

Men's Negligee Shirts, 49 cents.

SUMMER SPECIALS!

Child's Rah Rah Hats, Only 14c. ea.

READ THIS LIST.

HUMP HAIR PINS.
5c. and 10c. per pkge. A patent device clips the hair which prevent them from falling out.

Men's SOCK SUSPENDERS.
20c., 22c. pair.

MEN'S TWEED CAPS.
Special lot only 70c. each.

LADIES' HOSE.
Silk Lisle in White, Grey, Black and Navy. "Gordon" brand, the kind that's hard to wear out, only 40c. pair.

RIBBONS
In all the leading colours and widths. Price from 3c. to 18c. per yard. See them to prove the value.

BOYS' SHIRTS.
Fitted with double soft collar and collar links for the low price of 15c., cream shade.

BOXES OF MOURNING STATIONERY
Containing 24 Envelopes and 24 Sheets Paper, only 24c. Box.

PURSES
For the low price of 5c., other prices 8c. to 10c.

BOYS' KHAKI DRILL PANTS.
Extra good value and superior quality—37c. and 65c. per pair.

BOYS' SHIRT BLOUSES.
35c. Big value for little money.

BOYS' STOCKINGS.
22c., 24c., 25c., 27c., 30c., 32c., 33c., 37c. pr.

BOYS' SHIRTS.
White Dressed Fronts, 25c., 40c., 45c., each. Worth regular price 80c. to \$1.20.

MEN'S SHIRTS.
Job lot—45c. and 70c. each.

MEN'S SOFT COLLARS.
10c. each. Regular price would be 20c.

LADIES' BOOTS!

LADIES' DONGOLA LACED BOOTS, high heel, patent tip... \$1.95.

LADIES' DONGOLA LACED BOOTS, low heel... \$2.60.

LADIES' LACED GUN METAL, Blucher style, high heel... \$2.50.

LADIES' TWEED PAT. GAITER POLISH, cloth top, white piped, very stylish... \$3.00.

LADIES' TWEED GUN METAL BLUCHER, high heel, mat top... \$2.60.

LADIES' TWEED GUN METAL MAT TOP BLUCHER, high heel... \$2.90.

LADIES' TWEED GUN METAL BLUCHER, high toe, high heel... \$3.00.

LADIES' TWEED VICI KID BLUCHER, patent tip, high heel... \$2.35.

LADIES' TWEED BOX GRAIN BALS, med. heel, very strong... \$2.20.

LADIES' BUTTON DONGOLA, self tip, med. heel... \$1.95.

LADIES' BUTTON DONGOLA, self tip, high heel... \$2.25.

LADIES' BUTTON DONGOLA, pat. tip, high heel... \$2.35.

LADIES' BUTTON DONGOLA, self tip, low heel... \$2.60.

LADIES' BUTTON PAT., CLOTH TOP, back strap... \$2.60.

LADIES' BUTTON GUN METAL, mat top, high heel... \$2.90.

LADIES' BUTTON BOX CALF, Cuban heel... \$2.40.

LADIES' BUTTON GUN METAL, Louie heel, white piped... \$3.

LADIES' BUTTON GUN METAL, Common Sense heel, white piped... \$3.00.

NEEDFUL ARTICLES.

TALCUM POWDER,
Large cans, 1 lb. size, only 10c. per can.

SHAVING BRUSHES,
12c., 20c., 35c., 40c. each.

MEN'S LEATHER BELTS,
Only 35c. each.

MEN'S PIPES
Only 15c. each. Very nice quality.

MEN'S SOCKS
In Black Cashmere, only 17c. pair.

GOBLIN SOAP
Works wonders. Highly endorsed for surgical and hospital uses on account of its antiseptic and thorough cleaning and cleansing properties. Recommended for Artists, Accountants, Painters, Printers, Automobileists, Mechanics, Engineers and people generally whose hands are likely to show stains from their daily occupation. Only 5c. per cake.

RUBBER HEELS
For Ladies' Boots only, 10c. pair.

RUBBER HEELS
For Men's Boots only, 12c. pair.

MEN'S LACED BOOTS!

SPECIAL JOB LINE.

MEN'S PATENT LEATHER BLUCHER STYLE, kid top. Bargain price... \$1.90.

MEN'S PATENT LEATHER BAL., Vici heel top. Bargain price... \$1.90.

MEN'S BOX CALF, Elastic Side. Bargain price... \$2.20.

MEN'S BOX CALF LACED BAL., Bargain price... \$2.40.

MEN'S DONGOLA LACED BAL., Bargain price... \$2.40.

MEN'S GUN METAL, Blucher style, high toe, dull top. Bargain price... \$2.70.

MEN'S GUN METAL, dull top, medium toe, dull top. Bargain price... \$2.50.

REGULAR PRICES:

MEN'S VICI KID, Blucher style, high toe... \$2.85.

MEN'S VICI KID, Blucher style, high toe... \$3.60.

MEN'S VICI KID, Blucher style, med. toe... \$3.10.

MEN'S GUN METAL, Blucher style, med. toe... \$3.40.

MEN'S VICI KID, Blucher style, Turk toe... \$1.70.

MEN'S VICI KID BAL., nature cushion inner sole; very special for tender feet... \$5.00.

MEN'S GUN METAL BLUCHER, high toe... \$4.10.

MEN'S BUTTON BOX CALF, med. toe... \$3.70.

MEN'S TAN LOCAL CALF, Blucher style, high quality... \$4.10.

CHILDREN'S AND MISSES' BOOTS

In all the leading styles. Gun Metal, Vici Kid, Box Calf, Dongola, Box Grain, Glove Grain, Cloth Top, Tan, Black. Prices are of the lowest.

BOYS' AND YOUTHS' BOOTS.

Gun Metal, Box Calf, Glove Grain, Box Grain, Vici Kid, Dongola, Tan, Black. Prices ranging from \$1.40 to \$2.65 per pair.

MORE BARGAINS

LADIES' BLACK BLOUSES.

A bargain lot just opened for the benefit of those who want to spend their money economically. Price only 48c. and 67c. each.

LADIES' WHITE BLOUSES.

Another bargain lot at 60c. each.

LADIES' COLOURED BLOUSES.

60c., 65c., 75c. each. Worth twice as much.

A REAL BARGAIN

In Ladies' Muslin, Cotton and White Pique, 1 piece dresses. \$2.20, \$3.00. Don't miss seeing this line.

CHILDREN COTTON WASH DRESSES.

A line worth crowing about because the prices are so low and the quality so high—45c. to \$1.20 each.

LADIES' HATS.

Most any style to choose from—50c. to \$1.10. Reduced prices to clear.

LADIES' TRIMMED HATS.

Better grade—\$1.50 to \$4.00.

KALOMITE, Laundry Marvel.

Astounding, Marvelous discovery, which abolishes forever the rubbing of clothes—Saves time, lengthens the life of clothes and makes them clean and wholesome. Wash day becomes a day of pleasure by using KALOMITE, only 20 cents per package.

FISHERMEN'S UNION TRADING COMPANY, LTD.

JAPANESE STRAW MATTING,

Cool, sanitary. Price 30c. and 35c. yard.

STAIR OILCLOTH,

15 inches wide, 8c. yard. 18 inches wide, Duck Back, 18c. yard.

STAIR CANVAS,

24c. yard.

LINOLEUM.

Beautiful Tile and Mosaic patterns, \$1.20 yard, 2 yards wide. Good value for price.

CONGOLEUM RUGS,

2 sizes—3 x 4 and 3 1/2 yards. Up to date patterns, good wearing qualities.



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 by having us write you insurance on your home and chattels.

PREMIUMS ARE CHEAPER THAN LOSS.

PERCIE JOHNSON, Insurance Agent.

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.**

BRITISH OFFICIAL COMMENT ON THE NAVAL BATTLE OF JUTLAND

(From the "Navy")

(Issued by the official Press Bureau and placed at the disposal of the British Press.)

It is well known that nearly all our great naval battles—not even excepting Trafalgar itself—have been the subject of controversy after the event. In many cases every aspect of the action became a matter of debate—the strategy, the tactics, the conduct of subordinate commanders, the actual way in which it was fought, and the true estimate of its results.

The debate was not confined to the public or the press. As often as not opinion was divided both as to the facts and the conclusions among officers who were present and had best means of knowing. Many of the discussions were premature, but many continued long after all the available facts were known, and are even still alive.

It would be idle, therefore, so soon after the late battle in the North Sea, and at a time when so little of its detail can be disclosed without giving undesirable light to the enemy, to attempt anything like a final appreciation. All that can be done is to point out certain aspects of the battle which seem to detach themselves from the mass of half-disclosed detail, and which, so far as can be judged at present, are likely to remain its salient features.

Seen in its broadest aspect, it stands out as a case of a tactical division of the fleet, which had the effect of bringing an unwilling enemy to battle. Such a method of forcing an action is drastic and necessarily attended with risk, but for great ends great risks must be taken, and in this case the risk was far less great than that which St. Vincent accepted in the battle of the Nile, the most complete and least debated of British victories. Then the two portions of St. Vincent's fleet were divided strategically with no prospect of tactical concentration for the battle.

In the present case there was only the appearance of division. The bat-

tle fleet was to the north and the battle-cruiser fleet to the south, but they formed in fact one fleet under a single command, acting in combination.

They were actually carrying out, as they had been in habit of doing periodically, a combined sweep of the North Sea, and Admiral Beatty's fleet was in effect the observation or advanced squadron. The measure of the risk, should he have the fortune to find the enemy at sea, was the length of the period which must necessarily elapse before the commander-in-chief would be able to join the battle. It was a risk that would be measured mainly by the skill which Admiral Beatty could entice the enemy northward without being over-whelmed by superior force.

In the light of this outstanding feature the action will be judged, and the handling of the battle-cruiser fleet, and the splendid group of four battleships that was attached to it, appraised.

When Admiral Beatty got in contact with the German battle cruisers they were proceeding northward, and being inferior to his force, they turned to the southward. The inference was that they were either trying to escape or bent on leading him into danger. When such a doubt occurs there is in the British tradition a golden rule, and that is to attack "the enemy in sight." It was the rule that Nelson consecrated, and it was good enough for Admiral Beatty. He engaged, and continued to engage as closely as he could till he found the enemy's battle fleet coming north. Then he turned, but he did not break off the action. The enemy was in overwhelming force, but by the golden rule, it was his duty to cling to them as long as his teeth would hold. They had spread a net for him, and it was for him to see that they fell into the midst of it themselves. It was a task that demanded some courage. Yet he did not flinch, but continued the fight to the northward, and signalled the four Queen Elizabeths to turn sixteen points.

Now was the hour of greatest risk, but he was well disposed for concentrating on the van of the enemy's line, and the commander-in-chief was hurrying down at full speed. For an hour and a half the unequal battle raged as Admiral Beatty and Admiral Evan-Thoms led the enemy on, before Admiral Hood could appear with his battle-cruiser squadron. The action was then at its hottest, but Admiral Hood, without a moment's hesitation, and in a manner that excited the high admiration of all who were privileged to witness it, placed his ships in line ahead of Admiral Beatty's squadron. No Admiral ever crowned an all too short career more devotedly or in a manner more worthy of the name he bore.

With his fine maneuver the risk was in a measure reduced, but there still remained the more delicate work of the grand fleet effecting the junction and entering the ill-defined action. With the exact position of the enemy's fleet shrouded in smoke and in the gathering mist the danger of interference was very great, and before the commander-in-chief lay a task as difficult as any admiral could be called upon to perform. To the last moment he kept his fleet in steaming order so as to preserve up till the end the utmost freedom of deployment, but by what precise maneuvers the deployment was carried out must for obvious reasons be left in a mist as deep as that which was hiding all that was most important for him to know. Suffice it to say that the junction was effected with consummate judgment and dexterity. So nicely was it timed that the deployment so barely completed when, at 6.15 p.m., the first battle squadron came into action with the enemy, who had by that time turned to the eastward and was already attempting to avoid action.

Thus the fine combination had succeeded, and the unwilling enemy had been brought to action against the concentrated British fleet. They had fallen into the midst of the net which had been drawn about them, but in the plan of the sweep there was inherent the inevitable limitation that the time left for completing the business could but barely suffice. There were barely three hours of daylight left, and as darkness approached the action must be broken off unless a need-

less chance were to be given to the enemy for redressing his battle inferiority. Still our battle fleet was between the enemy and his base, and there would have been but little hope of his escaping a decisive defeat but for the mist that robbed those who had prepared for the chance, and those who had seized it with so much skill and boldness, of the harvest they deserved.

It was a beaten and broken fleet that escaped the trap. It had lost many units, its gunnery had gone to pieces, and no one can blame its discretion if it fairly ran for home and left the British fleet once more in undisputed command of the North Sea.

For that, in a word, was the result of the battle. What it was the enemy hoped to achieve we cannot tell. Whatever their effort meant, it failed to shake our hold upon the sea, and that is what really matters. We have fought many indecisive actions, but few in which the strategic result was so indisputable, few which more fully freed us of all fear of what the enemy's fleet could do. It is by such standards that history judges victories, and by such standards the country cherished the memory of the men that prepared and won them. Current opinion will always prefer the test of comparative losses. Let this be applied, and it will be found that the battle of Jutland will well hold its own against all but a few of our most famous victories—none of which we obtained on a first attempt.

Famous Surgeon Of Chicago Dead

CHICAGO, Aug. 15.—Dr. John B. Murphy, the famous surgeon, died at Mackinaw, Mich., to-day. He was a fellow of the Royal College of Surgeons, London.

He performed more than 1,000 operations years for which he never received a cent, this being his contribution to charity.

Late word from the Grand Hotel at Mackinaw Island to-night stated that Mrs. Murphy and D. McArthur and Dr. Keefe would leave at once for Chicago, with the body, and will arrive at noon to-morrow.

Marriage, according to the merry grass widow, is a perfectly lovely experience to have had!

Passengers Shelled by Submarine

Who Were Escaping From S.S. Letimbro—A Cruel Deed of Piracy Against Women and Children

Syracuse, via Rome, Aug. 15.—The submarine which sank the Italian mail steamer Letimbro, shelled the boats in which passengers were trying to escape, according to the stories told by twenty-four survivors who have arrived here. It is stated the submarine was an Austrian.

The Letimbro carried 220 pas-

sengers and a crew of fifty-eight. Nothing is definitely known as to the loss of life which is believed to have been heavier than usual. The survivors say that the Letimbro hoisted the white flag and stopped her engines before launching a boat but that the submarine continued her bombardment.

The first news of the sinking of the Letimbro, a boat of 2,210 tons, was received on Thursday from Malta where twenty-eight survivors were landed. The survivors also described the shelling of the boats which, they said, caused many deaths.

The passengers included women and children. It was said the boat was overtaken after a long chase.

WE'RE MERELY HANDING YOU THIS PIECE OF GOOD ADVICE IN AUGUST

In the hope that you will remember it IN NOVEMBER:

IF YOU WANT ALL KINDS OF SATISFACTION WITH RUBBER FOOTWEAR, WEAR BEAR BRAND

Cleveland Rubber Co.,
New Martin Bldg., St. John's.