

"VICTORY" FLOUR--The Highest Grade Milled.

NEWFOUNDLAND

Shell Company, Ltd.

CAPITAL---\$60,000
In 600 Shares of \$100.00 each.

Paid up Capital will be guaranteed by the Government of Newfoundland against loss.

An order has been received for 20,000 Shells, to be increased when Company is ready to accept further orders, at prices that should give satisfactory returns.

Applications for Stock to be made not later than 4 p.m. Saturday, 4th September, at the Office of F. W. Angel, Water Street, after which a meeting of Subscribers will be held and Board of Directors elected.

aug31,41

A Visit to Our Boys at Aldershot.

Everything has passed in a kaleidoscopic swift since we left dear old St. John's on Saturday, 24th July, in the good ship Pomeranian. The voyage was most quiet and uneventful till within two days of the land, when one could notice an almost imperceptible flutter among the officers and crew, and of course common sense told us we were in the "war zone" and that a "submarine" may appear at any time. On Friday, the 29th, every precaution was taken; the lifeboats were lowered, new cordings attached, and they were lowered later on a line with the deck, so that the ship could get into them with comparative ease. Next day we were told off to the boat each passenger was to take when the dreaded gun should shriek and the phantom of the periscope appear to the vision of the day! We arranged all our belongings, said farewell to our various bits of finery, and felt quite content to face London in our shabby travelling garb! We arrived unscathed, however; but it was not till we had passed the "isle of Grain" in the Clyde that we felt safe! And it was a relief, although it was here the captain heard that the liner of the Leyland Line had been torpedoed off the Mersey about an hour before! I did not advise any person with nervous tendencies to cross the Atlantic while such terrors prevail; the uncertainties of the voyage are quite sufficient without such possible horrors! For the stoutest heart quailed when we saw the blankets, bread and whiskey being put in the lifeboats and felt we might be consigned to these fragile objects for nights and days. Furthermore, there was a large sign-board placed on deck on which all eyes were riveted and on which the following was inscribed in glaring red letters on a white ground: "When 4 blasts of the whistle have sounded, stand by the boats!" Nobody undressed that night, but judging from the cheerful voices and "sounds of revelry" even the Germans would be convinced, if they were present, how hard is the task of terrorising the hearts of the children of the great, free, the United Empire, on which the sun never sets. Glorious looked the incomparable Clyde as we passed up the friendly shores that peaceful Sunday evening. Here and there a trawler appeared as if to reassure us that all was well. Away in the distance the Irish mail boat flung her sapphire wreaths behind her—a reminder of the memories of the imperishable gallantry of Erin's sons on the sodden fields of this atrocious war. In passing Saltcoats we thought of one who had been so lately laid away, covered with years and honours, and it seemed but yesterday since he had stood on the deck of another ship and looked lovingly towards his native hearth and home.

Arriving in Glasgow, we soon learned that our soldier lads at Stob's

Camp had orders to "break up" and remove to Aldershot that very evening. Mr. Lumsden, the genial British buyer of James Baird, Limited, offered to accompany us to Stob's, so we entrained almost immediately, arriving just in time to see "C" and "D" Company off and to greet some of the men and officers. "A" and "B" Companies had left in the early part of the day. Stob's is an immense camping ground—sloping hill-sides and lawn-like plains for miles and miles around. It was sad to see so many of our lads off to the last place, before going to the front, and as the bagpipes sounded the "send off" and the strains of "It's a long, long way to Tipperary" echoed among the hills, I am sure their thoughts flew back over many leagues of trackless main to their own dear home and kin, whom some of them may never see again. Not content with the glimpse we got at them at Stob's, we went down to Aldershot on Saturday morning and remained till Monday. The quarters here are splendid, and in the "piping times of peace" who would not be a soldier? It's the largest and most aristocratic military station in the Kingdom, the seat of one of the seats of the Duke of Connaught with-in 3 miles of Canterbury, and so within walking distance of Farnborough, the English home of the venerable Eugenie, widow of the ill-fated Napoleon III. I think, too, it's about 13 miles from Windsor and within easy motoring distance to many of the superb spots with which English country-side abounds. We saw the officers' mess-rooms at Aldershot, and shook hands with Capt. Carty and Whitten, Lieuts Shortall, Herder, Donnelly, Fox and Quartermaster Summers, who happened to be in at the time. The church parades were splendid, and as we noted the faces as they passed, we fancied we knew them all. I had almost forgotten to say that we had the pleasure of meeting Major Franklin, who was given a short leave from the front, and who took advantage of it to see the "boys," some of whom he had "captained" so lately. The wish was universal among them that he had been retained still in that capacity. In the afternoon (Sunday) we spoke to Lieuts. H. Rendell and B. Tait as they leaned out of the barracks window, and later on met Lieut. Cecil Clift and the two Reid boys at the "Hert Hotel," one of the most charming spots in Surrey. We all had tea on the lawn, and while imbibing the "cup that cheers," Lieuts. Gerald Harvey and Herbert Knight came along in the former's motor; but they were too far away for us to greet them. To the friends and relatives of the officers and men I would say, that they are all looking well and in the best of spirits and impatient of the day to meet the "Huns" of the "heralded" London, August 10, 1915. E. C.

This Week's Bargains!
We want to clear the balance of our Summer Stock of Ladies' Blouses and One Piece Dresses. And have marked them down to real clear-out prices. GET ONE TO-DAY.

Illustrated Talk by African Traveller.

His Excellency the Governor and Lady Davidson have graciously consented to give their patronage to the illustrated talk on Africa to be given by Miss Mary Hall at the Grenfell Hall, on Monday at 8.15 p.m. Also the public will, we feel sure, appreciate the kind thought of Miss Hall in wishing to give the proceeds of her lecture to increase one of the War Funds in which Newfoundland is at present so interested. She has decided to devote the sum realized to the much needed Hospital Cot Fund.

Reids' Boats.

The Argyle sailed from Placentia for the westward at 2 a.m. to-day. The Clyde left Lewisporte at 8.35 a.m. to-day, for the north. The Dundee left Port Blandford at 2.40 a.m. to-day. The Ethie left Clarendville at 4 a.m. to-day. The Glencoe arrived at Placentia at 3 a.m. to-day. The Home left Port aux Basques for North Sydney this afternoon. The Kyle arrived at Port aux Basques at 7 a.m. to-day. The Meigs left Port aux Choix at 4 p.m. yesterday, going north. The Sagana left Westville at 7.30 p.m. yesterday, going north.

Here and There.

DISEASE DISAPPEARING.—The outbreak of diphtheria at Spillars Cove, B.B., is being stamped out and all the patients down with the disease are recovering fast.

GLENCOE'S PASSENGERS.—The passengers who arrived at Placentia this morning by the Glencoe, reached the city by the noon train to-day, a special from Placentia having taken them to Brigus Junction where connection was made with the shore train.

POLICE COURT. (Before Mr. Hutchings, K.C.)—A 15-year-old boy, charged with the larceny of \$10, was discharged; two drunks were discharged, and two others fined \$2 or 7 days; a slander case was postponed; two boys for loose and disorderly conduct were released on their parents giving bonds for their future good behaviour.

B.I.S. DEFEAT GRAND FALLS.—The B.I.S. football team have returned to the city from Grand Falls. They played a series of games at the Inland Town with a picked team there. Three games were played. Our boys won two and three resulted in a draw. The B.I.S. footballers and supporters were treated hospitably and royally entertained during their stay at Grand Falls and look forward to another such trip next season.

MONEY LOST.—A poor woman who called at an office this morning, informs us that on Wednesday evening last, she lost from the bosom of her dress a small sum of money, which she had received from the Commissioner of Charities, and which she was keeping to pay her rent. The loss is a serious one to this poor woman, and any person finding the same will please communicate with this office.

THE PATRIOTIC ASSOCIATION OF THE WOMEN OF N.F.L.D.

A general meeting of all who are interested will be held in the Methodist College Hall on Monday, Sept. 6th, at 8 p.m., to receive reports from committees of work done since January 1st, and to plan work for the coming winter. A special welcome will be extended any outport members who may be in the city.

KYLE'S PASSENGERS.—The Kyle arrived at Port aux Basques at 7 a.m. to-day with the following passengers in saloon:—R. Bonnell, A. Wells, W. F. Dawe, Miss L. M. Fakely, John Francis, H. D. Robertson, C. A. Herman, Mrs. R. W. Dunham, H. F. Everett, Wakefield Dunham, W. E. Agnew, R. H. and Mrs. Anderson, Mrs. T. M. Bechil, C. C. Robinson, H. C. and Mrs. Hussey, Mrs. M. Hussey, Mrs. S. Chisney, S. Vincent, J. Hulley, B. F. McLean, T. S. Hue, Mr. Ellis, Miss A. Dicks, Miss F. LeTallant, Miss M. LeVallant, Miss F. Cowan, Miss H. Fraser, Miss N. Smith, Miss A. Gill.

Braiding and covered buttons trim many day gowns. Tailored suits this fall will reveal the lines of the figure. Simplicity will continue to be the

Have You Ever Smoked
CLOVER LEAF TOBACCO?

If not you are losing all the charms of a good cool smoke. We sell it at;

10c. per plug.

And besides being the best it is the largest piece on the market for the price.

W. GOSSE,
PLYMOUTH ROAD.



A Fine Sweet Pipe.
We have a large assortment of

The Wellington PIPES,

and sure to have the shape to suit you. Saliva can't get to the mouth. It won't foul and can't clog.

TRY ONE TO-DAY.
J. C. BAIRD.

Do It Now!

Ring up, write or send us instructions to call for your

Laundry

when next you require any work done.

EXPERT WORKERS. LATEST MACHINERY. PROMPT SERVICE.

Globe Steam Laundry Co., Limited.

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DELICIOUS Ice Cream!

delivered at shortest notice, by quart or gallon. Just the thing for party or outing.

Oyster Bay Ice Cream Parlors.

Phone 770A. 168 New Gower St. July 26, 1915.

Lumber!

Pine, Spruce, Fir.

Cut to order. F. O. B. the R. N. Co's. car. Prices on application to.

Here and There.

SAILED TO-DAY.—The barqt. Ada Peard sailed to-day for Bahia.

Vinola Flour makes excellent bread.—sep3,6,8

SUSU.—The s.s. Susu left Horwood at 9.35 a.m. to-day, coming south.

The quality of Vinola Flour is always the same—the Best.

LEFT FOR SYDNEY.—The schr. Protector left here this morning for Sydney in ballast.

Give Vinola Flour a trial. Makes excellent bread. Sure to give you satisfaction.—sep3,6,8

COMING SOUTH.—The Earl of Devon left LaSalle at 8 a.m. to-day, coming south.

Write for price of Vinola Flour. We have it in stock and to arrive. P. H. COWAN, 276 Water Street.—sep3,6,8

FOREIGN MAIL DUE.—An accommodation train from Port aux Basques with the Home's mail, is due in the city about midnight.

ACKNOWLEDGMENT.—The Minister of Finance begs to acknowledge receipt of Two Dollars and Fifty Cents (\$2.50). Consensus Money, through Rev. Fr. Nangle.—adv11

LEFT FOR OPORTO.—The schr. Lady St. John has left Grand Bank for Oporto with 3,213 qtls. of fish.

Insist on having NYAL'S Face Cream. No other just as good. Sold at STAFFORD'S.

THE GASPE.—The barqt. Gaspe, fish laden for Pernambuco, sails on Monday next.

Hot Roast Turkey and Chicken Suppers served at McGARRY'S Cafe until midnight. Also, Afternoon Tea served for Ladies and Gentlemen from 4.30 to 6 p.m.—aug15

WASIS ARRIVES.—The s.s. Wasis arrived last night from Sydney with a cargo of coal, consigned to Mr. W. B. Fraser.

BACK FROM LABRADOR.—The schr. Mildred M. Bell has arrived at Conception Hr. from the Labrador, hailing for 700 qtls. of codfish.

GOT HAND CRUSHED.—A young man named Ashley, engaged at the Dominion Co.'s compressing plant at Bell Island, got his hand crushed, the forefinger of the right hand being completely severed.

WEATHER.—A light north east wind prevails along the line of railway to-day with the temperature ranging from 48 to 68 above.

EPISCOPAL VISIT.—Preparations are being made at Topsail, Manuels and Kelligrews for the reception of His Grace the Archbishop who will make an episcopal visit to these places on Sunday next.

Mapleton's Peanut Butter is made in England. When you buy it you will know its value. When the children get it on their bread they know its quality. Cheap nourishment these strenuous times. The proof of the pudding is the eating of it.

FRENCH VESSEL HERE.—The French barqt. Myosotis (translated means a small flower), reached port last evening after a passage of 39 days from Torre Vieja, bringing a cargo of salt to Smith Co., Ltd.

BOWING'S SHIPS.—The Portia left Placentia at 9 a.m. to-day, due at this port to-morrow morning. The Prospero left Herring Neck at 10.25 a.m. going north.

GLENCOE AT PLACENTIA.—The Glencoe arrived at Placentia at 3 a.m. to-day with the following passengers: Adjutant Stickland, Mrs. Stickland, Adjutant Grandy, Mrs. Grandy, Capt. and Mrs. Smith, Mrs. E. Lyon, Rev. J. W. and Mrs. Winsor, Miss L. Oakley, Miss Cluett, Miss O'Reilly, Miss Milley, Miss Farrell, Miss Baker, Mrs. M. Parsons, Mr. Murphy, Mrs. Skinner, G. Skinner, Rev. A. Tuik, W. S. Hatcher, S. E. Keeping, E. Rose, H. Lake, T. Bonia, Dr. Murphy, A. M. Dunphy, J. E. Cheesman, E. B. Cheesman, F. Paul, G. Grandy, M. Harnett, J. Sweeney, M. Budge, and 2 second

LET THE CHILDREN

KODAK

Let them have the fun—the broadening appreciation of the out-of-doors.

Let us show you a suitable Kodak, Premo, or Brownie Camera.

PROMPT DEVELOPING & PRINTING.

TOOTON'S the KODAK Store,

820 WATER STREET.

How Sir Cecil Spring-Rice Won Success.

SALARY £10,000 A YEAR.

Undoubtedly the Ambassador who has the most difficult and delicate job in the world at the present time is Sir Cecil Spring-Rice, Britain's representative in the United States, and the recent attempt on his life, when six men tried to hold up his motor-car, shows the peril of his position at a time like this.

The country, however, has every confidence in Sir Cecil, for he served his diplomatic apprenticeship in nearly every country in the world; and although young, as Ambassadors go, he is only fifty-five, Sir Cecil has proved in every way a worthy successor to Lord Bryce, whom he succeeded three years ago.

Sir Cecil began life by entering the War Office first as a clerk. He soon, however, attracted the attention of Earl Granville, the then Foreign Secretary, and later used to write brief outlines of documents for Earl Rosebery, when the latter was Minister for Foreign Affairs.

His rise after this was very rapid. He went as Embassy Secretary to Brussels, Washington, Tokio, Berlin and Constantinople, and he did other valuable diplomatic work at Petrograd and Stockholm. Thus he gained a profound knowledge of the problems that trouble the peace of Europe, and of the crooked ways of foreign diplomats.

Tactfulness to a degree, Sir Cecil has been described as "a still, strong man, who has yet to go far," and his diplomatic opponents admit that he is an adversary to be feared. His promotion from Minister in Sweden to Ambassador in the United States showed how highly his genius as a diplomat is appreciated, for while the pay at Stockholm is £2,500, that at Washington is £10,000. But, of course, the expense of the latter position is much greater.

Indeed, Sir Cecil could not maintain the dignity of his office without a private fortune. Almost without exception, English diplomats have always considered it a matter of personal honour and obligation to spend their full emolument for the purpose for which it is paid—to maintain the dignity of their office, and they almost invariably have to supplement their official revenues with drafts upon their private incomes.

It is an interesting fact that when Sir Cecil married the only daughter of Sir Frank Cavendish Lascelles, one of the most distinguished veterans of the English diplomatic service, in 1904, in Berlin, where Sir Frank was then Ambassador, the wedding was attended by the German Emperor and Empress and the Crown Prince. Lady Spring-Rice is an exceptionally clever woman, with the curious distinction of having invented the "fencing"

breakfast in America. An enthusiastic fencer, she invites all her fencing friends to breakfast. They arrive in fencing costume and enjoy a "set to" with the foils before taking the tea and coffee.

Economise!

Use Coke for Kitchen Ranges, Furnaces, Hall Stoves, etc. Smokeless, cleanest, cheapest.

The most economical fuel for Factory use. Experts say that with Coke you get 44 per cent. of the total possible heat, with coal only 19 per cent.

Selling at \$6.50 per ton, sent home, for a limited period only.

Send in your orders immediately, and avail of this low price. Fuel is bound to be dear this Autumn.

ST. JOHN'S GAS LIGHT COMPANY.—aug26,15

Fishery Report.

The latest fishery reports received by the Board of Trade are:—

Aug. 28. From A. J. Pearce, (Twillingate to Trump Island).—The catch to date is 2346 qtls. and for last week 1240. Fifty traps and about 60 skiffs are fishing. Prospects were exceedingly good this week, some of the traps getting 20, 30 and 40 barrels each on Monday, Tuesday and Wednesday, but on the other days they did not do so well. The hook and line fishery has not improved and bait is very scarce only a little herring and mussels being obtainable.

Aug. 28th. From J. F. Devereaux, (Cape Race to St. Shott's).—Forty dories and skiffs and one boat are fishing. Prospects are poor for the Fall fishery. There is a good sign of cod on the grounds and dories get from 1/4 to 1 qtl. daily when bait can be had, but there is only a little herring and no squid available. The total catch is 10050 qtls., but nothing was done the last week.

Aug. 28th. From W. R. Andrews, (Great Jarvis Head to Pass Island).—Prospects are fair but bait is scarce in this vicinity. There is plenty of squid however, at Hermitage. The catch is 3100 qtls. and for last week 1900. About 180 dories and skiffs are fishing.

Aug. 28th. From T. Hogan, (Carbonar to Western Bay).—Six traps and 50 punts are fishing, and the catch to date is 2675 qtls. with 15 for last week. Prospects are poor and there is no bait of any kind.

From Labrador.

Holton.—Strong S. W. wind, cloudy with rain.

Makovic.—Fresh S. W. wind; no fishing.

Smoky.—No fishing; weather cloudy with strong S. W. wind.

Grady.—Strong S. W. wind; no fishing.

Dominio.—No fishing; cloudy with strong S. W. wind.

Venison Island.—Hooking good. Battle Harbor.—Weather cloudy; good hooking.

Colors must be subdued. Long mantle coats of velvet and fur are very picturesque. The skirt with an inverted pleat at the back has returned.

CIVIC COMMISSION.—The regular weekly meeting of the Civic Commission takes place at 8 o'clock this evening.

GROWING FEED

You are proud to show the big Chickens raised on GROWING FEED

What you been feeding?

Your neighbor is ashamed of his half grown runs fed on "Something just as good"

Buy it of