To My Outport Friends:

As the Fall is now approaching, you will, no doubt. thinking of coming to St. John's to purchase a supply of clothing for yourself and the boys. Our purpose in writing this is two-fold; we want to make a fair profit on the Goods we sell you, and also to give you the best possible value for your money. We offer you GOOD VALUE FOR GOOD MONEY. We have no TWO PRICES, and guarantee all a square deal. Anyhow, drop in and see our clothing when in the city, and if not satisfied with the Prices and the Goods, you need not buy,

With best regards, I am, Yours truly.

> T. J. BARRON BOYS' AND MEN'S OUTFITTER,

358 Water Street, St. John's, Nfld

One door west of Post Office

Rugs and Carpets!

We announce the arrival of a new consign ment of Wilton, Axminster and Tapestry Carpets, with Rugs to match.

These Carpets are remarkable for the rare beauty of their designs, and the exquisite softness of the color tones.

Sizes and prices quoted on application.

U. S. PICTURE & PORTRAIT CO. CARPET DEPT.

625 Cases New Crop Tomatoes

Due to arrive 1st half September. Get our Prices.

Job's Stores, Limited.

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 Itthen

The British Clothing Co., Ltd.,

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

Carmanville Gives Lieut. News Items G. Hicks a Hearty Home Welcome

Splendid Patriotic Address is Given by Young Soldier Who is Now Touring Fogo Dist. Giving Recruiting Lectures

On Thursday, Sept. 7th, the S.S. Susu entered this port bedecked with bunting, having on board Lieut. G. Hicks, who was wounded on the 1st July and who is now on leave of absence visiting his

Instantly flags were hoisted on every schooner and flag-staff the town. Motor boats crowded around the ship and escorted him o his home.

On Saturday evening despite the inclemency of the weather the men of Carmanville met at the Orange Hall and proceeded in a body to the home of Mr. Hicks formed column of route and escorted him to the hall, the Union Jack floating out at the head of the procession. He was received with three ringing cheers. Re freshments were then served and Mr. Eli Steele took the chair. Mr Hicks, his father Mr. Philip Hicks; Mrs. Josiah Goodyear who has five sons serving with the col ours; Mrs. West who has two sons one of whom is missing and an other wounded; Mrs. Ellesworth, who has one son with the Regiment, were invited to take seats on the platform.

The Chairman then read the following address of welcome:

Lieut. G. Hicks.

In the name of the people of Carmanville, your native home, bid you welcome. Not merely expressed in empty words, but in its truest sense, deep from the bot tom of our hearts. Aye, with one accord, we grasp your hand and welcome you back from the bloody fields of Europe, where you have fought and bled in defence of our King and Country and our Flag. and where so many of our brave countrymen have paid the su preme sacrifice, and by their brav ery and devotion and heroism have written their names on the page of history, and have shown to the world that Newfoundland can produce men equal to any that Europe or the world can place on the

We are proud of our country men, we admire their bravery an we honour the memory of thos who have fallen. They have don their duty as soldiers and died soldiers should and they now reamong those blessed spirits wh nobly cemented our Empire wit their blood. The sacrifice has been great and the reward of a nation gratitude should also be grea-They have died in a glorious caus and their memory will be eve cherished by a grateful people.

Sleep on brave ones who nobly fell our bier your country's glorious

Shall fall upon a soldier's grave.

Lieut. Hicks, we are proud of ou, as a citizen of Carmanville as a Newfoundlander, and particularly as a soldier. We are glad to have you back with us and we re gret that our other brave boys are not present, so that we could also do them honour. We are proud of the part you have played, we con gratulate you on your promotion and we also congratulate the brave old man, your father, who has given to the country such a brave capable, intelligent soldier. In his eyes are tears of pride, and in place of the agony of suspense at the separation during your absence, is the feeling of intense

We have learned with pride of the memorable charge of the Newfoundland Regiment on the first of July, and remember with pain its disastrous results, and picture the hail of bullets with which they were greeted. But to express the glorious stand and unflinching of the Light Brigade, where

Cannon in front of them, Valleyed and thundered; Stormed at with shot and shell, Boldly they rode and well; Into the jaws of Death, Into the mouth of Hell, Rode the Six Hundred.

When can their glory fade? Oh! the wild charge they made! All the world wondered. Honour the charge they made Honour the Light Brigade: Noble Six Hundred.

We honour you for having taking part in that charge, and where, we understand, you received wounds, which you look upon with pride, and will ever carry as souvenirs of the occasion, and of which some of us almost envy

We deeply regret that the war s not yet over, the dastardly Hun s not entirely crushed, that the ause of Freedom, and Right has 10t yet triumphed, the Germans have not been sufficiently punishd for their brutal atrocities. But we know that we shall win and soon the enemy will be crushed.

We understand you are going pack to the front, because your Country needs you to hobly do your part as the soldier and the patriot you are. We trust that others will have the courage of their convition and follow you and emulate your deeds and the other brave men, who are defending their homes and country, fighting for the cause of right, and against a foe that must be crushed, one that knows no honour.

We trust that a special Provi dence will watch over you and hasten a speedy termination of the bloodiest of wars, and that you with all the other brave boys will soon be back in the hearts of your families, covered with glory, and flushed with victory and conscious of having done your duty and may your name and dec written as legibly on the hearts o those of us who stay behind as the stars on the brow of the evening.

Lieut. Hicks then replied thank ng the people of Carmanville for he honour they had done him. He paid a tribute to the boys who were absent, some of whom had nobly given their lives in their country's cause. Then for two ours he sketched the work of the lewfoundland Regiment since eaving dear old Terra Nova's hores, especially referring to the nospitality accorded to our boys y the people of the Old Country. le also spoke of the Red Cross work in France and the British sles and referred kindly to the ood treatment of all wounded

He encouraged the W.P.A. in heir good work, stating how glad our boys were to receive shirts ind socks, the two great essentials n a soldier's life.

He pointed out how we were protected by our great Navy, and nade an appeal to every able podied young man who could possibly take up arms to do so at once, stating that we were fightng for our lives, the life of our Great Empire.

The Chairman, Mr. Steele, in his usual breezy and flowing language then thanked the speaker n the part of the audience for the nspiring address and called for he National Anthem which rought to a close one of the most leasant evenings that Carmanille has had for some time. Lieut, Hicks is now going

round Fogo District in his motor oat addressing meetings for the surpose of securing recruits.

Carmanville, Sept. 11, 1916.

Somme Battles

Observes French Army's Advance to Outskirts of Combles—Lines Are Wearing Thin—Battle May Flame up Soon at Points Where Foe is Weak

LONDON, Sept. 12.—News reaches valor of our boys, words are flat here from Paris that Emperor Wiland meaningless, and history liam is viewing in person the terrible alone will record it as amongst the struggle on the Somme. He has memorable events of the war, and seen the French advance to within which will rank side by side with two-thirds of a mile of Combles and the undying fame of the Charge the German communications imperilled by Gen Michelos' drive, which resulted in the capture of two and half miles of the railroad from Roye

> Heartened by the Emperor's presence fresh German troops have thrown their weight into the struggle

From Different Points North

(For The Mail-and Advocate) Change Islands.—The 1916 fishery is the worst ever known at this place to date. Just now it is impossible to get any kind of bait TT men are frequenting the grounds Skippers John and Dolph El

liott arrived from Labrador and French Shore during the week with 200 qtls. fish each, They re- price on same. port nothing doing on upper Lab rador or French Shore.

We notice that the schr. Snowdrift of Ryan's employ (so rumor harbor here, trying to buy fish at Phone 469. to catch Change Island men hapto catch Change Island, bing. Our own men are offering \$7.00 and the fishermen will not sell for less. Doesn't Ryan yet know that through Union competition Fogo District has setting the limit in fish prices the past five years.

Bonaventure.—The schr. Abednego, John King master, arrived it Bonaventure from the Labrador on Thursday, the 7th. A sad ng at Bateau.

ittle being taken with trawl.

in tremendous counter-blows, which however, have failed to win back for them any of the lost ground.

"This battle," the Kaiser is report ed to have said, "is vitally important You must spare no effort to hold of the enemy and die at your posts rath

At the same time the Emperor prof sed to send strong reinforcements to Gen. von Buelow, who has replaced Gen. von Gallwitz. The latter ha been transferred further north to comnand the army facing Arras. Buelow led the left wing of von Hin lenburg's Russian drive, and is one of he new chief of staff's first appoint

Furious Battle Rages.

"In fulfilment of the Kaiser's orders fresh troops have been concenrated in large force for the defence of Combles, where the battle is rag ing at the highest pitch of fury. Other einforcements were drafted south of the Somme with the object of disen gaging Chaulnes.

Gen. Joffre has thus achieved the enormously important result of force ing the Germans to weaken their line at various points of the western from Verdun drives, and since this is one of the cardinal aims of the whole allied strategy, the battle may be expected to flame up this month on the thinned section of the German lines That is why, from his headquarters a 3t. Quentin von Buelow is employing all available reserves in the defence of

READ THE MAIL & ADVOCATE

Chaulnes. Following operations with

the commander is Prince Eite Fred

HAMS

We smoke our own whatever, so that very few fisher- Hams and Bacon, and are prepared to quote you the lowest possible

Broker & Commission Merchant

Oil, Fish, etc., sold on low rates f commission. Prompt settle-

All business entrusted to me reaccident happened on the ship this ceives personal care and attention. summer, one of her crew being Acting in the capacity of Broker drowned while the ship was fish- for Messrs. Samuel Harris Ltd., The Marystown Trading Co. and Keels.—Fish and bait were very other well known out of town scarce at Keels last week and firms, I am in constant touch with scarcely anything was done; a the market and can obtain the best

Having recently established Transhipment Department I am, prepared to handle transhipments to and from the outports with promptness and satisfaction. Correspondence Solicited.

Commercial Chambers

ST. JOHN'S. sept7,th,sat,tues

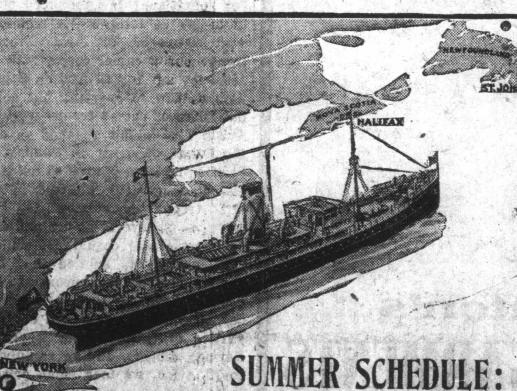


important documents will be avert

Globe-Wernicke Filing Cabinets. We also recomnend to you the safety, simplicity and security of the "Safeguard" system of filing and inlexing. Let us instal an equipment for trial, free of expense or obligation.

PERCIE JOHNSON , LIMITED.

Red Cross Line



S.S. STEPHANO and S.S. FLORIZEL. From New York every Saturday. From Halifax every Tuesday. From St. John's every Saturday.

Harvey & Co., Limited Agents.



THE HEIGHT OF SATISFACTION is reached at our market. You get

the best of Meats, the right cuts the correct weight, sanitary hand. ling and good service. Can you ask more?

Come here when you are look. ing for satisfaction in CHOICE MEATS.

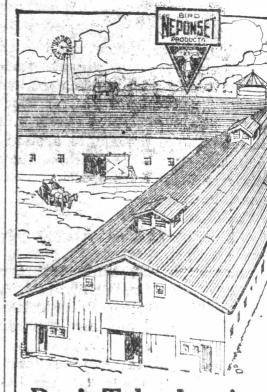
M. CONNOLLY Duckworth Street

3************* NOTICE to MOTOR OWNERS

Kerosene Oil in 8 hooped Motor Gasolene in Wood and Steel bbls and cases. Polerine Motor Oil (in 5 gall. tins) @ \$2.95 each. Special Standard Motor Oil

(in 5 gall. tins) @ \$2.90 Special Standard Motor Oil in bbls and half bbls @ 55c. per gallon. Motor Greases at lowest See us before placing your

P. H. Cowan & Co. 276 Water Street.



Don't Take Just Any Roofing

plied trial on re

Get the kind that is made not on the "how fast," but on the "how good" principle. Then you will never get a poor roofing when you need a good one. The ready-to-lay

NEPUNEET

is long on the roof because long in the making. It's the only way to surely make a roofing absolutely reliable and one hundred per cent. weather- and waterproof.

Booklet, "Repairing and Building"-Free

THE DIRECT AGENCIES, I Sole Agents.

FOR SALE!

LOCAL AND SCOTCH

SMITH CO. Ltd. Telephone 506.