

TEN PAGES TO-DAY,
 WEATHER FORECAST.
 TORONTO, Noon.—Light to moderate winds, mostly fair to-day. Saturday—Fair, stationary or higher temperature. ROYALS, Noon.—Bar. 29.75; ther. 55.

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 7th PAGE.

THE EVENING TELEGRAM.

VOLUME XXXVII,

PRICE ONE CENT,

ST. JOHN'S, NEWFOUNDLAND, FRIDAY, JULY 23, 1915.

\$3.00 PER YEAR,

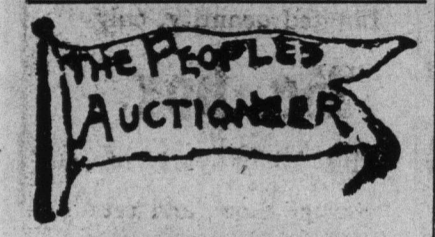
NUMBER 468.

REID-NEWFOUNDLAND CO.

Heart's Content Branch!

The above branch will be open for traffic on Monday, July 26th. Passengers leaving St. John's on 8.45 a.m. Train will arrive Heart's Content 2.40 p.m. Returning the Train leaves Heart's Content 3 30 p.m., arriving St. John's 9.15 p.m. The above service will be daily except Sundays.

Auction Sales!



A GOOD BUSINESS PROPOSITION!

I am instructed by Mr. James Vey to sell outright his stock in trade consisting of High Grade Cameras and all equipments in connection with his Photographic Studio, Picture Framing and Scenery Screens, etc.; also a first-class Magic Lantern, together with a big selection of Slides, including views of all parts of the world. If the foregoing has not been disposed of by Private Sale, I will sell it by Public Auction on Thursday, 29th day of July, at 11 a.m., at the Studio. Prospective purchasers can inspect stock, etc., at any time by applying to Mr. James Vey, or

P. C. O'DRISCOLL, Auctioneer.
 jly17, eod, tf

NOTICE.

Any persons claiming to represent R. H. TRAPNELL in the Optical business are doing so under false pretences. Beware of such men for they are fakirs. R. H. TRAPNELL has no agent.
 jly23, 2l, f

REAL ESTATE!

HOUSES TO LET
 HOUSES TO SELL
 LAND FOR SALE
 FARMS FOR LEASE
 SUBURBAN PROPERTY
 BUILDING LOTS
 LOANS NEGOTIATED
 MORTGAGE INVESTMENTS
 INTEREST COLLECTED
 RENTS COLLECTED
 Listings solicited. No sale no charge.

Fred. J. Roil & Co.,
 REAL ESTATE.
 Smallwood Building,
 Duckworth Street.

The One Best Seller!

THE MILLION DOLLAR MYSTERY.
 (By Harold McGrath.)

Cloth 60c.; if mailed, 2c. more. At the foundation of the plot of this exciting mystery story, there is a secret organization in Russia. Then are given glimpses of country house society, the modern boarding-school, the fashionable restaurant, the enterprising twentieth century newspaper reporter, the romance and mystery that may be linked together by two halves of a bracelet, the love of a father for his daughter, the devotion of an old family servant, the intrigues of a band of thieves and blackmailers and plenty of the old love that is always new, not to mention the million dollars about which the whole thing revolves and which, in these times, has an especially pleasing ring. All these result in a story that keeps the reader with pulses tingling.

Get our Catalogue of 400 other American Copyright Novels. The ideal summer reading, all 60c. each.

DICKS & CO., Limited.
 Biggest, Brightest and Best Book, Stationery and Fancy Goods Store in Newfoundland.

MINARD'S LINIMENT USED BY PHYSICIANS.

The Perfect Day.

A day in the woods, weather warm, and the fish biting, and in your basket a tin of

Clark's Pork and Beans.

Could you want anything better? As far as grub goes you couldn't get any better Pork & Beans than

CLARK'S.

At all grocers. Wholesale from

P. E. OUTERBRIDGE,
 180 Water St.
 Phone 60.
 June 21, m. w. fr. tf

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 poorest 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.

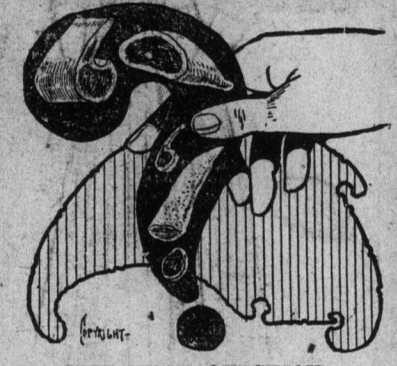
Fresh Arrivals!

OYSTERO—Made from fresh whole oysters. Evaporated same day as they are drawn from the sea.

STEREO—Bouillon Cubes, a highly concentrated extract made of Beef and Vegetables.

Oystero or Stereo provide a delightful cup for an impromptu meal.

J. C. BAIRD,
 Water Street.



THE MEAT QUESTION

is readily solved when one has something to guide them. This market assists in solving the problem by placing at the disposal of the public

THE BEST LINE OF MEATS day by day that can be had. Weather conditions don't alter the high grade quality of our meat. As to price, it is always consistent and reasonable.

M. CONNOLLY,
 176 Duckworth Street.

SCHRAFFTS BOSTON CHOCOLATES

The most delicious in town.

Sold at the principal Druggists and Grocers

Sample Them.
 CHESLEY WOODS,
 Sole Agent,
 228 Duckworth St.



THE FIREMEN

may save your home and belongings from utter destruction by the flames, but the smoke and water will create a great deal of havoc.

FIRE INSURANCE will make good your damaged property and supply you with sufficient ready funds to replace destroyed articles. Have me write you an insurance policy today.

PERCIE JOHNSON,
 Insurance Agent.

Grove Hill Bulletin THIS WEEK.

ANNUAL PLANTS—Asters, Stocks, Antirrhinums, Balsams, Marigolds, 30c. a dozen.

IN POTTS—Primulas, 60c. each. Geraniums, 50c. each. Wreaths, Crosses, Wedding Baskets, etc., at shortest notice.

J. McNEIL,
 Waterford Bridge Road,
 Phone 247.

MAKES WASHING A PLEASURE, AND CLOTHES WHITE, SOFT AND BEAUTIFUL.



DIRECTIONS:

1st—Dip all the articles in luke warm water, rub the soiled parts with a little PERFECTION SOAP, roll up tightly and leave in the water for an hour. You can now go about your other duties while PERFECTION SOAP is doing its work.
 2nd—Pour into the tub a kettle of hot water, then proceed to rub the clothes very lightly on the washboard, rinse well and blue.
 When the clothes are dry you will be delighted with the result.

SALE OF FLOWERS!

Friday & Saturday only, at Half Price.
 CARNATIONS, 50c. per dozen.
 BUNCHES OF FLOWERS, suitable for Cemetery, etc., from 20c. to 50c.
 To be obtained from J. Calver, P. O'Mara, McMurdo's (Rawlins' Cross), M. Lash, New Gower Street, and Grove Hill.
 jly22, 2l

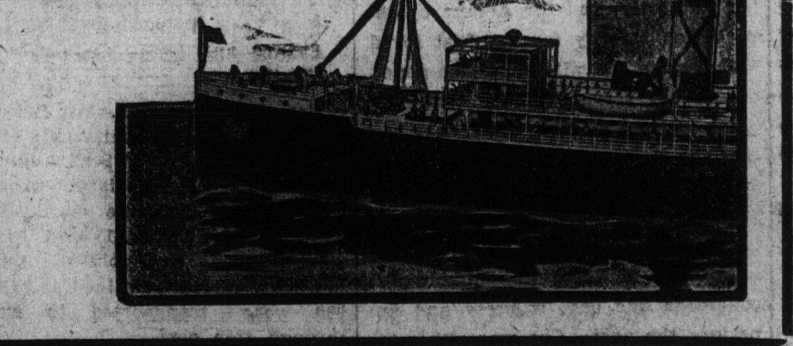
RED CROSS LINE.

S.S. Stephano & S.S. Florizel
 EXCELLENT PASSENGER SERVICE.
 Tickets issued to New York, Halifax and Boston.

INTENDED SAILINGS:
 From New York - - Every Saturday.
 From Halifax, both ways, - - Every Tuesday.

From St. John's - - Every Saturday.
 Fares include Meals and Berths to Halifax and New York, but not from Halifax to Boston.

AGENTS,
 HARVEY & Co., Limited,



AUGUST PATTERNS

NOW ON SALE.
 The women of Newfoundland are unanimous in praise of the Pictorial Review Patterns. Perfect fit assured.
 N. B.—Outports please remember 17c. must accompany order for pattern.

CHARLES HUTTON,
 FANCY DEPARTMENT.

Advertise in the Telegram

"The Home of Office Supplies."

SERVICE.

"Give all we can for what we get instead of getting all we can for what we give."

Royal Stationery Co.,
 Phone 649A. Martin Bldg.
 july19, eod, tf Water Street.

NOTICE.

THE STEAMER

Portia

will leave the wharf of Bowring Eros., Ltd., on Wednesday, 28th July, at 10 a.m., calling at the following places:
 Cape Broyle, Ferryland, Fermanagh, Trepassay, St. Mary's, Salmonier, Piacentia, Marystown, Burn, St. Lawrence, Lamaline, Fortune, Grand Bank, Belleoram, St. Jacques, English Harbour West, Pass Island, Gaultois, Pushthrough, Richard's Harbor, Francois, Cape LaHune, Rames, Burgeo, Rose Blanche, Channel, Bay of Islands and Bonne Bay.
 Freight received until 6 p.m. Tuesday.
 For freight or passage apply to the Coastal Office of BOWRING BROTHERS, LTD. Telephone 306.

The Valley of Fear!

A Conan Doyle's Latest Book. Cloth, 90c.; paper, 65c.
 The Graves at Kilmorna, P. A. Sheehan, 65c.
 The Bride of the Plains, Baroness Grey, 65c.
 The Patrol of the Sundance Trail, Ralph Connor, 90c.
 Quick Action, Robert W. Chambers, 85c.
 John Barleycorn, Jack London, 35c.
 The Twins of Suffering Creek, Ridge-well Cullum, 35c.
 Blamed Trail Stories, Steward Edward White, 35c.
 The Mess Deck, W. F. Shannon, 35c.
 The Mischief Maker, E. P. Oppenheim, 35c.
 Talsago's Loves, George E. Birmingham, 35c.
 The Wild Olive, Basil King, 35c.

Garrett Byrne, Bookseller & Stationer.

C. C. C.

The Battalion will parade at the Armoury this Friday evening, at 7.45 p.m. sharp, and every Friday till further notice.
 By order O. C.
 J. C. PEREZ,
 Lieut. & Adjt.
 July 23, 11

St. John Ambulance Brigade Overseas.

All Members of Nos. 1, 3 and 4 Divisions are requested to attend a Meeting in the British Hall this Friday evening, at 8.30 o'clock to discuss a communication from Headquarters.
 W. REEVES,
 jly23, 11 Supt. No. 1 Division.

FOR SALE OR TO LET

That desirable Dwelling House situated No. 47 Queen's Road, fitted with all modern improvements, heated with hot water, gas and electric light. Immediate possession; apply to Kent & McGrath, Solicitors, or P. C. O'DRISCOLL, Exchange Bldg. jly23, 11

NOTICE—Will the gentleman who picked up a Locket and Chain with initials L. W. on same, on York Street yesterday, please return to 34 York Street? jly23, 11

TO LET—Houses Nos. 53 and 56 New Gower Street. For further particulars apply to GEO. W. B. AYRE, Solicitor, Renouf Building. jly10, 11

LOST—On June 29, between Seamen's Institute and Bowring's Coastal Wharf, 1 Locket and Chain, containing photo. Finder please return to Bowring's Coastal Office. jly10, 11

WANTED TO BUY all kinds of Men's and Boys' Clothing. Also Tables, Chairs, Bedsteads, Mattresses, and all kinds of Furniture and everything in the second-hand line. Boots and Stoves a specialty. Highest prices paid; cash down. MRS. SMITH, 135 New Gower St. jly20, 11

Help Wanted!

WANTED—A Plain Cook immediately; apply at this office. jly22, 11

WANTED—An Experienced Showroom Assistant; apply by letter THE ROYAL STORES, LTD. jly23, 11

WANTED—A Cook; apply to MRS. HARVEY, "Omrac," King Bridge Road, between the hours of 10 and 10 p.m. jly13, 11

WANTED—A Boy for office, one with some experience in typewriting and general office work preferred; apply to X.X., Telegram Office. jly21, 11

WANTED—Experienced Milliner. We have a good position for a competent person. AYRE & SON, LTD. jly19, 11, eod

WANTED—A Young Man as Assistant in Delivery Department must have reference. AYRE & SON, LTD. jly19, 11, eod

WANTED—Enterprising Men of any age. Experience unnecessary. Big money to be made selling brand new article. Every household needs it. UTILITY DISTRIBUTION COMPANY, P. O. Box 125, City. jly19, 11, eod

\$5 Private Christmas Greening Card Sample Book Free—Sellers make five to ten dollars a day. BRADLEY-GARRETTSON, Brantford, Ontario. jly19, 11, 23, 25, 27, 29

We Want Ambitious Branch Managers and Local Agents for our world wide General Agency Business. Experience unnecessary; no stock merchandise to buy, operate from your own home in spare time. You should make from \$50.00 to \$100.00 per week. Write to-day for free information. F. LOOS CO., 408 W. Walnut St., Moines, Iowa. jly15, 11