed to cater to our customers and give them the article of fish food for which they ask. After all it is the purchaser who pays and he naturally requires the best. And if Newfoundland will not give him the best, some other competitor will. There has not been sufficient care taken in the past in the putting up of any of our fish products, whether in bulk or in package. The sole idea of all was that "anything is good enough for the foreigner." It might have been a hundred or even fifty years ago, but it is not so today. The consumer abroad wants a No. 1 article and expects to get it, and we are cutting our own financial throat if we do not begin to do better. This country is up against competition in all the fish markets of the world, whether for cod, herring or salmon, bulked, casked, barrelled or tinned, and there needs to be an instant and radical departure from the methods of the past. If we are to retain our customers in the markets of Europe and America, our chief aim should be to send them an article the name of Newfoundland on which should be a guarantee of quality. Further than that the requirements of buyers in the different countries to which we export our products of the sea should be carefully studied, and nothing sent them except the qualities they demand. Norway has taken up the matter, and is leaving nothing undone in order to capture the trade. Newfoundland must get busy likewise. The quality and cure of fish that suits one country is not in demand in another. Hence it is to our future interest that we endeavour to cater to customers in every way possible. We must take pains; we must put up a prime article of food if we wish to retain our numerous trade connections. Nova Scotia has had an object lesson in this respect. Cuba and the West Indies have been invaded by Norwegians, who determine from dealers just what they want and then supply them, and because of this Norwegian fish is out-selling Nova Scotian. The Canadian Trade Commissioner in the West Indies, Mr. G. W. Stevens, tells the reason in an article printed in the Canadian Fisherman for December, a part of which is appended. It would be well if exporters and fishermen study carefully this particular bit of information, and then make up their minds in future to give customers exactly what they want, not that which we think they should have.

"There are only two influences 'favouring Norwegian fish, and of these only one is important. The lesser advantage of the Scandinavian fish lies in the willingness of some Norwegian exporters to forward fish upon consignment. This is an attractive method of merchandising for the importer, and with reliable consignees, the returns from such shipments will probably be satisfactory. But consignment business is almost any line of export tends to run itself into the ground and it is

"particularly apt to do so in Spanish-American countries. On the other hand, some of the Norwegian exporters are demanding more stringent terms of payment than the Canadian exporters, and although their fish keep no longer, is not better packed, nor superior in any way except appearance, they are beginning to command the market. The reason for this is simple; the Canadian exporters have been trying to 'make Cuban importers buy black nape fish; and they will not touch black nape codfish while white nape are to be had.

"A visit to any boders (small retail grocery) is illuminating. The proprietor has no idea of the origin of his bacalao, but he is quite willing to talk about it. He pays \$18 per case for it, cash on delivery, he says, and he carries stocks for about three weeks at a time. The interviewer shows some surprise; he mentions fish at \$12.50. Yes, but that is aleta, negra—black nape. The 'viewer does not know much about codfish if he thinks fifty cents difference will land a sale for black nape when white nape is available. The black nape are admittedly good fish, well cured, good flavour, well packed, and come every week; also the dealer sometimes wait for their 'money until the fish is sold. But, it is black nape. And that is the beginning and the end of it."

Masonic Billiard Tourney.

HANDSOME PRIZE WON.

The concluding game in the Masonic billiard tournament took place last night when Mr. K. Fox (400) defeated J. Wornell (225). Wornell, who had been in good form all along, falling down somewhat in his game and only scoring 198. Fox, though playing well, was not in his best form and the highest break was 51. The prize was a splendid silver tea service, presented by Hon. Tasker Cook, A. Mun, and F. V. Chesman.

Gower St. Girl's Club

ENTERTAIN METHODIST ORPHANS.

The children of the Methodist Orphanage were entertained last evening by the Gower St. Girl's Club and a most enjoyable time was spent. Upon the arrival of the orphans they were welcomed by the President of the Club, following which a specially prepared programme of songs and readings was rendered. The feature event on the programme was a dialogue contributed to by Miss A. Woods and Master Eric Bagge, which brought forth hearty applause, the former impersonating Santa Claus much to the delight of the orphans. The children were then seated for tea, and when their appetite had been satisfied, each child was presented with a gift and a bag of fruit and left for their home fully delighted with the splendid entertainment. The lady workers are to be heartily congratulated for providing such an excellent evening's amusement for the orphans.

Officers Entertained.

MOUNT CASHEL BAND PLAYS.

The officers of the S.S. Rosalind when their friends were entertained to a luncheon at Mount Cashel last evening. An attractive programme arranged by the officers proved one of thorough enjoyment to all. During the evening the Mount Cashel Band under Capt. Bulley rendered some very fine selections, and assisted greatly towards the success of the evening. The officers of the ship were highly pleased and gratified by the courtesy and hospitality of the Christian Brothers, and desire to thank them most cordially for the sumptuous repast and musical programme.

Daughters of Empire

ENTERTAINMENT AT SUDBURY HOSPITAL.

That the Daughters of Empire have not ceased their efforts on behalf of our soldiers was demonstrated last evening when an entertainment, arranged by Mrs. C.H. Hutchings and Miss May Furlong, was held at Sudbury Hospital. The programme, which was a very pleasing one, consisted of songs and recitations by a number of the city's best talent and it was heartily enjoyed by the nurses and patients. When the concert had concluded a very nice tea was served, after which a short dance was held, which, needless to say, was also thoroughly enjoyed. The whole affair was splendid and the patients of the hospital and nurses as well, are grateful for the kindness of the organizers and artists.

The Old Colony Club

Members of the Old Colony Club anticipate the pleasure of welcoming Lady Allard to-morrow afternoon for the first time at the Reading Room. Lady Allard has kindly consented to be Patroness of the Club. F. McN. Sec.

Eat Mrs. STEWART'S Home Made Bread.—oct4,smc

Patent at Fever Hospital

ESCAPES IN NIGHT ATTIRE.

A female patient who has been undergoing treatment at the Fever Hospital for the past six weeks, escaped from the institution last night and wandered down the Quill Viad Road unnoticed. The woman entered a nearby house and caused the occupants some uneasiness by her appearance, as she was only partly clad, and fearing the lady had been assaulted by someone the police were quickly informed of the matter. In the meantime, however, she gave her address, when a cab was procured and she was taken to her home on Prince's Street. It appears she had become dissatisfied with her long sojourn at the hospital and decided to leave on her own. Later Health Inspector McKay was informed of the matter and had the house on Prince's Street placed under quarantine.

Local Agent Receives Appointment.

WILL VISIT WEST INDIES.

Mr. Gerald S. Doyle, local agent for Dr. A. W. Chase Medicine Company, of Toronto, has been recently appointed to make a special trip to the West Indies in the interest of his firm. This Company has been doing business there under the same system as was in vogue in Newfoundland before Mr. Doyle's appointment as sole representative, and they have now decided to organize the West Indies along similar lines as this country. Mr. Doyle's visit will be a very lengthy one, and during his visit he will cover all the islands, appointing representatives, and will follow the same methods as have been inaugurated here. Mr. Doyle leaves by S.S. Rosalind to-day, and after spending a few days at the Head Office, Toronto, will proceed to New York where he will join a steamer for the Islands.

Magistrate's Court.

A 17 year old domestic without a home was sent down for 10 days.
A 35 year old shoemaker for being drunk, was allowed to go on payment of \$1. cost of cab hire.
A 19-year old laborer of Mundy Pond Road for the larceny of a cheque drawn for \$12, the property of James Little, on December 23rd, was fined \$20 or two months imprisonment.
A 50 year old carrier of Long Bay Road for the larceny of a quantity of lumber, the property of James Dave, valued at \$5 was convicted and fined \$10 or 30 days. The fine was paid.

McMurdo's Store News.

FRIDAY, Jan. 12.

Our candy sale is on to-day and you will find a splendid display of McMurdo's and Rowntree's candies, as well as others, at very attractive prices. All the candies we sell are fresh and pure, everything is handled in a clean manner, and you are not kept waiting for parcel or change. If you have not yet patronized our candy counter you will find it to your advantage to do so.

Just in Kruschen Salts, the great modern antirheumatic remedy. Price 90c. a pk.

Bowling Trophy on Exhibition.

WON BY BANK OF MONTREAL.

On exhibition in the window of Mr. Charles Slater, the well known Jeweller, is the silver cup presented to the Bankers Bowling League by Mr. Alex Marshall, Manager of the Royal Bank of Canada, West End Branch. The cup was imported from Toronto, is of a very elaborate design and stands 17 inches high, not including the base. The bowl is some 10 inches in diameter, and immediately under the engraving on the front are two plaques, crossed, with a ball in the centre. The trophy is very handsome, and is one of the finest imported in this country. The cup winners are the Bank of Montreal team.

Coastal Boats.

REID'S.

Argyle leaving Argentina to-day on western route.
Gloucester left Argentina 6 a.m. to-day, going west.
Kyle left North Sydney 3 a.m. to-day.

GOVERNMENT.

S.S. Senel was at Fogo last night.
S.S. Fortia left Tilt Cove 3 p.m. yesterday, going north.
S.S. Seal should arrive in port from Bell Island this afternoon.

Weather Report.

Twillingate—N.W. strong breeze; no sea; no land.
St. Anthony—S.W. wind, strong breeze, mild; no sea.
Fogo—S.W. northerly winds; weather too thick to note ice conditions.

New Company Incorporated.

TO DEVELOP AND WORK PETROLEUM AND MINERALS ON NORTH WEST COAST.

A company, the Newfoundland Oil and Minerals, Limited, was incorporated yesterday with a capital of \$2,000,000 for the purpose of developing and working petroleum and other minerals north and south of the Parsons' Pond Company's land, also at Hawke's Bay and St. Paul's Inlet. The incorporators of the company are Mr. David Baird, Principal of James Baird, Limited; Mr. C. A. Furr of London, England, Managing Director of the City and Northern Company, Limited, and Hon. M. F. Gibbs, K.C.

The Telegram called on Mr. Furr this morning asking if he had any objections to giving a statement to the press of what the company intend doing in this country. Mr. Furr very kindly consented and stated that the objects of the company are principally to explore and develop the petroleum which unquestionably exists in the vicinity of Parsons' Pond, St. Paul's Inlet and other sections of the North West Coast. Attention, he said, would also be given to the development of other minerals known to exist there.

SEVENTY-NINE SQUARE MILES.

With this object in view the company has acquired 158 mining localities of 220 acres each in the localities referred to. Survey of the areas have been made and leases issued by the Government of Newfoundland. A sum in the vicinity of \$40,000 has already been expended in connection with survey and initial development work and reports of engineers. Mr. Furr said the initial development work was so satisfactory that the company has decided to expend about \$150,000 solely for preliminary exploration and development. The money required for this purpose, he said, will not be raised by an issue of stock of the company to the public, as arrangements have been practically concluded in London for raising the funds.

The services of a well-known English Mining Engineer, Mr. G. V. S. Dunn, F.R.S.E., M.I.M.E., who has a wide reputation in the business and financial world of the old Country has been secured. He will visit this country in the spring, as soon as weather conditions permit, to examine and report on the areas acquired by the company. Mr. Dunn's services will be availed of to locate the sites where oil wells are to be drilled and it is confidently hoped that active operations will be carried on next season. Besides the oil, attention will be given to the other mineral resources of the properties.

COMPANY WELL CONNECTED.

Well known people in the business and financial world, Mr. Furr says, are connected with the company. Mr. David Baird, of James Baird, Ltd., is a local director, whilst amongst others interested in the success of the company are Mr. Ragnarvald Blackstad, who is a capitalist and owner of hydro electric power in Christiania, Norway. Mr. Furr is very optimistic as to the potential oil possibilities of Newfoundland, and looks forward to considerable development of our oil resources in the very near future. In reply to the question, is the company offering any stock to the public here? Mr. Furr said that as the company has been incorporated locally and the work has to be carried on in this country, applications, he thought, would be considered for a limited number of shares, as it was now impossible to obtain leases or licences of any petroleum or oil shales in this country. Mr. Furr spent several weeks this fall at Parsons Pond and the other localities and by his observations stated that the company has acquired petroleum properties and other mineral rights which have great potentialities.

GREAT MINERAL POSSIBILITIES.

In concluding the interview Mr. Furr expressed himself as being greatly impressed by the mineral resources of that portion of the country, comprising the greater part of the entire West Coast over which he travelled. The oil areas are in close proximity to the seaboard thus rendering transportation very convenient and cheap as compared with other countries, where it is sometimes necessary to convey the product by means of hundreds of miles of pipe before a shipping point is reached. Newfoundland, in his opinion, with its great, but as yet undeveloped resources, its unrivalled shipping facilities, and its proximity to the old world, has a great future before her and the extensive development which will take place within the next few years, he said, would prove the truth of his assertion.

Personal.

Mr. R. C. Morgan, who returned from Canada last evening brings news that Sir Wm. Reid is critically ill at Montreal, and is in a comatose state. He has four nurses in attendance, two for day and two for night duty.

For Gentlemen of good taste—Cub Cigarettes—sep12,sm

Mr. Morgan Returns.

RAILWAY WILL BE KEPT CLEAR.

Mr. R. C. Morgan, General Manager of the Reid Mtd. Co., arrived in the city by the incoming express last night, accompanied by Mrs. Morgan and Mr. Palmero Lindsay, Mechanical Superintendent with the C.P.R. at Winnipeg, who visits St. John's for a first time on an extended holiday. Mr. Morgan since leaving here some three weeks ago states that the weather has been very cold in Upper Canada, with scarcely any snow, while all trains are moving without any interruption. He reports that there is considerable snow on country, particularly in the western division, while winter has set in in earnest along the Topicals. Under present conditions the trains are making good progress and in the event of a snow blockade the rotaries and push plows are available at a moment's notice.

Here and There.

Have you tried MRS. STEWART'S Graham Bread?
Jan12,smc

PERSONAL.—Mr. William Pierce, of James Baird, Limited, sailed to-day by Rosalind, on a buying trip.

Boy's good quality Hockey Boots, sizes 10, 11, 12 and 13, are selling at BISHOP'S for three dollars and forty cents a pair this week.

AT THE BALSAM.—The following are guests at Balsam Place:—C. F. Bishop, Barin; Robert Hopkins, Heart's Content.

TRAIN NOTES.—The incoming express arrived at 10.30 last night. Thursday's west bound express arrived at Bishop Falls 3 hours and 20 minutes late. The local from Carbonear arrived at 1.30 p.m.

Skaters would do well to get some of the Athletic Ankle Supports, BISHOP'S are selling for one dollar and forty eight cents a pair. The regular price was \$2.40.

IN FRONT ROOM.—The fire which occurred at 88 Angel Place on Tuesday morning last, originated in the front room on ground floor occupied by Mrs. Purchase, and not in the top flat, tenanted by Mr. Andrews, as reported.

COAL BOAT ARRIVES.—S.S. Jeter has arrived from Cardiff, Wales, with a load of coal to Messrs. Bowring Bros. Ltd., for the sealing fleet. When discharged the steamer will take a cargo of codfish from the Union Trading Company for Mediterranean ports.

From Cape Race.

Special to Evening Telegram.

CAPE RACE, To-day.

Wind N.W. fresh, with light snow showers; nothing sighted to-day; Bar. 29.95; Ther. 32.

BORN.

On January 11th, a daughter, to Mr. and Mrs. Philip Mercer, Head Mundy Pond (West).

DIED.

Passed away on January 11th, of pneumonia, Clarence Hubert, darling child of John A. and Agnes Antle, aged 11 months and 3 weeks. "Safe in the arms of Jesus."

On the 11th inst. of bronchitis, William, darling child of George and Rita Martin, aged 2 months.

IN LOVING MEMORY

of my dear wife, Cora Sullivan, who died January 12th, 1922.—R.I.P.

NOTE OF THANKS.—Mrs. Wells, of Glovertown, wishes to thank all the kind friends who helped her in her bereavement, by sending messages and notes of sympathy, also wreaths and flowers, etc., to adorn the casket of her little girl, Millicent.—adv.

NOTE OF THANKS.—The Hon. Treasurer of the Methodist Orphanage Finance Com., acknowledges with thanks the sum of \$100.00 being donation from Sir Joseph Outerbridge to the funds of the Orphanage.

NOTE OF THANKS.—Mrs. Arthur Rowe and daughter, Elizabeth, wishes to thank those who sent wreaths to adorn the casket of her dear husband and kind and loving father: Thanking the S.S.P. Society, The Employees of Freight Department and Office of the Reid Newfoundland Company, Mr. and Mrs. W. H. Hynes, Mr. and Mrs. McGilvary, Mr. and Mrs. Bliddecombe, Mr. and Mrs. A. Whitton, Mr. and Mrs. J. Baul, Mr. and Mrs. J. C. Butler, Miss E. M. Rowe, E. Whitten, Mr. J. R. Baul, Dr. A. Diamond, Wesleyville, Mr. J. W. Clark, and family, Springfield; Mr. and Mrs. B. Evans, Mr. and Mrs. R. Tiley, Mr. and Mrs. A. Bawing, Mr. and Mrs. Ralph, Mr. and Mrs. E. W. Guy, Mr. C. R. James, Mr. N. Lodge, R. Shears, Mr. and Mrs. J. Loder, W. J. Garland and Sons, of Lower Island Cove; Mr. J. Moore, E. Wilcox, S. Worley, Mr. and Mrs. J. Parsons, Nurse Loder, of London; Miss J. Rideout, N. Bright, Mr. and Mrs. A. Courage; also those Employees of S. H. White, Employers of The Water Turnery, Capt. Arthur W. Rowe and wife, Mrs. Smith, Miss E. Ellis, Mr. and Mrs. Moore, Mr. and Mrs. H. Vickers.—adv.

KNOWLING'S

MEN'S OVERCOATS

STOCK - TAKING SALE!

During the balance of this month we offer the following high-class well-made

ENGLISH & AMERICAN OVERCOATS

in Tweeds, Naps and Heavy Grey Meltons, and Leatherette at

LESS THAN HALF PRICE

The original prices of these Overcoats were 18.75, 30.00, 34.00 and 38.00.

OUR SALE PRICES ARE

6.95, 12.00, 15.00,
15.50, 19.95

YOUTHS' OVERCOAT We are clearing the balance of our Boys' Overcoats, fitting ages 14 to 18 years, at 3.00, 4.00, 11.00, 12.00

Regular prices were 8.00 to 30.00.

BOYS' GREY KERSEY and CORDUROY OVERCOATS
To fit boys 4 yrs. to 8 yrs. of age.
Reg. Price 9.80 to 18.40. Now 4.00 to 5.00.

G. Knowling Limited.

Supreme Court.

Before Full Bench.

King vs. Thomas Quilty.

The prisoner was arraigned and charged with the crime of rape. He pleaded guilty. The prisoner was removed to the Penitentiary and will probably receive his sentence to-morrow.

Michael Brennan complainant (appellant) vs. Thomas Smyth defendant, (respondent).

Higgins K.C. for defendant is heard. J. G. Higgins for appellant is heard. The matter is set for Wednesday, Jan. 17th.

Postal Matters.

BEVERNON TO TAKE MAILS.

Owing to there being no express on Sunday the postal authorities decided to despatch the foreign mail by S.S. Sabie I. This arrangement however has been cancelled and the mail will now go by S.S. Belvernon sailing at 4 p.m. to-morrow. The following notice which may or may not have anything to do with the enforcement of the "Dry Laws" has been sent out by the Postal Department:—"It is necessary to prepay letters addressed to St. Pierre and Miquelon at the rate of ten cents for the first ounce and three cents for each additional ounce or fraction thereof."

ROSALIND SAILED.—S.S. Rosalind sailed this afternoon, taking the following additional passengers: Leonard Ash, G. S. Doyle, J. J. Miller.

MINARD'S LINIMENT
FOR COUGHS & COLDS.

Promotion for

Newfoundlander.

ENTERS PARTNERSHIP WITH ENGLISH BROKERAGE FIRM.

Word has been received in the city by last English mail stating that Mr. A. S. Bremner, formerly of Messrs. Bowring Bros. Coastal office, has recently been taken into partnership with the well-known fish brokers of London, England, Messrs. Harrington & White. The appointment came about through the retiring of Mr. E. A. White, the senior partner, who resigned from business on December 31st, the then existing partnership having been dissolved by mutual consent. The business will be carried on as before under the same name. Mr. G. B. Adams, who has been associated with the firm as manager for a considerable period has also been taken into partnership. We heartily congratulate Mr. Bremner on his well-deserved promotion and trust that the new partnership will be followed by an increasing volume of business.

Shipping.

Schr. Union Jack, Capt. A. Lalley, has arrived at Trepassy after a stormy passage of 40 days from Cadiz. The vessel lost her main gaff and the mizen and foremast were somewhat damaged. All the crew are well.

S.S. Belvernon, 4 days from Halifax, has arrived with a general cargo. A. B. Hickman & Co.

S.S. Sabie I. arrived in port at 10 a.m. from Halifax.

S.S. Modena, 3 days from Sydney, arrived in port this morning with a coal cargo to W. B. Fraser.

Hockey Notes.

Owing to the mild weather has prevailed all week, the players have received a setback in their practice and it is not very likely that the first game will take place next Monday night, as contemplated. The few degrees of frost last night hardened the surface at the Rink sufficiently for the players to have out this evening. The Rink closed at 6.30 followed by the Terras at 10 o'clock. The next for the will be the Guards. At a meeting of the Hockey Executive it was decided to drop the Crescent Hockey Club, until later in the season.

Alleged Brutality of Husband

WOMAN DIES UNDER SUSPICIOUS CIRCUMSTANCES.

Sensational stories, which are tantamount to a charge of murder, are reported from the stationers who have received equally his famous Notar who shortly he made public. In the station the cruelty is alleged as husband, whose wife about a case a mother, died under circumstances which have caused a lot of comment. Police made an enquiry into the matter this morning by the Telegram to elicit further information that an enquiry into the matter was made yesterday. The woman died three days ago, but whether the body was exhumed could not be ascertained.

Eat Mrs. Stewart's Home Made Bread.—oct4,smc