

**Our large and well assorted stock of  
'Anchor' Brand  
Herring Nets.**

Hundreds of Nets, all sizes, between 60 ran 23-4, and 30 ran 21-4, enables us to fill all orders, no matter how large, very promptly. If you want real Satisfaction get your Herring Nets at

**ROBERT TEMPLETON'S**  
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**THE BEST IS CHEAPER IN THE END**



Order a Case To-day  
**"EVERY DAY" BRAND  
EVAPORATED  
MILK**

**Job's Stores Limited.**  
DISTRIBUTORS

**PICNIC REQUISITES!**

**SLIPPERS**

CHILDS' and MISSES' GLACE STRAP SLIPPERS.  
CHILDS' and MISSES' PATENT STRAP SLIPPERS.

**SHOES**

CHILDS' and MISSES' TAN STRAP SHOES.  
CHILDS' and MISSES' TAN LACED SHOES.  
CHILDS' and MISSES' WHITE JEAN SHOES.  
CHILDS' and MISSES' WHITE KID SHOES.

and  
**SOCKS and HOSE TO MATCH.**

**Nicholle, Inkpen & Chafe**  
Limited.  
315 WATER STREET 315  
Agents for Ungars Laundry & Dye Works.

**Japan Capturing  
Far East Trade**

Her Mercantile Marine Undercuts European Lines at the Present Freight Rates.

Singapore, July 31.—The fact that Japanese commercial houses are taking every conceivable advantage of conditions afforded them as a result of the European war is becoming increasingly apparent to the general business community in the East and rapidly causing grave alarm to British manufacturing interests.

For years previous to the outbreak of hostilities they had endeavored, with little success, to introduce their goods into markets in which European manufacturers specialized. Now that British naval supremacy has eliminated German and Austrian trade from the high seas they have not been slow in availing themselves of the excellent opportunity thus offered to increase their sphere of action and to establish themselves firmly in the market for commodities in which these competitors previously held practically a monopoly. It is also a matter for deep concern on the part of British manufacturers that they have not confined their entire attention to the capturing of enemy trade, but have taken advantage of the strain lately placed on shipping (with the ensuing rise in freight rates) and have seriously encroached on British markets.

The Japanese are nothing if not up to date. Japan of today is not the Japan of twenty-five years ago. Tokio, Yokohama, and all the larger towns are now industrial centres in the true sense of the word. There is no port in the East in which her large companies, such as the Mitsui Bussan Kaisha, do not possess agencies. Moreover, she has a considerable and efficient mercantile marine, a fact which has meant much to Japanese development and which constitutes an additional advantage at the present time by enabling her to undercut European lines at the high freight rates now prevailing. Every indication points to the German and Austrian interests having little, if any chance of re-establishing themselves after the war. Indeed, it will necessitate a combined effort on the part of the manufacturers of the United Kingdom to prevent this new industrial power from acquiring control of the Eastern markets.

The range of Japan's commercial activities appears to be unlimited. She has even essayed to compete with such an essentially British industry as textiles. Cloths manufactured in Japanese mills are now being marketed in Bombay, Calcutta, Singapore, etc., and are finding a ready sale owing to their low price. Imports of Japanese beer into India for the first quarter of 1915 increased 5,000 per cent. over the similar period of the previous year. She already has the monopoly of rubber latex cups, of which hundreds of thousands are used annually in Ceylon and the Federated Malay States.

Commercial firms in the Far East admit openly that Japanese goods have come to stay. However, it is to be feared that their introduction has not been accomplished along strictly honest lines. Incidents have been brought to light repeatedly during the last few months of the imitation of various copyright trade-marks and shipments of goods are almost universally inferior to samples. A strike

**J.J. St. John**

**To Shopkeepers:**

**100 dozen  
ROYAL PALACE  
Baking Powder at  
50c dozen tins.**

**500 Dozen  
TOILET SOAP  
1 dozen in a Box,  
35c dozen.**

**500 Dozen  
BLACK PEPPER, at  
10c lb.**

**150 Dozen  
ELECTRIC PASTE,  
the best Blacklead  
on the market,  
48c dozen.**

**J.J. St. John**  
Duckworth St & LeMarchant Rd

**RAISES STEEL  
MEN'S WAGES**

Bethlehem Coy. Grants a 10 Per Cent Increase to 17,000

South Bethlehem, Penn., July 31.—A voluntary increase in wages which will average about 10 per cent., was granted the 17,000 employees of the Bethlehem Steel Company to-day, according to an official announcement. The increase will go into effect Aug. 1. The monthly payroll of the local company is now about a million and a quarter.

It is believed that the Bethlehem Steel Corporation will take similar action with its subsidiary plants, the Union Iron Works, San Francisco; Fore River Shipyards, Quincy, Mass.; Harlan & Hollingsworth, Wilmington, Del., &c.

The increase is expected to quiet whatever unrest among the workmen there may have been and also to attract here skilled mechanics, some 2,000 more being needed.

Workmen, like lightning, never strike twice in the same place when Pancho Villa is in charge.

ing instance in this connection is that of a certain brand of cigarette papers manufactured in Austria and marketed under the name of "Racehorse Brand." These papers enjoyed an immense popularity among the natives of the Malay Peninsula, Java, and India, who refused to purchase any other make. This, however, did not affect the dauntless Japanese, for he promptly brought out papers having an identical make-up and identical trade-mark, correct in every detail, even to the words "Made in Austria" upon the label.

**U.S. LACKING  
MUNITIONS TO  
CONDUCT WAR**

War Department Officers Ready to Give Startling Facts on Capacity of the Plants

Washington, August 7.—If given the opportunity, officers of the War Department will lay before committees of Congress next winter startling facts and figures regarding the consumption of ammunition by the forces in Europe and the lack of any facilities in the United States to turn out cartridges and shells with anything like the rapidity required for modern warfare.

Information gathered by Major-General Wood, commander of the Eastern Division, and by other officers of the army, through various channels, has completely exploded the myth that the war in Europe is being fought by the allies with American-made ammunition.

Up to date the American ammunition constitutes but a small fraction of 1 per cent of the total consumption by the allies' forces in the field.

**Increase Soon to Begin**  
A substantial increase in the shipments from the United States is now about to begin. This will continue through the next six months. It appears certain, however, that American plants, with all their orders, mounting up into the millions, will within the coming year at least, furnish but a very small part of the ammunition that will be consumed.

American industry has been organizing for this work for six months. Some plants began a year ago, but the real effort was not made until after the first of the year. And, with plenty of money, the noted American enterprise has brought only the result that the majority of these plants are now ready to begin the real production of ammunition in considerable quantities.

Had the United States been facing on its own soil one of the armies now contending in Europe, it would have been hopelessly beaten months ago for lack of anything to shoot at the enemy with.

**Has 242,000,000 Rounds**  
The capacity of government ammunition plants, running twenty-four hours a day, is 1,000,000 rifle cartridges daily. The United States has on hand, in arsenals or appropriated for, 242,000,000 rounds.

Germany began the war with five rifles for each man in the field, 25,000,000 rifles. For each rifle she had 2,000 rounds of ammunition, a total stock, with which to begin the war, of 50,000,000,000 rounds of ammunition. Her domestic plants have maintained a production since the war began in keeping with the amount on hand when the war started.

The maximum capacity of private plants in this country to-day with all their extensions, improvements, etc., is 4,000,000 rounds a day. In other words, the United States to-day is not in a position to provide itself with more than a small fractional part of what it would need were it a party of the present conflict or one like it.

**CONFIDENCE IN  
FRENCH PEOPLE**

Minister of Finance says the Public Must be Told All

Paris, August 8.—In the course of a discussion in the French senate today on the bill to raise the limit of national defense issues which was passed in the chamber of deputies July 29, Alexandre Ribot, the minister of finance, took occasion to review the financial situation.

"On July 31," he said, "there were 6,958,000,000 francs, (1,391,600,000) of defence issues in circulation. In July alone 825,000,000 francs, (\$165,000,000) net were placed in the short term bonds and 322,000,000 francs, (\$64,400,000), in the long term obligations.

"Our financial burdens are constantly growing. Arms and ammunition cost a great deal. We shall probably have recourse to a long term loan whereby we can consolidate all our short term treasury issues. We still have a great military and financial effort to make to reach a victorious conclusion of the war.

"The public brings in its gold without pressure. It is conscious of the situation and feels that to-day no man can save himself by thinking solely of himself. It can be done only by the citizens giving the country their lives if necessary and their goods of this world in any case.

"We must conceal nothing from the country. It is worthy to hear everything. Only in dissimulating nothing can we fittingly respond to the country's fine confidence."

The bill increasing the limit of national defence issues was passed.

**Stylish Soft Felt  
Hats for Men**

For 2.00 and \$1.50 2.50 Values

WE are preparing in the Eastern Window of Our New Store—nearly opposite the General Post Office—special lines of Men's Soft Felt Hats that were purchased at a clearing price—a third and more off the manufacturer's price, and we are offering them now at a Bargain—amongst them you'll find many excellent samples.

These Hats are made of Extra Fine, Fur-Felt, of a superior quality, and are finished with high-class silk ribbon bands and a deep leather sweat-band.

Your choice of side or back bow, in Grey, Brown and Black. We have some special values in Men's Black Stiff Hats too.

All these Hats are certainly correct in style—this season's shapes. Come in and examine them—we'll carve your name on the leather sweat-band Free of charge. Come to-day while the sizes are complete.

**Anderson's, Water Street, St. John's**

**Received To-Day, July 16th,  
At W. E. BEARNES  
Haymarket Provision Store**

- 20 Barrels NEW POTATOES.
- 10 Barrels NEW TURNIPS.
- 20 Crates BANANAS.
- 20 Cases CALIFORNIA ORANGES.
- 10 Large Ripe WATER MELONS.
- 2 Crates TOMATOES.
- 10 Large New CANADIAN CHEESE
- 20 TWIN CHEESE.
- 20, 30 lb. Tubs NEW GRASS BUTTER.
- STRAWBERRY PULP, 10 Pound Tins.
- APRICOT PULP, 10 Pound Tins.
- GOOSEBERRY PULP, 10 Pound Tins.

All Brands of FLOUR reduced in price. Get our quotations before buying.

**W. E. BEARNES** HAY MARKET GROCERY  
PHONE 379

**WHY BRITISH SUITS EXCELL!**

**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.

**Write For Our Low Prices**

- Ham Butt Pork
- Fat Back Pork
- Boneless Beef
- Special Family Beef
- Granulated Sugar
- Raisins & Currants

and  
**All Lines of General Provisions.**

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St. John's, Newfoundland.

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To get the best results you must advertise in a paper that is read by the crowd.

The Mail and Advocate is the best advertising medium in Newfoundland to-day. Our circulation is increasing week by week.

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