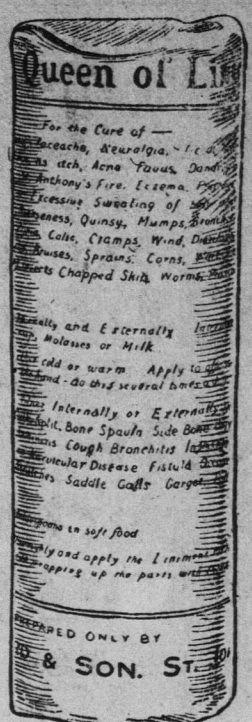


STAFFORD'S LINIMENT

Cures
Rheumatism, Lumbago, Neuralgia, and all Aches & Pains.
For sale everywhere.



Prepared only by
DR. F. STAFFORD & SON,
St. John's, Newfoundland.
Manufacturers
of the 3 Specialties:
STAFFORD'S LINIMENT,
STAFFORD'S PRESCRIPTION
"A"
STAFFORD'S PHORATONE
COUGH CURE.

Evening Telegram

W. J. HERDER, . . . Proprietor
W. F. LLOYD, . . . Editor

SATURDAY, Jan. 30th, 1915.

Newfoundland
Pays the Price

A few days ago it became known that Mr. Albert Kelly, of Cupids, was one of the unfortunate victims who perished on H. M. S. Vektor, a steamer converted into an auxiliary cruiser, which was recently reported lost with all hands off the coast of Ireland. An uneasy feeling existed that Captain Kelly was unlikely to have been the only Newfoundland reservist aboard, and unfortunately this uncertainty resolved itself into a certainty when a despatch arrived this morning that of the crew of 258 men, there were 24 of the Royal Naval Reserve Men from Newfoundland. This statement was made after the publication of the casualty list last night. We immediately communicated with the Prime Minister to know if it was possible to obtain the names of the men, or if there was anything official in relation to the matter, and received the following reply:

"Up to one o'clock to-day the Government had received no information in relation to the names of those who have been lost; nor indeed of the fact that any Newfoundlanders had been lost on the ship. On Wednesday, the 27th instant, I received a message from Rev. R. H. Madcock and also from Mr. Walter M. Kelly, of Brigus, Conception Bay, asking for information regarding the same matter. I immediately requested His Excellency the Governor to cable the Admiralty to obtain details, but so far nothing has been received. After reading the public despatch this morning I called upon His Excellency the Governor, and he is hoping to have a reply early during the day. Immediately upon the receipt of information regarding the names of those lost, if the news should unfortunately be true, arrangements have been made to telegraph the same to the relatives of the missing men."

Canada Should Act.

The Norwegian sealing steamer Njord has decided not to clear from a Newfoundland port for the seal fishery, as was the intention originally. The reason given is that the owners will not go to the expense of the installation of wireless apparatus, that the Act passed at the War Session last September, makes imperative. It is proposed to fit out from a Canadian port to avoid compliance with the Newfoundland law. There is only one effective way of trumping this trick to avoid our law and that is for the Newfoundland Government to invite the Dominion Government to co-operate with them and pass a law of a similar tenor to force a sealing steamer clearing from Canadian ports to install a wireless outfit. Any law we may pass cannot prevent Newfoundlanders, domiciled in Canada, from joining the Norwegian vessel, but a law passed by Canada of the same tenor as our own will meet the situation completely. As our law was based on the terrible experience of the disaster of last spring and was passed for the safety of the men engaged in this particularly hazardous venture, our own Government can call upon the Dominion Government in the name of the highest principles of humanity to co-operate and pass a similar law.

ORGANS.—Shipment just received. We are showing two new styles of Needham Organs at our way down prices. CHESLEY WOODS, 140 Water Street (upstairs).—Jan14,15

LATEST
From the Front.

NOON.

ALL THREE GERMANS BADLY DAMAGED.

LONDON, To-day.
The Daily Chronicle's correspondent in Holland, says that trustworthy information has reached him that the German battle cruiser Derflinger was badly damaged by fire as a result of the engagement with the British last Sunday and is in Hamburg docks for overhauling. He adds that the battle cruisers Seydlitz and Moltke lie at Cuxhaven badly damaged.

WANTS IMPERIAL CONFERENCE.

LONDON, To-day.
The Times in an editorial on The Dominions Partnership again discusses the question of an Imperial Conference and quotes a despatch from its Toronto correspondent to the effect that Canada is not convinced that great advantages would be likely to result from conference so long as the energies of the Mother Country and Canada are devoted to war. It is that is so, says the Times, well and good, but let our ministers be careful that their own preoccupation with their current duties does not combine with self suppression of Dominions to balk their hopes and disappoint their legitimate expectations on the subject of a future Imperial organization.

SOME TAIL TWISTING.

WASHINGTON, To-day.
In a final appeal in the House for a larger navy, Representative Hobson, Alabama, declared it was his firm conviction that the States has secured peace with Japan only by giving assurances of speedy retirement from the Philippines. I am further convinced, Hobson continued, that our first inquiry into the intentions of Japan in seizing Kiau Chow and the islands in the Pacific will not be followed up at least by this Administration. That Japan as price of peace will be given a free hand in China, with a prospect of a complete overthrow of the open door policy, leaving China to its fate, to become a governed nation, while the commerce of America which in cotton goods alone fell off over \$20,000,000 in Manchuria after the Japanese occupation will be at the mercy of competition, while the overthrow of the balance of power in the Pacific would lead to an inevitable war, Hobson reviewed the situation in Europe.

Referring to criticism of America's conduct by both sides in the present war and to the arbitrary treatment of American ships, he declared the situation closely paralleled conditions which led to war with France in 1890 and to that with England in 1812. Napoleon's resentment which led to war with France in 1890, he said, was not as intense as the growing resentment of Germany to-day at the great source of supply of war material her enemy the allies are finding in America. Britain's attitude toward our purchase of the ships of Germany is nothing short of menacing. Representative Saunders, of Virginia, arguing against the contention that preparation for war is a guarantee of peace suggested that the Emperor of Germany was being looked upon with mistrust now because of the preparation Germany had made for present war. He asked if anybody believed there would have been war in Europe if President Wilson had occupied the place of the Emperor. Representative Helm, Kentucky, said England had had three quarters of the earth's surface under militarism for fifty-three years and asked which was the greater evil, England or Germany.

12.30 P.M.

AIR RAID ON DUNKIRK.

DUNKIRK, To-day.
The bombardment from the air carried out here by the Germans last night came from six aeroplanes. It was a clear moonlight night, but the machine could not be seen except when lit up now and then by the beam of the whirling searchlights. The dropping of propeller however was heard some time before the aeroplanes arrived. This was sufficient notice and the tocsin was rung for the inhabitants to seek shelter, accordingly to plan authorized by the authorities. In all fifty bombs thrown, ten of which were incendiary ones. A number of private houses were damaged, but the result of the raid from its military point of view was nil.

TURKS ROUTED IN PERSIA.

LONDON, To-day.
The Paris correspondent of Reuters' Telegraph Company telegraphs that he learns the Russians have routed the Turkish troops in Persia and have entered Tabriz, the capital of the Province of Azerbaijan, which the Turks occupied early in January.

TURKISH FORCES RETREATING.

PARIS, To-day.
The Turkish forces have suffered a fresh defeat in Persia following those inflicted upon them North of Erzerum, according to despatches received by the Matin. The Turkish right wing which invested Azerbaijan, despatch says, was routed by the Russians who have returned to Tabriz. The Turks are said to be retreating towards Maragha, fifty miles south of Tabriz.

ONLY SMALL BRUSHES.

LONDON, To-day.
The Times' Cairo correspondent telegraphs: Recent brushes with the Turkish advance parties are held to prove the prelude to further important encounters with small bodies of the enemy who have pushed forward presumably with the object of ascertaining the strength of the allies' positions. Thus far there is no proof that the enemy's main forces have yet been definitely committed to an ad-

Thrilling Account of the
Naval Battle in North Sea

GERMAN BATTLE CRUISERS BADLY DAMAGED IN FIGHT.

London, Jan. 27.—The Scotsman, published in Edinburgh, prints thrilling accounts of the North Sea battle as gathered from men engaged in it, who were landed in Edinburgh. They describe it as one of the greatest struggles in naval history and thrilling in every respect.

From the position of the German fleet when it was first encountered these men assumed that it is virtually certain that the objective was Newcastle. The strength of the raiding squadron was quickly ascertained and as the entire raiding force sheered off immediately after it was discovered the chase was a long one before the guns began to work.

Lion Starts the Fighting.

Then the Lion, which was leading, overhauled the slow Blucher, and, in passing, gave her a broadside, causing frightful damage. The Lion did not wait, however, but continued in pursuit of the fleeing Derflinger, Seydlitz and Moltke.

The Tiger, which came next, also poured a broadside into the Blucher, as did also the Princess Royal, both of which were speeding on to join the chase after the others. It was already evident at this time, according to the newspaper's informants, that the Blucher, abandoned by her swift consorts, was a doomed ship.

The chase already had continued for two hours. The light German cruisers plucked did their best to cover the fleeing battle cruisers, until the task was hopeless, when they followed the example of the big cruisers and devoted their entire powers to getting away.

Big Ships Overhauled.

The big German ships were now being steadily overhauled and pounded by the British cruisers. The Lion, which had overhauled and smashed a second cruiser in the German line, according to the men interviewed, say that the Blucher was likely to be prolonged right up to the zinc fields. The Tiger, Princess Royal and Indomitable were now within range of the large vessels, and the men in their interviews are credited with expressing the belief that they wrought terrible havoc on the German battle cruisers.

vance across the Sinai Peninsula against the Suez Canal defenses.

CHASED INTO OPEN SEA.

LONDON, To-day.
Wireless advices from Berlin bring a report that of seven English aeroplanes which have bombarded Ostend and Zeebrugge three failed to return. It is stated that these machines were surrounded by German aeroplanes and chased into the open sea. The above despatch may indicate a new British air raid on the Belgian coast towns.

2.20 P.M.

GERMAN SOLDIERS MUTINY.

PARIS, To-day.
The following despatch was received to-day from the North of France: The German line in West Flanders is still being strengthened in order to offset the British reinforcements which are being moved forward from the front from the Seine Valley, where they have been kept since their arrival in transports. Many of the German soldiers of the reserve classes are proceeding unwillingly into the West Flanders death-trap. Thousands of German soldiers recently passed eastward through Roulers with their hands tied behind their backs. They had refused to participate in further fighting and were being sent back from the front for trial by court martial. German prisoners report that food is very scarce in the German army and that many soldiers have openly mutinied.

C. L. B. Volunteers.

The following are the names of the twenty-eight members of the C. L. B. who have enlisted with the second contingent of the Newfoundland Regiment.—Lieut. H. Rendell, Lieut. C. B. Carter, Lieut. E. Noonan (Bell Island); Sergt. H. Edwards; Corporals, A. Edwards, H. Peckham, R. Fowlow, Lance-Corporals, J. Bartlett, W. Ollerhead (Heart's Content); Privates, G. Martin, Roy Martin, Robt. Martin, C. Yavassour, W. Lever, Warren, G. Hardy, J. Hardy, Short, N. Hunt, A. Andrews, F. Fowlow (Trinity East), W. George (Bell Island), H. Miles, E. Caldwell, J. Michell, E. Wilcox, G. Walter, W. Miles (Bonavista).

REIDS' BOATS.—The Bruce leaves

North Sydney to-night; the Ethel left Flaccinta at 6.30 a.m. yesterday for west; the Glenoe arrived at Port aux Basques at 4.20 a.m. to-day; the Kyle is due at Port aux Basques this afternoon.

CONVI DO
PORT,

is Port at its best.

Port Wine is the noblest of all Wines—when it's good.

Convi do Port is unmatched for body and flavor.

All dealers, cafes, etc.

D. O. ROBLIN,

Agent Canada,

Toronto,

JOHN JACKSON,

Resident Agent,

St. John's.



The fire of the Derflinger and Seydlitz, it is asserted, grew weaker and weaker as the running fight proceeded. "Within a half an hour's run of the mined area," said one of the men, "the Derflinger was on fire. Masses of flame were sweeping her forward deck, her decks were strewn with wreckage of the shattered upper works, and when she reached the shelter of the mines she had no answer to give to the hail of projectiles which followed her home. She must have suffered serious loss of life."

Ship Badly Damaged.

"The third vessel in the line was believed to be the Seydlitz, but possibly was the Moltke. It suffered even worse. It came under the Lion's fire and besides received something from the fire of the Tiger, the Princess Royal and the Indomitable. She was in a terrible plight. One after another her guns were smashed and put out of action, and there was great excitement among her crew. She was a silent ship, steaming desperately for shelter with the whole of her after deck ablaze.

"Meantime the Lion was devoting her attention to the struggle between the light cruisers, using her speed and gun power with great effect."

GERMANS DROPPED BOMBS.

While British Rescued Blucher's Men. Harwich, via London, Jan. 27th.—(1.45 a.m.)—A witness of the naval battle on Sunday in the North Sea, who has returned here, describes the sinking of the German armoured cruiser Blucher as a terrible sight. The sea was covered with debris and men struggling for their lives.

When the British launched a boat to rescue the survivors a monoplane flew overhead and dropped bombs, which, though they did not fall nearer than a hundred yards, prevented many of the drowning men from being taken.

One British destroyer was struck by a German shell, which pierced her boilers and put her out of action. She was towed to the east coast base for repairs.

Throughout the progress of the action the British vessels were constantly attacked by German submarines, but British torpedo boat destroyers kept circling around, and successfully warded off this danger.

Headquarters
for
Cake

JOHN B. AYRE.
Munificent Gift.

Munificent Gift.

Mr. W. D. Reid, President of the Reid Mtd. Co. has generously offered the Government two automatic quick-firing guns, with full equipment and a guarantee of 400 rounds a minute, for the use of the Newfoundland Regiment. This expression of patriotism on the part of Mr. Reid is very much appreciated.

Here and There.

"VICTORY" Flour, sweet while the loaf lasts.—Jan29,15.

EXPRESS DUE.—The Bruce express is due in the city at 4.30 p.m. to-day.

"VICTORY" Flour highest grade milled.—Jan29,15.

LOCAL ARRIVES.—The local from Carboneau, via Brigus, arrived in the city at noon to-day.

CALENDAR.—We thank Messrs. T. and M. Winter, agents for Five Roses Flour, for a wall calendar.

SAGONA ARRIVES.—The s.s. Sagona, Capt. Kennedy arrived in port from North Sydney at 2 a.m. to-day with a cargo of coal to the Mtd. Produce Co.

Stafford's Liniment cures Rheumatism, Lumbago, Neuralgia, and all aches and pains. For sale everywhere.—Jan2,15

FOGOTA WILL RESUME SERVICE.—The s.s. Fogota will resume the Fogo mail service next week, and the ship is expected to get away from here at noon on Tuesday next.

KNIGHTS OF COLUMBUS.—An Emergency Meeting of Terra Nova Council No. 1452, will be held this evening at 9.30. JAS. A. MCKENZIE, Recorder.—11

MORWENNA LEFT HALIFAX.—The s.s. Morwenna left Halifax here at noon to-day, bringing a general cargo. She is due here on Monday next.

POLICE COURT.—A drunk and disorderly in his own home was ordered to give bonds for his future good behaviour. One drunk was discharged. A man summoned by his wife for non-support, was held over.

"VICTORY" Flour makes the children ask for more.—Jan24,15.

MINARD'S LINIMENT FOR SALV.

EVERYWHERE.

Some Bargains in Dress Goods.

We are running out some lines of Dress Goods at a great reduction in price. Note the big cut we have given them.

Dress Goods



STRIPED TWEEDS!

Regular price 30c. Selling now for24c.

Regular price 37c. Selling now for30c.

Regular price 45c. Selling now for35c.

Fancy Mottled Tweeds!

Regular price 40c. Selling now for34c.

CHECKED TWEEDS.

Regular price 55c. Selling now for .46c.

Regular price 60c. Selling now for .49c.

Regular price 70c. Selling now for .58c.

Regular price 75c. Selling now for .60c.

Regular price 80c. Selling now for .63c.

Regular price \$1.10. Selling now for .86c.

Regular price \$1.20. Selling now for .95c.

Heavy Tartan Checks.

Regular price \$1.00. Selling now for .76c.

Self-Coloured Basket Cloth Coatings.

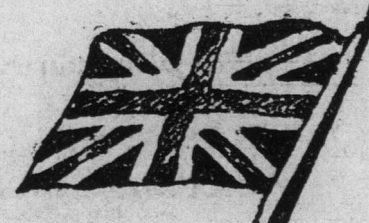
Regular price \$1.60. Selling now for . \$1.25

Self-Coloured Coating Serges. Reg. price \$1.70. Selling now for . \$1.30

Cream Striped Lustres. Regular 60c. Selling now for 47c.

STEER BROTHERS.

Made under
the British Flag
by British labor.



Newfoundland's most popular Plug Tobacco,

MAYO'S.

Every Plug carries the MAYO'S impression, and is used by thousands of smokers all over the Island. Mayo's Premium tags are still valuable. Help to protect your country by smoking the plug made by local labor.

Imperial Tobacco Co.
(Newfoundland) Ltd.

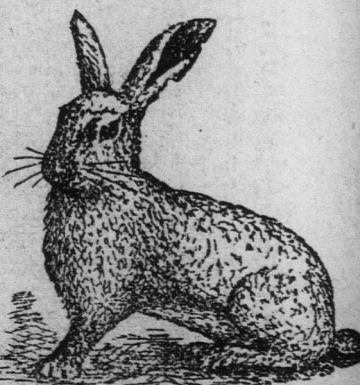
Women and
Business.

We are given to boasting of the ability of our business women, of their having proved themselves the equal of the men in business affairs. Our boast seems to be justified. But the business ability of the average woman is not such as to warrant it being commented upon. Nearly every woman has had a little business experience in some direction, but how many women readers of this periodical, or friends of such readers, are possessed of sufficient business knowledge to take up the responsibility, when laid down by the husband, and carry it on? How many women could take charge of their husbands' finances for a week while he took a much needed vacation from responsibility?

Most married men are willing to teach their wives how to do business; more than that, most business men make something of an effort to get their wives to undertake to learn enough business to make it less difficult for them to get along when left alone. Where, then, is the fault? When it is not the business man's failure to insist on his wife learning, it is the wife's unwillingness to take time, to make the effort.

Here is a subject for study and discussion by women's clubs—for all

Local Canned
RABBITS,
Finest Quality.
Selling at Very
Low Prices.
Geo. M. Barr,



sorts of feminine organizations. If the women of a community can be made into better business women they will understand better how to help their husbands' develop their own and the community business. They will learn the value of the dollar, and they will appreciate the labor involved in securing it. They will develop an interest in getting their money's worth which they have not before felt.

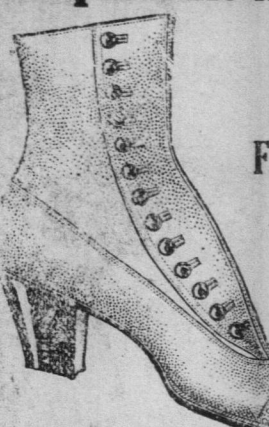
It will be easier for the business men to do business because of the increased intelligence of their customers. It will be easier for the wife and fatherless to handle and husband their funds. There may be less business for the lawyers and the bankruptcy courts and less money for the promoters of questionable stock-jobbing enterprises, but there will be more happiness in the home.

—Editorial in Woman's World, February.

COMMENT
Monday, Feb.

IT'S
GREAT
TO BU

Important M



Donkora, 12
Regular \$1.85 pair. Sale 1.50
Regular \$2.10 pair. Sale 1.75
Regular \$2.20 pair. Sale 1.90
Black Velvet
Regular \$2.80 pair. Sale 2.40
Regular \$2.20 pair. Sale 1.90
Patent Leather, Du
Regular \$2.80 pair. Sale 2.40
Regular \$2.00 pair. Sale 1.75

Donkora and
3 Straps—Regular \$1.85 pair. Sale 1.50
4 Straps—Regular \$2.50 pair. Sale 2.10
5 Straps—Regular \$2.50 pair. Sale 2.10

LADIES
Donkora
Regular \$1.70 pair. Sale 1.40
Regular \$1.85 pair. Sale 1.50
Regular \$2.10 pair. Sale 1.75

CHILDREN
Laced
Sizes 5 to 8. Regular \$1.50
Sizes 8 1/2 to 11. Regular \$2.00
Sizes 11 1/2 to 12. Regular \$2.50

CHILDREN
Tan and
Regular 75c. pair. Sale 65c.

Vic
Regular \$2.30 pair. Sale 2.00
Regular \$2.90 pair. Sale 2.50

Box Co
Regular \$3.00 pair. Sale 2.60
Regular \$3.50 pair. Sale 3.10

Regular \$4.20 pair. Sale 3.80
Regular \$4.85 pair. Sale 4.40
Regular \$5.40 pair. Sale 4.90

SAVE
M NEY D

There are big savings in the sale. Whatever is familiar to you, view of meeting every need, range. From the lowest to the highest.

AMAZON CLO

In Navy, Reser
Fawn, Grey, Prunel
Reg. 45c. yard. Sale 40c.
Reg. 50c. yard. Sale 45c.
Reg. 60c. yard. Sale 55c.
Reg. 70c. yard. Sale 65c.
Reg. 80c. yard. Sale 75c.
Reg. 90c. yard. Sale 85c.
Reg. 1.00 yard. Sale 95c.
Reg. 1.15 yard. Sale 1.05
Reg. 1.35 yard. Sale 1.25

COSTUME SE

Navy and
Reg. 45c. yard. Sale 40c.
Reg. 50c. yard. Sale 45c.
Reg. 60c. yard. Sale 55c.
Reg. 70c. yard. Sale 65c.
Reg. 80c. yard. Sale 75c.
Reg. 90c. yard. Sale 85c.
Reg. 1.00 yard. Sale 95c.
Reg. 1.15 yard. Sale 1.05
Reg. 1.35 yard. Sale 1.25

COSTUME T

Heather mixture
assorted widths.
Reg. 55c. yard. Sale 50c.
Reg. 65c. yard. Sale 60c.
Reg. 75c. yard. Sale 70c.
Reg. 85c. yard. Sale 80c.
Reg. 95c. yard. Sale 90c.
Reg. 1.05 yard. Sale 1.00
Reg. 1.15 yard. Sale 1.10
Reg. 1.25 yard. Sale 1.20

GABARDIN

44 ins. to 50 ins. wide
Myrtle, Grey, Tan
Black
Reg. 90c. yard. Sale 80c.
Reg. 1.25 yard. Sale 1.10
Reg. 1.50 yard. Sale 1.35

SPONGE VIL

New fabric in shades
Saxe and Brown
Reg. \$1.80 yards. Sale 1.60

JOB R

When in the Store of
We have a lot of bro
where all sizes are
Women and Children
your size you'll get a
HALF PRICE.