

Misleading Reports.

St. John's, Aug. 21st, 1916.
Evening Telegram,
City.

Sir,—I beg to inform you that recent meeting of the Council of Newfoundland Board of Trade, a decision took place as to the publication of incorrect or exaggerated reports connected with the fisheries or other products. It was pointed out by the Council in many cases such news published by local newspapers in good faith, and in the belief that this information is correct, much is often done to the Colony's injury by the copying of same into papers abroad.

It is in point is an article on the part of Cod Liver Oil, which has appeared in more or less similar form in several prominent American and Canadian newspapers.

The enclosed extract is from the Evening Telegram, and it is not difficult to imagine the damage that has been done to Newfoundland interests by the insertion of this most misleading article. It is not too much to say that the present position of difficulty in the sales of Cod Liver Oil, can be at least partially attributed to the constant publication of the misleading statements contained therein, as naturally consumers are led to expect low prices for this commodity, and therefore hold off making purchases.

The heading and opening paragraph of the article are gravely incorrect, and actual losses incurred, if prices were at their present level, will be negligible. This article purports to have emanated from Newfoundland, and presumably did so. The object of this letter is to ask the cooperation of newspaper editors in Newfoundland, and of Newfoundland correspondents for newspapers in preventing the publication of such incorrect, exaggerated, and misleading reports as those referred to. The officials of the Newfoundland Board of Trade will be only too ready at any time to supply information as correctly as it is possible to get it, on the subject of the fisheries.

Yours very truly,
Newfoundland Board of Trade,
ROBERT B. JOB, President.

EXTRACT FROM NEW YORK TELEGRAM.

Loss of \$100,000 for Cod Liver Oil Dealers.

St. John's, N.F., Wednesday.

Newfoundland dealers in Cod Liver Oil estimate that they must face a loss of about a million dollars as a result of changed conditions in the market at home. When Germany last year crossed the Norwegian output of this product, the price of Newfoundland oil went up from 50 cents to 1.50 per gallon.

Expecting big profits this season, large number of persons entered the business in this colony.

Their hopes were dashed when the British and French Governments succeeded in obtaining this year's Norwegian output, forcing a fifty per cent drop in market prices. As the dealers bought the raw material at high cost, they must stand a heavy loss.

The Soldiers' and Sailors' Club

The Committee of the Club are arranging for a Smoking Concert to be held in the Club Room (Greenfield Hall), tomorrow, Friday evening, as a fund for the drafts of the Royal Naval Reserve and the Newfoundland Regiment, paying for active service.

As many of the friends would like to help make the evening a success, fruits, cakes, minerals, cigarettes, etc., will be gratefully accepted and acknowledged by the Secretary of the Club, who will be in attendance from 6 p.m. to receive the same.



Save your home and belongings from utter destruction by fire. Insure your home and belongings with the Mutual Fire Insurance Co. of New York. Write for a policy today.

Make good your damaged property and supply you with suitable ready funds to replace destroyed articles. Have me write you an insurance policy today.

MERCER JONES & Co., Insurance Agents.

We Expect Great Throngs of Shoppers Friday and Saturday for These Reasons:

WHERE can you duplicate this? LADIES' UNDERWEAR.

Of superior quality, fine ribbed cotton, very soft and elastic and light in weight; the low neck of the vest is trimmed with lace and silk draw-string; the pants are lace trimmed at knees, close fitting garments, genuine bargains. Friday and Saturday, per garment 29c

Smallwares.

PATRIOTIC SEALS—Dennison's make, Union Jack designs; in boxes containing fifty, well gummed. Regular 10c. box. Friday and Saturday 8c

STATIONARY—Nicely put up in medium size, fancy boxes, containing 18 envelopes and 18 sheets of faint ruled paper, letter size. Regular 22 cents box. Friday and Saturday 19c

BOOT LACES—Heavy flat mohair laces, 27 inches long with stout metal tags. Regular 12 cents a dozen. Friday and Saturday 9c

TOILET COMBS—Men's, fine make, made from selected horn, non-inflammable; also ladies' dressing combs in fine and coarse makes. Regular 25c. each. Friday and Saturday 20c

COMB SETS—Including back and side combs, latest ideas for the two; good value to-day at \$1.50 set. Regular \$1.20. Friday and Saturday 1.00

PHOTO FRAMES—"Silverette" with fancy ornamental corners, guaranteed unbreakable; plain oblong and fancy shapes, post card size. Regular 15c. each. Friday and Saturday 12c



LADIES' BLOUSES.
Splendid bargain opportunities are offered in Ladies' fine Muslin and Voile Blouses. Some showing beautifully embroidered fronts and collars, while others have tucks and some trimmed with openwork and hemstitching. A dainty lot to select from. Reg. \$1.50 each. Friday and Saturday 1.25

In Our Splendidly Equipped Showroom Department

are the following lines, specially marked for Friday and Saturday's selling.

CAMISOLES.

Secure one of these bargains, made of fine quality White Cotton; the small yoke is made of embroidery insertion, trimmed at edge with val, lace and ribbon. Reg. 50c. each. Friday and Saturday 42c

CHILDREN'S COTTON DRESSES.

A good knockabout dress of American Cotton. They come in colors of Fawn trimmed with Red, and Saxe trimmed with Red, with tightening strap on back and nicely embroidered fronts, to fit 2 to 3 years of age. Special for Friday and Saturday 16c

LADIES' SKIRTS.

Suitable for Summer or early Fall wear; a number of oddments the balance of some quick selling lines; there are Poplins in Navy and Black, Cashmere in Black, Bravin Lustre, and fancy Bedford cord in Lime and Grey, all this season's newest styles. Reg. \$3.50 each. Friday and Saturday 2.98

CHILDREN'S BONNETS.

Of White washing embroidery, beautifully trimmed with a bow of Pale Blue or Pink Silk Ribbon at side and Val, lace edging in front. Reg. 45c. Friday and Saturday 38c

RIBBONS.

All Silk Taffetas, 5 inches wide, firm finish in plain colors of Cream, Pale Blue, Navy, Pink, Royal, Cerise, Cardinal and Green; also fancy striped in dark shades, very popular for sashes, hair ribbons and all millinery purposes. Values to 25c. yard. Friday and Saturday 17c

LADIES' COLLARS.

A fine selection of stylish Collars at a price that cannot fail to please. There are Lawn and Muslin, in plain and trimmed with hemstitching and lace; 8, 10, 12 and Peter Pan styles; all lace and Peter Pan, and military in Muslin and Lawn and a big variety of others. Reg. 20c. each. Friday and Saturday 16c

VEILINGS.

Spotted and plain silk, in fine and coarse makes, bright finish; some with Shenel spots, colors of Niger, Light Brown, Saxe, Navy, Black and Black and White. Reg. 35c. yard. Friday and Saturday 28c

LADIES' DRESSING JACKETS.

Made of American Cotton in flowered and spotted patterns; the collars are sailor style and trimmed with embroidery lace. Sizes 38, 40 and 44 bust. Reg. 65c. each. Friday and Saturday 55c

ALL OVER APRONS.

An excellent buying opportunity that should not be neglected by the woman who desires to look trim and neat when doing her housework; good quality print in a variety of Blue and White stripes is used for these aprons. Special Price for Friday and Saturday. 39c.

Smallwares.

SHAWL STRAPS—Of solid leather, with firm handle, convenient for carrying shawls, oil coats and a number of other articles; only two dozen of them left. Reg. 18 cents each. Friday and Saturday 14c

PENCIL HOLDERS—The Eagle Bullet Pencil Holder, shaped like a cartridge, looks like war souvenirs. Reg. 7c. each. Friday and Saturday 5c

PAPER NAPKINS—Dennison's Crepe Paper Napkins, gold striped borders and corners decorated with crossed flags, all fast colors. Regular 40c. hundred. Friday and Saturday, 50 for 17c

HOBBY BOOKS—A series of useful books for those who take their hobbies seriously, carefully written by acknowledged experts and very fully illustrated. Regular 30 cents each. Friday and Saturday 25c

BOYS AND GIRLS PANTS SUPPORTERS—Or skeleton waists, plain white and blue and white striped. Light weight, just the thing for summer use; sizes to fit from 4 to 10 years. Regular values to 25 cents. Friday and Saturday 16c

PURSES—Small size, made of strong leather, well stitched; a serviceable article at a low price. Special for Friday and Saturday 8c

Bargains in Household Needs.

TOWELS.

Linen finish Huckaback; these are manufacturers seconds slightly imperfect in make; all White with self-colored and Red bordered ends, assorted sizes; values to 18c. each. Friday and Saturday, ea. 10c

BREAKFAST CLOTHS.

Fringed, assorted colored borders; size 50 x 50 inches; also plain White hemstitched; size 45 x 45 inches; all pretty new designs. Reg. \$1.00 ea. Friday and Saturday 85c

TOILET CASES.

For Tooth Brush and Sponge, made of heavy Cotton Chintz, rubber lined; the edges are strongly bound with white tape and closes with dome fastener at top. Reg. 12c. each. Friday and Saturday 10c

SIDEBORD CLOTHS.

White Cotton, size 14 x 54 inches, with nicely embroidered corners; also lace and insertion trimmed; size 13 x 54 inches, genuine bargains. Special for Friday and Saturday 65c

TABLE NAPKINS.

One of our best selling lines, made of firm Cotton Damask, soft finish, hemmed, neat, new patterns; size 20 x 20 inches. Reg. 17c. each. Friday and Saturday 14c

Exceptional Necklet Values.

PERFUMED BEAD NECKLETS.

Made from real California flowers, manufactured and carved entirely by hand, possessing all the natural color and odor of real flowers. Regular 25 cents each. Friday and Saturday 21c

BEAD NECKLETS.

Small and large size, bright lustrous finish; colors of Ruby, Green, Hello, Saxe, Pale Blue and 50 cent values. Special for Friday and Saturday 29c

BOYS' SUITS.

75 only Tunic Shirts to fit boys from 3 to 7 years, with belt and detachable Peter Pan washing collars. Reg. \$2.50 suit. Friday and Saturday 2.20

BOYS' PANTS.

Made of good quality Flannel in Plain Grey, to fit boys from 5 to 11 years, 2 pocket style, finished with belt loops; unlined. Reg. \$2.00 pair. Friday and Saturday 1.65



DRESS CLOTH.

The benefit of an old contract allows us to offer you this Cloth at much below the present value. It comes in Navy and Black only, is medium weight and used largely for Costumes, Skirts, etc.; 44 inches wide. Reg. 85c. yard. Friday and Saturday 75c

Hardware Bargains

Egg Beaters and Cream Whips. Reg. 15c. for 12c.

Salt and Pepper Shakers. Reg. 10c. for 9c.

Wire Soap Savers. Reg. 13c. for 10c.

Bread Pans. Reg. 10c. for 9c.

Challenge Wringers. Reg. \$3.00 for \$2.00.

N. P. Trays, 14 in. Reg. 40c. for 35c.

N. P. Kettles. Reg. \$2.40 for \$2.22.

Scrub Brushes. Reg. 15c. for 13c.

Venoll Furniture Polish. Reg. 25c. for 20c.

N. P. Cork Screws. Reg. 17c. for 15c.

"Catch Drop" Tea Strainers. Reg. 13c. for 11c.

Enamel Jam Skillets. Reg. 65c. for 55c.

Wood Jam Spoons. Reg. 6c. for 5c.

Grey Enamel Saucepans. Reg. 55c. for 50c.

White Enamel Baking Pans. Reg. 35c. for 30c.

Toilet Paper. Reg. 8c. for 7c.

Tin Basting Spoons. Reg. 10c. for 8c.

Coffee Strainers. Reg. 7c. for 6c.

Towel Racks. Reg. 17c. for 16c.

Enamel Boilers. Reg. 95c. for 85c.

Wire Pot Chains. Reg. 8c. for 7c.

Clipper Can Openers. Reg. 44c. for 42c.

Tack Hammers. Reg. 7c. for 6c.

White Enamel Buckets, 12 in. Reg. 85c. for 78c.

Save on Floor Coverings.

HEARTH RUGS.

Crimson and Green Mohair, brushed or curl centres with plain straight hair borders; warranted pure mohair; size 27 x 65 inches; desirable because they adapt themselves to the furnishings of almost any room. Reg. \$7.00 each. Friday and Saturday 6.40

DOOR MATS.

Fringed Jute, size 10 x 27 inches; assorted floral patterns. Reg. 18c. each. Friday and Saturday 15c

A Chance You Cannot Afford to Miss. FURNITURE CHINTZ.

In a new strong well finished cloth, having a dull finish; a large variety of pretty all over floral patterns, 30 and 36 inches wide; particularly good value. Reg. 30c. Friday and Saturday 27c

WINDOW NETS AND SCRIMS.

White Net, pretty bordered designs, 52 inches wide; and Scrims, 36 inches wide, dotted patterns, flowered borders and finished at edge with hemstitching. Reg. 30c. yard. Friday and Saturday 27c

Men's Furnishings At Special Low Prices.

MEN'S RAGLANS.

Made from a Rubberized Cashmere, in Light and Dark Fawn shades; large and roomy in the skirt, has a close fitting military collar and Raglan sleeves; sizes 36 to 46 inch chest. Reg. \$14.50. Friday and Saturday 12.50

PARIS PAD GARTERS.

For men, made of fine silk elastic, color of Tan, Lavender, Black, Sky, Navy, White and Grey, for year-round wear, no metal touches the leg. Reg. \$14.50. Friday and Saturday 26c

MEN'S NEGLIGEE SHIRTS.

In fancy striped design Case-moment Cloth, soft double cuffs, coat style; size 14 to 17 inch neck. Reg. \$1.50 each. Friday and Saturday 1.35

PRESIDENT SUSPENDERS.

Strong webbing, heavy corded button loops; the Brace for comfort and hard wear. Reg. 60c. pair. Friday and Saturday 52c

MEN'S HALF HOSE.

Black Cashmere, Ribbed and Plain makes; sizes 10½, 11 and 11½; spliced heels and toes. Reg. 65c. pair. Friday and Saturday 59c



MEN'S TIES.

Wide flowing ends, fancy light and dark shades; plain and corded silk. Reg. 60c. each. Friday and Saturday 54c

Cut Prices on Hosiery and Boots

MISSES' BOOTS.

Dongola Kid, buttoned and laced styles, patent tips, English toes and low heels; sizes 11½ to 2. Values to \$2.55 pair. Friday and Saturday 2.18

LADIES' BOOTS.

The "Beaute", a comfortable well fitting boot made on Tudor last; Blucher and button styles, high or low heels, medium soles; all sizes. Reg. \$3.50 pair. Friday and Saturday 3.20

Women's Walk-Over Boots.

Gunmetal, Vic Kid and Patent leather, fashionable shapes, for service and appearance these would be hard to equal. Regular \$4.70. pair. Friday and Saturday 4.10

Terrible Accident.

EDWARD K. SCANLON KILLED—THREE OTHERS BADLY INJURED—ONE ESCAPES BY JUMPING—MOTOR CAR TOPPLED OVER EMBANKMENT.

As the result of a terrible motor car accident, which occurred on Tuesday night shortly after 11 o'clock, Edward Scanlon, chief accountant of the Anglo-American Telegraph Co., now lies cold in death, and F. J. Canning, of G. M. Barr's, Richard Rogers, of the R. N. Co.'s electrical department, and B. J. McGarry, of McGarry's cafe, are badly injured. L. Hennessey, manager of the Singer Sewing Machine Co., who was sitting in the back seat of the car, jumped clear of the machine a few seconds before it toppled over. Leaving the city a few minutes before eleven, the five mentioned proceeded to countrywards in the car owned by Mr. F. J. Canning, which was driven by its owner. While passing through Stamp's Lane near the "Wishing Well," the car struck heavily against the edge of a small bridge which projects several inches above the roadbed. The car received such a jolt that the driver lost control of the steering gear, and before he could regain control the machine slid and plunged several feet over an embankment. The deceased, who was sitting in the back seat, was thrown over the wind shield and received a severe cut in the head by striking a stone wall. Rogers received a similar toss but fortunately fell a few feet from the wall. Hennessey, who was sitting with Rogers and Scanlon in the back seat, escaped injury. Canning and McGarry, who sat in the front seat, were also thrown out, the car passing over their bodies. For a few minutes all except Hennessey lay unconscious, McGarry, being the first to recover, walked to the Ropewalk and telephoned to Drs. Roberts, Cowperthwaite and Tait who quickly responded. A hurried examination showed that poor Scanlon, although conscious, was in a critical condition. His wounds were bandaged by Dr. Roberts, who accompanied him to the hospital, where everything possible was done to save his life, but to no purpose, for shortly before 4 a.m. yesterday morning he passed away, after receiving the last rites of his church from Rev. Dr. McGrath. Death came four and a half hours after the accident, as the watch of the deceased was stopped at 11.15, which was no doubt the exact time the accident happened. Canning, Rogers and McGarry received some severe marks on their body and are otherwise shaken up, but will shortly be around again. Edward K. Scanlon was one of our most respected citizens, and was held in the highest esteem by the directors and employees of the Anglo-American Telegraph Co., where for close on 30 years he was one of their trusted officials, and at the time occupied the position of Chief Accountant. He was a son of the late T. D. Scanlon, who for many years was attached to the Anglo staff. Left to mourn are three brothers, Patrick Brendan, and John in New York, and two sisters, Mrs. M. Dyer and Mrs. W. Kelly, of this city. To the bereaved relatives the Telegram offers sympathy. The funeral will take place at 2.30 p.m. to-morrow, from the residence of Mr. M. J. Dyer, 299 Water Street.

Wonderful Success

Of Rossley's in British Theatre.

Last night another packed house at the British Theatre and a delightful change of program. It goes to show just how popular this company has become. Everyone is talking about the entertainment given by those, our own city children, trained to perfection by Mrs. Rossley. Little Kathleen delighted everyone last night with her new song, Miss Edwards, youngest Prima donna was also very charming in her song. Little Squires and Baird are a wonderful little turn. On Friday night another change of program and grand military show, war songs and war sketches, all in khaki. Don't miss seeing these delightful shows while you have the chance. All new pictures to-night. Be in time for seats.

Special to Evening Telegram.

CAPE RACE, To-day.

Wind S. light, weather dull; the steamer Hump passed west, and s.s. Neptune and a large ore steamer inward, several large schrs. also passed west and inward yesterday afternoon, an unknown barquentine passed west this a.m., and a sealing steamer is in sight west bound inward. Bar. 29.36; Ther. 66.

The very tall, upstanding neck frills are not usually very becoming.

MINARI'S LINIMENT CURES RHEUMATISM.