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FISH PACKAGES.—Under
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ARGOES ARRIVE.—A num-
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SOME men never get more than one chance at these woodland beauties in a whole season's shoot. How supremely important, then, is the choice of your rifle and ammunition. Remember this—that Remington U.M.C. tremendous popularity and prestige is not due to a few crack shots' records, but to the high average, splendid year-in-year-out performance of Remington U.M.C. in the hands of the rank and file of sportsmen the world over.

For a rifle—A Remington U.M.C. Repeater, solid breech, hammerless, safe. For ammunition—Remington U.M.C. metallics—made in every calibre, for every arm. Over 100 years' experience guarantee you results. We live only by your success.

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WINDSOR, ONT.

Go to the dealer who shows this sign

MODERN STRATEGY OF THE AIR.

The day of the Don Quixote of the air is past.

Air fighting to-day has been developed until each plane has its appointed task, just as definitely assigned as that of a unit of a naval fleet.

There are still fighting airplanes, of course. In fact, the fighting plane is now perhaps the most important branch of the service, because its duty is, by keeping the heavens clear of enemy craft, to leave the reconnaissance and scouting planes free to perform their work, as the eyes of the army, thus retaining the control of the air, the sine qua non of victory in modern warfare.

The division of labor in the air fleet is well exemplified by the disposition of the Allied airplanes which made possible the victory of the British over the Germans in the battle of Messines. From 15,000 to 20,000 feet in the air deployed the battle-planes, ready instantly to engage any hostile flyer who dared venture toward the Allied lines. Far below, at an elevation of 5,000 feet, floated the photographers' and observers' machines, the eyes of the general staff. Five thousand feet high were the spotters, the eyes of the artillery; and flying low over the enemy's trenches the scouts and bombers, the eyes of the infantry.

Such is the general plan of aerial

organization which, because of the superiority of the Allies' fighting planes, makes it possible for our forces to maintain their supremacy on the western front. When the war began, the airplane was essentially the machine the Wright brothers had down ten years ago. Three years of experimentation have brought it to its present refinement.

The observation and scouting machines can accomplish their work only so long as the fighters are successful in keeping off enemy marauders. They do not fight except in self-defence. They all carry guns, which are used in case the enemy fighters break through their own protective lines. The reconnaissance machines carry two passengers, a pilot and an observer, besides wireless and large photographic cameras. The bombing machines carry two passengers also, and large quantities of explosives, perhaps as much as two tons. Any one familiar with airplane construction will immediately understand why machines which are burdened with all these impediments cannot fight offensively. The difficulty is the one of weight. Increasing this weight means a loss of lifting power and speed, and necessarily an increase in size, in order to give a larger expanse of wing.

Therefore airplanes carrying extra

which rests content with fighting of its adversary.

So far, the Germans have not applied this doctrine to fighting in the air. In fact, the airplane presents a problem of morale for which the German military philosophy has no solution. The German plan of land fighting treats its men not as individuals but as units in a huge machine. Notoriously, initiative is not the dominant quality of a German soldier. He fights in a mass, under the constant supervision of his officers. But he cannot have that kind of supervision in an airplane. The air fighter must depend only on himself; must meet suddenly presented situations with instant decisions of his own. The German system does not develop the qualities of initiative and self-reliance which are distinguishing characteristics of the British and French. Perhaps this explains why practically all the fighting takes place over German territory. The Germans explain their disinclination to cross the Allied lines on the ground of military prudence. Their business, they say, is to destroy the Allies' fighting planes, and they can do it as well over their own field as over the enemy's. And whether the outcome of the battle, the advantages are all with them, they reason. If the German is killed, his machine falls within his own lines, and its secrets do not become the property of the foe. If he is forced to descend he is not taken prisoner. Or, if the Allied flyer is defeated he lands within the German lines and is captured.

This sounds like good reasoning, but as usual with German logic it ignores the moral and spiritual side. A policy of waiting to be attacked does not develop the dash and venturesomeness which are the chief mark of the efficient airman. That is why, as is testified by nearly all observers, the British and French make the better air fighters.

These aerial combats have furnished the most thrilling incidents of the war. A fighting airman rises in the scale of fame according to the number of men whom he has put down. The Germans claim the records for their greatest flyers, Immelman and Boelke, who are supposed to have not far from sixty planes to their credit; but the French protest that the Germans count every enemy put to flight as one destroyed, while the French army insists on having absolute proof before they credit their aviators with having captured a prize.

Immelman and Boelke, both of whom have paid the penalty of their bravery with their lives, had carefully elaborated methods of attack. Immelman displayed the greatest ingenuity in ambushing his foe. His favorite practice was to circle around under the protection of a cloud and wait, like a spider in its web, for the adventurous Frenchman. Once spotting his quarry, the German would fly low, always keeping his machine several hundred feet above his enemy, who, all this time, would be sailing under the cloud, entirely ignorant of the impending danger. At the right moment, Immelman would tip his machine and make a lightning dive, like a hawk descending upon his prey. A hail of bullets would first inform the Frenchman

(Continued on 7th page.)

Nearly all the French and English machines, however, have abandoned the Lewis gun on the roof, and depend entirely upon the Vickers, which they shoot through the propeller, an ingenious electric device so timing the shots that they pass through the spaces between the flying blades aiming the whole airplane itself.

This same size and light armament, combined with a powerful motor, give the fighting machine precisely the qualities which are mostly suited to the part it has to play. Being light, it makes an almost incredible speed; according to the testimony recently given by Adjutant Frederick Henry Prince, a member of the American Lafayette Escadrille, before a Senate committee, this light fighting machine goes at the rate of 160 miles an hour and lands when rushing at 80 or 100 miles an hour. It can turn quickly, dive at a moment's notice, and has a lifting capacity that sometimes takes it up to a height of 29,000 feet. It is so made that it can go practically anywhere for its enemy and perform quickly almost any evolution necessary to bring him down, or to beat a hasty retreat itself, as the tactical elements in the situation may dictate.

These are the battle machines whose fame has reached this side of the ocean; and most of the American aviators who have distinguished themselves on the front have piloted this type of craft. When we say that the Allies must secure control of the air, we are thinking of these battle-planes. An unquestioned superiority—say three to one—would drive all German fighters and their associated air craft from the sky and in all probability, secure a speedy land victory for the Allies. At the present moment, therefore, the little battleplane is the most important engine of warfare.

In manipulating this fighting machine both sides have developed different theories of warfare. So far as the fourth arm is concerned, the Germans have not adopted their favorite theory of the offensive-defensive. All their military writers have taught that the best way to defend is to attack, and that the army is lost

Millinery Display

This Store with its New Stock of English and American Hats beckons you to come and see

FASHION'S LATEST STYLE PRODUCTIONS.

The styles and shapes are so very clever that every woman will be greatly pleased with them. Here you will see a most liberal assortment of the newest Hats in Felt and Velvet makes. Come, try them on and see clearly how they will become you.



Items of Interest Round the Store

CUP TOWELING.

The woman who is accustomed to keen buying will at once understand the value offered when she sees this. It is 14 inches wide; just the thing for that kitchen roller and can be used for a face towel. Sale Price, per yard 8c

CHILD'S BOOTS.

We are offering to clear a line of Child's Laced Boots, sizes 3 to 8. These Boots are of Don-gola polish with cloth uppers. Sold in the regular way for \$1.20 per pair. Sale Price, per pair \$1.14

GRILS' BOOTS.

Misses' Black Cabretta Button Boots, patent toe, medium heel; sizes 9 to 2. Splendid value is represented in these Boots for Misses. These will be sold at the undermentioned figure during next week only. Sale Price, per pair \$2.19

SLEEPING SUITS.

The Dr. Denton Sleeping Garment, soft knit, for children. The most practical garment for night wear. Recommended and manufactured only by the Dr. Denton Sleeping Garment Mills. Sale Price, each \$1.00

LADIES' SWEATER COATS.

Desirable Sweater Coats for Fall and Winter wear, made of pure wool in Saxe, V. Rose, Fawn and two-tone effects; finished with fine ribbed collars and cuffs. The quality and finish assure long service and satisfaction. Prices from \$4.30 to \$5.00 each.

CRUSHER HATS.

A chic line of Crusher Hats of a good quality felt; can be folded and tucked away without injury. A regular knockabout Hat but stylish, to be had in V. Rose, Navy, Royal, Red and White. Special Price. 90c

BLANKET ENDS.

Plain White and Grey Cotton Blankets, regular full size, with a wide colored border, suitable for the children's bed during these cool nights. These are slightly damaged but good value considering the present price of Blankets. Prices range from 68 to 75c each.

REMNANTS.

Our Remnant Counter is again loaded with bargains in Fleece Calico, White, Striped and Grey Flannelette, White Shirting, Blouse Goods of assorted materials, Dress Materials, Regattas, etc. Come early and get what you require while the assortment is large.

RIBBONS.

Firm finish Taffeta Silk Ribbons, 2 1/2 inches wide; colors Saxe, Pale Blue, Red, Green, Pink and White. Splendid quality, just suitable for hair ribbons. Reg. 16c, per yard. Sale Price, yard 14c

LADIES' GLOVES.

By all means buy your supply of Gloves as soon as possible. We have a few pairs left over from last week; these are a good Cashmere make, suitable for present wear, in Cream, Black and Grey colors. Good value at 60c, per pair. Sale Price, per pair 54c

WOMEN'S HOSE.

Good wearing Hose for Fall and Winter wear, in Black wool with hem at top; full length Hosiery that will give satisfaction in wear. These are offering at an unusually low figure. Sale Price, per pair 87c

MEN'S WIDE END TIES.

We offer this week a line of Men's Wide End Ties of beautiful designs and color effects. Here's a splendid opportunity to secure a Tie at a reasonable figure. Worth in the regular way 50c, each. Sale Price, each 35c

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And see how nice the reflection of some room looks, with the firelight gleaming on pictures and furniture, and friends you love smiling back at you in the glass.

Then—see how bare and unfinished some room of yours without Mirror or Overmantel looks by contrast.

Then—go to the Showrooms of the U. S. Picture & Portrait Co., see the large selection of beautiful Mirrors and Overmantels they stock, make your choice of one, have it sent up right away and

Then—you'll wonder why you were so slow at making such a great improvement in YOUR room.

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