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BECAUSE:—We produce the best ready to wear suits in that they not only fit and hang well when you put them on but continue to do so until they are laid aside.

To turn out such suits it is necessary to have everyone experts in their line—Knowing their work thoroughly—Having a taste for their work—Qualified by Experience and Observation—and trained to do such splendid work.

Such Experts are to be found only in our Factory trained by a manager who has had over 25 years Experience in the Chief Clothing Centres of the world.

BECAUSE:—We select only the highest grade wool cloths in each particular class having an eye to such patterns and designs as will satisfy each individual taste.

BECAUSE:—We have Expert cutters and give careful attention to Linings, Trimmings, and inner Constructions.

BECAUSE:—British suits are the ones with the best fit and longest life of any suits sold in Newfoundland.

INSIST ON BRITISH SUITS.

THE BRITISH CLOTHING Co., Ltd.
Sinnott's Building, St. John's.

The Thunderstorm Labor, War and the Barroom

(From the Scientific American.)
A thunder storm is not the beautifully simple vortex with horizontal axis that has so often been described and pictured in books.

First, we have the air flowing in from all sides, rising, cooling by expansion, and building up the typical thunder cloud. At the same time the whole system is moving forward, under the control of the prevailing cyclonic circulation. Ultimately, as a result of strong convection, rain is formed at a considerable altitude, where the air is quite cold—in fact, so cold that hail is often formed. This cold rain, or a combination of rain and hail, as it falls to earth chills the air all the way down to the ground, partly as a result of its initial low temperature and partly because of the evaporation that takes place during its fall. The cold column of air is correspondingly dense, and becomes a strong downward movement. This current is the typical thunder squall, which rushes forward from an approaching thunder storm, agreeably cooling the air.

It should be especially noticed that the descending current does not immediately curve upward and return to the summit of the storm, nor does the air ascending in front of the storm immediately descend as a cold return current. The circulation does not occur in a closed circuit.

At the top of the uprushing air current of the storm—i. e., within the thunder cloud—a rapid electrical separation goes on, the first result of which is positively charged raindrops and free negative ions. The charges of the former are, moreover, continually increased by the successive division and coalescence of the drops. These positively charged drops fall to the earth whenever the air-current becomes weak enough to permit their passage. The negative ions are carried upon into the higher part of the cloud, where they unite with the cloud particles and facilitate their coalescence into negatively charged drops. These ultimately fall in the gentler rain of the storm. Thus, the same process that produces the giant cumulus cloud of the thunder storm—i. e., a violent uprushing current of moist air—also gives the separation of electricity required to produce lightning.

Between the uprising sheet of warm air and the adjacent descending sheet of cold air, horizontal vortices often form, which become visible near the front lower edge of the cloud where condensation is apt to occur. This constitutes a "squall-cloud" or "roll-squid." The rain-gush following a heavy clap of thunder—is thus elucidated by Professor Humphreys:

"Excessive condensation anywhere in the thunder cloud will lead to a local excess of electrification and of electrical discharge, since the latter processes depend upon the presence and abundance of water drops, as shown by Simpson's experiments.

The public opinion that protests against the spectacle of a drunken soldier protests also, and with equal emphasis, against the spectacle of a drunken civilian.

The Toronto Hotelkeepers' Association on Friday last declared through their President: "We do not want to do anything that would conflict with public opinion on the subject. We have an idea that the public do not want to see any drunken soldiers, and in consequence the hotelkeepers do not wish to sell to soldiers."

And why not to soldiers? Is it supposed that the public object to a drunken soldier but are indifferent to the sight of a drunken civilian? Is the crime of drunkenness any less, or is the disgrace of it any less, or the reason of it any less, when the dress of the drunken man is the uniform of Labor rather than the uniform of War? Is the treason against the King any less heinous when the drunkard is a representative of those by whose labor and service the King and all his soldiers and sailors are clothed and fed and armed for war? Has not this stern war taught us that it is not the clothes but the man that matters: not the office but humanity; that is honored or dishonored? What shallow trifling with the infinite realities, when men pretend to care much that a drunken soldier shall not be seen, but care not at all that every night out of every barroom in the city drunken creatures are turned, wearing the uniform of a Man!—Toronto Globe.

Progressive Business Men

If you want to be absolutely sure of dry feet this winter, be certain that you get BEAF BRAND Rubbers.

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- Devine, J. M.
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- Monroe & Co. (St. John's and Petty Harbor.)
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- Rodger, A. S.
- Scott, Alex.
- F. Smallwood.
- Smyth's (both stores.)
- Steer Bros.
- Whiteway, Jesse.

Look for the Bear. 'Tis our every pair.

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New Martin Bldg.,
sep21,21w,tf St. John's, N.F.

Hence excessive condensation or rain formation really precedes the thunder clap, but as sound travels faster than rain falls we hear the thunder before the rain-gush reaches us."

Krupp Spy in Army and Navy Club, New York

Posed as British Officer and Met Chief Military Officers of the United States

New York, Sept. 17.—The Army and Navy Club, of this city, whose membership includes some of the most prominent military men of the United States, began an exhaustive investigation last night to determine whether Capt. Newenham A. Gray, who has lived at the Club as a British army officer for the last eight months, is in fact a German spy. The club's action was precipitated by charges made by British agents in Washington.

The British say that Capt. Gray's boast of being an officer in the British Indian service is disproved by an inspection of the army rolls. Instead of being an Englishman he is a Krupp expert, they assert, who is now obtaining confidential information concerning the manufacture here of arms and ammunition for the allies.

What Is His Object?
The inquiry instituted by the Army and Navy Club is not so much to learn if Capt. Gray is revealing to Germany the war secrets of the allies but to ascertain whether he may have used the friendship of the club to discover intimate facts concerning the United States army and navy. If he is a German agent there is not much British and Italian business, which Germany does not know.

An investigator, whose report is in possession of the British consulate of this city and the United States secret service, told of the charges concerning Capt. Gray yesterday, as follows: "Nearly a year ago British agents discovered in New York Capt. Newenham A. Gray, who asserted he had been a British officer in India. He sought the acquaintance of American army officers and through the kindness of a member of the Army and Navy Club he obtained a room there and has since made the clubhouse his home.

Met U. S. Officials.
"By means of the club's hospitality he has been able to meet many high officials in the United States army and navy. He has been this guest on many occasions, for example, he attended the recent tests of howitzers at Fort Totten.
"The British, however, did not become especially interested in Capt. Gray until it was discovered he had become an ordnance expert for various American concerns, who were negotiating with Britain for war supplies.

"It then became known that he was drawing plans and specifications for rifles, hand grenades and large artillery pieces and in this way coming into close and intimate contact with the British, French and Italian agents who are buying arms and ammunition in this country.

"The British Government, therefore decided to act. The war office in London was instructed to search the rolls of the British army in India to determine when and where Capt. Gray was in service. The reply came back that the rolls contained no such name nor was there any other record of such a man.

"Shortly after this Capt. Gray took offices in Room 801, No. 11 Broadway. On this same floor, or only a few doors away, are the offices of Capt. Boy-Ed, the naval attaché of the German embassy, who Richard P. Stegler, the confessed spy, said was the head of the German Secret Service in the United States.

British Birth Rate Falls Off

London, Sept. 10.—(Correspondence)—According to figures issued by the Registrar-General, the rate of the growth of the population of England and Wales has greatly fallen off. The excess of births over deaths in the June quarter, was 27,418 below that for the same period of last year.

The excesses for the four last comparative periods are: 1915, 74,515; 1914, 101,833; 1913, 105,727; 1912, 102,293.

The births in England and Wales in the June quarter, 213,094, makes the lowest recorded since the establishment of civil registration. The figures are 12,973 below the same period last year and correspond to an annual rate of 22.9 per thousand or 3.3 below the ten years' average for the June quarters.

Deaths, totalling 138,579, were the highest for any June quarter in the decade and were 14,445 in excess of June, 1914.

Marriage, probably owing to the war, were 4,350 in excess of last year, at 55,406.

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Agents for Ungars Laundry & Dye Works.

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it is just as easy to get the BEST as to get the next best.

The most skilful baking can't make good bread out of poor flour, but any Housewife by using

PURITY FLOUR

can bake bread that will come from the oven JUST RIGHT.

If you want "more bread and better bread" bake with Purity Flour. Try it to-day. At all grocers.

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See that it is on each bag or barrel you buy

WESTERN CANADA FLOUR MILLS CO. LIMITED
MILLS AT WINNIPEG, GODEFRICH AND BRANDON

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RED CROSS LINE.

S. S. STEPHANO and S. S. FLORIZEL

INTENDED SAILINGS.

FROM ST. JOHN'S: Florizel, October 2nd, Stephano, " 9th.

FROM NEW YORK: Stephano, October 2nd, Florizel, " 9th.

Passenger Tickets to New York, Halifax and Boston. Fares including Meals and Berths on Red Cross Steamers:

	First Class	Return	Second Class
To New York	\$10.00	\$70 to \$80	\$15.00
To Halifax	20.00	35.00	9.00
To Boston (Plant Line)	29.00	51.00	18.00
To Boston (D.A.R.)	30.00	51.00	18.00

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