

WE'RE MERELY HANDING YOU THIS PIECE OF

GOOD ADVICE

IN AUGUST

In the hope that you will remember it IN NOVEMBER :

IF YOU WANT ALL KINDS OF SATISFACTION WITH RUBBER FOOTWEAR,

WEAR BEAR BRAND

Cleveland Rubber Co.,
New Martin Bldg., St. John's.

TUESDAY'S WAR MESSAGES

£12,100 as Prize Money For Sturdee's Men

LONDON, Aug. 22.—The Prize Court today awarded £12,100 as prize bounty to the officers and crews of the squadron of Vice-Admiral Sir Frederick Sturdee which destroyed the German Pacific Squadron in the battle off the Falkland Islands in December, 1914. The bounty was determined by the number of men aboard the destroyed ship, £5 being awarded for each man. This is the largest amount of prize money awarded since the outbreak of the war.

A German Report

AMSTERDAM, Aug. 22.—An official German report says that a submarine which was rammed after striking a British cruiser has returned to port. Whether a second German submarine was destroyed can only be decided when all the reports of submarines have been received.

ATHENS, Aug. 22.—After a conference of French, British, Serbian and Russian commanders at Saloniki today it was decided that the newly arrived Russian corps should take up positions with the Serbian troops on the southern frontier. The Serbo-Russian forces of which the Crown Prince Alexander of Serbia is the nominal commander. The Russian General Friederichs is in actual command.

PARIS, Aug. 22.—The fighting on the Saloniki front is becoming more general says a Havas despatch filed yesterday at Saloniki. In the Dorian sector Serbian troops have captured forts Kafmakedar and Cucurli.

W. P. A.

In Aid of The Sick and Wounded of our Soldiers and Sailors at the Front.

Subscriptions may be sent to Lady Davidson, Mrs. Emerson, Hon. Treas., or any of the following ladies of the Finance Committee—Mrs. John Ayre, Mrs. Garrett Byrne, Miss Browning, Mrs. Duley, Mrs. T. J. Edens, Miss Hayward, Mrs. Archibald Macpherson and Mrs. Herbert Rendell. Amt. already acknowledged \$8,365.67. Amt. collected at concert held on board S.S. Stephen, on trip from New York to St. John's, per Purser Jones 26.00

\$8,391.67

Treasurer

August 23rd., 1916

The S.S. Prospero sailed yesterday for the North, taking about 30 passengers and a large freight. A number of round trippers went by her this trip.

ADVERTISE IN THE MAIL AND ADVOCATE

See the Big Holiday Feature Programme at THE NICKEL To-day.

REVEREND CYRUS TOWNSEND BRADY'S

UNIQUE ROMANCE.

"THE ISLAND OF REGENERATION."

In Six Parts—A Vitagraph Blue Ribbon Feature. Cast includes EDITH STOREY, ANTONIO MORENO, LEO DELANEY, NAOMI CHILDERS, S. RANKIN DREW, and BOBBY CONNOLLY.

OTHER PICTURES ARE "THE MAN WITH A RECORD," Drama; Travelogue, "CITY OF BOSTON"; "TUBBY TURNS THE TABLES," Comedy; "BEANED BY A BEANSHOOTER," Comedy.

Friday—Charlie Chaplin in his great two-act comedy, "POLICE." Coming—Francis X. Bushman and Ruth Stonehouse in "THE SLM PRINCESS," 4 parts, by George Ade. "HEARTS AND THE HIGHWAY," Vitagraph Blue Ribbon production in 5 parts.

Travelogues, Cartoons, and Comedy Pictures are shown with the Big Features.

YESTERDAY'S WAR MESSAGES.

Good Work of British Submarines

LONDON, Aug. 23.—The British submarine E-22 made a successful torpedo attack on a German battleship on Saturday. The Admiralty announced this evening that the submarine E-22, Lieut. Commander Robert R. Turner which returned today from the North Sea, reports that on the morning of Saturday last she made a successful torpedo attack on a German battleship of the Nassau class. The Commanding Officer reports that while the ship was being escorted by five destroyers back to harbor in a damaged condition, he attacked again, and struck her with a second torpedo. He believed she was sunk.

Greece Gets Promise From Germany And Bulgars

ATHENS, Aug. 23.—The German and Bulgarian Governments have given a written undertaking to Greece that their troops will not enter Kavala. Drama and Seres are most important in that portion of eastern Macedonia ceded to Greece at the close of the Balkan Wars. Kavala is a port on the Aegean coast. Drama is about 20 miles inland, while Seres is near the Struma River and in the region where fighting between the forces of the Entente Allies and Central Powers is now taking place.

United States Gives Some Advice to Turkey

WASHINGTON, Aug. 23.—The American Embassy in Constantinople was instructed by the State Department today to make representations to the Porte on behalf of the Armenians, who are threatened by the Turkish advance into Persia. These representatives call on the Turkish Government in the name of humanity not to permit any massacre of Armenians in Persia. Its purpose is to forewarn Turkey against any such situation as prevailed in Asia Minor.

Roumania Once Again

LONDON, Aug. 23.—Dealing with the intentions of Roumania, the Daily News says:—We may be content to draw upon the German press, which is the authority for the statement that Roumania definitely has joined hands with the Entente, and is preparing to give Russian troops passage through her territory. It is difficult to conceive what motive the Germans could have for circulating such a statement other than the belief that it is true.

Germans Make Few Small Gains

PARIS, Aug. 22.—German troops attacking French lines south of Estrees on the Somme front, gained a footing at some points in the trenches that had been captured by the French on August 21, the War Office announced today. The attack in the Estrees region south of the Somme was launched after a period of intense artillery preparation. North of the Somme, the Germans violently bombarded the French first line.

WASHINGTON, August 23.—Eight Presidents of important railway systems who have been designated to draft the railroads' reply to President Wilson's appeal that they accept his plan for avoiding a nation-wide strike, were almost in continuous session today and tonight without solving their problem.

Lloyd George Reviews New Change in War

LONDON, Aug. 23.—Lloyd George, Secretary of War, in the Commons today contrasted what he termed the extraordinary change in a couple of months in the relative positions of the Entente Allies and Central Powers on all fronts, except Mesopotamia, where climatic conditions had kept the British forces quiescent. He said that criticisms of British operations on the Somme front on the ground of their failure to break through the German lines were unjustified. The Germans had alternatives, said Lloyd George, and chose the alternative of bringing troops and guns from Verdun to prevent the British from breaking through. "That suited our purpose," the War Secretary continued. "It is believed the pressure of Verdun has prevented the enemy from pouring his forces into the Russian theatre to support the Austrians against Gen. Brussiloff's thrust. German accounts of our losses on the Somme are ludicrous and exaggerated. Our losses, through deplorable have been relatively low as compared with the Germans. The French and ourselves have captured positions on the Somme front, whence the course of the campaign is visible, and I think and am satisfied we can see the end. France is equipped, Russia is rapidly becoming equipped. Italy's equipment has amazed her best friends; Germany missed her chance. It would be a mistake to underrate the position, which requires all our resources, but surveying the whole situation, upon the advice of those more competent than myself to express an opinion, I do not hesitate to say that all that this country and its Allies have to do is march together steadily and work together loyally, as they have done in the past, to ensure that victory will rest on their banners."

Not so Many Killed As at First Thought

LONDON, Aug. 23.—The munition factory in Yorkshire in which an explosion occurred yesterday was demolished, but the loss of life was not so serious as at first reported, says an official statement issued there this evening. The explosion was preceded by a fire which gave sufficient warning to enable most of the workers to escape. The statement follows:—"The explosion in the Yorkshire munitions factory began with a fire outside one of the small magazines, which exploded. This was followed at short intervals by further explosions, until the largest magazine exploded, and caused the greater part of the damage. The loss of life is not so serious as it at first seemed, due to the fact that the fire which preceded the first explosion gave sufficient warning to enable most of the men and all of the women workers to escape. The munitions works were virtually demolished, and some works close by were set on fire and burned down. With this exception the neighboring works escaped substantial damage. A quantity of rolling stock and railway sidings were destroyed by fire. The bursting of one of the fire engines caused the death of a number of firemen."

In the Alpine

ROME, Aug. 23.—The Italians are making a strong and successful thrust on Austrian lines in the Alpine regions. On the extreme northern front, according to today's War Office announcement, Italian troops have carried strong Austrian positions in the Tofana area, in the Dolomites and in the Travanazes Valley.

Turk Forces Routed Along Armenian Coast

PETROGRAD, Aug. 23.—An offensive undertaken by the Turks along the Armenian Black Sea Coast has been stopped, and the Turkish forces driven back with the aid of the Russian fleet, it was announced today by the War Office.

THE CRESCENT PICTURE PALACE.

EVERY AFTERNOON 2.15. EVERY NIGHT AT 7.15.

Presenting Harry Mestayer, Al. W. Filson and Vivian Reed in

"THE DRAGNET."

A gripping story of the Underworld in 3 reels.

"Betty, The Boy and the Bird."

A Vitagraph Melo-Drama.

"Caught With the Goods."

A Mina Comedy.

PROFESSOR MCCARTHY PLAYING THE PIANO. A New and Classy Musical Programme, Drums and Effects. A COOL AND WELL VENTILATED THEATRE.

Summer Costumes

WE are now showing the finest selection of Ladies' Costumes we have ever received. Elegant Models in Serge, Gabardine, Jersey Cloth and Shepherd's Plaid in styles suitable for all occasions. The predominating shades are Blues, Submarine Grey and the very popular Khaki.

These Costumes are in all shades. There are no two alike. All are of the most fashionable designs and are very reasonably priced.

U. S. PICTURE & PORTRAIT CO.

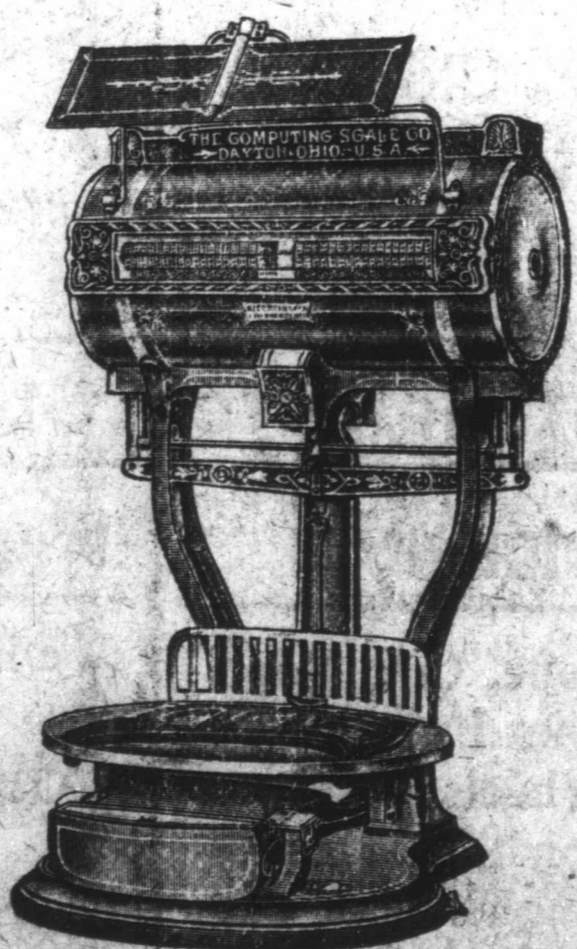
STILL THEY COME.

GEORGE R. HIERLIHY of 76 Monroe Street, has recently ordered a "DAYTON MONEY-WEIGHT SCALE." Mr. Hierlihy realizes that there is no such thing as a substitute for a perfect Scale.

Many merchants worry along with a scale which they know to be far from perfect, and think they are saving money, but at the end of the year they find there is a big leak somewhere which they do not understand. As a matter of fact the average store will lose enough by over weight and loss of time to pay for one of the best Scales made in about two years.

Many merchants in Newfoundland have gone on losing money in this way for many years. They have lost the price of several good scales, but still they will tell you they "cannot afford a good scale." "They are blind—they see not."

When Mr. Hierlihy discovered that the genuine "DAYTON MONEYWEIGHT SCALES" could now be imported direct from Headquarters, he lost no time in placing his order.



Nfld. Specialty Company,
RENOUF BUILDING,
SOLE AGENTS FOR NEWFOUNDLAND.

We also handle "DAYTON MEAT SLICERS" and "DAYTON CHEESE CUTTERS."

To The Mistress Of The House

DEAR MADAM, Do you ever realise the increased comfort to the entire household—yourself included—that would be secured by the adoption of gas fires?

Have you ever contemplated the amount of labour spent, to say nothing of the time wasted, by your maids in carrying coals, cleaning grates, laying fires, coaxing stubborn fires into a blaze and keeping them going when lighted?

If you adopt gas fires, you will not only lighten the household work immensely, but your rooms will be cleaner, healthier and more comfortable. You can exactly control the heat required at any given time in any given room.

Bedrooms become pleasanter (and safer) resorts in bitter weather. The half hour's dressing for dinner, the undressing at night after leaving a cosy sitting room, can be done in comfort and safety—and at leisure.

To economise in the gas consumed is easy. When, after dinner, you leave the dining room, out goes the fire, to be lighted in the drawing room, or study or billiard room. And so, throughout the day, the fire "travels from room to room" by the simple turning on and off of taps.

Consider how habitable these gas fires make every room in the house!

Half the dust in your living rooms comes from the coal fire—there is no dust with a gas fire.

No work is entailed—no fire irons, coal scuttles or shovels to trouble about, no smoke, dirt or ashes to cause annoyance—no noisy poking or replenishing to disturb and irritate. That is why the gas fire is ideal for the sick room.

Certainly the gas fire is the housewife's best friend—it's only rival the gas cooker!

We are, dear Madam,
Yours-faithfully,

St. John's Gas Light Co.