

## Summer Dresses!

A small quantity of ONE-PIECE All-over Embroidery and Embroidered Voile Dresses, which we are now offering at less than

**1-3 of Their Regular Value.**

### All-over Embroidery

Trimmed, Insertion and Tucks,

**\$3.25.**

### Embroidered Voile and All-Over Embroidery,

Trimmed Maltese and Oriental Insertion.

**Prices: \$3.50 and \$3.75.**

## G. KNOWLING

July 25, 31, eod

### Evening Telegram

W. J. HERDER, - - - Proprietor  
M. A. WINTER, B.A., - - - Editor

SATURDAY, July 29, 1916.

### Lt.-Colonel Hadow's Report.



Although it adds little to the facts which are already known, the official report of the Commanding Officer of the Regiment is welcome for several reasons. It portrays clearly the main features of the engagement. The details are being filled in one by one from other sources, though many incidents of heroism will probably never be told. It gives most important figures—the total number that took part in the engagement, and the casualties so far as known. From them the many heroes who are still anxious and uninformed of the fate of those who have not yet been officially mentioned may draw great measure of comfort. Such men will be numbered either among the 97 or 100-odd who have come through unscathed, or among the 111 who are missing. His Excellency makes the reassuring statement that many of those who reached the German line and did not return may be prisoners of war, and will be well treated. It is quite incorrect to assume, as many hastily do, that they have been killed.

Unfortunately, much anxiety must continue to be felt, largely for the reason that it is impossible to ascertain the names of those that have survived unhurt. The rigid censorship at the front prevents our hearing from them direct, though now and then some wounded lad conveys in a letter the welcome news that a friend or two came through successfully. We can only encourage all who are still in suspense to patience and hope. Of the total whose names we have not heard nearly one half are still hale and with the regiment, and of the rest a large proportion may be alive as prisoners in German hands or wounded and in German hospitals.

On the Colonel's appreciation of the bravery of his troops it is unnecessary to dilate. It adds one more, and one of the most valuable, to a hundred similar testimonies. "I can only say that I am proud to command such officers and men." Words like these light up such tragedies and cause us to think that they have not been all in vain.

Since the above was written we have received the memorandum from His Excellency, which we print elsewhere. It shows very clearly the position, and what we may most probably expect to hear. We are glad that the names of those unaccounted for have been asked for. These are ordinarily left to be ascertained negatively from their appearing in no casualty lists; but until all these lists are complete and published, there is, of course, no certainty concerning anyone not included in them. All will be grateful to His Excellency for the efforts that are being made to fill up all the gaps possible in the information; every name returned among the unaccounted will mean some hearts gladdened by hope fulfilled.

The following notice of the Ayres appeared in the London Times. It tells the pathetic coincidence of the deaths of the brother Captains, Eric and Bernard, and gives us the first details we have heard of how the latter was killed "just before his company reached its objective."

#### A FAMILY'S PATRIOTISM.

Four Newfoundland Cousins Killed. A notable instance of family patriotism is disclosed in the lists of officers who have fallen in the battle of the Somme. The officers killed whose names are published officially to-day include Captain E. S. Ayres, Second Lieutenant G. W. Ayres, and Second Lieutenant W. D. Ayres, all of the Newfoundland Regiment, and all cousins and members of a well-known Newfoundland family. Saturday's list contained the name of Captain B. P. Ayres, of the Norfolk Regiment, who was a brother of Captain E. S. Ayres.

Their mother, who is at present in England, has received news that the two were killed on the same day, July 1. It is understood that while they had never met since they had reached France, they were killed within a few miles of each other. Of Captain Bernard Ayres a brother officer writes that he was killed just before his company reached its objective. He was smoking his pipe and leading his men with his stick. "I recovered his body yesterday and had it brought to the cemetery. The chaplain read the service over the grave with the guns roaring all round. More than a hundred of us attended the service, although every one of us was exhausted. This alone shows how he was loved and respected."

### Memorandum by His Excellency the Governor.

It is improbable that any further Casualty Lists following on the battle of 1st July will be received for some time to come.

On the 1st July the actual strength of the Newfoundland Regiment was 26 officers and 783 other ranks. There are mentioned in Colonel Hadow's dispatch in reserve 14 officers and 75 other ranks besides the men specially detached on other duties. It is probable that there were 200 officers and men who did not take part in the actual advance.

Of those who took part in the action (out of the total of 809) 2 officers and 95 other ranks are reported to have returned unaccounted for.

The official returns show that 110 officers and men are reported killed in action or died of wounds, and 495 officers and men are reported wounded. The number still unaccounted for includes 1 officer and 114 of other ranks.

The Governor has now called by telegraph for lists in the following form:—  
(1) Those who took part in the charge and returned unaccounted for.  
(2) Those who were held in reserve or who were on special duty and were thus unable to take part in the charge and who are unaccounted for.  
(3) Those who remain unaccounted for.

Of those who are unaccounted for it is probable that most of them fell either in the enemy trenches or wounded in front of them where our stretcher bearers were unable to remove them, on account of the enemy firing on the hospital parties. Judging from the proportion of killed to wounded (110 to 495) it is reasonable to suppose that of the 115 unaccounted for 25 may have been killed and 90 wounded or disabled in some way. These 90 were probably carried to the enemy Casualty Hospitals and treated among their own wounded and have been transferred to Germany as prisoners of war.

Returns regarding prisoners of war in enemy hands will not reach us for some weeks. The Agents of the American Embassy at Berlin make it their business to obtain particulars as to the arrival of prisoners of war in Germany and transmit the lists through the American Embassy in London to the War Office. The Governor estimates that complete lists will not be obtained under two months.

There are about 300 men of whom we have no particulars as yet, namely, those who returned unaccounted from the charge (95) those who were in reserve or otherwise employed (about 100) and those who advanced and are still unaccounted for (115). Of these we know that 200 are on duty unaccounted and of the remaining 115 we hope that about 90 are wounded prisoners of war most of whom will probably make a complete recovery.

In addition to these gallant fighting men there were 27 others who were referred to take their discharge and desert their comrades who were then actually starting on the march which was to take them into this great battle. Of these time-expired men 13 are reported to be returning to their homes on the s.s. Corinthian.

W.E.D.

OFF DOCK AT HALIFAX.—The Norwegian steamer Sandefjord came off dry dock at Halifax a few days ago and sailed for Sydney, where she will take on bunker coal.

### False Rumors and the Casualty Lists.

LETTER FROM THE COLONIAL SECRETARY.

29th July, 1916.

Editor Evening Telegram.  
Dear Sir.—During this week, a number of rumors have been current in reference to the Casualty Lists of the First Newfoundland Regiment. It was stated by many persons that a long list of Privates who had been killed had come in—some knew the list was received on Sunday, others asserted that it arrived on Monday, still more on Tuesday, while the actual number of killed on the list was in some cases given and in a few cases actual names were mentioned. There was no truth whatever in these rumors, though some persons stated that there was no doubt of authority for them. As a rule I do not take notice of such rumors, but in the present instance, knowing the anxiety felt by many who have boys in the Regiment, I think it well to put myself on record in the hope that my statements may steady the anxious hearts and lead them to see that there is no faith whatever to be put in the reports which are always so prevalent here.

The list containing the names of fifty-seven (57) Non-Com's and Privates of the Newfoundland Regiment who had been killed in action on the 1st instant, was received by His Excellency the Governor just before twelve o'clock (noon) on Wednesday, the 29th instant. This message was immediately decoded and a copy timed a "noon" was sent to His Excellency the Governor at 5:30 p.m., followed an hour afterwards by the Official List of those men who resided in parts of Newfoundland other than the city of St. John's. The rule established here in relation to fatalities is, that the next of kin be visited by the Clergyman and the sad news communicated, after which the official intimation is sent. As soon as this office learns that the various Clergymen have performed their duties, the lists are posted in the city and copies sent to the newspapers. In this way it is thought first of all to break the sorrowful news to those who are immediately concerned, and when this has been done the general public are given the lists by the quickest possible despatch. This alone shows how he was loved and respected."

From the time when the first Casualty List was received, down to the present, this office has been hard at work, Sundays and Mondays, at night as well as day, and in some instances, as late as three o'clock in the morning, and also is spared in the afternoon, and, as head of the Department, I am glad to bear testimony to the staff with assiduity, celerity and loyalty.

In closing, I would ask the public to place no reliance, whatever, upon any reports that they may hear, but to wait patiently for the Official List and to believe nothing else. These lists are published with the least possible delay, and I should not for a moment countenance the withholding of such list after the next-of-kin have been notified. When the next-of-kin resides outside St. John's a telegram is at once despatched to the Clergyman and also to the relatives, that the Clergyman being first delivered. The list is, however, posted or published in St. John's as soon as the next-of-kin in the city have been notified.

We need all our courage, patience and strength in this time of sadness. Let us not be frightened by shadows or by false rumors and unfounded reports; but let us steady our nerves and may we heed to any but the official reports. And, in loyalty to our boys, who are fighting for us, and with sympathy for the fathers and mothers whose hearts are so anxious to let each one see that, so far as he or she is concerned, there shall be no more of these unfounded statements that cause so much unnecessary suffering.

Yours truly,  
J. R. BENNETT,  
Colonial Secretary.

### Here and There.

Fresh Smoked Salmon at ELLIS'.

SUSU.—The Susu left Horwood at 7:30 a.m. to-day.

WHELAN'S, the Store of Satisfaction.—July 29, 11

AT HALIFAX.—The s.s. Seal is now at Halifax loading at Farquhar's Wharf for this port.

DR. J. A. BURKE'S Office will be closed till about Aug. 20th. July 29, 2, s, tu

WEATHER REPORT.—The weather across country is calm and fine with temperature 50 to 60 above.

CARINA DUE.—The yacht Carina, sister ship to the famous Sunbeam, is due to arrive to the Monroe Export Co. any moment.

TO REFLOAT BUNKER.—The tug Ingraham was this afternoon ordered to refloat a Marytown bunker stranded on the beach.

DRIED CAPLIN AND SMOKED HERRING at WHELAN'S. July 29, 11

LIUT. J. EDENS.—Letters and post cards have been received from Lieut. J. Edens, who took part in the battle of the Somme, stating that he was well and in good spirits. His friends will be glad to know this.

KEEP MINARD'S LINIMENT IN THE ROUTE.

# The Best Rubber Footwear

EVER WORN

Is the Goodrich "Hipress."

SEE THE BROWN HIP BOOT, MOULDED IN ONE SOLID PIECE.

THE BEST YOU EVER WORE.

Ask for the "Red-Line"

You men who live in your boots

and give them the very hardest wear—you want these great brown boots with the "Red-Line" around the top. They'll out-wear any old style black rubber boot ever made—

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"HIPRESS" Rubber Footwear

Brown—with the "RED-LINE"

The rubber in these boots is Goodrich Auto Tire Stock—so tough it will actually outwear steel.

These boots are made by a new process—set by hand, the old style black boots—rub vulcanized under tremendous pressure—very pure, blister and air-tight, squeaked out—they can't crack, leak, peel or pull apart. And they're comfortable—feet shape. Write for the booklet showing all styles.

GET THEM AT

BOWRING BROTHERS, LTD.

The B. F. Goodrich Co. Factories: AKRON, OHIO

Ask for the "Red-Line"

LIVE TOUGH RUBBER.

THEY ABSOLUTELY OVERCOME EVERY WEAKNESS OF THE OLD STYLE BLACK RUBBER BOOT.

THE BEST WE EVER SOLD.

MEN'S HEAVY DULL TEMPEST RUBBER SHOE, with the Red Sole and Heel. Guaranteed to wear out three or four pairs of the ordinary make. All sizes to suit all ages. To be had only at BOWRING BROS., Ltd.

## BOWRING BROS., LTD.

### The Infant Welfare Campaign.

Mr. B. S. Straus, J.P., in presiding at the sixteenth annual meeting of Virol Limited, held in London on 27th June, stated that it was a striking tribute not only to the power of the British Navy, but also in an especial degree to the efficiency and courage of the Mercantile Marine, that in the peculiar circumstances of the times the business of the country, with all its vast requirements, had been carried on and so large an export trade maintained.

The improvement shown by their own accounts had extended to all branches of their business, including Hospitals and Sanatoria, Public Health Authorities, in connection with the Infant Welfare Movement, and the development of their home and export trade. More than 1500 Hospitals, Consumption Sanatoria, and Clinics were large and regular purchasers of Virol.

He was especially pleased to state that although manufacturing and distributing costs had been substantially increased, as a result of a record increase in their sales, been able to show improved results without having advanced their prices to the public.

With regard to the use of their preparation by the Public Health Authorities in connection with the Infant Mortality campaign, there could be no question of the important part that proper feeding must play in the reduction of the Infant Death Rate. The universally acknowledged value of Virol, whether given to the child direct or through the agency of the mother, who herself fed her child, confirmed the belief that in this connection Virol stood in a unique position as a National Asset.

He desired also to call the attention of the Governing Authorities of our Great Fever Hospitals to the consideration of the fact that the period of convalescence might be considerably shortened by more generally utilizing the diet of their parents. He felt sure that by this means a very large economy could be effected in the administrative expenses of these invaluable institutions, through whose wards such enormous numbers of children passed year by year.

The Report and Accounts were unanimously adopted.

### Here and There.

Fresh Native Strawberries and Cream, also Choice Ice Cream, at WOOD'S CANDY STORES.—July 25, 11

MEASLES AT BELL ISLAND.—An epidemic of measles of a dangerous nature has broken out at Bell Island, resulting in a large number of children developing the disease and in several deaths.

MINARD'S LINIMENT CURES DINGERS.

## BLOUSES! DRESSES! MILLINERY!

A Lot of AMERICAN BLOUSES in wide stripe effects, and some very dainty White Blouses, FOR 70 CENTS EACH.

This week-end we again offer you Two Big Specials in WHITE READY-TO-WEAR HATS at 55 and 85 CENTS EACH.

A Lot of GIRLS' WHITE DRESSES, to fit girls from 6 to 14 years, FOR 90 CENTS EACH.

A Lot of WHITE LAWN KIMONS, dainty looking, FOR 40 CENTS EACH.

### EXTRA SPECIALS:

Children's Rompers, for 35c.

Ladies' Vests, for 10c.

Middy Blouses, for 80c.

See Our Windows.

## S. MILLEY.

FLORIZEL SAILS.—The s.s. Florizel sails at 3 o'clock this afternoon for Halifax and New York, taking these passengers in saloon: C. R. Stirling, Miss Howley, A. R. Breenlove, Miss May Furlong, Capt. Courtenay, Miss Kelly, C. H. Shaw, W. F. Bowen, Jno. C. Walters, Mrs. E. J. Cox, Miss R. Warren, Mr. McLeod, Mr. and Mrs. Lawrence, Dr. J. A. Burke, Mr. Ros-ton and 13 second class.

To have blooming geraniums in winter, keep them in small pots all summer. When you take them into the house in the fall do not re-pot them.

## TO-DAY Message

10.30 A.M.

A GLORIOUS VICTORY  
LONDON.—A German submarine was destroyed by the British fleet off the coast of Tynemouth. Eight vessels were sunk and the submarine was destroyed.

GERMANS INTERN STEWARDESSES.  
LONDON.—The British Foreign Office has formed that five stewardesses of the German liner *Brussels* have been in a German detention camp. The Foreign Office has sent a dispatch to the American Consul in London, demanding their immediate release on the ground that their detention is illegal.

A VALIANT DEFENSE  
LONDON.—A Turkish army estimated at 10,000 men, has been defeated by the Hungarian plains for the first time. A despatch to the change Telegraph Company from Zanne. A Switzerland dispatch from the Austrian Emperor has been received, where intense excitement prevails.

ATTEMPT ON COUNTESS  
LONDON.—An unsuccessful attempt was made recently to assassinate the Countess of the Hungarian Premier, in a report from Budapest, says that the Countess was shot in the arm and the attempt failed.

LLOYD GEORGE STILL IN LONDON.  
LONDON.—I don't despair about the situation, or the crisis of the war, in spite of the recent failure of an agreement between the British and Unionists, said Lloyd George, replying to a question of the Associated Press for the breakdown of negotiations, putting the Irish Home Rule effect immediately. We have at least one thing that has been accomplished. We have secured the Irish Nationalist point of shaking hands with the British at each other. The return for War is still a matter of concern regarding the Irish situation.

THE CASE OF CAPTAIN FRATT  
LONDON.—Discussing the cases with the Associated Press, Baron Neville, Secretary of Foreign Affairs, during the conversation was asked to Foreign Secretary Grey, at a conference on the subject, in the face of the details of the case as received by us, the matter of Captain Fratt seems to be more than the Cavell case. It is a grave incident, the importance of which it would be difficult to overstate. It must be borne in mind when the alleged ramming of German submarines were at sea, without warning and without any messages from Germany. Captain Fratt was executed for a franc-tireur against an armed German ship. Officers of the Admiralty were ordered to intensify indignation against the execution of Captain Fratt, learned of the affair. It is a violation of all law and precedent at sea. It affects the reputation of the British Navy as well as belligerent. There is nothing known as a franchise. We have officers of German ships whom we have taken as prisoners of war who rammed our ships without warning and without they are treated as prisoners. We have naval officers who have been bombed from Zeppelins and killed in undefended towns and killed inhabitants. In the course of service Fratt was known as a because on several occasions he succeeded in eluding German submarines by skilful navigation. When the Daily Chronicle, it was a reference to Capt. Fratt, the particulars of a brilliant exploit in 1915, he was presented with a watch suitably inscribed by the Commissioner of the Admiralty with their thanks.

On another occasion, some time before he surrendered, he was according to the Chronicle, chased for over 24 hours by a submarine while he was bound from Harwich to the North Hinder Lightship, and fired at by the vessel, missing a few feet.