

Evening Telegram

W. J. HERDER, - - - Proprietor
H. A. WINTER, B.A., - - - Editor

THURSDAY, July 13th, 1916.

"OURS!"

We print on this page two items concerning our Regiment which should be read together. The first in point of time is the message to the Montreal Star from its well-known correspondent Windemere. It speaks of "stirring accounts" in the London Press of the heroism of our boys; never before, we think, have the English papers been anticipated with such eagerness as the next ones will be. Windemere's message, short as it is, contains one of the little detailed touches which add such a air of vivid reality to the dry generalities of the usual message. It is the story of one man's bravery; it might have been any one of our boys. "I tried to lift him up, but he was done for. His last words were: 'Push on with it.' What an epitaph he there wrote for himself! These should be household words with us."

The other message came this morning, and is from a high source. It shows that our men have won another distinction—that of being the only overseas troops to participate with their British kinsmen in the memorable engagement. Britain's oldest colony would ask no higher honour. At the Dardanelles our boys came to know the Anzacs, and cemented a bond of comradeship that will for long link us with far-away Australia and New Zealand, hitherto mere names to us. But now they have entered into their real heritage. They swept forward side by side with the men from "home." It is not alone Newfoundland that has occasion to feel very proud. We were always known and remembered our mother: Britain will now recognise her sons.

The general description of their feat is worth quoting: "The Battalion pushed up to what may be called the third wave of the attack, probably the most formidable section of the whole German front, through an almost overwhelming artillery, across the ground, which was swept by enfilading machine-gun fire from hidden positions." We have learned enough of the nature of these attacks to know what the third wave means. It stands for the assault, almost invariably at the cost of heavy losses, which brings the attackers to the farthest possible point of advance and enables them to consolidate the positions won behind. It means that our Regiment must have passed through two successive lines of the enemy, and went as far as it was possible for them to go. This, too, in the face of what the Times foreign papers have probably the most formidable section of the whole German front.

There is one comment which it seems justifiable to make here. Mr. S. O. Steele, in a recent letter, written just before the news came to him of the brave death of his son Owen, called our attention to the fact of our complete dependence upon the foreign press for news of the doings of our Regiment. We receive merely the casualty lists, which tell only the sad side of the story. A little of the other side is told when, as this morning, the public messages give us mention; but that very fact suggests how much more there must be to know. It is true that many foreign papers have their own correspondents, but this is hardly possible to Newfoundland, or even necessary. It ought not to be

difficult for the authorities to arrange that someone in London, whether at the Record Office or somewhere else, send us, at such a time as this, at least summaries of the notices given to our men by the London press. That is the only source to which we can look for some time, for letters from the front are, of course, strictly forbidden for some weeks. It is a strange anomaly that, while "stirring accounts" of the heroism of the Newfoundland Regiment appear in the London press, Newfoundland itself is left in profound ignorance of what the accounts contain!

Everybody will read with pleasure the Royal message of sympathy from the King and Queen to Mr. Fred Ayre, which is, of course, a message to the three Ayre families. On none in Newfoundland has any blow of the war fallen with such terrific heaviness as upon the Ayres. Leading citizens of our town and country, they have paid the highest price to our cause, and have won a name throughout the Empire. All of their four sons, Gerald, Eric, Bernard and Wilfrid, held high rank, and all fell. They died for their King, and their King has acknowledged it. Their Majesties' words came from them personally; they are worth many a coveted distinction.

Royal Recognition

MESSAGES FROM THEIR MAJESTIES TO MR. FRED AYRE.

The following cable has been received from London by Fred Ayre, Esq., Chairman of Ayre & Sons, Ltd.: The King and Queen have heard with much regret of the death of the four members of your family, whilst gallantly fighting with their regiments in France. Their Majesties deplore the loss which you and the Colony of Newfoundland have sustained by the death of these brave officers, and truly sympathise with you in your sorrow.

Signed—

KEEPER OF THE PRIVY PURSE.

Vessels Stranded.

Special to Evening Telegram.
ST. PIERRE, Mtq., July 12. The Norwegian barque Inger, dealt laden, bound to England, stranded off West Point, Langley Island; master and crew landed here; vessel will probably be total wreck.

Special to Evening Telegram.
ST. PIERRE, Mtq., July 13. Two Danish barques Denmark and Ragchild, dealt laden from St. John's, Whitehaven, stranded Langley on sand bank; good prospects of re-floating with prompt action.

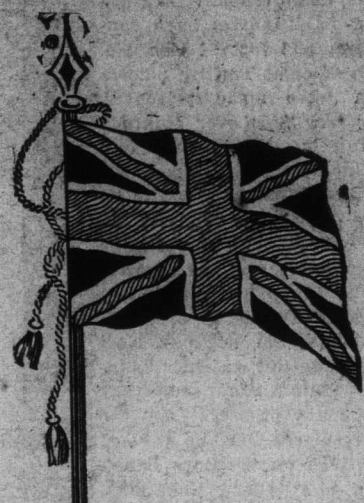
What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."

"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap, with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylex at your druggists."

Zylex, 50c. a box; Zylex Soap, 25c. a cake.
Zylex, London.

The Clyde reached Lewisporte at 10 a.m. to-day.



"The Story of Their Heroic Part."

LONDON, 4.30 This Morning.

The Times' correspondent at the British Headquarters in France sends the following:—"The Newfoundlanders were the only Overseas troops engaged in these operations. The story of their heroic part cannot yet be told in full, but when it is, it will make Newfoundland very proud. The Battalion pushed up to what may be called the third wave in the attack, probably the most formidable section of the whole German front, through an almost overwhelming artillery fire across the ground, which was swept by enfilading machine-gun fire from hidden positions. The men behaved with completely noble steadiness and courage."

TRIBUTE TO THE HEROISM OF THE ISLAND SOLDIERS

Special Star Cable From Our Own Correspondent (Copyright).

The Montreal Star Office, 17 Cockspur St., London, July 8.—Stirring accounts of the heroism of the Newfoundland Regiment appear in the London press to-day. They advanced in a hail of German lead as calmly as on parade.

One private says that as he was going by another said, "If I go down you take up the charge and go straight ahead." A minute afterwards he dropped. "I tried to lift him up, but he was done for. His last words were: 'Push on with it.'"

All accounts testify to the steadiness and pluck of the Newfoundlanders being unsurpassed in the records of the war. The wounded were fired at as they lay on the ground.

WINDEMERE.

The Newfoundland Quarterly

SUMMER NUMBER.

Established 1901—61st Edition—the only general magazine published in the island, will be issued on Saturday, July 15th, and will be for sale at all the bookstores and agents in the Outports, at 10c. per copy.

CONTENTS:—Front cover, "A Welcome to Our Returned Soldiers"—Parade on Water Street—photo; "Outlook Beyond the War," by Dr. Arthur Selwyn-Brown; "Our Naval Reserve, April 23"—photo; "Reception of Returned Soldiers at Government House"—photo; "Cheque and Honour Roll of Curling Association"—photo; "Newfoundland Rhodes Scholars in the British Service," with photos and notes of Capt. John B. Mitchell, Pte. John J. Higgins, Capt. Robert H. Tate, Lieut. John E. Fox, L. Cpl. Pearson V. Curtis and Pte. J. H. Hayward; "Newfoundlanders in the British Service," with photos and notes of Lieut. Macness Johnson, Lieut. John Clift, Lieut. Gerald F. Berteau, Lieut. Thomas Connors, R. N.R., "New Lieutenant in Nfld. Regiment," with photos and notes of Lieut. H. K. Goodyear, Lieut. R. P. Holloway, Lieut. H. Outerbridge, Lieut. N. Outerbridge; "Wild Representatives Visiting England"—Sir Edward Morris, Sir Edgar Bowring, Hon. R. K. Bishop, J. A. Clift, Esq.; "Lady Davidson, President W.P.A."—photo; "Post Card Sold by the W.P.A."—photo; "The Work Committee W. P. A. at Govt. House"—photo; "Welcome to Home-Coming Heroes" with photos of His Excellency Sir Walter Davidson; Returned Soldiers, April 27; Private W. Kearney, Officers of First Nfld. Regiment (group), Lieut. Gerald Harvey, Lieut.

Hector Ross: Photos of Officers of Nfld. Regiment killed in action, missing and wounded in the Allies' Great Offensive in France, July 1st;—Lieuts. Hubert Herder, Fred McAllister, Richard Shortall, Gerald W. Ayre, William Ryall, R. Wallace Ross, Wilfrid Ayre, H. J. Rowell, Bruce Reid, Geo. Taylor, Clift Rendell, Charles Strong, Walter M. Greene, D.C.M., R. Grant Paterson, and Robin Stick; "Late Dr. Hal Chaplin, Surgeon H. M. S. Hampshire"—photo; "Curling and Princes' Rinks—New Headquarters of Regiment"—photo; "Lieut. Peter Cashin, wounded"—photo; "A Birthday Honour—Mr. H. W. LeMessurier, C.M.G."—with photo; "The New Council"—with photo of Mayor Gosling; "Dawn on the Deep"—Sonnet to the Memory of Dean Roche, by Dan Carroll; "A Garden Wild," by Dr. Arthur Selwyn-Brown (Illustrated); "The Flowers," poem by Stephen Mellorne; "In Memoriam—Mrs. Rev. Dr. Jones," by Robt. Gear MacDonald; "El," poem by P. Florence Miller, Topical; "Some Well-known Sayings, Phrases and Words" by Arch. G. Gibb; "The Atlantic Salmon" (Illustrated), by Robert Pace Lincoln; "Deus Charitas Est—God is Love," poem by Ella H. Rozier; "The First Ship Built in America," by John R. Spens; "Selected Poetry," by Leonid Andreiev; "Attila and the Modern Huns," 50 pages; 60 photo engravings. Boys wanted Saturday morning at 10 o'clock.

JOHN J. EVANS,
Printer, Publisher and Proprietor,
34 Prescott Street,
July 13, 11.

It takes a good car "to make good." More than a MILLION FORDS have been sold to date. July 22, 11.

3 Days Remain. 3

Friday, Saturday and Monday

are the LAST THREE days of our

Great Clearance Sale

Many Rare Bargains still to be had, hundreds not even mentioned here, as space is too limited, but come and see—it will pay to do so. **Remember Monday is positively the last day.**

PERFUME BEADS,
28c.
All the leading shades.

LADIES'
AMER. WASH DRESSES.
Reg. \$1.00. Sale Price 84c.
Reg. \$1.60. Sale Price \$1.23
Reg. \$2.10. Sale Price \$1.68
Reg. \$3.20. Sale Price \$2.48
Reg. \$3.60. Sale Price \$2.83
Reg. \$8.00. Sale Price \$6.40
Reg. \$9.50. Sale Price \$7.58

CHILD'S
AMER. WASH DRESSES.
Reg. 45c. Sale Price 38c.
Reg. 75c. Sale Price 64c.
Reg. 90c. Sale Price 73c.
Reg. \$1.10. Sale Price 88c.
Reg. \$1.70. Sale Price \$1.53
Reg. \$2.10. Sale Price \$1.73
Reg. \$2.60. Sale Price \$2.08

AMER. ROMPERS &
OLIVER TWIST SUITS.
Reg. 38c. Sale Price .31c.
Reg. 45c. Sale Price .36c.
Reg. 75c. Sale Price .60c.
Reg. 80c. Sale Price .64c.

BOYS'
AMER. WASH SUITS.
Reg. 85c. Sale Price 67c.
Reg. \$2.20. Sale Price \$1.76
Reg. \$2.40. Sale Price \$1.92
Reg. \$2.70. Sale Price \$2.16

200 pairs
CHILD'S KNICKERS.
Reg. 18c. Sale Price .14c.
Reg. 22c. Sale Price .18c.
Reg. 25c. Sale Price .20c.

180 CHILD'S
PRINCESS SKIRTS.
Reg. 25c. Sale Price .20c.
Reg. 45c. Sale Price .36c.

LADIES' KNICKERS.
Reg. 55c. Sale Price .44c.
Reg. 65c. Sale Price .52c.
Reg. 80c. Sale Price .64c.
Reg. 1.10. Sale Price .88c.
18 only Soiled Samples.
\$1.00 to \$1.90 values
for 70c.

LADIES' KIMONOS.
Reg. 80c. Sale Price .64c.

UNCLE SAM.
MENDING COTTON.
45 yd. ball for 4c.
All shades for Summer
Hose.

LADIES'
ENG. & AMER. BLOUSES.
Reg. 95c. Sale Price 76c.
Reg. \$1.10. Sale Price 88c.
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Reg. \$2.00. Sale Price \$1.78
Reg. \$2.50. Sale Price \$1.98
Reg. \$3.60. Sale Price \$2.88
Reg. \$4.80. Sale Price \$3.84

LADIES'
WHITE CAMISOLES,
NIGHTIES, ETC.
Reg. 55c. Sale Price 44c.
Reg. 65c. Sale Price 52c.
Reg. 80c. Sale Price 64c.
Reg. \$1.00. Sale Price 80c.
Reg. \$1.25. Sale Price 99c.
Reg. \$1.50. Sale Price \$1.20
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LADIES' NECKWEAR.
(Eng. & Amer.)
Reg. 16c. Sale Price 12c.
Reg. 18c. Sale Price 15c.
Reg. 23c. Sale Price 19c.
Reg. 25c. Sale Price 20c.
Reg. 33c. Sale Price 27c.
Reg. 55c. Sale Price 44c.
Reg. \$1.20. Sale Price 96c.

PICNIC SETS.
Reg. 9c. Sale Price .8c.
Reg. 18c. Sale Price .15c.

PAPER D'OYLEYS.
18 for only16c.

WAX PAPER.
40 sheets for8c.

TURKNIT FACE CLOTH,
8c. each.

BUTCHERS' APRONS,
45c. each.
Made expressly for Butchers,
Cooks & Grocers.

700 CONGOLEUM MATS,
18 x 36, only 27c. each.

STERLUM SILVER
PHOTO FRAMES,
22c. up.
Guaranteed won't tarnish.

ENG. AND AMER.
COVERALL APRONS.
Reg. 35c. Sale Price .28c.
Reg. 55c. Sale Price .44c.
Reg. 75c. Sale Price .60c.
Reg. 85c. Sale Price .68c.
Reg. 90c. Sale Price .72c.

DRESS MUSLINS.
ZEPHYRS, ETC.
Reg. 17c. Sale Price 14c. yd.
Reg. 21c. Sale Price 17c. yd.
Reg. 33c. Sale Price 27c. yd.
Reg. 45c. Sale Price 36c. yd.
Reg. 60c. Sale Price 48c. yd.

WHITE & COLOURED
UNDERSKIRTS.
Reg. 85c. Sale Price 68c.
Reg. \$1.00. Sale Price 79c.
Reg. \$1.40. Sale Price \$1.12
Reg. \$1.80. Sale Price \$1.44
Reg. \$2.10. Sale Price \$1.68
Reg. \$2.40. Sale Price \$1.92
Reg. \$3.00. Sale Price \$2.39

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Reg. 80c. Sale Price 64c.
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Reg. 45c. Sale Price .36c.
Reg. 75c. Sale Price .60c.

3 INTERESTING SNAPS
IN BLOUSES.
69 Lawn Waists,
\$1.15 to \$1.90 for 98c.
48 only Middy Blouses,
Sale Price, 63c.
Usual 95c. value.
70 only Middy Blouses,
Sale Price, 83c.
Usual \$1.70 value.

PILLOW CASES.
36 x 45.
Reg. 24c. Sale Price .20c.

200 yards
STAIR OIL CLOTH, 7c. yd.
750 yards at 10c. yd.
to clear.

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MEN'S BATHING COSTUMES at50c.
BOYS' BATHING COSTUMES at45c.
MEN'S BATHING PANTS at18c.
BOYS' BATHING PANTS at15c.
Sizes to suit everybody.

William Frew.

From Cape Race.

Special to Evening Telegram.
CAPE RACE, To-day.
Wind W. fresh, weather foggy. Two
s.s. Florizel passed in at 5 a.m. to-day.
Bar. 29.24; Ther. 64.

COX'S GELATINE.—Mark the
brand. The housewife's choice and
the old favorite that stands every test.
For sale at all first-class grocers. In-
stant on getting Cox's.—June 24, 11.

Minn's Liniment Cures Discomfort.



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6 dozen only
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25 dozen red
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Special for Fri
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Large size, s
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aid and Pink.
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Brown Turk
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Royal Englis
chamois finish
needles; 36 in
lengths. Reg. 1
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About 80 p
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Refined Nickel

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Dessert Knife

Shaving Brush

Ever Ready

Blades, 3 fo

Flat 2 1/2 in.

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Colored Head

Screw Drivers

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Shoe Polish,

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Butter Prints

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Spring & Pad

keys, each

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Boot

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