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is an inhabitant of the Arctic Region, and it is possibly the most useful of all the animals which dwell in this part of the world. Unlike the Reindeer, SUNLIGHT SOAP is to be found in all parts of the civilised world, and its great utility is vouched for by millions of contented housewives who would not be without it.

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enjoys a well-merited reputation, it is absolutely pure, and will not harm the most delicate fabric. A piece of Sunlight Soap used in your next wash will convince you of its excellence.



War News.

Messages Received During the Night.

WORDS OF WISDOM AND SOUND COUNSEL.

Special to Evening Telegram.

LONDON, Aug. 25. "Yesterday was a day of bad news, and we fear more must follow." So the London Times says in an editorial on the fall of Namur and on the first phase of the great battle. The Germans, it adds, appear to have won ground all along the line, save in the area held by the British. We were prepared for the ebb and flow of conflict, but not for the fall of Namur. We have to face this situation with unshaken confidence. We have to remember that the battle is not yet over. The Germans have not yet burst their way through to France. We have to remember that this is only the first great encounter of a war which is plainly destined to be a long one. For the allies, it is a phase; for the Germans it is vital. They are dealing their blows with the utmost vigor, but the issue in Belgium still hangs in the balance. In spite of unfortunate events at Namur, whatever may be the upshot, Great Britain and her allies will face the outlook with dogged determination and continue the war until the spirit of Prussian militarism is rooted out of Europe. Time fights on the side of the allies. With the Germans it is neck or nothing, but the French and English have everything to gain by waiting and waging a delaying war. While the issue remains uncertain, we may still maintain the stoutest hope. Should it go against us, we may remember that the allies have not, like Germany, staked all upon their first venture. Our ultimate success is certain and we will never sheath our sword until Germany has been finally beaten to her knees.

GERMAN ADVANCE REPULSED—ALLIED ARMIES UNITE.

PARIS, Aug. 25. The following official announcement is made here: The German offensive movement in the North, which was stopped yesterday, appears to-day to have been resumed. The enemies have been held back by a

French army acting in conjunction with the English and Belgian forces. The armies of the allies surprised the enemy and drove back their advance detachment. The allies have gone beyond Malines. The Belgian army came from Antwerp.

In Lorraine, after the counter attack of yesterday, the right of the French forces withdrew to the River Montigny. In Alsace the French troops repulsed a number of German attacks directed against Colmar.

The report of the recapture of Muelhausen by the Germans is without foundation. Moreover, the theatre of operations in Alsace is becoming of secondary importance, the Commander-in-Chief requiring all available forces on the Meuse, has ordered the progressive abandonment of occupied territory, and Muelhausen has again been evacuated.

LOOKING AFTER BRITISH SUBJECTS.

LONDON, this a.m. In announcing measures for relief of British subjects in Germany in the Commons yesterday, Francis Dyke Ackland, Parliamentary Secretary of the Foreign Office, mentioned the fact that the German Government had placed \$10,000 for the relief of foreigners in Germany, at the disposal of the American Ambassador in Berlin. When it was known how much of this was available for the relief of British subjects, Ackland said the amount would be repaid United States Ambassador Page, in London, for transmission to Germany. Ackland added that British interests were being looked after by the American Ambassador at Berlin as well as circumstances permitted.

MY SONS AND GOTT.

BERLIN, this a.m. His Majesty has sent the following telegram to the Crown Princess: "I thank thee with all my heart dear child. I rejoice with thee over the first victory of Wilhelm. God has been on his side. To Him be thanks and honor. I remit to Wilhelm the Iron Cross first and second class. Oskar also fought brilliantly with his

Grenadiers. He has received the Iron Cross, second class. Repeat that to Ina and Marie. God protect and bless my boys. Also in the future God be with thee and all wives."

"(Sgd.) PAPA WILHELM."

WILLIAM DISTRIBUTING HONORS.

BERLIN, this a.m. Emperor William has conferred decorations of the Iron Cross, second and first class on Crown Prince Frederick William and Duke Albrecht, of Wurttemberg. He has also conferred the Iron Cross decoration second class, on his son, Prince Oskar.

BRITISH LOSSES NUMBER 2,000.

LONDON, Aug. 25. Premier Asquith announced in the House of Commons this afternoon that Field Marshal French, the Commander of the British Expeditionary Force on the Continent, estimated the English loss in the battle in South Western Belgium at two thousand.

GERMAN RESERVISTS CAPTURED.

FALMOUTH, Eng., this a.m. The Holland American Line steamer Potadam, from New York, has arrived here with 400 German and some Austrian reservists on board. They have been made prisoners of war.

PARIS DENIES TAKING OF NAMUR.

LONDON, Aug. 25. A despatch to the Exchange Telegraph Company, from Paris, says that it is denied at the French capital that the city of Namur has been taken by the Germans.

A ZEPPELIN CAPTURED.

LONDON, Aug. 25. A despatch from Antwerp says that a Zeppelin airship flew over Antwerp last night and dropped seven bombs into it, killing eight persons and injuring a number of others. The air ship was brought down by Belgian gunners. The crew of fifteen were taken prisoners.

AUSTRIANS DRIVEN OUT OF SER-VIA.

NISH, Servia, Aug. 25. Serbian troops re-occupied Sabac on Monday. According to an official announcement the Austrians have been thrown back of the River Save. Every bit of Serbian territory has now been cleared of the enemy.

AUSTRIA JOINS IN.

VIENNA, Aug. 25. Austria to-day declared war against Japan. The Emperor has sent orders to the Austrian cruiser, now in Chinese waters, to join the German fleet and aid them in the fight against the Japanese.

UNITED STATES NEUTRAL.

WASHINGTON, Aug. 25. The President to-day issued a proclamation declaring the United States neutral in the war between Germany and Japan.

REASSURING NEWS.

LONDON, Aug. 25. The Official News Bureau says that the position of the British Army is in every way satisfactory. There have been no more general engagements.

Official Messages About Nfld. Contingent.

Telegram to the Secretary of State, (Sent 11 a.m. 21 August.)

With reference to my telegram August 18th, Newfoundland Regiment. My Ministers desire me to state that the Newfoundland Government will meet the full cost of the contingent of 500 men. Their purpose leaving end of September.

DAVIDSON.

Telegram from Secretary of State.

(Received 7.30 p.m. August 24th.) Your telegram of August 21st. His Majesty's Government much appreciate offer of your Government to pay total cost of Newfoundland Contingent and desire that their thanks may be conveyed to your Ministers.

HARCOULT.

Grand Children of Queen Victoria.

As grandchildren of Queen Victoria these rulers are all first cousins or brothers and sisters: George V. of England, son of King Edward.

Queen Maud, of Norway, daughter of King Edward.

Emperor William of Germany, son of Princess Victoria.

Queen Sophia Dorothea of Greece, daughter of Princess Victoria.

Tsarina of Russia, daughter of Princess Alice.

Queen Victoria of Spain, daughter of Princess Beatrice.

DR. DE VAN'S FEMALE PILLS Reliable medicine for all Female Complaints. \$3 a box, or three for \$10 at drug stores. Mailed to any address on receipt of price. THE SCHEMEL DRUG CO., St. Catharines, Ontario.

PHOSPHONOL FOR MEN Restores Vitality, Strength and Brains Increases "grey matter". A "Tonic"—will build you up. \$1 a box, or two for \$2, at drug stores, or by mail on receipt of price. THE SCHEMEL DRUG CO., St. Catharines, Ontario.

First Time Unsuccessful.

In Quarter of a Century.

Capt. John Lewis, one of the most successful fish-killers and banking masters in Newfoundland, never met with the ill-luck that he has this season during his twenty-five years as skipper of a vessel on the Grand Banks. His schooner Metamora, which is the first local banker to be equipped with auxiliary motor power, has not landed a thousand quintals of fish this year. On her first trip in the spring she got 700 quintals of cod but since then did practically nothing. The Metamora is now looking for a squid baiting and as soon as she gets it will proceed to the Labrador coast on her final trip.

Charge It.



"Just chalk it down," the poor man said, when he had bought some boneless bread, and many costly things, his wife and brood of bairns to feed—the most of which they didn't need as much as you need wings. He buys the richest things in town, and always says, "Just chalk it down, I'll pay you soon, you bet;" and pay-day evening finds him broke, his hard-earned plunks gone up in smoke, and still he is in debt. The man who doesn't buy for cash lays in all kinds of costly trash, that he could do without; he spends his coin before it's earned, and roars about when it's burned—is that your way, old scout? When comes the day of evil luck the war bag doesn't hold a buck to keep the wolf away; the "charge it" plan will work no more at any market, shop or store; no goods unless you pay. The poor man for his money sweats, and he should pay for what he gets, just when he gets the same; then, when he goes his prunes 'to buy, and sees how fast the nickels fly, he'll dodge the spendthrift game. If you begin to save your stamps, some day, with teardrops in your lamps, this writer you will thank; when man in grief and sickness groans there's naught like having fifteen bones in some good savings bank.

"The Doctor's Deceit."

AN EXCITING DRAMA AT THE CRESCENT.

The mid-week bill at the Crescent Picture Palace to-day and to-morrow is replete with many strong features in pictures, song and music. The headliner is an intensely interesting and powerful society drama, "The Doctor's Deceit," in two reels. This remarkable production is by far the cleverest two-reel I.M.P. drama ever seen here and features the high salaried emotional artists Leah Baird and Wm. Shay. It is followed by a clever Western drama "A Tale of the West," with Ramona Langley and Lee Moran. The laugh producer is the sketch "The Working Girl," with our old favorites the Joker Company Max Asher and Louise Fritzendy. The above subjects are all first class and counted leaders in their respective companies. "The Doctor's Deceit" is a particularly strong production. Miss Alice Clark, prima donna is singing selections from the opera "Springmaid," the New York success; she will appear in appropriate costumes and will be accompanied by the pianist Professor Spencer, which is sufficient guarantee of a pleasing rendition.

THE AUTOPIANO.—Can be played by anyone without tuition. Is the leading Player Piano of the United States and used extensively in the warships of that nation. CHESLEY WOODS.—Sole Nfld. Agent.—July 20, 1914.

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SPECIAL WHITE SALE

of Women's Summer Dresses & Blouses

The price of every garment reduced one-third to clear for Autumn Stock.

In order to facilitate our plans for the accommodation of the large consignment of Autumn Goods we are daily expecting to arrive, we have decided to clear out our entire stock of Ladies' White Dresses and Blouses for Summer wear. Our reputation for exclusiveness of design is well known and the beautiful Models we are showing this Season more than justify it.

The White Dresses are in great variety, of fine Voile, Lawn, Net, Silk and Net Silk combined, in all the newest styles: Minaret, Draped Tunic and other Skirts; Draped, Magyar and other Waist Models; also the new long shoulder effect so much in evidence. The garments are all cut by experts at their business, and beautifully trimmed and finished. EVERY ARTICLE will be sold at 1-3 off the regular price, this—with the quality and up-to-dateness of the goods offered—forms a combine impossible to beat in the city. Come to-morrow and make your selection.

U. S. Picture & Portrait Company.

Great Demand for British Loan.

London, Aug. 19, 4.35 p.m.—A sum of \$75,000,000 in six months treasury bills required for war purposes was offered to the public and met with a hearty welcome. The amount applied for was over \$210,000,000. Tenders at £98, 1s. 8d., got about forty-eight per cent of their application; those above that figure were allowed in full. The average rate per cent was about £3, 12s.

The Goat-Hauler Won.

While the city goat-hauler was trying to catch some goats that were doing damage to crops in a private garden in the East End yesterday afternoon, a couple of cows "butted" in and a three-cornered encounter ensued. After much difficulty the goat-hauler barred in the cows while he lassoed the angoras one after the other. Later all the vandals were arrested and brought to the impounding stables.

IN TIMES OF WAR you

cannot do without clothes any more than you can in times of peace; but at such a time it is necessary that you economize as much as possible; and in order to keep all our help at work we intend to make up Suits and Overcoats, until further notice, at the smallest possible margin of profit, but must be strictly cash orders. Investigate and get our prices; quality of our work needs no advertising. SPURRELL BROS., 365 Water Street, next door to Parker & Monroe's. aug17, 1914

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