

THE HEIGHT OF SATISFACTION

is reached at our market. You get ling and good service. Can you King's Navy. ask more?

Come here when you are looking for satisfaction in CHOICE MEATS.

> M. CONNOLLY **Duckworth Street**

WANTED!

SCHOONERS. From 50 to 100 tons,

To freight SALT from St. John's to

West Coast.

SMITH CO. Ltd. Telephone 506.

Kirkman's Soaps, Washing Powders, Scouring Powder,

Wholesale & Retail.

333 Water Street. St. John's.

J.J. St. John

The TEA with strength and flavor is

which we sell at

45c. lb.

ROYAL PALACE BAKING POWDER 20c. per lb. Small Tins 5 cts.

SCOTCH OATMEAL, PATNA RICE, JACOBS' BISCUITS, HARTLEYS' JAMS, 1s. and 2s.

ADVERTISE IN

ADMIRAL SIR JNO. JELLICOE

A Personal Study of the Man Who Made Von Scheer Run Away

A few years ago one of our best-selves struggling for life in the well-known shipowner, whom he marknown admirals said to the writer, mountainous seas. Fortunately every ried fourteen years ago-he has an "Fisher is the one man we have got man had taken the precaution of put- ideal companion and helpmate; and he who can be compared to Nelson. If ting on a cork jacket; and, after a has for children three pretty and Britain were involved in a great naval terrible and almost hopeless struggle, charming daughters who simply worwar, Fisher could achieve as great all were washed ashore more dead ship their distinguished father. renown as that of Lord Nelson" If than alive. Jellicoe, for this gallant to-day for Fisher we substitute Jelli- if unsuccessful feat, was awarded the who has known Lady Jellicoe from coe, there are few who would quarrel Board of Trade silver medal, which childhood, "the most delightful home the best of Meats, the right cuts, with the statement; and certainly no he was fated to lose seven years later I have ever been privileged to see. the correct weight, sanitary hand- man who wears the uniform of the when he had a still closer brush with The keynotes of it, as becomes the

They all love "Jack."

Father and Son. sea it was John Rushworth Jellicoe. were picked up. for he first opened his eyes within sight of it at Southampton, and had for father as typical and thoroughgoing a 'sea-dog as you could have found in England half a century and more ago. As officer of the Royal Mail Steam Packet Company's Fleet. of which in later years he Commodore and Director, Captain . H. Jellicoe was as keen and clever a fore his son, the Admiral-to-be, had mastered the Rule of Three, there was little that he did not know about the ship and the life of the seafaring

of knickerbockers he had resolutely country infested with hordes of fierce made up his mind that he would be Boxers. a sailor and nothing else, a decision which the 'Skipper' heartily closed. And thus it was that, after a few years' schooling at Rottingdean, durand promise,' he found himself thirteen a full-blown cadet on board the Britannia, little dreaming, we may had set his heart, and he meant make it a success. He proved himself said, had no superiors among his fel-

low-cadets in a football 'scrum.' Special Prize for Gunnery.

ing ship Jellicoe was in his element. Brigade and its heroic leader both That was at last the real thing the 'won through,' and within a few goal of his dreams; and he flung him- months Captain Jellicoe was well enwith such zest that he was quickly ionship of the Bath. spotted by his seniors as a boy of In Command of the Atlantic Fleet uite exceptional promise. In every Sir John Jellicoes later career branch of study from seamanship to better known to the world. Five years pilotage, and especially gunnery, he after he had won his C.B., and the eclipsed all his fellow-midshipmen, Kaiser had rewarded his gallantry in and, when he had reached nineteen. China with the Order of the Red carried everything before him at his Eagle (a recognition which he hope examination for sub-lieutenant, secur- the Kaiser will soon have better cause ing the special £80 prize for gunnery than ever now to regret), he was doin addition to three first-class certifi- ing excellent work as Director of

he served he was recognized as one was his work in his new post that of the smartest officers of his age, a within a year he had raised the averman marked out for a great career, age percentage of hits from forty-His first taste of active service came two to seventy-a progress unapin 1882 when, as lieutenant on the proach by any other navy in the Agincourt, he 'smelt powder' in the world. At forty-seven, Jellicoe, who Egyptian war. Four years later his was now a K.C.V.O., had blossomed career, so full of promise, nearly into a Rear-Admiral of the Atlantic came to a tragic end. His ship, the Fleet; after two years' admirable Monarch, was engaged in target prac- work as Controller of the Navy he tice in the Mediterranean on a boister- was appointed to the command of this ous day in 1886 when a vessel, the fleet in 1910. Ettrickdale, of Glasgow, was sighted, Such in bald outline is the later stranded off Europa Point on the Span career of this great sailor, who at ev- have your window decorated nice- the butts of their rifles. ish Coast, with heavy seas breaking ery stage of it won the highest opin- ly with new arrivals of rubbers, The photographs are at present in

being dashed to pieces. Brushes with Death Volunteers were called for; and at er, A. K. Wilson and Jackson-Sir We know we can please you, soldiers. his urgent request Jellicoe was placed John has few interests apart from the but order early, and give us a in command of a rescue party of sev- work which is his life. If he has chance. en sailors. Scarcely, however, had any hobbies, his friends know nothing CLEVELAND RUBBER CO.

less activity and a boundless enthusi- as if he were at manoeuvres. When brother and playmate." asm for and knowledge of his work, the great ship took her plunge into each has the same genius for inspir- the deeps, he was drawn down with Nor is he less appreciated outside of the Allies who, for a full year, was ing absolute confidence; and each her into the vortex of seething wat- his home than in it. He has as sing- continuously on enemy soil. He nev-If ever a man were cradled for the and supported him until together they

With the Naval Brigade in China. Nor was this the last occasion o which the 'Nelson' of the years come has looked death in the face. Is the Egyptian war, for which he wears medal and the Khedive's bronze star, he had had his share of peril but this was child's play compared with his experiences on that ill-fated expedition of the Naval Brigade to relieve the Peking Legation sixteen rears ago. As flag-captain to Vice Admiral Seymour, Jellicoe was placed day in 1900 on its perilous journey Before he had put on his first pair from Tientsin to Peking, through a

Day after day the gallant little band struggled forward, beaten back again and again by the withering fire of rifles and the onslaught of bayonets, and fighting stubbornly for every mile almost exhausted, the railway wrecked both before and behind them, they were compelled to abandon the trains and retire along the bank of the Pei ho river. It was during this retreat running the gauntlet of a tornado of concealed fire from each flank, that Captain Jellicoe, while leading his men to the capture of a rebel village, ideally fell with a bullet through his lungs and was carried in what seemed a dy

During the remaining five days of that march—one of the most terrible in history-although he was suffering spaired of, he had, to quote one of his officers, "no thought for himself his only anxiety was for his men and into a sitting position and then sank back, with a groan of pain and de spair: 'Oh. God!' he grasped-'and Appointed, as middle, to a sea-go- can do nothing!" But the gallant

Naval Ordnance, an office much to his From this period Jellicoe's career tase, for he has always had a passion was both assured and rapid. Wherever for gunnery. So wonderful indeed,

over her and in imminent danger of ions by the zeal and conspicuous and you are likely to be ready for the possession of the Returned Solability which he displayed. Like all our greatest sailors-Fish- your competitors.

THE MAIL AND ADVOCATE capsized, and her crew found them- most men for social success, he is jne29,2iw,tf

seldom seen in the haunts of fashion, and prefers the simple pleasures of Brusiloff, Russia's his home-circle to the most splendid entertainments to which society vainly tries to lure him.

Home Life.

Sir John, indeed, is particularly fortunate in his home. In his wifea daughter of Sir Charles Cayzer, the

"It is," said a friend of the writer, death. That was on that ill-starred home of a sailor, are simplicity and ferred, at his own request, to Vinnitday in June, 1893, when Admiral Try- a genial and generous hospitality. And za, close to the northeastern end of Indeed, there is a strong similarity on's flagship Victoria was rammed and equally striking and pleasing is the Galicia. The reason for this request between the two great sailors. Phys-sunk in the Mediterranean, with the atmosphere of affection and harmony was that he felt convinced that war ically, it is true, Fisher and Jellicoe loss of three hundred brave lives. and pervades it. Nowhere could you was coming, and he foresaw that, just are almost as wide apart as the poles. At the time of the collision, Com- find a more charming host than the at this point, Russia could make the One is solidly and squarely built, as mander Jellicoe (as he then was) was great Admiral. He is as simple and quickest, most effective thurst at the sturdy as an oak tree, with a grim, lying in his cabin prostrated by a frank as a schoolboy, and keeps his Teutonic forces. There war came, inscrutable face; the other is slight, severe attack of fever. When the guests in roars of laughter with his and within a few days, General Brusalmost boyish in figure, with a face crash came, however, in spite of his jokes, which no one enjoys more than iloff and General Ruzsky were across ready at any moment to brighten great weakness he staggered up on himself. He is devoted to his wife, the frontier; and, while the equally with a smile. But essentially they are deck clothed only in his pyjamas, who is one of the most charming and rapid advance of General Samsonoff cast in very similar moulds. Each is and took up his position on the cultured, and at the same time homely and General Rennenkampf, in the a man of few words, a pastmaster in bridge, with flags in his hands ready women I know; while to his litte north, met with disaster, Ruzsky and the art of silence; each has a will of for signalling-awaiting what seemed girls, the eldest of whom is only Brusiloff gained striking successes, iron, a born gift of command, a tire- to be almost certain death as clamby twelve, he is just a big and beloved carrying their armies forward to the

A White Man.

some years under him-'as straight as a gun and the very soul of honour and But he is determined now to win back fairness. He has not a scrap of side about him, and is as genial and accessible to the handyman as to the expressed in his recently reported captain of a super-Dreadnought. In- words, as he sent the correspondents deed, the lower ratings simply wor- to the rear. 'You will learn of the ship him, for they know that he cares Russian advance from the Austrian far more for them than for himself. Like so many of our greatest sailors. from Nelson downward, he is a little man; but no little man ever carried a that can be learned from his allies bigger brain or a bigger heart than Sir and his enemies. He has taken part: mistaken, he will be as great a nation- on the plains of France, where stern al hero in the years to come as Nelson battle now rages; he has stood be

When Soldiers Come Home on

Even in Germany They Want to See Their Women Folk Look Attractive

BERLIN, July 3.—The campaign of the Manich police president, various generals commanding home departments, and of thirty-five men's clubs against women dress too modishly and conspicuous ly does not meet undivided approval Many newspapers have been printing editorial and letters from their readers protesting against the effort to modify feminine dress. One of these protestants is an officer of battery of artillery in France, who Sergt. James William Smith, D.C.M.

"He who has experienced for himself at the front something of the were taken by Sergt. Smith himsel much discussed 'gravity of the times' show the crucified men and several oth does not wish at any price to see all ers around as witnesses. A number by an ashengray Puritanic men whose beauty our soul delight-

Some Never Do. "We have taken in boarders this "Have they found it out yet?"

HALF-MINUTE TALKS TO BUSY BUYERS.

2. Give Us a Chance.

order with us early.

the cutter been launched when she of them. Although equipped more than New Martin Building, St. John's.

Military Genius

(North American Review) General Brusiloff was one of the few men in Russia firmly convinced that the war must come, and come In 1911, he was Corps Commander at Lubin, and while there laid enormous strees on aeroplane scouting, so that it was no uncommon thing to see half a dozen airmen soart ing above the town. Then his high attainments led to his transfer to Warsaw, as the danger centre, but, after a few months' service with the passes of the Carpathians. General Brusiloff is one of the few generals more—and the spirit of the man is

military science who has learned all John Jellicoe; and, unless I am much many times, in the grand manoeuvres side the German Emperor and watch ed the spectacular development immense cavalry charges. And, be fore the war, he practised ceaselessly the handling of the largest bodies of troops, in those great Russian manoeuvres into which he put much o Leave of Absence the rigors of war. It was noted, in these contests among the Russian fields and forests, that General Brusiloff always seemed to know what his opponent had in mind to do, and took the needed measure to turn his

Saw Canadians Who Were Crucified

(Montreal Star.)

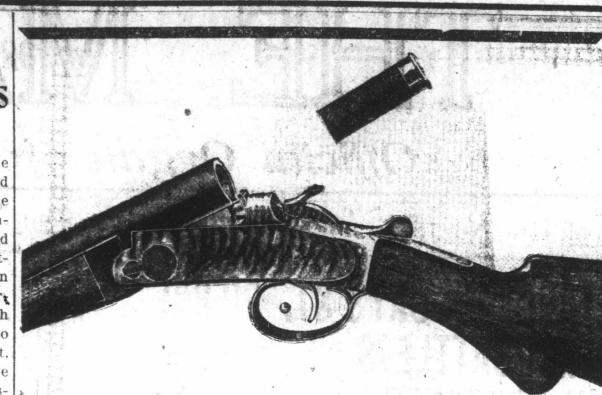
The first authentic proof of the rucifixion of Canadian soldiers is who is in Montreal, invalided hom from the front. These pictures, which the beauty and joy of life destroyed of the witnesses are in Montreal at

Canadians were crucified, two at Guied in during a short rest at home eppe farm, about a mile and a half from the burdens of the war, and from Langemarck, and two at a house we forbid with all the straightfor- between La Bassee and Neuve Chawardness of the soldier at the front, pelle. He had seen the four and had that anyone, even in his thoughts, photographs taken of them. Fifteen accuse these women of lacking a others, he says, who also saw-them, proper appreciation of the earnest-are in Montreal at present, of whom ness of the war. You should ask the two are shown in the photographs. In furloughed men, from general down taking the picture, Sergt. Smith got to private, whether they would like as many witnesses into each as he to see Germany populated merely possibly could. These men in Montwith spectacles from those thirty-five real, he says, will verify the truth of the assertion and will identify one of the men crucified, who was an N. (O. in a Highland battalion from this province which went to the front with the first contingent. The first crucifixion was in the last days of March, 1915, and the other on April

Both were the deed of the First Prussian Division, affirms Sergt Smith. The victims were bayoneted through the wrists and the calves by four boy-We always do our best to please onets. This was done while the victims were still alive, or at least while You can help us by placing your their bodies were yet warm, as the blood flowed freely from the wounds. If you do, you will have the sat- Not content with this, the Huns furisfaction of having your goods ther mutilated the bodies, tearing arrive early, Your shelves will be them open with innumerable bayonet stocked with new goods; you will thrusts and pounding the skulls with

the "wet weather trade" before diers' Association Committee, and will

Novelist-How are my novels go-Bookseller-I can't imagine. unless it's shoplifters.



IN STOCK

... A full line of Builders' Hardware, Tools, Paints, Oils and Turpentine, Varnishes, Brushes, Window Glass, Putty, Galv. Nails, Wire and Cut Nails, Rooffing Felt, Locks, Hinges, C. C. Saws, Fox and other Traps, Axes, Guns and Rifles, Brodie Shot and Ammunition, Sewing Machines, Bedsteads and Mattresses, Stellson and S. Wrenches, Motor Oils and Greases, Multiply Batteries, Flashlights. Get our prices before purchasing else-

Martin Hardware Co., Ltd.

Wholesale and Retail.

BRITISH

THE POWER OF PROTECTION

Buying a BRITISH SUIT Means PROTECTION from High Prices

PROTECTION in Material. PROTECTION in Style. PROTECTION in Fit.

Every Man and Boy Needs PROTECTION Have It!

The British Clothing Co., Ltd.,

Sinnott's Building Duckworth Street, St. John's.

AVING enjoyed the confidence of our outport customers for many years, we beg to remind them that we are "doing business as usual" at the old stand. Remember Maunder's clothes stand for durability and style combined with good fit.





281 & 283 Duckworth Street