* YOU'LL BE SURE TO FIND IT IN "The MAIL and ADVOCATE" *


## THE MAIL EIDVOCATE.

'Rainbow' and 'Montcalm' Capture The German Cruiser 'Leipzig' Superb British Gunnery Played Awful Havoc With German Warships In Friday's Naval Battle Allied F'orces Check Tide Of The German Invasion Of France how british naval strategy Lured germans from shelter into the Jaws of destruction


BRITISH FIRM
IN SPITE OF
FEARFUL ODDS

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MOTOR BOAT F.P.U.

## For Sale!

## Motor Boat

 F.P.U.W. F. Coaker.

## Headquarters

## Motor Boat Supplies

Batteries, Spark Plugs, Spark Coils, Maynetos, Trouble Lighis, Propellors,

## Lowest Prices

## Gasoline, Kerosene

 Lubricating 0ils.New FERRO Kerosene Engines, The Standard of the World.

Imperial Oil Co., Limited, Canada.
OUR Stock is Complete---Prices Right.

## A. H. Murray <br> Bowring's Cove.

Advertise in The Mail and Advocate

REFORMS HAVE MADE AN EFFICIENT FORCE
OF THE RUSSIAN ARMY Old Methods and Tactics
Have Been Superseded by
Others Strictly Up-to-date and Russia Now Has a
Modern Military Machine Changes SINCE
THE RUSSO JAP WAR Work of Reform Was Begun
Six Years Ago by Whole-完
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BANKERS, IMPORTANT FACTORS,
IN THE WAR OF THE NATIONS


Come Up 10 DEVINES
on the Corner BIG TEN DAYS OPENING SALE.

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 four dollarish look for $\$ 22.70$.
 20. Wall Papers with Borites to natch fr


New Stock Winchester, Eley' and Kynock Rifle \& Shot Cartridges
Double \& Single Barrel Breech Loading Guns Double \& Single Barrel Muzzle Loading Guns Siagle Stoot and Repeatify Riiles 1 SUCCESSFUL
BUSINESS MAN


Martin Hardware Co. Litd.

A Between-Seasons Surggestion-
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U.S. Picture \& Portrait Co.

THE MAIL AND ADVOCATE, ST. JOHN'S, NEWFOUNDLAND, 1914-3
The Daily Short Story


LOST
raving any conclusions-olly that's On Thursday night, a Gold
low it comes that Joe quit drinking
Chain Bracelet with and Chain Bracelet, with attached Locket, bearing initials verrise is the "B.G." containing two ph vo advocate
for best mesults
toturn same to this office.

Black 0ats, Bran, Etc.
500 Bags Black 0ats
250 " Bran
50 " Yellow Whole Corn
200 " Yellow Corn Meal.
George Neal

## For Sale:

A6h.p.Stationary Engine Master workman make, suratble for runEngine is fitted with a Patent Clutch Pulley and regulated with a Governor Pulley and regulated with
and is in first-class condition

Price $\$ 150$.
Fishermen's Trading Union $\mathrm{C}_{0}$., Ltd. -000000000000

The Best 4-H.P. ENGINE You Can Buy Is
The 'GUARANTEE' 1st. Because it is a 4 cycle engine.
2nd. It is strongly built.
3rd. It is a combination engine
4th. It is very simple
5th. Has pro
ROBERT TEMPLETON
St. John's Agent.

FOR SALE EVERYMVHERE
KELLOG'S
Toasted Corn
FLAKES.
GROOTE'S
DUTCH
COCOA
at import prices.
J. J. ROSSITER,
Agent.

The Mail and Advocate


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## Everiet

DURATION
OF THE WAR
"The Best Carbon Paint

Colin Campbell,

EXTENSIONLECTURES


## A GREAT FEATURE PROGRAMME AT THE NICKEL TO-DAY!

A kleine-cines feature of unusual power
THE SIGN OF THE BLACK LILY
"eTHE VETERAN," In 2 Parts--2

THE EVER POPULAR WEEKLY" News items the World over. "ACROSS THE ALLEY" a rattling good Keystone Come dy.
DevVITT C. CAIRNS Sings "Heroes and Gentlemen," a Patriotic Dallad.
THE NICKEL FOR A GOOD SHOW. EVERY AFTERNOON AT 2. EVERY NIGHT AT
$103 \%$ \% WORLD'S PRESS
ON THE BIG WAR

AIRSHIPS FAIL
TO DO VERY MUCH

| Ercourace home industries |
| :---: |
|  |
| MATCHES |
| Made in Newfoundland by Newfoundlanders |
|  |  |
|  |
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|  |
| Horwood Lumber. Co'y, Ltd. |
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## The S. S. Portia

Bowring Brothers, Lid.

Bowring Brothers, Ltd.


## HOW NEW POPE IS ELECETED BY SACREDCOLLEGE

A



$\square$




## CANNED MEATS!

500 Cases 241 's Cooked Corned Beef
450 " 12 2's Cooked Corned Beet
650 " 24 1's Roast Beef
250 " 12 2's Roast Beel

Secured Before the Advance HEARN \& COMPANY

## ALLIANCE ASSURANCE CO., LTD.

TOTAL ASSETS Exceed $\$ 120,000,000$.

LEONARD ASH, Carbonear
BAINE, JOHNSTON \& CO. gents for Newioundiand.

## Stoves! Stoves!

Tinware! Tinware!

## STOVES

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

Tin Kettles, Boats Kettles, Measures and Funnels.

Fishermen's Union
Trading Co., Limited.

SOME FRENCH SOLDIERS fled before the enemy
French War Office Denies the Report That This Fail
Resulted in the Loss of Luneville and Intimates


FLD. REGIMENT NOW 457 STRONG


OF INVASION

 young men are rallying round the
fags.
saturday night sixty- two signed the
roll, bringing the total from st. John's
$\qquad$
$\qquad$
$\qquad$
$\qquad$

Arnogar D. Findersion Child D. Fitzeralal

 Gorge Ross Drops Dead O
Board the Banker


ERMAN LOSSES


$$
\begin{aligned}
& \text { DOVER HEARS } \\
& \text { HEAVY FIRING }
\end{aligned}
$$

RESERVISTS
CAUSE SCANDAL Principals in Row at Adel-
aide Street-Fined This aide Street-Fined This Morning



GRAIN LADEN
STEAMER ASHORE




SAMPLE COATS.

In our Show Rooms in the Upper Building we ar showing some exquisite models of the New Styles for Fall

The designs are entirely different to anything have hitherto shown, and are striking examples of the style tendencies of the season.

Owing to the war, later shipments of such good are problematical, and it would be wise for our patrons to secure what they want in these garments NOW

## SEE WINDOW

Full Line of NEW COATINGS and SUITING: in our Dry Goods Store



RON

ALD LEGGE GERMAN TROOP
IS A VOLUNTEER
Richard
Adams


SERVIA READY INVADE AUSTRI

## THE ROYAL BANK

Conscience Money GIVES $\$ 50,000$
$\qquad$


EXPECT LONG
RESISTANCE
Patriotic Action

Tokio, Aus. $31-$ Military ex.
pets here are said not to expect
per fall of Kia Chow before the
the
end of
end of November, except by vol
unary capitulation.
Its
are refenceses
are reported to be most formidable
and
sea. virtually impregnable from the




[^0]:    BRITISH EXPEDITIONARY FORCE NeEDS IMMENSE REINFORCEMENTS
    "DUTY OF EVERY ABLE-BODIED MAN
    TO SEE ARMY KEPT AT FULL STRENGTH"
    $\qquad$ SECOND BRITISH ARMY OF 100,000 MEN
    ALMOST READY TO TAKE THE FID London, August 29.-Evidence now accumu-
    lating that Germany can and will strike hard, re-
    doubles Lord Kitchener's determination to send
    every available man to France's aid. His second
    $\qquad$
    $\qquad$

    $$
    \begin{aligned}
    & \text { Lord Grey is stumping Northumberland with } \\
    & \text { a message from Lord Kitchener stating:- "Tell the } \\
    & \text { Northumberland miners I often had occasion to }
    \end{aligned}
    $$

    $$
    \begin{aligned}
    & \text { Northumberland miners I often had occasion to } \\
    & \text { thank Heaven I had the Northumberland Fusiliers } \\
    & \text { at my back. I rely upon them now. Those who }
    \end{aligned}
    $$

    $$
    \begin{aligned}
    & \text { at my back. rely upon them now. Those who } \\
    & \text { give me their aid will have an opportunity of prov- } \\
    & \text { ing their worth.". } \\
    & \text { Major Norton Griffiths, M.P., and other mem- }
    \end{aligned}
    $$

    $$
    \begin{aligned}
    & \text { bers of Parliament, are conducting similar recruit- } \\
    & \text { ing campaigns in the mining and other industrial } \\
    & \text { districts. }
    \end{aligned}
    $$

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