

PHOTOGRAPHS of the First Company of Reserves for the First Newfoundland Regiment--Those that have just left here!

We have individual Photographs of each man, Groups of each Section, and the Non-Commissioned Officers, men being inspected at Government House, Going aboard the Steamer etc., etc.

THE HOLLOWAY STUDIO, LIMITED,

Corner Bates' Hill and Henry Street, St. John's Nfld.

PHONE 768.

War News.

Messages Received Previous to 9 a.m.

OFFICIAL.
LONDON, April 28.

The Governor, Newfoundland:
The following is published here: After a hard day's fighting, troops were landed on the Gallipoli Peninsula, thoroughly making good their footing with the effective help of the Navy. The French have taken five hundred prisoners.

The following is published at Cairo: The Allied forces under Sir Ian Hamilton, have effected a landing on both sides of the Dardanelles, under excellent conditions. Many prisoners have been taken. The advance is being continued.

The French Government reports that progress by the French and British forces north of Ypres continues. The Germans suffered severe losses. Over six hundred dead were counted at one point near the Canal. Several hundred prisoners and six quick-firing guns were captured.

On the front at Les Eparges, the German attacks were completely driven back. Our offensive has been resumed and progress made. Nearly a thousand dead Germans were counted at one point.

The summit of Hartmannswillerkopf was taken by the Germans and then recaptured.

The War Office states officially that it is reported on medical evidence that Canadian soldiers have been killed in recent fighting, not from wounds, but from poisoning by gas used by the enemy, contrary to the Hague Convention.

HARCOURT.

PROGRESS NORTH OF YPRES.
PARIS, via St. Pierre, April 28.

North of Ypres our progress continues, especially to our left. We captured six quick-firers, two machine-guns, much war stuff, and several hundreds of prisoners, among whom were several officers. The enemy's losses are heavier. On a certain part of the front near the Canal, we counted over six hundred German corpses.

On the Meuse heights front, Eparges, St. Remi and Colonne were continued gaining ground, about a kilo-

metre, and inflicted heavy losses on the enemy, destroying a German battery.

BIG REINFORCEMENTS.
PARIS, April 28.

Two hundred thousand French troops are being rushed into West Flanders and Northern France to reinforce the Allies' lines. Some of these reinforcements are being massed between Ypres and Dixmude, where the full force of the latest German drive was felt, while others are strengthening the British lines on Arras front. Although officially claimed by the French War Office that the German rush toward Calais has been halted, it is evident that Sir John French and General Joffre expect the Germans to attempt another offensive movement. Special mention is made in despatches of the gallantry of Canadian and Belgian troops. At some points the German advance lines were forced back from three to four miles and the Kaiser's forces were compelled to retire with such precipitation that they left their dead and wounded upon the field together with hundreds of rifles, machine-guns and cannon. Fighting in this great battle around Ypres has been in progress for ten days, and the end of the engagement is not yet in sight. East of the Meuse River and in Upper Alsace, French gains are recorded in late official despatches, especially near Les Eparges, in the Woivre district, and at Hartmannswillerkopf. The German rush to force a passage of the Yser Canal has failed and the Allies again are firmly established on the eastern side of the Canal. Large reinforcements have been brought up, and the new lines are strengthened and consolidated. The correspondent declares there are signs that the German offensive is already weakening.

GERMAN ATTACK STOPPED.
LONDON, April 28.

The following British official statement was issued to-night: Fighting to the north and northeast of Ypres continued all yesterday. Our operations, in conjunction with the French, definitely stopped the German attack, and it has not since been renewed. "Since yesterday morning there have been no German west of the Canal, except at Steenstraete, where they have established a small bridgehead. The readjustment of the situation has necessitated the delivery of counter-attacks both by French and our troops on north of the Ypres salient. In resisting these counter-attacks, the Germans again made use of noxious gases and of shells manufactured in contravention of the Hague Convention.

"On the rest of the front there is nothing to report."

FRENCH CRUISER TORPEDOED.
PARIS, April 28.

The French armoured cruiser Leon Gambetta has been torpedoed and sunk in the Adriatic Sea. Part of her crew of 725 men were saved, but the loss of life is believed to be very heavy.

THE LOSS OF THE LEON GAMBETTA.
PARIS, April 28.

A communication from the Ministry of Marine, reciting the torpedoing of the French cruiser Leon Gambetta was given out this afternoon as follows: The armoured cruiser Leon Gambetta, cruising at the entrance of the Otranto Canal, was torpedoed on the night of April 27th, and went to the bottom in ten minutes. All the officers perished at their posts; 136 members of the crew, including 11 under officers, were rescued by vessels sent out promptly to their help by the Italian authorities. The list of survivors is not yet received. The French cruiser was the victim of an Austrian submarine.

Since the beginning of the Anglo-French operations against the Dardanelles, French warships in the Adriatic limited their operations to watching the Straits of Otranto, with the idea of preventing any Austrian submarines escaping from the Adriatic, at the head of which is Pola, the Austrian naval base, and reaching Turkey. This patrol duty was particularly necessary to protect the vessels of the Allies operating against the Dardanelles, and in view of the fact that Austria possesses several submarines, whose cruising range is sufficient to permit them to travel from Pola to the Dardanelles.

RE-CAPTURE ST. JULIEN.
PARIS, April 28.

An unofficial announcement in the Petit Parisien to-day, stated the British have recaptured St. Julien, in West Flanders, from the Germans, but this is not confirmed by the War

Haze You a Bad Sore? Read How 'Zam-Buck Heals.

No matter where the sore, or how caused, Zam-Buck, the great herbal healer, will be found adequate to the case. Unlike ordinary salves, Zam-Buck is purely herbarial—contains no animal fat, no poisonous coloring matter. Read how Mr. B. Ellis, of Castleton, Ont., proved its value. He says,—"I suffered for years from a running sore on my toe which started from a frost bite. The pain was so severe I was unable to sleep. The sore went right to the bone and the foot was terribly swollen and inflamed. In vain I tried numerous remedies. At last, seeing an advertisement for Zam-Buck, I decided to give it a trial. The result has been most satisfactory. Zam-Buck quickly eased the pain and took away the swelling and inflammation. Perseverance with Zam-Buck has entirely healed the sore."

For eczema, ulcers, abscesses, scap sores, and all skin troubles, Zam-Buck is unequalled. It is also just as good for piles, sprains, cuts, scalds, or as a "first aid." As soon as applied, the rich healing essences of which Zam-Buck is composed penetrate right to the root of the trouble, and so stimulate the cells that new healthy tissue is quickly formed. Zam-Buck heals from the bottom up, hence its cures are permanent. All druggists and stores.

To obtain free trial box, send this article, name of paper, and i.c. stamp to Zam-Buck Co., Toronto.

Successful Entertainment.

The entertainment, in aid of the Organ Fund, held at the Presbyterian Hall last night was a great success. The programme, which was well carried out, consisted of recitations by Misses Duley and Morris; songs by Misses Anderson (2) and Miss Trappell; whistling solo by Mrs. Stranger; violin selection, Miss Johnson; duet, Messrs. Fox and Evans and a quartette by Messrs. Hershell, Kerr, Fox and McIntosh, all of which won well merited applause from the audience. The guessing competition was very interesting, the winners were Miss Long and Robert Anderson. A sale of candles, etc., was also held and helped to swell the general proceeds. The promoters should feel proud of the success that attended their efforts. Misses Barnes, Anderson (2) and Mr. Hirst acted as accompanists during the evening.

Minard's Liniment Co., Limited.

Gentlemen,—I had my leg badly hurt, the pain was very severe and a large swelling came about the knee. I expected it would be serious—I rubbed it with MINARD'S LINIMENT, which stopped the pain and reduced the swelling very quickly. I cannot speak too highly of MINARD'S LINIMENT.

AMOS T. SMITH.
Port Hood Island.

I. O. O. F. Celebration.

The 96th anniversary of the Independent Order of Odd Fellows was celebrated last night. A feature of the occasion being a lecture by Rev. D. B. Hemmeon, whose subject was "Fellowship and Odd Fellowship." After being introduced by Bro. C. W. Ude, who presided, the rev. gentleman in his usual eloquent style, depicted fellowship from every standpoint, particularly as it is seen in the family, in fraternities, churches and communities. The lecture was illustrated with numerous anecdotes. In conclusion the rev. lecturer congratulated the Order on its splendid success and its help to Widows and Orphans, and he expressed the hope that its success would continue. A vote of thanks was tendered to Rev. Mr. Hemmeon, proposed by Bro. Dr. Rendell and seconded by Bro. G. Bradley. The rendition of the National Anthem brought the evening to a close. A substantial sum was collected in aid of the Benefit and Relief Fund.

John Bunny

AT THE CRESCENT.
John Bunny is at the Crescent again to-day in "Polishing Up"; if you did not see the funny man yesterday go to-day and enjoy a good laugh. "A Demand for Justice," "Eve's Daughter" and "The Price of His Honor" are three first class dramas. Lillian Walker, the favourite Vitagraph star, is leading in "Eve's Daughter."

Economy

GAS COKE yields 44 per cent. of radiant heat, whereas coal gives only 30 per cent. under the same conditions.

GAS COKE is clean to handle. GAS COKE is smokeless. GAS COKE gives a clear red glow. GAS COKE lasts longer than coal. Light the fire with paper and sticks and a little coke. When once burning make it up with Coke, the cheapest solid fuel.

For a limited time only, the St. John's Gas Light Company will deliver in any part of the town at \$6.50 per ton, or \$3.25 per half ton.

A Musicale Melange

AND SHAKESPEARIAN STUDIES.

There's a stunning act at Rossley's to-night by the celebrated Ballard Brown and Miss Madge Locke, songs, dances, stories and a scene from Romeo and Juliet besides Scotch dancing, the finest of the acts yet presented.

On Friday night the go-as-you-please contest, there will be lots of fun as there are quite a lot of names. The prizes are the same and the audience are the judges, it will be properly conducted and in first class style. On Saturday the same prizes for the children's contest. This is very amusing, lots try for the prize for the sake of the money but who is best. Open to all over fourteen on Friday night, and under fourteen on Saturday. Mrs. Rossley's pupils can not compete. Be in time and see the fun; and there's some of the finest pictures ever seen, and never seen before.

Try Phoratone Cough Cure!

Price 25 cts.; postage, 5 cts. extra. Prepared only by DR. F. STAFFORD & SON, St. John's, Newfoundland. Manufacturers of The 3 Specialities. Stafford's Liniment. Stafford's Prescription "A." Stafford's Phoratone Cough Cure. ap20.14

British Prisoners in Germany.

From time immemorial prisoners of war have evoked pity and sympathy. The agony and humiliation of the British Prisoners must be indescribably acute and galling. But from that state of suffering these can be no redress, it being part of the fortune of war, but the lack of comforts and food stands in a different category. This want will grow in volume and intensity as the days go by.

As a result of an official organization having been created recently to carry parcels to the British Prisoners in Germany, insuring proper transmission through a neutral carrier, the "Khaki" Magazine of Imperial House, Kingsway, London, has started a Fund to supply food and comforts for those who have no relatives or friends to look after them, as it is known that these poor fellows are not getting a proper supply of food.

An appeal is made to you for Two Dollars only, as there are so many demands made upon you in other directions. This money will go for the direct benefit of the Prisoners, as there is no cost of transmission and no waste of any description, information having been established showing the kind of food and clothing, etc., which can be sent without confiscation by the German Government.

This appeal should get a large response as there is no other Fund which deals with this particular condition.

The "Khaki" Magazine and Cabled News Sheet was created primarily as a gift for the Overseas Soldiers, bringing them late news from their homes. It is now supplying, free of charge, in addition to the soldiers at the front and in training, the various Hospitals in England and France, as well as the Grand Old Fleet. It is a purely patriotic endeavour and in no way commercial.

When the "Khaki" Magazine was founded, amongst the many who gave their support and expressions of good will for the work it had undertaken, were:—

- The Duke of Wellington, K. G.
- The Duke of Manchester.
- The First Lord of the Admiralty, The Countess of Zetland.
- The Right Hon. Austen Chamberlain, P. C., M. P.
- Lord Desborough.
- Mr. E. C. V. O.
- Viscount Bryce.
- Lord Willoughby de Broke.
- The Earl of Ronaldshay.
- Viscount Milner.
- Earl of Kintore.
- Sir Gilbert Parker, M. P.
- Sir William Bull, M. P.
- Mr. Evelyn Cecil, M. P.
- The Right Hon. Sir Charles Johnston, Lord Mayor of London.
- The Right Hon. J. E. Bayner, Lord Mayor of Liverpool.
- The Right Hon. W. H. Bowater, Lord Mayor of Birmingham.
- The Right Hon. James Taggart, Lord Provost of Aberdeen.
- The Right Hon. Crawford McCullagh, Lord Mayor of Belfast.

All subscriptions will be published in this paper, and you are requested to send yours to any office of the ROYAL BANK OF CANADA, and mark it "KHAKI PRISONERS' FUND." The subscriptions will also be duly acknowledged in the Magazine and various newspapers in England from time to time.

C.M.B.C.

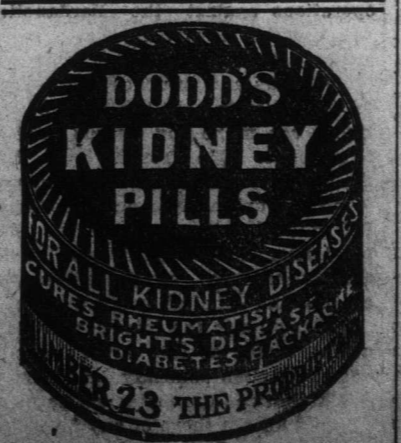
Last night the Cathedral Men's Bible Class held their annual Convocation at the Synod Hall. The attendance of members and friends was large.

Rev. Canon White presided and the programme announced by Rev. J. Erinton, Chairman of the Class. Songs were contributed by Misses Job, Oakley and Mr. Earle; Miss D. White, instrumental selection; recitations by Miss Skinner, Masters Colton and Gushue and sketches by Misses Job, Rendell, Whitten and Colton. Miss White acted as accompanist. Teas were then served by the ladies of the Class and Committee, under the management of Mrs. (Rev.) Erinton, after which gramophone selections were given.

Handbags very flat and thin is the style most in favor. Corsages are sometimes cut lower in the back than front.

OH, YOU'RE ALL RIGHT—I SUPPOSE THOUGH I MUST SAY YOU'VE NEVER SUPPORTED ME IN THE STYLE MY FIRST HUSBAND DID!

BUT THIS IS HOW HE DID IT!



Why spend your money for smoke only?

It pays you better to buy the Tag and Coupon brands. Valuable premiums can be redeemed for Tags and Coupons only.

The quality and price of all OUR Tag and Coupon brands cannot be equalled.

Buying the Tag and Coupon brands ALL THE TIME means a portion of your money back in valuable premiums.

Insist on getting the tag and coupon brands EVERY TIME.



Dependable Eatables!

You can always depend on having them just as they should be if you get them from us.

Seal Brand Coffee,

Always receives a hearty welcome at any meal.

- Italian Tomatoes.
- Fry's Cocoa.
- Cadbury's Cocoa.
- Sweet Corn.
- Skipper Sardines.
- Instant Postum.
- Queen Olives.
- Neave's Food.
- Asparagus Tips.
- MOIR'S CAKES, Plain & Sultana.
- Camp Coffee.
- Elder's Coffee.
- Good Butter on the table will be always a certainty if you use "BLUE NOSE," in 30 and 10 lb. tubs and 2 lb. slabs.
- Chocolate Biscuits.
- Cheese Straws.
- Highland Shortbread.
- FOSTER'S PEAS in the wrinkled box.
- By Stephano: California Oranges.
- Table Apples.
- Grape Fruit.
- Celery Pines.
- Bananas.
- Tomatoes.

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Best Family FLOUR,

\$8.00 barrel, 60c. stone.

- Sea Dog Matches, 60c. gross.
- Force, 1c. package.
- Libby's Evap. Milk, 12c. tin.
- Shredded Wheat Biscuits, 15c. pkg.
- Pure Leaf Lard, 1 lb. cartons.
- Washington Lye, 8c. tin.
- White Swan Lye, 10c. tin.
- Desiccated Coconut, 15c. lb.
- Dates, 1 lb. cartons, 10c.
- Whole Corn, 15c. gall.
- Cranberries, 30c. gall.

FRESH COUNTRY EGGS,

25c. doz.

By schir. Wymacht to-day: 100 half bags Calico Potatoes. 40 bags Turnips. 20 boxes California Oranges.

By s.a. Durango: 20 cases Valencia Oranges. 5 cases Lemons. 20 sides Irish Bacon (boned). 10 Irish Hams.

NO ADVANCE IN OUR TEAS.

Bulldog 40c. lb.
Dorsetshire 50c. lb.
10 per cent. discount off 5 lb. lots.

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WAR LITERATURE—BEST AND LATEST.
The Moment by Elton S. Coe.
Judgment by Jos. Hockmays by Hubert Wales, 60 cts.
The White Army by Max Pemberton and the Woman by J. G. S. 80c.
The Duchess by Percy J. S. 80c.
The Duke by Wm. Hamilton 80c.
The Iron by Rd. Dehan, 60 cts.
The Kilnorna by Canon 80c.
The Partition by Florence Barclay 80c.
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The Marble Perceval by Alice 80c.
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The Odds by Jos. Hockmays 80c.
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The Saved Europe by Sarcos 80c.
The German by Miss A. 80c.
The Testament, 10c.
The P. A. Kropotkin, 30c.
The O. S. Marden, \$1.10.
The Out in Germany by an 80c.
The S. Bookstores, 165 Water Street.