

**IN STOCK:**

**200 Bags  
BEST POTATOES**  
Selected for Seed purposes.  
Guaranteed dry as hour.

**J. J. ROSSITER,**

Our Motto: "Sum Cuique."



("To Every Man His Own.")

**The Mail and Advocate**

Issued every day from the office of publication, 167 Water Street, St. John's, Newfoundland, Union Publishing Company Limited, Proprietors.  
Editor and Business Manager: JOHN J. ST. JOHN.

ST. JOHN'S, N.F.L.D., JUNE 14, 1916.

**"BRITANNIA RULES THE WAVES"**

Now that the smoke of battle has cleared away, and we are able to calmly review the "Battle of Jutland" the conviction is borne in upon us more strongly than ever that Britain is supreme upon the seas. When the first news of Vice-Admiral Beatty's action reached us, we were not in a position to sum up the situation with any degree of accuracy; but from the official data now in our possession, we assert that our Naval supremacy was never so insistently obvious as at the present hour.

It is true that we have sustained losses—losses in men that are irreparable, but yet, we have scored a lasting triumph over the enemy. To those who are inclined to pessimism, let us present the issue in the form of a little sum in proportion. If Beatty's cruiser squadron can wallopp the whole German fleet (Germany's best ships were in the engagement) what would be the result, if only the first line of British battleships had been in the engagement? The answer needs very little demonstration. It is summed up in one expression—**THE ANNIHILATION OF THE KAISER'S NAVY!**

"Toll for the brave!" But lest we forget, their heroism was offered as a sacrifice on the altar of duty. There was no need to remind the dead heroes of Nelson's signal at Trafalgar. England expected; and every man did his duty. We are the heirs of a noble heritage. We must not sit under the willows of hopeless grief. The gallant sons of the Empire are buried near the waves of the North Sea and the turbulent seas chant their requiem; but their names are writ large on the historic scroll. **Requiescant.**

The Berlin "Tageblatt" (the official trumpet of the Kaiser) says that the naval battle represents a serious blow to presumptuous England; but the blowing seems to be all on the German side; and we notice that the German navy was in command of Vice-Admiral Scheer; but the latter "sheered off" when the first line of British battleships appeared.

On the British side there was no "sheering off"; Beatty is made of the same stuff as Nelson was; and he fought just as the hero of Trafalgar would have done. The British ships kept the sea and they kept alive the best traditions of the British navy; to seek out the enemy wherever he might be and make him fight no matter what the odds. Beatty has been doing this, day by day, and week by week, month by month since August 1914. The German fleet outnumbered and outweighed the British cruiser squadron; but the British ships steamed into the fight, and fought the entire German navy for five hours. The arrival of four British battleships, the Barham, Valiant, Malaya, and Warspite caused the whole enemy battle fleet to retire. The British navy would welcome nothing better in the war than to have the Kaiser's navy venture out once again.

We are now more confident than ever. We know there can be no surprises. All classes of vessels on both sides have met; and an accurate measure can be taken of the enemy and his definite inferiority is freed from any element of uncertainty. Vessels lost can be readily replaced; but we cannot replace the gallant sons who have gone down. There were no surrenders; and Rear-Admiral Hood, second-in-command to Vice-Admiral Sir David Beatty, Captains Sowerby, Cay, and Prowse were lost with many others. The British ships went down, carrying with them virtually their whole crews.

Of some thousand men, on the Queen Mary, only a corporal's guard is accounted for. The same is true of the Invincible, while there are no survivors reported from the Indefatigable, the Defence, or the Black Prince. There was no mistake in strategy made. The objective of the British squadron was to sink the German fleet, or compel it to return to its base. In pursuance of this object, Sir David Beatty tackled a vastly superior force, hoping to delay it until Admiral Jellicoe's bull-dogs came up to destroy the Germans. But the latter fled when Jellicoe's ships entered the fight. The British fleet attained its object; the Germans failed to attain theirs.

**Loyal India**  
New York Press:—That India is to gain a new relationship to the British Empire after the war cannot be seriously doubted in view of the present attitude of the British people toward the great Asiatic dependency. Whatever may be the exact facts concerning the loyalty of the masses of Hindu people to the empire in the war, it is certain that India has contributed generously of her wealth and her manhood to sustaining the imperial relationship, and that Britain appreciates the proof of its true loyalty. Doubtless it is true that there are disaffections and disloyalties among some elements in some sections. There has been a Dublin revolt, too; but for the matter of that here in America we have discovered some thing decidedly less than absolute solidarity of our own national sentiment. The fact remains that India is standing by the Empire and that her contribution has been toward strengthening, rather than weakening it, in the crisis.

**ROCK ME TO SLEEP**

By Elizabeth Akers Allen

**BACKWARD,** turn backward, O Time in your flight, Make me a child again, just for to-night! Mother, come back from the echoless shore, Take me again to your heart as of yore; Kiss from my forehead the furrows of care, Smooth the few silver threads out of my hair; Over my slumbers your loving watch keep:— Rock me to sleep, mother,—rock me to sleep!

Over my heart, in the days that are flown, No love like Mother-love ever has shone; No other worship abides and endures,— Faithful, unselfish, and patient, like yours: None like a mother can charm away pain From the sick soul and the world-weary brain. Slumber's soft calms o'er my heavy lids creep:— Rock me to sleep, mother,—rock me to sleep!

Mother, dear mother, the years have been long Since I have listened to your lullaby song: Sing, then, and unto my soul it shall seem Womanhood's years have been only a dream. Clasped to your heart in a loving embrace, With your light lashes just sweeping my face, Never hereafter to wake or to weep:— Rock me to sleep, mother,—rock me to sleep!

**Chatham's Are Rare**

Fortnightly Review.—Chatham's are rare, and there is no Chatham in sight. Who in the present Cabinet could rule his colleagues with more of the iron hand than Mr. Asquith? If such there be, he has not yet revealed himself. Or are Ministers more likely to sink their personal differences under another chief? Mr. Asquith has at least kept his Cabinet together, and in these days that negative virtue is not without positive value. Unless a stronger Coalition can be formed, common sense requires that the existing Coalition shall be left. Would the Radical members of a new Coalition be as loyal, say, to Mr. Bonar Law—if he were chosen as Prime Minister—as Mr. Bonar Law has been to Mr. Asquith? It is much to be doubted.

**British Shipping After the War**

London Chronicle:—We must not lose sight of the danger which threatens the supremacy of the British mercantile marine after the war. Changes are taking place in the relative tonnage of the mercantile marines of other countries. Huge as are the profits which the British shipping firms are earning, the profits of the neutrals from shipping are more than twice as great. They will have vast funds to use after the war, in buying ships or in placing shipbuilding orders. The shipbuilding facilities of the United Kingdom are far greater than those of any country in the world. They must be safeguarded.

ADVERTISE IN THE MAIL AND ADVOCATE

**REVEILLE**

BY CALCAR

"WE learn from passengers on the train which reached town this morning that a big forest fire is raging along the railway from Shoal Harbor to Port Blandford and in several places as far as Glenwood."

Thus do we learn in a few short words of a raging fire that is destroying the remnant of what forest is left to us. Year by year the same portentous story rings in our ears, and year by year the terrible destruction goes on. This is the third fire already this year. "The Telegram" of Monday says it is the second. That paper says, "This is the second big forest fire to take place this year, the other being near Stephenville and Flat Bay in St. George's Bay."

If this does not mean two fires, one at Flat Bay, and one at or near Stephenville then we have a kink in our geography. Perhaps the Telegram just permitted a geographical absurdity to get into its columns, which is quite excusable, when we consider the high pressure under which an editor is often forced to work, in a race to get his paper to press at an early hour. Let us say then that the Telegram is correct as to the number of fires and wrong in point of geography. Even one fire is too many and should give us great concern, more concern than is displayed in a curt line or two in a newspaper which merely states the fact in a casual way, much as one might say a ship came in or a ship departed.

This latter story of nautical events is more likely to arouse public interest in this community than the mere mention of the fact that a forest is burning, for people here appreciate more fully the significance of a sailing than they do that of a woods on fire. Intimate and life-long nautical affairs has educated us to look upon shipping events with an eye and understanding trained to realize their every import. Our education does not take us away from the sea board, and the value of our forest and other land resources is of the very least importance to us, because so little understood.

Newspapers are theoretically **nourishers of public opinion**, but seldom are they this, rather do they, as the sailor trims his sails and braces round his yards to meet the varying breeze, trim their sails to humor public opinion. What public opinion for

instance does The Telegram mould respecting the location of that forest fire near St. George's Bay, if not the perverse opinion of the contiguity of Flat Bay and Stephenville.

Public opinion regarding the calamity of a forest fire is not moulded by one short item to the effect that the woods are on fire. Public opinion at any rate is not set on fire by an item of such terse and commonplace reference. Newspapers in this country are not living up to the high ideals of journalism for they cannot be said to be moulders of public opinion. A splendid field lies before them wherein they are invited to labor for the good of the commonwealth. They are in control of the greatest and most potent means whereby a wholesome and intelligent public opinion might be formed that would redound to the advantage of all but the field is running wild or lying fallow and public opinion is choked with weeds of personal interest. If people could only once realize that the greatest personal interest is best achieved by the advancement of the common welfare we might soon be on the high road to national prosperity. This is the duty that devolves upon all who have the means of directing public opinion, and it is peculiarly the province of the newspaper.

We have no wish to censor the newspapers in regard to the indifference of the public to conservation of our national wealth, but we cannot entirely exonerate them from blame. Successive governments are mostly to blame. The manner in which these have failed to measure up to their duties is deplorable. Want of intelligence on the part of representatives is to blame. The people are to blame for having elected them before applying the acid test to their mentality, and the press is to blame because it has failed in its educational mission. Thus we have a regular sequence in the chain of responsibility. The press is to blame for not educating the people. The people are to blame for not demanding higher qualifications in their representatives, and representatives are to blame for not demanding some action towards conservation of our wealth.

No government has ever done so much for the destruction of our natural wealth particularly of our forests than has the government now in power, destruction under the Morris regime has been positive, whereas under former governments the losses to us have been the result of inactivity and neglect. Under Morris a regular and systematic, even we might say criminal descent upon our forests has been the order of the day.

**THE CANADIAN BANK OF COMMERCE**



HEAD OFFICE: TORONTO

**MAKE YOUR DOLLARS INCREASE**

\$100 left with The Canadian Bank of Commerce at the present rate of interest will amount to  
\$103.01 in one year  
\$106.14 in two years  
\$109.34 in three years  
\$116.05 in five years

Other amounts will accumulate in the same proportion. Accounts may be opened with \$1 and upwards. Interest will be added half-yearly. Deposits may be made and withdrawn by mail. Out-of-town accounts receive every attention.

THE BANK HAS BRANCHES THROUGHOUT CANADA AND IN LONDON, ENG., NEW YORK, MEXICO CITY AND OTHER IMPORTANT FOREIGN CITIES

Thousands of people use this Bank as the custodian of their money, and their combined deposits now amount to over \$190,000,000

OPEN AN ACCOUNT, KEEP ADDING TO IT, AND ENSURE YOUR INDEPENDENCE

ST. JOHN'S BRANCH - WATER STREET

**GLEANINGS OF GONE BY DAYS**

June 14  
THE Carter monument, Government House grounds, unveiled, 1871.  
Thermometer 84 degrees in the shade, 1881.  
"Mandamus" row on Shea's wharf, 1894.  
Steamer Regulus, for Coastal Co., arrived for first time, 1897.  
Governor McCallum refuses to accept Harbor Grace Standard any longer, owing to its utterances, 1899.  
Port au Port chrome iron mine opened, 1895.

**Absent Minded**

Old Gentleman (proposing the health of the happy pair at the wedding breakfast—"And as for the bridegroom, I can speak with still more confidence of him, for I was present at the banquet given in honour of his coming of age. I am present here to-day, and I trust that I may be spared to be present at his luncheon.")

**GEORGE KNOWLING**

**Men's and Boys' Clothing Dept.**  
Our Men's and Boys' Clothing Department has always been noted for **Best Value for the Money.** We keep the largest and best selected stock in the City. We now are showing **Spring and Summer Clothing Raincoats Macintoshes Shirts Caps Ties Footwear**

**PROVISIONS and GROCERIES.**  
We have the best selected and lowest priced stock obtainable.  
**Flour Pork Molasses Teas Seeds Medicines.**  
Call and get our prices or write if you cannot come.

**Largest and Best Selected Stock - Lowest Prices.**

**Hardware Department.**  
Fishery Supplies, Manilla Rope, Coir Rope, Hemp Rope, Marlin, Fish Hooks, Patent Logs Ship Side Lights, Steering Wheels, Anchors Motor Ignition Batteries, Spirit Compasses Dory Compasses, Motor Engine Oil and Grease, Washing Machines, Wringing Machines, Garden and Farm Tools, Carpenters Tools, Fish Beams and Weights, Electric Lanterns, Pocket Flash Lights, Oil Cooking Stoves, Office Safes.

**Women's and Children's Clothing**  
We have now open and ready the largest and best selected stock of  
**Costumes Blouses Skirts Underclothing Corsets Raincoats Dressmaking and Millinery done on premises. Dress Muslins Linens and Silks.**

**GEORGE KNOWLING**

**Reid-Newfoundland Co.**

BOWRING PARK TRAIN leaves West End Promenade on the following schedule every Wednesday - Half Holiday, Whole Holiday and Sunday:—

Leave West End Promenade:	Leave Bowring Park:
2.15 p.m.	2.40 p.m.
3.00 "	3.30 "
4.00 "	4.30 "
5.00 "	5.30 "
6.45 "	7.15 "
7.45 "	8.15 "

**Reid Newfoundland Co.**