



CONFEDERATION LIFE ASSOCIATION.

JUST a small amount invested in a perfectly safe place, for the protection of our family, or ourselves in old age.

D. MUNN,
Board of Trade Building,
St. John's,
Manager, Newfoundland.
AGENTS WANTED.

WHOLESALE ONLY.

- | Ladies' Section | Mens' Section |
|---|--------------------------|
| Ladies' & Children's Fall & Winter Coats. | Mens' Underwear. |
| Ladies' & Children's Dresses. | Boys' Underwear. |
| Ladies' Skirt Waists. | Mens' Sweater Coats. |
| Ladies' & Misses' Costumes. | Mens' Jerseys. |
| Ladies' Costume Skirts. | Mens' Shirts. |
| Ladies' Under Skirts. | Mens' Half Hose. |
| Ladies' Cashmere Hose. | Mens' Ties. |
| Ladies' Showerproof Coats. | Mens' Waterproof Coats. |
| Ladies' Sport Coats. | Mens' Showerproof Coats. |
| | Mens' Caps. |

General Goods:

Flannels, Flannelettes, Percals, Cheviots, English and American White Shirtings, English and American Unbleached Calicos, Gingham, Towels, Outing Flannels, Cotton Blankets, Ticks, Cotton Blankets, Blue Serges, Dress Goods of all kinds.

DISTRIBUTORS FOR

Kearley & Tong, Colombo, Packet Teas, "Ceylindo Brand."

British Aerated Water Co., Aerated Waters.

P. C. MARS & CO.,

Smallwood Building, McMurdo's Lane & Duckworth St., St. John's.
Phone 696.

Urges Use of Fish to Check High Cost

U.S. Government Bureau Figures Show Nourishments Exceeds That of Meat

(New York World.)
That fish as an article of food is more nutritious than either meat or eggs long has been known and if the people would get away from the time honored custom of eating fish on only one day a week they would do much toward reducing the present high cost of living. The Federal Bureau of Fisheries furnishes accurate data on the comparative food value of easily obtained fish and common hot blooded meats, rating the several respective protein percentages as follows:

- | | |
|-----------------------|------|
| Whitefish | 22.2 |
| Medium Beef | 19.7 |
| Black bass, loin beef | 17.9 |
| Bluefish | 18.8 |
| Leg of mutton | 17.8 |
| Cod steak | 18.1 |
| Ribs of beef | 17 |
| Mackerel | 18.1 |
| Mutton neck | 16.4 |
| Halibut steak | 18 |
| Pork chops | 16.1 |
| Lake trout | 17.3 |
| Ham | 14.8 |

Protein is the essential element of food. If reliable information of the kind could be forced into the thought of the general public, fish as an article of food would be more common than meat. It is very aptly termed the poor man's food. It may be bought at less cost per pound than butchered meats, and it also will supply more nutriment pound for pound. Why will a consumer pay, based on recent prices, 45 cents for eggs, 35 cents for sirloin steak, 32 cents for mutton or 22 1/2 cents for chickens when an outlay of 16 cents will produce as much bone, muscle, blood and brain building material and body fuel? In consuming fish one has less volume of food to digest, with better nourishment.

The question of transportation probably has much to do with the eating of fish being confined almost solely to Fridays. The trouble has been that fish in the past were not properly shipped, but with the advent of cold storage there is no reason why everybody in the United States should not have fresh fish every day of the week. In New York, Boston, Baltimore and other places fish now are being placed in cold storage immediately after being caught and are being delivered at points far distant in perfect condition.

The education of the shipper and fish retailer to this system is the thing most needed. Retailers have been fearful of obtaining fish on days other than Fridays for fear they would not sell them all. The trouble is that they do not take proper care of the fish after receiving them, and this causes prejudices in the minds of the public. Americans now are receiving fish from the Alaskan coast, which are served in as good condition as in Alaska, for the reason that they are placed in cold storage immediately after being caught.

OFFICIAL CASUALTY LIST FIRST NEWFOUNDLAND REGIMENT

Received 11 a.m. November 20th.

Lieut. George M. Emerson, Renne's Mill Road. Previously reported, gunshot wound in right thigh, fractured, severe, Canfers, Oct. Now reported admitted to the 2nd Western General Hospital, Manchester; shrapnel wound in right thigh.

2195 Private Augustus Quinton, Red Cliff, B.E. Previously reported, gunshot wound in back, King George Hospital, London, Sept. 29. Died of wounds at King George Hospital, London, Nov. 19th.

J. R. BENNETT,
Colonial Secretary.

Our Wounded

London, Nov. 20, 1916
To Colonial Secretary,
St. John's.

The Visiting Committee report the condition of following men in hospital.

Progressing favourably—
1936 LeDrew, 1360 Carter, 1344 Reid, 637 Michell, 1658 O'Keefe, 1958 Walsh, 1302 McNaughton, 1076 Poole.

Improving—
1098 Noseworthy.
Slight improvement—
1706 Hollett.

REEVE.

CATCHING SALMON NORTH.

Each year, at this season, salmon are generally caught at different parts of the Southern Shore, but as far as we can learn at present none have yet made their appearance, though nets are out for them. At Indian Arm, B.B. and Summerville. On Thursday last Mr. Thos. Philpot and T. Malone secured these fish in their nets, the former taking 3 of an aggregate weight of 52 lbs and the latter securing 10 all told. Others also secured from 1 to 2 fine fish.

OBITUARY

The many friends of Mr. John Maher, of this city, will learn with sincere regret that he died quite suddenly at his residence on Gower St. at an early hour this morning. Mr. Maher had been affected for some time past with heart trouble, but felt well yesterday, attended Mass at the Cathedral, and was about for a while last night. His demise was very sudden as he was seized with an illness which terminated his life in a few minutes. The deceased was well and favorably known in St. John's and for many years was an official of the Department of Agriculture and Mines. He was a brother of Rev. A. Maher P.P., St. Lawrence and also of Mr. Thos. Maher, now in the United States. He leaves also a wife and several children. We extend our sincere sympathy to the relatives of the deceased.

Coal Supplies Will be Stopped

BERLIN, Nov. 18.—According to a Danish despatch the British Consul at Aarhus, Denmark, recently notified the municipality that unless it cancelled the leases of the canning factories who were exporting products to Germany, British supplies of coal for the city would be stopped. The Danish Foreign Minister has been asked for a report on the case.

The ice in Bowring Park is now in splendid condition for skating and to-night the place will be lit with torches for the benefit of all who like to go there. Refreshments can be had at the bungalow and a good time is in store for all who attend.

People who arrived here by the express on Saturday say that several herds of deer were seen crossing East and West of Howley. A number of people were up country, most of them being local dwellers, and secured the number of heads allowed by law and securing meat for the winter.

The Prospero leaves Sydney to-night for this port.

How He Gets 'Em.

"John, your old hat is getting shabby."
"Yes, I think I'll have to buy a new one."
"Oh! I wouldn't spend my own money for it, if I were you. Can't you find someone that will bet you a hat against a sure thing?"

SHIPPING

The S.S. Sheba leaves Montreal Wednesday next for this port with a full cargo of flour, &c.

A large shipment of flour is expected by the S.S. Sheba from Montreal next Monday.

The Earl Grey is now loading fish at Bonne Bay for Farquhar & Co. at Halifax.

A very large freight is now waiting for the S.S. Prospero, which is at Sydney and is expected to be ready to sail north during the week.

The S.S. Durango, which arrived from Halifax, is expected to get away again to-morrow evening for Liverpool.

A cargo of 310,915 lbs. of salt bulk fish and 24 bbls. of herring was taken from Burin on Saturday by the schooner Emily E. Selig for the Gorten Pew Co.

The S.S. Tabasco, from Liverpool, arrived Saturday afternoon, bringing a large mail and freight. It is hoped to have the ship discharged and ready to get away again to-day.

A full cargo of produce and live stock was brought from Charlotte-town by the S.S. Sable Island on Saturday. It was quickly discharged and the ship proceeded on her return trip the same night.

The S.S. Pere Marquette, Capt. Cross, arrived Saturday evening from Botwood with 1,300 tons of pulp and paper for transhipment to the Old Country. She received some damage to her steering gear, owing to the heavy sea which prevailed.

TWO FEMALE BELLIGERENTS

Shortly before midnight two females, one the best girl of a volunteer and the other a female of more advanced years, had a square fight and hair pulling match on the Southside. So hot did the encounter become that the police had to be phoned for from Fort Amherst and one of the officers at the lockup responded. The outcome was that he restored peace but will summon both for loose and disorderly conduct.

GOWER ST. EPWORTH LEAGUE

An important meeting of the Gower Street Epworth League will be held this evening, when Lady Davidson will give an address on "Women and the War," a most interesting theme, considering all that has been done for the Empire by women, since the outbreak of the war. Misses Flora Curtis and Clare Woods will contribute items and an effort will be made to help the W.P.A. funds. The meeting opens at 8 p.m.

BOUGHT HARMONY'S FISH

This forenoon the fish, &c., brought up from the Moravian Settlements, Labrador, in the Harmony were sold at C. F. Bennett's premises at auction. We hear that the codfish—2900 qtls. of which were on the vessel—was purchased by Mr. M. I. Power for James Baird, Ltd., the purchase price being \$7.75 per qtl.

Killed in Action

HAMILTON, Ont., Nov. 18.—Lady Taylor to-day received word that her son, Captain George Taylor, head of the ammunition column with the 33rd Towitz Battery in France, has been killed in action.

Captain Taylor was considered one of the best artillery officers in Canada.

FOUND HIM DEAD.

Mr. Hutchings, K.C., had the following wire Saturday evening from Magistrate Courage at Bay L'Argent: "On Saturday night a young man, aged about 26, named Charles Fudge, went on board the schooner 'Queenie' belonging to Mr. John Norott of Fox Cove, apparently in good health, with a boy aged 15. Sunday morning when the boy woke up, the young man was lying on the floor. He called him, getting no reply. He took hold of his leg to wake him and found he was dead. He must have died suddenly."

LIEUT. CLIFT RETURNING.

We learn that word was received last week by the friends of Lieut. John Clift, stating that he is returning here on furlough. Lieut. Clift has been through it all and if we mistake not was wounded in one of the great battles on the French Front. He was at first attached to the Gordon Highlanders, but is now one of "Ours."

READ THE MAIL & ADVOCATE

HALLEY & CO.

Mr. Merchant:

DO NOT FORGET that before you tell your customers that you cannot get what they want, that we have large supplies of everything pertaining to our line of business. We suggest that you always write or telephone us enquiring what we have in stock before admitting that it cannot be obtained.

We beg to remind you that we have now ready for your inspection our Fall Stock, bought under favorable circumstances. A visit will convince you of the values we are showing, and will be appreciated by us.

HALLEY & COMPANY
106-108 New Gower St.

HALLEY & CO.

Get Our Price On

**Gunpowder
Shot
and
Caps**

**Single and Dble. Brl.
muzzle Loading Guns
Cartridge, and all
kinds of Ammunition**

MARTIN HARDWARE, Company

HAVING enjoyed the confidence of our export customers for many years, we beg to remind them that we are "doing business as usual" at the old stand. Remember Maunder's clothes stand for durability and style combined with good fit.



**John Maunder
Tailor and Clothier**

281 & 283 Duckworth Street

When the Workers Go To War

The New Age (London).

There were ports from which, in peace time, people of the leisured and middle classes travelled from England to France. Poorer people went from the ports more to the south, and the four hours' passage between Newfoundland and Dieppe was by no means pleasant, while in the journey of an hour and a quarter or an hour and three-quarters from Folkestone or Dover to Calais and Boulogne the probabilities were against sea-sickness. Things have changed with the war. It is now the soldiers, the poor people, who take the shortest route, while millionaires, men able to face the searching investigations of baggage, clothes, and papers ordered by the authorities, must content themselves with setting out from ports which, two years ago, were used only by the needy. C'est la guerre. This, too, is war; the big hotels at fashionable resorts like Monte Carlo, Nice, Biarritz, Trouville and Deauville, Brighton and Eastbourne, have been turned into hospitals for soldiers. The ships and palaces of the rich have been turned over to the poor, together with chicken soup and the treasures of towns and the mild climates whereas the convalescents recover their strength.

Soon Austria will not have even a back door left.
What's in a name?—why, how about A Game o' Chance?