

## Are YOU Getting YOUR Share?

of the Outport trade, or do you think you should have more?

No matter what your trade, you must attract the Outport buyer. Let us advise you as to the best means to that end.

You admit, you want the Outport trade, then you must advertise in a paper that is read by the people whose trade you want. That paper is **The Mail and Advocate Weekly Edition**.

The Mail and Advocate Weekly Edition is read by fifty thousand people. It has a circulation of six thousand, and next year will greatly exceed that number. Avail of this splendid medium and you will thank us for this advice.

The Mail and Advocate Weekly Edition, the best advertising medium in Newfoundland.

### THE BEST IS CHEAPER IN THE END



Order a Case To-day  
"EVERY DAY" BRAND  
EVAPORATED  
MILK.

**Job's Stores Limited.**

DISTRIBUTORS

### 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.

### Write For Our Low Prices

—of—

**Ham Butt Pork**  
**Fat Back Pork**  
**Boneless Beef**  
**Special Family Beef**  
**Granulated Sugar**  
**Raisins & Currants**

—and—

All Lines of General Provisions.

**HEARN & COMPANY**

St. John's, Newfoundland.

Advertise in The Mail and Advocate

## GAVE IT TO THEM AT CLOSE RANGE

And the British Worked So Handily that Berlin Didn't Get Their Battery After All

**M**R. W. BEACH THOMAS, in a despatch from the north of France, writes as follows of the struggle round Ypres: "The story of a few minutes in the experience of a single battery will suggest how splendid and how terrible the fighting has been. The general strategy, the disposition of forces the degrees of design and accident in the affair, may be left aside. But it must be remembered that a big battle not a sectional battle, was in progress."

#### What Happened.

What happened was this. A battery of German guns found the exact range of one of our trenches, and the men were ordered to retire at the double in order to save life. As they retired they passed through and among the guns of one battery, blanketing them for the time being.

The retirement of our troops was followed up so closely by the German infantry that when the last of our men were clear of the muzzles of the guns the gunners saw, to their amazement, several hundred of the enemy advancing in close order at not more than fifty yards distance. But the situation was calmly accepted.

#### A False Prophet

"Give them fuse O," said the major, who stood quite calmly behind the guns.

"Our guns will be exhibited in Berlin anyway," said one of the gunners. "What have you got when they come through?" said another; and one man boasted a pickaxe, another a shovel, and a third a French rifle.

"We must do our best with these," they decided.

But during this pleasant interchange of conversations the proper work proceeded. The scale of numbers at the point of the shells was twisted round to O; for fuse O means the explosion of the shell as it leaves the muzzle of the gun.

#### Entered Without Knocking

The major also issued another order. "Better put a shell or two into that cottage," indicating a humble building at the edge of the wood beside which the attack was delivered.

Both fuses did their work. Fuse "O" killed so ruthlessly and dealt such a shock that the shovel was not needed. Its final charge took effect at no more than 25 yards.

It was found out afterwards that nearly 200 were put out of action there by the battery that seemed destined for Berlin.

### Wonderful Results From the A. I. C., The World's Cure

The remedy discovered at far Labrador has given relief to many a sufferer; hundreds testifying of this great remedy. Another gives her testimonial from the City.

#### Couldn't Eat a Half Meal.

St. John's, Oct. 12, 1914. I have been troubled with indigestion for a number of years, in fact I have been so bad I couldn't eat half a meal of anything.

A friend advised me to try A.I.C. and one half pint bottle cured me. I couldn't believe I could be cured in such a short time and now I can eat anything, and food does not trouble me in the least. I think I am perfectly cured, I haven't felt indigestion this month.

I recommend this medicine to all sufferers from indigestion. You are at liberty to use my name, and anyone not believing this statement can write or consult me personally.

MRS. GEORGE WELLS,

St. John's. Sold at St. John's by M. J. Malone, M. Kent, Walter Gosse, J. C. Ryan, J. Healey, C. P. Eagan, Soper & Moore, Wholesale Agent. Manufactured by Sandeys & Mercer, Shearstown, Nfld.—oct 20

### The Bear's Onward March

In the eastern theatre of war, the success of the Russian Bear seems assured. Winter is coming on—the Russians are prepared. They are a hardy race and cold does not affect them. We in Newfoundland consider ourselves hardy, but nevertheless we must also prepare ourselves to withstand the elements. To be comfortable during winter, dry feet are essential. You can have them by wearing only the Best Rubbers, i.e., Bear Brand. You can buy them from Monroe & Co. (have you seen the bear in their window?) W. R. Goobie, Nichol, Inkpen & Chafe, Steer Bros., Jesse Whiteway and J. M. Devine.—decl

## Austrian Plans Miscarried A Bit

Figured on Destroying the Servians But Were Wiped Out Themselves

London, Dec. 28.—An official communication issued in Vienna gives the result of inquiries made by a high military official into the defeat of the Austrians by the Servians, as follows:

"After he had gained successes, the Chief in Command of the Balkan forces intended to complete the defeat of the enemy, but did not pay sufficient regard to the difficulties. Bad weather made the conditions of the few roads which lead across the barren country worse, so that it was impossible to supply the army with the necessary provisions and ammunition. At the same time that the enemy collected fresh forces and opened an attack, the offensive had been given up."

"It was thought prudent not to offer battle under the unfavorable circumstances forced by adverse conditions and our troops retreated from Serbia, but they are not defeated. That on our retreat we suffered severe losses in men and war material was inevitable, but reports are much exaggerated concerning our losses."

The report concludes with the statement that the Emperor consented to discharge Field Marshal Oskar Potiorek Commander in Chief, the resignation being demanded on the ground that Commander's health is poor, and appointed to this post General Archduke Eugene.

### Patriotic Fund

Amount already acknowledged \$78,647.15

Pouch Cove, Patriotic Collection, 1st Instalment, per Rev. Chas. Jeffrey: Samuel Grouchy, 1.00 Abram Williams, 1.00 James R. Baggis, 1.00 Henry F. Ryan, 1.00 G. Rog. Sullivan, 1.00 M. Sheen, 1.00 Nath. Williams, jr., 1.00 Hy. Reuben Costello, 1.00 Albert Sullivan, 1.00 Ambrose Curdy, 1.00 Charles Jeffrey, 1.85 Sundry Small Amts., 17.15 P. J. Neven, Esq., Osborne House, 5.00 Proceeds Concert, 9th and 10th Inst., Belleoram, 68.00 Salvage Patriotic Fund, per W. J. Dewey, Treasurer: Dr. McDonald, 2nd instalment, 5.00 James Burden, sr., 5.00 Chas. B. Brown, 5.00 Kenneth Brown, 4.00 Andrew Brown, 4.00 W. J. Dewey, 2nd instalment, 3.00 R. Plowman, 3.00 Jas. Brown, 3.00 W. P. Ryan, 2.00 H. J. Oldford, 2.00 Rev. A. E. Tulk, 2.00 Moses Brown, 2.00 John Moss, 2.00 Ethelbert Moss, Sailors' Isld., 2.00 Moses Moss, 1.50 Ed. J. Brown, 1.50 Wm. Steed, 1.50 Job Steed, 1.50 Isaac Squires, 1.00 John Troke, 1.00 Edward Oldford, 1.00 James Oldford, 1.00 Charles Lane, 1.00 Hezekiah Steed, 1.00 Barnabas Moss, 1.00 Jacob Moss, 1.00 James Moss, 1.00 John Day, 1.00 John Brown, 1.00 Archibald Brown, 1.00 Stephen Moss, Sailors' Isld., 1.00 Frederick Moss, Sailors' Isld., 1.00 Thos. R. Brown, 1.00 William Brown, 1.00 Sundry Small Amts., 110.21 P. S. Skeans, Esq., Cowhead, 1.00 S. U. F. Darrell Lodge, No. 27, Lamaline, per Joseph Foote, 10.00 G. J. Carter, Esq., 100.00 C. and A. Dawe, Bay Roberts, 250.00 L.O.L. Victoria, No. 59, of Brigus, per Moses Bartlett, 30.00

\$78,647.15

JOHN S. MUNN,

Hon. Treas. Fin. Com.

### FREE TO BOYS AND GIRLS

Watches, Printing Outfits, Cameras, Footballs, Fountain Pens, etc., etc., for selling 25 of our Beautiful Art Pictures, size 16x20 at 20c. each. Write for some today. Address GOLD MEDAL ART CO., P.O. Box 63, St. John's.

ADVERTISE IN THE MAIL AND ADVOCATE

### Our First Newspaper

THE first newspaper printed in North America was Publick Occurrences which issued its first and only number 224 years ago in Boston. The publisher, Benjamin Harris, proposed to get it out monthly, but the authorities came down on the project "like a ton of brick," and Harris had to abandon the scheme.

Publick Occurrences was printed on three pages of a folded sheet, the pages being seven by eleven inches in size. It was "Printed by R. Pierce for Benjamin Harris at the London Coffee House" in Boston. The authorities alleged that it contained "reflections of a very high nature," and within twenty-four hours of the appearance of the first number the editor and publisher was solemnly warned that a repetition of the offense would merit severe punishment.

"That Memorable Occurrence of Divine Providence not to be neglected or forgotten, as they too often are," and "That people everywhere may better understand the Circumstances of Publick Affairs, both abroad and at Home," Harris founded his journal, and it was a pity that he should have been thwarted in his design "that the Country shall be furnished once a month (or if any Glut of Occurrences happen oftener), with an Account of such considerable things as have arrived unto our Notice."

### NOTICE

All Local Councils in Trinity District who haven't yet sent in their district assessment, will please do so before the end of the month to the treasurer, George Fowlow, of Phillip, Trinity East. J. G. STONE, D.C. Dec. 10, 1914.

### Patriotic Fund

Amount acknowledged, \$78,647.15

W. S. McGrath, Bell Island (per W. H. Jones), 5.00 M. C. Messervey, Sandy Pt., 4th Instalment, 2.00 Tor's Cove Collection (per Dr. Chisholm): Rev. Fr. O'Brien, 5.00 John Laughlin, 1.00 Lawrence French, 1.00 John B. Ronane, 2.00 Sundry Small Amts., 15.40 LaManche: John Malone, 1.00 Sundry Small Amts., 4.40 Bauline: Sundry Small Amts., 1.60 St. Michael's: Sundry Small Amts., 4.60 Harbour Grace Patriotic Association (per Bank of Nova Scotia): E. B. Thompson, 25.00 L. T. Chafe, 10.00 W. T. Bellamy, 10.00 W. G. Seekings, 10.00 H. R. Noseworthy, 5.00 W. J. Janes, 10.00 Ernest Godden, 25.00 E. H. Williams, 1.00 G. B. Williams, 1.00 E. A. Dixon, 5.00 A. A. Holmes, 5.00 W. S. Goodwin, 10.00 John Spence, 3.00 Charles A. Godden, 10.00 Canon Noel, 10.00 Hr. Grace Standard, 5.00 Anonymous, 5.00 C. Alick Stevenson, 5.60 R. D. McRae & Sons, 100.00 A. J. Goodland (1st Instalment), 2.50 James Warren, 10.00 J. A. Ehitman (?), 10.00 E. L. Oke, 2.00

280.10

New Perlican Patriotic Association (per R. J. Matthews, Esq., Treas.): Luke Pittman, J. P., 2.50 William Ollerhead, 2.00 William Bemister, 1.00 Robert J. Matthews, 1.00 Walter Matthews, 1.00 Jas. White, of Wm., 1.00 Sundry Small Amts., 28.50 L.O.A. Crown Prince Lodge, No. 44, St. Phillip's, 20.00 Mrs. Arch Pafford, P.O. Box 234, 1.00 Mrs. Josiah Pafford, do., 50 Bay-de-Verde, 92.91 Griquet and Quirpon Association (per Mark Alcock): Frederick Bartlett, 1.50 Stephen Bartlett, 1.00 George Edison, 1.00 Albert Edison, 1.00 Aquilla Edison, 2.00 Moses Patey, 1.00 Jacob Pynn, 1.00 Albert Cramm, 1.00 Willis Patey, 1.00 Elliphalet Taylor, 1.00 Miss J. L. Dalton, 1.00 Frederick Bartlett, 1.00 Children's Donations, 1.55 Sundry Small Amts., 8.70 Hon. Green Knowledge, 1,000.00 W. H. Green, Esq., 59.00

\$80,195.91

JOHN S. MUNN,

Hon. Treas. Fin. Com.

Jan. 2, 1914.

## Slaughter Sale

### Furs! Furs!

Our cheap sale still continues and for the balance of the year all goods will be sold at HALF PRICE.

Fur Ties and Collars from 50c. up

Men's Fur Collars \$2.00 each, worth \$6

Men's Dog Coats \$10.00 each

Sale Room Open Daily, from 2 to 6 o'clock p.m.

## ROYAL FUR Co. Ltd.

JOB'S COVE.

## The Elite Tonsorial Parlor,

Prescott Street, near Rawlins' Cross,

**F. ROBERTS, Proprietor,**

Mr. F. Roberts, of the Elite Tonsorial Parlors, begs to announce to his many patrons, that he has installed the very latest Massage machines for face and hair; also that he will carry full assortment Choice Cigars, Cigarettes and Tobacco.

On and after to-day the Parlors will be open each weekday from 8 a.m. until 11 p.m.

## Just in Time

A New Shipment of

# "CONGRESS" PLAYING CARDS

Newest Designs

## 50c. pk.

## MARTIN HARDWARE CO.

Next Door West.

## Begin The New Year Well

By purchasing your Dry Goods at our Store. We have given satisfaction, during the year that is past, and hope to do so in larger measure if possible in 1915.

Our Mail Order system has proved a great help to our outport friends, by enabling them to buy their goods at the right price, and with least trouble to themselves. All orders receive prompt attention.

## ROBERT TEMPLETON.

333 Water Street.