

### ANOTHER BUTCHER UP TO DATE.

MR. COFFIN of 147 New Gower St., is awaiting the arrival of one of our latest Type DAYTON MONEYWEIGHT SCALES.

Mr. Coffin has not been in business for himself as long as some others, but he is convinced that there is no economy in fooling along with inferior Scales. Mr. Coffin has established a reputation for the quality of his Pork and Sausage.

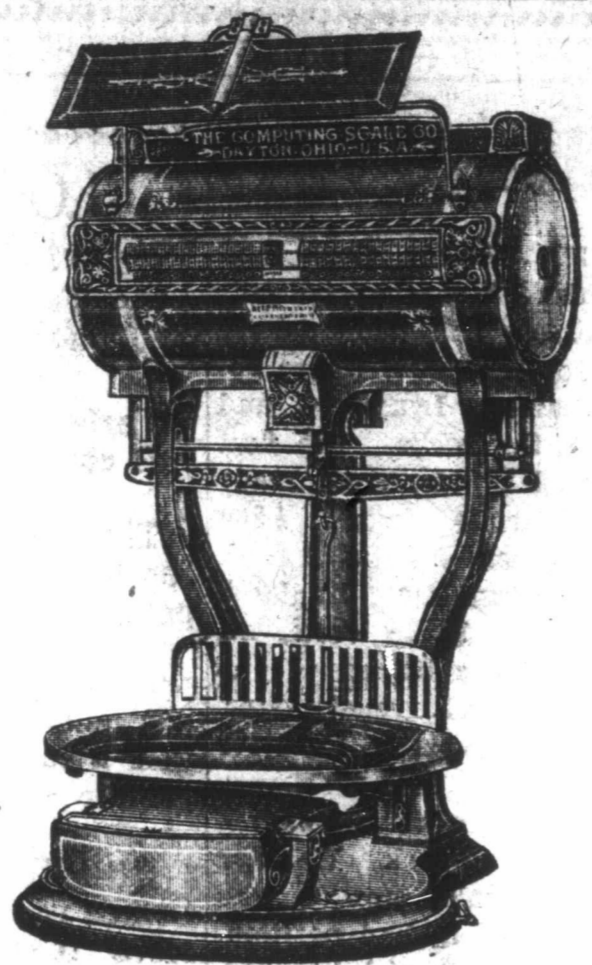
When the new Scales arrive, Mr. Coffin will have one of the most up to date shops in the City, and the consumers in his district appreciate his enterprise. The time has passed when any butcher or grocer can run a shop in St. John's on the "Back woods" principal and increase his business.

If a merchant is not prepared to serve his customers promptly and efficiently, and his competitor across the street makes every effort to be up to date, the public soon finds it out and the merchant who is not afraid to take the pains or to spend a little money in order to serve his trade better, will find new customers and increased business.

It is a mistake to imagine that the people of Newfoundland do not appreciate efficient service.

**Nfld. Specialty Company,**  
RENOUF BUILDING,  
SOLE AGENTS FOR NEWFOUNDLAND.

We also handle "DAYTON MEAT SLICERS" and "DAYTON CHEESE CUTTERS."



### Just Arrived:

**PATRIOTIC MATCH BOX HOLDERS. . .**

The very latest  
**10c each.**

Also a large shipment of  
**PETERSON'S PATENT IPES**  
All prices.

Always in stock a full line of  
**Smokers' Requisites.**

**S. G. Faour**  
378 WATER STREET.

### WANTED!

**2 SCHOONERS,**  
From 50 to 100 tons,

To freight  
**SALT**  
from St. John's to  
West Coast.

**SMITH CO. Ltd.**  
Telephone 506.

### OFFICIAL CASUALTY LIST FIRST NEWFOUNDLAND REGIMENT

RECEIVED 11 A.M., JULY 12TH.

913 Private Samuel J. Moores, Freshwater, C.B. At 1st. Stationary Hospital, Rouen, July 4. Gunshot wound in back.

93 Corporal Levi Bellows, Curling. At 1st. Stationary Hospital, Rouen, July 4; gunshot wound, ear; (convalescent.)

1121 Private James B. Starks, Round Harbour, N.D.B. At 1st. Stationary Hospital, Rouen, July 4; gunshot wound in shoulder; (convalescent.)

1293 Private John Ryder, Bonavista. At 13th. General Hospital, Boulogne, July 4; gunshot wound in head; good.

899 Private Howard F. Cutler, St. George's. At 13th General Hospital, Boulogne, July 4; gunshot wound, back and chest. (Good.)

864 Private Augustus J. Tracey, Torbay. At 12th Stationary Hospital, St. Pol, July 4; gunshot wound, leg.

582 Private Arthur Boyne Rowe, 54 Barter's Hill. At 12th Stationary Hospital, St. Pol, July 4th; gunshot wound, lung.

1698 Private John C. Short, Hermitage Cove, F.B. At 12th Stationary Hospital, St. Pol, July 4; gunshot wound, arm and leg.

1609 Private Richard Walsh, Bonne Bay. At 12th Stationary Hospital, St. Pol, July 4; gunshot wound, arm and leg.

1609 Private Richard Walsh, Bonne Bay. At 12th Stationary Hospital, St. Pol, July 4th; gunshot wound, knee and neck.

1501 Private Stephen F. Jones, 66 McFarlane St. At 12th Stationary Hospital, St. Pol, July 4; gunshot wound, leg.

287 Private Aiden J. Hogan, St. Mary's. At 2nd. Stationary Hospital, Abbville; gunshot wound, fractured, femur.

1053 Private Patrick J. Brown, Bannerman St. Very seriously ill; tubercle lung, Pinewood Sanatorium.

1847 Private Elias Lañ, Campbellton, N.D.B. Removed from serious list.

RECEIVED 11:45 P.M., JULY 12.

1405 Private Henry C. Crane, Upper Island Cove. Died of wounds, July 2. 35th Casualty Clearing Station.

924 Sgt. George Dick, Netherhall Largs, Ayrshire, Scotland. Died of wounds, July 12, 3rd. London General Hospital, Wandsworth.

572 Private Andrew J. MacKay, Cochran Street. Seriously ill at Wimeroux.

1336 Private Joseph Ezekiel, Harbor Main. At 6th Stationary Hospital, Havre, July 2; gunshot wound hand.

1024 Private Augustine Hearn, 119 Signal Hill Road. At London City Military Hospital, Clapton; gunshot wound, head—slight.

1157 Private Michael F. Costello, Avondale. At 6th Stationary Hospital, Havre, July 2; gunshot wound, leg.

1686 Private Stephen Lawrence, Bay L'Argent, F.B. At Convalescent Depot, Boulogne, July 3; wounded.

1329 Private Richard B. Redmond, Avondale. At 11th Stationary Hospital, Dannes Camiers, July 3rd; gunshot wound, thigh—severe.

1539 Private Levi Hollett, New Hr. T.B. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, thigh—severe.

688 Private Eleazer Benson, 68 Monroe St. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound—arm.

1411 L. Corp. Solomon G. Gosse, Spaniard's Bay At 11th Stationary Hospital, Dannes Camiers, July 3, bruise—back.

1368 Private Matthew Brazil, Spaniard's Bay. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wounds, face and leg—severe.

144 R. P. S. John Gardner, 35 Lime Street. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, leg—severe.

129 Private John E. Nicol, 53 Parade St. At 11th Stationary Hospital, Dannes Camiers, July 3; shell shock.

1894 Private Edward A. Morris, 96 Freshwater Road. At Convalescent Hospital, Etaples, July 4; gunshot wound—head.

AT STATIONARY HOSPITAL, ENDELL ST., LONDON  
All Gunshot Wounds (Slight)

567 Private James Collins, Jersey Side, Placentia; leg.

1188 Private Nutting S. Fraser, Duckworth St.; hip.

1651 Private Francis S. Moakler, 33 Pleasant St.; chest.

1032 Private Chesley Nofall, Broad Cove, Bay de Verde; shoulder.

478 Private Robert Sheppard, 22 York St.; neck and groin.

275 Private Herbert Spry, Harbour Grace (East); thigh and foot.

1413 Private Alexander Warren, Open Hall, B.B.; knee.

1513 L. Corp. William W. Phalen, 48 King's Road At 5th London Stationary Hospital.

151 Private John Caldwell, St John's. At 5th London Stationary Hospital.

574 Private Edmund F. Shea, 47 Hamilton St. At 5th London Stationary Hospital.

2nd Lieut. Henry M. Maddick, 350 Water St. West; at 3rd. London General Hospital, Wandsworth.

630 Private George L. Cuff, Bonavista. At 3rd London General Hospital, Wandsworth. Gunshot wound, flesh—severe.

1253 Private George Gillingham, Ochsre Pit Cove At King George's Hospital, London; gunshot wounds, thigh—severe.

1669 Private Silas Stuckless, Norris Arm. Dangerously ill at 2nd. Southern General Hospital, Bristol, July 12.

277 Private Robert Tetford, Harbour Grace. At Bermondsey Stationary Hospital, London; shock.

242 Private Stanley S. Kirby, Silverdale, Three Arms, N.D.B. At 1st. Western Stationary Hospital, Liverpool; gunshot wounds, arm and back—slight.

J. R. BENNETT,  
Colonial Secretary

### A BLIND LEADER OF THE BLIND

Monarchs and ministries often confer titles for very poor reasons. The honors may be rewards for nothing better than service to the political party which at the time holds office and supplies the sovereign with advisers. But true merit is not always overlooked. It has been recognized in the case of Cyril Arthur Pearson, and his baronetcy, is the most popular of the "birthday honors" bestowed by King George. As a young man, twenty years ago, Mr. Pearson was a leader of English newspaper and magazine enterprise. In London he started the Daily Express and purchased the Standard, in several other cities he founded successful journals, and, with the addition of magazines and periodicals, he established a great publishing business. It was his own work, the product of his clear-sightedness and indomitable will, his far-sightedness and ceaseless energy.

Then came blindness, due to overwork. It was a heavy blow, but he refused to be beaten. He did not whimper about "the light that failed." Could he not with his "mind's eye" see as well as ever to direct the organizations which he had mentally designed? And might he not learn so much from his new condition as to enable him to be of service to the multitude of blind? His life since then has answered these questions in the affirmative. Pearson's plan for the aid and training of blind men grew to proportions great and beneficent. None worked so hard as he for the Blind Institute which was opened by the King in March, 1914. Soon the war came, and then Pearson was one of the chief organizers of the national relief fund. Next he established St. Dunstan's Hotel for men blinded in the war, and there they are so well taught to aid themselves that the number of occupations open to the blind is being increased. The blind baronet sees the good and does it. He is the aptest, and noblest sense a blind leader of the blind.

### The Kaiser was Taught to Believe "Might the Supreme Right"

His Instructors Installed Into His Young Mind That Prussian Militarism Was Superior to Everything on Earth, Even Christianity, Hence the Result

(Editor Mail and Advocate)

Dear Sir:—

Very often while passing through life's uneven journey one can plainly discern the fact that the faults indulged in childhood become the vices of mature years. The little thefts, and petty crimes or faults of the lad become the fraudulent and mean trickishness of the man. The unconcerned, thoughtless, vanity and pertness of the maid gradually grow into the excessive, wasteful, irregular, frivolity, and all naturedness of the woman. In short nine-tenths of the sins and crimes of after years "that the human race is heir to" lie hidden in the faults of the young. Human experience goes to show that "prevention is better than cure," and that it is far easier to prevent an evil than to cure, and that it is far easier to prevent an evil than to remedy it. We must remember that Herod, Caesar, Alexander, Philip's Bloody Mary, Genhis Khan, and the first Napoleon; yea, all the men of violence and bloody crimes were once innocent children, and their deeds of atrocity that shock the world are the natural growth of evils nourished in childhood and youth.

It is said that Nero when a very little boy took great delight in pulling wings from flies and beetles and impaling them on sharp pieces of wood. This same boy naturally grew into that Nero, who, as Emperor, ordered the Christians of Rome to be wrapped in flax and pitch, and tied to stakes in his royal gardens, and then burned them as candles wherewith to illuminate the feasts at which he and his lustful provoking crew were wont to recline and shout and revel, while his human shrieking torches were slowly burning to their miserable sockets. If those childish evils had but been expressed what a foul blot on civilized humanity would have been prevented.

"On January 27, 1859, the eldest child of the Prince of Prussia, and Victoria, Princess Royal of England, was born. There was peace in the land. The event called forth rejoicing in Germany. The baptism took place at Berlin on March 5th, the names given being Frederick Wilhelm Victor Albert.

At Coburg, the birth place of the Prince Consort, little William was shown for the first time to his English grandparents on September, 1860.

Queen Victoria wrote in her diary: "Such a little love! He came walking in at his nurse's hand, in a little white dress with black bows and was good. . . . He is a fine fat child, with a beautiful white soft skin, very fine shoulders and limbs and a very dear face, like Vicky and Fritz, and also Louise of Baden. He has Fritz's eyes and Vicky's mouth, with very fair curly hair."

Beautiful innocent little boy then, but alas, that very same little fellow so beautifully described by his grand-mother at that time, has developed

into the much talked of Kaiser of today, whom so many people hold responsible for the awful war that is now overshadowing the whole of Christian Europe and a part of the Orient as well, and who rejoices over the atrocities practiced by his people in Belgium and the North of France, and delights in such awful events as the sinking of the Lusitania, the cruel murder of Edith Cavell and the hundred and one other crimes which has been committed by the Germans since the declaration of war.

Willie was taught from his earliest the following: 'Blessed are the Warmakers,' 'Necessity knows no law,' 'The end justifies the means,' 'Might is the Supreme Right.'

His instructors instilled into his young mind that Prussian militarism was superior to everything on earth, even Christianity, hence the result.

It can be very plainly seen in this life that if we plant faults, we will reap vices, plant evils and we will reap crimes. The seeds of evil like the seeds of plants, always produce after their kind.

The children of to-day are to be the men and women of to-morrow. So in order to become distinguished for noble deeds it is necessary to form correct habits of life before the age of twenty-one. Easy going people may shut their eyes, if they will, to the awful harvest gathered from the corruption of youth, but the fact remains and the fact is this. Three fourths of the sins of after life originate from the wrong doing and wrong training of childhood days.

AN OBSERVER.

Bayly's Cove, Bonavista, July 5, 1916.

### Haig Was Ready to Strike Some Time Ago

NEW YORK, N.Y., July 8—(Toronto Globe)—Two official cablegrams concerning the allied offensive in France, were received in New York yesterday from the British intelligence office. One says in part: "The interesting point emerges that Haig was ready to strike some time ago, but refrained, on Joffre's request until word was given."

Haig sent a message of congratulation to the Highland Light Infantry on its recent trench raid. The sturdy Scotsmen from Clydeside took forty-six prisoners and two machine guns, destroyed mine shafts and killed ninety Germans losing two wounded only. One officer in the Bantam Battalion, of the Gloucester Regiment, wearing a steel body protector, threw himself on a bomb to save his men. The bomb exploded, tearing his clothing to bits and bruising him severely but not fatally. No men were hurt.

Kirkman's Soaps,  
Washing Powders,  
Scouring Powder,  
Wholesale & Retail.

Robert Templeton,  
333 Water Street,  
St. John's.

### J.J. St. John

The TEA with strength and flavor is

**ECLIPSE,**  
which we sell at  
**45c. lb.**

**ROYAL PALACE BAKING POWDER**  
20c. per lb. Small Tins 5 cts.

**SCOTCH OATMEAL, PATNA RICE, JACOBS' BISCUITS, HARTLEYS' JAMS, 1s. and 2s.**

**J.J. St. John**  
Duckworth St. & LeMarchant Rd

ADVERTISE IN THE MAIL AND ADVOCATE

1686 Private Stephen Lawrence, Bay L'Argent, F.B. At Convalescent Depot, Boulogne, July 3; wounded.

480 Sgt. John J. Robinson, 3 Cummings Street. At 1st. Stationary Hospital, Etretat, July 3; gunshot wound, chest.

252 Private John J. Hickey, East Wabana. At 1st. Stationary Hospital, Etretat, July 3; gunshot wound, legs.

1355 Private Thomas Lynch, 36 Livingston St. At 6th. Stationary Hospital, Rouen, July 3; gunshot wound, back.

996 Private James W. O'Driscoll, Tor's Cove. At 25th Stationary Hospital, Hardelet, July 3; shell shock.

884 Corp. Cyril Gardner, British Hr. T.B. At 25th Stationary Hospital, Hardelet, July 3; gunshot wound, flesh, slight.

1271 Private Mark Guy, Bonavista. At 1st. Stationary Hospital, Rouen, July 3; gunshot wound, side.

924 Private Richard J. Walsh, Bay Bulls. At 5th. Stationary Hospital, Rouen, July 3; gunshot wound flesh.

1225 Private George R. Eady, South River, C.E. At 5th Stationary Hospital, Rouen, July 3; gunshot wound; flesh.

586 Private John J. Hickey, 119 Bond Street. At 24th Stationary Hospital, Etaples, July 3; gunshot wound, hand—slight.

2 L. Corp. George B. Tuft, Old Perlican. At 24th Stationary Hospital, Etaples, July 3; gunshot wound, leg—slight.

1273 Private Alfred Perry, Ward's Harbor, N.D.B. At 24th Stationary Hospital, Etaples, July 3; shrapnel, leg, slight.

138 Private Walter Thompson, 15 Larkin's Square. At 39th. Stationary Hospital, Havre, July 5; gunshot wounds, hand and fingers, slight.

1802 Private Joseph Stevenson, McNeil Street. At 16th. Stationary Hospital, Le Treport, July 3; gunshot wound, back.

1500 Private William Mitchell, 47 Spencer Street. At 16th. Stationary Hospital, Le Treport, July 3; gunshot wound, chest.

1835 Private Reuben Costello, Pough Cove. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, arm—severe.

26 Private Llewlyn Stone, 15 Long's Hill. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, shoulder—severe.

1762 Private Alphonus Brake, Little Harbour, P.B. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, shoulder—severe.

911 Private Michael J. Lemece, 263 South Side. At 11th Stationary

Hospital, Dannes Camiers, July 3; gunshot wound, thigh—severe.

1329 Private Richard B. Redmond, Avondale. At 11th Stationary Hospital, Dannes Camiers, July 3rd; gunshot wound, thigh—severe.

1539 Private Levi Hollett, New Hr. T.B. At 11th Stationary Hospital, Dannes Camiers, July 3; gunshot wound, thigh—severe.

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All Gunshot Wounds (Slight)

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1188 Private Nutting S. Fraser, Duckworth St.; hip.

1651 Private Francis S. Moakler, 33 Pleasant St.; chest.

1032 Private Chesley Nofall, Broad Cove, Bay de Verde; shoulder.

478 Private Robert Sheppard, 22 York St.; neck and groin.

275 Private Herbert Spry, Harbour Grace (East); thigh and foot.

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1253 Private George Gillingham, Ochsre Pit Cove At King George's Hospital, London; gunshot wounds, thigh—severe.

### BUY A "BEACON" And Be Guided Aright.

You can buy one at BLAIR'S.

"BEACON" stands for quality at the lowest price. BLAIR'S stand for service.

We sell you first a good Electric Light and second a light in Standard Sizes, so that you will have no trouble any time in fitting fresh batteries, wherever you may be.

But you can always get the Good Long Lived Beacon Batteries from us at as low prices as cheaper makers.

And we can always give you Spare Bulbs in the reliable Tungsten makes, for your lamp, at 25c. each.

Also we keep the biggest stock of Electric Flashlights and Fittings in St. John's. Below are our prices for some standard lights:—

Vest Pocket Nickel Lamps, complete, @ 95c. each. Spare Batteries, 35c. each.

Small Nickel Pocket Lamps, complete, @ \$1.10 each. Spare Batteries, 40c. each.

Beautifully finished Nickel Cigarette Holder. Shaped Lamps @ \$1.40 and \$1.50 each. Spare Batteries, 40c. each.

Special Value in a Pocket Lamp @ 75c. each only. Spare Batteries, 30c. each.

This is a fair sized lamp covered with Imitation Leather, and is a Bargain, and while cheap is quite a reliable light.

Special Lamp to take any No. 6 Cell. Price, without Battery, \$1.50 each.

This lamp will stand or can be hung, or carried as a lantern and is the best lamp for a No. 6 Cell obtainable, and with a good make of Cell will give surprisingly long and economical service.

### HENRY BLAIR.