

## First Anniversary Of the Battle of Beaumont Hamel

Yesterday, July 1st, the first anniversary of the memorable battle of Beaumont Hamel, in which so many of our noble heroes were killed and wounded was fittingly observed as a memorial day. At eleven o'clock in the forenoon memorial services were held in all the city churches at which sermons suitable to the occasion were preached.

The soldiers at Headquarters and the Forestry Company attended services at the following churches: Church of England men at St. Thomas's, Roman Catholics at the Cathedral, Methodists at Cochrane St. Centennial Church, Presbyterians at the Kirk, and Salvationists at Livingstone Street Barracks.

In the afternoon at 3 o'clock all the military in the city and Boys' Brigades assembled at the Regimental Headquarters and were formed up in marching order by their respective officers to participate in a joint parade through the city. At 3.30 the parade, under command of Major Montgomerie, left the Headquarters in the following order:

C. L. B. Band.  
Royal Naval Reserve.  
Expeditionary Force men, (Returned soldiers).

Regimental Drum and Bugle Band.  
Newfoundland Regiment.  
Newfoundland Forestry Company.  
C. C. C. Band.  
C. L. B. Bugle Band.  
Church Lads' Brigade.  
Catholic Cadet Corps.  
Newfoundland Highlanders.

The parade was preceded by automobiles in which were returned wounded soldiers, who were unable to walk sufficiently well to participate in the parade.

Citizens, men, women and children, assembled in thousands and lined both sides of the street all the way from the Headquarters to the Colonial Building, at both these places the crowds were so dense that it was impossible to get through them. A guard of soldiers in charge of Sgt. Instructor Hussey assisted the police, under Superintendent Grimes, in keeping the gate and grounds clear until the parade arrived. The parade, on arrival, was formed up in a solid body in front of the Colonial Building. The machine guns captured by our soldiers last October were mounted at the top and the bottom of the steps. Assembled here were Sir William Horwood, representing the Governor, who is absent from the city. The Premier, The Leader of the Opposition, members of both branches of the Legislature, The Mayor, Municipal Councillors, Clergymen and many prominent citizens.

Automobiles with the wounded men flanked each side of the square in which the Soldiers, Sailors, Foresters and Brigades were massed, the rest of the space inside the fence was packed with the public as also was the adjoining part of Bannerman Park, Military Road and Bannerman Street. Viewed from the steps of the Colonial Building the gathering was most imposing and was such a one as was never seen there before.

His Excellency the Governor, who is now on the West Coast sent the following message. He is now a Durgo, where a similar function was held yesterday.

**WANTED**—Immediately, a Medical Man to act as House-Surgeon at the General Hospital, St. John's. Further particulars can be obtained by applying to the SUPERINTENDENT.—jy2,6i

From Long Harbour, F.B., June 28, To Rt. Hon. Sir Edward Morris, P.C., St. John's.

I deeply regret that I cannot attend in person the Commemoration Services at St. John's on July 1st. I shall be present at the service at Burgeo on that day. It has been my ardent hope that July 1st might be adopted as the National Holiday of Newfoundland to Commemorate that morning when the soldier heroes of the Ancient Colony faced death and won imperishable glory for their native land. For most of us July 1st is a day of mourning in our homes, but to every stout-hearted Newfoundland-er the pride of race will transcend the personal sorrow. Newfoundlanders have had the right to be proud of their sturdy forbears. Now they have greater right to be proud of themselves because of the valiant lads who fell this day last year. There are other dates and other battles not one whit less honourable, but July 1st, 1916 is the day when we entered the brotherhood of Fame.

W. E. DAVIDSON, Governor.  
To the Officers Commanding the 1st and 2nd Battalions.

In commemorating the first anniversary of July 1st, 1916, when the Regiment achieved everlasting fame and glory, the people of Newfoundland send greetings and good wishes to all ranks overseas, confident that the splendid position achieved will ever be maintained.

GOVERNOR.  
The Prime Minister, Sir Edward Morris, addressed the vast assemblage in part as follows:—

We are assembled here this afternoon under the shadow of the Great War still devastating the fairest portions of Europe—France, Belgium, Serbia, Roumania, and in the East, Mesopotamia, and Palestine, the cradle of the human race—to inaugurate a function which, in the years to come will be cherished by Newfoundlanders as the most precious anniversary in their annals. The form which this celebration will take from time to time may vary, but I feel certain that no future gathering will more fully express the sentiments which swell our breasts to-day than the assemblage I now see around me—an assemblage, who esteem so highly the glory and honour and renown achieved by the Newfoundland heroes, who a year ago to-day made the Supreme Sacrifice, offering up their young lives in defence of liberty and civilization, in defence of their homes and in defence of the Empire which we all so dearly love. We have already this morning, as befits a Christian community, thronged in our thousands our city churches, and prayers from twelve thousand went to the Great White Throne to the God of Battles and the Lord of Hosts, to Him who holds in the hollow of His hand the destinies of us all, and with contrite and humble, though saddened hearts, remembered at our various altars those young heroes who lie in far-off distant lands, but who, by the genius of Christianity, though gone from us, are still with us in that universal communion which unites the living with the dead. This morning's services brought consolation to thousands of bereaved souls—parents, wives, sisters and brothers. There is nothing which gives so much comfort to the stricken and afflicted ones as the beautiful devotion to the memory of our departed dead. It is a beautiful thought, that the spirits of the illustrious dead participate in

our earthly affairs, that the dead are close to us and realize all that we do and think concerning them, and if this be so it may not be hoping too much to believe they are looking down on us to-day. But the note I now desire to sound is a note of gladness, a note of triumph, and not a note of sorrow. We are celebrating to-day an anniversary that as long as Newfoundland lives, as long as memory loves to linger over the deeds of the good, the valiant and the brave, so long will Beaumont Hamel, Monchy, Suvla Bay, Cape Helles and Caribou Hill be to Newfoundlanders what Crete, Balaclava, Trafalgar and the Nile have been for centuries to Englishmen at home. July 1st, will, in future, be the day we celebrate, because it is the anniversary of the day our heroes fell. They fell fighting, facing the foe, taking part in the greatest military movement undertaken by the armies at the front since the outbreak of war. The work assigned to them on that day was a hopeless, almost impossible task, but it had to be accomplished, in order that other points along the line might be held. Our men fully knew the nature of the task they were undertaking, but

Theirs not to reason why:  
Theirs but to do and die.

The Germans had to be tied down to their positions, and the Newfoundland troops had to hold the trenches at Beaumont Hamel, in order to avoid German concentration, and for this alone, additional glory must forever attach to our soldiers. On that morning one thousand of our picked Regiment, those who were the first to volunteer, who had heard the call of duty, who required no artificial aids to inspire or stimulate them, who remembered as citizens of the Empire, that they could not avail of the advantages as such without assuming a corresponding responsibility, went over the parapet. They had flocked to the colours, and by their splendid example had future enlistments all over the country.

When shall their glory fade?  
Oh, the wild charge they made!  
All the world wondered!

I need not retail the story of their work from the time they left here till that fateful morning. All that has been told and written, and the glory of the Newfoundland troops, and the justly reflected glory on their country, has become a permanent page in the story of the world's great achievements. It is now a part of our history, and in the ages to come on July 1st that story will be told. Beaumont Hamel will be to Newfoundland what the Pass of Thermopylae was to the Greeks, and the holding of the Bridge by Heracles to the Romans in the good old days, when

None were found for Party.  
Every country has its great anniversary.  
And all were for the State

Every country has its great anniversary. England has its Waterloo and Trafalgar Day, France has many such anniversaries. July 4th is a great day in the United States; the day they celebrate their independence, but it is nothing to Commemoration Day, the day which celebrates the fall of their heroes. July 1st will forever be a beacon light of liberty for Newfoundland, a Pharos of the ages whose glimmering will come down through the cataclysms of time and guide the youth of the country to the haven of honour and renown. The men who died that day were heroes. They represented the best of our Colonial life. Their splendid example fired the enthusiasm of the young men of the country.

They rose in dark and evil days  
To right their native land;  
They kindled here a living blaze  
That nothing could withstand.  
Then here's their memory, let it be  
For us a guiding light,  
To cheer our strife for liberty,  
And teach us to unite.

They need not have gone, they could have stayed at home and lived, but without glory and dishonour. They chose a glorious death rather than bring dishonour on themselves and their parents and their country. They are now our most precious assets. Nothing in the country to-day is as valuable as their memory, and in the years to come will be an incentive to the young men of the country to strive for high ideals. I fully realize how inadequate all this is to soothe the stricken relatives of these young heroes, how hard it is to assuage the grief, where the light has gone out from the home; but I would remind the disconsolate parents that from the moment their soldier sons first lisped the name of father and mother in their cradle days, they prayed for them, not that they should live for ever, but that they should live to do the duty to which they should be called and act bravely and honourably, live virtuously and win fame. This they have done—their prayers have been heard.

**DR. LLOYD SPEAKS.**  
Following the Premier's address, the C.L.B. Band rendered "The Soldiers of the King," after which the leader of the Opposition addressed the gathering.

Dr. Lloyd said in part it was a proud privilege to say a few words on a day in which we commemorate the heroic deeds done by our men. The heroes of Beaumont Hamel had consecrated their lives to their country, had displayed great gallantry and devotion to duty, and we, in respect to, as well as in commemoration of, those who have fallen, and further as citizens, must also consecrate our lives for the sake of our country. Those who fought and fell and prevailed were living up to the standard of devotion that had been set them by the citizen soldiers who had preceded them and by those gallant men now honoured as the "Old Contemptibles," who had borne the stress of the earlier days of the war, and whose heroic and victorious retreat from Mons to the Marne had won them great renown. The Newfoundland heroes will have their names inscribed on the roll of fame just as the "Old Contemptibles." The Prime Minister had told their immortal story and spoke of their imperishable memory; His Excellency in his message had equally praised that gallant band, and we all join in paying tribute to their steadfastness and glory; but it is for us to see that what they have done passes not from our minds, but remains as an example to us to do as they did. It would be little use for us to hold such commemorations unless we emulate their deeds and rendered whole-souled devotion to the country. Their deeds should inspire us to a higher and nobler sense of duty, and we should earnestly co-operate in doing our part. Such co-operation is necessary if we are to meet the future bravely. It is idle for us to imagine that there are not great tasks before us. We may have hard experiences to endure; there may be greater sacrifices to make. Just as those who endured at Gallipoli and in France won out to the end, so must we do our part if the great war is to be won. More and more men are needed, and it is our duty to do all that in us lies to encourage men to join. Behind the blue and khaki there stand the brigades. It is well and fitting that the boys of the Brigades should be present to participate in this event, for from them came the real strength of the original regiment. Of the first 500 men, most came from the Brigades, and all the original officers. They played their part well in contributing the heroes who gained fame at Beaumont Hamel; in those veins flowed the same blood and spirit which inspired the "Old Contemptibles" to die rather than surrender. Neither the "Old Contemptibles" nor the Newfoundlanders had gained glorious or decisive victory; but the part they played had contributed to victory. The "Old Contemptibles" saved France and made possible the victories of the past year. Those who participated at Beaumont Hamel made possible the victory in the other part of the line. They had seen others go over the top and disappear; but they followed bravely and unhesitatingly, and gained fame and a reputation "better than the best," something we shall ever feel proud of. They proved the mettle of their pasture and showed that they were of such stuff as victors are made. As they did so must we, by the same consecration of our lives, devotion to duty and the same endurance to the end. The war is now a struggle of endurance, and we must carry on. The question is whether the submarine will starve Britain, or whether we can endure and provide sufficient men to oust the enemy and bring salvation to the British Isles and Newfoundland. Before victory comes we may have to buckle tight our belt, we may have to meet greater trials and difficulties than ever before, and we must prepare for them. Our entire thought and energy must be given to them. There are our great industries to carry on and protect Allied to them is the tonnage problem, for without shipping we cannot market our produce. These problems vitally affect our means of carrying on, of doing our share in the war, and we must bend our energies to solve them, for we must endure.

But we must have team work and co-operation, all must be pulling to the same end. We need consecration and devotion to see that the great things for which the Empire stands, that this temple of Liberty before which we stand and the great institutions of freedom shall live. It should not be forgotten, however, that the cloud is not so dark as it may appear. There is good reason for hope. Behind the darkest cloud the sun is shining. Our country had to meet great difficulties in the past, had its periods of stress and trial; but they were all overcome, and perhaps the country was the better for them. Periods of stress tend to stimulate and energize the whole life of the community. It was in the days following trying experiences that the greatest progress was made, when men were at

## MEMORIAL SERVICES AT ST. THOMAS'S

Yesterday, the Anniversary of July 1st, 1916, was kept. The day began with a pleading of the One Sacrifice on behalf of the King and his Allies, the Empire, the Regiment, the sick and wounded, prisoners, and the departed. Rev. A. Clayton, C.F., was celebrant, assisted by Rev. C. A. Moulton. There was a goodly number of Communicants.

At 11 there was a Special Service, attended by the C. of E. members of the Regiment, with proper Psalms (23, 126, 139) and a special lesson (St. Matt. xxv., 31-46), with a litany and special prayers commemorating the great event of a year ago, and those who took part in it, with a commendation of those who have fallen to the mercy of God.

"Grant them, O Lord, Eternal Rest; and let everlasting light shine upon them."

Rev. A. Clayton, C.F., (who wore on this occasion His Chaplain's Scarf) took as his text, Galatians vi., part of verse 14. He said this anniversary recalls the first of July of which this is the first return, but we also think of deeds done by the Regiment, before and after that time—at Gallipoli, on October 12th and on April 14th. We have a feeling of pride mingled with one of sadness. Of pride in what the boys have done, remembering how on that occasion they showed before the world such an example of courage, steadiness and obedience. Of sadness, for the many lives lost, and the suffering and sorrow that proceeded from that day. It is natural that it should be so, but those who have fallen and all who have departed are like a great cloud of witnesses encouraging us to go on with the great work, that their sacrifice may be fruitful. And in deed we and they are all one in Jesus Christ, their hearts, our hearts if we be faithful are all bound together in the Heart of Jesus. We are to be worthy of those who were gone. God Save the King, and Chopin's Funeral March, closed this impressive service.

At Evensong Rev. C. A. Moulton took for his text the passage (St. John xxi., 15 et seq.) which records St. Peter's reconciliation with Jesus and his restoration to the apostolate, bringing out the meaning of the Greek in a scholarly and fruitful manner. Peter really loved Jesus and Jesus knew it, but as he had denied thrice he was asked the question thrice. But Christ gave him a commission after the first answer as well as after the others, "Feed My lambs, feed my sheep." And St. Peter showed his love by his subsequent labors and his martyr's death. Today we remember the great deeds of our men a year ago, but specially remember before God those who have fallen. They like St. Peter loved Christ, and by their death protected the innocent. They are now with Christ, with Him in glory.

## NFLD. REGIMENT CASUALTY LIST.

RECEIVED JUNE 30th, 1917

Died at Reserve Lazarette, Mulheim, Ruhr, Rheinland, Germany, May 2nd, Previously Reported Prisoner of War April 28th

2882 Private Cecil J. Knott, Burgeo.

2621 Private Edmund Taylor, Harbor Grace South, (previously reported prisoner of war at Mulheim, Germany, April 28th; no further particulars). Now reported, nature of wounds, gunshot wound, thighs.

J. R. BENNETT, Col. Secretary.

their best, when the most was accomplished. Wars were always followed by greater eras. After the Napoleonic wars came the Victorian era, when Britain grew and progressed as never before. We shall win out in this war, and after it we shall be the better. But we must endure to the end, we must pledge ourselves to nobler effort, we must consecrate our lives to the cause. Only in this way can we contribute our utmost to the accomplishment of victory.

Leaving Colonial Building the parade continued east along Military Road, down Cochrane Street, along Duckworth to Prescott and Water Streets, and west to the Long Bridge where the Naval men dropped out. Return was made via Patrick Street and LeMarchant Road to the Headquarters where the parade disbanded at 5.45 p.m.

The officers in command of the sub-divisions of the parade were: Royal Naval Reserve, Chief Warrant Officer Marshall; Forestry Company, Major Sullivan; Church Lads' Brigade, Colonel Rendell; Catholic Cadet Corps, Adj. Perez; NFLD. Highlanders, Lt. Mitchell.

## OBITUARY

STEPHEN MADDOCK

Stephen Maddock of Carbonear died on the S.S. Prospero Saturday night at Trinity. The young man has been in poor health for some years and went to St. Anthony Hospital by the last Prospero in hope of getting some medical aid. Apparently his case was hopeless and he was put on board the steamer on her return trip in the hope that he would reach his home to die. At King's Cove the deceased young man was attended by Rev. J. Scully and received the last sacraments.

The body lay at the morgue yesterday and will be prepared for interment by Undertaker J. T. Martin and sent to Carbonear by this evening's train.

The deceased young man who was the only support of his mother was well and favorably known and his sad death will be deeply regretted.

**WANTED QUOTATIONS ON PIT PROPS**—Can handle 20,000 cords if price is right. State quantity for sale, sizes, where situated, loading conditions, and lowest figure stored in vessel. Address:—  
E. COLLISHAW, Badger, July 2, 3i

## St John's Municipal Council Taxes and Water Rates

Motor Car, Motor Cycle Owners and Drivers, and Horse, Carriage and Cart Owners, are hereby notified to pay their licenses and fees, within ten days from this date.

All parties owing Water and Sewerage Rates and Taxes at June 30th, are required to pay promptly.

By order,  
JNO. L. SLATTERY, Secy.-Treas.  
July 2, 1i

## St. John's Municipal Council Public Notice.

The Municipal Council are prepared to receive offers for storage of about 150 tons Hay, beginning during month of July. Delivery of Hay to be as required by the Sanitary Department.

Applicants are requested to apply by Thursday, July 5th, at 3 p.m.

By order,  
JNO. L. SLATTERY, Secy.-Treas.  
July 2, 2i

**WANTED AT ONCE**—A Composer for The Morning Advocate. Apply at this office.

ADVERTISE IN THE ADVOCATE

## ELOQUENT SERMON BY ARCHB'D ROCHE

At Last Mass in the R. C. Cathedral yesterday His Grace, Archbishop Roche, preached in commemoration of our noble dead that fell at Beaumont Hamel a year ago. Taking as his text the Epistle read in the day's Mass, 1 Peter iii., 8-13. His Grace spoke of how the reality of the war had been brought home to us more than ever before by the sad loss of so many of our manhood in the great charge of that day one year ago. In future generations the day will be a day of sorrow and glorious memories. It was sad to see the flower of young manhood cut off, but they died noble deaths in the fearless discharge of duty, the noblest and highest aim of manhood; we mourn, not without hope but with a holy hope in God and a prayer for the dead.

His Grace addressed words of exhortation and advice to the young soldiers and counselled them to be always prepared wherever they may go, to make a record of which we may be proud as those who have gone before, to be loyal to God and always be prepared to meet death if it should come. The above is but a mere synopsis of a few points in a sermon replete in eloquent, patriotism, exhortation and sound moral advice.

At the finishing of the Mass the organ played the dead march while the congregation remained standing in silent prayer for the repose of the souls of the brave dead.

## THE MAGIC CUP

The opera, Magic Cup, will be presented again today in the Casino Theatre for the entertainment of Inspector Ryan, of the Christian Brothers, and the Sisters of the Mercy Convents. The children of Belvidere and Mount Cashel Orphanages have also been invited to be present.

## RETURNING SOLDIERS

His Excellency the Governor has received a cablegram from Major Timewell, Record Office, London, to the effect that 2nd Lieut. John Spooner, 30 Monroe Street, is proceeding to Newfoundland.

Dept. of the Col. Sec'y.  
June 30th, 1917.

Mr. J. H. Dee left for Salvage by yesterday's express.

**Insure your property with Scottish Union and National Insurance Company.** The largest Fire Company in the world. NEWFOUNDLAND-LABRADOR EXPORT CO. LTD., Agents, Board of Trade Building.—jnc16,1m

## GIRLS WANTED!

We want young ladies to learn the Knitting business. Good wages—large, light, airy work-rooms. Write for full particulars.

Stanfield's Limited, Truro, Nova Scotia.  
July 2, 1m, c.w.

## SUMMER NOVELTIES

## Our Store and Show Room ARE FULL OF LOVELY THINGS FOR THE SUMMER

Striped and Fancy Lawns, 15c., 20c., 25c., 35c. per yard.  
Striped and Fancy Voiles, 36 inches wide, 45c. per yard.  
Fancy Gingham, 17c. to 27c. per yard.  
White Piques, 20c., 25c., 30c. 35c. per yard.  
White Bedford Cord, 36 inches wide, 35c. per yard.  
Ladies' White Embroidered Underskirts, 60c., 70c., 80c. to \$2.20.  
Ladies' Summer Vests, 10c., 12c., 15c., 20c., 25c.  
Children's Gingham Dress and Overalls, 70c. up.  
Ladies' and Misses' Middy Blouses, 70c. up.  
Unusual Values in EMBROIDERIES and LACES.

## Nicholle, Inkpen & Chafe Limited.

Agents for Ungar's Laundry and Dye Works.

Mail orders promptly and carefully attended to.



For correct and reliable lubrication for your particular make of engine consult our Chart of Recommendation for marine motors at our station on the South Side or any reliable merchant throughout the Island and learn the proper grade of GARGOYLE MOBIL-OILS suited for your engine.

GARGOYLE MOBIL-OILS sold in cans, steel barrels or wooden casks.

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