

Evening Telegram

W. J. HERDER, Proprietor
H. A. WINTER, B.A., Editor

SATURDAY, July 15.

Our Aeroplanes.

A pleasing echo reaches us of the splendid response that the Colony made last year to the appeal throughout the Empire for funds to supply aircraft for our Army and Navy. We have received from the Secretary of the Overseas Club an artistic booklet entitled "The Imperial Aircraft Follia." It is dedicated to Queen Alexandra, and the frontispiece is a fine photograph of Her Majesty speaking to some of her pilots before they winged their way across to France. The preface reminds its readers that the movement set on foot by the Overseas Club is still on. The object aimed at is a flotilla of one hundred machines, of which sixty-nine have already been obtained through the Club proper, though many more have come from the Colonies through other channels.

To the most general reader the references to Newfoundland are conspicuous, and deservedly so. The preface states that "the thanks of the General Committee are due to the various Patriotic Societies, and in particular to the Patriotic Association of Newfoundland, which led the way." The sixty-nine aeroplanes are enumerated singly, and numbers 8, 9, 22 and 23 are from Newfoundland, and number 10 from the Field. Brothers making five in all. Four of them are of the most expensive type, costing \$2,250 each—a 100 h.p. Gnome, Vickers Gun Biplane, complete with run. In this particular list there is, as far as we can see, no other colony or British possession which can compare with this record, though the booklet gives also a list of seventeen machines (twelve reconnaissance and five fighters) from Malaya, forming a separate Malayan Air Squadron.

The following passage will be of interest: "A special feature of the Overseas scheme has been that the aeroplanes presented is definitely associated with the district from which the gift comes. Sir David Henderson, commanding the Royal Flying Corps, has arranged that, although the airplane originally presented by any district may be lost or irretrievably damaged, yet a unit in the Royal Flying Corps will continue to bear the title of the original machine, so that all those who have presented such a machine may have the satisfaction of possessing a permanent link with our Air Service." Thus we know that five aeroplanes, bearing the name Newfoundland, are doing invaluable work at the front, and likely as not over the British lines near the Somme.

Straws That Show the Wind

Every little detached fragment that the messages from the front contain should be noted at a time like this, for not only do they help to make clear the exact military position and the exact aim of the Allies, but they also give more than one hint of a great advance that is at present apparent. This is especially true of the West front. The cessation of the German offensive at Verdun (after the confident statement by all their papers that it would not be affected by the Somme operations); the apparent marking-time of the French before Peronne; the sustained British attack and their continued advances, small in area but vastly important in effect; and the intense Belgian bombardment in the extreme West—all these mean a great deal. We can fancy the spirit of Napoleon brooding over the giant battle of his own France, beyond Peronne, northward to Cambrai, we can see in imagination another Ausmerger, with vaster proportions and even mightier consequences than the battle that humbled the might of three armies before one man's genius.

At the beginning of the week the British scored a great success in the capture of Contalmaison, a point of most tactical importance. It lies directly between Albert, their starting point, and Bapaume, their immediate goal. They have gone further by taking Basentin and Longueval. This is what the French have been waiting for. It has straightened the line, and so strengthened it. The French themselves, from the height of La Maisonette, look right into Peronne and command it with their guns. We may look now for another thrust by them eastward from Hardecourt and Curlu where a substantial advance would seal the fate of Peronne.

Mention of these little places shows the necessity, of course, of a map for an intelligent understanding of the campaign. But the map must itself be understood, and can only be read aright by an expert military mind. At the first glance the area over which the advance has been made may seem disappointing, though even this is far greater than the Germans covered in six months before Verdun. It is not areas, however, that matter, but points. All the places mentioned in the despatches are pivots of more or less importance, the loss of which compels the Germans to fall back along lines of greater or smaller length. Thus, the capture of Peronne or of Bapaume would cause a considerable retirement and redistribution of the enemy's forces. The Germans have not successive lines of trenches all the way to the Rhine. We are at present engaged in the heroic task of demolishing defences that have been building for nearly two years. Beyond them are other defences, but weaker ones; beyond

these again, the open country, to reach which is to reach victory. If the Germans have definitely abandoned the assault on Verdun, they have admitted defeat: it will need time alone to bring it about. The unconcern of the German papers is a little self-conscious. If the threat of a Belgian offensive (which would be admirably timed) materialises, their confidence will be more manifestly shaken. They have argued from experience of our past offensives to the conclusion that this one is finished, definitely checked. The truth is, it has only just begun. The fifteenth day sees it prosecuted with increasing vigour and marked by further advances. The message just in contains the opinion of the Louren Telegraph that the position of the German army is very critical. This is because her mechanical resources, the supposedly impregnable defences of earth and timber and concrete, are falling her; her human resources were inadequate long ago. She has been bled white. The end is in sight, and may be nearer than we think.

1st Nfld. REGIMENT. Casualty List.

Received 8.30 p.m., July 14th.

DIED OF WOUNDS—3rd ECHELON HOSPITAL.

1504—L. Carr, Walter E. Alexander, Bergh-Apton, Norfolk, England, July 5.
138—Private Llewellyn J. Carter, Chantilly, July 2nd.
843—Private Robert William Heale, 41 Forest Road, July 3rd.
1085—Private Arthur H. Yuong, Willingate, North Side, July 8th.
572—Private Andrew J. Mackay, Cochrane St. Died of wounds, July 13.

Lieut. Francis H. Knight, Circular Road, Arrived in London.

Lieut. Stan Robertson, Long's Hill, Grosvenor Crescent, S.W.

1463—Private Alfred L. Hynes, Glenwood, At Duchess of Connaught's Canadian Hospital, Taplow, England, Wounded, July 6.

457—L. Corp. George Butler, 79 Pennywell Road, At 1st Canadian Stationary Hospital, Etaples, July 3; gunshot wound in fingers.

1882—Private Dudley Johnson, St. Anthony, At 1st Canadian Stationary Hospital, Etaples, July 3; shrapnel leg and buttock and contusion back.

408—Private Isaac McKay, Robinson's, Bay St. George. At 4th General Hospital, Danneberg Camiers, July 4th; gunshot wound arm.

The Shot Will Be Counted To-Night.

The shot in the bottle, now on exhibition in the window of C. L. March Co.'s Store, Corner Water and Springdale Streets, will be counted at 10 o'clock to-night. The first person who guesses correct or the nearest to correct will be given a beautiful 8-day clock, absolutely free. You are invited to be here to-night when the shot are being counted.—adv. 11.

Incandescent Gas Lighting.

The remarkable economy of the incandescent gas lamp is by no means either its chief or even an important claim for popularity. It meets better than any other source of artificial light the requirements of ideal light. In the color of the light produced it is far superior to any other illuminant in general and universal demand. The investigations of acknowledged authorities indicate that for the approximation of artificial daylight the gas mantle has at least one and one-half times the value of the carbon-filament electric lamp. This quality is highly desirable, indeed absolutely essential where the approximation of daylight color values is important. For lighting shops, displaying haberdashery, silting, gowns, millinery, etc., the incandescent gas lamp is not even remotely approached by any other incandescent lamp.

Of all the manifold advantages of gas light, perhaps the most important is its favourable effect upon the eyes. The development of the incandescent electric lamp with its intense brilliant and glaring filament has been accompanied by hitherto unheard-of prevalence of eye troubles and diseases which are forcing themselves upon the attention of the medical fraternity. This is resulting in a greater appreciation of the soft mellow quality of gas light and is rapidly enlarging its field of use.—July 13, eod

Here and There.

Entries for the Pony Race must be made at Mount Cashel not later than the 22nd inst. July 15, 18, 20.

A CORRECTION.—We understand it is not correct, as stated by a contemporary, that Rev. Fr. Nangle has been appointed Chaplain to the R. C. section of the Newfoundland Regiment.

MISTER SHOPKEEPER: Is your name among the list of up-to-date firms who sell WELCH'S GRAPE JUICE, printed elsewhere in this issue? If not, why not?—July 15, 17, 19.

BROUGHT COAL CARGO.—The schooner Willie C. Maxwell, Capt. Belyrs, reached port this morning with a cargo of coal to Job Bros. & Co., after a passage of 16 days from Philadelphia.

New Purchase Arrives

The s.s. Wren, Capt. Norman, reached port at 3 p.m. yesterday after a run of 44 hours from Port aux Basques. Thick fog was experienced all down the southwest coast which prevented the ship from making better time. The Wren is a small steamer of about 140 tons gross and 44 net and was built at Hull in 1896. When in good running order she can clip off from 10 to 11 knots per hour. Her former owners were the Atlantic Fish Co., from whom she was recently purchased by Mr. Geo. Neal. She is now undergoing some slight alterations and will be fitted for passenger accommodation and conveyance of mail, a suitable room for the latter purpose being erected on her main deck below the bridge. The ship has been chartered by the Royal Nfld. Co. and will replace the Petrel on the Trinity Bay mail service. We understand the Petrel will be taken over by the Government and used for patrol duty.

Collegians Win Easily Over St. Bon's.

The Collegians put it all over St. Bon's in last evening's football match. The teams were: Collegians—Babbitt, goal; Barnes, Heath, backs; Drover, Squires, Ellis, halves; Quick, Bertram, Kendrick, Macklin, Jolliffe, forwards. St. Bon's—Knight, goal; Power, Thistle, backs; M. Power, Callahan, Froebair, halves; Buckingham, St. John, Devine, Pack, Conran, forwards. Mr. Burke acted as referee. All through, the Collegians having honors in their favor. During the first period, Jolliffe, Macklin and Barnes scored and in the second period Quick and Drover scored twice, the latter twice. The St. Bon's only scored once, through Devine. The game ended, Collegians, 6 goals; St. Bon's, 1.

McMurdo's Store News

SATURDAY, July 15, 1916.
A package of Acme Corn Silk coats only ten cents but the relief it gives in cases of corns is not to be measured by its modest price. We have known it relieve a very obstinate and painful corns cured—removed root and branch—by its application, in forty-eight hours, and it rarely fails to give adequate relief in a short time in every case. If you have corns or calluses get a package and use. Price 10c. a pkc.
Try the Hartshorn and Camphor Liniment in all cases where a general rubbing remedy is required, in cramps, rheumatism, sprains, strains, insect stings, etc. You will derive benefit from it every time. Price 15c. a bottle.

Here and There.

GONE TO WRECK.—The s.s. Portia has gone to the assistance of the stranded barques Inger and Raghdild at St. Pierre.

Entries for Mt. Cashel Garden Party Road Race will be received by Councillor Vinicombe and Charles J. Ellis up to Monday, 24th inst.—July 15, 18, 20.

RED CROSS SHIPS.—The s.s. Floriz sails at 3 o'clock this afternoon for Halifax and New York and the Stephano left the latter port this forenoon for Halifax and here.

DIED.

At the General Hospital, on July 14th, after a long illness, Michael Mackay, ex-Constable of T.N. Co., aged 56 years; leaving a wife, one son (1st Nfld. Regiment) and two daughters to mourn their sad loss; funeral on Sunday, at 2.30 p.m., from his late residence, Merry Meeting Road.
Suddenly, on the 14th inst., James Aylward, aged 75 years, leaving a wife to mourn his sad loss; funeral to-morrow, Sunday, at 2.30 p.m., from his late residence, 21 Job's Street; friends and acquaintances please accept this, the only intimation.
This morning at the General Hospital, of meningitis, Bridget M. DeSales (nee Bridley), aged eight years, darling child of Mary J. and Edward F. Murphy. Funeral on Monday at 2.30 p.m., from her late residence, 21 William St. Died of his wounds, July 13th, Andrew J. McKay, 1st Nfld. Regiment, son of John and Mary McKay, 121 Duckworth Street, aged 15 years, leaving a father, mother, 2 sisters and three brothers, John, now at Manchester Hospital also wounded, of the regiment. May his soul rest in peace. Passed peacefully away at Petty Harbor, on July 14th, after a short illness, Ellen Doyle, widow of the late Thomas Howitt, aged 90 years, leaving one son, Patrick, to mourn his loss. Funeral on Sunday at 2.30 p.m. May her soul rest in peace.



NOW FOR THE GREAT BARGAIN-GIVING EVENT COMMENCING TO-DAY.

OUR JULY CLEARANCE SALE.

A Clearance Sale of all Stocks to make room for New Goods en route, emptying the entire store if Low Prices can do it. We want more space and our stocks must be moved out. A grand opportunity to save money on the best goods obtainable. Everything marked down for immediate clearance. You'll lose if you do not take advantage of the savings at this sale. Come To-day and get your share of the bargainings offered at this Clearance Sale.

20c. MEN'S TIES. Many patterns and styles... 13c	18c. WALL PAPERS. Good patterns... 5c	25c. ART SATEEN. Splendid pattern & good quality. 24 sheets paper & 24 envelopes... 18c	25c. WOMEN'S CAMI-SOLES—Good quality... 20c
5c. HANDKERCHIEFS. Good Linen... 3c	OLD DUTCH CLEANSER. The great cleanser... 9c	35c. SILK MUSLIN. Better hurry for this... 27c	75c. BOYS' WASH SUITS. The best ever... 59c
40c. MEN'S SUSPENDERS. Real good quality... 25c	SUNLIGHT SOAP. Your choice Soap... 8c	15c. CURTAIN SCRIM. Won't last long at this price... 10c	40c. MEN'S & BOYS' CAPS. Very stylish and good quality... 25c
CORSETS. Good value for 75c. This Sale... 55c	40c. ENAM. DISH PANS... 25c	45c. POPLIN—Blk. Mercerised... 39c	65c. MISSES' OUTING BLOUSES. Very natty and new... 45c
75c. GREY TWEED DRESS GOODS—A fine quality... 65c	10c. TUMBLERS. Fine quality... 5c	25c. SCOTCH PLAID. Good value... 17c	WOMEN'S SUMMER DRESSES—Fancy Muslin, low neck, with collar attached. Regular \$2.50. To-day... 1.75
15c. GINGHAMS. A grand bargain... 11c	75c. WOMEN'S BLOUSES. The newest style... 50c	20c. SILK RIBBON. Assorted colored patterns; a good selection... 16c	\$1.25 MISSES' SUMMER DRESSES. The newest styles... 1.00
MEN'S UNDERWEAR. Pile lined, best goods. Worth 75c. At this Sale... 50c	\$2.50 WOMEN'S SUMMER DRESSES—Fancy Muslin with collar attached... 1.75	95c. WOMEN'S HOUSE DRESSES—Very pretty patterns... 75c	WOMEN'S SKIRTS. In Navy Blue, Black, Tweeds; best pattern and a good selection. From... 1.55
BOYS' UNDERWEAR. For summer wear and tear... 35c	45c. MEN'S SUMMER UNDERWEAR. The Balbriggan kind... 39c	25c. TABLE DAMASK. A grand bargain... 28c	WOMEN'S BLOUSES. A splendid selection of the newest styles and patterns. Only 1 to a customer... 55c
MEN'S LAUNDERED SHIRTS—Big special for to-day. Regular 75c. to \$1.00... 55c	25c. TOWELS. In Turkish White... 20c	\$2.25 QUILTS. White Honey-comb... 1.98	MEN'S SUITS. At greatly reduced prices for immediate clearance... 5.50

THE FAIR,

St. John's Newest Specialty Store,
THE C. L. MARCH CO., Ltd,
Corner Water and Springdale Sts.

The Julland Battle

MIDSHIPMAN ESMONDE.

(Ennischorry Paper.)
Among the ships destroyed with their crews was the powerful man-of-war the 'Invincible', and the loss of it's ship brings sorrow to the home of Sir Thomas and Lady Esmonde, whose second son, John, was Lieut. Midshipman on board. All Wexford folk will sympathize heartily with Sir Thomas and Lady Esmonde in this sorrow which has befallen them in the loss of their brave son who bore an heroic name. He was an amiable and manly boy—he had only completed his seventeenth year—who played a brave part at the battle off the Falkland Islands where he received his baptism of fire. 'The Freeman', referring to the sad occurrence observes that "he was a youth of very rare promise. Our readers will remember that after the battle off the Falkland Islands, in which he took part, we published from his pen a graphic account of the fight. It was a wonderful performance for one so young, and showed not merely astonishing skill in writing but the possession of the best qualities as a sailor. His untimely death on the threshold of what might be expected to be a great career will be a bitter grief to his father, who will have the deep sympathy of his countrymen." There will be profound and universal sympathy with the parents, brother and sisters of Lieut. Esmonde in the premature death that has overtaken him. There will be profound sorrow also with the parents of many brave boys and young men from this county who have lost their lives in this great naval battle for it is certain that there are many of our sailors among the crews of the ships that have been destroyed.

(Sir Thomas Esmonde has been several times to Newfoundland, being a great traveller, and a host of friends here will sympathize with him and Lady Esmonde in their heavy loss.—Ed.)

Youths Arrested For Theft.

Last night two school boys were arrested for larceny. This morning they appeared in court charged with stealing nine cakes of soap from the premises of the Fishermen's Trading Company and also for taking fifty cents from a small boy named Hammond, who was doing an errand for his mother when accosted by the defendants, who took his money. The accused lads are remanded for eight days, as they are said to have knowledge of other larcenies.

SUSU ARRIVES.—The s.s. Susu reached port at 9 a.m., to-day from the Porto mail service bringing a small freight and the following passengers: Mr. W. W. Halfyard, M.H.A., Harvey Hoole, Reg. H. Earle, Walter Scammell, W. Campbell, Miss Daisy Keane, Mrs. Walter Dalton and two in stowage. The captain reports the fishery almost a blank in the places visited.

CODFISH SHIPMENT.—The Cecil L. Shale left Burin yesterday for Oporto with 2,759 qtls of codfish.

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A Big Feature Programme at THE NICKEL To-Day.

By popular demand the Great Comedian,
"CHARLIE CHAPLIN," in "SHANGHAI,"
will be continued at each performance with the usual change.

"HE GOT HIMSELF A WIFE"—A comedy scream.
"HEREDITY"—A Broadway star feature. A powerful three-act melo-drama, Vitagraph cast.
SEND THE CHILDREN TO THE BIG BUMPER CHARLIE CHAPLIN MATINEE SATURDAY.
MONDAY, "MARY PAGE" COMING—Lottie Pickford, Irving Cummings and William Russell, in "THE DIAMOND FROM THE SKY," our next big serial story.

The polish that's easiest to use—the shine that's hardest to lose

in SHOE POLISHES

BLACK - WHITE - TAN 10¢

Keep your shoes neat

Combine both liquid and paste, thus requiring but half the effort to get a brilliant, lasting shine. They contain no acid and will not crack the leather.

THE F. F. DALLEY CO., Ltd., Buffalo, N. Y.

TO-DAY Message

10.00 SIGNIFICANT

The bombardment of gun front has reached its greatest intensity, according to official statement issued by War Office last night.

FRANZ JOSEPH... ZURICH... Members of the Austro-Hungarian family have been summoned to embrunn, owing to the death of the Emperor Franz Joseph, several despatches from the Emperor. News of the Emperor's death from him.

REDMOND AND LANDOWNE... LONDON... John Redmond, leader of the Nationalists, to-day argued in the House of Commons in charge against Marquess Lansdowne in his speech in another statement with regard to the prompt production of a Bill in order to settle the points between himself and Lansdowne. The Irish with regard to the death of Lord Lansdowne in his speech a policy of naked coercion. "I am loath to believe that the Cabinet, but I repeat that the Cabinet can meet with nothing in relation, condemnation on the part of the Irish."

ANOTHER STORM... LONDON... A report from Liverpool that the British steamer Silverton, sunk. The latest message report the Silverton, a steamer, leaving the River Tyne, on June 11 for a destination. The Silverton was West Hartlepool in 1894 and left.

RUSSIANS HOLD BACK... PETROGRAD... The Teutonic offensive, chwa, northeast of Kovno, tempt to drive the Russian left bank of the Stokod River, according to a statement last night by the War Office. The fighting in the Stripa River lessened.

SPLENDID BRITISH... LONDON... Appropriately on the French national fête, the donor wore in his button color ribbon in honor of the stirring news of the successful British attack on second line which dawned, and carried a number of positions. An Associated Press correspondent at the front

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