



Evening Telegram

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

Circulation Statement.
Total Sales for 1921. . . 2,591,989
Daily Average . . . 8,757
Increase Over 1920 . . . 212,739

Friday, July 7, 1922.

Sell More Fish.

In a recent issue of the Fish Trades Gazette, of London, England, the following leading article appeared, captioned "How to Sell More Fish." Though perhaps the methods outlined may not be entirely practicable in Newfoundland, yet the germ of an idea may develop from a close perusal of the text. We have not yet arrived at that Utopian period in this country when it is undesirable to increase our fish sales, hence any plan or suggestion that is feasible and may easily be adopted or adapted is worth considering. Of course the article, which we reprint beneath, refers entirely to the quick disposal of fish in its newly caught state, but even so we are not so superlatively educated in fish lore that we would refuse advice calculated to develop more trade. Should the day ever come when fresh cod exports will be added to those of salmon, halibut and other sea foods from Newfoundland, in quantities proportionate to the catch, all the knowledge that can be obtained on the best system to try out would not be too much. Every word concerning the cure and sale of our staple product should be stored away by those who are directly connected with the fisheries, whether operator or exporter, and all the information that can be procured should be set forth in the daily press, in order that through that medium it may reach the people. The situation as set forth by the Editor of the Fish Trades Gazette is worth studying, if not for present, at least for future consideration.

"The crying need of the fishing industry to-day is to sell more fish, and in this special number of The Fish Trade Gazette is a variety of articles which are designed to serve this useful end. No one, however experienced, could read these contributions without some gain. This industry is differentiated from others by the perishable nature of its produce, so its problems are peculiar. It is useless to increase production—that is, to increase the catches—unless the cost of distribution is lowered. In most industries increased production means lessened overhead charges and more profit; but when your produce has to be sold for what it will fetch at the moment, and there is little or no opportunity of holding-back for a better market, many factors have to be considered. The market to-day is a buyers' market. It is a poor world, and, thanks to excessive taxation, the old rich are the new poor. The new rich, too, are a diminishing quantity. Never in the memory of man, or in his wildest imaginings, has the situation been so difficult and the prospect so perplexing. The trade should concentrate, then, on how to sell more fish, for failure spells bankruptcy.

"It goes without saying that the cost of production and the cost of distribution must be reduced, and the time has come, we think, for active measures. Meanwhile, salesmanship has become a science or a fine art, and it will need mastering more and more. Advertising, too, has advanced in public estimation. The fish trade as a whole does not lend itself to advertising on the grand scale. The late John Mackintosh, who died a young man as ages go nowadays, built up a twopenny-halfpenny business into one of world-wide fame almost entirely by lavish advertising. We dare say the huge sum spent by Messrs. Angus Watson on "Skipper" goods has proved a profitable investment, but, of course, only preserved goods could stand the racket. Advertising in our trade, except in our pages, which are indispensable (we say this in modest confidence) is mainly a matter for the retailers, and to them may be commended the study of signs. Signs, which were made use of by traders all through the world in olden times, have been unduly neglected. The proverb "Good wine needs no bush" may be partly responsible; to-day it contains only a modicum of truth. Advertising offers a fine field for the utmost ingenuity. The fishmonger may advertise his goods by advertising his own good qualities in public life. Some old-fashioned people think every moment wasted that is not spent in the shop. That is a great mistake. Now, if ever, the trade should rally to its trade organizations—especially as a general election cannot be long postponed, with all its opportunities in fisheries politics, the only politics with which our columns are concerned. There is one well-known company not in our trade, that despatches one of its directors—it is indeed, this gentleman's main business—to trade meetings all over the country. He thus travels hundreds of miles, and once he told me that he seldom found a journey entirely profitless.

"The public must have this or that, but it can, and does, go without fish when fish is dear. Very foolish, no doubt, and the public ought to know better. But have we all done our best as instructors? Does the average housewife know that if A is beyond her means, B affords an excellent substitute? She has learnt a good deal during the war, but is only partly educated. Fish should be as irresistible to her as the apple was to Eve. There is one means which might be considered, and that is the institution of a Fisheries Week. The Americans have tried this plan in other fields with conspicuous success. At the end of July last the experiment was tried in France, where, in co-operation with the State Railway Company, those interested organized "The Rochefort Fishing Week." The programme provided for a visit to the port, sailing and steam fishing boats, the fish auction, the fish factory, the cold stores; a demonstration of fish-preserving on board the vessels; and a "congress" at which among other topics, the value of fish as food, the application of refrigeration, and the reforms needed in the trade were discussed. This scheme attracted a good deal of attention, and it contains the germ of what might be developed in very different soil in this country. Any way, no avenue should be left unexplored if it is the result merely to develop, but to hold its own. It is to the interests of the nation as a whole in these difficult times that the fisheries should flourish."

Work of Art.

WABANA ODDFELLOWS' ADDRESS TO D.D.G.M. PHILLIPS.

The address presented to the popular D.D.G.M. of the Order of Oddfellows in Newfoundland, Bro. G. T. Phillips, by the fraternity of Bell Island—Wabana Lodge—is a distinct work of art, and reflects the greatest credit on the designer. Hand-painted on heavy super-calendered paper, are the symbols of the Order, the Three Links, enclosed in each of which are miniature local views, being, across the head, the letters I.O.O.F. being at the bottom, while on either side appear delineations of a lighted lighthouse and representation of a pillar with the letters F.L.T. signifying Friendship, Love and Truth, superimposed. The address itself, printed on silk, is inset in the centre. The tracery and the souvenir of silver mounted hematite ore, Bro. Phillips will have two lasting testimonials of the regard and esteem in which he is held by the Brethren of the great confraternity of the Three Links, not only on Bell Island but throughout the whole jurisdiction of Oddfellowship in Newfoundland.

Swimming Instructor Appointed.

MR. LAWRENCE HICKEY GETS POSITION.

The Municipal Council has appointed a swimming instructor for Long Pond, and it is understood the job has been given to Mr. Lawrence Hickey, who this spring received recognition from the Royal Humane Society for saving the life of a youth last summer. The suggestion has been made that the instructor be stationed at Sandy Bottom instead of on the bathing house side of the pond, as from the former place inexperienced swimmers take off. Some person should also see that the remains of the dam, which now blocks the river, be removed so that easy access around the margin of the pond can be made.

Portia From Labrador.

MAY GO ON WEST COAST SERVICE.

It has not been definitely decided yet if the Portia is to be put back on Western Coastal Service. She will not be sent back to Labrador, from where she arrived last evening, and if she does not resume her old service, there is a possibility of much of the St. John's trade going to Halifax. On her last trip the Portia went as far North as Turnavik, bringing 200 passengers. On the return trip she came direct from Rigolet. Capt. Connor reports much ice and fog along the coast. Fish is striking in along the Labrador Coast, and traps have been doing fairly well. The passengers who came South on the ship were Mr. E. E. Ewing, wife and two children, and Mr. and Mrs. Munger, two American tourists.

The Senef's Crew.

S.S. Senef is adding up the Northern Labrador fishery service in a few days. The crew, which have been on the ship since last fall, are being paid off, and amongst them are 4 men from the stakehold, who served during the war. These men, although they have larger families are being replaced by others. We learn that the Senef has now been transferred to the Marine and Fisheries Department for the Labrador service, and the Minister of Shipping will not control her for the season. Capt. George Harbour, and a crew from Bonaville Bay are being put on the ship. The new crew have been on this service for several years.

McMurdo's Store News.

FRIDAY, June 7.
You cannot afford in summer, any more than in winter, to allow a cold or cough to gain a footing; a cold or chill should be promptly attended to at whatever season it makes its appearance. Get at once a bottle of McMurdo's Cough Cure, and when the acute symptoms have subsided, complete the cure by taking a bottle of Nutritive Hypophosphites, or of our Quinine and Iron Tonic, and you will probably come out of the experience all the better for it. Price Cough Cure 40c.; Nutritive Hypophosphites 50c. and \$1.; Quinine and Iron Tonic 80c. a bottle.

Wants Invitation.

MOVIE DIRECTOR WRITES.

That he is not coming to St. John's unless he receives an invitation from people interested in the proposed project to make a moving picture in Newfoundland is the statement made by Ernest Shipman, moving picture manager in a letter to Mr. R. A. Young of St. John's. Mr. Shipman wants to know if he will receive the necessary financial backing before he will consider making a picture here. J. R. Smallwood, a former local newspaper man, has been trying to get local capital interested in the project.

Had No Intention of Postponing Annual Derby.

Despite the many rumors recently in evidence, regarding the postponement of the Annual Derby, most people will be surprised to learn that such a course was never intended, and not alone was the possibility of postponement remote, but it was felt from the first that this year's event would be a record one. Of course the Derby referred to is that which takes place at St. Patrick's Garden Party, on Lester's Field, Wednesday next in which Derby, some twelve sturdy little males will participate. Besides this attractive item there will be many interesting features, including Baseball, Football Fives, three mile road race, one mile marathon, and other races, in which some of our most prominent athletes will take part. A number of new side shows will be introduced, and with the C.C.C. and Empire Bands in attendance a gala day is assured—adv.

Fined \$100.

AN EXPENSIVE DRINK.
Rum at \$100 the bottle, is an expensive luxury, but that is what it cost a man who appeared before the Magistrate this morning, charged with having been in the possession. Accused had been arrested for drunkenness some time previously, and a part bottle of rum had been found on him. This, he said, had been bought from a man whose name he did not know. A fine of \$100 or 30 days was imposed.

GOOD FISHING.—An exceptionally good run of fish have been taken on the local grounds during the past couple of days, and both hook and line and traps are doing well. Over 600 cwt. were landed at Job's premises yesterday. One trap took 130 cwt. Snelgrove at the Battery had a haul of 80 cwt, and Brown's trap took 90 cwt. yesterday morning. Seventy-five cents per cwt. is being paid for round fish and \$1.25 from the knife.

MINARD'S LINIMENT USED BY PHYSICIANS.

Injured by Drain Pipe.

MOTOR CARS RUNNING WIDE OPEN.

John Kinlley, a resident of the East End, came near being killed yesterday afternoon by a 150 lb. drain pipe, which fell on him as he worked in a cut. The accident happened near Littledale where a bog is being drained and the pipes were standing on end arranged so as to form a guard. A motor car hit one of these pipes and tumbled it into the cut on top of Kinlley. The man was severely injured in the spine, and had to be conveyed home where he was attended by a doctor. Another of these pipes was tumbled into the cut a few minutes previously by another motorist, but fortunately nobody was hurt.

Every Woman Should Know

That cheap soaps and even some dear soaps will ruin her clothing, also good soap costs less than good clothing; therefore, when a woman buys cheap injurious soap, she loses more than she gains, because cheap injurious soap will rot her blouses, dresses, etc., and will also rot her husband's and children's clothes. Again cheap soap will hurt one's hands, will take the paint off doors and spoil linoleum. Every woman KNOWS that Sunlight Soap is the very best kind of Soap, it is so good and so pure that it won't hurt a baby's tender skin. Sunlight Soap is made with the purest materials procurable. Clothes washed with Sunlight Soap will outlast clothes washed with injurious Soap. Tell your washerwoman to use Sunlight Soap. It will be good for her hands, good for your clothes and in the long run will be best for your husband's pocket.—jy7,t,t

Personal.

Rev. Fr. Conway, who was here giving a series of missions, is leaving by s.s. Rosalind to-morrow for New York.

Here and There.

Ice Cream Freezers and Refrigerators at BOWRING BROS. LIMITED, Hardware Dep't. may18,t

League Football, St. George's Field, this evening at 7.30; STAR vs. CADETS. Admission 10 cents, ladies free; Grandstand 10 cents extra; boys free.

NOTICE.—Will the party who borrowed a boy's blue cap coat at St. Thomas's Sunday School picnic yesterday (to wrap around her child), please return to 55 Gower Street, at once—adv.

Pound Shirting at 85c. per pound; good value at \$1.25 a pound. jy7,t

THE WEST END BAZAAR, 51 Water St. West.

GOING TO LABRADOR.—S.S. Senef will come off dock about Monday, by which time the repairs to her damaged plates will have been completed. She will then make a trip to Labrador and will probably leave some time next week.

WEEK END SPECIALS.
Ladies' Ready-to-Wear Hats, clearing at 20 p.c. reduction; Ladies' Rustproof Corsets from \$1.35 to \$3.50 pair; Ladies' Black and Colored Hose from 25 cents pair up.

THE WEST END BAZAAR, jy7,t

51 Water St. West.

Extra Special Values AT WALTER CHAFE'S.

INDIAN HEAD LINEN, only 55c. lb.

MEN'S UNDERWEAR, only 68c. gar.

WOMEN'S DRESSES, Fancy Voile, only \$2.98 each.

WOMEN'S HOSE, In Brown, Fawn, Grey, Blk. & White, only 22c. pair.

WHITE VOILE BLOUSES,

In the latest styles, only 78c. each.

Open Every Night until 10 o'clock

Walter C. Chafe

274 WATER STREET (opp. Bowring Bros.)

jne22,mo.th.t,m

PUBLIC NOTICE.

That Bridge on the Old Bay Bulls Road, known as Sinnott's Bridge, will be closed to traffic for one week while undergoing repairs.

Vehicles may pass through the river on the north side of bridge.

W. B. JENNINGS, Min. Public Works.

Dept. Public Works, St. John's, Nfld. jny7,t

\$1000.00
\$ 500.00

Are the two First Prizes in the B. I. S. Grand Drawing. How about your tickets? 10 cents each. Get them early. jne22,mo.th.t,m

CRICKET MATCH.

Feildians vs. Shamrocks,

SATURDAY AT 2 P.M.

ST. GEORGE'S FIELD.

ADMISSION 10 CENTS.

jy14,21,t,t

CARD!

Windsor Rigging Works,

Phone 1508. 26 Water St. West. Flag Poles and Spars erected, repaired and painted at shortest notice. Shoe Legs for erecting poles all ways on hand. may23,ed,t

Hides and Furs Wanted.

50,000 Muskrat Skins; also Silver, Cross, White & Red Fox, Martin, Mink, Bear, Weasel and Lynx Skins.

Highest Market Prices.

Special Prices for Cow Hides.

North American

Scrap and Metal Co.

Phone 367. Office: Cliff's Cove.

(Opposite Jas. Baird, Ltd.)

may15,ed,t

Grove Hill Bulletin

CUT FLOWERS.

Caranations, Sweet Peas, Tulips, Narcissus.

A fine assortment of Ferns to arrive shortly. Prices from 80c. upwards.

MEMBER F. T. D.

(Floral Telegraph Exchange)

Satisfaction Guaranteed.

J. G. McNEIL.

Tel. 2479. P. O. Box 792.

Floral Tribute to the Departed.

Nothing so nice as Flowers in time of sorrow. We can supply wreaths and crosses on short notice, and guarantee satisfaction. We will endeavor to meet the humblest purse. "Say it with Flowers."

VALEX NURSERY.

Tessier Brothers.

Box 994, St. John's.

You'll Find a Bargain Here.

It would be best if you could come in the morning when we are not quite so busy as during the afternoon and night.

Kindly Remember

W. R. Goobie

Is Just Opp. Post Office.

Ladies' Silk Corset Covers.

BOTH PRETTY AND PRACTICAL.

Well made with pretty shaped yokes of lace and fancy embroidery ribbon threaded. A choice of two or three at this price will surely prove wise economy.

Our Prices, 78c. and 98c. each

A Real Baby Comfort.

When you take Baby out in his carriage have one of our Infant Capes with Cap attached. This is a real bargain while they last. Our Price now \$1.39

Enamelled Boiler.

This particular shape Dinner Boiler for small family has become very popular; triple coated on steel body.

Our Price, 98c. each

Alarm Clocks.

OUR PRICE,

\$1.94



Ladies' New Envelope Chemise.

ARE UNUSUALLY DAINTY.

These Envelope Chemises are designed with every regard for beauty, yet no practical features of fit and comfort have been neglected. Materials are notably fine in weave and finish.

Our Price, 69c. suit

Ladies' Union Suits.

NEW STYLES.

Providing for cool comfort and the greatest ease because there is no strain or pull at the waist. In favor with all women because of the sensible style.

Our Price, 69c. suit

Khaki Work Shirts.

Work Shirts made of better quality heavy weight materials than you expect to find at this low price. Only . . . \$1.39 each

Cups and Saucers.

English White Granite.

OUR PRICE,

19c.

for Cup and Saucer.



Summers' SPECIAL VALUES.

Store open every night.

LADIES' HOSE.

In Black and Tan; a summer weight Cotton Hose, only

20c. pair.

SUIT CASES.

Brown Leatherette, 6 1/2 inches deep, metal corners, leather anchor handle.

\$1.90 each.

TWEED PANTS.

Medium weight, neat patterns, plain bottoms and belt straps.

\$2.50 pair.

COTTON TWEED.

A good weight Cottonade, 27 inches wide; extra good weave,

36c. yard.

MEN'S HOSE.

Black and Brown, 20c. pair.

WATCHES,

\$1.90 each.

BOYS' BLACK HOSE.

All Wool Black Hose. Reg. \$1.60. Now

79c. pair.

M. J. Summers, 330 Water Street.

Shipping Notes.

S.S. Bygdo sailed from Botwood last night for Rochester, England, with 2,550 tons pulp and paper from the A. N. Reed Co.
S.S. Sable I. leaves North Sydney at 2.30 p.m. to-morrow for here.
S.S. Manoa leaves Montreal to-morrow afternoon on regular schedule.
Schr. Annie M. Parker has arrived in port with a cargo coal to W. H. Hynes.

BOEN.

On June 30th, a son to Mr. and Mrs. S. Boyle, Torbay Road.

IN LOVING MEMORY

of our dear son ex-Private Eamen Yall, who died three years ago to-day, in the church-yard softly sleeping. Where flowers gently wave, Lies the one we loved so dearly. In his lonely, silent grave; He will never be forgotten. Never shall his memory fade. Sweetest thoughts will always linger Around the grave where he is laid. —Inserted by his parents, brothers and sisters.

Market Talk!

We suggest the purchase of good oil stocks of reactions, especially gasoline refiners such as Sinclair, Middle States, California Petroleum, Cosden and Mexican Seaboard. Other good purchases include Baldwin Loco-Motion, General Motors, Radio and Bethlehem. —SOME GUY'S

At present prices Kelly-Springfield and Allis-Chalmers look cheap.

Among the rails, don't overlook N. Y. Central, Southern Pacific, Southern Ry. and C. P. R.

J. J. LACEY & COMPANY, LIMITED,

ROSLIND'S PASSENGERS.—S.S. Rosalind sails to-morrow at noon taking the following passengers: Rev. Fr. J. Conway, Miss A. Porter, Mrs. D. Chisholm, Mrs. W. Winslow, Mrs. L. Bennett, Wm. Gargay, Miss M. Burke, Miss L. M. Hartigan.

MINARD'S LINIMENT FOR THE GRIP AND FLU.

MINARD'S LINIMENT FOR THE GRIP AND FLU.