

THE EVENING TIMES AND STAR, ST. JOHN N. B. FRIDAY, AUGUST 28, 1914



Tailors-- And Tailors

WE are Tailors by temperament—rather than Manufacturers by temperament. Our Tailoring is done with the ultimate wearer in mind. We prefer to make Made-to-Order Clothes for certain men than to make huge quantities of commonplace "hand-me-downs" for anybody who comes along.

WE are not "calamity howlers" and do not think that the Public must start wearing the bargain clothes, so riotously advertised, at \$7.97 to \$12.97. We do not believe that the Country is going to "demnition bow-wows."

THE past season has been the biggest we've ever enjoyed and—spite the pessimists—there is a continued steady demand for \$15 "Mill-to-Man" garments

Suit or Overcoat *Made to Measure*
Unrestricted Selection of any Material

\$15
English and Scotch Woollen Co.
NO MORE NO LESS

They Mean Well We refuse to believe that other merchants are less honest in their intentions than we are. They simply have different standards of value from ours. The custom of calling certain grades of suits—"Twenty-five Dollar Suits"—and then selling them as "bargains" at \$7.97, \$8.99, \$12.50, etc., is so thoroughly established that merchants really think, no doubt, that they are selling at less than real values. But they are not. These are not twenty-five dollar suits, according to our standards of value. From a "Mill-to-Man" point of view they are really worth perhaps from \$5 to \$10. They are not good clothes at any price, according to our notion of good clothes.

Fred'k Gareau,
Supt. of Branches, Maritime Provinces

Mail Orders! If you are out of reach of one of our stores you can rely on our good service by mail. Send for **FREE** assorted samples, styles book, self-measuring chart and instructions for a \$15 Suit made specially for you. Address: Mail Order Dept., 415 St. Catherine Street East, Montreal.

"Mill-to-Man Tailoring Service"

No More **\$15** No Less
English & Scotch Woollen Co.
No More **\$15** No Less
Four Montreal Stores

St-Catherine West, 904 Mt-Royal Ave. East, 240 Notre-Dame West, St-Catherine East
near Bleury, near Papineau, near St-Henri Depot, near St-Hubert.

107 Charlotte Street, St. John, N. B.

High Tributes To Gallant Conduct of British Troops

**Fight Valorously Against Superior Numbers--
French Force Advances While Russians Move
Steadily Forward -- Germans Attempting To
Break Through Barrier of Opposing Armies**

London, Aug. 28—1.10 a. m.—The conflict of millions appears at last to be in progress. Even such news as the sinking of the German steamer Kaiser Wilhelm Der Grosse pales beside the titanic battle evidenced by the tribute of General Joffre, the French commander-in-chief, to the British arms, and the realization that the Allies are fighting to block the road to Paris, with the Germans hardy further away than New York is from Philadelphia.

The new battle is undoubtedly an attempt by the Germans, with the hugest army ever employed for a swift attack, to sledge hammer its way through the Allies' defensive barrier, while trying to outflank them between their left and the seaboard.

The Pall Mall Gazette's critic says that the fighting has been on a front of twenty miles along the line between Cambrai and Leetzrau, and between the rivers Scheidt and Sambre, while the Germans have been steadily attempting an outflanking movement by forced marches.

Meanwhile the Russians are drawing nearer to Berlin. Not even during the first great struggle between Europe and Asia, on the far Manchurian plains, was the enormous battle fought in such impenetrable silence as far as concerns the outer world.

BRITISH MET VASTLY SUPERIOR FORCE

London, Aug. 27, 4.12 p.m.—Premier Asquith announced in the house of commons today that Field Marshal Sir John French, commander-in-chief of the British expeditionary force, had reported that he was yesterday engaged against superior German forces.

The British troops fought splendidly and General French considered the prospects of the impending battle satisfactory.

The quality and efficiency of the French re French speaks in high terms of the Premier Asquith added: "General's troops and their officers."

JOFFRE'S TRIBUTE TO BRITISH TROOPS

London, Aug. 27, 11.10 p.m.—General Joffre, commander-in-chief of the British forces, says:

"The British army did not hesitate, but threw its whole strength against forces which had great numerical superiority. In so doing it contributed in a most effective manner to securing the left wing of the French army."

"It exhibited in this task devotion, energy, and perseverance, to which I must now pay my tribute, qualities which will be shown again tomorrow, and make certain the triumph of our common cause. The French army will never forget the services rendered it. Our army is inspired with the same spirit of sacrifice and the determination to conquer which animates the British forces, and will make good to them its debt of gratitude in the battles of the near future."

FRENCH ADVANCE CONTINUES ON FIFTH DAY

Paris, Aug. 27—10.25 p. m.—The following official bulletin was issued by the war office tonight:

"In the Vosges district our troops today resumed the offensive and drove back the Germans, who yesterday had forced them to retire on the Saint Die side."

"Longwy, a very old fortress, the garrison of which consists of only one battalion, which has been bombarded since Aug. 8, capitulated today, after holding out for over twenty-four days. More than half the garrison was killed or wounded. Lieut-Colonel Dache, governor of Longwy, has been nominated an officer of the Legion of Honor for heroic conduct in the defence of Longwy."

"On the Meuse our troops have repulsed with vigor several German attacks. A German flag was taken."

"The Belgian field army attached to Namur and a French regiment which supported it have joined our lines."

"The Belgians have attacked forces greatly superior in number and were obliged, after brilliant resistance, to withdraw a little in the rear on their right."

"Our armies maintained their positions in Belgium. The army of Antwerp, by its offensive, has drawn off and held before it several German divisions."

RUSSIANS REPORT VICTORY

Paris, Aug. 27—An official statement by the war office this afternoon says:

"The German troops retired from the region of Masuren, in East Prussia, after the Russian victory. A Russian advance is unretarded in that country, which presents difficulties and the outlet of which to the west was occupied yesterday. It is confirmed that 100 cannon were taken from the enemy."

ARTICLES WANTED FOR HOSPITAL WORK

Pillows, Shirts, Handkerchiefs and
Cholera Belts in Demand—Prefer
Gray Socks

The following list of articles required for the furnishing of the Ontario contingent has been published by the Ontario Department of Agriculture. The Institute Branch has circularized the Women's Institutes of the province asking them to do their part in collecting funds and supplying these articles.

8,000 pillows—Sizes 18x20, 16x24, 16x16, 14x16, and slips for the same.
4,000 flannel shirts—Sizes 15 to 17 1/2, made of medium weight, grey or khaki color.

12,000 handkerchiefs—Size 18x18. Made of cheese cloth, which should be washed before made up.
8,000 cholera belts—Twelve inches wide and 84 to 44 inches long. To be made of the ordinary yarn, either red or grey, two inches of each end to be knitted with steel needles, and centre eight inches to be knitted with bone needles.

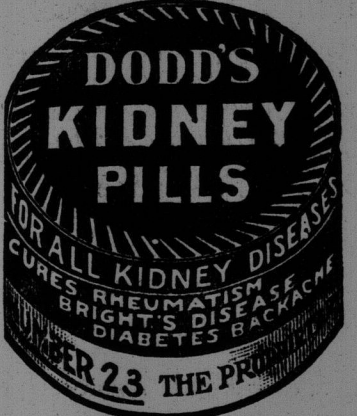
7,000 pairs of socks—Grey preferred, 5,000 "housewives" or "mending kits"—Outside to be made of coarse linen, chintz, cretonne, duck or other smooth strong material. Size 5 1/2-2 1/8 inches. Interior to be lined with shaker flannel or any fine woolen material. Interior to contain two small pockets one at end and one in centre. Also attach two loose squares, stitched loosely, for pins and needles, etc. Each should contain safety pins, sewing and darning needles, small straight scissors, buttons (ordinary shirt and bachelors), black darning wool, black and white linen thread, small packages of court plaster and foot-powder, if possible. Sew tape on end for ties.

TEA WAS INSURED.

The German steamer Schnefeld, that was seized by the British in the Mediterranean recently, carried a large consignment of tea for the Salada Tea Co., which was fortunately insured. The war risk paid was in the neighborhood of six cents per pound of tea. It is now anticipated that the Schnefeld will be tied up at Gibraltar until the close of the war.

UP GOES BOOZE

Toronto, World—Yesterday was a sad day for the man who likes beer, whiskey and such liquors as are usually purveyed over a hotel bar, for the price was doubled. Beer now costs ten cents a glass, and whiskey twenty cents. This is the direct effect of the additional excise duty levied on intoxicants by the government as a war tax.



OUT TO-DAY
SEPTEMBER
Victor Records
Some cracking good songs and dance music in this September list on double-sided Victor Records at 90c for the two selections:

Kiss Me Again (I Like It)	Helen Clark-Henry Burr	} 17604
Where Can I Meet You To-night?	Ada Jones-Billy Murray	
Eagle Rock	Collins & Harlan	} 17610
My Croony Melody	Collins & Harlan	
A Little Love, A Little Kiss-Waltz	Victor Military Band	} 17547
Little Grey Home in the West-Waltz	Victor Military Band	

AND MANY OTHERS

New Red Seal Records by Famous Artists
Stabat Mater-Cujus Animam (Rossini) Enrico Caruso 88460
Who Knows? (Dunbar-Bell) John McCormack 64424

The "His Master's Voice" dealers (in every city and town in Canada), want everyone to come in and hear the whole of this splendid list. Ask for free copy of our September supplement giving a complete list of all the new Victor Records and our 300 page Musical Encyclopedia, listing over 6000 Victor Records.

Come in to-day and hear these 420-348

BERLINER GRAM-O PHONE CO., Limited
MONTREAL



J. & A. McMILLAN
98 and 100 Prince William Street

More New Ladies' Fall Suits and Coats

at prices that pleases
prudent buyers

Ladies' New Fall Suits From \$14 to \$35

less 10 p. c. during
August

Ladies' New Fall Coats

All the newest cloths
and latest styles at
prices from
\$7.50 to \$45
less 10 p. c.

This 10 p. c. discount is for the balance of August only and you want to take advantage of it for its worth saving and you can take advantage of it even if you don't want your suit or coat at once. Pay a deposit on it and we will keep it for you—that will give you a chance to save the discount and have first choice.

Don't Fail to See Our Suits and Coats Before Buying

Charlotte St.
Wilcox
Cor. Union