

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.

F. UNION TRADING CO., LTD.

Provision Department

IN STOCK:

- 500 Brls. H. B. PORK,
- 500 " BEST FAMILY BEEF,
- 100 " F. B. PORK,
- 100 " MESS PORK,
- 100 " FLANK BEEF,
- 100 " BEEF CUTTINGS,
- 500 " PURITY FLOUR,
- 500 " VINOLA "
- 500 " VICTORY "
- 100 SACKS BEANS.

Fishermen's Union Trading Co., Ltd.

HOOPS FOR SALE.

We have a quantity of Half-Hogshead and Drum Hoops for sale at Current Prices.

FISHERMEN'S UNION TRADING CO., LTD.

Advertise in The Mail and Advocate

'A Saloonless Nation in 1920'

North Sydney, Sept. 17.—The Nova Scotia W.C.T.U. convention which opened here this morning held three very busy sessions during the day. At the morning and afternoon sessions the business included reports of superintendents covering evangelistic work, moral education, jail work, Sabbath observance, mothers' meetings, medical temperance, financial, etc. In the evening there was a welcome meeting at which a large number of citizens were present, and the business included addresses by local clergymen and others. The chief item was the president's address, from which the following brief extracts are given:

The war (said the speaker) will be over sooner or later, and terrible as is the destruction of life and property, it is nothing compared with that caused by the hydra-headed monster, strong drink. War destroys men's bodies but not necessarily their souls. Strong drink destroys both. And what shall a man give in change for his soul?

We have every reason to thank God and take courage for the advances that have been made in the overthrow of King Alcohol since the war started. Nothing has surprised the world more than the stand taken by Russia in the prohibition of vodka. First until the war was over, then the decree went forth—"No more will the Russian government engage in the manufacture of Alcohol." Events have justified the wisdom of this edict. The Russian finance minister says that the returns of the savings banks to the beginning of July showed \$900,000,000 above last year, which is almost the same amounts the treasury lost through the prohibition of the sale of alcohol. If anyone ventures to suggest to you that prohibition for the dominion of Canada would be inadvisable and impracticable for the reason that the government cannot possibly exist without the revenue from the manufacture and sale of alcoholic liquors, do not attempt to argue the question, but gently whisper: "How about the \$900,000,000 deposited in the savings banks of Russia since the prohibition edict went into effect?"

A temperance society in Petrograd recently took a census among the number of peasants on the question of the results of prohibition. Eighty per cent of the replies stated that they had found it beneficial and eighty four per cent expressed the desire that vodka be prohibited forever. Reading rooms and places of amusement are being opened to take the place of the vodka shops, and it is safe to predict that in ten years' time there must be a most extraordinary contrast between the country as it is now and it must be then Miss Agnes Slack, the hon. secretary of the World's W.C.T.U., calls attention to the great opportunity there will be after the war to organize work among the women and children of Russia.

Absinthe in France corresponds, as a beverage, to vodka in Russia and its consumption is even more injurious. Recent statistics show that the Balkan war cost the five countries which give thought-arresting statistics are being used throughout the country and the fact is being forcibly brought home to the minds of the people that France will cease to exist if it continues to drink wine.

It was hoped that Britain would follow the example of her allies and deal with a firm hand with an enemy that is more to be feared than German militarism. But the \$300,000,000 worth of brewery stock owned by members of parliament and members of churches, proved, too big a stumbling block and with the exception of rigid restrictions in the munitions areas and shortening of the hours of sale, things remain as they were.

A saloonless nation in 1920 is the slogan of the temperance forces in the United States and with 18 states on the white list campaign on in seven more and ten planning campaigns for 1913 bids fair to be realized. At the World's Christian Endeavor Convention which met in Chicago July 7-12, an advance note was sounded, viz. A saloonless world in 1930. This was received with tumultuous applause by the mighty army of young people present.

What shall we say of our own province with its one blot—our capital city with its 46 licensed saloons, and who knows how many unlicensed places? For some months, while the soldiers were in training in Halifax Roberts' W.C.T.U. had a tea room on a street where many soldiers passed. Temperance mottoes, posters and literature were displayed and many opportunities occurred for the quiet, helpful word. When I tell you that nearly opposite were two licensed saloons, around the corner was another, with at least one dive up alleyway, you will understand the need for some counter-attraction to the temptation to which soldiers and civilians alike are exposed.

Hard Task

SUB-COMMANDER WAITED AN HOUR BEFORE SINKING LUSITANIA.

That the commander of the submarine which torpedoed the Lusitania hesitated before giving the command that sent the big liner to the bottom is the statement made in a letter received by a Hamilton lady from a friend in Germany. The writer claims that the submarine's captain was close to the Lusitania for an hour without being observed, before the torpedo was fired. Other information contained in the letter is that the Hartz mountains are crowded with tourists, and that it is necessary to make reservations weeks ahead to be sure of accommodation. Invalided soldiers are being used to train troops and build fortifications. The German people, according to the letter, now find it easy to do without things which before the war were brought from foreign lands and looked upon as necessities. Food is plentiful, but rather dear, and the Kaiser's people are satisfied that they cannot be starved out. They don't ask how long the war will last, but wait with patience.

Better keep your temper; otherwise it is apt to give you away.

The man who wrecks a train is a criminal, but the man who wrecks only a girl when all he has to do is ask an entire railroad may be a financier, her.

GRAVENSTEIN APPLES

Due to arrive per "Stephano" this week:

250 Barrels

NO. 1 GRAVENSTEIN APPLES

George Neal

AMERICA HOLDS THE BALANCE OF POWER

Uncle Sam To-day the Best Neutral Power To Help Allies in a Fight to a Finish "Silver Bullets" Will Count.

Of all the foolish questions which many people have been prone to ask since the danger of a break between the United States and Germany arose, the most absurd is the query: What could we do if we were to espouse the side of the allies? It is urged that as we have only a handful of an army and the allies, except for submarines, already have a plethora of sea-power, we could be hardly more formidable to Germany, under present conditions, than little Montenegro.

But the people who take this superficial view of the forces now contending for supremacy in Europe lose sight of the positive fact that it is not men, but money and supplies, as now realized by the statesmen of Europe, that must settle this war. Germany and Austria when the war broke out, a year ago, were more thoroughly prepared for war than any nations ever were in the history of the world; and, with their remarkable ability for organization and economy of operation, have for twelve months withstood the gigantic coalition battling against them.

Since the fish rush on Paris failed, however, and the opposing armies "dug themselves in" in almost impregnable trench fortifications, it has been realized that the winner must wear down the opposition by sheer attrition of economic resources. Germany, Austria and Turkey, owing to the preponderance of British naval power, must rely mainly upon their own resources, although it is a known fact that they have been large importers of food products and basic materials for munitions of war through neutral countries. The Quadruple Alliance, on the other hand, have been drawing upon the resources of the rest of the world, and especially upon the United States which is the best equipped neutral country to furnish money and munitions.

But which our present relations with Germany are maintained, Britain, France, Russia and Italy must pay us for their purchases; and, while their credit has been good, the successes of the Germans and the tremendous scale upon which the purchases are being made tend to lessen the extent of credit which we can allow them. Already our manufacturers are demanding larger portions of the payments in cash and better security for the credit extended. As a matter of fact, the shipment of supplies from here to Russia, especially, has been delayed because our merchants cannot accept the terms of payment offered; and, owing to the heavy discount at which the British pound sterling has fallen, British financiers are now here to arrange for a huge loan.

Now what could we do if we espoused the side of the allies? Immediately this problem of credit would be solved. They would not have to pay for munitions. We would give them billions of value in money and munitions, enough to equip every Cossack, Hindu, Turco and the men of every race who could be scoured up from the remotest confines of the Russian and British empires. On the other hand, Germany, under existing relations, might yet desire to place a big loan here. There are banking houses in this country with German affiliations, hardly second to Morgan in power, who would be able and glad to float a big German loan here, but this would be impossible if a diplomatic break occurs.

In a finish fight, which this surely is, and one which admittedly must finally be settled by "silver bullets," the United States, with its limitless resources, hold the balance of power. It does not seem possible that Germany would, under any provocation, allowed this balance to be tipped on the side of the allies. That is why she is now so changing the tone of her negotiations with the United States. She realizes the truth, if some of our own people do not.

"George Washington," read the small boy from his history. "was born Feb. 22, 1732 A. D."

"What does 'A. D.' stand for?" inquired the teacher.

"The small boy pondered. 'I don't exactly know,' he hesitated. 'After dark, I guess.'"

READ THE MAIL AND ADVOCATE.

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For 2.00 and \$1.50 2.50 Values

We are displaying in the Eastern Window of Our New Store—nearly opposite the General Post Office—special lines of Men's Soft Felt Hats that were purchased at a clearing price—a third and more off the manufacturer's price, and we are offering them now at a Bargain—amongst them you'll find many excellent samples.

These Hats are made of Extra Fine, Fur-Felt, of a superior quality, and are finished with high-class silk ribbon bands and a deep leather sweat-band.

Your choice of side or back bow, in Grey, Brown and Black. We have some special values in Men's Black Stiff Hats too.

All these Hats are certainly correct in style—this season's shapes. Come in and examine them—we'll carve your name on the leather sweat-band Free of charge. Come to-day while the sizes are complete.

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