

## 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



## 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.

## BAINES, 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

## GERMANS SAY WAR WILL END MILITARISM

People Have Been Deceived by the Authorities Who Must Soon Face a Day of Terrible Reckoning

London, Jan. 15.—A correspondent of the Post in a despatch from Northern France, says: I stayed in Lubeck for several weeks. The talk of that town, as well as of most towns along the coast, is naturally chiefly about the Navy and its work, and how they have made up their mind to destroy the British Fleet. One hears much, but can believe nothing, and it would be ridiculous to repeat it all.

It is remarkable how everybody seems to think that it will be quite easy for a German army to land on the East Coast of England. They also talk of a "walk over the Channel" as a matter of course. It is the Zeppelins which go to their heads. They place their hope in this air-fleet which is going to bring destruction and, at the outset, cause immense panic among the British sailors, soldiers, and civil population.

### Great Deal is Bluff

This is more or less nonsense and bluff. If an Zeppelin wishes to escape the British anti-aircraft guns, it would have to rise to such a height that a ship on the water would look like a star in the universe, an impossible thing, as the Zeppelins can only reach a limited height. The damage they can do to the Fleet is, therefore, probably very small and would merely be a matter of good luck. Besides, they have not many air cruisers to spare for such a risky affair.

The disappointment with their home fleet has grown much during the last two months. In the coast town especially, a strong feeling is beginning to appear against the keeping of the fleet within the strongly fortified harbors without trying to engage the enemy on a much larger scale. This accounts, no doubt, a great deal for the last senseless attack.

### A Frank Critic.

The hatred against England is increasing daily. The Germans do not really hate Russia, but fear her immensely. They are sorry for Belgium, which in everybody's opinion has been led into this quarrel by Britain. They profess to love France and its people, hoping for better days of friendship. That, in short, is at present the feeling of the man in the street with regard to their different enemies. Britain is not only put up as the enemy of Europe, but as the enemy of the freedom of the whole world.

The manager of an important bank who has connections among influential financial and official circles told me about a month ago, and believed it earnestly himself, that the German Army would have entered London by Christmas. He possessed information which removed all his earlier doubt upon this question, but he could not tell how it was going to be done.

### Death of ropper

He went on to describe the death of copper in Germany and the difficulties of getting hold of some. "But," I said, "if you honestly believed that the German Army will be in London by Christmas, it would be easy to satisfy your requirements over there." "Well," was his reply, "we will certainly do so, and in a way which will have to be written in thick type in the history of that robber nation and uncivilized lot. But in war one reckons as far as possible with certainties, and we have not got London yet."

He continues, "Who ever started this war, we or our enemies, will come to light some day. None are quite free from blame but one thing is certain to a man with common sense—that is, that the German people are deceived by their own government. This grows clearer every day. My fears are that one day, when the whole people learn the real facts, something will happen to Germany. Militarism will be our destruction, and whether we are victorious in this war or not, German militarism will be buried for ever and the people will take the upper hand."

ADVERTISE IN THE MAIL AND ADVOCATE FOR BEST RESULTS

## MEN WHO KNOW

Prefer our service of **Cleaning, Pressing and Repairing**. Bear us in mind for a trial.

**C. M. HALL,**  
Genuine Tailor and Renovator.  
243 THEATRE HILL

## Germans Possess Seven New Aerial Dreadnoughts

An Eighth Was Badly Damaged By a British Aviator in Raid On Friedrichshafen

Geneva, Switzerland, Jan. 10.—Count Zeppelin has at present seven aerial dreadnoughts at his disposal, at Friedrichshafen, Dusseldorf, Berlin and Hamburg.

An eighth airship was badly damaged by Commander Briggs, of the British Aerial Squadron, on his raid on Friedrichshafen, last month, and is being patched up to join the second line of Zeppelins, which number a dozen, and which are useless for long journeys.

Since the British aviators' raid work has begun on a new Zeppelin, which it now takes twenty days to complete. The principal parts of a Zeppelin are made in factories, elsewhere in Germany and brought to Friedrichshafen to be assembled.

## RUSSIA REGARDS PRESENT CONFLICT AS GREAT HOLY WAR

Czar's Subjects Are Determined to Avenge Insults Offered to Russia's Sacred Places

London, Jan. 10.—A British member of Parliament gives me the gist of a letter from a British officer with the Russian forces, who says the British public fails to realize the extent to which the war has become a Holy War for the Russian army and people. The modern history of Russia affords no parallel to the religious fervor aroused in the fight with Germany and Austria.

Von Hindenburg's army invading Russian territory recently desecrated a Russian church and carried off a Holy Icon. The Kaiser, hearing of the incident, sent the Icon back to the Grand Duke Nicholas, expressing his personal regret. The Grand Duke promptly returned the Icon, telling the Kaiser curtly that the Russian army would themselves fetch it from Germany when they had avenged the insulted to their most sacred feelings.

This British officer says the incident is typical of the depth of Russian emotion, from the Grand Duke down to the humblest Cossack peasant. Nothing will stop them until Germany itself is trampled upon and Berlin itself is sacked.

Shortage of ammunition and equipment is Russia's chief hindrance for the moment. But March will see a great change in these respects, and by May ten million fully equipped and fully trained Russians will hold Germany at their mercy.

It was largely upon Russia's initiative that the Allies decided that no one Power should lay down arms without the others' consent.

No intervention, whether emanating from the Vatican or the United States, will have the smallest chance of moderating the determination of the Russian army and people finally to remove the German menace against the Slav race, and humble Germany to the dust.

The present successful invasion of Austria will hasten the inevitable break-up of the dual Empire. The final crushing blow will be delivered in the spring at the heart of Germany.

## Good Morning! We Are Introducing

American Silk  
American Cashmere  
American Cotton-Lisle

## HOSIERY

They have stood the test. Give real foot comfort. No seams to rip. Never become loose or baggy. The shape is knit in—not pressed in.

GUARANTEED for fineness, style superiority of material and workmanship. Absolutely stainless. Will wear 6 months without holes, or new ones free.

OUR SPECIAL OFFER to every one sending us .100 in currency or postal note, to cover advertising and shipping charges, we will send post-paid, with written guarantee backed by a five million dollar company, either

3 Pairs of our 75c. value American Silk Hosiery or 4 Pairs of our 50c. value Am. Cashmere Hosiery, or 4 Pairs of our 50c. value Am. Cotton-Lisle Hosiery or 6 Pairs Children's Hosiery.

Give the color, size, and whether Ladies' or Gent's hosiery is desired. DON'T DELAY—offer expires when a dealer in your locality is selected.

The INTERNATIONAL HOSIERY CO.  
P. O. Box 244,  
DAYTON, OHIO, U.S.A.

oct19,12w,d w

## FEAR, SENSATION THAT RUSSIANS DO NOT KNOW

Surgeon on Eastern Front Tells of Some Experiences—Wonderful Fortitude of One of the Czar's Men

"I MAY say with assurance as the result of my observation on the battlefield," writes a medical man, "that the sensation of fear is quite foreign to the Russian soldier. On the contrary, our grey horses go into battle with quips and jokes and their endurance is astonishing. Here is an instance which will illustrate my point.

"In our hospital there was a puny soldier with great intelligent eyes. His hand had been smashed by a fragment of shell. Inflammation was feared, and it was necessary to amputate the wounded member.

"While I was preparing my instruments one of the sisters, trying to divert the patient's attention, was slowly cleaning his wound and chatting with us; but the soldier noticed the operations, and interrupted the conversation.

"Your honor," he said to me, "why don't you begin? His voice had a mocking tone. I shall be ready directly, I replied."

"Don't be afraid your honor," he said, "it won't hurt. But I think it is better to send you to sleep." I answered, "No, I will not sleep, said the soldier. But you will scream, I remonstrated. Am I a woman?" asked the man.

"The result was that we did not give him chloroform. While I was performing the operation he did not make a sound, but his face before gay and animated, wore a look of strong determination. When the operation was over the man gave a sigh of relief, and his face regained its look of animation.

"That's all right, your honor, but what about the hand? What shall we do with it? I suppose you will throw it into the fire?"

"What shall I do with it, I answered, and my voice trembled involuntarily. Ah, said the soldier, it is a pity to lose it after all. It has well beaten the Prussians, and now it seems that I am to fight no more.

"While the limb was being bandaged the soldier examined the hand which lay on the table, with close interest. Shall we send it to one of the Germans as a present? he asked at length. He may be glad of it, and as he took leave of me he laughed long and loudly."

## Gen. Joffre Bears Pressure of Work In Good Style

A special Press representative who was received by General Joffre at his headquarters, states that the general looks in no way older, and that his athletic carriage is by no means less vigorous, as the result of his four impressions of physical and moral vigor emanates from the Commander-in-Chief, who expressed the hope that the Press would correct certain errors which the Germans were doing their utmost to spread. He hoped his visitor would carry away a good impression of the army.

The general declined to receive congratulations on his Military Medal, and said: "Only one thing matters above all, that is, to save the country," and, adds the journalist, "his accent imbued me with confidence that he would do so."

ADVERTISE IN THE MAIL AND ADVOCATE FOR BEST RESULTS



**Our Brave Firemen**  
may save your life should flames envelop your home or place of business, but he cannot prevent some damage by either fire or water from injuring your property.

Why not take out a policy with one of the strong Insurance Companies I represent, and be sure of prompt reimbursement in case fire destroys your possessions?

**PERCIE JOHNSON,**  
Insurance Agent.

## 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, ne ar 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.

## 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.

## 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.

ADVERTISE IN THE MAIL AND ADVOCATE FOR RESULTS!