



## Pure Milk is Your Best Food.

Before MILKMAID Milk leaves the cow we know it is pure, because all the cows supplying NESTLE'S with milk are frequently and regularly examined by the Company's own staff of Veterinarians.

After MILKMAID Milk leaves the cow it is untouched by hand and brought in a sterilized, air-tight tin, pure and unchanged, to your home.

Only water has been removed and pure sugar added. Therefore use

MILKMAID MILK, THE BEST MILK MADE.

Sold everywhere.

**W. H. DAVIDSON,**  
204 WATER STREET,  
Agent for Newfoundland.

June 28, 1924



## Laugh and Grow Fat is an old Axiom.

We advise the use of a Good Tonic and we know of no better than

## BRICK'S TASTELESS.

Brick's Tasteless is a wonderful nerve tonic and blood builder that we gladly recommend. If you have no appetite, and feel tired, no energy for anything, try a bottle of BRICK'S and see how quickly it will help and improve your condition.

You can purchase a bottle of this excellent tonic at nearly every store in the country.

Price **\$1.20** per bottle.

## Dr. Stafford & Son

(Sole Agents for Newfoundland)  
Duckworth Street and Theatre Hill.

**WANTED TO BUY!**  
**Newfoundland 5 1-2 p.c. Bonds**  
DUE 1939—1942—1943.  
Price on application.

**BERNARD D. PARSONS,**

Investment Broker,

'Phone 1697W.

P. O. Box 1301.

## FRED T. DAVEY

CONTRACTOR, BUILDER AND APPRAISER  
REPAIR WORK A SPECIALTY.

Factory: Prescott St.  
Office: Bond St.  
Telephones: Office: 1974  
may 10, s.w.t.

P. O. Box E-5202  
St. John's, N.F.  
Residence: 1220

ADVERTISE IN THE EVENING TELEGRAM.

## The Liverpool and London and Globe Insurance Co., Ltd.

For many years the Liverpool & London & Globe Insurance Company has occupied a conspicuous position among the great British Composite Offices. This position is further enhanced by the results shown in the Company's annual report for the year 1923, and a total income for premium and interest exceeding the huge sum of fifty million dollars. In respect to volume of business transacted, the accounts show an increase in net premiums of an amount exceeding five million dollars, which is no small tribute to the Company's organization. The marked progress made in recent years by the Liverpool & London & Globe is clearly indicated by the fact that during the past ten years its income has increased from approximately \$25,000,000.00 to over \$50,000,000.00 for the year under review. Referring to the vigour of British Insurance Institutions, Mr. A. K. Barnes, Chairman at the Annual Meeting, drew attention to a report of the Committee of the National Convention of Insurance Commissioners of the United States in which the following striking statement occurs which we quote verbatim:—

The committee in contrasting the so-called British system with the so-called American system is impressed that at a time, during the world war, when Great Britain was financially hard pressed, and the centre of the world's business had passed to the United States, at no time did the centre of the Insurance business pass from Great Britain.

### Fire Department.

The Fire Department of the Liverpool & London & Globe continues to be a pre-eminent factor in point of premium income. Net premiums amounting to \$23,000,000.00 as compared with \$21,000,000.00 in 1922 show an increase of \$2,000,000.00 for the year. Associated with this substantial growth was a loss ratio of 49.72 per cent. After providing for all expenses, the surplus on the year's trading amounts to \$2,250,000.00, of which amount over \$1,000,000.00 was added to reserve for unexpired risks, bringing the fire reserve up to \$16,000,000.00.

### Accident Department.

The Company's accident branch, transacting the various lines of miscellaneous insurance, made notable progress last year. Net premium income amounted to \$10,000,000.00, or an increase of \$2,250,000.00 as compared with 1922. An advance in the loss ratio from 53.45 per cent. in 1922 to 56.37 per cent. in 1923 is mainly due to an unfavourable experience in the United States in the Workmen's Compensation business, the outcome of inadequate rating, an experience shared in by other Companies. This department contributed \$395,000.00 to Profit and Loss Account. The total amount transferred to Profit and Loss from all departments, (including interest of \$1,951,300.00) was \$3,580,200.00. This may be added \$1,115,975.00 balance of profit and loss brought forward from 1922, making a total of \$4,696,175.00. After transferring \$250,000 to staff pension fund and providing for dividends, etc., the balance at Profit and Loss account amounted to \$2,431,695.00.

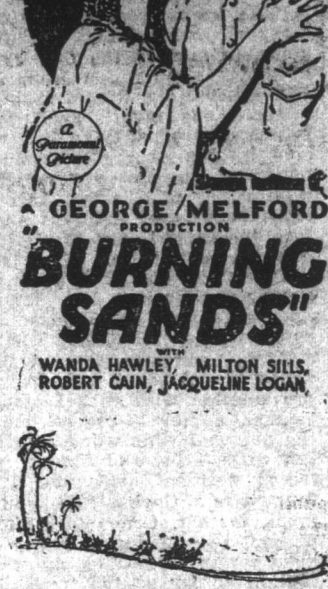
It might well be said that the Liverpool & London & Globe is a monument of successful trading and financial strength. Its total assets now aggregate \$107,672,259.00, showing an increase of about \$7,000,000.00 as compared with 1922, putting the Company into a position to which few can aspire.

### Canadian Branch.

The fire insurance business of the Liverpool & London & Globe in Canada has become very extensive, and the Company's favourable loss record for some years may be considered most gratifying, and the result of careful underwriting. Mr. Lewis Lang, who assumed the management for Canada last year, had been associated with the Company's underwriting in the Dominion as assistant manager for some years previously, and it is a matter for congratulation to note that while maintaining its premium income, the loss ratio for 1923 of the Liverpool & London & Globe at 55.29 per cent. was one of the most favourable experienced by any British Company, and about nine points below the average for all Companies operating in Canada. The total premium of the L. and L. and Globe, and its affiliated Companies in the Dominion last year amounted to \$3,214,822 including \$928,497 representing Casualty Insurance premiums of the Globe Indemnity Company of Canada, which Company under the management of Mr. F. C. Browning (who is also its President) has made excellent progress.

The above article having reference to the activities of the Liverpool & London & Globe, known as the great Fire Insurance Company of the world, will we are sure, be read with a considerable amount of interest by the numerous policy holders of this well known Company in Newfoundland. Messrs. Bowring Brothers, Limited are the Agents for this Company, and needless to say that as far as this country is concerned, they lead all other Offices in point of premiums and fire business written. Quite recently

# Greatest of all Desert Thrillers at THE MAJESTIC To-Day "BURNING SANDS"



A man's answer to the woman who wrote "THE SHEIK" featuring Wanda Hawley, Milton Sills, Robert Cain and Albert Roscoe

When a titled English beauty sweeps away convention to pursue the man she loves—When her daring leads her into the burning Sahara, into Arabian dance revels and treachery, through tingling adventure and breathless romance—No wonder her story makes a picture ten times more startling than "The Sheik."

MR. BEN REDDIN, a celebrated Tenor, direct from Boston, arrived by S.S. Silvia to-day, and will appear at the Majestic to-night.

### THE CAST:

Muriel Blair, an English girl . . . . . Wanda Hawley  
Daniel Lane, a philosopher . . . . . Milton Sills  
Kate Bindane, Muriel's friend . . . . . Louise Dresser  
Lizette, a dancer . . . . . Jacqueline Logan  
Robert Barthampton, an English official . . . . . Robert Cain  
Mr. Bindane . . . . . Fenwick Oliver  
Governor . . . . . Winter Hall  
Secretary . . . . . Harris Gordon  
Ibrahim, an Arab . . . . . Albert Roscoe  
Old Sheikh . . . . . Cecil Holland  
Hussein . . . . . Joe Ray

they were appointed general agents for Newfoundland for the Globe Indemnity Co. of Canada, a subsidiary of the Liverpool & London & Globe, specializing in accident and sickness insurance, also motor, liability, and other kindred covers, and their policies are becoming quite popular with the insuring public of Newfoundland—adv.

## A Spot of Historic Association

Editor Evening Telegram

Dear Sir—It does not appear to be generally known, or if known, not fully appreciated, that the place where the Soldiers' Monument stands, on the King's Beach, has been sacred ground for nearly two centuries and a half. On, or near, this spot, on which this monument was erected to the memory of those who fought and died to uphold the integrity of the British Empire was that same Empire officially begun. In 1633, Sir Humphrey Gilbert stood on what has since been called King's Beach and read his commission from Queen Elizabeth, empowering him to take in her name formal possession of the new found land. The ceremony was known in English law as per le verge next took place. A piece of turf and a twig or rod (verge) was handed to Sir Humphrey. The Royal Arms, cut in lead, were affixed to a post, a salute was fired and the flag of England was raised on a flagpole. The Cross of St. George, and with it those of St. Patrick and St. Andrew, still flies daily on that spot and has been floating to the breeze every working day, without hardly a break, for over a hundred and fifty years. The Customs flag flies to-day near where the British flag was first officially hoisted in the British Dominions beyond the seas—to use the expression found in His Majesty's official title. On the old Portugal Cove Road, there stood, until quite recently, a building known as Friendly Hall. This house was erected by the first regular Customs official stationed at St. John's. Duties had been collected here in the time of Queen Elizabeth, but the regular collection began about a century and a half ago. The first regular Customs officer here was a subordinate of the Collector of Customs for the Port of Boston. The Royal Arms, the Lion and the Unicorn, are still to be seen on the old Customs House in Boston.

I hope that when we celebrate in 1933 the two hundred and fiftieth anniversary of the founding of the British Empire, a tablet will be placed on the Monument so that all men may know the birthplace of the Empire on whose flag the sun never sets. On this flag pole only one other flag has ever been officially flown. That was the flag of our former foes, but present friends and allies, the French, who on more than one occasion, captured St. John's. We welcome their representatives and also those of our other Allies, the United States of America. This spot will also be of interest to our American visitors. When Sir Humphrey Gilbert stood there and formally took possession of the new found land, he included in that expression the whole extent of Cabot's discovery, namely, from Florida to Labrador. Here we enacted the first official act of a series, which culminated in the birth, not only of the British Empire, but also of the United States of America.

It is most appropriate that these two nations should be represented at the ceremonial unveiling of the monument. It is erected to the memory of a few soldiers from one of the smallest of the many "nations, kindreds and tongues," which make up the British Empire that is their ally. But it is erected on the spot where the first of the Lion's whelps was born and also in a place closely associated with

the history of both France and the United States.  
Yours truly,  
WARWICK SMITH.

## To-Morrow's Ceremonies

The S. S. Caronia, with Field Marshal Earl Haig, is due here at five o'clock to-morrow morning. The official landing will take place at the King's Wharf at 9.30 a.m. The President of the G. W. V. A., will proceed to the ship on arrival, and will accompany the distinguished visitor to the pier. The landing party will consist of Field Marshal and Lady Haig, Colonel Talbot D. S. O., M. C., A. D. C., Captain Donald Stinson, P. E. S. L., Captain Victor Gordon, High Commissioner. On arrival at the King's Wharf the visitors will be met by the Executive of the G. W. V. A., the Veterans' Week Committee, the Prime Minister, the leader of the Opposition and the Mayor and Councillors. They will then drive to Government House, via Water and Cochrane Streets. The route will be lined off by the members of the Brigades, Scouts and Girl Guides, who will afterwards move off in separate units to attend the Memorial services at their respective Churches. Field Marshal and Lady Haig will attend the Memorial Services at St. John's Cathedral, the Governor at the C. of E. Cathedral.

## Supreme Court

(Before Chief Justice.)

Home Mutual Marine Insurance Co. Ltd. vs. Mark Sheppard.  
J. A. W. W. McNelly on behalf of Poots, K.C., moves that judgment be entered for the plaintiff for the sum of \$200 and \$20 costs. C. E. Hunt for defendant consents. It is ordered that judgment be entered for the plaintiff in the above amounts. The Court rose until October 1st.

## Personal

Mr. Thos. Walsh of the Mail Reporterial staff, left by S.S. Silvia to-day for Halifax. Mr. Walsh has secured a position with the Mac 24 wards players as advance agent. His conferees of the fourth estate wish him well in his new field of endeavour.

**WANTED—A Second Hand Dictaphone. THE COWAN BROKERAGE CO., LTD.**  
June 28, 1924

**AMERICAN CRUISERS ARRIVE.**  
Three United States cruisers, Lawrence (250), Brooks (232), and Halsey (231) arrived in port at 9.30 this morning. The ships left New York on Wednesday night and made a good run to port.

## STOCK MARKET NEWS

NEW YORK, June 28.	
TO-DAY'S OPENING.	
American Smelters . . . . .	65
Baldwin . . . . .	114 1/4
Alcoa . . . . .	30 3/4
C. P. R. . . . .	145 1/2
American Can. . . . .	112 1/2
Kennecott . . . . .	40
Marine Pfd. . . . .	34 1/2
Mac Truck . . . . .	87 1/2
Punta Sugar . . . . .	51 1/2
Sinclair . . . . .	18 1/4
Southern Pacific . . . . .	92 1/4
Studebaker . . . . .	34 1/2
Tobacco Products . . . . .	61 1/2
Union Pacific . . . . .	128 1/4
U. S. Steel . . . . .	90 1/2
Great Northern . . . . .	61 1/2
Kelly Springfield . . . . .	12
Rubber 1st Pfd. . . . .	76 1/4
Sub. Bond . . . . .	9 1/2
MONTREAL OPENING.	
Abitibi . . . . .	55 1/2
Brascan . . . . .	52 1/2
B.E.S. 2nd Pfd. . . . .	52 1/2
Montreal Power . . . . .	9 1/2
Spanish River Co. . . . .	106
Furnished by Johnston and Ward, Board of Trade Building, Water St.	

We Offer:—  
**NEWFOUNDLAND 6 1/2 P.C. BONDS—DUE 1923**  
in small denominations.  
Price to Yield 5.55 to Maturity.  
**JOHNSTON & WARD,**  
Members Montreal Stock Exchange, Toronto Stock Exchange,  
Board of Trade Building, St. John's, Newfoundland.  
June 28, 1924

## Illuminate Your Windows for EARL HAIG'S VISIT with Clarke's Pyramid NIGHT LIGHTS.

These Lights burn in perfect safety for 9 hours. No dangerous material used in their manufacture. We also have a big stock of Fairy Lights in Ruby, Blue and Flint. Special prices for quantities.

**The Royal Stores Ltd.**  
Crocery Department.  
June 26, 27, 28, s.m.

## Shipping

S.S. Sachem is due at 10 a.m. to-morrow.  
S.S. Caronia is due at 5 a.m. S.S. Silvia sailed at 1 p.m. to-day, taking 30 first and 25 second class passengers.  
Schr. Jean American, 4 master, arrived from Norfolk this morning with a load of hard pine and wheat sticks for Harvey & Co.  
Schr. Fleur de France, 2 days from Banks, came to port last night. The vessel is leaking badly and will go on dock for repairs. She has about 2,000 qtls. fish on board.  
Schr. Haabet has arrived at Renouville with a cargo salt.  
S.S. Naupolis has sailed from Bay Roberts for Moose Factory, Labrador.  
Schr. A. H. Whitman has cleared from Harbor Breton for Oporto with 233 qtls. codfish.

## McMurdo's Store News.

**Our Prescription Dept.**  
The doctor's success in the treatment of difficult cases is dependent on the purity and freshness of the drugs. We keep only the best, and exercise extreme care and attention, and our dispensing department is private. Our motto is care and strict adherence to the doctors' orders.

## Our Toilet Department.

We have all the necessities and many luxuries. We can supply you with the best of toilet articles. A sample of Kolynos Tooth Paste on request.  
Bonclaire Beautifier, \$1.95, \$2.00, \$2.50.  
Pompeian Face Powder and Cream, 80c. Three Flowers Face Powder and Cream. Morney's Face Powder and Talcum.

## Friday & Saturday.

At our Candy Counter you will find all our delicious chocolates and candies, fresh, wholesome and pure, at special week and prices.  
Choc. Genevieve Walnut, Choc. Biscuits, Choc. Maple Walnut, Walnut inside, King's Choice, Chocolate Butterscotch, Choc. Ginger, Pineapple and Cherries, Butter Gingers, Walnuts and Brazils.  
**Extra Special.**  
Scotch Nuggets . . . . . 50c.  
Spanish Bon Bons . . . . . 50c.  
Italian Mixture . . . . . 35c.

## C. L. B. Cadets



## ORDERS FOR SUNDAY, JUNE 29th.

The Battalion will parade at the Armoury at 8.45 a.m. for the purpose of assisting in lining the streets on the occasion of the landing of Field Marshal Earl Haig, K.T., G.C.B., etc., etc., and later attending the Commemorative Service in the Cathedral, at 11 a.m.  
**DRESS:**—Drill Order. Full size decorations and medals.  
The Commanding Officer would be glad if all ex-Service Men, Boy Scouts, Girl Guides and C.L.B. Old Comrades, who wish to join this Parade will parade at the Armoury at 8.45 a.m., and be ready to move off at 9.05 a.m. It is suggested that all ex-Service Men should wear full size decorations and medals, whether in uniform or not. Length of medal ribbons should be one inch.  
L. T. STICK, Capt. & Adj.  
June 27, 28

## Boy Made \$75.00.

Last Races a boy cleared \$75.00 on one of our Dart Outfits. Man and boy cleared about the same with Shooting Gallery Outfit.  
This year a couple of active chaps with investment of little over \$10.00 each should clear at least \$75.00 to \$100.00 each at the two Regattas. Call early. Only a few outfits.  
J. M. RYAN, SUPPLY CO.,  
June 25, 31, s.w.s. 227 Theatre Hill

## Sergeants' Mess of Nfld. Dinner

ARENFELL HALL,  
Thursday, July 3rd, 1924

Members of the Mess are requested to get their tickets as soon as possible. Tickets may be had from—L. G. Harsant, c/o Maritime Drug Store, G.W.V.A. Building; Ches. Noseworthy, 406 Water Street, and the Secretary, c/o Nfld. Government Railway.  
A. J. IVANY, Sec.-Treasurer.

**DRESS:** Uniform, otherwise mufti. Full size decorations to be worn.  
June 24, 26

## Commercial Travellers Association.

During the absence of the Secretary from town the affairs of the Association will be looked after by Mr. E. A. Crowther, c/o British Import Co.  
A. E. CHOWN.  
June 16, 21, 28, July 5, 12

Pelly's Brick will be delivered on your job the right time, right quality, right quantity, and price suit you; apply HUDSON JAMES, MILL Bridge, City. 'Phone 1035. may 13, 391

**MEETING POSTPONED.**—The final meeting of the Hais Regatta Committee which was to have taken place last night, was postponed owing to unforeseen circumstances until Monday night next.

**WANTED—A Second Hand Dictaphone. THE COWAN BROKERAGE CO., LTD.**  
June 28, 1924

A long graceful scarf of chiffon edged with long ostrich fringe is a matching shade.

## Removal Notice

This is to notify our Customers and Friends that we have moved into our New Building, Water Street East, opposite A. Harvey & Co.

**C. A. HUBLEY**  
June 28, 31

## YOUR SUMMER SUIT.

I specialize in making up your own material. You take no risk when placing your order here. 27 years experience in Canada and Newfoundland.

**ARCH PEET,**  
Cor. Long's Hill and Livingstone St.  
June 21, 31, s.w.s

## Exceptional Opportunity

## 2-STORY HOME

away below value offered for quick sale on LeMarchant Road

— APPLY —  
**HOME ESTATE CO. LTD.**  
June 24, 1924 'Phone 1379 or 1088W.

## CUSTOMS-BROKER

**R. M. RENNIE,**  
OFFICE:  
Oke Building, Prescott Street.  
'Phone No. 2038. P.O. Box 5221.

Entries passed promptly.  
June 28, 29

## JAMES MURDOCH,

Certificated Master of Art and Architecture.

Architect, Interior Decorator and Commercial Draughtsman.

Cockpit Road, St. John's.  
P.O. Box 916. 'Phone 147R.  
June 27, 31

## TO LET.

Office No. 26 Bank of Nova Scotia Building.  
Possession July 1st. For terms apply to  
R. G. ASH,  
Secretary Nfld. Board of Fire Underwriters.  
June 28, 31 Office No. 25.

## Highest Prices Paid.

**RAW FURS WANTED.**  
Muskrat Skins, Lynx, Red Fox, White Fox, Cross Patch and Silver Fox, Martin, Mink, Bear, Otter and Weasel Skins, Cow Hides, Horse Hides, Calf Skins and Seal Skins, Scrap Copper, Brass, Lead and all kinds of Old Metal, Old Manila Rope, Steam Tanned Cable, Old Canvas, Cotton Cuttings and all kinds of Tailor's Clippings and all kinds of Scrap Iron. Best market price paid and immediate return.  
**NORTH AMERICAN FUR, HIDE & METAL COMPANY.**  
June 3, 1924 17 Water St. West

**SUSU COMING SOUTH.**—S.S. Susu left Musgrave 8.30 this morning, coming south. She is expected to arrive early to-morrow morning.