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William Harmsworth.**

LORD NORTHCLIFFE.

Alfred Charles William Harmsworth, Baron Northcliffe, was born July 22, 1855, at Chapelizod County, Dublin, Ireland, his father being the late Alfred Harmsworth, of the Middle Temple, barrister-at-law, and his mother, Geraldine Mary, daughter of William Maffett, Pembroke Place, County, Dublin. He was married in 1885 to Mary Elizabeth, eldest daughter of the late Robert Milner, of Kingston, Oxford, and St. Vincent, West Indies, from which union there is no issue. In 1888, Mr. Harmsworth founded the weekly periodical, *Answer*, which had an immediate success. In 1894 he purchased the *Evening News*, and in the same year equipped at his own expense the *London* Expedition. Two years later (1896) he founded the *Daily Mail*. In the following six or seven years he and his brother started the *Daily Record*, (*Glasgow*) and acquired a number of periodical daily papers, among them being the *Leeds Mercury*, and the *Birmingham Gazette*. The taking over of the "Thunders" (*London Times*) was followed by the formation of the amalgamated Press, Mr. Harmsworth was knighted as a reward of his journalistic abilities, and was created a baronet in 1904. He was an honorary L.L.D. of Rochester University, U.S.A., was Chairman of the British War Mission to U.S.A., 1917; Director of Propaganda in Enemy Countries 1918 and of the Civil Aerial Transport Committee 1917. His one personal publication was the book "The War" which came off the press in 1916.

**WAR ACTIVITIES.**

Harry Wilson, Assistant Editor of the *London Daily Mail*, Lord Northcliffe's most successful publication, has contributed an autobiographical sketch of his chief to the new volumes of the *Encyclopedia Britannica* of which the following extract covers his war activities:—In the World War he took the lead in advocating almost every measure of reform that was carried through in Great Britain, usually weeks or months before it was introduced. He was indeed described by L. J. Mase as "the great driving force in our country during the war" (*National Review*, July 1917). He was one of the most vigorous possible supporters of the struggle, and was from the first he long and desperately contested. The chief newspaper campaigns which he carried out, always with the aims of victory and close cooperation between the Allies, were: (1) the removal of Lord Haldane from the War Office in Aug. 1914; (2) for the organization of the munition supply

and the provision of high explosive shells in April and May, 1915, and he did not hesitate to lay the responsibility for the shortage on Lord Kitchener in leading articles written by himself in the *Daily Mail* of May 19 and 21, the second of which was publicly burned on the London and other stock exchanges; (3) this campaign was one of the causes of the formation of the Coalition Ministry by Mr. Asquith; (4) throughout 1915 and early 1916, in the teeth of storms of abuse, he urged the necessity of compulsory service as the sole means of winning the war; (5) he protested vigorously against the excessive optimism of Mr. Asquith's Government and of its press supporters, and against the whole system of official secretiveness by which grave failure was concealed; (6) he called for the strict enforcement of the blockade and the stoppage of supplies which were reaching Germany through neutral countries; (7) he pointed out the impossibility of a successful war with a debating society of 23 or 24 persons, such as formed the Cabinet; (8) so far as the conscription would allow, he resisted the "side-shows" such as the Dardanelles and Salonika campaigns, which absorbed so large a part of the national forces; (9) he continued his pre-war demand for the construction of air craft, and the "right kind of air craft" on the largest possible scale and he called for effective measures against Zeppelins and for warnings of the case of imminent air attacks; (10) he urged the necessity of creating a strong naval war staff and taking offensive measures against the enemy submarines; (11) he insisted on the need for a compulsory system of food rationing.

**CRITICISED LLOYD GEORGE.**

In December 1916, he gave his support to Mr. Lloyd George in the political crisis which led to the fall of Mr. Asquith's government, and dealt the final thrust which brought that government down, though after the Armistice, by reason of his objections to the long drawn out after war negotiations with the Germans, he became Mr. Lloyd George's most persistent critic. He was offered office but declined, believing it was his duty to keep his hands free and hold the reins of the Civil Aerial Transport Committee, on the establishment of that body in 1917. Before the United States entered the war he was offered and declined the post of British Ambassador at Washington. He received, however, an urgent call to go to the United States on May 20, 1917. The War Cabinet had greatly desired him after conference with leading Americans, to go to the United States as Chairman of the much needed British War Mission. He accepted this

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appointment, though with some reluctance. After an audience with the King, he left England on June 2, arriving in New York on June 11, with the understanding that he should not remain more than three months. During the next few months he co-ordinated the work of numerous British Departmental missions; controlled an expenditure of £10,000,000 to £15,000,000 a week, maintained the closest and most friendly relations with President Wilson and the American Government; and in a series of speeches and visits to the Middle West and Eastern Canada he set forth the work that had yet to be done if the war was to be won, and the immensity of the British effort. Having prolonged his stay far beyond the original three months he returned to London on November 12, 1917, when he was created a Viscount, as Viscount Northcliffe of St. Peter-in-Thames, for his services.

**DECLINED FOR REASONS.**

In a letter dated Nov. 15, 1917 he declined Mr. Lloyd George's offer of the post of Air Minister, on the ground that he was indisposed to enter the administration with the energy of which he was by no means satisfied. But on February 13, 1918, on the distinct understanding that he was to remain free to criticize and suggest, he accepted the office of Director of Propaganda in Enemy Countries. To pave the way for operations in the countries subject to the Habsburgs, he secured an agreement between the Yugoslavs and the Italian Government, which played an important part in the defeat of the Austrian Army in substance, in the peace terms. The evidence of numerous German generals, statesmen, and writers is that the skilful direction of his propaganda against Germany destroyed confidence in the German people, and weakened the German army on the eve of its last offensive (July 15, 1918) when it seemed on the verge of decisive success. Gen. Ludendorff himself says: "Lloyd George knew what he was doing, when, at the close of the war, he gave Lord Northcliffe the thanks of England for the propaganda he had carried out. Lord Northcliffe was a master of mass-suggestion." The headlines of his propaganda lay in its veracity—in emphasizing such facts as the rapid movement of United States troops to Europe, the fulfilment of the U-bait campaign, and the enormous captures of guns and prisoners. At the Armistice Lord Northcliffe was ill, suffering from an adenoma of the thyroid gland, for which, in June 1919, he underwent a serious operation, and it was only after some months that he gradually made a complete recovery. During the Peace Conference his press and the *Continental Daily Mail* in particular, exerted a powerful influence in the British government, acting from Mr. Lloyd George a promise to fulfil his election pledges and striving to maintain the closest and most cordial relations with France. In July, 1921, he went for a prolonged tour of the world.

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**Employ Nfld. Schooners**

(Mr. Grace Standard.)

The Government has advertised for a steamer to contract for the service between St. John's and five of the West Indian Islands; the purpose of which service is to cater to the present fish demands there and to seek an increased trade in that market. The establishment of such service may mean that a market will be found in those islands for our fish, but we cannot see why the demands and needs there cannot be supplied by schooner. The high rate of insurance at present acts against the employment of sailing vessels, not only to the West Indies, but in all the carrying trade of the country. The combined freight charges and the subsidy granted by the Government should be equal to the freight rates by schooners, especially as the insurance will gradually decrease. Against the subsidy, the Government may secure freight from New York which are now brought by the Red Cross steamers from there. We cannot see why the exporting trade should not be able to arrange shipments so that an increased demand for our fish could be had in the West Indies market, the main obstacle being that the grade of fish shipped there from Newfoundland, is, as a rule, the poorest of the fishery stock. It is true that the Nova Scotian firms sell a large part of their stocks in the islands, but they have studied the market and send their prime fish, besides products of the forest and the farm. The class of schooners needed can be had in this country, and the supplying of a good article, at regular intervals, should lead to a large demand and the opening up of a greater market.

When you go trouting, don't forget to take a bottle of STAFFORD'S MOSQUITO OIL; 20c. Bottle; Postage 3 cents extra.—

**Proposition of  
Mr. Collishaw.**

WORTH CONSIDERING.

Editor Evening Telegram.

Dear Sir—In connection with the proposal of Mr. Collishaw to build thirty-five houses this fall and later on 65 more for working men's homes I notice by the *Halifax Chronicle* of August 10th that the Housing Commission of Halifax has asked the City Council for an additional grant of \$500,000 to carry out their house-building scheme. This presupposes that they have already had a grant of money to carry on their work, and is an example that our own City Council would do well to imitate, provided of course that the proposition of Mr. Collishaw is a sound one and will not entail any undue financial risk on the City Council. This I propose to analyze as I go on. I find also by New York papers that the Housing Committee of that great city have within the past two years with the aid of civic guarantees on Bonds built houses sufficient to accommodate 500,000 people, chiefly workmen. These houses have been built after a standard plan for which the architect who drew the same received a prize of \$5,000, in a competition advertised by the City Council for the best and most economic plan of a working-man's house. They are all uniform on the inside, but the exterior latitude has been given to suit individual tastes, and variety has been encouraged to show individuality which the Council as well as the purchasers of the houses regarded very rightly as improving the appearance and enhancing the value of the houses in the total ensemble. Now it was too much uniformity on the outside that derogated from the architectural appearance of the Anderson houses and those built at Quidi Vidi Road by Mr. John Coaker for the City Council. These ranges suggest the appearance of a Government institution such as a Poor Asylum or a penal settlement.

If they were detached houses with a little garden in front they would be much more attractive and inviting to the intending purchaser even if they were a little more expensive. Such houses should be built detached wherever and whenever possible wherever a new clean street can be opened. These are the kind of houses that make better citizens and give them the needed encouragement and inspiration to keep their houses, their streets and surroundings clean and beautiful. Dayton, Ohio, is the particular town in the United States that is held up as an example in this respect. It is a town of detached houses with gardens in front bordering on the public streets with beautiful shrubs and multi-colored flowers to protect which not a fence or a wall is needed. The general public spirit and the local pride in their city is the best safeguard against any depredations or encroachments of their property. This desirable state of affairs is mainly due to the "Civic Register" Mfg. Co., who have their headquarters located in Dayton, Ohio. Every one of their large number of employees owns his own home and takes an interest in keeping it clean and attractive on the outside as well as on the inside. In this our city of St. John's we dare not even hope to ever achieve such desirable results, except in rare cases on the borders of the town, but by considering what the people of other cities have done in this direction we may be animated with the desire to attempt some measure of improvement on existing conditions. It may be possible that Mr. Collishaw is the man destined by Fate to be the pioneer in inaugurating a system that will mean better houses and cleaner streets. If his proposition is a sound one, by all means give him a chance to show what can be done. He is no theorist, but a practical man of business, a producer of lumber himself, who should know this business from the growing tree up. Being a producer of lumber for housebuilding with no middle man between him and the man who buys the finished house he does not have to charge exorbitant prices, and if any man can build a house cheaply surely it ought to be he. He has been a worker in our midst for the past 20 years. In 1920 he employed every man on the West Coast who

wanted work, in his lumber operating and in addition took a hundred men from Bauline, Pouch Cove and Outer Cove. In fact the record for that year will show that expecting Grand Falls and Bell Island companies he was the largest employer of labor in Newfoundland. At Alexander Bay he started 500 men in lumber mill operations and employed every man in Traytown, B.B., for ten years, so that they did not need to go to the fishery at all. He also conducted operations at Badger during the same period and employed hundreds of men there in the woods and at his own mill. I mention these facts to show the public that Mr. Collishaw is not as some prejudiced people imagine a carpet bagger who came into the town yesterday. I mention it to show that he is no amateur and that he is used to big things. He came here twenty years ago as the trusted representative of the biggest corporation in the world—the Standard Oil Co. He has been doing his best ever since to help the country of his adoption by his enterprise and it is poor encouragement to get knocked whenever he starts out to do anything big that rebounds to the improvement, comfort and welfare of the people amongst whom he has elected to spend the remainder of his days. It certainly is not the right spirit, and I propose to show, Mr. Editor, in my next letter that if the City Council turns down his house-building proposition that it is not because it is not a good one and a sound one involving no financial risk, and a great benefit to the citizens.

Yours truly,

PROGRESS

Aug. 14, 1922.

**Portugal Cove  
Garden Party.**

To Our Friends—The Annual Garden Party is again with us, and reluctantly we call on our City friends to come and help. We have 650 people scattered over twelve miles of road with a Parish Church—two School Chapels and two School Houses—all need attention, and an annual outlay in hard cash. On Wednesday afternoon next we will be glad to have your company at tea; to be the date August 16th, the day after Lady Day. Dance in the School Hall on Lady Day and after Garden party; Star of Sea Committee in charge.—aug15,sl

**PUBLIC NOTICE.**

Tenders will be received at this Office until noon on Monday, the 21st day of August, 1922, for two suitable steamers to ply between St. John's, Nfld., and the West Indies. The steamers to be classed X 100 A1 at Lloyd's (England), and to have a speed of at least 12 knots. They must have about 2000 tons dead-weight capacity, be fitted with all modern improvements, and have first class passenger accommodation for 20 persons. Under the proposed service a steamer will leave St. John's every 3 weeks, calling at Havana, Jamaica, Porto Rico, Martinique, Barbados, Trinidad and other islands in the West Indies, making one call each trip at the above ports. The service to be continuous throughout the whole of each year, and the contract to be for a term of 5 years to be computed from the date of commencement of the service. The service to start with one steamer in October or November next; the second steamer will take up the work in October, 1923. Tenders to specify the rate per round trip at which such service will be performed, which rate will also cover the carriage of mails by the said steamers. Envelopes to be marked "Tenders for Steam Service to West Indies." Further particulars may be obtained on application to this Department. The Government do not bind themselves to accept the lowest or any tender.

ARTHUR NEWS,  
Deputy Colonial Secretary,  
Colonial Secretary's Department,  
July 27th, 1922.  
Jy28,29,31,aug1,3,5,8,10,12,15,19,21

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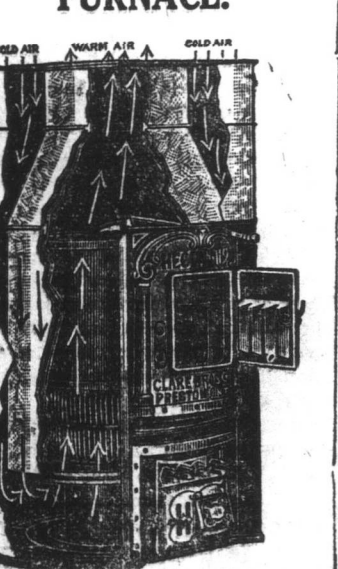
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