

WHOLESALE DRY GOODS

Pound Remnants
Seconds
And all classes of
English and American Goods
FLEECE LINED UNDERWEAR, TOP SHIRTS, and special line of
Muslins Silk Muslins
Embroideries Dress Goods
Blankets Tweeds Sateens
Etc., Etc.
Estate W. A. SLATTERY
Slattery Building, Duckworth & George's St., St. John's

NOTICE!

The United Towns Electrical Co
LIMITED
Are now prepared to take orders for the
Wiring of Dwelling Houses, Shops, Halls, Schoolrooms and Churches.
Apply to the UNITED TOWNS ELECTRICAL CO. LTD., Carbonar, or to MR. FRED CHAFE, Local Agent at Bay Roberts: may 15, 3m



No Home

Can be IDEAL without music. A GOOD INSTRUMENT not only gives pleasure to the inmates, but it is usually one of the handsomest articles of furniture in the house—thus giving double pleasure.

In our Warerooms are Pianos and Organs of the most reliable makes and artistic designs. Ask about our **Easy Payment System.**

Ayre & Sons Ltd.

Kerosene Oil

Use ROYALITE Kero. Oil, 150 test,

—AND—
SILVER STAR, 120 test.

This is the best Kero. Oil on the market.

Imperial Oil Co. Ltd.
A. H. MURRAY, ST. JOHN'S, DISTRIBUTOR.

Fire and Marine Insurance.

The undersigned, having been appointed Newfoundland Agent for HOLMWOOD & HOLMWOOD, LTD., of London, INSURANCE AGENTS AT LLOYD'S, wish to notify the general public that they are now prepared to do both FIRE AND MARINE INSURANCE at lowest rates.

A Specialty made of Outport Risks.

Newfoundland Produce Co Ltd.
ST. JOHN'S, Nfld.

Notice to Wholesale Buyers

WHOLESALE DRY GOODS your customers need daily—how can you help in a wonderful way to build up your trade, and satisfy the needs of your people?

We study the requirements of each district—buy accordingly, and price to make quick sales. We want you to know our varieties, qualities, and low prices.

THE GUARDIAN.

C. E. RUSSELL, Proprietor.
Issued every Saturday from the office of publication, Water St., Bay Roberts. Subscriptions (post free) to any part of Nfld. or Canada, 50 cents per year. To United States, Great Britain, etc., \$1.10 per year, postpaid. All subscriptions payable in advance.
ADVERTISING RATES—For display advertisements, 50 cents per inch for the first insertion; 25 cents per inch for each continuation. Special prices quoted for six or twelve months.
We do not hold ourselves responsible for the opinions of our correspondents. All advertisements subject to the approval of the management.
Birth and Marriage Notices and Notes of Thanks, 25 cents per insertion. (We cannot guarantee to insert items of news or advertisements received later than Thursday morning.)

BAY ROBERTS, FRIDAY, NOV. 13, 1914.

Governor And Lady Davidson's Visit

Arrangements have been made for His Excellency and Lady Davidson to pay a visit to Bay Roberts Saturday morning, Nov. 14th. The following is the programme:
Their Excellencies will arrive from Carbonar in their private car Saturday morning at 8.45. They will be met at the station by the Justices of the Peace and a committee from the Patriotic Association. The Governor, accompanied by these gentlemen, will view the Western Union cable station, staff house and other buildings of interest. Lady Davidson will meantime drive to Spaniard's Bay and address the women of that town.
At 11 o'clock Governor Davidson will deliver a Lecture on The Causes and Progress of the Great War in the new Public Building, Bay Roberts. The admission will be free, and everybody is cordially invited to be present.
At the same hour in the Empire Hall, opposite the Bank of Nova Scotia, Lady Davidson will address the members of the Women's Patriotic Association.
After the lecture Governor and Lady Davidson will take lunch with Rev. G. H. and Mrs. Field at the Rectory.
In the afternoon they will drive to Brigus, where the Governor will again deliver his lecture. A stop will be made at Clarke's Beach en route to Brigus to enable Lady Davidson to meet the women of that town.
All the loyal men and women who possibly can should make a special effort to attend these meetings.

NEWS IN A LINE
Commander Atlay, formerly in command of H.M.S. Calypso, is dead.
Mr. W. J. Butler, of St. John's, will open a tailoring establishment here shortly.
Mrs. Maria Brown arrived here from Grand Falls by Thursday night's express.
Mr. and Mrs. Lorenzo Mercer and family left for Boston by Wednesday's express.
Thursday's Herald states that shore fish went up that morning to \$6.30, and Labrador to \$4.20 and \$4.30 a qt.
The Welsh sch. Jennie Jones, Capt. Ellis, fish laden, sailed on Sunday morning last for Oporto for orders.
The S. S. Beatrice arrived here Monday morning with a load of coal. She sailed again Wednesday afternoon.
Mrs. Sarah Mercer, widow of the late Mansfield Mercer, Mercer's Cove, died suddenly Thursday morning.
The furniture and other personal belongings of the Prince of Wales were auctioned by himself in his rooms at Oxford. The sale realized \$75,000, for the Prince of Wales Fund.
The annual F. P. U. convention will open at Catalina to day (Friday). Mr. Morris, Mr. Coaker and other Unionist M. H. A.'s will attend.
All citizens are requested to display bunting on shore and on their shipping on Saturday morning when His Excellency the Governor visits Bay Roberts.
The entire staff of the Western Union is now working in the new cable building. The building and its fittings are said to be by men who know the finest of its kind in the world.

LOST

Between November 7th and 10th severe cold and cough. You can get rid of the worst cold if you use Thomson's Medicines. Cough Cure, 25c a bottle. Emulsion of Cod Liver Oil, 45c a bottle. H. B. Thomson, The Family Druggist, opp. Bank of N. S., Bay Roberts.

S. S. "Franconia" Takes 303 Naval Reservists

Thursday night, Nov. 5th, the large Cunard liner S. S. Franconia, over 18,000 tons, said to be the biggest ship that ever entered St. John's, arrived at St. John's to take a contingent of Naval Reservists to the Old Country. She sailed again at 8 o'clock Friday morning after taking aboard 303 of our sailors who volunteered for active service in His Majesty's Royal Navy.
Capt. Alan Goddridge went along in charge of the contingent. Large numbers of the citizens of St. John's viewed the ship as she sailed, and every steamer along the waterfront whistled a farewell. Guns were fired by many people from the houses at each side of the Narrows, and the Reservists aboard cheered heartily as the ship went through the Narrows.
The Franconia is 600 ft. 3 inches long, 71 ft. 3 inches wide, and 40 ft. deep. She has 40,100 horse power, and her speed is 20 knots.

We learn that the Union Trading Co. has purchased Mr. Martin Sharpe's motor boat.
Mr. Percy Mercer, who had been residing in Vancouver and Seattle for the past 18 months, returned here by Saturday night's express.

RHEUMATISM GOES IF HOOD'S IS USED

The genuine old reliable Hood's Sarsaparilla corrects the acid condition of the blood and builds up the whole system. It drives out rheumatism because it cleanses the blood. It has been successfully used for forty years in many thousands of cases the world over.
There is no better remedy for skin and blood diseases, for loss of appetite, rheumatism, stomach and kidney troubles, general debility and all ills arising from impure, impoverished, dehydrated blood.
It is unnecessary to suffer. Start treatment at once. Get a bottle of Hood's Sarsaparilla from your nearest druggist. You will be pleased with the results.

Notes on the War

The battle reported to have taken place off the Chilean coast has been confirmed. Five German ships attacked four British. One of the British ships was sunk and the other is reported beached.
The German cruiser Emden, which was doing so much damage in the Indian Ocean, having sunk 22 steamers valued, with their cargoes, at \$4,000,000, was put out of business by the Australian warship Sydney. Several of her crew were killed and wounded, and the remainder, including the captain, were taken prisoners.
Ting Tau, the German possession in China, has surrendered to the British and Japanese forces. This will release a number of men and vessels for service in rounding up the seven or eight German warships still at large.
H. M. S. Chatham has got the German warship Keenigsberg bottled up in a river in German East Africa.
The Japanese army may be fighting in Europe before long.
The British torpedo gun-boat Niger has been torpedoed by a submarine near the Goodwin Sands, off Deal, England.
The rebels of South Africa have been given until Nov. 21st to surrender.
The British force of 1,186,000 men have been virtually recruited.
Severe fighting has taken place on the French-Belgium frontier lately. The Allies lost some ground in one place and gained in another.
The Russians are continually on the offensive, and have made much progress, capturing many prisoners and guns. They are now well on German territory.

Those Left Behind

Three cheers for the boys who have gone to the front.
The brave-hearted sons of the Empire
Who sprang to the call of their country's need
To quell the savage war vampire.
Fathers, husbands and sons have all joined.
Of the country we've given our best,
God bring them back safely, our well beloved boys.
The boys we have sent from the West.
But what of the women, the mothers,
Lift your hats to those heroines true,
Who have given all they had to their country's need,
And with brave faces bade them adieu.
When their hearts were breaking under the smile
To see their loved ones go,
Ah, those have done nobly; they've answered the call
Of their country against the foe.

SUNDAY SERVICES

Nov. 15th, 1914.
Church of England.
ST. MATTHEW'S PARISH CHURCH—Holy Communion at 8 a.m. and at noon on alternate Sundays. Mattins 11 a.m.; Evensong 7 p.m. 1st Sunday in each month Service for United Sunday Schools 3 p.m. Friday 7.30 p.m. Festivals according to notice.
ST. JOHN'S PARISH CHURCH—Holy Communion 11 a.m. 1st Sunday in month; 8 a.m. 3rd and 5th Sundays in month. Mattins 11 a.m. (1st Sunday in month 9.30.) Evensong 7 p.m. (2d Sunday in month 3.30.)
Festivals—Holy Communion 8 a.m.; Mattins 10 a.m.; Evensong 5 p.m.; Mattins, daily 9 a.m.; Evensong, Fridays 7.30 p.m.
Children's Service—4th Sunday in month at 2.30 p.m.
ST. MARK, SHEARSTOWN—Sundays, Holy Communion 11 a.m. 2nd Sunday in month; 8 a.m. 4th Sunday in month; Mattins 9.30 a.m. 2nd Sunday in month; 11 a.m. 4th Sunday in month. Evensong 7 p.m. 1st, 2nd and 5th Sundays in month; 7 p.m. 3rd Sunday in month.
Wednesdays, Evensong 7 p.m. Children's Service 2nd Sunday in month at 2.30 p.m.
Holy Baptism and Churching at any service by arrangement.
Methodist.
BAY ROBERTS CENTRAL CHURCH—3 p.m. Memorial Service; 7 p.m. Rev. W. Grimes.
Friday 7.30 p.m. Prayer Meeting. COLEY'S POINT—10.45 a.m. Rev. W. Grimes. — 1.45 p.m. Rev. Wm. Grimes.
Salvation Army.
SALVATION ARMY CHAPEL—7 a.m. Prayer Meeting; 11 a.m. Holiness Meeting; 3 p.m. Free and Easy Meeting; 7 p.m. Salvation Meeting.
Seventh Day Adventists
The regular services at the Adventist Church will be as follows:—Sabbath (Saturday) Sabbath School 2.30 to 3.30 p.m., followed by a regular service 3.45 to 4.45. Fencing, Sunday night at 7 o'clock.

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God bring them back safely, our well beloved boys.
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And with brave faces bade them adieu.
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Festivals—Holy Communion 8 a.m.; Mattins 10 a.m.; Evensong 5 p.m.; Mattins, daily 9 a.m.; Evensong, Fridays 7.30 p.m.
Children's Service—4th Sunday in month at 2.30 p.m.
ST. MARK, SHEARSTOWN—Sundays, Holy Communion 11 a.m. 2nd Sunday in month; 8 a.m. 4th Sunday in month; Mattins 9.30 a.m. 2nd Sunday in month; 11 a.m. 4th Sunday in month. Evensong 7 p.m. 1st, 2nd and 5th Sundays in month; 7 p.m. 3rd Sunday in month.
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Royal Naval Reserve!



Proclamation

By His Excellency Sir WALTER EDWARD DAVIDSON, Knight Commander of the Most Distinguished Order of St. Michael and St. George, Governor and Commander-in-Chief in and over the Island of Newfoundland and its Dependencies.

YOUR KING AND COUNTRY NEED YOU. WILL YOU ANSWER YOUR COUNTRY'S CALL?

A Proclamation was issued on the 21st of August calling on the Patriotic young men of Newfoundland to enlist in the First Newfoundland Regiment and rally round the Old Flag. The response to the appeal was prompt and our Contingent, 540 strong, is already training in England and will be sent to the front as soon as the men are made thoroughly efficient.
We need more fighting men. We need to train more men to strengthen our Contingent for land service and we need to raise a Contingent for Sea Service, but the special need now is for men-at-arms.
There is at present a force, nominally, of 600 men recruited from the Royal Naval Reserve. When the War broke out the roll was 525. A message was sent to the King that this force would be raised to 1,000 men, hardy and bandy and loyal men from the shores of Newfoundland. And the King has just now accepted the spirited offer. The fishermen have been a way on their summer voyage and were waiting for the return of the men to acquaint them of the King's acceptance of our offer. At the present moment the Reserve numbers only 550 men of whom 107 are already serving on board H. M. S. "Niobe."
The Lords of the Admiralty have now telegraphed that they are now ready to take over the Newfoundland Reservists. So it is our duty to respond as soon as possible and arrange for their training.
The fishermen and landmen have responded nobly to the call and we have sent one Soldier Regiment from all the Districts. It is now the Seamen's turn. Let us not fail the Old Country in the great struggle for liberty on which she is now engaged. Newfoundlanders of old have been known for centuries to be staunch and true and loyal to the King. It must never be said that the descendants of the old Sea dogs, whose Fathers never failed when a blow had to be struck for Empire and for the Call is made.
The Admiralty call for 500 seamen from Newfoundland, to engage for the period of one year. Let the best of the men of the Country come forward and report themselves on board H.M.S. "Calypso."

GOD SAVE THE KING.

Given under my hand and Seal, at the Government House, St. John's, Nfld., this 31st day of Oct., 1914.
By His Excellency's Command,
JOHN R. BENNETT,
Colonial Secretary.

Notice

Despatch of Mail for First Newfoundland Regiment.
Letters and Parcels for Members of the Contingent at the Front should be addressed as follows, so long as the troops are still in England undergoing training:
No. Private
Company
Newfoundland Contingent
c/o The War Office,
WHITEHALL,
London, S.W.
All Letters and Parcels so addressed will be made up in a separate bag and despatched with the Governor's official bag to the Colonial Office, and will thus receive special attention.
H. J. F.

Brief News

We met with a man recently who in all sincerity refused to give anything to the Patriotic Fund because he thought half the money would be taken and given to our schools and school-teachers. We explained matters to him and he gave willingly.

We are pleased to find that the old British spirit, so dominant in their forbears, still exist in our young men who are joining the Naval Reserve. Those whom we have been talking with belonging to this section have exhibited a strong desire to fight for their King and Country, and we have no doubt but that they will give a good account of themselves.

During recent battles in East Prussia Germans lost 70 per cent. of their officers, and from Oct. 23rd to Nov. 5th 323 German officers and 21,750 soldiers were taken prisoners, and 4 siege mortars, 52 cannon, 50 Maxim guns and large quantity war stuffs and provisions were taken.

Two fishermen, Joseph Cassel and Joseph Richmond, of Herriag Neck, while going in a boat to Milner's Arm for wood, was found dead by Thos. Cutler on Boyce's Island. Their boat must have struck a rock and filled with water. Cassel was found in the bottom of the boat, which was full of water, and Richmond was found in a bunch of trees.

This Week End Have Brought Us Another Shipment of Ladies' & Girls' Coats.

A few nice black ones among them. Also some of those Extra Good Ones

Marked down \$1 on a coat to clear. See our Prices on general outfitting.

Marshall's

Just West Cable Site.
For Sale
Harness, drag, box cart and wheels, selling reasonable. Apply to Hedley Critch, uptown, Bay Roberts. nov 6, 11

NOTICE

RAW FURS WANTED

We pay the highest prices for RAW FURS of any kind. Send for Price List and Circular.

New England Fur Co.
131 Marlboro Street
CHELSEA, MASS., U. S. A.
oct 30, 1914

Notice to Mariners

(No 9)
Newfoundland—Labrador Ford's Harbour
Latitude 52° 23' N.
Longitude 61° 09' W.
Improvement in Light:
Altered from fixed White Lens Lantern to 6th Order fixed White Dioptric.

Position—Ford's Harbour.
Character—6th order fixed white. Illuminated Arc—All seaward.
Elevation—From high water to centre of light 44 1/2 feet.
Structure—Octagonal wood tower. Colour—Red and White vertical stripes.
Remarks—DURING SEPTEMBER ENDS THIS LIGHT WILL BE INSTALLED, AND KEPT IN OPERATION, ANNUALLY, DURING PERIOD OF OPEN NAVIGATION.
This station is equipped with International Code flag signals.
The station comprises light tower, keeper's dwelling, main storey, flat roof and...
Minister
Dept. M.