



Evening Telegram

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

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Daily Average . . . 8,757
Increase Over 1920 . . 212,739

Thursday, June 1, 1922.

Crusade for Commerce.

The above title may at first glance appear to the reader to be a bit far-fetched. But we think that on second thought it will be found most appropriate, when considered with the subject under discussion, and after all a crusade is an enterprise undertaken with zeal and enthusiasm, so that there is no flamboyance in the selection of the caption "A Crusade for Commerce." For that is actually what the exhibitions of local made goods in the various shop windows really mean, and "Buy Home Made Goods" becomes the battle cry of the Commercial Crusaders. Apt and fit slogan to be in the way of a war of competition with foreign manufactures in an effort to capture the trade and have the business houses purchase locally produced wares and merchandise, when in quality and price they are equal to the imported articles of similar manufacture. The advertising scheme of showing off Newfoundland manufactures in the city shop windows is a good one. Yet there is ample room for extension, and as the outports are larger consumers of the goods so advertised by exhibition, would it not be a good plan to have the wares and products as shown in St. John's similarly exhibited in Brigus, Bay Roberts, Harbor Grace, Carbonear and the other chief trade centres of Conception Bay, for a week, and then have them packed and shipped to places in Trinity, Bonaville and Notre Dame Bays for show purpose and so on continuing throughout the Southern and Western Districts, in order that our people may see for themselves that in the manufacturing line the factories of St. John's are second to none. None of the population, comparatively, have had an opportunity of seeing with their own eyes the very excellent products of local skill and workmanship, and we are therefore of opinion that the Commercial Crusade should not be confined to the capital but should be carried throughout the whole island. The results, we believe, would be surprising. The cost of re-packing and shipping would be infinitesimal compared with the increased business that such would obtain. People—not only in Missouri, but in Newfoundland—want to be shown, and the only way to bring that about is to place the goods and wares of local make in full view of them, for seeing is believing. Article for article, Newfoundland's products of industry are equal to, if not in many cases superior to the imported, and value for value compares most favorably, with the preference invariably to the home made. We commend this suggestion to local manufacturers, and would wish to see them carry on a more intensive advertising campaign in the chief outports, by adopting the method out-

ed. It is not impossible of accomplishment. Very little effort is required if all work together. Having once taken up this Crusade for Commerce it should be carried on until the local made articles have been seen by as many of the population as they can reach. Thus the slogan "Buy Home Made Goods" will be heard all over the island, and adopted, accepted and acted upon by all classes of purchasers.

Sachem's Quick Trip.

SUMMER WEATHER EXPERIENCED
Summer weather was experienced since leaving Liverpool by S.S. Sachem which arrived in port at 7.30 last evening. She reports having crossed S. S. Digby on Friday last. The complete passenger list is:—A.H. Atkins, R. H. Ayre, A. C. and Mrs. Blackburn, Miss R. Blackburn, J. A. and Mrs. Branscombe, G. T. Carter, Miss Y. M. Carter, Boyd Crocker, A. A. Delgado, J. J. and Mrs. Duff, Miss N. Duff, Cecil Duff, Rev. W. D. Philbert, W. H. Poole, Mrs. J. E. Fox, Mrs. R. F. Goodridge, Miss H. Graham, R. J. Green, Mrs. Green, R. Henry, Capt. A. C. Hewson, W. B. Jemmett, Rev. J. M. Joy, Mrs. McNeill, J. McShane, Miss Mary McKay, Mrs. M. A. Neal, Lt. Col. P. W. North, D. S. O. Mrs. D. Patterson, Capt. J. F. Pime, Mrs. J. S. Pitts, T. Santa, Jr., A. Simpson, Mrs. M.M. Watson and infant, Miss J. Windsor. The ship has also 21 in transit for Halifax and 8 for Boston. The Sachem sails for Halifax at daylight tomorrow.

PONIES ARRIVED—A shipment of small sized Tumblers, known as "Ponies" has lately arrived in town, and are selling for 75c a half dozen, at STEELES.

Personal.

Mr. James Herder, son of the late Mr. W. J. Herder, who has been pursuing his studies at Picton Academy, returned home by the Rosalind today.

Mr. J. A. Craig, Past Grand Master of the Grand Lodge of Oddfellows (Independent Order) arrived by S.S. Rosalind today on his annual visit to Newfoundland, and will make official calls on all Lodges of the I.O.O.F. in the Colony. A Committee of the local Lodges was present at the steamship pier of the Red Cross Line to meet Bro. Craig, and extended to him a cordial Newfoundland welcome. Bro. Craig is too well known to need any further reference.

Mr. Ronald Ayre arrived on the Sachem. After the war he renewed his studies in Canada devoting his attention to Economics. He received his B.A. in 1920. Since then he has been with Jocelyn, Miles and Page, Chartered Accountants, London, and now returns home to enter Ayre and Sons Ltd.

The Acromanias Fitz, Startz and Gaspz The Loquacious Ladies on the Tottering Tables will cheer your hearts at the C.L.B. Armory to-night. If it hurts to laugh, don't come.—jnel,11

Canadian Postage to Newfoundland.

Considerable irritation is being caused by the addressees in Newfoundland due to the fact that short paid letters from Canada are being taxed double the deficiency of delivery says the Halifax Morning Chronicle, and with much force of truth.

The rate of postage on letters from Canada to Newfoundland is four cents for the first ounce and three cents for each succeeding ounce. Any short paid letters are taxed double the deficiency on delivery. The minimum tax exacted is 6c.

Those who mail letters in Canada to points in Newfoundland should see that a four cent stamp is affixed to the envelope, thus saving their correspondents the irritation and annoyance of being subjected to payment of the short postage tax.

Very Important.

One of the most important numbers in the telephone directory just now is 650. To save you the trouble of looking it up we would say that it is Eutaw's Music Store where the plan of half and tickets for "The Magic Melody" are dispensed.

McMurdo's Store News.

THURSDAY, June 1.
If you want really reliable shampoo liquid, invest forty cents in a bottle of McMurdo's Emulsified Coconut Oil Shampoo, and use it according to directions. We guarantee you will find that by its use you can obtain the most and most refreshing shampoo that ever you have had. You will be so pleased that you will resolve to use no other. Try a bottle. Remember that our Ice Cream season opens to-day. Come in and have an ice cream or sundae. It will delight you.

Approve Outright Sales.

LONDON BROKERS UNANIMOUS ON THIS POINT.

"We the undersigned, beg to advise you that we have had a meeting in London, in order to discuss the question of future business, and we have all unanimously come to the conclusion that business on the basis of outright sales will be the best for the interests of the Newfoundland shippers, and we suggest for the coming season for the Italian and Greek markets, that business should only be done on the basis of outright sales and that consignments should be completely done away with." This is the important opening statement in a letter addressed to the Newfoundland Board of Trade and certain local exporters by the London firms of Harrington and White, Rolfe and Co. Ltd., and Holmwood and Holmwood Ltd.

The letter goes on to state that considerable losses were sustained last season, particularly in Italy, through fish being sent on consignments when the market was very depressed. Many cargoes were sold outright and the buyers suffered losses by the arrival afterwards, of fish sent on consignment. The feeling of many Italian buyers is consequently against outright sales. The letter explains that if all sales were made outright, it could prevent many losses, such as have been incurred by shippers in recent years, but some measure of protection is necessary as regards the quality.

The writers recommend the question of inspection, and think this would establish confidence among buyers if properly carried out. If this cannot be done this year, the brokers suggest, as an alternative, the appointment of two impartial inspectors, one for Italy and one for Greece and that these men would have nothing to do with selling fish. As a guarantee of security to buyers, it is suggested that 85 per cent. of the income amount should be paid the shipper and that the remaining 15 per cent. should either be deposited with the selling broker or with a London Bank in the joint names of the inspector and the selling broker and should be held until the shipment in question has been approved by the buyer. It will therefore be seen that the intention is that the buyers should be asked to pay full cash in exchange for documents in London. The deposit is raised only as a question of security. Contracts are enclosed with the letter. The writers emphasize the need for co-operation. In the event of the adoption of the proposals contained in the letter, the writers suggest approaching the Italian and Norwegian shippers with a view to getting them to adopt a similar policy.

The advantages of the suggestions made are pointed out. When the demand falls off the fish could be kept in Newfoundland far more cheaply and in better condition than if stored in a foreign market. This letter, the first of which we have given above, is causing considerable comment in trade circles. Does it call for more regulations?

Newfoundlanders at North Sydney.

BOARD OF TRADE MEETING.

A meeting of the executive of the Board of Trade of North Sydney was held recently at the Council Chamber, to consider what action should be taken in connection with the shipping here and Newfoundland, according to a report in the North Sydney Herald. President Fabian and nearly all the members of the executive were present, as well as W. H. Hynes, a prominent merchant of St. John's, and several other Newfoundland citizens who have been held up here by the stoppage of the service. A. W. Shano, who had communications from Premier Squires of Newfoundland in connection with the matter, was also present.

Messrs. Hynes and Shano read telegrams they have had from Premier Squires. From those it appeared that the dispute, between the Reid Nfld. Co. and the Nfld. Government would come up again before the Legislature, and the government would not take definite action until the whole matter had been laid before the Legislature for debate.

There was a general discussion which resulted in the passing of a resolution moved by W. S. Thompson that President Fabian, Mayor McLean and J. S. Macdonald be a committee to draft and send a telegram to the Minister of Railways, Ottawa, and the Hon. D. D. McKenzie, solicitor-general, urging that the Canadian Government get a steamer if possible to take mails and passengers from here to St. John's, and bring back the mails and passengers for Canada. Mr. Shano had a telegram from Premier Squires authorizing him to look after the welfare within reasonable limits, of six Newfoundland families who are among those stranded here, and whose funds have given out because of being delayed here at considerable expense.

Ice Cream Freezers and Refrigerators at BOWLING BROS. LIMITED, Hardware Dept. may18,12

Pulpwood Sold.

HON. W. F. COAKER ARRIVES—VISITED WEST INDIAN MARKETS—HAS SOLD ALL GOVERNMENT PULP WOOD.

Hon. W. F. Coaker, Minister of Marine and Fisheries, arrived home by the Rosalind this morning, being met at the pier by a large number of friends who had gathered to welcome him from his sojourn abroad. Interviewed by the Telegram Mr. Coaker declared that he had nothing to say concerning political issues as he was not conversant with recent developments. He stated that he had arranged for the sale of all the pulpwood and pit props cut by the Government in the last two years for relief purposes. Mr. Coaker visited most of the West India Islands in the interests of Trade Extension. The markets, he says, are clean of fish and prices are extremely good. Nippon's fish trade on the West Indies is being done by Halifax firms on account of their possession of splendid shipping facilities. While in New York, Mr. Coaker met a group of financial and industrial capitalists and discussed with them the Humber Development Project. American capital is available for the purpose of carrying out the scheme under certain conditions, when the Newfoundland Products Company is ready to talk business. These conditions, said Mr. Coaker, did not include a guarantee of either principal or sinking fund. The Minister looks well after his trip and will probably take his seat in the House this afternoon.

Palmistry de Luxe.

GYPSY FORTUNE TELLER MUST LEAVE COUNTRY OR GO TO PRISON—AMUSING INCIDENTS IN COURT.

Considerable amusement was caused in court to-day when a woman named Markovitch was charged with fortune telling. As there is no local law to cover such a charge, the Judge explained that the case would be tried under the English law. A police witness said he had gone in plain clothes to the shop in which accused told fortunes. There was a glaring advertisement on the blind to attract passers by. He went behind a curtain into what the Judge termed the "fanciful sanctum." Accused asked to see his hand and told him he had been born in a lucky month. He would shortly be going on a trip and would meet with success. His Honour—"Have you had a message from St. Pierre?" (laughter.) Witness said he was told he had not been born here, and that he belonged to a long life family and would live for seventy years. He was then told to put fifty cents in his hand. Accused asked if that were all the money he had. Witness said no and took out another half dollar. In return, he was told that he had two enemies whom he thought were his best friends. His Honour—"Did she say anything about a dark haired lady?" Finally, said witness, he was told that if he paid \$5 he would be told his luck. Then accused asked him to go out and buy her two yards of silk. If he did this she would tell part of his luck. Another police witness told of a visit to the accused. He had found ladies waiting in the place. Accused told him he had had poor luck but it would improve. He was asked if he would like to have his head read for \$2 and when leaving accused told him to be sure and send in someone else.

Accused, sworn, said she only told the past and present. She did not know even her own future. The Judge said the law called for three months imprisonment without the option of a fine. He would suspend sentence and give the accused and her family a week to leave the country. The husband of the accused expostulated in several languages, and still charging, later, picked up two large saucers he had with him and clanked out of the court with his spouse and their son.

Shipping Notes.

LOCAL.

S. S. Eagle left Hr. Breton at 8 p.m. yesterday, going west.
S. S. Prospero left Tilt Cove at 8 a.m. going north.
S. S. Porcia will be sailing for Labrador on June 8th.
S. S. Ranger will go to Labrador on or about June 8th.
The schooner J. W. Miller is now on the Dry Dock receiving a general overhauling, etc.
The tern schooners Francis Louise and Ida M. Zinck arrived from Sydney yesterday afternoon, bringing cargoes to the Nfld. Coal and Trading Co.

FOREIGN.

S. S. Rosalind arrived from New York via Halifax at 9.30 a.m.
S. S. Mapledawn is due to-day from Charlottetown via Sydney.
S. S. Sachem arrived in port at 7.30 p.m. yesterday from Liverpool.
S. S. Cranley arrived at Bedford last evening from London via St. John's with about 200 tons general cargo.

Grand Opera. The delight of music lovers everywhere. See it to-night, in the "Magic Melody."

Hop Beer Case.

SENTENCE SUSPENDED.

A postponed charge against a woman for selling overproof hop beer was heard before the Magistrate this morning. Mr. J. G. Higgins, P.A. asked for leniency for accused. The Judge gave her the same option, he had given accused in similar cases heard yesterday, of giving up the sale of the beer or paying a fine of \$100. Accused took the former course and was allowed to go on suspended sentence.

Tumbles, Twists and Twirls
The C.L.B. Armory will be full of them to-night. Don't Miss them.—jnel,11

Fight With Pitchforks.

Beaten many years ago in a dispute over a sporting dog, a feud between two families named Carriere and Crayasac, in the village of Larroque, in the Lot Department of France, ended in a fight with pitchforks, in which the head of the Crayasac family was killed. Carriere's son and Crayasac's son had just returned home after completing a period of military training, and in a chance meeting started the old quarrel over the sporting dog. Hearing the argument, their fathers rushed up, and all four seizing pitchforks joined in a battle. The struggle was terrible, and it was not until the elder Crayasac fell dead with his head pierced with a pitchfork that the others, terrified, stopped fighting.

Mr. Thomas Wall will sing the famous Neapolitan Song "O Sole Mio" to-night.

VERY CHEAP CROCKERY.

6
WHITE and GOLD EGG CUPS for 30c.

Best White Dinner Plates . . . 20c.
Best White Pudding Plates . . . 20c.
Best White Tea Plates . . . 14c.
Best White Soup Plates . . . 17c. 20c.

TEA PLATES, White Spiral, 10c. each.

Best White Meat Dishes . . . 65c., 1.05, 1.50
Best White Vegetable Dishes . . . 1.25, 1.40
Best White Sauce Boats . . . 60c.
White Spiral Sauce Boats . . . 50c.
White Spiral Vegetable Dishes . . . 1.70
White Spiral Meat Dishes . . . 65c., 90c., 1.20

BROWN TEAPOTS, 35c., 40c., 45c.

White and Gold Vegetable Dishes . . . 2.40
White and Gold Sauce Boats . . . 1.00
White and Gold Meat Dishes . . . 90c., 1.45, 2.00
White and Gold Tea Plates . . . 1.25, 2.10 doz.

TEA CUPS, 10c. each.

G. KNOWLING, Limited
may29,31,ood

SIX LARGE SWEET Oranges for 20c.

M. J. O'Brien
New Gower Street.
Rtng 1229.
feb27,m,w,115

The Truest Economy in Food-Buying is to buy the best

The Royal Stores Grocery Department constantly offers the Best—at the lowest prices at which the Best is obtainable. You may safely make Royal Stores Food Prices your guide to what to pay for Trustworthy Foods.

Large Tin Nestle Pure Thick Cream, per tin . . . 55c.

Lazenby's Turkey & Tongue, per pot . . . 85c.
Lazenby's Ham and Tongue, per pot . . . 85c.
Lazenby's Wild Duck, per pot . . . 85c.
Lazenby's Salmon & Anchovy, per pot . . . 85c.
Lazenby's Salmon & Shrimp, per pot . . . 85c.
Schwepp's Ginger Ale, per bot . . . 25c.
Schwepp's Kola, per bot . . . 25c.
Schwepp's Soda Water, per bot . . . 25c.
Kop's Lemon Squash, per bot . . . 40c.
Kop's Ginger Beer, per bot . . . 40c.

Burpee's Copenhagen Market Cabbage Seed, per oz. 30c.

Pratt's Baby Chick Food, per pkt . . . 15c.
Pratt's Regulator, per pkt . . . 30c.
Pratt's Rice Powder, per tin . . . 30c.
Pratt's Healing Ointment, per tin . . . 35c.
Pratt's Roup Tablet, per pkt . . . 30c.
Pratt's Calf Tonic, per pkt . . . 60c.
Pine Tree Scratch Food, 10 lbs. for . . . 45c.
Pine Tree Developer, 10 lbs. for . . . 50c.
Pine Tree Egg Mash, 10 lbs. for . . . 55c.
Oyster Shell, 10 lbs. for . . . 85c.
Charcoal, 10 lbs. for . . . 1.10
Grit, 10 lbs. for . . . 85c.

Burpee's Fordhook Lawn Grass Seed, per pkt. . . 60c.

Tins Libby's Cabbage, per tin . . . 6c.
Tins Libby's Condensed Milk, per tin . . . 15c.
Tins Norwegian Sardines, per tin . . . 15c.
Tins Alaska Salmon, per tin . . . 15c.
Tins Vi-Cocoa, 1/4, per tin . . . 15c.
Tins Libby's Stewed Kidney, per tin . . . 85c.
Tins Libby's Beef, per tin . . . 90c.
Tins Freeman's Baking Powder, 1/4's . . . 25c.
Pkt. Pure Gold Jellies, per pkt . . . 15c.
Pkt. Post Toasties, per pkt . . . 15c.

Milk Powder—Loose, per lb. 22c.

Jacob's Marie Biscuits, per lb. . . . 90c.
Jacob's Osborne Biscuits, per lb. . . . 90c.
Jacob's Thin Arrowroot, per lb. . . . 90c.
Jacob's Lemon Puff, per lb. . . . 90c.
Jacob's Boston Cream, per lb. . . . 90c.
Jacob's Cream Crackers, per lb. . . . 90c.
Jacob's Water Crackers, per lb. . . . 90c.
Jacob's Italian Wafers, per lb. . . . 90c.
Jacob's Family Wafers, per lb. . . . 90c.
Jacob's Currant Puff, per lb. . . . 90c.

Packet Jersey Corn Flakes, per pkt. 20c.

The Royal Stores, Ltd. Grocery Department. Phone 290.

Have You Seen Them?

During the past week quite an interest has been excited by the many attractive and practical displays of NEWFOUNDLAND MADE products at present on exhibition in the windows of the Water Street Stores.

It is indeed an eye opener and an education to pass down Water Street and view the variety of products which are being manufactured by local concerns—products which really stand the test of workmanship and quality, in comparison with any foreign made article.

Our local manufacturers are alive to their interests and are making every effort to meet the most exacting demands of the public, and deserve the whole hearted support of every Newfoundland.

Magnificent displays of Fancy Biscuits, Pastry and Bread are being made by G. Browning & Sons and McGuire's Bakery. For Aerated Drinks none are superior to these exhibited by the British Aerated Water Co., the Royal Aerated Water Co., and Gaden's. "You hit the nail on the head" when you say the display of St. John's Mail Manufacturing Co. proved the superior workmanship of the NEWFOUNDLAND MADE article. The Horwood Lumber Co. display is the acme of perfection in artistic wood-working designs, and serviceable brushes. In the Newfoundland Knitting Mills display we find everything in knitted goods to meet the requirements of the most exacting. It is a treat to see the excellent materials turned out by the Riverside Wool Mills. Last, but not least, for smoke comfort and satisfaction, the display of the Imperial Tobacco Co. (Nfld.) Ltd. in their Premium Department window, will appeal to every lover of the weed.

Every citizen realizes that the most practical way to help relieve the unemployment situation is to keep our local factories running at full speed, and this can be very easily accomplished if every man and woman insists on getting NEWFOUNDLAND MADE GOODS. GOODS MADE AND SOLD IN NEWFOUNDLAND BY NEWFOUNDLANDERS MEANS PROSPERITY FOR NEWFOUNDLAND.—jnel,11

WEDDING CAKES. STEWART'S FANCY BAKERY. WEDDING CAKES.

The Wedding Cake in the Marriage Ceremony occupies a central and altogether unique position and is rightly considered indispensable to the success of the function. It is peculiarly the Bride's Cake, and is an object of thoughtful care and concern. It must not be only ample in quantity and of the best quality, but also from an artistic point of view, worthy the occasion.

STEWART'S FANCY BAKERY do not hesitate to claim for their Wedding Cakes a position unequalled for quality, artistic finish and good value. The materials used are the finest, and the workmanship is such as ensures complete satisfaction.

It is to be understood that no matter what size cake may be ordered the quality of the materials used is the same.

Birthday and Xmas Cakes a Specialty,
may6,1mo PRETTILY ORNAMENTED.



Due To-morrow a Cargo
BEST N. S. SCREENED COAL,
Booking Orders at
\$15.00 per Ton
While discharging.

The United Coal Co.
PHONE 297.
may15,tf