

CABLE NEWS.

WAR REVIEW.

Although the Germans are still attacking the Allied lines viciously on both sides of the Rheims salient, what gains they are making continue to be small on isolated sectors and seemingly are confined to the region along the Marne, and immediately southwest of Rheims eastward from the cathedral city. Through Champagne the French report that everywhere they are holding the enemy, and keeping their line intact. Notwithstanding the prodigious expenditure of shells by the Germans and the determination with which their troops are delivering their thrusts everywhere, the battles are being stubbornly contested and where the French and Italians have been compelled to give ground it has only been after infliction of extremely heavy loss to the invaders. The Americans nowhere have been forced to withdraw. On the contrary, near Fossy, near the bend of the Marne, between Chateau Thierry and Dormans they have made further improvements in their positions. Like their French comrades in arms the Americans also have been violently fighting with the enemy. Daily it becomes increasingly apparent that the strategy the German high command in the present battle has foremost for its consideration, the blotting out of the Rheims salient and the straightening of the line east through Champagne toward Verdun. The heaviest operations of Tuesday were southwest of Rheims where the enemy is trying to break through the hill and forest region, reach the railroad running from Rheims to Epernay and force the evacuation of Rheims. In these endeavors the German war office asserts that the Allied troops on the mountain of Rheims between Mantoul and north of Pourcy, the latter place being a scant five miles distant from the Rheims-Epernay railway. The French official statement admits that the Germans hold the line west of Nanteuil La Posse, about a mile and a half south of Pourcy and relatively five miles west of the railway. The German war office is now claiming the capture of 18,000 prisoners since the present offensive began. It is reported the French reserves have entered the fighting line along the Marne, and to the north of La Chappelle-Montedon they have recaptured lost territory. The Germans also, as expected, have brought up fresh forces in an endeavor to push forward their project in this region. There is a veritable deluge of shells from the guns of both sides along the entire Marne front. On the British front in Northern France and Flanders the Germans are keeping up a violent bombardment on various sectors, using both gas and high explosive shells. Gas has been used extensively on the Villers-Bretonneux sector, where the British for several days past have been delivering successful patrol attacks and taking prisoners. The Albert sector is coming in for an increased shower of shells of all kinds. Nowhere, however, has the German command seen fit as yet to fight an infantry engagement, if one was needed.

ARMIES INTACT EVERYWHERE.

ON THE FRENCH FRONT IN FRANCE, July 17. (By the Associated Press.)—Comparatively slight progress has been made by the enemy on the front west of Rheims, but his hope of effecting a breach in the line was not realized. The Allied method of defence proved wonderfully efficacious everywhere, resulting in maintaining the armies intact.

CONSIDERED A FAILURE.

PARIS, July 17. All the Paris military critics are in agreement to-day with a view that yesterday still further accentuated the failure of the German offensive the Havas Agency notes in to-day's review of the trend of comment. It is perhaps early to speak of victory, says the Echo de Paris, but we say that the enemy has suffered a gigantic failure which will cause a sensation throughout Germany. It may be asserted that the fifth German offensive is a very severe defeat for the enemy, says Henri Bidou in La Journal. The newspapers generally declare that when the time comes the Allied counter attack may be expected to drive the Germans rapidly back to the north of the Marne.

REGAINED GROUND.

PARIS, July 17. On the Marne front our troops of the second line and perhaps our general reserves already are entering the action, says the Temps to-day, in reviewing the progress of the offensive. Where our troops have resumed the offensive north of La Chappelle and Mont Hedon, we have regained ground.

THREW BACK ATTACKS.

LONDON, July 17. General Von Elnem's army, engaged in the German wing in the Champagne, yesterday delivered five attacks between Sulze and Massige. All were repulsed with heavy losses. French counter attacks have brought German bridges over the river Marne under the fire of the French artillery of medium calibre.

STILL IN THE LEAD With a Solid Battery of VALUES that Cannot Be Outclassed.

FRIDAY, SATURDAY AND MONDAY

will be found days of doings here with such Worthy Offerings from every department. Come, and meet your friends

No Charging. Shopping at the Popular Centre. No Approval.

Every Purchase Here—the Pave-way to Economy.

Don't neglect this great chance to buy needable and seasonal merchandise at saving prices during this Week-End Sale. The mere statement that these are lower priced than ever before does not completely satisfy us until you have proven it by comparison. Every Special is a rare bargain value. That's why we urge you to buy and get your full share of the following items for

FRIDAY, SATURDAY AND MONDAY.



SILK STRIPED DRESS VOILES.—Just to hand some very handsome Cotton Voiles with fancy silk stripes; light, airy dress materials inexpensively priced, and in shades that are popular: Pink, Coral, Navy, Grey, Saxe, Tuscan, Black and White, etc. These are all 36 inch goods. Come and view them, worth your while. Special, per yard, Friday, Saturday and Monday... **62c**

PARIS MUSLINS.—39 inch White Muslins for robes, underskirts, children's dresses and summer undremuslins, extra fine. This is a beauty, note the width. Special, per yard, Friday, Saturday and Monday... **38c**

DUCHESS APRONINGS.—39 inches wide, white ground with spotted surface and fancy figured border at foot; makes a very serviceable Apron; washes well. Regular 35c. Friday, Saturday and Monday... **31c**

Boots and Shoes

LADIES' WHITE BOOTS.—15 eyelet height White Canvas Boots, with French heel. These are very stylish and finished with a pure white enamelled sole and heel. Half sizes are here. Regular \$3.50. Friday, Saturday and Monday... **\$3.20**

CHILDREN'S & MISSES' WHITE CANVAS SHOES.—Lightweight footwear for present wear, strong White Canvas Shoes, ankle strap, and Stars and Stripes medallion in front; white enamel sole and heel. Friday, Saturday and Monday... **\$1.55**
Children's sizes 7 1/2 to 11. Special... **\$1.75**
Misses', sizes 12 to 2. Special... **\$1.75**

LADIES' WHITE SHOES.—Single strap White Canvas Shoes, plain toe, spool heel, with white enamelled sole and heel; very neat looking. Regular \$2.00. Friday, Saturday and Monday... **\$1.78**

YOUTH'S BOOTS.—Sturdy little Boots for the boys wearing sizes 9 1/2 to 13 1/2; heavy gummed vamp with strong grain leather uppers; sprigged soles. Regular \$2.60. Friday, Saturday and Monday... **\$2.40**

Little Items

That You will Need on Your Vacation Days.



TOOTH POWDER.—Vinolia tooth powder is a favourite, preserves and whitens the teeth and keeps the mouth healthy. per **33c**

MENTHOLATUM.—Take a small crock of this for sunburn, or headache, toothache and other little bothersome complaints, per **25c**

DENTAL CREAM.—Colgate's Ribbon Dental Cream, needs no recommendation from us, it comes put up conveniently for travellers, per **15c**

COLD CREAM.—Finest quality cold cream, old rose perfume, put up in white fluted crock, handy size. Special... **33c**

MEN'S TALCUM.—One of the very best makes in Talcum powder, highly perfumed, take a tin along with you. Special... **22c**

ELITE FACE POWDER.—Extremely fine, comes in flesh shade or white, complexion beautifier, per box... **15c**

Some special Values in Boys' Wear.

BOYS' SHIRT WAISTS.—His choice for Summer wear, a cool easy fitting Shirt Waist, we have these to fit boys from 8 to 14 years in all White and others in striped Blue and White Gingham. Reg. 60c. value. Friday, Saturday and Monday... **49c**

BOYS' PJJAMA SUITS.—Whether he goes to the country or stays at home he will want a suit or two of Pjjamas; these we offer are made from good reliable striped cottons well shaped, well stitched. A few dozen suits are in the clearing here. Friday, Saturday and Monday... **75c**

KHAKI HANDKERCHIEFS.—All the rage Khaki shade Handkerchiefs. These are in a very soft make, plain hemmed edge, nice for campers or for the workman. Friday, Saturday and Monday... **16c**

THE BAT TIE.—For those who like to tie their own bow, we have some new narrow strings in fancy poplins; a very striking range of patterns. Reg. 40c. Friday, Saturday and Monday... **35c**

MID-WEIGHT UNDERWEAR.—Men's Summer Underwear, not so fine as Balbriggan; a closer and heavier make. It comes in Cream or White and we can recommend it for wear and for comfort; it's good value when we specially price it for Friday, Saturday and Monday, per garment... **70c**

NOVELTY NECKWEAR.—Just in time for the fine weather, a lovely lot of inexpensively priced wide-end Neckwear for men. Some of the prettiest Four in hand neckwear we have ever shown. Regular 90c. value. Friday, Saturday and Monday... **69c**

MEN'S SOCKS.—Fibre silk socks are closely woven and just the make and just the weight you would wish for in the most likeable shades, such as Navy, Peach, White and Black, etc. Reg. 90c. socks. Friday, Saturday and Monday... **52c**

MEN'S OUTFIT SHIRTS.—Soft White Shirts in fine Chambray with mercerized self stripe, collared; an ideal Shirt for outings and such occasions; delightfully cool; made in full sizes. Reg. \$1.60. Friday, Saturday and Monday... **\$1.38**

MEN'S UNDERWEAR.—Men! Don't boll with the heat. Try lightweight "Balbriggan" Underwear; the change is delightful. We offer a special lot in assorted sizes. Worth 60c. the garment. Friday, Saturday and Monday... **49c**

MEN'S BATHING PANTS.—Take a pair along with you on your holidays. We have several dozen pairs in Dark Navy with string at waist. Reg. 30c. pair. Friday, Saturday and Monday... **19c**

Heed These Specials



LADIES' HOSE.—Another strong value line of all Lisle Hosiery in black or white; here is just the stocking you want for your holidays; you get three pairs for less than a Dollar; value for 40c. pair. Friday, Saturday and Monday... **32c**

LISLE HOSE.—All Lisle thread hosiery in black or white, with a splendid mercerized finish; this is one of our best sellers and offers good value at 65c. pair. Friday, Saturday and Monday... **57c**

HALF-SILK HOSE.—Lisle Top Hosiery with half silk leg, another favourite line, offering shades of Tan, Khaki, Palm Beach, Grey, Pale Blue, etc. and White. Reg. 65c. value. Friday, Saturday and Monday... **57c**

CHILDREN'S SOCKS.—Children's Summer Socks in a good wearing cotton Lisle make, shades of pink or Pale Blue, in assorted sizes. Friday, Saturday and Monday, the pair... **24c**

LADIES' GLOVES.

Some very GOOD Values offering in these Silk and Lisle Gloves.

LADIES' SILK GLOVES.—Wrist length all Silk Gloves with 2 dome fasteners in Black or White only; these are moving fast, being superior value. Special, the pair, Friday, Saturday and Monday... **94c**

LONG SILK GLOVES.—Fine quality Silk Gloves, elbow length, in shades of Navy, Sky, Pink, Tan and Black. Gloves that are really good value at \$1.00. the pair. Friday, Saturday and Monday... **94c**

LISLE GLOVES.—Our offering includes the most wanted shades, i.e., Tan, Grey, Natural, Navy, Brown, Black and White. Wrist length, 2 dome fasteners; extra fine Lisle make. Reg. 70c. pair. Friday, Saturday and Monday... **64c**

BOYS' NEGLIGEE SHIRTS.—Here are Shirts good enough for Sunday wear, and strong enough for everyday wear; endless variety of trendy pin stripes, soft bosom and laundered cuffs; assorted sizes. Reg. \$1.10. Friday, Saturday and Monday... **98c**

SUMMER SHEETING.—120 yards of pure White American Cotton Sheet, extra fine quality and make, ideal for warm weather wear as it is cool, wears as well as the heavier makes and much cheaper; 54 inches wide. Special per yard Friday, Saturday and Monday... **42c**

WHITE SHEETS.—With the fine weather there comes a demand for finer sheets, sheets such as those we present for Friday, Saturday and Monday, best quality American cotton, plain finish, plain hem; size 80 x 90, extra good wearing sheets; value for \$4.70. pair. Friday, Saturday and Monday... **\$4.35**

TABLE DAMASKS.—We can offer the best value in town in pure White Table Damasks, 58 inches wide, nicely patterned, splendid fabric, equal to pre-war values. Come and see for yourself. Special per yard Friday, Saturday and Monday... **62c**



The SHOW-ROOM
Has Many Attractions for You FRIDAY, SATURDAY and MONDAY.

MERCERIZED SILK SWEATERS.—For the ladies we have very fashionable Mercerized Silk Sweaters; just the thing for evening wear in shades of Canary, Saxe, Rose and Emerald, with large white collar, sash, facings and pocket, etc.; in all sizes. Reg. \$5.50. Friday, Saturday and Monday... **\$5.19**

NEW COLLARS.—Space will not permit of a full description of these very handsome White Muslin Collars, every imaginable shape is represented, fine Valenciennes lace and insertion trimmings, etc., others equally as pretty in Silk and Poplin, in assorted shades. Regular 40c. Friday, Saturday and Monday... **36c**

CHILDREN'S COMBINATIONS.—"Step into" Combinations for boys or girls, reinforced with tapes and buttons attached for fastening, suspenders, etc.; sizes to fit 4 to 11 years. Reg. 60c. Friday, Saturday and Monday... **42c**

BUCKLES.—Oval shape black celluloid Buckles for Coats or Dresses, the very newest, just opened. Special, each. Friday, Saturday and Monday... **15c**

DRESSING GOWNS.—Handsome crepe and silk muslin gowns, in shades of Sky, Hello, and Rose, shadily trimmed with Paris lace, and others plain pointed ends; these are value for \$3.00 each. Friday, Saturday and Monday... **\$2.49**

CORSET WAISTS.—The "Freedom" Corset Waist for growing girls, in grey only, strong, easy fitting and shapely, corded and stitched throughout, buttoned in front, assorted sizes. Regular 75c. the pair. Friday, Saturday and Monday... **69c**

CHILDREN'S "MIDDY" DRESSES.—White Middy Dresses with Crimson Collars, pockets and cuffs, neat front, a few with bloomers, others in plain white dress, low neck and long sleeves, trimmed with embroidery, to fit girls from 2 to 14 years. Reg. \$1.30. Friday, Saturday and Monday... **98c**

CAMISOLES.—Fine White Muslin Camisoles, lace and insertion trimmed, others embroidery insertion trimmings and ribbon heading, so good looking that you cannot resist buying one or more. Reg. 60c. Friday, Saturday and Monday... **53c**

INFANTS' BONNETS.—Some in white muslin, embroidered and lace trimmed, others in embroidered cashmere and plain silk ribbon and trimmings. Reg. 50c. each. Friday, Saturday and Monday... **39c**

COLOURED QUILTS.—Large size coloured quilts in blue and white and pink and white; here are quilts for service that you cannot equal to-day, old values, worth \$5.50 each. Friday, Saturday and Monday... **\$3.20**

CURTAIN NETS.—Several pieces of Pure White Curtain Nets, nice looking lace patterns, 52 inches wide; these are probably the cheapest; we may offer for some time; good value at 45c. per yard. Special, Friday, Saturday and Monday... **42c**

WHITE QUILTS.—A mixed line of exquisite white quilts, in Grecian imitation honeycomb and others, uncommon looking patterns, with plain hemmed ends; if you want value in white quilts these will surely satisfy. Reg. \$2.60. Friday, Saturday and Monday... **\$2.35**

COLOURED TABLE COVERS.—We offer a few fancy coloured Table Covers in Crimson and Green mixtures, finished with knotted fringe edging; these are extra good value. Reg. \$4.50. Friday, Saturday and Monday... **\$4.20**

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Count the Savings outlined here on MEN'S SUMMER WEARABLES.



MEN'S BOOTS.—A nice soft Box Calf Boot that will give you satisfactory wear, foot ease and not priced out of the way; sizes 6 to 10. Regular \$5.50. Friday, Saturday and Monday... **\$5.25**

POLICE BRACES.—A Shirley product, the strongest Brace made, broad extra heavy elastic, all leather fastenings; fits just as easy as the finer make; gives with every movement of the body. Regular 55c. Friday, Saturday and Monday... **49c**

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The 'Cop' Hat for Boys

Is a dandy, comes with a stiffened crown and a good turned down brim; may be had in checks and stripes; others with check brim and pretty Cream Straw crown. Reg. 85c. Friday, Saturday and Monday... **79c**

able. SUITS,

Jersey Cloth 3, 40 and 42.

BOX 920, ST. JOHN'S.



Published by Authority.

Under the provisions of the War Measures Act, 1914, His Excellency the Governor in Council has been pleased to order that the following Regulations respecting Lights shall come into effect as and from this date.

W. W. HALFYARD, Colonial Secretary.

1. Measures shall be taken so that no glare or upward reflection from street or other outdoor lights in the City of St. John's shall be reduced to fifty per cent. of the normal. This regulation will also apply to Bell Island, Conception Bay.

2. No light shall be lit in any public building, shop or private residence in the City of St. John's, except the windows in such public building, shop or residence are covered by suitable blinds or shades, so that the glare or reflection upon the heavens shall be reduced to fifty per cent. of the normal.

3. Head lights used on any motor cars or motor cycles in or near the City of St. John's, or in or near any settlement in the Districts of St. John's East or West, or on any road approaching St. John's or any of the said settlements, upon which lights may be visible at sea, shall be so obscured that the glare or upward reflection upon the heavens shall be reduced to fifty per cent. of the normal.

4. It will be the duty of the members of the Constabulary to see that these Regulations are strictly enforced and all orders issued by them for their better observance shall be forthwith carried out.

5. Every person convicted of a violation of these Rules and Regulations before a Stipendiary Magistrate or Justice of the Peace, shall be liable to a penalty not exceeding \$100, or in default of payment, to imprisonment not exceeding Three Months.

THIS IS THE HOOK TO CATCH 'EM.

Fishermen, you see by the reports from Norway how they catch such enormous quantities of fish. Well, O. Hustad's Key Brand Hook is used exclusively in that country. See that you get the Key Brand. J15,60d,ft.

Grove Hill Bulletin THIS WEEK.

Celery Plants, \$2 a hundred
Cucumber Plants, 30c. ea.
Wreaths, Crosses,
Wedding Bouquets
at shortest notice.
Terms: Strictly Cash.

J. McNEIL,
PHONE 247,
Waterford Bridge Road.

Black patent leather and pink satin make a charming tam-o-shanter for automobilists.

The ever-delightful sash not only holds its own, but is developing an even greater favor in fashion.

MINARD'S LINIMENT CURES GAITER IN COWS.