

THE REINDEER

is an inhabitant of the Arctic Region, and it is possibly the most useful of all the animals which dwell in this part of the world. Unlike the Reindeer, SUNLIGHT SOAP is to be found in all parts of the civilised world, and its great utility is vouched for by millions of contented housewives who would not be without it.

SUNLIGHT SOAP

enjoys a well-merited reputation, it is absolutely pure, and will not harm the most delicate fabric. A piece of Sunlight Soap used in your next wash will convince you of its excellence.



Divorced Life

Helen Hessing Fuesle

Pals

Marian was less offended than humiliated at Meadows' offer to lend money to her. She had the feeling that to be in need of ready money is to be disgraced, especially if the fact becomes known to others. She also felt woman's instinctive distrust of a man who offers her money. She had seen enough of the world to know that invisible strings are almost invariably attached to such propositions, and that a woman usually has to pay a price that is much more than the mere equivalent of what she has received.

At the same time, she could not escape the feeling that she might be doing Jack Meadows a great injustice by harboring these suspicions. So frankly and kindly had come his offer that she found it hard to suspect him of ulterior motives. Yet, she did not regret her refusal to lend her money, so she needed it. She clung to the hope that something would turn up to brighten her outlook and restore her shrunken purse in a manner that she could justify.

At three the following afternoon, she was called to the telephone. With drumming heart she descended the stairs to the telephone in the hallway of the boarding-house. She expected, somehow, to hear Jack Meadows' voice. She did.

"Will you go motoring with me to a while this afternoon?" he inquired. "It's a capital day and a crime to be indoors. I'll be there in twenty minutes."

Marian hung up the receiver, and flew into a froth linen suit. She thanked her stars that her meagre wardrobe still vouchsafed her a more or less appropriate garb for motoring. She had spent nearly all the day in stewing and moping over a manuscript that refused to make much headway under her lagging pen. The prospect of going automobilizing made the blood spin merrily through her veins. And the droll and interesting companionship of the rich young man lured her more than she would have been willing to confess even to herself.

Meadows, at the wheel of a rakish-looking, handsome Italian car, paused in front of the house at the time appointed. Marian did not keep him waiting, and presently the car hummed contentedly down the smooth pavement. As it did so, a pair of brown and wistful eyes, those of Bert Barker, gazed after the departing



"There's no reason why we can't be good pals," he added.

Viewed from the angle of her contented mood, Marian was thankful today for the series of events which had drawn her into divorce. How had she ever endured the cramped, cramped existence of married life as long as she had! She was glad now that she had protested against its restraints and sorrows. She was glad that she had listened to the call of youth and life, of freedom and the big, broad world. To-day her horizon gleamed with vague but flashing promise.

"It was mighty good of you to let me call for you to-day," observed her companion.

"It was good of you to come," she answered frankly.

"There's no reason why we can't be good pals," he added.

"Yes, and without being foolish," she amended.

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See our windows for many other articles of surprising value.

Robert Templeton.

The Labrador Ice Blockade.

S. S. Strathcona, At Sea,
Off Labrador Coast,
August 1, 1914.

Editor Evening Telegram.

Dear Mr. Editor,—I have carefully asked all the oldest inhabitants of the "Straits" if they ever remember it being blocked with ice at the end of July, and I have failed so far to find anyone who remembers it. I have asked five men over eighty years of age, and yet, this week everything has been held up, even some large steamers not being able to get through; while Monday and Tuesday we were all blocked solid in the harbours by heavy Arctic ice, not far from Blanc Sablon. The temperatures of the water are excessively cold here still, being 32 and 34 degrees on the surface, although the ice has mostly gone out again before the strong west winds of the last two days.

Not only are men sitting idle around with their nets out of water, but in L'Anse au Loup, the very boats have been hauled up into the river to save them from the eddies of the ice pack. Adolph Nielson, when Superintendent of Fisheries, wrote that, as the result of his practical experiments at Dildo, he was convinced that cod could not feed under 32 degrees Fahrenheit, and could not live under 32 degrees, having to seek deeper water for warmth.

For my own part, in spite of the fact of the many recent poor voyages, and in spite of the apparent lessened number of cod off our Labrador coast, I am convinced that the fisheries have made little or no difference to the quantity of cod fish in the water. The outstanding lamentable fact in a country like ours is that we not only still know little or nothing about the matter, but we take no apparent interest in finding out. Our schooner-men are getting more discouraged every year, their numbers are declining. It means that our youth and strength must leave us to seek work elsewhere, and we take no steps whatever to find out the cause and remedy it.

If a scare of diphtheria arises, and we are in danger of losing one or two children, the common sense of the entire community at once endorses a generous expenditure; but in the far farther reaching problem of how to catch more fish, and put a sufficient living in the reach of our poorer fishermen, and so prevent their becoming the prey of every passing disease, why then we do nothing at all.

Last week at all the harbours north of the "Straits" discouraged men were lamenting the fact that there were no fish in the "Straits." It was sheer idleness or apathy that kept so many ashore doing nothing. Day after day of trying out in their little boats with no success, had convinced them that there were no cod in the Straits. Just off the land, outside the paltry four hundred yards that the cod traps reach, glutted with caplin, kept in the deep water, possibly because it was warmer than the shallow water, lay shoals of as fine fish as were ever caught. This was proved to me by my delightful trip with that most enterprising of our Labrador fishermen, Mr. Edward Grant, of Trinity Bay. While others were getting "no fish," we went off to haul his fleet of twenty-six sixty-fathom gill nets, set out in deep water. They were trailing across not more than two miles of water, and up only a few feet from the bottom. As the winch brought in twenty-five quintals of lovely fish full of caplin, evenly scattered over all the nets, and also quantities of live caplin, one could not help believing that there were plenty of fish; that they were glutted with food which they got out of the warmth of the deep water, so, as Mr. Grant quaintly put it: "Why should they go to the Labrador to make a living, when they can make it at home."

Having come to the conclusion that the fault was ours, and that we simply did not know how to catch the fish, Mr. Grant, seeking new methods, sent to Gloucester. He decided that their methods of gill nets were worth trying. We have far more and better fish on the same area, than they have, and why should not we, as well as they, be progressive and try new ways. It was pathetic as we steamed back with the fine deck load, to see poor fellows in dories offering one dead caplin on a hook to fish glutted with and surrounded by live ones; or trawls with dead bait being hauled 'clean' because the fish had better food already.

The result is not only that he gets fish where others do not, but he encourages others to stay fishing when they are discussing bolting for home to look for Government or other employment. He is also making valuable experiments with these nets, and will certainly improve wonderfully on them.

If man can fly in the air, and man can build boats for under water service, surely he can devise means

to outwit cod fish. Not only new markets, but new harvests are needed by our fishermen. Will nothing be done? There are officials even on this coast whose tasks to say the least of it, do not occupy any considerable time, and whose expense is far less justified than the same money spent on fishing inquiries. Even if experiments do not always prove economic successes, that is no real justification, for the condemnation that is most unjustly hurled at them; the world only progresses by experience, the most expensive but essential of all schools.

The necessity for studying more closely the effect of temperature is well shown by the following: A fisherman got his trawl tangled on the buoy at one end. He did not notice it until he returned to haul. To his surprise, he found that the hooks suspended at about the middle of the water all had fish; those on the bottom, none. For some days he floated all his hooks a fathom or so down, and caught fish while his neighbours got none. Then they copied him and got as much fish as he. I have seen the experiment repeated this year very successfully by a schooner crew.

Then again, on those same grounds where now people are getting a total blank, there are always plenty of fish to be caught in October. But no one fishes for them because they cannot dry the fish at that time of the year, and there is no way to buy fresh fish at that time of the year, and they do not think it worth while to carry them over in salt. Yet this is done in Bay St. George and elsewhere. All I suggest is that especially in the face of this very poor fishery, we need a lot more knowledge; that is if new knowledge is obtainable; that we as a country cannot claim poverty because we have still unnecessary official expense which might be well diverted into more useful channels.

There is certainly another unnecessary concession to prejudice in our Labrador fisheries. Practically no one fishes north of St. John's Island. The progressive Capt. Blandford demonstrated clearly that there are thousands of quintals of fish to be caught north of that, enough to make a material difference in the quantity of fish taken annually in Labrador. Here to-day lies the large steamer Neptune so famous for the wealth it brought this Colony in its capable hands. Here she lies idle, an expense. What argument can justify this economic waste to any sane man on earth. It is painful to listen to visitors jeering at us for what appears to be sheer puerility and lack of political backbone.

Signed, WILFRED GRENFELL.

Announcement.

D. J. Furlong wishes to announce to all friends and the public generally that he has opened a custom establishment in connection with the Cleaning and Pressing in the store lately occupied by N. W. Chow, 7 New Gower Street, and is now prepared to receive orders for any garment in the tailoring line; also wishes his friends to notice that he is giving a very special offer to anyone having suit length to be made up. Every garment will receive the best of attention. Call now and see our goods and select your pattern. Workmanship guaranteed. All goods well shrunk before making.

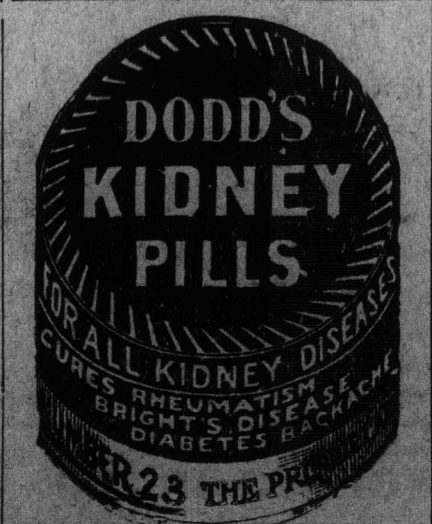
D. J. FURLONG, 7 New Gower Street, May 22.

To-Night's Match.

The Stars and C.E.I. will be the contestants in to-night's football match, with the line-up as follows: STAR—Phelan, goal; Hart, Thompson, backs; Kavanagh, Christopher, Vinnicombe, halves; Morgan, Caul, Brien, Power, Phelan, forwards.

C.E.I.—Vaisey, goal; L. Stick, Hartley, backs; Fox, Drover, R. Stick, halves; Evans, Bartlett, Hunt, E. Churchill, M. Churchill, forwards.

Should the C.E.I. win to-night's game, the Stars, Collegians and C.E.I. will be equal in points and a play-off will be necessary, while a win or a draw for the Stars will give them the championship.



Per S.S. STEPHANO.

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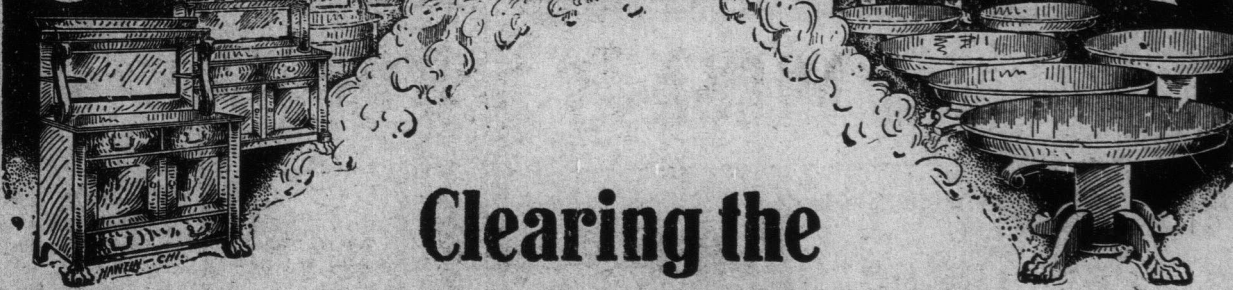
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THIS WEEK AT

A. & S. Rodger's.

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Clearing the
Decks for Action!

We have been preparing for our ANNUAL CLEAN-UP SALE of all SUMMER GOODS, also odds and ends in Furniture, to make room for fall shipments to arrive. We therefore have a line of Beds, Springs and Mattresses that we offer at half the regular price to clear. Health Mattresses that sold for \$7 to \$9 now offered at \$3 to \$4 to clear; Beds as low as \$2.95 each; Springs from \$2.00 up, and a general reduction all round during this Great Sale.

EVERYTHING IN SUMMER GOODS MUST GO regardless of cost, as we must have the room; so come early and get your pick. Sale starts to-day, and considering that there are so many values offered, we predict a quick clearance.

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