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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.

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BALKAN STATES TO JOIN ALLIES IS CERTAIN

Says Italian Historian

After Italy's example, what will Roumania, Bulgaria and Greece do? Will they go to war against the German empires or remain neutral?

These questions, asked by Professor Guglielmo Ferrero, the Italian historian, are answered by him in this way:

I believe that Roumania, Bulgaria and Greece will act; just as Italy did; but no one, not even the most ardent partisans of the Anglo-Franco-Russian coalition, must be astonished if still a little more time passes before anything occurs.

They will enter for the same reasons as hurried into Italy into the conflict despite her great reluctance. Not one of the Governments of the three countries would be sure to remain standing when the war is over if the country were persuaded that the government had allowed the only occasion to escape that would ever be likely to present itself to enlarge the State. In those countries public opinion is even more violent an impediment than in Italy, and in that country it certainly doesn't sin on the side of excessive gentleness and tranquillity. But the three dynasties that rule them have roots that are not so tenacious and deep as those of the Savoy dynasty in Italy. They are very recently of foreign importation; moreover, that which makes the case much worse, they are German.

German Rulers Inconvenient.

If at the end of the war the public opinion in one of those countries is dissatisfied with the Government's stand during the conflict, it will certainly say that the hesitation and errors of the Government were caused by the dynasty's sympathy for the Germans and will immediately accuse the crown of treason. What the consequences would be of such an opinion would be easy enough to imagine. In ordinary times it was worth so much to Germany and Austria to have so many families reigning in the Balkans of German origin, it may now be asked if the advantage has not been turned into an inconvenience by the extraordinary situation created by the European war. It is just because they have so many ties with Germany that the sovereigns of Greece, Roumania and Bulgaria have to look out that they are not suspected in these grave moments of letting the national welfare come after dynastic considerations; and so at the decisive moment they must show themselves favorable to war, even if in their hidden thoughts they would prefer peace.

All Three Need Expansion.

It may be added that all of these three States are little States, having much more need of growing than has Italy. For a modern state, a certain surface and a certain population are necessary to enable it to function. For Greece and Bulgaria especially, an increase of territory is of vital importance. This necessity explains the military and war-like spirit that prevails amongst those peoples, their strength of propaganda and expansion, the ardent nationalism that animates them. And it is difficult to imagine that all three can remain with sheathed swords to the end of the conflict.

But if these reasons lead us to predict the entrance of Roumania, Greece and Bulgaria into the conflict, we must not be stupefied if, there are still dickerings and hesitations. The Balkan States, like Italy, are pushed on toward war by many reasons, and they are also held back by difficulties, some of which are of no little importance. To declare war on a neighboring State it does not suffice to have serious reasons for refusing some of that State's territory. If that were so the entire globe would be continually at war. A more plausible reason is necessary, a casus belli—something that justifies war, before the other nations, as well as before the public opinion of the country that must fight.

War's Burdens Still Heavy.

It is necessary also to take two other difficulties into account, one of which is common to both Greece and Bulgaria and was a stumbling stone to Italy; the other is particular to the three Balkan States, but was unknown to Italy. When the present war broke out Greece and Bulgaria, like Italy, had just come out of a war—in the case of the former ones, at least very bloody and costly. These had tired the people, torn the army, dried up the finances. To start right in again in another war is an undertaking not so easy to accomplish as to talk about, although the difficulties of beginning again disappear little by little as time passes.

Then again, the two Balkan wars left bitter hatred and rancor, not only between Greece and Bulgaria, and between Serbia and Bulgaria, that the common desire to grow at the expense of Turkey and of Austria stumbles every moment over memories of that war and the rivalries it created. Neither Roumania nor Greece can move before being sure it will not be attacked in the rear by Bulgaria, and they have not yet this certainty, as much as the diplomacy of the Triple Entente has worked to remake the former Balkan League.

Why They Must Join In.

So I believe that if the war goes on for a long time, as it seems all too certain it will unless a miracle happens, the three Balkan powers will unite themselves with the coalition to fight against the German powers, and that the example of Italy will give these little States the decisive push forward. Between Italy's action and the Balkan powers there is a sort of invisible thread that binds them together. Who would have imagined, for example, that the refusal of Greece and the unlooked for resignation of Venizelos would be one of the principal reasons to decide Italy to enter the war? Yet, such was the case. As everybody remembers, the strongest man in the Italian Parliament, Giolitti, tried at the last moment, when the Minister Salandra had decided on war, to denounce the Triple Alliance, and signed the promise with the Triple Entente, to send everything up in smoke by overthrowing the Ministry, and accepting the last proposals of Austria. He tried to do in Italy that which King Constantine did in Greece, and failed.

It will be Italy's example that will push the last hesitating ones on toward war. They will not want to show themselves less resolute or wary than the great Mediterranean State; nor will they desire to renounce the participation in the advantages and honors of which Italy's intervention has been and will be so fruitful. Anyhow, Greece could not have been the first of the neutral powers to intervene. Italy had to be that power. So it is not to be wondered at that Greece, shoved ahead too quickly, decided to turn back; but it is certain that Italy could not imitate Greece, and that, imitating Italy, the Balkan States will not turn back again when the decisive moment arrives.

A CERTAINTY OF SUCCESS FOR ALLIES

Paris, July 18.—France to-day celebrated her national holiday quietly but impressively. There was less of a parade and less frolic than since the origin of the Third Republic. There was no open air dancing, no fire works and no rejoicing of any kind.

It was a poor day for the wine shops, but a great day for patriots. The faded tri-color flags that had been flying since the outbreak of the war were replaced by fresh banners. Everywhere it was distinctly a day of the national battle hymn, the "Marseillaise," and a day in Paris for thousands of patriots who honored Captain Joseph Rouget De Lisle, composer of the hymn, whose body was brought from Choisy-le-Roi and placed in the Hotel Des Invalides, or decorated the monuments in the Place de la Concorde. All the patriots wore medallions with the bust of De Lisle and arms of the city of Paris on them. These medals were sold for the benefit of the Paris fund for the relief of soldiers.

President and Leaders.

President Poincare, all the members of the cabinet, the presidents of the senate and chamber, and the highest officials of the government marched behind the gun-carriage while a detachment of dragoons led the way.

While the cortege was passing the hospitals in the hotels along the Avenue des Champs Elysees every balcony and every window was filled with wounded men and in the dense crowds, on the pavement, many maimed soldiers and many bronzed reservists, home on leave, saluted the tier and the president of the republic in solemn silence.

There were no cheers or manifestations until the procession passed the Grand Palais, when the Republican Guards band struck up the "Marseillaise," "Vive la France," and "Vive l'Armee," shouted the crowd in a spontaneous burst of enthusiasm. A flotilla of aeroplanes, flying low, circled over the Arc de Triomphe at the start and followed the line of the procession to the Hotel des Invalides.

An Ever-Living Nation.

"Wherever it resounds," said President Poincare, speaking at the Hotel des Invalides, "the 'Marseillaise' has evoked the idea of a nation that has a passion for independence and whose sons, all of them prefer deliberate death to servitude."

"Its striking notes speak the universal language understood to-day throughout the world. A hymn like that was needed to interpret in a war like this the generous thought of France."

"Once more the spirit of domination menaces the liberty of the people. Our laborious democracy for many long years contented itself with works of peace, and it would have considered criminal or insane any man who would have dared to nourish warlike projects notwithstanding repeated provocations, and regardless of surprises at Tangier and at Agadir, France remained willingly silent and impassive."

President Poincare rapidly sketched the events in Europe leading up to the war, finding everywhere a deliberate purpose of Germany and Austria-Hungary "to promote war for their own objects, as history will show."

The "Scraps of Paper."

The president alluded to solemn treaties being torn up, to the barbarous terrorism of non-combatants and to science dishonored in the service of savagery. Turning to the members of the French cabinet he said:

"You interrogated your conscience knowing that nothing has been neglected to combat this war. We have been innocent of a most brutal aggression, methodically premeditated. What would tomorrow be if a lame peace should ever rest upon the debris of our cities?"

The Whole Future.

The President said that France under such a peace would be at the mercy of her triumphant rivals, and added:

"There is no soldier, no citizen, and no woman of France, but understands clearly that the whole future of the race and not only our honor, but our very existence depends upon the heavy hours of this war."

"We have willed to win. We have the certainty of winning. We have as much confidence in our strength and in that of our allies as in our right."

The Day of Glory.

"No, no. Let our enemies not deceive themselves. It is not a sign of precarious peace or a disquieting fugitive truce between one shortened war and another one more terrible; it is not to remain exposed tomorrow to new attacks and mortal perils that France rose in ardent enthusiasm to the manly accents of the 'Marseillaise.' Already the day of glory for which the 'Marseillaise' is celebrated illumines the horizon."

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THE WAR BUILDS UP CANADA'S TRADE

Ottawa, July 17.—Canadians have no reason to dissent from the view expressed by Premier Borden—that the Dominion has no fears for the future, though the struggle may be long.

Canada has demonstrated its ability to furnish its full quota of men who are making a record on the other side. And recent trade reports show that the Dominion has many reasons to feel buoyant.

For the first time since the Confederation—forty-eight years ago—only \$6,500,000, but during the same month this year they were \$16,750,000.

ance of trade. For the two first months of the fiscal year, April and May—June figures are not yet available—there is a preponderance of exports over imports of \$17,000,000. This balance, while not large, is in striking contrast to the usual predominance of imports in the past, and it is more remarkable when it is considered that the period of the country's greatest export trade for the year has not yet arrived.

Exports of the products of the mine, forest, fisheries and farm, all show substantial increases, but it is in manufactured goods that the greatest gains have been made. In May, 1914, exports of manufacturers were \$1,914,000,000, but during the same month this year they were \$16,750,000.

Thoughtful People

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