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gets the regular "putt-putt" out of your engine that takes you there and back the same day, a clean, reliable fuel for gasoline-burning boats.

Big stocks always on hand and can always make prompt deliveries.

THE IMPERIAL OIL COMPANY
Limited
ST. JOHN'S, NEWFOUNDLAND

To-Day's Messages. 10 00 A.M.

THE STORY OF THE ADVANCE.

BRITISH FRONT IN FRANCE AND BELGIUM, To-day.

After the brilliant advance this morning, in which the Canadians captured Hill 70 and then swept on north-west of Lens, the attackers were at close grips with the Germans in the western part of Lens late to-day. The attack began at 4.25 o'clock, just as the first grey streaks of dawn were appearing. All night the British big guns had been pouring a steady stream of high explosive shells into the German positions, the great detonations overlapping one another like the rapid crackling of machine gun fire and swelling into a mighty volume of thunder that shook the earth and stunned the senses. Then a short time before the hour of the offensive arrived, the batteries abruptly ceased and a strange and almost oppressive stillness fraught with the portentous catatonicism which must follow, crept over the country, which until then had been an inferno of death. It had been raining. Grey clouds still hung low over the trenches as where crouched the Canadian infantry men waiting eagerly for the arrival of the moment which would summon them to attack. Suddenly, ten minutes before the time set for the attack, every British gun within range broke out with a hurricane of shelling, and a solid line of crimson lightning belched from the German trenches as the explosives broke about them. To this lurid picture was added the unforgettable spectacle of burning oil which the British threw upon the enemy lines. Great clouds of pinkish colored smoke rolled across the country from the flaming liquid and the murky sky threw back myriad colors from the conflagration below. The moment the attack arrived and as the British guns dropped their protecting barrage in front of the Canadian trenches, the clouds parted and a yellow crescent moon appeared. Under the light of this beacon the Canadians leaped over the

parapet and began their methodical advance behind their barrage of fire. The British barrage was without a flaw. Behind it the Canadians mounted Hill 70 and swept along the rest of the line, on the crest of which so much blood had been spilled before. Heavy fighting might have been expected, for the position was well manned with machine guns. The resistance here, however, was not strong, and it was not until the dwellings in the outskirts of the suburbs were reached that vigorous fighting occurred. The ground over which the infantry advanced was honeycombed with British shell holes and the barbed wire defences had been levelled so that they gave little trouble. The first serious resistance from the Germans was met at a point where the enemy was entrenched strongly in concreted cellars, and here sanguinary fighting occurred.

GREAT REDUCTION IN SHIPPING LOSSES.

LONDON, To-day.

A falling off in the British tonnage sunk last week by mines or submarines is indicated in the weekly Admiralty statement made public to-night. Fourteen vessels of 1600 tons and over were sent to the bottom against 21 the previous week. Two vessels of less than 1600 tons were sunk last week, the same number as reported the previous week. Three (?) fishing boats met with disaster last week. The Admiralty statement follows: Arrivals of all nationalities, 2,755; sailings, 2,242. British merchantmen unsuccessfully attacked, including five previous reported, thirteen.

PATRIOTIC RESOLUTION.

MONTREAL, To-day.

The Retail Merchants' Association of Canada, which is holding a convention at the Windsor Hotel here, adopted a strong resolution on the war to-day, declaring that the ideals for which we are fighting in Europe are Justice, Freedom, Honor and Truth, and that as the voluntary system has not proved sufficient to guarantee these ideals, the Retail Merchants' Association is firmly convinced that the Government of Canada should take such steps as would immediately bring into the National Service all the available resources of

men, material and wealth of the Dominion in order that the struggle may sooner be brought to an honorable, successful and permanent conclusion.

DETAILS OF THE FIGHTING.

LONDON, To-day.

With only slight casualties the Canadian troops fighting south and east of Loos have captured German positions on a front of two miles, including Hill 70, a formidable defence work, according to a British communication issued to-night. Five German counter attacks were repulsed. The communication follows: This morning Canadian troops stormed the German positions south and east of Loos on a front of two miles. The formidable defence on Hill 70, which resisted our attacks in the battle of Loos in September, 1915, and had since been improved and strengthened by every method and device known to our enemies, were carried by assault. After storming the enemy's first line trench system on the whole of the front attacked, our troops advanced as far as the western defence of the site of St. August, penetrating the German positions to a depth of about a mile. Besides an elaborate series of trench lines and strong points forming the defences of Hill 70, the villages of Cite St. Elizabeth, Cite St. Emelie and Cite St. Laurent, as well as the base wood and western half of Hugo Wood are now in our possession; all our objectives were captured. Our casualties were slight. During the day five hostile counter attacks were repulsed by our Infantry, or broken up by our artillery. One of these was carried out by troops of a division of the Prussian Guards. The enemy's losses both from our attack and in prisoners captured has not yet been ascertained, but 36 (?) including fifteen officers reached the collecting station this morning.

POLICE RAID IN DUBLIN.

DUBLIN, To-day.

Police and soldiers early to-day raided the premises of Irish National Volunteers commanded by Colonel Moore. They seized 100 rifles and 1,300 rounds of blank cartridges. No arrests were made.

MILITARISM MUST BE BEATEN.

LONDON, To-day.

Premier Lloyd George, speaking this afternoon at a luncheon given in honor of Premier Holman, of New South Wales, declared that the British were fighting for one thing, and that was the victory of democracy over aggression. All other things wrapped up in programmes of no matter what paragraph, the British Premier said, were unattainable unless the Entente allies were (? victorious). There was nothing in the programme of labor which could be attainable if the Entente Allies were beaten. There was room within the orbit of the British Empire, he declared, for the federation of all its peoples, providing one formidable obstacle was removed, that obstacle was aggressive German Militarism.

GERMANS FIGHTING DESPERATELY FOR LENS.

British Headquarters in France, via London, To-day.—The Germans are now fighting with great tenacity to retain their hold on the city of Lens. Throughout the day they have been bringing up fresh troops with which to carry out counter attacks. The original force with which our assaults was met was pretty well accounted for by the attacking force. It consisted of two battalions of the 165th regiment, two of the 76th, two of the 157th and one of the 293rd. The German regiments consisted of three battalions each and after the battles of the three first mentioned regiments, holding the trenches, had been put out of action, three battalions were moved up hurriedly. At eight o'clock, while headed towards Hill 70, these enemy leaders called upon the fourth guard division, which has been held on this part of the line for such an emergency as that which confronted the defenders of Lens. The guards hurried towards Bois Hugo with the evident intention of retaking Hill 70. The two were caught under the fire of artillery and a machine gun barrage, and so roughly handled that two attempts to advance one at 11 o'clock and the second shortly after noon, had to be abandoned. Hill 70 was not even seriously menaced. During the remainder of the day a short way to the north, between St. Laurent and Lens, the enemy recovered a portion of a line of a reserve trench, possession of which lessened the force of the pressure from the north. Artillery and machine gun experts had just told me that the enemy position is an impossible one, and that if he cannot drive us off Hill 70, he will have to get out of Lens.

GOSSIP ALL RIGHT.

COPENHAGEN, To-day.

The German Commercial submarine Deutschland, which visited the United States before that country entered the war, has been converted into a war submarine, according to German fleet gossip reaching the Associated

Press. The Deutschland has a great radius of action and has been fitted with six torpedo tubes. The submarine, it is said, may soon leave for the Pacific to operate against traffic from San Francisco. The Uboat was to have started activities some time ago but an explosion on board while the vessel was on a trip made necessary repairs, which took considerable time. The German losses in submarines, according to the information of the Associated Press, has been twenty to twenty-two boats, this figure apparently covering the losses since the start of unrestricted submarine warfare campaign. Four additional boats are said to have been lost in the Mediterranean. Germany has now almost 300 submarines, the newest boats being of a big sea-going type, each armed with a six-inch gun.

3 SPECIALTIES.

STAFFORD'S LINIMENT for Rheumatism, Lumbago, Neuralgia and all Aches and Pains.

STAFFORD'S PRESCRIPTION "A" for Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia. Price 25c., 50c. a bottle. Postage 5c. and 10c. extra.

STAFFORD'S PHORATONE COUGH CURE for all kinds of Coughs, Colds, Whooping Cough, Asthma and Various Lung Troubles. Price 25c. bot. Postage 5c. extra.

Prepared only by
DR. F. STAFFORD & SON,
St. John's, Nfld.
Theatre Hill Drug Store is open every night till 9.30.

Milady's Boudoir.



THE LIPS IN COLD WEATHER.

During the cold weather look about you in the street cars, and shoes, and observe the number of women with cold sores and with chapped bleeding and broken lips.

You immediately excuse them on the ground that the weather has been the cause of it. Maybe it was but it was also her own fault. These women have neglected to take care of their lips, and the ugly blemishes are their reward.

Before going out into the cold, it is an excellent idea to rub the lips lightly with cold cream or vasoline if you do not use a rouge stick. The rouge stick which contains a greasy substance prevents blemishes of this nature, but not all women care to use it. Therefore a light dash of cold cream or a drop of glycerine rubbed into the lips will prevent the biting winds from chapping them. Do not moisten the lips when you are out in the cold.

If a cold sore gathers and you find it is beyond your control, the quickest way of drying it up is to rub it with camphor ice when you can and especially before retiring. Dust with powder before going out into the cold air.

Nothing mars the beauty of a woman's face as much as an ugly blemish on the lips. They should be kept as soft and velvety as the inner petals of a rose at all times.

From Cape Race.

Special to Evening Telegram.

CAPE RACE To-day.
Wind E.N.E., light, with dense fog; nothing heard bound in to-day. Bar 29.65; Ther. 68.

Fashions and Fads.

Waists will match the dark suits they are worn with. Tailored serge dresses will be as fashionable as ever. Children's coats are cut very much like grown-ups'.

Black velvet shot with red is a French millinery idea. Long coats of Scotch mixtures are excellent for motoring.

The crown of the old felt hat can be covered with ribbon. Silk stitching is a favorite decoration on tailored suits.

A white gown worn with a black sash is an excellent style. Green collars and bright neckties are surely fashionable.

Green chiffon veils are now the best for sunny motor rides. In coats of a "dresy" kind there is still a good deal of ripple. Pretty separate skirts are made of silk with large polka dots.

ASK FOR MINARD'S LINIMENT AND TAKE NO OTHER.

TAXED!

(The Government refused to remit the duty on two cars presented by Mr. Bart to the Sailors' and Soldiers' Convalescent Hospital.)

By the Lord! Is this the treatment we deserve?
We, the maimed and limping derelicts of War—
Is this the dole of gratitude we get, is this the JUSTICE that we battled for?

But what avails our wrath? We're the unfit,
Fresh from the fields of slaughter carried in,
Wrecked brain and shattered nerves our heritage,
Our best we've given that our cause should win.

Behold us, whom a generous hand would aid,
Ye who are aiming for the goal we sought,
And ask yourselves, if this is Liberty;
Is it the bread for which we bled and fought?

Yes, ask yourselves if soldiers battled
Must be derided by a slacker hand
That dubs itself—O, God, what mockery!
The National Government of Newfoundland!

The National Government? "It sounds to me"
And let sound to ye a loud "Be ware!"
For when ye tax this gift, so kindly given,
YE TAX THE JAGGED WOUNDS
OUR SHATTERED SOLDIERS HEAR!

McMurdo's Store News

THURSDAY, Aug. 16, 1917.

There is certainly no better value to be had in good class toilet soaps, than is exhibited in the English Toilet Bar series. It is to be had in several varieties—Brown Windsor, Honey, Butter Milk, White Rose and Cucumber, and Elder Flower. This Soap is thoroughly well dried, and therefore economical in use, and is of the best British manufacture. Half pound bars 20c. each.

Lazell's Babykin Talcum Powder—like all Lazell's Talcums is a superior Talcum and is specially designed for nursery use, for which its softness and fineness of texture, great healing and drying qualities, and pleasant perfume peculiarly fits it. It is not only useful for young children, but for general use as well. Price 25c. a tin.

Child Welfare Week.

As was announced by Mayor Gosling's letter in yesterday's issue, a unique campaign is being prepared for next week. It is a campaign, neither of politics, commerce nor reform—but one purely of education, and includes every citizen in its purpose, which is that of impressing upon the community the value of its child population.

We are taking part in what is really a world-wide movement for a wider recognition and a profounder realization of the fact that, within certain limits, a community can determine largely the health and character of its future citizens by the attention which it gives to the needs of its children.

Children are the raw material of civilization, the plastic clay to be wrought, partly at least, by our hands into what form we will. If we do not accept our responsibility for shaping and moulding this clay we show ourselves to be outside the present trend of scientific thought. Leading thinkers all over the civilized world are telling us there is no better index to the progress of any given community than the one to be read on the conditions under which it allows its infant and child citizens to develop—the comforts of its homes, the purity of its drinking water, the cleanliness and care demanded in producing and handling its milk supply, the civic regulations over refuse removal, the fly nuisance, paving and drainage, the provision for fresh air and recreation, and the general oversight exercised over its sanitary conditions.

The Registrar-General's report for the past eight years shows that on an average, out of every five babies born in St. John's, one dies before the end of twelve months. Few places in these days have such an undesirable record, the death rate here being nearly twice as high as that of many other places, and three to four times as high as that of the best communities. This is the responsibility of every adult citizen, whether parent or not.

"Child Welfare Week" has been instituted for the purpose of bringing home this responsibility to all of us—Let us look about us and ask ourselves what we must do to protect our children, dear to us and valued by our country.

MINARD'S LINIMENT CURES DIPHTHERIA.

Sale of Hats and Millinery.

BOYS' WHITE, KHAKI and COLOURED COTTON HATS, now only 19c. each.

BOYS' STRAW MAN-O-WAR HATS, now only 19c. each.

LITTLE GIRLS' STRAW HATS. Special values at 25c. and 30c. each.

All Ladies' and Misses' White, Cream and Coloured Straw and Tazel Hats

left in stock, all reduced to

Less Than Cost

to clear.
Whilst we are making you these special prices on Hats, we will also give you Cheap Millinery to trim same, for during this Hat Sale we offer

All Flowers and Feathers in stock at a Discount of Twenty Per Cent.

HENRY BLAIR.

Our Baseball Column.

PLAGIARISED AND OTHERWISE.

TO-NIGHT!

Both fans and players alike are anxiously awaiting the outcome of to-night's game between the B. I. S. and Red Lions. A win for the latter would give all the clubs a fighting chance for the pennant, while should the Irish be victorious then they are champions. The clash, therefore, should furnish the best thriller of the year as both teams are in fine fettle after their long rest.

THE PLAYERS.

B. I. S.	Red Lions.
Carew	Quick
Brazie	Pitcher.
French	1st Base.
Brien	2nd Base.
Williams	3rd Base.
McGrath	Short Stop.
C. Grace	Right Field.
P. Grace	Centre Field.
Channing	Left Field.

OFFICIALS.

In view of the importance of this game both the official umpires will be on deck, Mr. Chesman looking them over and Major Montgomerie keeping his watchful eye on the bags. Mr. P. E. Outbridge will be in charge of the tallies.

WELCOME.

As will be noted from the line-ups, Bert Channing, the Irish slugger, will be back again, having fully recovered from his recent illness. When in form he is an adept at wielding the willow.

THE DUGGAN MIXUP.

Tim contended it was a fair hit ball; Fred said it was not; result, they sent a joint telegram to the National League headquarters in New York describing the play in question, and asking for an official ruling. As will be noted from the reply received, Tim was right and the Ump. wrong. Dugan should, therefore, have been called out by Mr. Chesman on the play in question. Following are the telegrams exchanged:—

QUESTION.

"Please wire immediately collect. decision on following play, quoting rule: Batman in position makes effort to dodge wild pitched ball thrown by pitcher in proper position. Ball hits

bat over batsman's shoulder and lands in fair territory. Umpire calls same a ball."

REPLY.

"Secretary Heydler of National League makes a decision on your telegram as follows:—Umpire should have called it a fair hit. The rule makes no distinction between intentionally or accidentally hit balls. Had such accidentally hit ball been caught, the batsman would have been out. Umpire erred in calling it ball."

GOOD UMPIRING.

Good umpiring makes good pitching. There is a sort of co-relation, or inevitable sequence, between the judgment of the arbiter and the performance of the slabster. If the umpire miscalls them, misses a lot of them, has the pitcher wondering what good it does to throw his clearest offerings when it's anything but sure that he'll get what's coming to him—what is the natural result? The pitcher gets up in the air, grows nervous, grows more rattled with every bad decision, and finally reaches a stage where he can't do anything with the confounded leather. On the other hand, when the umpire clicks them off as accurately and unerringly as a clock, the pitcher, secure in the knowledge that there will be just the right verdict on all he throws, can work coolly and steadily, with a corresponding improvement in the whole showing of the team. Not one pitcher in thirty can keep his head together when he sees the best of his offerings called balls as they break right across the corner of the plate. —Christy Mathewson.

The Gas Rangel

The Gas Range means comfort for the housewife; shorter kitchen hours for her, and a cleaner kitchen. It is a great mistake to think that cooking with gas is expensive.

Whenever a woman becomes used to gas for cooking, thoughts of a coal or wood stove fill her with gloom. A Gas Range is so much easier to operate, so efficient for all kinds of cooking, and so much cleaner, that the idea of going back to the old style methods is decidedly unpleasant. Yet in winter many housewives think they must use a coal or wood stove, because there is no other way of heating the kitchen. THERE IS ANOTHER WAY AND IT IS FAR BETTER THAN THE OLD. THE CLOW GAS STEAM RADIATOR WAY. mar'23.17

Dresses of combined materials will be worn by school girls.