

RUBBER Sheeting.

We have now in Stock a good supply of High Grade Rubber Sheeting selling at Low Prices.

- 40 inches wide 50 cts.
- 46 inches wide 65 cts.
- 44 inches wide 75 cts.
- 37 inches wide 90 cts.

The Royal Stores, Ltd.

Evening Telegram

W. J. HERDEF - Proprietor
W. F. LLOYD, - - - - - Editor
TUESDAY, Nov. 16th, 1915.

The Serbian Campaign

The progress of the British and French forces in Serbia must necessarily be slow, owing to the circumstances of the campaign. The population of Serbia is less than three million, and she sustained heavy casualties in the war of 1912 and had sustained further casualties in the fourteen months warfare against Austria, when she was attacked again by Austria and Germany in concert with Bulgaria. Although Greece was bound by treaty to go to her aid in case Bulgaria attacked her, and although the Greek Premier, Venizelos, promised to give aid and obtained assistance from the British and French to do so, the Greek King dismissed him for doing so, and has now dissolved the Assembly which supported him. Serbia thus finds herself attacked from the north by the Austrians and Germans and from the southeast by the Bulgarians, and also finds herself without the assistance of the Greeks, which she had relied on. She is also in a state of uncertainty as to her future with the Greeks who may turn her and attack her on the west of the southern boundary, and wrest Monastir from her. This apprehension is intensified by the apparent undertaking, according to Dr. Dillon, between Bulgaria and Greece, under which Bulgaria has been able to withdraw troops from the Greek frontier and use them against Serbia. This attitude of the Greek King materially hampers the British and French forces. Under the arrangement with Ex-Premier Venizelos they have landed forces at Saloniki and are using the railway along the valley of the Vardar to forward troops into the Macedonian portion of Serbia. This railway runs for fifty miles through Greek territory and for another fifty miles north through Serbia to the main line of advance of the British and French expedition. At Gradetz, twenty miles over the frontier, it is within five miles of the Bulgarian boundary. From this it appears that this expedition already has a line of communication behind it of one hundred miles and further north it proceeds the longer will be the line of communication. This feature of the campaign naturally makes the attitude of the Greek King and his army of the utmost moment to it. With

the aid of the Greek army, the expedition could have been strengthened, and no fear felt for the safety of the line of communication. With Greek friendliness, but without material aid of troops, little regard to this aspect of the matter would have to be directed. But with doubt, uncertainty and suspicion as to the future action of the Greek King and his army, it is clear that very large forces must be held at the base and along the line of communication, that the attitude of King Constantine constitutes a serious menace to our lines of communication and that it very considerably hampers and embarrasses the British and French in their operations in Serbia and must render their progress slow.

Fisherman Dies Very Suddenly.

While assisting to hoist the fall of the schooner Messenger in the harbour last night Isaac LeDrew, aged 56 years, a fisherman of Broad Cove, Western Bay, suddenly fell to the deck unconscious, and died almost instantly. The schooner Messenger, which is commanded by Thomas LeDrew, brother of the deceased, was getting ready to sail for the home port when the sad event occurred. All work was abandoned and a boat was sent ashore for a doctor. Dr. Cowperthwaite responded promptly, but was too late to render assistance, death having occurred from heart failure. The remains are being confined to-day and will be sent to the home of the deceased for interment.

The deceased was married and is survived by a widow who resides at Broad Cove, Western Bay.

"LOOKED THE PART."

Men must look right and be right to command success. Clear eyes, clear skin and clear brain mean money to the man who possesses them. Dull eyes, sluggish brain and a pimply, blotchy skin are a serious handicap.

O'Mara's Hypophosphites will remove pimples and blotches, brighten the eye and increase vital power by giving you pure blood and good circulation. Price \$1.00.

We recommend it because we know what it contains.

PETER O'MARA,
The Druggist,
46-48 Water St. West.
oct28,15

Cape Report.

CAPE RACE, To-day.
Wind west, gale, weather dull; the schooner Annie of Red Island passed in at 10 a.m.; a steamer supposed to be the Senlac is in sight about five miles South running before the gale. Bar. 28.58; ther. 48.



FORD--The Universal Car,
1916 MODEL.
With Electric Lights and 3 1/2 tires fore and rear.
Completely equipped.
5-SEATING TOURING CAR \$800.00
Runabout \$725.00
We offer to 1916 buyers an attractive proposition, reducing cost of upkeep.

GEORGE M. BARR.

1st Nfld. REGIMENT. Casualty List.

1303.—PRIVATE CHESLEY MERCER, 48 Spencer Street, Died of lymphatic glands on Nov. 14th, 3rd London General Hospital.

806.—PRIVATE LEMUEL EDWARD HYNES, Indian Island, Pogo. Dangerously ill, enteric, Nov. 9th.

750.—PRIVATE WILLIAM SNOW, Princeton, B.B. Dysentery, severe, Oct. 26th.

122.—PRIVATE FREDERICK CURRY, 235 Theatre Hill, Arrived in England, enteric, severe.

On October 7th last Private Chesley Mercer was reported as wounded and on November 1st was said to have recovered from a shrapnel wound in the right shoulder and had been discharged from hospital fit for service. Yesterday he was reported to have arrived in England suffering from gland trouble, from which he succumbed. Chesley left here with E. Company and has a brother Corporal Frederick Mercer, now at the Dardanelles with A. Company. Chesley was a prominent member of the C.I.B. His parents Mr. and Mrs. John Mercer, who reside on Spencer St., will have the deepest sympathy of the community in their sad hours of bereavement.

ADDITIONAL INFORMATION.
PRIVATE MICHAEL WALSH, 18 Pope Street; previously reported wounded, has arrived in England.
PRIVATE WILLIAM AUGUSTUS BASTOW, Pennywell Road, previously reported wounded, has arrived in England.

St. John Ambulance Brigade Hospital Fund.

THE NEWFOUNDLAND BEDS.

Amount acknowledged . . .	\$11,806.28
Exploits Lodge, No. 2, S. U. F. and Members of same . . .	21 90
St. John's Lodge, S. U. F., Barral Islands	10 00
Arm, per Aaron Podson . . .	10 00
New Parlican, per Walter E. Martin	51 40
Sweet Lily Lodge, L.	6 00
Duggan's Cove, White Bay, per Jacob Morgan, Tor's Cove (2nd instalment) . . .	5 00
per Rev. P. J. O'Brien, P. P. as follows:—	
David Kennedy \$1.00	
Peter Kennedy 1 00	
Thos. McDonald 1 00	
Small amounts 4 00	
Per Lady Davidson:—	
Ferryland per Mrs. K. F. Morry, Sec. W. P. A., as follows:—	
Proceeds of Concert held by W. P. A.	153 80
Dr. R. J. Freebairn 5 00	
P. J. Nevin 1 00	
Miss A. Murphy 1 00	
C. Freebairn 1 00	
Pat. Sullivan (Robt.) 1 20	
Small amounts 1 00	
Per Mrs. Browning:—	
Grand Falls (2nd instalment) per Mrs. Cooper . . .	440 00
M. C. 50	
Pennies saved by Miss Anna Taylor	1 00
	\$12,514 00
J. G. HIGGINS, Hon. Treasurer, Fogo, S.U.F.	
E. E. Hyde \$1.00	
Small amounts 29 00	
Heart's Ease.	
Moses Seward 2 00	
Samuel Martin 1 00	
John Vey 1 00	
Alan G. Benson 1 00	
Small amounts 23 00	
New Parlican.	
Rev. Frank Smart \$5 00	
Church Benefit Club 5 00	
Walter Matthews 1 00	
Mrs. Peter Matthews 1 00	
George Pittman 1 00	
Miss Minnie Snook 1 00	
Capt. Jacob Penson 1 00	
William Hobbs 1 00	
Edw. Parret 1 00	
Small amounts 33 70	

Messrs. DEARBORN & CO., St. John, N.B.
Dear Sirs:—I have been using your Baking Powder for the last three months and like it much better than any other I have ever used.
Yours respectfully,
MRS. JAS. E. MACDONALD.
nov15,21

Patriotic Sale.

We wish to call the attention of our readers to the announcement re the sale to be held at the store of Miss May Furlong, Water Street, on Monday next. Miss Furlong, has, since the formation of the Newfoundland Regiment manifested a deep interest in our boys and during her visits to the Old Country has given practical expression of that interest. On Monday next she will give the total proceeds of the days' sales for the benefit of "Our Boys" at the front. Articles ranging in value from 20 cts. to \$100.00 will be on sale that day, and the sale will open at 9 a.m. and continue until half past ten at night, meal hours included. Miss Furlong has indeed made a generous offer; her deep interest in our soldiers will be best appreciated when it is known that she was at the station from 9 p.m. to 1 a.m. on the night our boys embarked for England for the Dardanelles, and was the last Newfoundlandier to wish them good-bye.

SON BEATS FATHER—A scene occurred in a house in the East End of Duckworth Street last night when a son gave his father a beating. Sergt. Mackay and two constables arrived but the assailant fled. He will be summoned.

FISH CARGO—The brig, Eleine sailed from St. Anthony for Exter yesterday with 4100 qts. of fish.

Exporters Hold Conference With the Premier.

A deputation consisting of Messrs. D. A. Ryan, W. B. Grieve, A. E. Hickman, M.H.A., W. A. Munn and Hon. P. Templeman held a conference with the Prime Minister this morning in relation to the present embargo on Labrador fish now at Gibraltar, destined for Greece. There are at present thirteen cargoes there, other cargoes on the way, and, in all, probably about 70,000 quintals of this year's catch would be expected to be marketed in Greece between now and March. The deputation pointed out that the embargo placed on the export of fish into Greece by the Proclamation of the Imperial Government had already had a serious effect on the price of fish here and in the foreign markets. The Prime Minister stated that the very strongest representations had, at the request of the Government, been cabled by His Excellency the Governor to the Secretary of State for the Colonies on Nov. 11th, containing several suggestions which might relieve the situation. Up to the present time no reply had been received, but the delay in reply was regarded by Sir Edward as hopeful. It is also highly probable that at any moment the causes for the prohibition may be removed. The prohibition included fish of all kinds, whether cured, salted or fresh, from the United Kingdom and all other portions of the Empire.

McMurdo's Store News

TUESDAY, Nov. 16, '15.
Those who have used Benzoin Cream laud it as something much above the ordinary in face creams. It is a superior article, because the utmost pains are taken to compound it, and the finest, purest and freshest materials are used in its composition. It is a cooling, soothing cream, which acts promptly and quickly in allaying all irritation due to harsh winds and frost, and in relieving cold sores. Benzoin Cream is daintily scented and is put up in a handsome pot. Price 50c.
The nicest thing we have seen in low priced perfumes for a long time appears to be Wright's Britannia Trifle Extract. For the price these perfumes are of excellent quality and will certainly please purchasers. They are to be had in the popular odors—Violet, Heliotrope and Spring Flowers. Price 30c. a bottle.

ENGAGEMENT.—Readers of the Telegram will be pleased to learn of the engagement of Miss Minnie Baker, daughter of Mr. Thomas Baker, of the Municipal staff, to Mr. Cleary, son of Mrs. E. Cleary, proprietress of the Javers Hotel. Miss Baker has filled the position of stenographer at the office of G. C. Fearn, Esq., and is held in high esteem by her many friends, all of whom, with the Telegram, wish her best wishes and much sunshine along the river of life.

Let Us Fill Your Order from FRESH SUPPLIES!

ELLIS & CO., Limited,
203 Water St.

- Fresh New York Turkeys.
- Fresh New York Ducks.
- Fresh New York Chicken.
- Fresh New York Sausages.
- Fresh N. Y. Corned Beef.
- Smoked Finnan Haddies.
- Smoked Filets.
- FRESH SMELTS.
- Brussels Sprouts.
- String Beans.
- Cauliflower.
- Sweet Potatoes.
- Beet, Parsnips, Carrots.
- Fresh Cucumbers.
- New Celery.
- FRESH BLUE POINT OYSTERS.
- Ripe Bananas.
- California Navel Oranges.
- Blue, Purple & Green Grapes.
- Bartlett Pears.
- Grape Fruit.
- Dessert Apples.
- Pineapples.
- AMERICAN BEAUTY BUTTER, 1 lb. blocks.
- No. 1 GRAVENSTEIN APPLES, in boxes.
- FRESH EGGS.

REMEMBER OUR TELEPHONES.
Nos. 482 and 786.
MINARD'S LINIMENT CURES DYPHTHERIA.

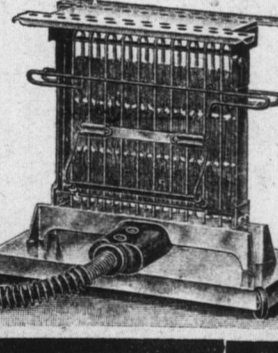
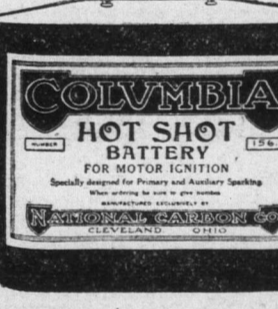
Great 1-Day Sale

The Entire Gross Receipts for the Benefit of Our Boys at the Front.

Miss MAY FURLONG

will offer for one day her entire stock of High-Class Goods (from a twenty cent bouquet to \$100.00 Garments), the entire proceeds of which will be for the benefit of "Our Boys" at the Front. Amongst this great display will be found something useful within the reach of all, rich and poor alike; the more you buy the more for the boys.

The Sale begins on MONDAY, the 22nd inst., and will start at 9 a.m. and continue until 10.30 p.m., meal hours included. Come one, come all, and swell the amount for this Patriotic Sale. nov15,61



ELECTRICAL VARIETIES!



- ELECTRIC BULBS, 2, 4 and 8 C.P.
- ELECTRIC BULBS, 20, 40, 60 and 100 Watts.
- ELECTRIC BATTERIES—Single.
- ELECTRIC HOT SHOT BATTERIES, sets of 5
- ELECTRIC TELEPHONES—Complete.
- ELECTRIC WIRE, SHADES and SWITCHES.
- ELECTRIC FLASH LIGHTS.
- ELECTRIC DOOR BELLS and ROSETTES.
- ELECTRIC TABLE LAMPS.
- ELECTRIC ATTACHING PLUGS.
- ELECTRIC TEA and COFFEE POTS.
- ELECTRIC AMETERS.
- ELECTRIC SPARK PLUGS.

AYRE & SONS, LTD.

BEAR IN MIND

The fact that this is the week to BUY YOUR

CORSETS

For
45c., 65c., 75c.,
\$1.10, and \$1.60
per pair, at



A. & S. Rodger's.

Former Khedive Sends Resignation.

Cairo, Nov. 8.—Although Abbas Hilmy Pasha, former Khedive of Egypt, never has accepted his deposition by the British, El Mokattam announces that he has sent his resignation to the Sultan of Turkey. White in Italy Abbas Hilmy, whose

family is on excellent terms with the Italian Court, was commissioned by the Kaiser to intrigue for the preservation of Italian neutrality. The Kaiser was furious at his failure and refused to see Abbas Hilmy, when he was recently in Berlin.
Having vainly sought an audience and pained at the rebuff, Abbas sent his resignation to the Porte, alleging fatigue and public worry.

ADVENTURE'S TRIAL TRIP.—The S.S. Adventure goes on her trial trip to-morrow.
Take Stafford's Phorotone Cough and Cold Cure for the dry, deep set, painful cough usually accompanied by tightness of the chest. Price 25 cts.; postage 5 cts. extra.—oct16,15