

TEN PAGES TO-DAY,
WEATHER FORECAST.
 TORONTO, Noon.—Moderate to fresh winds, mostly east, some local showers but partly cool to-day and on Saturday.
 ROYAL, Noon.—Bar. 29.65; ther. 51.

THE "PEOPLE'S PAPER" IS A LIVE DAILY IN A BUSY CENTRE—STUDY ITS NEWSY ADVERTISING, TEN PAGES TO-DAY, FOR LATEST WAR NEWS SEE 4th PAGE.

THE EVENING TELEGRAM

VOLUME XXXVII. PRICE ONE CENT. ST. JOHN'S, NEWFOUNDLAND, FRIDAY, JULY 2, 1915. \$3.00 PER YEAR. NUMBER 151.

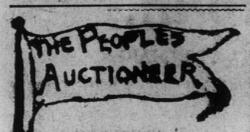
REID-NEWFOUNDLAND CO.

Labrador Service!

The S.S. "SAGONA" will sail from the Dry Dock Wharf on MONDAY, July 5th, at 1 p.m., for the usual Labrador Ports of call.

FREIGHT RECEIVED UP TO 10 A.M. MONDAY.

Auction Sales!



AUCTION!
 On Tuesday, the 6th day of July, at 12 o'clock noon, the Shop and Premises on the North Side of Water St., opposite Messrs. Bowring Bros. Ltd., belonging to the Estate of the late E. J. Malone. For particulars apply to the undersigned Auctioneer, or to WOOD & KELLY, Temple Bldg., Duckworth St. Sale will take place on the premises.
P. C. O'DRISCOLL,
 Auctioneer.
 Jun28,71

NEW STOCK!

Just Arrived:
 400 (90 lbs.) sacks P. E. I. POTATOES.
 Also
 100 sks. HEAVY BLACK OATS
 150 sacks MIXED OATS.
M. A. BASTOW.
 P. O. Box 121. Phone 304.
 July2,31.eod

SALE OF Houses.

When you want to sell your HOUSE to the best advantage list with us. Moreover, as we have enquiries every day and yours may be the HOUSE that's wanted. REMEMBER: Free listings. No sale no charge.
Fred. J. Roil & Co.,
 REAL ESTATE.
 Smallwood Building,
 Duckworth Street.

They Require No Pushing!



Cash's Cigars, Cigarettes and Tobaccos

require no salesmanship, no arguing, no hot air, no expensive premiums.
 They sell on their merits. A customer accepts them without hesitation or quibble, because he knows that their standard reputation guarantees their ability to please.
 Try a Glass of our Famous Arctic Soda Water before and after smoking.
JAS. P. CASH,
 WATER STREET.



THE WHOLE FAMILY
 are healthy and hearty and well, if they eat our
QUALITY MEAT.
 It's hard to choose what to have when all are so juicy, tender and delicious. You are just as sure of getting the best cuts when you phone us or send the children as when you personally choose your Meats here.

M. CONNOLLY,

176 Duckworth Street.

Spey Royal,

10 YEARS OLD.



Finest procurable.
 Pure Malt Scotch Whiskey.
I. C. BAIRD,
 Water Street.

A New Sherlock Homes Story.

The Valley of Fear by A. Conan Doyle. Paper, 65c.; cloth, 90c.
 Quick Action by L. A. Chambers.
 The Rat Pit by Patrick MacGill
 A New Book by the author who achieved an immediate success with The Children of the Dead End. Everybody should read this book. Cloth, 90c.
 An Authentic Biography of Sir John French by Chisholm, 30c.
 The Amateur Army by Patrick MacGill—The Experience of a Soldier in the Making, 30c.

GARLAND'S BOOKSTORES,

177 & 253 Water Street.



ARE YOUR RECORDS
 as safe as they deserve to be? Have you not often been irritated by the waste of valuable time resulting from lost or mislaid papers? These annoyances would be completely overcome by use of the "safeguard" system of filing and indexing originated by the **Globe-Wernicke Company.** May I show you how economically and simply you can be served?
The Globe-Wernicke Co.
PERCIE JOHNSON,
 Agent.

SALT.

In Store and to arrive per s.s. "Raylton Dixon"
CADIZ SALT.

M. MOREY & CO.

Let Us Fill Your Order from
FRESH SUPPLIES!

ELLIS & CO., Limited.

203 Water St.

Poultry!
 Turkeys, Ducks, Chicken.
Fresh Mackerel.
 Salmon, Halibut.
Smoked Meats!
 Irish Hams and Bacon.
 American Hams and Bacon.
Cooked Meats!
 Roiled Ox Tongue, per lb.
 Pressed Beef, per lb.
 Boiled Ham, per lb.
Cheese and Butter!
 English Prize Cheddar.
 Gorgonzola.
 Stilton.
 St. Ivel Lactic Cheese.
 Ingersoll Cream Cheese.
 McLaren's Cream Cheese.
 American "Beauty" Butter.
 "Bluenose" Dairy Butter.
 Scotch Oatcakes & Shortbread.
 Hubbard's Rusks.
 Shortbread & Rich Oaten Cakes.
 Nairn's Plain & Rich Oat Cakes.
 "Bluenose" Dairy Butter.

Summer Beverages
 "Schweppes"
 Sweet & Dry Ginger Ale.
 Ginger Beer, Lemonade and Club Soda.
 "Perrier" Water.
 "Vichy" Water.
 Evangelins Oyster.
 Claret & Burgundies (Dry and Sparkling).
 Hocks & Moselles (Still & Sparkling).
 Remember our Telephones, Nos. 432 & 736.
 Jun5,71.t.f

Ex S. S. "STEPHANO,"
 New York Turkeys.
 New York Corned Beef.
 Navel Oranges.
 Table Apples.
 Red & White Cherries.
 Bananas, Lemons, Grape Fruit.
 Pineapples.
 Asparagus, New Potatoes.
 Tomatoes.

JAMES STOTT
 City Chambers, Water Street.

Absolutely Unsolicited!

(Copy.) Blackhead, B.D.V.
 June 19th, 1915.
 THE STANDARD MFG. CO., LTD., St. John's.
 Dear Sirs,—* * * * I may say that your paints are of excellent quality, and give the greatest satisfaction needed. I have used quite a lot of different paints, but find the Matchless Paints the best yet.
 You can publish this testimonial if you wish. I will also recommend your paints when opportunity favors.
 Yours truly,
 C. HUDSON.
Matchless Paint Never Disappoints!

Red Cross Line.

EXCELLENT PASSENGER SERVICE.
 Tickets issued to New York, Halifax and Boston.
INTENDED SAILINGS:
 From St. John's:
 S. S. FLORIZEL July 1st
 S. S. STEPHANO July 10th
 From New York:
 S. S. STEPHANO July 3rd
 S. S. FLORIZEL July 10th
 Fares including Meals and Berths to Halifax and New York, but not from Halifax to Boston.
AGENTS,
HARVEY & Co., Limited,

NEW ARRIVALS!

A few boxes of EXTRA CHOICE LEMONS.
 ONIONS—Texas, Sound and Good.
 OATS—Heavy Black, 4 bushels.
 CHEESE—Canadian and American.
 PICKLES—Staple & Strong's best.
 CHOW-CHOW—Staple & Strong's best.
 PORK & BEANS—Ndd. Dog Brand.
 TOMATOES—Ndd. Dog Brand.
 SUNLIGHT SOAP—in cases.
 BULL-DOG SOAP—Small cases.
 BEST PRICES.

EDWIN MURRAY

Furness Line Sailings!

From St. John's Halifax to St. John's
 Liverpool to Halifax St. John's to Liverpool
 S. S. DURANGO June 5th June 14th June 24th June 28th
 S. S. TABASCO sails from London for St. John's direct about June 10th.
 For freight and other particulars apply to
FURNESS WITHEY & Co., Ltd.,
 City Chambers, Water Street.

WANTED Immediately.

A SCHOONER
 To load Brick at Trinity Bay for St. John's.
 Apply to
H. J. Stabb & Co.
 June28,71

NOTICE.

There will be a Meeting of the Patriotic Association of Newfoundland in the Board of Trade Rooms, Water Street, on MONDAY, July 5th, at 8 p.m. After the meeting His Excellency the Governor will deliver a short address on some developments of the War.
V. P. BURKE,
 Hon. Secretary.
 July2,31

FIGURES DO LIE.

Prices are only Relative
 REGAL ENGINES are the highest priced engines, yet they are the cheapest.
 They are the highest priced engines because they cost more to build.
 They are the cheapest engines, because they will last twice as long as any other engine.
 They are also the cheapest engines because they save your time, and "Time is money."
 If you shut your eyes to this real bargain in engines, you will be the sorriest fisherman who ever signed an order.
 You will lose more money than you can afford to lose, and your oil bills will be twice as large.
 REGAL ENGINES use less oil, have more power, run with less trouble and give more genuine satisfaction than any other engine on the market.
 We are, in the near future, going to ask all cash for REGAL ENGINES, so buy one before we make this change, as we intend to make them the "Hall Mark" engines of Newfoundland.
 We ship REGAL ENGINES complete with full book of instructions, and when once installed in your boat, any child can run one.
 REGAL ENGINES are higher priced than other engines, but are the cheapest in the long run, because they run the longest.
 WRITE FOR A CATALOGUE TODAY.

FRANKLIN'S AGENCIES, Ltd.,

St. John's, Nfld.

Some New Fiction!

Some new Fashion Journals—the Weldon's Ladies' Journal is among them. Some new Magazines, some new War Books, some new War Maps, some new War Pictures, and all by the "Durango" just in.
 The last English boat left behind most of our literature; now these have also come, so that if you will drop in and look over our book-stands and book-shelves you will be sure to find something that will be of interest to you.
 Come now to
DICKS & Co., Limited.
 Biggest, Brightest, Busiest and Best Book, Stationery and Fancy Goods Store in Nfld.

"The Home of Office Supplies."

Royal Stationery Company,
 Martin Building, Water Street.
 Trading under the above name we beg to announce to our many friends that having successfully completed arrangements with some of the largest manufacturers of Office Supplies and Stationery in Great Britain, Canada and the United States, we are now fully equipped to supply immediately the most "up to date" business Stationery of every description, suitable for use in Banks, Government, Commercial, Insurance and Lawyers' offices. We are prepared to meet every condition and fill every requirement. Carrying only high grade lines, which we have full confidence will stand the severest test, we respectfully solicit a share of your patronage.
 C. E. MEEHAN,
 W. P. MEEHAN.
 July2,21

FOR SALE—Freehold, one New House on Fleming Street, nearly finished; also other property. Terms of payment made easy. Also one House to let on Prescott Street. Apply to J. R. JOHNSTON, P. O. Box 1219. Jun11.eod.t.f

TO LET—House on the corner of Water and Ordinance Streets, apply to KENT & McGRATH, Solicitors. Jun30.eod.t.f

TO LET—House No. 9 John Street. For particulars apply to GEO. W. B. AYRE, Solicitor, Renouf Building. Jun17.t.f

TO LET—House No. 66 Cochrane Street; immediate possession; apply to CAMPBELL & MCKAY. July2,31

LOST—Last night, roll of Motor Cycle Tools. Finder will be rewarded on returning same to this office. July2,11

LOST—Last night, between Lime and Waldergrave Streets, a Purse, containing a sum of money, the property of a poor woman. If returned to her please return to No. 6 Street and get reward.

Refined, Respectable, competent, Middle Age Widow Lanes position as Housekeeper; good and manager, capable of full charge; good references. "M. M.", Telegram, City.

Help Wanted!

WANTED—An Experienced Dressmaker to take charge of Dressmaking Department; apply THE ROYAL STORES, LTD. July2,81

WANTED—A Good Cook; apply to MRS. J. J. MURPHY, 11 Military Road. July1.t.f

WANTED—Immediately, a Good General Servant, reference required; apply to MRS. J. BURNETT, Ladies' Tailoring Department, 365 Water Street. July1,21

WANTED—A General Servant; apply to MRS. J. C. PARSONS, Maxse Street. July1.t.f

WANTED—At Once, at the Crosbie Hotel, a Smart, Clean Maid to assist in Pantry; apply to MRS. E. K. BELL. Jun19.t.f

WANTED—Immediately, a Smart Youth of 16 to 20 years of age for pipe fitting, etc.; apply to X. Telegram Office, in own writing, stating experience, if any. Jun7.t.f

An Intelligent Person may earn \$100 monthly corresponding for newspapers. No canvassing. Send for particulars. Press Syndicate P172.
 —Bureau N.Y.

\$2.50 PER DAY for distributing "World's Greatest War". Up to date book. Whirlwind seller. LIND SCOTT COMPANY, Brantford, Ont. Jun28,29,30,July2,3

ASK FOR MINARS' AND TAKE NO OTHERS.