

Come Up to DEVINE'S on the Corner

BIG TEN DAYS OPENING SALE.

See the Men's Shirts at 50c.
75s. Shirt for 50c., Negligee, daintily striped—they're all talking about them.
See the Boots for Men, \$3.00 and \$3.50 regular for \$2.50. Good stuff.
See the Ladies' 4 strap Oxfords with a four dollarish look for \$2.70.
Take a glance at the beautiful Baby Beds. Regular \$20.00. Now \$16.00.
Wall Papers with Borders to match from 20c. up.
Come right along to this great event.



Corner Water and Adelaide Streets.

New Stock Winchester, Eley's
and Kynock's

Rifle & Shot Cartridges

Double & Single Barrel
Breech Loading Guns

Double & Single Barrel
Muzzle Loading Guns

Single Shot and Repeating Rifles.

Also, the above can be supplied in damaged stock, which we are selling at very low prices.

P.S. All the above can and will be supplied in new stock unless otherwise ordered

Martin Hardware Co. Ltd.

Front and Rear Next West of Old Store

A Between-Seasons Suggestion

We have in stock just a very few exquisite Evening Gowns, one or two actual Paris Models, others exact copies of Paris Gowns. As these are decidedly advance style they will be the correct mode for the Fall Season, and we are selling them off at greatly reduced prices to make room for our large Autumn Stock. Two particularly lovely Gowns are briefly described below.

¶ Gown of Sheer White Lace mounted on fine Brussels net lining. It has the new three tier skirt; Waist and Sleeves of Lace, in soft, graceful draping; Vest caught with tiny crystals; and wide crushed girde of Pale Blue Satin

¶ Elegant Gown of Black Chiffon over soft White Lace, lined throughout with White Silk; handsome and effective trimming of rich Helio Velvet.

U.S. Picture & Portrait Co.

Germany's Reputation Gained By Plentiful Use Of Art of Advertising

The German Kaiser is a Great Boomer, He Has Engineered Gigantic Army Manouevres to Tickle the Fancy of His People and to Impress the Outside World, But Can He "Produce the Goods?"

GERMANY'S ARMY AN AUTOMATION WITH NO INITIATIVE OF ITS OWN

German Private Does As He Is Ordered—No More and No Less, and Has Very Little Love For His Commanding Officers—Is An Overworked Much-Abused Individual

In these latter years, when huge wars have been rare, nations, like commercial enterprises, have had to rely for reputation upon the effect of the advertisers' art. Germany has been, in the department of the boomer, an easy first. Herein lies the explanation of many things.

By a careful use of the newspapers the Kaiser has impressed upon sections of the world to a remarkable degree the idea that the House of Potsdam is the only establishment from which the article called wax can be effectively turned out. His speeches have been most cleverly worded to catch the public eye; his manouevres have been marvels of window dressing. The questions which he has now to answer are: Can he supply the goods? Is the German army really the only genuine thing in fighting machines and all others but feeble imitations?

Huge But—

There is no need to waste time over figures. Germany's army is huge. But is size the chief desideratum? History proves that it is not. There are two things which are vastly more important. One is flexibility of system; the other is personal enthusiasm.

I have had opportunity for studying the German military system for a number of years, and have no hesitation in saying that there is a good deal that is wrong with it. There is too much of the mechanical about it. Your German soldier is a splendidly attuned part of a splendidly made machine, calculated to work with wonderful precision—providing that nothing occurs to upset calculations regarding any other part. I have watched the Kaiser's battalions over and over again when the manouevres, which have been the admiration of experts drawn from all parts of the earth, have been in progress. The one half has made masterly moves; the other half has checked them with equally, though not more masterly, moves. Why? Just because the moves in the second case were exactly what was correct when dealing with those made in the first case. It was automatic chess.

Personal Enthusiasm.

But war is not. It is anything but that. During peace times the German soldier has learned every one of the rules of the game—as laid down for him. He has been made prepared, if an enemy should do one of fifty things that are in his text-book, to do perfectly the thing which is on the opposite page to it in that book. And he will do that thing if told at the moment it is required that he must. Two things have been left out of account.

The enemy has his book. The pages may be fewer, but they will inevitably contain moves which are in nobody's book but his, for war is a game, the method of playing which has to be decided by circumstances as they arise. When that happens which is not upon his list of contingencies, where is your red-tape-bound soldier? The second matter is like unto the first. There are times during an engagement when officers must leave details in a large measure to their men. If they have been taught to be not merely obedient but self-reliant they will instinctively do the best thing for which emergency calls. German soldier has not been allowed to be self-reliant. The subordinate officers cannot even do it. I have seen chance after chance for brilliant work thrown away for this reason, and I am convinced that herein lie two of the most serious weaknesses of the German Army.

Personal Enthusiasm

I mentioned personal enthusiasm just now. An important part of the advertising campaign of the German autocracy has always been a heavy insistence upon the keen, intense, passionate patriotism of the common people, the surging waves of love they have for their fatherland. There is some truth in it, as there would be in an insistence upon the patriotism of any people. And yet there has always been, for those who know the German as he is, one clear, cold fact.

It is that this highly disciplined German has no more love of being dragged than the man of any other nationality. He has been educated by Socialism as well as by militarism, and the one has been constantly, as it must, warring against the other. Socialism is, in the standing army, stronger far than bureaucracy admits. The man who has learned the lesson that humanity is greater than nationality will fight with the highest and purest enthusiasm when the war is one of defence or vindication of an eternal principle. How can he bring to his work the same singleness of purpose the same whole-hearted enthusiasm when the war is purely aggressive? The Kaiser may talk as he likes when he addresses his people; there is not the same appeal to innate manliness and national courage.

Officer and Private.

If this is true of the men of the standing army, it is doubly true of the reserves. The German worker and middle-class man hates with an unconquerable hatred the thought that he may at any moment be called upon to return to a yoke which he never asked to bear. Conscription can never produce the same tempo and spirit as can a voluntary system. Only by conscription could Germany have massed her huge numbers. In that sense her numbers are in themselves a weakness.

So far I have dealt with the Army as a whole. Coming to its component parts I may point out that the infantryman is a heavy man, carrying upon his shoulders more impedimenta than do the soldiers of other nations. There is not the dash of the Frenchman about him; he is not a fatalist like the Turk; and he is not adaptable like the Englishman, the Irishman, the Welshman and the Scot. In my opinion the German engineer is slow and lacking in resource. The Greek, for instance, can beat him hollow for speed.

Lastly, there seems to me to be remarkably little of the personal equation in the relation between officers and men. British soldiers will follow their officers anywhere if those officers are—as most are—personally popular with those they lead. In a long experience of German officers I am compelled to state that there is little affection between the one and the other. There is certainly no worship. The German officer is no hero to his men. These are things which count.

PERSISTENT!

Ha! That's the kind of Advertising that bring you Results, providing, of course, you have it accomplished through the right medium. The Mail and Advocate has the largest circulation and is a sure result getter.

For Sale!

ONE MOTOR BOAT

Very pretty model, in good condition, with 8 horse power Motor Engine, new this year. The Boat and Engine will be sold at a bargain if applied for immediately.

SMITH CO., Ltd.

BELGIANS HIDE BRIGHT SWORDS

To Prevent the Germans From Using Them as Marks at Which to Direct Their Fire—Bad Aim of German Soldiers

London, Aug. 24.—The Daily Express prints a despatch from a newspaper at Ostend, who has been close to the front. The correspondent says he has learned that the German soldiers' equipment is much superior to that of the Belgians but that the Germans' shirts, linen, and stockings are mostly of an inferior quality.

"The Belgian officers," the correspondent adds, "frequently make easy targets for the sharpshooters because their swords and scabbards glistened in the sunlight. This has now been remedied, by covering them with cloth. The German bullets generally make a small, sharp hole. There is little bleeding from the wounds and the recovery of the injured soldier is generally assured."

Too Ill To Go To The Front

Ottawa, Aug. 20.—Lieut.-Colonel Peers Davidson, of the Highlanders, Montreal, has been informed by the Minister of Militia, that owing to recent serious illness, from which he has not fully recovered, his offer to go to the front with his regiment, notwithstanding a previous medical objection, could not possibly be accepted. Colonel Davidson was absent from home on sick leave when the war commenced.

ADVERTISE IN THE MAIL AND ADVOCATE FOR BEST RESULTS

LOST

On Wednesday morning, between Devon Row and Pleasantville a Gold Watch, on Leather Wrist Strap. Finder will be rewarded. W. H. FRANKLIN, 3 Devon Row. —aug 26, 21

Tailoring by Mail Order

I make a specialty of Mail Order Tailoring and can guarantee good fitting and stylish garments to measure.

A trial order solicited. Outport orders promptly made up and despatched C.O.D. to any station or port in the Island, carriage paid.

JOHN ADRAIN,
MERCHANT TAILOR,
ST. JOHN'S.

(Next door to F.P.U. office.)
Jan 20, tu, th, sat

F. A. MEWS,

BARRISTER, SOLICITOR
and NOTARY.

ADDRESS:
Law Chambers Building,
Duckworth Street,
St. John's, N.F.
(Offices opposite Crosbie Hotel.)

FOR SALE

Motor Boat "Nymph," 40 ft. long, over all, 22 H.P. Remington Oil Engine; in perfect running order. Speed nine miles an hour. Only reason for selling, owner has no work for her. Will sell at a bargain. Apply to E. PEYTON, Botwood.—d6i, w21,

Gentlemen!

That Cool, Healthy Feeling, during the Hot Weather, can only be obtained by wearing

Balbriggan Underwear

NOW SHOWING IN OUR WEST WINDOW.

Two Prices:—

50c Per Garment
40c Per Garment

In All Sizes

Anderson's,
Grace Building.

CANNED MEATS!

are at present being quoted at a considerable advance over last years prices.

We offer at a reasonable figure:

500 Cases	24 1's	Cooked Corned Beef
450 "	12 2's	Cooked Corned Beef
650 "	24 1's	Roast Beef
250 "	12 2's	Roast Beef

You will save money by stocking from this shipment which was

Secured Before the Advance.
HEARN & COMPANY

ALLIANCE ASSURANCE CO., LTD.

THE RIGHT HON. LORD ROTHCHILD, G.C.V.O. Chairman
ROBERT LEWIS, General Manager.

TOTAL ASSETS Exceed \$120,000,000.

Fire Insurance of every description effected.

LEONARD ASH, Carbonear,
Sub-Agent for Carbonear District.

BAINE, JOHNSTON & CO.

Agents for Newfoundland.

Stoves! Stoves!

Tinware! Tinware!

We have received a shipment of
STOVES

"Star Stirling," "Improved Success,"
"Improved Standard."

We also carry a large stock of

Tin Kettles, Boats Kettles, Measures
and Funnels.

Local Councils and Union Stores requiring such goods should order at once.

Fishermen's Union
Trading Co., Limited.