



PET MILK

Pure, Sweet, Full-Cream Cow's Milk, nothing added, nothing removed but part of the natural water. It is sterilized and sealed to preserve its purity. In this form it comes to you as sweet and fresh as spring flowers.

If you are particular about the Quality and Purity of the Milk you use in your home, you will appreciate PET MILK. Send for book of 101 Pet Recipes, free.

You can get PET MILK at your Grocers. Order to-day and be independent of the milk-man.



Trade supplied by

F. M. O'Leary, Muir Bldg., St. John's.

July 26, w.t.m.t.f

For the Regatta!

We have still a few coolers left for Regatta. Have you secured yours? We lend them free of charge.

In stock and arriving every steamer:
CONES, STRAWS, CRUSHED FRUITS,
SYRUPS, CREMOR ICE CREAM POWDER,
VANILLA EXTRACT, WADDELL'S JAMS,
SHIRIFF'S EXTRACTS & JELLIES,
CORONA CONFECTIONERY,
DRAKE'S CAKE.

We carry the largest assortment of Confectionery and the most popular One Cent lines in town.

Now booking orders for Cones for Regatta.

Special Prices. Book NOW and avoid disappointment

P. F. Fearn & Co.,
Limited.,

BOX 667. 200 WATER STREET. PHONE 734
July 26, 61

They say that "MONEY TALKS"! And so it does. Usually "MONEY TALKS" to our young men and women and tells them to spend their dollars in thousands every year foolishly and extravagantly. "WELL, YOUR "MONEY TALK" TO YOU at age 50 and say "GOOD-BYE FOREVER". Or will it say to you, "WELL, YOUR "MONEY TALK" TO YOU at age 50 and say "GOOD-BYE FOREVER". Or will it say to you, "WELL, YOUR "MONEY TALK" TO YOU at age 50 and say "GOOD-BYE FOREVER".

Let me quote you CROWN LIFE figures on your next policy and make YOUR "Money Talk" COMFORT TO YOU after age 50.

Crown Life Insurance Co. of Canada

CYRIL J. CARRILL, Law Chambers, St. John's.

Manager for Nfld.

Have You Seen the JEWETT CAR?

THE JEWETT IS PAIGE BUILT.

The new Jewett is of Paige conception, designed and built by Paige engineers and mechanics in the Paige shops. From its Paige origin the Jewett inherits those unmistakable marks of Quality, characterizing the work of a group of men, who for ten years past, have been building the fine six-cylinder cars, bearing the Paige monogram.

Let us demonstrate to you its remarkable power and quality—5 passenger touring—\$2200; Sedan \$2850.

Anglo-American Garage,
JOS. COCKER,
Paige Distributor.

July 26, 11

White organdies are being worn over silk slips in pale rose, citron, mauve or green.
Colored embroidery is used on a frock of white organdie worn over a black taffeta slip.
A novel idea is to have the embroidery on one's handbag match that on one's gauds.

Richard's Lintment for Burns, etc.

Royalty Watch Our Oarsmen's Skill.

SEXTON'S TWELVE RACE BOATS AND OTHER ITEMS.

Editor Evening Telegram.

Dear Sir—I imagine that your many readers would care to read the following brief description of some of the incidents which have connection with the races on Quidi Vidi Lake. I will begin by introducing an item copied from a letter written by Mr. J. B. Hutton, a native of St. John's, sent by him fifteen years ago from Melbourne, Australia. He did not forget to speak of the years in which he took part in the sports abounding here in his youthful days. Mr. Hutton was nearly 35 years of age at the time he wrote the letter. He spoke of the Carter family and said that Peter Carter, a son of Magistrate Carter (the latter gentleman was the father of the late Sir Frederick Carter) was a clerk in his office in Australia, and on leaving the employ went over to New Zealand. He said "I also knew old Mr. Hoyle's very well. His son, Sir Hugh, the late Sir Ambrose Hoyle, and myself in our Brookbank four oared racing boat the 'Maid of the Mist' with young Jim Simms, Coxswain, won nearly every race on Quidi Vidi formerly. The letter was written for the Newfoundland Quarterly and appeared in its columns in 1907. Following are some of the names who rowed in those days of which Mr. Hutton wrote, in the Amateur race, Lash, Furneaux, Hepburn, Winter, Pearce, Kough, Hoyle, Shea, Legge, Fowler, and Moyle. The boats competing were 'Maid of the Mist', 'Repeal', 'Victoria', 'Lallah Rookh', 'Lucy Long', 'Banabee', 'Undine', etc.

Lieut. Bonnycastle tells us in his history "Newfoundland in 1832" that for three days the meadow near the lake was covered with boats or tents, and that some spirited matches took place. Sir John Harvey, who presided as Governor of Newfoundland in the early forties was the owner of a jolly boat called the 'Cubby Boy' which was a winner at the regatta of 1844. The boat was christened no doubt after the name of a famous place in the vicinity of the West End, near Casey Street, called 'The Cubbies'. The prizes offered in the years which Mr. Hutton wrote on in the Amateur race was first prize \$50, second prize \$25.00. Later the prizes dropped to \$40 for first prize and \$20 for the second. At a quarter to twelve, a bugle blast was blown, calling the boats to their respective places. Each boat was supposed to carry a flag 12 1/2 inches and not less than 18 inches above the gunwale. On three occasions Royalty has honored us with its presence at regattas, twice on the banks of Quidi Vidi, and once by viewing it on the harbor of St. John's.

In 1845, Prince Henry, the third son of the King of Holland, visited St. John's, and was given a grand reception by the inhabitants. It was after the annual regatta had ended, so a regatta on the harbor was held in honor of the visit of his Royal Highness. Pilots and fishermen, etc., competed. Ere his departure, the Prince informed those in charge of the programme of entertainment that he had never been given such a welcome as that which he had received in Newfoundland.

In 1860, the late King Edward VII, then Prince of Wales visited the regatta, held in July of that year. His Royal Highness drove around the lake alighting on the North side near Jocelyn's (now Ross's), where his carriage was surrounded by the people, some of whom were heard to express themselves in the following language: "By the powers but ain't he a proper dartin' pet." One old Irish woman was heard to say "He's as safe here as if he was in his mother's parlour." Ere his Royal Highness departed he left £100 to be divided for prizes to be given to the winners in the fishermen's race which was afterwards known as the "Prince of Wales Prize."

A representative of the press of America here at the time wrote about the regatta as follows: "Fully ten thousand people were at the regatta. The lake is a beautiful sheet of water, about half the size of Toronto Bay. Surrounded by high hills it is of great depth and as blue as the ocean itself." On receiving an address presented to him by the members of the Legislative Council, the Prince replied in part:—

"Gentlemen—I thank you from my heart for your address. To-day I have set foot for the first time on the easternmost portion of those vast territories in North America, which own the sway of Great Britain. And I have here a foretaste of the kind reception which I am led to expect in the more populous portions of the Empire which in fulfillment of the duty entrusted to me by the Queen, I am about to visit."

In 1913 as your readers are aware, the grandson of King Edward met with a hearty reception, and attended the regatta. I do not intend to occupy a space of your valuable space. Numbers of your readers would, I am sure, like to know the year which

Bob Sexton first built a race boat, and the years which all the rest of his boats were built. He built the "Glance," the first race boat in 1895; "Cabot," 1897; "Bob Sexton," 1899; "Red Cross," 1900; "Blue Peter," 1901; "Doctor," 1903; "Toss," 1904; "Red Lion," 1906; "Pink Un," (re-christened Mary), 1909; "Guard," 1910; "Nellie R.," 1912; "Cadet," 1914. He built twelve boats for Quidi Vidi, and two boats, "Eclipse" and "Doctor" for the Bell Island regatta. Before concluding I would like very much to enclose the names of the Regatta Committee of 1882—forty years ago:—Hon. Charles Bowring, President. Hon. Moses Monroe and Walter Baine Greaves, Vice-Presidents; J. J. Little (late Judge Little), M. O'Mara, one time member of the House of Assembly and prominent lawyer, Arthur Hiscok (our present genial and energetic President), George Hutchings, late of Job Bros. & Co., deceased, R. A. McCoubrey, R. Mellis, D. Brian, J. W. Foran, Proprietor of the Hotel, a popular place in the years gone by. A. Brown, Joseph Lynch, Samuel Moore, C. Seymour, J. Purdon, J. C. Mahan, J. Rooney, J. Burke, S. Prowse, and J. Kearney. Mr. Hiscok and one or two of the other named gentlemen we believe are the only ones of the number alive to-day.

Hoping that the above may be of interest to your patrons, I must conclude with thanks.

Yours truly,

QUIDI VIDI.

July 31st, 1922.

HOUSEKEEPERS

The dust which you see blowing about the streets is composed of horse manure, filth from the drains and cesspools and various other disease-bearing particles or atoms. This dust blows into grocery shops and settles on all uncovered foods. If your grocer has an open sugar barrel in his shop the dust and dirt will surely get into the sugar. Whenever you buy sugar taken from an uncovered barrel, depend upon it, you get a goodly share of disease-bearing dust. Do you care? If you want clean sugar, free from dust, buy Lantic Sugar in dust proof, full weight, sealed packages. Lantic Sugar is guaranteed very highest quality of pure granulated white sugar. Buy a 2 pound or a 5 pound package and see for yourself how good it is.

SHOPKEEPERS

Do you know that to put up Sugar in paper bags costs you for the bags, twine, time, and loss of weight, from 75 cents to \$1.00 per hundred pounds. Do you know that 80 per cent of the sugar handled by Canadian and American grocers is sold in packages. These grocers know that package goods are more profitable than bulk goods because there's no waste. Any grocer who knows how to figure costs and profits can readily find out whether he is selling sugar at a profit or not; careful figuring will convince such a grocer that package sugar pays better than bulk sugar. The jobber who wishes to lessen his percentage or risk, will find Lantic Package Sugar in 100 pound cases very convenient for this purpose. The loss of one case is less than one third the loss of one barrel.

COLIN CAMPBELL, LTD.

July 31st

Ernest Shipman Will Speak at Nickel To-Night.

GREAT PRODUCER ADDRESSES PUBLIC ON ART OF MOTION PICTURE PRODUCTION.

Ernest Shipman, one of the foremost Motion Picture Producers in the world, and the only successful producer of Canadian films has had six expressly forwarded from Toronto, one thousand feet selected scenes from his latest production, "The Man From Glengarry," Ralph Connor's stirring story. Mr. Shipman will speak and explain the art of motion picture production in detail while the picture is being exhibited on the silver sheet.

Mr. Shipman has formed a Newfoundland Photoplay Company, and will produce a local picture which will be a source of gratification and pride to all Newfoundlanders. A story typical of Newfoundland with its marvellous rugged beauty and unexcelled background of scenic splendor. His pleasant personality will no doubt make for him numerous friends as he appears before the public to-night. Mr. Shipman is scheduled to speak about 8.45.

Express Passengers.

The following first class passengers arrived at Port aux Basques yesterday morning by S.S. Kyle:—Mrs. W. Anderson, Miss R. Seelye, G. H. and Mrs. Glover and daughter, J. J. Murphy, Miss V. Gallop, Mrs. R. Wilson, W. R. Evans and 2 children, Mrs. H. F. Tanguay, Mrs. M. Swane, Mrs. A. Doty, Mrs. G. Sparkes, Miss L. Danberg, Miss F. Maund, Miss A. Noseworthy, J. Eastwood, J. Gilta, M. J. and Mrs. Brick, Miss E. Leewood, H. and Mrs. Butler, W. Mrs. Bishop, A. E. Holmes, W. W. Myer, D. Hall, S. Leonard, Rev. A. Kettle, F. Bankham, J. S. Myers, Mrs. A. Blakeman, Mrs. J. Lovell.

The Romance of the Races

We'll meet at the Races,
My old love and I,
And recall the dead dreams,
Which bring many a sigh.
We'll talk of old times,
Of how late overtook us
And was our undoing.

For she cast me aside,
She wooed and she married
I lost though she loved me,
Because I had tarried.
But she surely did love me,
And I thought that the sun
Rose only and set
In her love which I'd won.

But she cast me aside,
My own sweet, little honey;
For love in a cottage,
She said, was not money.
And she married the man
With the cash but no love;
And she's paying the price
Exact as above.

We'll meet at the Races,
My old love and I,
Recall our romance,
And our dreams blasted high.
But our hearts can't forget,
Though the mind wills a change
We can love still, but wonder
That life is so strange.

We'll meet at the Races
And recount the past years;
All our joys and our sadness,
Our laughing and tears.
Though our ways have long parted,
We are filled with regret;
For love, in its Springtime,
We can never forget.

CHARLES M. C. WHITE.

St. John's, July 29th, 1922.

GRAND REGATTA DANCE

—Prince's Rink, Regatta Night.
Real old-time Regatta Dance programme, and played by the best band for dance music in the country. If you don't dance you will enjoy looking on. Slogan: "Follow the crowd".—July 31, 11

Shipman Successful.

MOTION PICTURE COMPANY FORMED.

Prominent Business Men Put Up Money to Produce Newfoundland Picture.

Ernest Shipman, Canadian motion picture producer, has succeeded in forming a company which will find the capital to make a picture, advertising Newfoundland.

This picture will have a plot containing all the features of what the movie people call a "red-blood" feature and will incorporate in its plot, scenes of Newfoundland's main industries, a Newfoundland dog, a handsome hero and a beautiful heroine.

The Board of Directors of the new company consists of the following well known business men: W. G. Gosling, E.A. Bowring, A. E. Hickman, David Baird, J. C. Hepburn, Tasker Cook, J. P. Kieley, R. B. Job, J. J. McKay, C. A. C. Bruce, Ernest Shipman and others. Articles of incorporation have been prepared by the law firm of Blackwood, Emergent and Winter, and Messrs. O'Hara and Garrett L. Port, director and continuity writer respectively, will be responsible for the making of the picture. The picture should be started about the middle of August and completed a month later. Here is what Mr. Shipman himself, says of the forthcoming production, "I look upon this picture as the most interesting of all my fall releases. The picture fans of the theatre world are becoming jaded with the studio made product, the sex problem and the endless comedies. My recent experience with wholesome, nature-made, outdoor pictures such as "Back to God's Country," "The Sky Pilot", etc., prove that these nature dramas are in universal demand and will continue to head the list of successful film attractions for some time to come."

GRAND REGATTA DANCE

—Prince's Rink, Regatta Night.
This spacious Rink will be in first class condition and nicely decorated for the occasion, so that those who attend will have the time of their lives, because everybody will be there, rich and poor, young and old—a real Regatta Dance. Slogan: "Follow the crowd".—July 31, 11

Susu in Port.

MAKES RECORD TRIP.

S.S. Susu arrived in port Saturday afternoon after a record run of 97 hours on the Fogo route. The ship made all ports of call both going and returning and splendid weather was met throughout the trip. The Susu reports Cascochoe Gannet, Captain A. Blackwood, as arriving at Westport with 100 quintals of fish. The following first class passengers arrived by the ship—Miss J. McDonald, Miss Johnstone, Miss G. Carner, Miss B. Collins, Miss Head, Miss M. Russell, Miss S. W. Whiteway, Miss Peckford, Miss Barry, Miss B. Hoskins, F. Saunders and two children, Mrs. W. Davis and child; Mrs. S. Rose, Mrs. Wheeler and child, Messrs. C. Bradley, A. E. Hayward, J. Chaffey, A. R. Randall, R. Winsor, Capt. E. Evans, S.A., F. Harris, S. E. Elliot, R. F. Hayward, J. Chaffey, F. Saunders, W. Davis, H. G. Stone, G. Coady. The ship sails again tomorrow.

GIBSOL removes blackheads and old pimples.—July 31, 31, m.t.h.

The Week's Calendar.

JULY—7th Month—31 Days.

31—MONDAY. German ultimatum to Russia, 1914. Third battle of Ypres, 1917.

AUGUST—8th Month—31 Days.

1—TUESDAY. Lammas Day. Battle of Minden, 1759. Battle of Nile (naval) 1801. Battle of Altona (naval) 1864.

2—WEDNESDAY. Battle of Blenheim, 1704. Order of Redemptionists founded, 1732. Enrico Caruso (tenor) died, 1921.

3—THURSDAY. Columbus sailed for America, 1492. Germany declared war on France, 1914.

4—FRIDAY. Surrender of Calais, 1437. Britain declared war on Germany, 1914.

5—SATURDAY. First British-American transatlantic cable worked, 1858. Military mobilization Britain, 1914. Anglo-French forces landed at Archangel, 1918.

6—SUNDAY. 8th after Trinity. Transfiguration, Anzac Cove, 1915.

GRAND REGATTA DANCE

—Prince's Rink, Regatta Night.

Only 5 minutes' walk from the Regatta course. Grand time assured. Thousands will be there, therefore be one of the crowd. It will be "the" Regatta Dance with "the best" dance music. Slogan: "Follow the crowd".—July 31, 11

Personal.

Mr. R. C. Morgan, General Manager of the Red Nfld. Co., left by yesterday's express for a trip across country. He was accompanied by W. F. Joyce.

Mr. E. M. Calvert, Ornithologist with the Canadian Scientific Expedition, which has been on research work in the interior of Labrador for the past year, left for Ottawa by yesterday's express.

GRAND REGATTA DANCE

—Prince's Rink, Regatta Night.

Music by the C. C. C. Full Band (25 instruments). Splendid time and a grand ending to the Races. Don't miss it. Slogan: "Follow the crowd".—July 31, 11

Fresh N. Y. Turkeys.

Fresh N. Y. Chicken.

Fresh Canadian Ducks.

Fresh Canadian Geese.

ELLIS & CO'Y.

LIMITED.

203 WATER STREET.

Holiday & Summer Goods.

Paysandu Ox Tongue.

Chicken & Tongue in Glass.

Ox Tongue in Glass.

Boars' Head in Glass.

Chicken Breasts in Glass.

Sandwich Pastes in Glass.

Pate De Foie Gras.

Paris Pate.

Devilled Tongue.

Army Rations.

Galantines Pheasant.

Galantines Turkey.

Galantines Chicken and Tongue.

Galantines Turkey and Tongue.

Galantines Veal and Ham.

Lamb and Green Peas.

Veal and Green Peas.

Steak and Kidney Pudding.

Apple Pudding.

Game Pies.

Junket Tablets.

Junket Powder.

Essence of Rennet.

Jell-O. I. C. Powders.

Montserrat Limetta.

Montserrat Lime Fruit Juice.

Rose's Lime Juice Cordial.

Rose's Lime Juice.

Lemon Squash.

Welch's Grape Juice.

Schwepes Ginger Beer.

Schwepes Dry Ginger Ale.

Schwepes Sweet Ginger Ale.

Schwepes Lemonade.

Schwepes Soda.

MOORE'S BAKERY.

For REGATTA SUPPLIES

All kinds of Cake and Pastry; also Sultana and Dark Fruit Cake.

Call or phone and get Prices.

MOORE'S BAKERY,

18 BRINE STREET.

PHONE: 1572.

July 27, 11

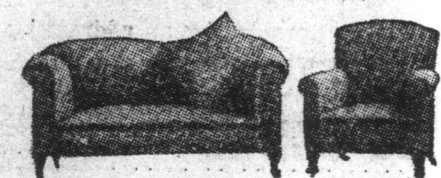
MINARD'S LINTMENT FOR BARKET IN COWS.

SOLWAY SUITES

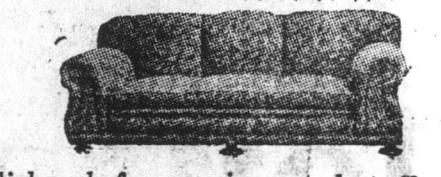
SPECIAL FEATURES.



English oak frames, imported stuffing (absolutely pure); best British material throughout. 2 pieces as illustrated. 3 pieces as illustrated. NITHSDALE SUITES.



Same general construction as Solway but larger and with addition of fine Kapuk Cushions. 2 pieces with additional Wing Chair. CHESTERFIELDS.



English oak frames, imported stuffing; made to match Solway and Nithsdale Suites.

Price \$125.00

With Cushions \$140.00

All work guaranteed. Samples of tapestry on application. Easy terms.

A. M. PENMAN CO.,

Factory, Theatre Hill (over Red Garage).

Entrance from rear.

Tel. 1147.

P. O. Box 1221, East End.

th.m.t.f

Regatta, Regatta!

You must have full value for your money this year.

We won all the prizes this year and they are yours now at ridiculous prices.

Light Weight MEN'S UNDERWEAR . . . 59c.

These have just arrived and are wonderful.

LADIES' HOSE in Blk. only. Reg. 25c

Now 18c.

A Beautiful TOILET SOAP, only . . . 6c. cake

MEN'S NEGLIGEE SHIRTS; all sizes; handsome stripes \$1.30 ea.

LADIES' WHITE EMBROID. UNDER-SKIRTS 85c.

SEE OUR WINDOWS

This Week End.

BON MARCHE.

ed

New Potatoes, Box Apples, Green Cabbage, Cal. Oranges.

Arriving August 3rd.

Please send in your orders in advance for prompt delivery on arrival.

GEORGE NEAL,

Limited.