



Evening Telegram

W. J. HERDER, - - - Proprietor
C. T. JAMES, - - - Editor

Thursday, February 12, 1920.

Free Advertising.

A newspaper stands or falls by the number of its paying advertisements, as well as by its circulation, and its advertising patronage depends wholly on the latter. The greater the circulation the greater the advertising, but in order to secure that circulation so necessary to building up an extensive advertising patronage, a newspaper has to be just what its name implies. But there is news and news. Catering to a large clientele of readers it has to be borne in mind that news which will interest some will not interest others and consequently variety has to be sought if the newspaper is to successfully accomplish its mission as a purveyor of news and information on multitudinous subjects to its patrons. Thus in the building up of a daily journal, the literary taste of all classes is the first consideration, the catering to which is the initial step in the building up of such a circulation as will attract advertisers.

Newspapers do not pose as philanthropists, though perhaps they give away more of their particular wares in one twelve month, without mention or acknowledgment or thanks, than any other institution. The visible valuable wares of a newspaper are its issues and its space. Upon the latter it depends for its revenue: upon the former for the attraction of that revenue, which accrues from advertisements. Many people have become possessed of the opinion that it does not cost anything to run a newspaper, and as a consequence they think it all right to come into a press-room at printing time and get their sheets of the daily issue without tendering the sum of one cent, for which the paper is practically given away. Nobody would think of making regular diurnal calls at city shops to get a box of matches for nothing, but dozens of folk think nothing of holding a press parade, at the expense of the press itself, day after day, and feel real hurt if they should happen to be overlooked in the free distribution. Then there are the seekers after space for the chronicling of items interesting only to themselves, either telephoned or verbally communicated. In either case a member of the staff has to spend some minutes of valuable time in writing up these, and if after printing, an inadvertent error occurs, the vials of wrath are uncorked. And so it goes on. Every person knows more about the actual running of a newspaper than the people who conduct it, and advice, about the only free thing journalists receive, is copiously offered. A newspaper does not object to giving a little free advertising, but at the present cost of newsprint, it must draw the line somewhere and cut out a lot of the gratuitous write-up articles.

All the Season's Newest Models are now showing in the PATRICIAN Shoe for Ladies. BISHOP, SONS & CO., LTD.

The Expected Happens.

A message received from Hon. W. F. Coaker by the Advisory Board contains advice to sell all fish at best prices obtainable, as bottom has dropped out of the Spanish and Portuguese markets. Does this mean that terms must now be made with the Italian Consol? — as apparently Italy is now the only market left open to Newfoundland fish in Europe.

G. W. V. A. Rooms Open

The War Veterans' Club opened yesterday afternoon, and the comfort of the rooms was greatly enjoyed by a large number of returned men. Lieut.-Colonel A. E. Bernard, M.C., President; Lieut. Col. G. T. Carty, Vice-President; Sergt. P. A. Brien, Secretary, were in attendance throughout the day, and Major March, Capt. G. Byrne, M.C., Capt. L. C. Murphy, Capt. Penn, R.N., Capt. Hamilton, A.D.C., Lieut. W. V. Warren, Mr. Harold Mitchell and a big sprinkling of naval men visited the card and reading rooms and enjoyed a pleasant hour or two.

A caretaker has been appointed in the person of Mr. Geo. Cave, late R. N.R., and the club is open daily, so there is no reason why members should not avail of that privilege and drop in occasionally. The rooms are there—well lighted and comfortable—reading and writing material, and they are a credit to the G. W. V. A.

"San Toy" Scores Again

Another crowded house greeted the second performance of the opera San Toy at the Casino last night. The repetition made the performers at home in their various parts, and the acting was exceptionally good. The magnificent costumes and scenic effects alone are worth seeing. The opera is one of the best ever staged here, and no doubt will have a successful run. The singing by Mrs. E. J. Ring, Miss Mary Ryan, Miss Ida Howlett, Lieut. Summers and R.S.M. Fox is well worth hearing, to say nothing of the choruses, and the parody by Mr. Stansfield, while the dancing by Misses Mews and Withers must be seen to be appreciated. San Toy will be repeated again to-night.

Drug Firm Reorganizes.

The long-established firm of T. McMurdo & Co. Druggists, has been reorganized and is now a Limited Liability Company. Messrs. R. G. Rendell (managing director), C. P. Ayre, J. J. McKay, R. G. MacDonald and M. J. Murphy comprise the members of the new firm. The latter two (both of whom have spent 30 years in the business) will be the managers. Founded nearly a century ago—in 1828—this firm has always enjoyed a reputation for propriety and integrity, and that for another hundred years the same will be enjoyed is the hope of the Telegram.

Royal Stores' Reunion.

The annual supper and dance of the employees of the Royal Stores, Ltd., was held at the C.C.C. Hall Tuesday evening, when some two hundred and fifty persons were present. Although held under the auspices of the employees of the Royal Stores, others than employees were on hand, and altogether a most enjoyable evening was spent. The programme consisted of fourteen pieces, but many others of an impromptu nature were danced. The floor manager were Messrs. W. Chafe, D. Herschell, L. Miller and B. Morris, convenor. At the conclusion of the seventh item of the programme came an interval, during which supper was served. Owing to the large number of people present supper had to be served in two lots. Dancing followed until after three o'clock Wednesday morning.

Coal Cargo for Carbonear.

The schr. Bernard B. Conrad, which left Louisburg a month ago with a cargo of coal for Carbonear, put into port yesterday. On the passage from Louisburg the vessel met with adverse weather and ice, and was obliged to shelter at Aquaforte, where she was detained the past three weeks. The schooner will remain here until the ice breaks up in Conception Bay, when she will be towed to her destination with her much needed cargo.

Fish Carriers Get Away.

For several weeks held up by ice and weather conditions, the following foreign-going vessels got away from port yesterday: Gwendolyn Warren for Pernambuco, from Bowring Bros.; Douglas E. Parks, for Pernambuco; Pelsen, for Barbados; N. E. Schmidt, for Alicante, and the Samuel Court-ney to Gibraltar for orders.

HOCKEY GAME POSTPONED.—Owing to the poor condition of the ice at the Prince's Rink last evening the hockey game between the Terra Nova and St. Andrew's teams did not take place.

Police Court Yesterday.

Three young men were before the Magistrate yesterday, charged with breaking into the store of Mr. Carr, on New Gower Street, during the week. Mr. Carr appeared for one of the prisoners and pleaded for clemency. Considering it was the man's first offence and his good record the judge let him off with a fine of \$50.00 or 30 days in the penitentiary. The other two being old offenders were sent down for six months each with hard labor.

A mail carrier aged 15 years was charged with the larceny of 4 registered letters, from the Post Office Department. The lad elected to be tried summarily and pleaded guilty. In his statement to the court the boy said he had been working at the Post Office for nearly three years, and being sent to deliver letters would be given receipts with the registered mail, these would be signed by the recipients. During the past month he had been opening some of the registered mail that he was sent to deliver destroying the receipts. These, he said, were not looked for by the Post Office department. The Inspector General told the Court that the matter might have gone on but that a citizen picked up one of these destroyed receipts on the street and brought the matter to the notice of the authorities. The lad was fined \$100.00 or 3 months in jail.

A laborer charged with being doped and disorderly was fined \$2.00 or 7 days.

Civil Court Yesterday.

A young man in a Governmental office summoned the caretaker of the Prince's Rink for assault on the 26th ult. It appears the assault was the outcome of a melee over a pair of boots and skates which the caretaker claimed was his property. Seeing the skates and boots with the plaintiff on the night in question, the defendant seized them, and in doing so hit the former in the eye. A number of witnesses were examined, and the evidence proved completely that the property rightly belonged to the plaintiff, being bought two years previous. The defendant was placed on the witness stand and admitted the assault, but contended the property was his. He told the court that he was in the habit of hiring out boots and skates to patrons of the rink, and this year 19 pairs were kept or brought away unlawfully. Continuing, he said that every pair of boots hired out was punch-marked, and as he had the disputed pair of boots and skates in court with him, and also the punch with which the marks were made, he could show his marks on them (which he did). In summing up the evidence the judge fined the defendant \$20.00 and costs for the assault, but allowed him the possession of the boots and skates, remarking that it is a civil action, and the recovery was taken, the evidence of the witnesses was conclusively in favor of the young man who was assaulted. After a consultation of both counsels the boots and skates were handed over. Mr. Bradley appeared for the plaintiff. Mr. Tait for the defendant.

Coastal Boats.

GOVERNMENT.
S. S. Portia left St. Joseph's at 12.30 p.m. yesterday, going west.
S. S. Prospero not reported.
FRED H. KELLS & CO.
S. S. Susu arrived in port at three o'clock yesterday afternoon, bringing seven passengers and a full load of codfish from the Union Trading Co., Catalina.
S. S. Ingraham is on dry dock.

REIDS'
Argyle arrived at Placentia at 2 p.m. yesterday.
Clyde at St. John's.
Glencoe at St. John's.
Honn, Melgie, Petrel, Sagpa at St. John's.
Kyle arrived at Louisburg at 1 a.m. yesterday.

LATER.
S. S. Melgie sailed at ten o'clock this morning.
S. S. Glencoe was expected to sail to-day.
S. S. Kyle, now at Louisburg, was expected to leave there this afternoon or evening, for here.

McMurdo's Store News.

THURSDAY, Feb. 12.
Just at present, if you need anything in the way of a hair brush, we are unusually well able to meet your requirements in this respect. We have lately got in good line of Keystone Brand Hair Brushes, splendid values in ebony and other backs, with carefully selected and live bristles. A selection appears in our window to-day, with prices attached. It will be worth your while to have a glance at these. We have also in stock a few siberian or French ivory hair brushes, for those who prefer a white back. To all appearance, Spring is not very far off; it might be wise to fortify yourself with a bottle of McMurdo's Quinine and Iron Tonic—splendid for imparting strength and appetite. Price 75c. a bottle.

CLEAN DOCKET.—No cases were heard in the Police Court this morning.

Obituary.

CAPT. JOHN CLIFT, M.C.

"In the midst of life we are in death" was never more truly exemplified than in the sad passing of Capt. John Clift, M.C., son of Hon. J. A. and Mrs. Clift, at the home of his parents this morning. Yesterday the house of gladness, celebrating the marriage of a beloved daughter and sister, has been to-day turned into a house of mourning and the bereaved relatives, who not twenty-four hours ago greeted a blushing bride, now lament the taking of the only surviving son, in the prime and fullness of his youth. In their grief all join in sympathy, and sincere condolences are expressed to the stricken family. The late Capt. Clift joined up in 1914, with the first five hundred—The Blue Puttees—his age at that time being 23, and went across in October of that year, remaining with the contingent until just previous to its departure for Gallipoli, when he transferred to the Cameron Highlanders, receiving a second Lieutenant's commission in that famous regiment, and seeing service on the Western front was invalided to England early in 1915. After discharge from hospital, Lieut. Clift returned to France and by request was re-transferred to the Royal Newfoundland Regiment. He with his platoon, took part in the action at Guedecourt on October 12, 1916, in which engagement his brother Cecil was killed, and he himself wounded, being sent back to Ayr, Scotland, from which place he returned to Newfoundland and was for a time acting Adjutant in St. John's with the rank of Captain. In August, 1917, he again went across and subsequently took part in the various actions up to the signing of the armistice, winning the Military Cross in the Debroocken Road fight on April 14, 1918. After coming home with the Corsican draft in 1919, he developed internal trouble, and ever since has been in a poor state of health, gradually failing, and only sustaining life by an indomitable exhibition of will power. This morning, however, the high spirit was conquered, and for Capt. Jack Clift, M.C., the Last Post was sounded.

In Memoriam.

There passed peacefully away at S. E. Arm, Placentia, on January 13th, Miss Theresa M. Lannon, fourth daughter of John and Elizabeth Lannon, of that place. Deceased lady was well and favorably known and was a school teacher at Dunville; also in her own place for a few years. Having a great desire to do better she went to the U.S.A., where she took up nursing, and when the war broke out she passed successfully and won a certificate with the Red Cross nurses. Owing to ill health she had to abandon her work and leave for home where she spent the last eight months. The late Miss Lannon possessed many estimable traits of character which rendered her a favorite to all. She was a cousin of the late Pte. Michael Francis Lannon, who made the Supreme Sacrifice at Beaumont Hamel. Beside a father and mother, she leaves to mourn her six sisters and four brothers and a large circle of relatives and life-long friends. Her funeral took place on the 15th January, followed across the ice of the S. E. Arm by a large concourse of friends and relatives. May she rest in peace.—Com.

Won Against the World.

The Lord Foley Trophy Shorthand Shield, won in the International Slean-Duploye Shorthand Competition by the pupils of the Mercy Convent Stenographers Class, was presented to the winning team by Lady Harris after the performance of San Toy on Tuesday night. The trophy, which is a very handsome one, the engraving being on a silver plate, mounted on an oak back, will be a lasting souvenir of the ability of Newfoundland girls to hold their own against the world. The following verses on the triumph of the winning team, sung by Miss Monnie Mansfield prior to the presentation, is none the less a tribute to the class teacher, Sister Mary Joseph, than to the winners themselves:

THE TEAM.
The stenographers' Opera is over.
San Toy's had her frolic and fun;
And now, we present Lord Foley's Shield
To the Shorthand Team that won.
That won from the whole wide world,
Where'er the System's known;
From Britain, America, Cuba,
And even the Panama zone.
From France, and from every country
That entered the lists to contest;
That's why we honor our Team to-night,
Because they came off the best.

The names of the young ladies comprising the winning team, and who were decorated by Lady Harris with Gold Medals, are: Miss Caroline Furlong, Miss Mary O'Donnell, Miss Irene Willis, Miss Lillian Sullivan, Miss Mollie Ellis, Miss Marjorie English, Miss Violet Davey. Congratulations.

Parade Rink will NOT be open to-night, but WILL be open to-morrow (Friday) night for skating.—Feb 12, 11

Supreme Court.

(Before Chief Justice.)
The United Towns Electric Co. vs. Public Service Electric Co., Ltd.
Conroy and Hunt for plaintiffs; Mr. L. E. Emerson for defendants. Conroy opens the case for plaintiffs and moves for judgment on pleading. Mr. Emerson opposes the motion. The court reserves the question raised. Conroy submits that the defence begins. Emerson submits that the plaintiffs begin. Court rules that the defendants begin. Mr. Emerson states the defendants' case. John P. Powell is sworn and examined. Plans were put in and examined. Witness cross-examined by Hunt.
Court took recess till 2.30 this afternoon.

Bible Class

Annual Concert.

Attended by the most people since the first one, the annual tea and concert of the Cathedral Men's Bible Class was held in the Synod Hall last evening. Rev. J. Brinton presiding. Among those present were: His Lordship Bishop White, Rev. Canon Bolt, Canon Jeeves, Dr. Jones, H. Pike and J. P. Beauchamp. The concert programme consisted of recitations by Mrs. F. Pike, Misses Curtis, Rosie Whitten, Keegan and Mr. B. Colton; songs by Misses Russel and Stafford and Mr. F. Noseworthy; a dance by Misses Hemmens, M. Butler and Olga Payne and selections by the C.L.B. Band. Those in charge of the tea were: Lady Horwood, Lady Bowring, Lady Outerbridge, Messdames F. Crane, Shears, Taylor, Feaver, Brinton, Jeeves, Stone, Whitten, F. Pike, F. Hue, Crossman, Blandford, R. C. Grieve, G. Knowling, Jr., H. Outerbridge and Miss Ruby Ayre. Mrs. J. Stick and Miss Edgar presided at the candy table. The decorations of the hall were very pretty. The proceeds will be devoted to Harbor and Wharf Mission work.

A Masterpiece.

It is conceded by those present, that the address of Mrs. Demarest, the Evangelist, last night, both as to matter, and delivery, was a master piece. Some say it exceeded anything heard during her previous visit. Many people are praying that her physical health may not give out under the enormous strain upon her nerve force.

Shipping Notes.

S.S. Melgie sailed to-day for Louisburg.
The Seal, Ranger, and Ingraham are now on dock undergoing repairs. The Diana will go on next and receive an overhauling preparing to going to the sealfishery.
S.S. Golden Gate resumed her voyage yesterday after getting fuel oil from the Imperial Oil Co.
The S.S. Rosalind takes a cargo equivalent to 15,000 barrels.
S. S. Sachem is at Halifax and is expected to sail for here on Friday.
S. S. Clyde is loading a cargo of fish at Harvey & Co's pier.
The Digby was to have left Liverpool to-day but no word of her leaving has been received by the agents as yet.

Here and There.

Miss Mamie Nicholls of Harbor Grace, is visiting friends in the city.

GOING TO SYDNEY.—Bowling's steamer Terra Nova sails for Sydney to-morrow for a cargo of coal.

ROSALIND SAILING.—The S. S. Rosalind sails at 10 o'clock to-morrow, and passengers are requested to be at alard at 9 a.m.

CARNIVAL POSTPONED.—The adults' ice carnival which was to have taken place at the Parade Rink last evening has been postponed to Tuesday evening next on account of the poor condition of the ice.

SISU BACK.—The s.s. Susu arrived in port yesterday afternoon with a cargo of fish from Port Union. The people of New Perlian were badly in need of supplies when the Susu reached them on the trip north. As soon as the foodstuffs, etc., came out of the hold, they were carted away by the owners.

Give a Thought to Music!

You are probably giving many thoughts and considerable attention to the heating of your house these cold days. Don't neglect the piano. It also requires attention and probably tuning and regulation. Have it done now with care and precision by **MARMADUKE H. FINDLATER**, 188 Water Street, and Ordnance Street.

Jan 8, eod 2m Phone 649A.

MARRIED.

At New Westminster, B.C., on January 24th, 1920, at the Cathedral of the Holy Trinity, by the Rev. E. R. Bartlett, Agnes E., fourth daughter of George W. Morris, E.M.C., and Mrs. Morris, to ex-Lieut. John J. Gifford, R.A.F.

DIED.

Early this morning, Captain John Clift, M.C., Royal Newfoundland Regiment, son of J. A. Clift. Funeral to-morrow at 11 o'clock a.m.

VI-COCOA!

England's Medical Journal, the "Lancet", says:—

"Of distinct value as a restorative and stimulating food."

It is at once a delicious drink, and a true stimulant. A perfect beverage for children and invalids, and all who are subject to mental and physical exertion.

Vi-Cocoa can now be obtained at all grocers.

Vi-Cocoa, Ltd.,
England.

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Dressing Well

On a small amount of money is difficult to-day, but it is an impossibility for any lady with any amount of money to be well dressed unless she is

Properly Corseted.

The ladies who wear

"W. B." Corsets

have reduced the worries of good dressing to a minimum. In the "W. B." Corset they have the first foundation of smart dressing. The "W. B." Corset is the best value for the money, and means economy as well also as comfort.

HENRY BLAIR

Sole Agents for "W. B." Corsets.

Men's

SUITS and COATS

20 Per Cent. Discount.

We are now giving a special discount of 20 per cent. on all our Suits and Coats. Beautiful materials, excellent workmanship and a variety of styles and colors that will make your choosing a pleasure. The prices are continually rising and this discount should be a great inducement. A good suit of clothes or a warm, comfortable coat are articles worth having by the dozen. So don't miss this chance.

WYLAN Bros.

314 WATER ST.

REJOINING THEIR SHIP.—The marconi operator and the 4th engineer of the Rosalind who were put in hospital under observation for "Flu" will at Virgata takes place at 8 p.m. to-night.