

Anderson's New Modern Store In the West

IS now open to the general public—all our dry-goods, with the exception of a few odd lines, has been removed from Grace Building and is carefully arranged and placed in the various departments.

We are ready to cater to the wants of our patrons, to whom we extend a hearty invitation to call and see us.

Quite a different appearance here from Grace Building—it is bigger, brighter, and better and the stock is well displayed which should tend to make this New Building a busier store.

You know our new address—opposite the Eastern End of the General Post Office.

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

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

20 Barrels NEW POTATOES.
16 Barrels NEW TURNIPS.
2 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.

For Sale!

IDEAL FAST MOTOR BOAT
in best condition; 30 feet over all. Cabin accommodation for about fifteen persons. Boat fitted with a ten h.p. STANLEY Engine. A beautiful safe boat at an attractive price.

For further particulars apply to
BUTT BROS., Bonne Bay.

The Struggle For Positions

There has, as yet, been no general engagement on the Italian front. The enemy is still unable to make any progress against the strong positions occupied by the Italians, notwithstanding the fact that he has withdrawn his Alpine troops from the Galician front, and transferred them to the Monte Negro region.

The struggle for positions has developed into an artillery duel, in which heavy guns are playing their part, along the whole front. The Austrians claim nothing more than that "during the first month of the war the Italians have gained no great success." For the first time for some days there has been a lull in the fighting on the Isonzo front and in the district of Monte Nero, but on the Frekofel the enemy made persistent attempts to break through the Italian position. His attacks were repulsed and he left 200 dead behind.

The latest communique from Rome says:—

The artillery duel, particularly of medium and large calibre, has become more intense along the whole front. The enemy especially tried night attacks in the districts of Monte Piano, Paigrande, Palpiccolo, and Crestaverde (between the Pizzo Collina and the Zellenkofel), which had been occupied by our troops the previous day.

Especially persistent were the enemy's attempts to break through our position on the Frekofel, where on Monday night and Tuesday three attacks were all repulsed, both with the efficacious aid of our artillery and with hand grenades. The enemy left 200 dead on the field.

In the direction of Plezzo operations are reported for the posting of heavy artillery on the neighbouring heights, and movements of convoys from Plezzo and the Upper Isonzo.

In the district of Monte Nero and along the Isonzo Tuesday was quiet.

What Austria says is contained in the following official message:—

During the first month of the war the Italians have gained no great success. Our troops in the south-west maintain their positions, as in the beginning, on or near the frontier.

On the Isonzo front, in the fortified frontier district of Futsch and Malborgetto, on the Carinthian ridge, and on all the fronts in the Tyrol, all enemy attempts to advance have collapsed with heavy losses.

Terrific Fight in Mountains.

Details of a terrific fight in the narrow defiles of Monte Nero have come to hand. A detachment of 120 men of the Italian Alpine troops found itself cut off from the rest of the battalion. The officer tried in vain to find a route by which they could regain their comrades, escape being cut off on all sides. There were only two alternatives, to die fighting or to surrender. The men scorned to adopt the latter, and the officer, embracing the sergeant who interpreted the men's resolution, took steps to resist to the last.

The men took what cover they could among the rocks and waited for the enemy's onslaught. The Austrians soon realized that the little band became isolated, and rushed to the attack. The hail of bullets which they encountered checked them momentarily. Then an officer called on the detachment. "You cannot resist," he said, "you are heavily outnumbered. Surrender!" The reply came back from the Italian officer: "We are ready to die, but will never surrender." Thereupon the Austrians were ordered to charge, and the next moment a fierce hand-to-hand struggle was in progress. The Italians were outnumbered by six to one, but they fought with the greatest obstinacy, jumping from rock to rock and picking off the enemy with their rifles here and there, and using the bayonet to advantage between whites.

Reinforcements brought about their salvation and the Austrians were driven back in rout, though the original 120 men only seventeen survived. Not one surrendered, and they put 500 Austrians hors de combat.

THE CRUISER EMDEN WILL BE FLOATED

Expected in Sydney, N.S.W.,
By Christmas

Sydney, N.S.W., July 12.—The department of defense has awarded a contract for the salvaging of the German cruiser Emden, which was sunk off the Cocos Island, in the Indian Ocean, by the Australian cruiser Sydney. The contractors say the raider can be easily floated, and will be here by Christmas. The Emden will be exhibited.

Recruiting in Victoria has been very successful, and New South Wales is about to begin a campaign for men.

Those Russian Reverses— Are They Serious?

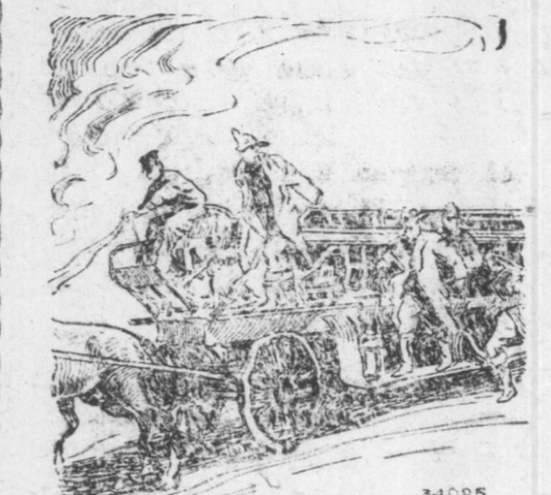
Kaiser Wilhelm said: "I declare 'We'll give those big Russians a scare.'"

Nicholas said with a smile: "Oh, we'll beat you a mile. FOR THERE'S NOTHING AS GOOD AS THE BEAR."

Things have been looking black for the Russians the past week or so, but they're not downhearted. They know that eventually victory is certain. In the East, certainly, there is nothing as good as the Bear.

Neither is there in Newfoundland. All this talk about other brands being as good as Bear Brand Rubbers is—merely talk. Next winter will prove if there is anything more durable than our Patent Process Rubber Boot—the boot you cannot be "taken in" with, because it is guaranteed. This rubber is not expensive, when you take into consideration the quality and the guarantee. Therefore, Mr. Dealer, place your order with us to-day. The earlier you give it to us, the better attention we can give it. Remember, too, THERE'S NOTHING AS GOOD AS THE BEAR.

CLEVELAND TRADING CO.,
New Martin Bldg., St. John's,
June 23, m.w.t.f



IF THE FIREMAN FAILS

We will come to your rescue, provided you have had the forethought to secure one of our policies. To-day is not too late to increase or secure

FIRE INSURANCE

To-morrow may be. You little realize how reasonably such security may be bought. May I have the opportunity to explain?

PERCIE JOHNSON,
Insurance Agent

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 Ed

Thoughtful People

Are stretching their
Dollars by having
us renovate the old
garments, and make
up remnants of
cloth.

C. M. HALL,
Genius Tailor and Renovator,
235 THEATRE HILL

ADVERTISE IN THE
MAIL AND ADVOCATE

To Overcome the Handicap of Zeppelins

Aerial Torpedo Said to Have Been Discovered That Can Be Controlled by the Hert- zian Waves

New York, July 19.—A cable to the Herald from London says:

"The German military authorities have succeeded in developing an aerial torpedo which can be directed by Hertzian waves from the navigation platform of a distant Zeppelin. The new weapon possesses all the destructive properties of the under-sea torpedo and in general appearance resembles the weapon which is fired from submarines.

Zeppelin Handicap.
"Until now the Zeppelin has had no means of discharging bombs other than dropping from high in the air over the object which it has sought to destroy. The result has been that many bombs have gone wide of their mark, deflected in their fall by currents of air or miscalculation. Retractory errors due to light and atmospheric conditions have contributed to the wild dropping of German bombs, until it seemed that so long as the Zeppelins remained high in the air, which of necessity they must do in order to avoid destruction from anti-aircraft guns, no accurate work could be assured.

Men Lowered by Ropes.
"To offset the erratic work indicated the Germans have had recourse to lowering men below the Zeppelins by wire ropes in order to bring the operators nearer the object sought to destroy. At the best this recourse has proved merely makeshift and it has been no secret that the terror carrier inspired by the Zeppelins has been to a great extent nullified.

Using Hertzian Waves.

"Now comes the startling information that the experimental stations of the Germans have demonstrated the absolute success of guiding torpedoes through the air by Hertzian waves after the same manner in which undersea torpedoes have been directed by electric batteries on land.

Size of Torpedo.

"The new German aerial torpedo is shorter than the standard 18-foot Whitehead, the length of the new German weapon being stated at seven feet. It is believed that this size is for the present limited only to the practical question of affording a maximum number of weapons for firing rather than a very limited number of extra large size.

The Mechanism.

According to the information obtainable the new aerial weapon obtains its buoyancy through the medium of water gas and compressed air gas. The weapon is kept at any desired height by means of two underbody screws actuated by a common shaft. The propelling power is afforded by two stern screws, and both the underbody and the stern screws are under control of the Hertzian waves sent out from the Zeppelin."

DESPATCH RIDING AT THE FRONT

Lance-corporal Arthur Owen, 4034 5th Dragoon Guards (Carabinieri), writes from Headquarters to his father, who resides in the Hyde Park district of Leeds, as follows:—

I will just give you an idea what it is like to be a despatch rider at Headquarters. We get up at six o'clock, wash, shave, and generally clean up, then breakfast, which you have to cook for yourself. It is bacon, which is issued every day, and which we enjoy with a couple of eggs—when obtainable. Then we go to the signal office, and get our machine supplied with oil ready for the road, for which duty you may be wanted any minute of the day.

At 8.30 you have to go to all the regiments in the brigade with despatches, and to various other places also. The same work at two p.m. and seven p.m. You do this for forty-eight hours, and then you are relieved. Of course, you may be called upon at any hour of the night. When not on duty you clean your machine and repair anything that requires repairing, and cook the meals for the other men who are on duty. Lights out at nine o'clock. That finishes the day. Of course, it is quite different in the firing line—there all the motor-cyclists are on the go all the day, and many during the night.

Lance-corporal Owen has been at the front since the battle of Mons, in which he took part, and was slightly wounded. In a previous letter he relates his experiences of having part of his machine blown away by the splinter of a shell.

LADIES AMERICAN COTTON One Piece Dresses

Extra Value
Only \$1.20 and \$1.40 each.

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333 Water Street.



'Acme' Canned Meats

- 1's COOKED CORNED BEEF.
- 2's COOKED CORNED BEEF.
- 1's ROAST BEEF.
- 2's ROAST BEEF.
- 1/2's VIENNA SAUSAGE.
- 1/4's POTTED MEATS.

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JOB'S STORES
LIMITED.

LUSTRE COATS!

Sample Lot of

LADIES' LUSTRE COATS.

Regular Prices, \$4.00 to \$6.00.

Now going at one price.

\$2.90

--GLOVES--

- LADIES' WHITE LISLE THREAD GLOVES, Elbow Length.
 - LADIES' WHITE SILK GLOVES, 4 Button Length.
 - LADIES' WHITE SILK GLOVES, 6 to 10 Button Length.
 - LADIES' BLK. LISLE THREAD & SILK GLOVES.
 - CHILDS' & MISSES' WHITE & CREAM LISLE THREAD and SILK GLOVES.
- ALL SELLING AT OLD PRICES.

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Limited.

Agents for Ungars Laundry & Dye Works,
Halifax, N.S.

Write For Our Low Prices

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

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