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The Evening Telegram
 THE EVENING TELEGRAM, LTD.,
 PROPRIETORS.

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Monday, August 25, 1924.

Hiding Our Light Under a Bushel

We have plainly been told that the Newfoundland Cod Liver Oil is far superior to that of Norway or any other of the fish producing countries. Its medicinal properties have been explained and its curative effects fully demonstrated. It is to be obtained in unlimited quantities and the world is in urgent need of it.

The work of the American scientists, who have spent the greater part of two seasons in Newfoundland, has been eminently successful, and is of importance, not alone to the interests which they directly represent, but in particular to the field of medicine. To our trade it gives a stimulus and we should not be slow to take advantage of it.

It is curious that although the people in Newfoundland have always made considerable use of cod liver oil for medicinal purposes, the preparations sold in our stores are invariably made from the Norwegian product. What is more, the manufacturers have taken care to mark it as such, and although it had not been previously demonstrated that our oil was of a superior quality, we knew that it was not inferior, but no attempt was made to contest the market with our rivals. On the contrary, we were content to be customers of theirs at their price.

Now that assurances have been given that there is no longer any question of doubt as to which is the more valuable, there is no reason whatever why we should continue to import what we can produce, and even less excuse for consuming an inferior medicine when we already possess a supply of the very best quality.

A beginning should be made to let the world know all about our cod liver oil, and this can best be done by advertising. We are altogether too modest with regard to our resources, and it is quite time that there was a change in this respect. The day is over when business firms could sit down and wait for customers to come to them. Now competition in every branch is so keen that trade must be sought by every possible means and in every possible direction. This applies to the affairs of a country also. Although we do not feel disposed to quote Germany as an example to follow in many respects, it cannot be disputed that she has worked wonders in finding markets for her goods by a thorough system of advertising and by aggressive salesmanship, and we could do worse than take a page out of her book.

We have never yet really hustled to sell our wares or exploit our resources. Let us make a beginning with cod liver oil. The result will be so surprising as to tempt us to try the same methods in other directions—in securing tourists for example—in selling our fish, in finding markets for the herring which we are to all intents and purposes valueless through lack of initiative on our part. We actually import kippers, cattle feed and fertilizer!

When it is considered what opportunities awaiting develop-

ment exist in Newfoundland it is not a crying shame that so many of the population should have to seek elsewhere for a living, or that there should be such a thing as unemployment in our midst? What is the matter with us? Apparently we are not lacking in energy, for we burn while hot over politics; we become keyed to the highest pitch over all kinds of questions of a controversial nature; we are earnest in religious matters and intensely patriotic. Why is it that we do not tackle our economic problems with the same commendable enthusiasm that we devote to the latter?

Denial of Rumor

It has been freely circulated in town that the Government contemplated appointing a Minister of Railways and establishing an elaborate department in connection therewith. We are glad to give authoritative denial of this story which has been issued apparently for propaganda purposes.

Death of Admiral Sir Cyprian Bridge

51 YEARS IN THE NAVY.

Some of the older generation will probably recall the distinguished Naval officer, Admiral Sir Cyprian Arthur George Bridge, whose death was recently announced. His father, the late Venerable Archdeacon Bridge came out to Nfld. in 1834 as a tutor to the sons of Governor Cochrane and was later appointed curate of the Anglican Cathedral, of which he became rector in 1839. In 1850 he was made Archdeacon. During the Cholera epidemic he worked heroically nursing and visiting the victims. His son, we believe, was a student of the Church of England Academy, now Bp. Field College, and in 1853 entered the Navy. His brilliant career is summarized in the following clippings taken from the New York Times:—

SIR CYPRIAN BRIDGE, ADMIRAL, DIES AT 55.

In the Navy 51 Years.
 LONDON, Aug. 16.—Admiral Sir Cyprian Bridge died this afternoon at Kingston, London, aged 55. After a distinguished career he retired from the Royal Navy exactly twenty years ago, but carried out many important public duties during his retirement.

The Admiral was the son of Archdeacon Bridge. He entered the navy at the age of 14 and served for fifty-one years.

Admiral Sir Cyprian A. G. Bridge, who for more than twenty years has been accepted as one of the world's foremost authorities on maritime affairs, was born in 1839, the son of an Archdeacon. When only 14 years old he entered the navy. His progress was steady and in 1852 he was made a Rear Admiral. Six years later, in 1858, he became a Vice-Admiral, and in 1903 was promoted to an Admiral, the highest post in the navy.

The naval officer's voyages took him to almost every part of the world. He served in the White Sea in 1854, was stationed in the Bay of Bengal during the Indian Mutiny, and was later with the Naval Brigade in Burma. He was an authority on naval ballistics and served on several committees which investigated the nature of projectiles, explosives and armor under consideration by the British Government.

After a long and varied career, during which he served most conspicuously as Director of Naval Intelligence from 1899-1904; Commander-in-Chief of the Australian Station, 1895-98, and finally, as Commander-in-Chief of the China from 1901 to 1904, he retired from active service. He presided at the North Sea Inquiry Commission in 1904, was the Admiralty representative on Royal Patriotic Fund Corporation from 1906-1912, and from 1916 to 1917 was a member of the Statutory Mesopotamia Commission.

Sir Cyprian was one of the three British Admirals who recommended, with qualifications, the proposal in 1921 of Secretary Hughes, which provided for capital ship tonnage being used as a measurement for the relative naval strength of America, Japan and England, and a ten years' holiday from naval shipbuilding being observed by the principal marine nations of the earth.

He was consulted many times during the investigation into the cause of the Titanic disaster of 1912. At this time the Admiral was quite emphatic in denouncing the modern liners as too large for safety and advocated a return to smaller passenger craft.

Motor Boat Picked up
 The Deputy Minister of Customs is in receipt of a message from the Sub-Collector at Bonne Bay which is as follows:—"Fishermen of Trout River picked up a small motor boat with 6 1/2 h.p. Acadia engine. The boat contained two old mackerel nets and probably drove out of some Cape Breton port."

Fishery Voyage Estimated One-Third Short of Average

Passengers who arrived yesterday by S.S. Susu, bring very encouraging reports of the fishery in parts of Fogo District, and should the weather remain favorable a savings voyage will be secured. The Prospero, which arrived from the Cook's Harbor Service, on Saturday, reports considerable improvement since her last trip. It is estimated by those in close touch with fishery matters that the voyage on the whole will be not less than last year, when the catch was short of the average.

Prospero Reports Good Fishing Along French Shore

The Prospero which arrived from the Cook's Harbor service on Saturday night, brings word that the fishery along the French Shore has shown a decided improvement during the past week. With the prevailing winds the hook and liners have done well between St. Anthony and Harbor Deep, the average catch being 3 to 4 barrels per boat a day. On Thursday last the trawls were laid a second time at St. Anthony, and the men secured from 8 to 10 barrels per haul. At Pacquet and LaSalle the fish is not so plentiful, and it is almost a blank from LaSalle south. While the ship was at Herring Neck two schooners had arrived reporting for 700 and 800 qtls. respectively. With prevailing winds and plenty of squid for bait there is every hope that the catches will be greatly augmented, and instead of the fishery being an absolute failure the voyage will turn out to be an average one.

The Pulse of a Boiler

As a doctor or nurse can tell what is wrong with a man's interior by feeling his pulse, so engineers are warned of faults in the interiors of their boilers by a mechanism known as the Lees Recorder.

Government Boats

Argyle left Argentina 3 a.m. Sunday on Red Island route.
 Clyde arrived Lewisporte 3 p.m. Saturday, and left there 9.30 this morning.
 Glencoe in port.
 Home in port.
 Kyle at Port aux Basques awaiting arrival Sunday's express.
 Malakoff left Port Union 6.35 a.m. Monday leaves this port at 10 a.m. Tuesday for Labrador route.
 Portia arrived Argentina 2.50 p.m. Saturday.
 Prospero leaving for Cook's Hr. Service 10 a.m. Wednesday.
 Sagona leaves Humbermouth to-day for Battle Hr. Service.
 Sebastopol left St. Mary's 7 a.m. Saturday, outward.

Obituary.

MRS. MARY RENDELL.

With feeling of regret we chronicle the passing of an esteemed lady in the person of Mrs. Mary Rendell daughter of the late Rev. A. E. C. Bayley, Bonavista and widow of the late Fred John Woods Rendell, which occurred at her residence, Military Road last night. The deceased had been indisposed during the past fortnight, but there was no warning that the end was near. Her husband who predeceased her some years ago was the eldest son of the late Hon. G. T. Rendell. A brother Hubert passed away at Edmonton about a fortnight ago. Left to mourn are three sons: Lt. Col. Walter, Philip of the Eastern Trust Co. and Fred, also one daughter, Nora and two brothers Rev. Canon Bayley, Bonavista and Albert, Sec'y. of the Agricultural Board, and two sisters Mrs. White wife of the bishop of Nfld. and Mrs. (Canon) Field. To the family the Telegram extends sympathy. The funeral takes place tomorrow at 3 p.m.

Latest Revenue Returns Show Big Increase

The Customs revenue from July 1st to August 23rd this year amounts to \$842,690.54. For the corresponding period last year the amount was \$751,030.54. The gratifying increase of nearly \$92,000 is a practical illustration of the improvement in general trade, and also of the businesslike methods which have been introduced into the Customs Department since the Hon. Mr. Macdonald took charge. We understand that the increase is in addition to several substantial outstanding accounts recently collected.

Pearline for easy washing.—July 17, 17.

TO-DAY'S MESSAGES.

LOCATELLI FOUND.
 WASHINGTON, Aug. 25. Lieut. Locatelli, the Italian aviator, has been found. The message talking of Locatelli's rescue came from the cruiser Richmond and said "Locatelli sighted by the Richmond at 23.24 p.m. Sunday, lat. 59.56, long. 39.45. Remained passengers all well." The position given in the despatch which was received at 7 a.m. to-day by the Navy Dept. is about 30 miles almost due east of Cape Farewell.

REPORTS FAVORABLY RECEIVED.

BERLIN, Aug. 24. Chancellor Marx, Foreign Minister Stresemann, and Finance Minister Luther, the three German delegates to the London International Conference, yesterday gave the Reichstag a formal accounting of their stewardship. Germany's interests in the settlement of the Reparations problem. That the Government made out a strong case for itself was the concurring opinion of the ranks of the middle parties and Socialists, while the official declaration is believed to have had a decisively sobering effect upon Nationalists.

ON BOARD THE BERENGARIA.

LONDON, Aug. 24. Radio despatches received from the steamer Berengaria at 2.30 o'clock to-day said the Prince of Wales was being favored with excellent weather on the start of his holiday to United States and Canada. The Prince was astir early to-day and seemed to be in splendid spirits. He attended divine service in the lounge of the ship, where a huge congregation had gathered. Later he took a promenade along the deck of the ship and also visited the gym and went through a series of exercises.

SEARCH FOR AIRMAN CONTINUED

On Board U.S.S. Richmond off Coast Greenland, Aug. 23 (Delayed).—Planes from U.S. cruisers Richmond and Raleigh searched approximately 5000 square miles to-day in the hope of finding some trace of Lieut. Locatelli, the missing Italian aviator. Rear Admiral Thos. Gagruder, in charge of the patrol, declares the search will be continued until it is certain Locatelli is not on the coast of East Greenland within measurable distance of the sea. Outside ice packs where ships are able to enter. Capt. West of the Danish ship Falk had organized a searching party along the east coast.

HERRIOT'S CONFIDENCE MAJORITY WAS CONSIDERABLE.

PARIS, Aug. 24. The Chamber Deputies has given its approval of the Locatelli Conference methods for putting the Davies plan into execution, and has voted confidence in Premier Herriot's Government 336 to 204, some 26 more votes than its normal majority. The debate began Thursday afternoon and ended at 4.30 this morning. Thirty-five hours of time was spent in speech making.

DONE IN RUN ROW.

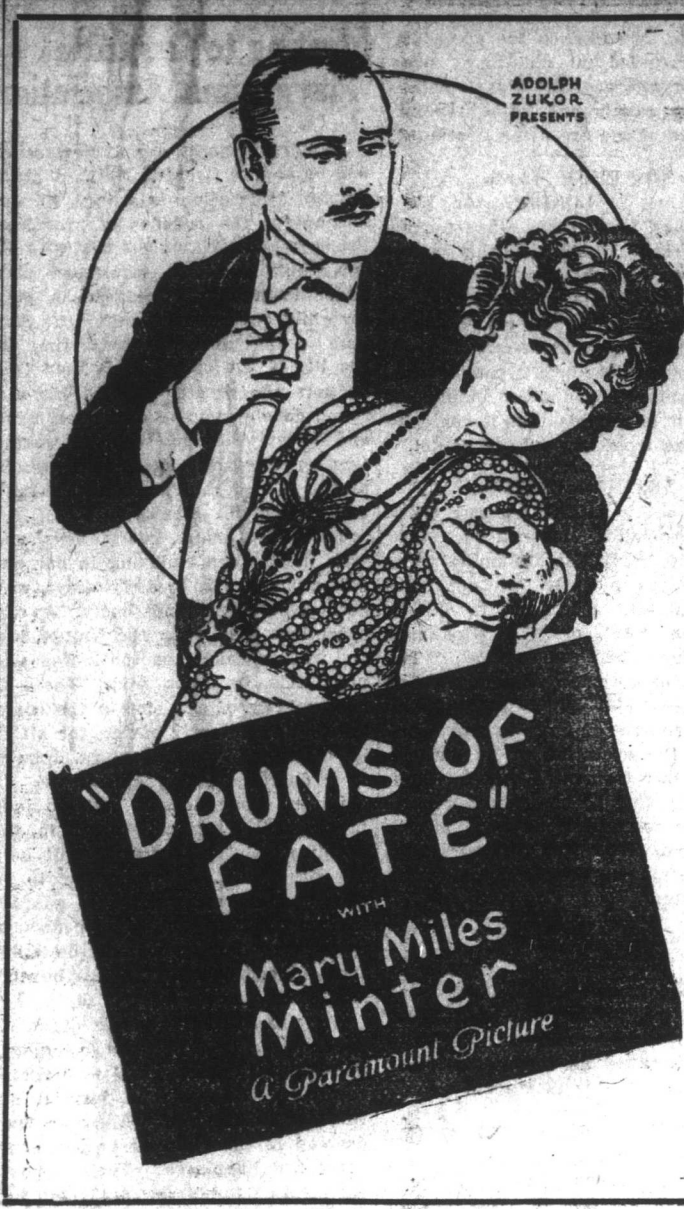
HALIFAX, N.S., Aug. 24. Seven thousand dollars worth of counterfeit United States money is now on its way to New York from Halifax. The bearer is one who sought to break into run row. He chartered a British steamer, stocked it with choice brands of liquors made one trip only, lost \$5,000 on the venture, and received \$7000 counterfeit. The unfortunate venturer in narrating his story said that upon taking his position in run row he found business was poor. This, he declared, was due to the fact that he was not in the ring, and also because he received certain crisp fifty dollar American bills totalling in value \$7000. Examination later proved the money to be a bogus type, with the result that on the second trip New York was decided on, this one not to run row, but rather for consultation with Federal officers relative to the crisp fifty dollar bills.

FATAL SHOOTING AFFRAY.

TULSA, Okla., Aug. 25. Three men were killed and one was wounded Sunday on the public highway 21 miles east of Tulsa in a battle which climaxed a family feud starting over an argument between children. The dead are Malcolm Young, 19, County Highway Officer; Clarkson Young, 21, a brother of Malcolm; and Homer McMillen, 18, living six miles east of Catoosa. Charles Young, 41, of Tulsa, father of the Young brothers, was shot in the right leg above the knee. Trouble started about a week ago over a controversy between the children of two families on Sunday. The Youngs are said to have become engaged in a quarrel in front of McMillen's house. McMillen's father is said to have told them to move along and the shooting started soon after.

DENMARK ABOLISHES MILITARY AND NAVAL FORCES.

COPENHAGEN, Aug. 25. Abolition of Danish Army and substitution of a police force for the present National Militia are provided for in a disarmament Bill prepared by the Minister of Defence, M. Rasmussen, and approved by the cabinet council of the Socialist Government. The coast defence ships and cruisers will also be abolished and only five



How Daring is a Flapper?

The modern flapper—does she really ever love? Is she daring in the bright face of real danger? This story tells thrillingly. George Fawcett, Robert Cain, Bertram Grassby and Maurice ("Lefty") Flynn in the supporting cast.

SEE

"DRUMS OF FATE"

AT THE

MAJESTIC To-Day

CANVAS FOOTWEAR!

Boys' Brown Canvas Rubber Soled Shoes Only 90c.
 Men's Brown Canvas Rubber Soled Shoes Only \$1.10
 Youths' Brown Canvas Rubber Soled Shoes Only 75c.
 Women's Brown Canvas Rubber Soled Shoes Only 90c.
 Girls' Brown Canvas Rubber Soled Shoes Only 75c.

JOB LOT

(Slightly damaged by water)

About 200 pairs Ladies' White Canvas Boots, Shoes and Pumps, leather soles, damaged by water, at

\$1.50 the Pair.

100 pairs Child's White Canvas Skuffer Boots, with Iron Chrome soles. Size 8 1/2 only. Price \$1.00 the pair
 90 pairs Girls' White Canvas Skuffer Laced Boots, with Iron Chrome Soles. Size 12 1/2 only. Price \$1.00 the pair
 These Girls' and Child's Boots wear like iron.

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