



INSURANCE

WHERE THE ENGINES COME
 It is too late to think of insurance and they may be called to your place any day, any hour.

INSURE BEFORE THE FIRE
 Instead of regretting after it that you did not take our advice, hurry in and order a policy large enough to cover the loss, a fire would cost

PERCIE JOHNSON
 Insurance Agent.

To the Wide-Awake Shopkeeper

Do you want to make money? If so send us \$6.00 for our box of selected Hat Flowers. Every one a good seller, you can retail them at exactly the same price as they are sold in St. John's, and realize a profit of \$4.30.

We can sell these cheap, because we buy in very large quantities, direct from the manufacturers.

You will benefit in two ways. You will get the profit. You will please your customers. Who will be delighted, with the beauty, and freshness of the flowers.

36 Flowers to sell at 30c. Everyone a winner. Cost \$6.00. Post Free.

Robt. Templeton
 .333 WATER STREET

THE REGIMENT'S FIGHTING RECORD

The first contingent of Newfoundland troops to go overseas left here by the S.S. Florizel on Oct 4th, 1914 and from then until the following August, by which time it was reinforced by other units, carried on intensive training in Scotland. On Aug. 20th, 1915, the battalion left for Egypt arriving there on Sept 2nd. Nine days later it left for Sulva, arriving there on the 26th, after a short stay at Mudros. On Oct 2nd news of the first casualties, two officers and four privates wounded, reached here. On October 30th the regiment gained its first prominence by capturing Caribou Hill and extending the line 400 yards. For this exploit the first decorations were awarded, Capt. Donnelly winning the M.C., and Sergt. Greene and Lance-Corporal Hynes the D.C.M. The casualties at Gallipoli totalled about 750, including killed in action, died of wounds, sickness and exposure in the great storm of Nov. 26-27. Capt. With was the only officer who lost his life at Gallipoli. The battalion took part in the rearguard during the evacuation from Sulva. After a brief stay at Cape Helles it was sent to Suez, Canal to meet an expected Turkish attack; and in March 1916 sailed for France.

On the 1st July 1916 the great Somme offensive opened, and in the attack at Beaumont Hamel the battalion was practically wiped out. Eight hundred and nine officers and men went into the engagement, and 729 were killed or wounded, only 89 escaping without injury. The officers killed were: Capt. Eric Ayre, Lieut. General Ayre, 2nd Lieut. Wilfred Ayre, H. W. Grant, W. Ross, C. Rendell, F. C. Mellor, H. C. Herder, G. H. Taylor, J. R. Rowsell, R. Ferguson, R. A. Shortall, W. Ryall, C. H. Jupp, B. Reid, Owen W. Steele. Later, Capt. F. Summers was killed by a stray shell.

After being reinforced the battalion was transferred to the Ypres salient, but on Oct. 9th it was again moved to the Somme area, and on the 12th went into action at Guedecourt. The casualties were about 250, the officers killed being Capt. Donnelly, M.C. Capt. A. O'Brien, Lieut. S. Ebsary, S. Norris and C. B. Cliff.

The next move was to the Cambes sector in January 1917, and part was taken in the fighting at Guillemet

At the C. E. Cathedral

The Memorial Service for the soldiers on Sunday was held at 11 o'clock, a large congregation including many of the men now in training at the Barracks attending. A special litany was taken by the Bishop; the service by Rev. Canon Bolt and the sermon was delivered by Rev. J. Brinton who took his text from Hebrews 11-4 "He being dead yet speaketh." The two underlying thoughts of the text were sacrifice and its results. In part the preacher said we have come together to bring to mind the lads who have laid down their lives for us. They made the sacrifice simply as a matter of duty but that sacrifice was enhanced by the readiness and willingness with which it was made for Newfoundland and the Empire. We commend them to God's gracious keeping and do so with comfort to ourselves and hope for them. Death is no unconscious slumber. If it were rayer would be useless. If death is our end then we would not think of praying, but everything is against it being the end. If we believe the Christian faith as revealed in the teachings of Jesus and sealed by His experiences, believe that death is the entrance to the other world in all the furnace of active life, surely we may pray for the departed as for loved ones who leave us to abide in other lands. At least we are taught by the Church to bless God's holy name for all the servants who departed this life in His faith and fear, and to pray that we may follow their good examples and with them be participants in His heavenly kingdom. Secondly there is our sense of pride in our fallen heroes. Who that saw it can ever forget the eagerness with which so many of our gallant lads threw up their bright prospects in life and entered the ranks to go on active service. The early scenes at the C. L. R. Armoury will ever live in the memory of those who were privileged to see them. How anxious they were to pass the exams, get into training, go across, and take their places in the firing line. Then we heard of them having been given a place in the famous 29th Division, of their daring achievements at Gallipoli, of their undaunted valor at Beaumont-Hamel, and of their holding the breach at Monchy-le-Preux. Then we read of their praises from their Commanding Officer and the Commander-in-Chief and latterly of the recognition of their work by His Majesty the King. As we recall these salient points in their short military history and the place won by them in the heart of the Empire, its impossible for us not to feel a sense of noble pride in those men who have taken it upon themselves to be our defenders in the hour of danger. Thirdly, with this noble pride comes deep thankfulness to the Almighty that He has given our country such hearts of oak in the day of battle. One never knows till the action comes, till the order is given, how the regiment will go through with it. We did not know in the months of training; did not know till face to face with the foe how splendidly they would come out of the ordeal of battle. But we know now, and I take it we want to thank God to-day for the grace given our heroes in the days of testing, for surely there is a sense of connection between their valor and the prayers that they, with us, are constantly offering up to God. Yes, God has answered our prayers and strengthened them. He gives them in battle such wonderful courage and strength. And that brings me to the fourth feeling which inspires the service to-day and that is, we should catch the spirit of self-sacrifice and always keep it at the high standard possessed by them. I do not mean you only who are going in their places. You have already entered the field and we trust you in all confidence to uphold the standard of valor they set up. I mean also those whose lesser privilege it is to keep things going at home, and how great is the need of self-sacrifice in the world to-day. Not only is it needed, that the women and children may be spared the treatment meted out to those of Belgium, that smaller nations be allowed to live, that Christian principles dominate the world instead of the pagan doctrine that might is right, but it is also needed none the less in social and commercial life. Efforts after wealth are as strong and keen as ever they were, and according to the published returns of the Business Profits Tax, equally as successful. No one expects business concerns to be turned into benevolent societies, but on the other hand it is right and just that a few wax rich on the labors of the masses. The desire for pleasure was never more marked than it is to-day. Neglect of God and religion is growing apace. There is no need to enlarge on these things, the facts are too manifest. We are standing this morning on solemn ground and I want to be quite frank

At the R. C. Cathedral

About this Victory Loan—just a word. You are on your mettle. The Government asked for Two Million Dollars. THEY GOT IT IN A WEEK. They have decided to receive all that comes in up to the 27th July. They expect to get FOUR MILLIONS. MAKE IT FIVE. That's where you come in. Maybe you didn't intend to subscribe. Perhaps you were a bit pinched when the call came. Now's your chance. Get in on the enlarged Loan. Sacrifice to subscribe. Talk it up amongst your friends. Get them interested. Don't allow yourself or them to get Loan-weary. If you have already bought a Bond, buy a second. One good Bond deserves another. Step right up to the Bank and have another round of Bonds. You can't have too much of a good thing. Nor can your family. And remember, it will help the boys "Over There" and shorten the War—maybe bring HIM home to you safer and sooner than you expected. Get into this Loan campaign head first, and boost 'till you nearly bust. It won't hurt you to get 6 1/2 per cent on your money, but the money will hurt the Hun, hinder Hindenburg, and Kan the Kaiser. Here's hoping.

Just a Minute!

At Last Mass Sunday at the Cathedral Rev. Dr. Greene, after reading the Sunday's Gospel took the text "I have Compassion on the Multitude," and after explaining its meaning in relation to the Jews of old he showed that if ever Christ's compassion was needed for the multitude 'twas certainly needed to-day—in the present world-wide strife and suffering. He referred to the action of the Holy Father the Pope who ordered the Holy Sacrifice to be offered the day before (Feast of St. Peter and Paul), by every Bishop and Priest throughout the world for the intentions of poor suffering humanity, so that thousands and thousands of Masses were offered up to the Almighty to beg "His compassion in the multitude,"—this was the latest action of the Pope, who ever since the war began, has proved himself a true father, a worthy Vicar of Christ—the one supreme international unprejudiced power, and all should loyally support him and join in fervent prayer that Heaven may crown his efforts with success and bring soon an era of justice, true liberty and the blessings of Christ's peace. He referred in the most patriotic manner to the gallant part played by our own boys in the war and special references to those heroes who gave their lives for their country were most touching and pathetic. The consoling doctrine of the Communion of Saints and Purgatory was dealt with in a masterly manner. The church affords the ease to the heart-rending enigmas of this our heart of anguish and woe. She has steered poor suffering humanity through many periods of protracted war and strife; she has probed the possibilities of loss and anguish to their most inward depths, and the consolations of our Catholicity to-day are but the golden harvests of sufferings ages since. For us 'twould be difficult to grasp the psychology of death—that someone so near and dear to us has been wrenched suddenly away—far beyond the horizon of our powers to help—such a soul-experience we do not feel—no death, with all its anguish, is merely a transition—an opportunity of prayer for those who remain, a test of true friendship by reason of our constant spiritual petition, a continuation of our affectionate regard—in a loftier and more supernatural plane. The death of a pious Catholic is as one more brilliant gem set into the mosaic of that immortal picture—the "Communion of Saints"—for dying; behold he lives, and already his spirit becomes part of the prayer-life of his Catholic comrades. The present war is like a huge skull and crossbones set across the plains of the world. Human life is flying and fleeting, only an incident in an existence, that stretches into eternity, but no echoes of earthly strife can pierce the eternal courts, no army can ever rob our departed heroes of their eternal future; no relentless foe can ever take away their eternal heritage.

LOCAL ITEMS

The S. S. Seal left Westport at 6.20 a.m. today, coming south.

Rev. Bro. O'Connell was a passenger by the outgoing express today.

Dr. Roberts left by today's express for Curling.

Rev. Mr. Guy and family were passengers by the outgoing express today en route to Bermuda.

A domestic from the Goulds Road was given shelter at the police station last night. An effort will be made to get her a place to live.

Lay delegates to the Synod, who may not have signed the Declaration this morning, may do so this afternoon at the Synod Office, Board of Trade Building.

Neat, Nobby, Novel and New, bought before the last advance in tweeds, Men's Serviceable Suits—\$16.50, \$19.00, \$22.50, \$27.00. W. R. GOOBIE is just opposite the Post Office.—July 2

The Atlantic Fisheries cold storage plant handled a large quantity of cod yesterday, taken by local fishermen and also several shipment of cod and salmon which came in by rail.

Richard Gray, unable to get enough of "seent liqueur" to celebrate July 1st began early this morning to complete his load, and was conveyed to the police station at 11 a.m. today enjoying a "brilliant glow."

The trap fishery around St. John's has been very poor today. Speaking to a big South Side planter last evening he said this date last year he had 60 quintals under salt; up to Saturday he had not ten quintals.

Madam you will want a New Coat this fall. Kindly remember we have all our fall Coats in our building which will mean a big saving for you. Don't forget, W. R. GOOBIE is just opposite the Post Office.—July 2

The daily cross country express service began yesterday, July 1st, with a train leaving here at 1 p.m. (instead of 12.30 as heretofore), and the Glenoco leaving on time last night. The incoming express left Port aux Basques this morning on time. Every day except Friday an express will leave St. John's at 1 p.m.

On Sunday morning at one o'clock constables Kelly and Pittman were obliged to arrest a drunken woman on Water Street, west of Springdale, and take her to the police station. The woman, frenzied from an overdose of Florida Water, violently resisted arrest. A male companion also interfered with the police and followed the officers and the woman to the police station. Both were locked up. This morning the woman was discharged, and the man fined \$5 and costs.

Two girls, sisters, charged with taking a quantity of women's wearing apparel from a house in which the older girl had been employed for two years as a servant, were before Judge Morris this morning. The temptation to take the fine clothing was too strong for the older girl, and she yielded to the temptation to steal. A fine of \$10.00 was imposed upon her, but the younger sister was given a chance, as she had nothing whatever to do with the actual taking of the clothes. She lived in another house, and the older sister gave her the stolen property to put in her trunk.

We have confidence in everything we do, and we find it's half the battle. We know Mr. Store Keeper if you visit our store and get our prices, you will make no mistake by giving us a trial order. W. R. GOOBIE is just opposite the Post Office.—July 2

YOUR PALS OVER THERE

with their backs to the wall, ARE PATIENTLY WAITING-- SO ANSWER THEIR CALL!

ENLIST TO-DAY!

THIS SPACE GIVEN TO THE REGIMENT BY NFLD. PRODUCE CO.

Tired Nerves

TIRED out after sewing! What a common experience, whether the work is done by hand or machine. It is not so much on account of the muscular exertion as because of the strain on the eyes.

You feel tired all over, because the nerves are exhausted. The optic nerve, which controls sight, is extremely sensitive, and when in constant use consumes nerve force at a tremendous rate. If the nervous system is not in good, healthy condition this strain is more than you can stand, and you have headaches, and feel all tired out.

Many people feel the same way after a shopping tour, from riding on a train, or doing any work which requires the continued use and focusing of the eyes. Many are wearing glasses when what they really need is a nerve restorative, such as Dr. Chase's Nerve Food, to build up the exhausted nervous system.

By supplying to the tired, wornout nerves the elements from which new nerve force is created Dr. Chase's Nerve Food reconstructs the wasted nerve cells. Headaches, dizzy spells, sleeplessness and tired feelings soon disappear, and you find yourself feeling better in every way.

It is worth your while to give this treatment a thorough trial, for the whole system is benefited, and the results are lasting.

Dr. Chase's Nerve Food

If your Dealer does not sell, Dr. Chase's Medicine, write Gerald S. Doyle, Water Street, St. John's Agent for Nfld. FREE SAMPLES AND PRICE LISTS UPON REQUEST.

Perhaps 'tis by accident or chance but it seems providential that when old temples erected by human skill and labour had been shattered, the shells often left one monument erect—the Crucifix. High and towering above all the ruin was the image of our crucified Lord. From that tree He spoke to those who suffer and are sad; I am your God and Master, I am Head, you the mystical members. If you are mine you must suffer as I have suffered, but that suffering will be turned into joy by the merits that I have stored up. Suffering will strengthen you in the love of God will wear your hearts from the things of this world, will anticipate and alleviate the pains of Purgatory. The Crucifix casts a shadow of victory and triumph over the dying and dead soldier. Christ crucified was the first fruits of that universal harvest that would take in all His redeemed children, who sharing His suffering and death would afterwards share His triumph. To those bereaved he has left Himself to fill every gap and be their consolation. Those who are gone are not really separated from them, close by them in the Communion of Saints they can both give and receive aid. In a special manner the preacher paid a glowing tribute to the fortitude and courage of the suffering Mothers who above all others with you. Is it not true if our self-sacrifice alone is to speak for us in the future very little indeed will be heard of us when this life is done. What is required is a change within, that we catch the spirit of self-sacrifice and service, for this alone is the royal road to righteousness, peace and the redemption of the world. Therefore I ask you to-day to listen to the voices of our fallen heroes, who being dead yet speak. I ask you to go back to your work whatever it may be, full of the spirit of sacrifice and with the will to put it into practice that our fallen brothers may not call to us in vain.