

Turning Failure Into Success

BECAUSE a hundred inventors failed to make machines that would fly, has nothing to do with the hundreds of aeroplanes that dot the sky over England, France, Belgium and Canada.

Because you can't make a rich, delicious cup of coffee with the brand you are using, has nothing to do with your success with

SEAL BRAND COFFEE

Highly chosen—expertly blended—perfectly roasted—"Seal Brand" comes to you with all its rich, aromatic flavor sealed in the tin and ready to delight you with its rare deliciousness.

In 1½ and 2 pound tins—in the 10 lb. ground, or fine ground for percolators.

Have you read "PERFECT COFFEE—PERFECTLY MADE"? Write for a copy.

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CHAS. & SANBORN, MONTREAL

More Care Needed.

Editor Evening Telegram.

Dear Sir,—I have noticed for some time past a lot of people writing and speaking about the cause of so much fish turning pink—due to more correct, turning pink—during the past season, and I have not seen any that say opinion have given the correct answer. I think the reason that the fish turned pink is that the fish is not dried. In my experience of Labrador cured fish (and that is forty years or more) if the fish is washed clean when split, and salted with from 16 to 18 lbs. of salt for each 100 quintals, and after laying in salt for 3 to 4 weeks is then washed out and dried with at least three dry days, so that the moisture is dried out of the fish, you would have no pink fish. But salt of itself will not keep fish in warm weather, especially if the weather is damp and humid. A large quantity of the Labrador cured fish shipped last year, both from Labrador and Newfoundland, especially St. John's, was never dried at all, but simply taken from the waterhorse and shipped, and the best of it is not dried more than one day.

The writer was at a fishing station last summer, and the owner one morning filled his flakes with water-horses, picked it up and shipped it about noon, then filled his flakes again with another lot and shipped that the same evening. And many others never spread their fish at all but ship it direct from the water-horse. Yet knowing this, our Board of Trade is talking of importing an expert to tell them the cause of so much bad fish.

I do not blame the fishermen for shipping their fish without being dried, but I do blame the merchant for buying it, and that is where the whole trouble lies. So, gentlemen, see that you have your fish dried as your dealers dried it 30 years ago, and you will have no pink fish.

Yours truly,
S. BRADBURY.
St. John's, N.B., Feb. 28, 1918.

Cauliflower is fresh when it is creamy white, and without brown spots.

Dried lima beans should be soaked overnight, then put on to cook in cold water. The water should be changed twice.

Lemons Beautify! Make Quarter Pint of Lotion, Cheap

Here is told how to prepare an inexpensive lemon lotion which can be used to bring back to you skin the sweet freshness, softness, whiteness and beauty.

The juice of two fresh lemons strained into a bottle containing three ounces of orchard white makes a whole quart pint of the most remarkable lemon skin beautifier at about the cost one must pay for a small jar of the ordinary cold cream. Care should be taken to strain the lemon juice through a fine cloth so no lemon pulp gets in, then every woman knows that lemon juice is used to bleach and remove such blemishes as freckles, sallowness and tan, and is the ideal skin softener, smoother and beautifier.

Just try it! Get three ounces of orchard white at any pharmacy and two lemons from the grocer and make up a quart pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands, and see for yourself.

Captain and Ten Men

LOST ON S.S. ACADIEAN ON NEW-FOUNDLAND COAST.

Halifax, Feb. 23.—A telegram from Burin, Newfoundland, yesterday afternoon to Capt. James A. Farquhar, read as follows: "Chief engineer, second mate, one sailor, one fireman of steamer Acadiean, saved. Ten men, including Capt. D. A. Scott, lost."

The Herald yesterday announced the loss of this steamer, but it was hoped the captain and crew might all have been saved. The news that Capt. Scott and ten men have been lost will come as a hard blow to the friends of the crew.

Capt. Scott was born near Windsor. He first sailed as chief, officer, with Capt. Farquhar on the steamer Harlaw, and on Capt. Farquhar's retirement he took command of the ship. Later he started in business in Halifax, which he conducted on Hollis Street, north of Duke. He was keenly interested in the "Masters' and Mates' Society." Some two years ago, Capt. Scott gave an interesting address before the Rotary Club, describing his experiences on the Harlaw. He married a Boston lady, who died a few years ago. There are no children. The news was published some days since, that a brother of his, commanding a steamer, had died in a Brazilian port. A sister and a brother, the latter a dentist, reside in Windsor.

Sydney, Feb. 22.—That Capt. Campbell of Halifax, refused to retain command of the steamer Acadiean, claiming she had insufficient power to force her way through the icefields of Louisbourg was the statement made to the Canadian Press to-day by Z. W. Townsend, of the Dominion Coal Co.'s shipping office, Louisbourg. As a result of this refusal, Capt. Campbell was relieved of his command and, Capt. Scott sent from Halifax to take charge of the Acadiean, on what proved to be her last trip, the latest report received at Louisbourg being to the effect that the captain and ten members of the crew have been lost.

Two Louisbourg men were members of the ship's crew, Second Engineer Fred Levette, nephew of Hon. H. C. Levette, of the Legislative Council of Nova Scotia and Steward Harris, both of whom are reported safe.

The Acadiean left Louisbourg on Feb. 14th for St. Pierre, with a general cargo. She is reported to have broken down off the Nfld. coast, and was later taken in tow by another ship, but had to be abandoned. Those who left in the first boat set down from the steamer are reported safe, but the others are no doubt lost. It is understood that the Acadiean was to have taken a cargo of fish overseas from St. Pierre.

The Acadiean was owned by a French company, who were reported to have paid \$150,000 for the vessel, which they purchased from Charles Briester and Son, Halifax, some time ago. She was formerly the Senlac and was burned in Sydney Harbor about a year ago and later taken to Halifax and rebuilt.

The Acadiean was built at St. John in 1914, and was 1,011 gross and 615 net tons; she was 132 feet long, 33 feet in breadth and 16.1 feet in depth, being a wooden ship.

It was later reported to-night that a Chilean, who signed on with the steamer at Louisbourg, has been picked up near Placentia Bay.—Hx. Herald.

Results of Shorthand Examinations.

Students of the Academy of Our Lady of Mercy, Military Road, Commercial Department—Seven Minutes' Special Test—International Competition.

Miss Irene Ryan, awarded 1st place, gold centre medal and M.S.D.S.
Miss Mollie Ginn, awarded M.S.D.S.
Miss Meta Martin, awarded M.S.D.S.
Miss Nellie Mundy, awarded M.S.D.S.

Miss Ida Allan, awarded M.S.D.S.

Five Minutes' Speed Test.

The following received Diplomas:—Miss Irene Ryan, 109 words per minute; Mollie Ginn, 106 words per minute; Meta Martin, 100 words per minute; Ida Allan, 100 words per minute.

Accuracy.

Miss Mamie Weir, awarded 1st place, silver medal, and M.S.D.S.

Miss Marjorie English awarded fountain pen, and M.S.D.S.

The following received Diplomas and M.S.D.S.

Miss Mamie Weir, Miss Marjorie English, Miss Lillabelle Oke, Miss Mildred Findlater, Miss Mary Sullivan, Miss Carmel Dawley, Miss Grace Dunn, Miss Elsie Edgcombe, Miss Gwen Hudson, Miss Mabel Reid, Miss Alice Vey, Miss Alice Wellman, Miss Florence Crocker, Miss Mollie Duncan, Miss Margaret Angel, Miss Violet Davey, Miss Sadie Erskine, Miss Florrie Flemming, Miss Mabel Dunne, Miss Gladys Grimes, Miss Nancy Goss, Miss Marjorie Joliffe, Miss Edna Lester, Miss Ethel Moore, Miss Edith Morris, Miss Bessie Thomas, Miss Marie Tafta.

MEETING ADJOURNED.—Owing to the storm last night the anniversary meeting of the St. John's Mechanics Society had to be adjourned until Thursday night.

In Loving Memory

OF PATRICK LYNCH WHO WAS LOST ON THE S.S. "FLORIZEL."

He is gone but not forgotten. In my mind he'll always be. Tho' I'll see his face no longer: Now he's sleeping in the sea.

Far beyond this world of changes, Far beyond this world of care; I shall find my missing loved one, In my heart for ever dear.

Tho' cast down we're not forsaken, Tho' afflicted, not alone; Thou didst give and Thou hast taken, Blessed Lord, Thy will be done.

'Tis mine to miss thee all my years, And tender memories of thee keep; Thine in the Lord to rest for aye, "He giveth His beloved sleep." March 5, 1918. R. V.

Nfld. Scotch Cured Herring.

Newfoundland Scotch cured herring of the fall catch continues to sell in a firm market in New York, with most stocks received thus far during the season already sold out of first hands and prices holding at the original opening market. Sales since the arrival of the last cargo on the steamer Florizel have been largely in small lots, although some importers disposed of their entire holdings in advance of the arrival of the steamer or immediately after. The ruling price for good quality Scotch cured herring from this source is \$28, while in some quarters there is a tendency to advance this price. From the other aspect, it is reported that sales have been made as low as \$25 and \$26, but there is no mention of the quality of the fish sold at these figures. The probability that future shipments will be smaller is growing, as severe winter weather and ice, grip Newfoundland. But most of the stocks of fall herring have been sold, and, of course, all that can be shipped to this market will come. But there is a quantity of herring still on the West Coast, which, it is understood, cannot be moved until well along in the coming spring, when the ice shall have disappeared. Some of the enterprising factors in the herring trade in New York are selling futures still, and it is reported that new stocks to come on the next steamer have been sold to arrive at \$29 and \$30 per barrel.—N. Y. Fishing Gazette, Feb. 23.

He Knows Just Why He Admires Them.

DODD'S "KIDNEY PILLS CURED MRS. MERCREDI."

She Had Been Ill Two Years and Could Find No Cure. That's Why Her Husband Is Enthusiastic Over Dodd's Kidney Pills.

Fort Smith, Alberta, Mar. 4th.—(Special).—Among all the thousands of Canadians who praise Dodd's Kidney Pills for the good they have done, there is no more fervent admirer of the great kidney remedy than Isidore Mercredi, of this place. "Yes, it always gives me pleasure to say a good word for Dodd's Kidney Pills," Mr. Mercredi says. "My wife was sick for two years. We could not find anything to restore her to health. Then we found a pamphlet telling of several persons who had been cured by Dodd's Kidney Pills. "My wife used just two boxes of them and she is perfectly well, to the great surprise of all our neighbours. They can tell you the same thing. I cannot recommend Dodd's Kidney Pills enough."

Dodd's Kidney Pills are the greatest of all remedies for weak, suffering women. They cure the kidneys. The kidneys are the root of nine-tenths of women's ills. Moreover, cured kidneys mean pure clear blood all over the body. That means good health everywhere.

Concrete Boats Built and Floated Bottom Up

Vessels of reinforced concrete are frequently constructed and launched upside down, says the March Popular Mechanics Magazine in an illustrated article. Such a system is employed commonly at Porsgrund, Norway, where many of the craft have been produced of late. By casting a boat in such a position the matter of controlling the density of the lower part of the hull is simplified. In subsequently launching the ship, adjustment is taken of the compartments of the internal mold, which is left in place during the procedure. As the air escapes, the water rises through the central space and floods the upper side compartments, forming a column that in cross section is T-shaped. Since the lower side compartments remain dry, the ship gradually reaches a state of unstable equilibrium, for its center of gravity is higher than its center of buoyancy. Such a status prevailing, ever so slight a list to one side or the other will cause the craft to turn on its longitudinal axis and right itself.

If you wish to replenish the coal fire without noise, put the coal in a paper bag and lay it on the fire. When baking apples fill the vacancy left after removing the core with brown sugar. They will be much richer.

Here and There.

When you want Steaks, Chops, Cutlets and Collops, try ELLIS.

SAILS TO-DAY.—The Meigs on her last trip brought 23 cars of freight. She will sail again to-day.

When you want Sausages, why—get ELLIS; they're the best.

HAD TO HARBOR.—The tug Ingraham, which left here on Saturday for the scene of the wreck has been compelled to harbor for shelter from the storm.

Open every night till 9.30, Stafford's Drug Store, Theatre Hill.—Feb 23, 18.

WILL SIGN ON THURSDAY.—The Seal, Capt. J. Randall, will sign her crew for the sealing voyage on Thursday. The ship is now practically ready for the ice hunt.

When you want Roast Beef, Roast Veal, Roast Mutton, Roast Pork, try ELLIS.

LOW TEMPERATURE.—The temperature at Quarry was the lowest for the season last night, the glass dropping to 26 below zero. In the city the thermometer registered 3 below.

Stafford's Drug Store, Theatre Hill, is open every night till 9.30.—Feb 23, 18.

MARINE ENQUIRY.—The Marine Court of Enquiry into the Florizel disaster, meets this afternoon in the Tower Room of the Court House, when the evidence of several parties will be taken.

You can depend on Stafford's Drug Store, Theatre Hill, being open until 9.30 every night.—Feb 23, 18.

MINSTREL SHOW CANCELLED.—Owing to a number of the Llewellyn Club members being lost in the recent marine tragedy, the minstrel show set down for Easter, has been cancelled.

The Quinine That Does Not Affect Head.—Because of its tonic and laxative effect, Laxative Bromo Quinine can be taken by anyone without causing nervousness or ringing in the head. There is only one "Bromo Quinine." E. W. GROVE'S signature is on box. 30c. tins.

APPOINTED TO DUNDEE.—Mr. George W. Bragg, of Channel, who had been purser on the Reid Co.'s steamer Ethie (Humbermouth-Battle Harbor service), has been transferred to s.s. Dundee which ship sails for the westward to-morrow.

IN MEMORIAM.
In loving memory of Capt. Herbert Reid, drowned off the coast of Spain, March 5th, 1917, aged 27.

INTERRED AT BELL ISLAND.—Mr. W. B. Fraser has received word to the effect that the body of the late F. Burrows, Manager of the Nova Scotia Steel Co., will be interred at Bell Island on to-morrow, Wednesday, afternoon.

HAVING HARD PASSAGE.—Campbell and McKay's new purchase, the Jean Campbell, commanded by Capt. L. Blandford, was supposed to be reported off Cape Race on Sunday afternoon. This is the third time she has made the Cape but had to run to sea to ride the gale.

NOTE OF THANKS.—Mr. and Mrs. John Keough wish to thank the men on board the s.s. Prospero; also the employees of Bowring's coastal wharf, and also Captain and Mrs. Fred Coady of the s.s. "Jost" for sending wreaths and in sympathizing with them on the loss of their late sister Margaret Keough, who was lost in the Florizel disaster.—11

Photographic Paper.

Velox Gas Light Printing Paper.

We have just received a fresh shipment of Velox Gaslight Paper of different sizes; also

Post Cards

in packages and gross. Get your supply now at

Tooton's,
The Kodak Store,
320 Water Street.

JUST OPENED

a shipment of

Men's NEW SHOES,

All selling at popular prices.

Gun Metal Blucher Cut,

\$2.75, \$3.25, \$3.50, \$4.65, \$5.00, \$5.50,

\$6.00 per pair.

BOX CALF BLUCHER CUT,

\$4.50 and \$4.75 per pair.



VICI or DONGOLA

Blucher Cut,

\$6.00 per pair.

GUN METAL

Buttomed, \$5.50 pair



BOX CALF ELASTIC SIDE, \$3.10 per pr.

TAN CALF BLUCHER CUT, \$7.00 per pr.



HEAVY BOOTS for

Hard Wear,

\$3.25, \$4.00, \$4.50 and \$5.00 per pair.

TAN BOOTS for

Hard Wear,

\$4.00, \$4.50, \$5.50 pair.



Tan High Laced Elk, \$6.50 per pair.

STEER BROTHERS.

PRIZES!

MEN-- Buy BUDDY BOOTS for yourself and the boys, and see if you will not be one of the Prize Winners this year.

WOMEN-- Buy BEAR BRAND RUBBERS for yourself and the Children, and see if you will not be one of the Prize Winners this year.

Send us your name as often as you make a purchase of Buddy Boots and Bear Brand Rubbers, or have your dealer register your name.

We will give away free, this year, to those who purchase Buddy Boots and Bear Brand Rubbers, the following prizes, viz:

FIFTY DOLLARS (\$50.00) IN GOLD.
ONE FIFTY DOLLAR GRAMAPHONE.
ONE FIFTY DOLLAR SEWING MACHINE.
TWELVE PAIRS MEN'S BUDDY HIP BOOTS.
TWELVE PAIRS MEN'S BUDDY LONG BOOTS.
TWELVE PAIRS BOYS' BUDDY LONG BOOTS.
TWELVE PRS. YOUTHS' BUDDY LONG BOOTS.
TWENTY-FOUR PAIRS WO'S LONG BOOTS.
TWENTY-FOUR PRS. MISSES' LONG BOOTS.
TWENTY-FOUR PAIRS CHILD'S LONG BOOTS.
FIFTY PAIRS WO'S BEAR BRAND RUBBERS.

Cleveland Rubber Co.

Jan 12-mar 30, 18.

Advertise in the Telegram.