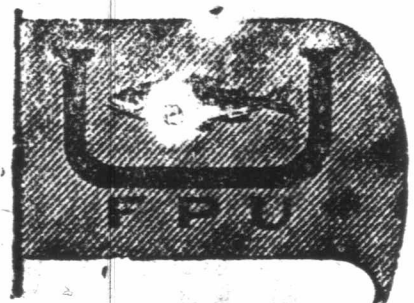


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acres of land, known
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J. J. ROSSITER
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Our Motto: "SUUM CUIQUE."



("To Every Man His Own.")

The Mail and Advocate

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ST. JOHN'S, N.F.L.D., OCT. 4th., 1915.

OUR POINT OF VIEW**Prohibition Sunday**

YESTERDAY may well be termed Prohibition Sunday. In the afternoon the Casino—the upper flat of the commodious T. A. Hall was packed—with an audience of from ten to twelve hundred voters. Bishop Jones presided and opened the meeting with a strong appeal for Prohibition, which we refer to elsewhere.

Dr. Geisel's eloquent address of over an hour treated the use of alcohol from a scientific point of view and convinced every reasonable man present open to conviction of the evils which this liquid inflict on those who use it and the country to which they belong. It was a magnificent exposition of the need of Prohibition.

Upon the platform supporting His Lordship and the cause of Prohibition sat the Revs. Dr. Curtis and Jones, Brinton, Kirby, Messrs. Morine, Coaker, Morison, Wm. White, Ex-mayor Ellis, H. J. Crowe.

This grand meeting closed with the singing of the National Anthem, which was an inspiration, being sung so heartily by over 1000 male voices, which added to the great interest of the meeting.

After tea the Rev. Dr. Jones delivered a soul-stirring sermon on the evils of liquor. The Church of St. Thomas was thronged—every inch of available sitting space in that large Church was occupied. The service was indeed another great inspiration to all who attended.

Dr. Jones dealt with the evils of intemperance in such a masterly manner that any doubters present must have been convinced that there can be no quarters given to intemperance.

We will publish to-morrow this great inspiring appeal of Dr. Jones, which we commend to the serious consideration of every man and woman in our Island Home.

A great wave of enthusiasm in favor of Prohibition is sweeping over old St. John's, and it looks as though St. John's will cast a very large vote in favor of Prohibition. The change that has come over the residents of this city during the past two weeks in favor of Prohibition is marvellous.

Dr. Jones and other speakers from this city will address a Prohibition meeting at Bay Roberts to-night.

Dr. Geisel intend to visit Bell Island to-morrow and deliver two lectures—one to the ladies in the afternoon and another to all-comers in the evening. This eloquent and famous lady lecturer is anxious to meet the miners at her meeting on Tuesday night. May we venture to predict that the Bell Island miners will heartily respond, if they do, they will remember for years the eloquence and fascination of Dr. Geisel's address and will be very glad that Dr. Geisel visited Bell Island.

The Price of Fish

LABRADOR soft fish has reached the figure of \$5.60—a price never before paid fishermen for soft Labrador fish. Shore fish (talqual) is worth \$6.70 here. The price of shore fish will reach \$7.

Outport friends should take their time and not rush here with fish together. There is no reason why shore cure should not advance. Soft fish is not likely to hold at present prices, but there will be no cheap soft fish sold this year. Those who hold longest will be best compensated.

Cod oil is soaring; jumped \$10 per tun at some wharves on Saturday.

Buyers compelled to compete with the F.P.U. Anyone wanting \$5.60 and \$6.70 for fish and \$120 for oil should apply to the F.P.U., if not otherwise obtainable. Outport friends should hold their fish for \$6.50 per qtl. for dry shore talqual. Prices now available will likely be maintained if arrivals are limited throughout October.

Our advice to all is, don't rush here together. Watch this paper and act accordingly. Better to leave your fish in your schooner anchored at your own harbor for a week or two than be guilty of the silly action performed from year to year in October, of all rushing here at one time and dumping 100,000 qtls. of fish on the market in a day or two. Eight or ten schooners arriving daily is all that is necessary. Never come along with a fleet if you can possibly avoid it. No need to rush this year, for everything points to the advantage of the men who come along in November.

Brazil exporters should keep a close watch on sales for nothing less than 55 shillings should be accepted for drums. Anyone selling less will have their fingers burnt.

Cod liver oil is likely to go to \$1.50 a gallon or even \$2 later on. There has been no considerable addition to the output since the 1st of August, therefore prices must go higher. Some of our big oil exporters expected to buy all the cod oil needed at \$105 to \$110 per tun. They will be surprised to find that before Xmas cod oil will sell at prices that were never before realized.

One thing we will guarantee this season and that is, that fish buyers and oil exporters won't get the grabs they got last year on fish and oil. The Union Export Company was not established for enjoyment, and its capital and backing is available to protect the fishermen's interests just as soon as indication of slumps are visible—slumps not justified by foreign conditions—slumps intended solely to secure for \$4 what is honestly worth \$5.

The Union men did a great thing last Fall when they resolved to establish a Company to purchase and export fish. Conditions are far different this Fall, from the conditions prevailing last Fall, although the Board of Trade and Government returns show the catch to be 150,000 qtls. ahead of last year—which we and all fishermen and most outport business men—know to be incorrect.

Immediate Action Necessary

THE message from Labrador which was received recently indicates that the storm fiend has wrought destruction on the Labrador coast; and it is not improbable that we should hear of further stories of wrecks within the next few days. Sloop Harpor's within easy reach of a Marconi Station, so that notification is an easy matter; but there are other sections of the coast without this means of communication. Provision must and should be made immediately for the conveyance of the wrecked crews to their homes; and at the moment there is no accommodation in sight.

The whereabouts of the "Erik" seem unknown; last report says "north of Domino." Now it strikes us as very singular that such vague reports of the movements of the Labrador steamer should be furnished. There are three Marconi Stations north of Domino—the furthest north being Maccovick, from which the steamers should be reported. Last trip there was great anxiety regarding the "Sagona" from which no report was received until she reached Black Tickle. This should be remedied, and at once.

Now there is not sufficient accommodation for the return of the fishermen and their families. Only men can be provided for on the "Erik" and the "Sagona" will not take one-third of the people who will seek passage on the return trip. This is a matter which demands immediate attention on

Yesterday's Lecture at the T. A. Hall

Dr. Geisel Handles the
Liquor Traffic in Masterly Manner

A LARGE AUDIENCE

"Safety First" Demands that
Liquor, the Brain Destroyer,
be Banished

His Lordship Bishop Jones presided yesterday at the lecture given in the T. A. Hall by Dr. Carolyn Geisel, on "Alcohol and the Man himself." In the course of his remarks in introducing the lecturer, the Bishop took occasion to express his confident hope that on the 4th of November next, a large majority of the electors will vote for Total Prohibition. If they do, nobody in the Colony will be slow to admit that to the Bishop himself much of the credit will be due. He is so well known to be conservative in his views, moderate in their expression, broad and yet firm, that his example and precept will have great influence with the people of the Colony, irrespective of class or creed.

In this connection, it is worth mentioning that the Rev. H. J. Read, of Channel, Rural Dean of St. George's, announces the unanimous decision of the clergy in his diocese to support Prohibition by every means in their power. This means that a very large though sparsely settled portion of the Colony will be influenced on the right side by those to whom the people very properly look for leadership on moral questions.

As Dr. Geisel explained yesterday the researches of scientists into the effects of Alcohol upon the brain, and showed how the nervous system is affected, so that crime, insanity, and inefficiency are the certain results of indulgence in Alcohol, only varying in degree according to the amount of indulgence, the resisting power of the victim, and chance, the conviction must have been forced upon intelligent listeners that "Safety First" should be a motto placed by

the part of the Government. Let them provide suitable means of transportation, and we urge them to "Do it now." Don't let us have the spectacle of a season ago when numbers of people were left over at Seal Islands and elsewhere for nearly three weeks!

Those who have wound up the voyage must be taken off the coast as speedily as possible; for they have no means of remaining there. In almost all such cases the summer's supply has been consumed, and there is no means of providing further supplies left to them.

Why are the Government so callous in their regard for these fishermen and their families? Money can be found for special trips, as was the case last year when the Sagona (under charter daily from Crosbie) spent nearly a month "chasing rainbows," and lining the contractor's pocket with the hard-won taxes from the fishermen. If decent and regular accommodation were provided, there would be no need of "special" trips; and thousands would be saved to the revenue.

We wonder where Archibald Piccott is just now; and we would like to know what he is doing to secure decent means of transportation for men whose votes he will likely seek again! Why does he not take care of his constituents? His colleague, Mr. Young, is evidently "on the job"; but where is the eloquent (?) Mr. Parsons who is supposed to be interested in the public weal? Wake up Edward, and see to it that your supporters are not left in the biting winds of the icy north during the inclement days of October.

We trust the Premier is not too busy with other important affairs to give this matter immediate and insistent attention. A steamer must be dispatched north suitable to accommodate the requirements at this season of the year. The "Boethic" might be sent. The "Erik" is not fit to carry a large number of passengers and the "Sagona" is entirely unsuited for the service.

Mr. Piccott's conduct towards his constituents this season is unpardonable, if not outrageous, and if Harbor Grace fishermen possess one ounce of pluck they will have no further dealings with representatives such as now pretend to look after the interests of Harbor Grace District fishermen—especially those fishing on the Labrador.

the electors over every place which deals in liquid poison, "Safety First" for the community and for the individual.

Another conviction must have come to many from the lecturer's words—that alcohol so demoralizes the brain and shatters the nerves, that progressively its victims become incapable of self preservation, incapable of saying "No" to appetite, unresponsive to the Grace of God itself.

There are those, we are told, who say that Prohibition is sinful, because it is an interference by law in a domain which should be left to moral suasion, or to the influence of God on the brain of the drunkard himself. How can a diseased and shattered brain be appealed to? Does not "Safety First" demand that we shall prohibit the manufacture, sale and use of the brain-destroying substance? Few, indeed, will deny that opium should be forbidden to the Chinese, yet there are some who say we should not prohibit "Alcohol."

But there is another, and sufficient answer, to this wild nonsense about the sinfulness of Prohibition, and it is this, that primarily it is not undertaken for the moral regeneration of drunkards; that is only an incidental result of it occurs. Prohibition by law is in the first place economic—it is undertaken in the interest of the community, to increase efficiency, or to prevent inefficiency, to make men more useful, save the taxpayers the cost of crime, poverty, police, jails, asylums, hospitals, and all the other paraphernalia which attends on the license men practice in the name of liberty. No man has any right, or should be at liberty to make, import, sell or drink anything, whereby the community in which he lives, which protects him, which is entitled to his best work, shall be made the poorer. To compel men to be fit, and keep them so, is the right, the duty, of the community in which they live, and just as Consumption if necessary to save this Empire from the Germans, is right, so Prohibition is right, to save this Colony from Alcohol.

There there may be no "shirkers" on the 4th of November will be the prayer of every sane and safe lover of his Country.

The man who votes "Yes" will discharge his duty as a patriot, the man who votes "No," or votes not at all, will deal a blow at his King and Country, which now and hereafter, will need MEN, whole men, sound men, fit men, sober men, as never before since time began.

BLACK, WHITE AND RED

Cuthbert H. Hawdon, N.Y.

EMBLEM of Murder, standard of Hate,

In the mire degraded we all see its fate.
Well we know its history in Peace and in War
When banished forever none will deplore.

Flag of deception, mocking the dead,
Cloak of spies, Black, White and Red.

We have seen it ashore and have seen it afloat,
'Tis the garment of Kultur that o'er murder doth gloat,
Defying the laws of God and Creation.

Flag of a Tyrant and sheep-herd nation,
Driving to battle, holding by dread;
Parent of lies, Black, White and Red.

Who will uphold it? None but its own;
They, too, have feared it and fear it alone,
Tri-color of slaughter, in its crude fold,
Is no space for Freedom and Truth that is bold,
The sword is its servant, with blood it is fed,
Scourge of humanity, Black, White and Red.

It has poisoned the land and has poisoned the seas,
Wherever it waves it will poison the breeze.
To the world 'tis a memory of long cruel past,
Its power for evil is waning at last.
Catafalque of those savages, the Hun and the Goth,
Scorned by all mankind, Schwartz, Weiss and Roth.

Italy Gives Order Worth \$1,000,000

Ottawa, Sept. 27.—The Italian government has just placed in Canada an order amounting to about \$1,000,000. The order is divided among numerous firms. It is for 100,000 blankets and 600,000 shirts.

A SPLENDID OPPORTUNITY

afforded to people desirous of economizing, by availing of our

Special Offerings

on the articles mentioned in this advertisement.

Tweed and Serge Suit Lengths

In neat patterns, good quality,
ONE-HALF the Regular Price.

SAMPLE CAPS

All Men's sizes smart and stylish. Ordinary price would be 75 cents to \$2.00. Sale Price. 50c to \$1.00

Men's Hard Felt Hats from 75c up.**Men's Blue Denim Overalls**

Strong and Durable
70c pair.

Men's Blue Flannelette Shirts

Good Nap, assuring warmth and comfort. 50c each.

Men's 'Diamond' Garters

Made from Fresh Strong Webbing. Can be comfortably worn in all seasons; no metal parts touch the leg. 22c pair.

Boys' Negligee Shirts

In Assorted Stripe Patterns. 65c each.

Boys' Blue Linen Top Shirts

Good washing material and will wear well. 40c each.

Boys' Braces, 10c pr. up**Boys' Fleeced Underwear**

From 22 inches to 34 inches. All First Quality.

Men's Stud Sets, 4c set

Including Collar and Sleeve Studs. Cuff Links and Tie Pin The set for 17c.

FISHERMEN'S UNION TRADING Co.**Merrimack Duckling Fleeces**

Are Flannettes noted for their strength and softness and the beautiful patterns which are most effective when made up into Garments. We have many designs from which any woman's taste can be satisfied. 19c yard.

Silk Striped Mohair

9 different patterns in very effective Silk Stripe Mohair; all 28c yard. 25 inches wide.

Blouse Special!

Made from a nice fine soft finish Cashmerette in Navy, Saxe Blue & Cardinal colors 80c each.

Apron Checks, full 36 in. wide. 11c yd. up**Honeycomb Toweling 4c. yard up.****Honeycomb Towels, good size, 6c. each up**

Handsome Designs in 6 ft. wide

Floor Oilcloth

Also in

Stair Canvas, and Stair Oilcloth.

All at Lowest Prices.

Single Width Cretonnes

A splendid range of patterns from 11c up.

Double width reversible CRETONNES

Assorted patterns from 20c yd. up