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BEACON FALLS
 Top Notch Rubber Footwear



TOP NOTCH BOOT BUDDY

A Boot That's Different
 It's patented, too—but we don't charge for that

This Boot is Top Notch in quality as well as in name. It's a better boot than you have ever had. Made of the finest Para rubber by an entirely new process.

Top Notch Rubber Boots look different and are different from the boots you have always worn. And they will give much better service.

• If you want the latest and best thing in Rubber Boots, purchase a pair at once. We recommend them so enthusiastically because we know from experience that they will give you splendid satisfaction.

FOR SALE BY
 Nicholle, Inkpen & Chafe, The Royal Stores Ltd., Fred Smallwood, Steer Bros., and Jesse Whiteway.

The Fishermen of Newfoundland



have helped to build up the largest Ready Made Clothing business in the Colony.

BECAUSE
 they know where to find value.

They
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Our well known brands are:
 Americus, Fitreform, Truefit, Stylenfit, Progress.

WHOLESALE ONLY.
 Newfoundland Clothing Co. Limited.

BISHOP INGRAHAM, THE BISHOP OF LONDON, GIVES HIS VIEWS ON THE WAR WHICH HE HAS SEEN IN PROGRESS

"A man of peace and a bishop of the God of Peace, regard this war as worthy and as necessary. I believe that God is on the side of the Allies and that our struggle is a holy one.

"We are fighting, not for our own profit, nor for the extension of the British Empire or of the French Republic or the Russian domain or for augmented power or territory for any one of our governments, but for the freedom of the world.

"At this late day I cannot discuss the causes of the war's beginnings. The reasons which keep us thrust into it, determined upon victory, no matter what the cost may be, are so very clear to me that I cannot think that any intelligent American can fail to understand them.

"I, as one who tries to be a Christian and to be charitable to all men, without regard to nationality, or creed or station, who endeavors to see both sides and the good in the contentions even of antagonists, believe the failure of the Allies, which I regard as utterly impossible, would be the heaviest blow which could fall upon humanity.

"Religious men and women, wherever they may be, must, I believe, agree with me almost universally, for during years past Germany, out of her own mouth, has cried to me and to every thinking Christian that her dominance as a world power would mean, wherever it was felt, a defiance of Christianity. The methods she has followed in this war have been defiant of Christianity. To my mind it is absolutely clear that the victory of Germany would mean the domination of the world by the pagan war which would come after the success of paganism.

"I do not, I will not believe, and I am thankful to say, nothing in the military situation makes it reasonable for me to believe that such a victory is possible. The Christian idea, not the pagan, will live dominant.

"The Christian idea includes childlike treatment of women, kindness toward and the right development of children, responsible regard for eager people, of however humble station, as well as respectful because fearful regard for powerful nations; the Christian idea involves honor in national and international relationships as surely as it involves honesty in dealings between individual men.

Christianity Means Freedom

"In other words Christianity means freedom. Freedom is a part of it.

"The role, which the Allies play in this great war is that of an organized power struggling for the freedom of the race, which must be free if it is to progress and which must progress if it is to work out its best destiny. Thus freedom becomes holy and a war for freedom is a holy war. Peace is admirable; it is desirable above most things; but there is at least one thing which ranks it in desirability and that one thing is freedom.

"I have not been a mere long distance student of this war. I have seen it close at hand. I have fired no shots in it, but I have urged other men to do so and have stood near to those who have. I have visited this war, somewhat in my vocational capacity as a man of God striving to give comfort and encouragement to those fighting the battles of God, but also, somewhat in the capacity of a student, anxious to see what the alchemy of warfare is making of humanity engaging in it. The awful records show what this alchemy has done to some of our antagonists.

"But I have not been disappointed in the results of all this study of the war's results among the men who I believe are fighting on the righteous side. They feel the righteousness of their great cause, they are stimulated by it, they are made better by their efforts.

"They strive to overcome their enemies, but they strive honorably and according to the rules which humanity has laid down for fighting men. They have not degenerated, as their opponents have degenerated, into men willing to be led into unspeakable assaults upon the weak, the defenceless and the non-combatant.

"Nothing but the outcry of humanity induced Germany to cease what plainly were designed attacks upon the churches in the fighting zone. The men of the Allies have felt no antagonism toward religion which would induce them to aim cannon at cathedrals, but on the other hand surely have felt, as one result of the great combat, a distinct urge toward religion.

"The man whose participation in a supreme struggle in which his life is pitted against the lives of his antagonists leads him to loftier ideals than those which hitherto have gov-

erned him gains from the experience even if he loses in the battle; the man whose participation in such a struggle leads him to the abandonment of all ideals save the false theory that might is right and that the lives and properties of others are to be stolen by armed men with impunity and even glory, loses by it whether he be victor or be vanquished."

"I have spoken of the spirit of pagan vandalism which has developed elsewhere. The results of this have been continually before the eyes and in the minds of English men and women of late, and I doubt not that many of them have been tracing the effect back to its cause.

England, He thinks, a Weapon in God's Hands.

"In the minds of many thousand Englishmen is the conviction that our nation now is being used as a weapon in God's hands. These men and women know that the nations which sank the Lusitania, which betrayed and ravaged Belgium and stood by while 350,000 Armenians were done to death would not have done these things had they not lost their fear of and their faith in God. To those who think this out faith becomes more desirable than ever.

"The man who long has been a Christian and suddenly starts out to fight a righteous battle, feeling that he is a weapon in God's hands, will not become irreligious; the nation as a whole has felt a mighty spiritual uplift which must help it, not degrade it. War never emphasizes the forms of religion; to warriors fighting for the right the substance of religion must inevitably be emphasized. No; the war will not weaken the religion of Great Britain; it will strengthen it.

"To use the words of a Scotch preacher, we are fighting for the 'nailed hand against the mailed fist.' The mere fact that we engage in such a battle, raising for the task a volunteer army, representing, I believe, a greater proportion of our male population of fighting age than ever was represented before by volunteer fighters (save, perhaps, in the two armies of your North and South in the days of your Civil War, before you found it necessary to introduce the draft) is, I think, proof positive that we are not morally deteriorating through the effects of war.

"There are those who argue that the war disproves the Christian theory through its mere occurrence. The chastisement, if it be chastisement, which has been allowed to come has been only less appalling to the side of the Allies than to that of their adversaries.

"But is it entirely chastisement? The death of Christ was not chastisement. He died for all the things for which our boys have died, although He also died for more, far more, for He was God, not man.

"He died for the salvation of the world and the remission of the sins of the whole race; but even He spoke sadly about 'drinking the cup,' even He agonized in the garden while He braced His human will to drink that cup down to the very dregs.

"There is chastisement in this war, for us as for our enemies. During its first year the clergy of Worcester-shire, with their bishop, retired under the shadow of the Malvern Hills in the buildings and grounds of Malvern College for a week together and with God. They studied this great matter of chastisement, and declared when they emerged that it had come because the world, including our own nation, had forgotten the majesty of God.

Uplift Also in the War.

"But there has been uplift in it too, and the stress and necessity for effort have put new energy and vitality into the Church of God in England. Unquestionably a firm and unwavering religious tendency is growing among the people of the British Empire. Men in the trenches, face to face with death in its most dreadful form, take thought in quiet moments of the fact—the fact—that after such a life some other life of better and more satisfying character must follow if life itself be not worse than in vain.

"So from the war vast good must come, as comes indeed from everything.

"You will be the gainers by it spiritually, I hope, to an even greater extent than already you have benefited in material way. National riches do not count save as they may be used for service for humanity. America has known that in the past, and has spent magnificently in splendid cause, to-day your gain is principally of money, but some soul gain will come out of it.

"Our gain, and that of France, has



THE HEIGHT OF SATISFACTION
 is reached at our market. You get the best of Meats, the right cuts, the correct weight, sanitary handling and good service. Can you ask more?
 Come here when you are looking for satisfaction in **CHOICE MEATS.**
M. CONNOLLY
 Duckworth Street.

We have received a further supply of CHOICE CODROY TABLE BUTTER.
 This Butter is the best produced in the island, is better than Canadian Dairy Butter, and will keep through the winter.
 Small tubs.
R. TEMPLETON,
 333 Water Street, St. John's.

NOTICE to MOTOR OWNERS
 Kerosene Oil in 8 hooped bbls.
 Motor Gasoline 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 each.
 Special Standard Motor Oil in bbls and half bbls. @ 55c. per gallon.
 Motor Greases at lowest prices.
 See us before placing your order.
P. H. Cowan & Co.,
 276 Water Street.

OTHER WAYS OF SAYING "HOWDY DO!"

Various Nations Have Different Methods of Propounding This Time-Honored Query, But All Mean Pretty Much the Same Thing.

"How do you do?" That's English and American.
 "How do you find yourself?" That's French.
 "How do you stand?" That's Italian.
 "How do you find yourself?" That's German.
 "How do you fare?" That's Dutch.
 "How can you?" That's Swedish.
 "How do you perspire?" Egyptian.
 "How is your stomach? Have you eaten your rice?" That's Chinese.
 "How do you have yourself?" That's Polish.
 "How do you live on?" That's Russian.
 "May your shadow never be less." That's Persian.
 And all mean much the same thing.

Several Varieties.

Blinks—"Did you have anything in your garden this spring?"
 Jinks—Oh yes, several varieties?
 Blinks—what for instance?
 Jinks—Oh, Plymouth Rocks and Loghorns.

been of the most solemn, splendid character, and Russia has gained greatly. It is hard for one who, like myself, has seen the horrors of the conflict close at hand to feel convinced that any gain commensurate to them can come out of the struggle, but great gains are sure to come almost at once, while who can tell how fruitful of vast benefits for future generations the sacrifice of every man who dies in the allied lines. Fighting the great fight of freedom, shall be?"

GOOD ADVICE

A correspondent sends us the following:—

In the pocket book of the Hon. Stephen Allen, who was drowned when the "Henry Clay" was burned on the Hudson several years since, was found a printed slip apparently cut from a newspaper, of which the following is a copy. It is worthy to be engraved on every young man's heart:

Make few promises.
 Always speak the truth.
 Never speak evil of any one.
 Keep good company or none.
 Live up to your engagements.
 Never play a game of chance.
 Drink no kind of intoxicating liquors.
 Good character is above all things else.
 Keep your own secrets, if you have any.
 Never borrow if you possibly can help it.
 Do not marry until you are able to support a wife.
 Keep yourself innocent if you would be happy.
 When you speak to a person, look him in the face.
 Make no haste to be rich, if you would prosper.
 Ever live (misfortunes excepted) within your income.
 Save when you are young to spend when you are old.
 Avoid temptation, through fear you may not withstand it.
 Never run into debt, unless you see a way to get out again.
 Small and steady gains give competency.
 Good company and good conversation are the sinews of virtue.
 Your character cannot be essentially injured, except by your own acts.
 If any one speak evil of you, let your life be such that no one will believe him.
 When you retire to bed, think over what you have been doing during the day.
 Never be idle; if your hands can't be employed usefully, attend to the cultivation of your mind.

ELECTION FOR ST. JOHN'S MUNICIPAL COUNCIL, 1916.

Returning Officer's Statement at Conclusion of Counting.

1. No. of Ballot Papers Sent to D. R. O.	13,076
2. No. of Ballot Papers said to be in Ballot Boxes	8,193
3. No. of Ballot Papers found in Ballot Boxes	8,193
4. No. of unused and spoilt Ballot Papers said to be returned	4,883
5. No. of unused and spoilt Ballot Papers actually returned	4,883
7. No. of Ballot Papers Rejected when counting	106

MAYOR.

8. Votes counted for W. G. Gosling	2,246
9. Votes counted for W. A. O'D Kelly	1,781

COUNCILLORS.

10. Votes counted for I. C. Morris	2,737
11. Votes counted for J. S. Tait	2,574
12. Votes counted for H. J. Brownrigg	2,082
13. Votes counted for J. J. Mullally	2,072
14. Votes counted for C. P. Ayre	2,049
15. Votes counted for N. J. Vinnicombe	1,868
16. Votes counted for J. W. Withers	1,817
17. Votes counted for F. W. Bradshaw	1,731
18. Votes counted for T. M. White	1,639
19. Votes counted for J. McGrath	1,406
20. Votes counted for F. McNamara	1,271

I, F. J. Doyle, Returning Officer for the Municipal limits of the town of St. John's, do solemnly swear that the above statement is correct in every particular.

F. J. DOYLE,
 Returning Officer.

Sworn before me at St. John's, this Seventh day of July, in the year 1916.

F. J. Morris, J.P.

Mere Physical Work.

Doctor—You will have to give up all mental work for a few weeks.
 Patient—But, doctor, in that event my income would cease. I earn my living by writing poems for the magazines.
 Doctor—Oh, you can keep right on at that.
 Make a noise like a \$10 bill and the world will chase you.



DEFIANCE TO FIRE
 is all right—when you're insured. How about your anxiety if flames are destroying your home when **YOU HAVE NO INSURANCE?**
 Don't get caught in a trap. Act to-day by having us write you insurance on your home and chattels.
PREMIUMS ARE CHEAPER THAN LOSS.
PERCIE JOHNSON,
 Insurance Agent.

Just Arrived:
PATRIOTIC MATCH BOX HOLDERS. . .
 The very latest
10c each.
 Also a large shipment of **PETERSON'S PATENT IPES**
 All prices.
 Always in stock a full line of **Smokers' Requisites.**
S. G. Faour
 378 WATER STREET.

WANTED!
2 SCHOONERS,
 From 50 to 100 tons,
 To freight **SALT**
 from St. John's to West Coast.
SMITH CO. Ltd.
 Telephone 506.

J. J. St. John
 The **TEA** with strength and flavor is **ECLIPSE,** 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.
J. J. St. John
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