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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.

A BEAR'S LONG LIFE

During the winter months, when work and money are both scarce, one thought occupies the mind of everyone—how to make a dollar last as long as possible—oftentimes, how to make one dollar take the place of two.

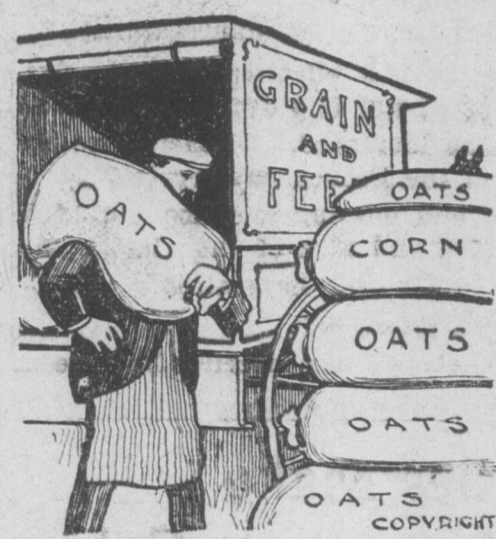
Economy must be practised, but it must be True Economy. A shoddy article, no matter how little it costs, is never cheap—a good article is never dear.

For instance, how many pairs of rubbers do you and your children wear out in the course of a winter? A great many you say, for dear and cheap rubbers are equally bad.

No, for we know men who bought their first pair of rubbers for this winter, on that first slushy day in November; they are wearing them now every day, and they will wear them for many weeks yet—perhaps for the whole of the winter.

That is because they practised True Economy, they bought Bear Brand. Bear Brand costs no more than some other kinds. You are constantly paying for others the same price as you will pay for them; yet the quality is there—Bears live longer.

If your dealer does not keep Bear Brand, write to the Cleveland Trading Co., St. John's, who will tell you where to obtain them.—Jan.20,m.w.f



- 500 Bundles No. 1 Hay.
- 2000 Bush. Heavy Black Oats
- 500 Sacks Bran.
- 300 Sacks Whole Corn.
- 100 Sacks Crushed Corn.
- 50 Bags Oil Meal Feed.
- 50 Bags Gluten Meal.
- 200 Sacks Yellow Meal.
- 300 Sacks White Hominy Feed.
- 50 Sacks Molassine.
- Also Feed for Poultry, etc.
- Scratch Feed.
- Chicken Feed.
- Development Feed.
- Parrot Food, 20c. large pkg
- Canary Food.
- Bird Gravel.

W. E. BEARNS
Haymarket Square.
Telephone 379.

J. J. St. John

When you require any of the following, call on us.

- 250 Bags Whole Corn
- 150 Bags Bran
- 200 Bags Hominy Feed
- 175 Bags Yellow Meal
- 950 Brls. Flour
- FIVE ROSES ROYAL HOUSEHOLD PILLSBURY'S BEST WINDSOR PATENT VERBENA & OLIVETTE Ham Butt Pork, Jowls Ribs and Beef.

J. J. St. John
136 & 138 Duckworth St.

THE STAKES AT ISSUE IN PRESENT GREAT WAR

Lecture Delivered By J. M. Kent, K.C., to S.U.F. Patriotic Meeting in St. John's.

IT DEEM it a very great privilege indeed to be asked to address one of this series of popular and patriotic meetings which has been organized under the auspices of the Society of United Fishermen. I feel that these meetings serve a great and useful purpose in as much as they help us to realize the tremendous importance of the issues which are staked upon the result of this war and tell us how best we can discharge our obligations towards our Country and our Empire in the trials that have come upon them. They form a centre round which the patriotism of our fellow-countrymen may rally and thus stimulate our united efforts to contribute as fully as the limited resources of our country will permit towards bringing the war to a speedy and successful termination.

From them emanate sentiments of patriotism, of honour, and of justice which will enable us to judge, intelligently and in accordance with the teachings of Christian civilisation, of the righteousness of the war in which we are engaged and of the part which we are called upon to take in its progress and development. War under such circumstances, even the most righteous war, is a terrible ordeal. It is no wonder that statesmen and rulers, who have even the slightest feelings of humanity, recoil with horror from the responsibility of committing their country to the crimes and miseries which it brings in its train. The idea that war is necessary to national development is the ridiculous creation of that class of politician which justifies the doctrine that might is right. Wise statesmen exhaust every honourable expedient that statecraft can devise before they try the last dread expedient of war.

Use All Means To Avert Hostilities

Diplomacy, mediation, and arbitration have been accepted by civilized nations as honourable substitutes for war, as means of adjusting international disputes which in former ages allowed of no settlement but that of the sword. International law has become a more fixed rule than formerly and the consequences of its violation are felt with greater force in the loss of the world's good opinion. These peaceful methods of dealing with international affairs have grown in popularity in recent years and practical steps have been taken from time to time to establish their permanency.

Many instances might be cited in which the mutual rights of nations have been defined and emergencies met which for a time strained almost to breaking the friendly relations of powerful states. This progress of the power of right inspired many nations and their rulers with the hope that the vision of a world, at peace and unarmoured, governed by a rule of law, sanctioned by the civilized world, was about to be realized. But this hope has now been rudely shattered. The time has not yet arrived when these Utopian visions are to materialize. Jealousy, ambition, lust of power, all the "old sad sins" have again triumphed and despite all these hopes, despite all the apparent progress made towards their realization, the most advanced and civilized nations of the world are today engaged in the most gigantic and cruel war known to history.

This terrible change from a hopeful peace to the dread realities of war is not due to any happening, coming with unexpected suddenness upon the nations. For more than a generation one dark cloud has hung threateningly over the peaceful prospect.

How Germany Became Military Mad

Whilst the other nations were studying the progress of peaceful methods and the establishment of the rule of law as the medium for the settlement of their differences, Germany was schooling their whole people and directing all its resources not towards peace but towards war. Its rulers and teachers proclaimed the doctrine that Germany and the German people had a mission to establish a German world-empire. In which the German mental view point, German culture and the whole German character should predominate.

The fundamental dogma of German political faith is, according to Treitschke, their national historian and political teacher "the State is the highest thing in the external Society of man, above it there is nothing at all in the history of the world" and according to Bernhardi, their leading military writer and philosopher: "Christian morality is based on the law of love (1) such a system of politics must inevitably lead men astray.

Christian morality is personal and social and in its nature cannot be political.

With this end in view and believing these dogmas and accepting this philosophy it became inevitable that at some time or another, be it soon or late, a life or death struggle for supremacy should be fought with the nations which believed in the principles of Christian civilisation. Under the influence of these theories of State life the States of Europe divided into two opposing camps—the one representing the rule of law (or right and justice) the other representing the rule of expediency, of might and of the supremacy of national development to all other considerations.

Britain Stands For Law and Justice

The former having Great Britain as its principal representative and the latter having Germany. Each of these rival nations found in its history much that developed in its character the principles they maintained.

In England the rule of law is the foundation stone upon which her royal constitution has been raised. Her history from Magna Charta to the present time has been an almost unbroken vindication of the supremacy of law and no nation has given more of her best to maintain amongst the nations the inviolability of international law whether based upon common principles of justice and morality or upon the obligations arising from treaties with other nations.

German history on the other hand, find as instances of the power of might and state expediency the devastation of the Great, notwithstanding his acceptance of the pragmatic sanction, invaded and tore the province of Silesia from Austria in time of profound peace, and when later Bismarck, in order to accomplish the German ideal of a United Empire sought successfully and in turn Austria and France in 1866 and 1870. It is no wonder then that we find each State displaying its national characteristics in the conditions which led up to the present war. Any person who has given the slightest attention to conditions in Europe during recent years must be convinced that Germany has been the compelling influence under which the nations have been forced to arm themselves with ever increasing magnitude and under whose ambitious schemes of expansion, their foreign politics and relations have been largely moulded. Every indication of weakness on the part of her neighbours, from domestic discontent or foreign complications, has been seized for an outburst of self-assertion by Germany or her obedient ally Austria. Her scheme of world conquest was carefully arranged and the policy by which it was to be accomplished fully developed beforehand. Her object was to dominate the nations of Europe and appropriate their colonial possessions.

Bernhardi says "We have fought in the last great wars for our national union and our position amongst the powers of Europe we must now decide whether we wish to develop into and maintain a World Empire and procure for German spirit and German ideas that fit recognition which has hitherto been withheld from them." "An intensive colonial policy is for us especially an absolute necessity." "In the future the importance of Germany will depend on two points: firstly how many millions of men in the world speak German? Secondly how many of them are politically members of the German Empire? What we now wish to attain must be fought for and won against a superior force of hostile interests and power."

Aimed At Britain and France
To accomplish these ends the overthrow of England and France was an essential preliminary. It accordingly became an object of German policy to first square accounts with France and then plan the overthrow of the British Empire. She would avoid if possible the alliance of these nations when the time for war arrived. In the Morocco question in 1912 it was only the firmness of Great Britain in stating its determination to support France that compelled Germany by fear of the alliance to accept the situation. I am convinced that in the crisis which preceded the present war had not the German authorities felt, in spite of evidence almost direct and positive, that England would remain neutral she would have chosen another opportunity to hazard her enterprise of "World power or Downfall"

Continued on page 3

RED CROSS LINE.

INTENDED SAILINGS.

From New York: From St. John's: STEPHANO, Feb. 3rd. STEPHANO, Feb. 10th. Passenger Tickets issued to New York, Halifax and Boston.

FARES INCLUDING MEALS & BERTH ON RED CROSS STEAMERS:

	1st CLASS		2nd CLASS	
	Single	Return	Single	Return
To New York	\$40.00	\$70.00	\$15.00	
To Halifax	20.00	35.00	9.00	
To Boston (Plant Line)	29.00	51.00	18.00	
To Boston (D.A.R.)	30.00	51.00	18.00	

Connections at Halifax for Boston: (1) Plant Line Wednesday at 8 a.m. (2) Dominion Atlantic Railway through the beautiful land of Evangeline to Yarmouth, thence by Boston and Yarmouth S.S. Co., Ltd., Wednesday and Saturday. Luxurious accommodation and excellent cuisine by either route. Full particulars from

HARVEY & COMPANY, Ltd.
Agents Red Cross Line.

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.

Write For Our Low Prices

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

All Lines of General Provisions.

HEARN & COMPANY

St. John's, Newfoundland.

SWEATERS!

Childs' Plain Sweaters (Buttoned on Shoulder) in Green, Blue, Red; from

50c. up

Childs' Red, Navy and Green Sweaters, with Brass Buttons and Belts; from

70c. up

Men's, Women's and Misses' Sweaters in all shades, qualities and prices. This lot is Manufacturers' Samples, selling cheap.

Army Mufflers

Secure one of these for your young man in the Army and Navy. Price

\$1.10 and \$1.30

Grey Yarn for Socks.

95c. per lb. (16 oz.)

NICHOLLE, INKPEN & CHAFE

Limited.

Agents for Ungars Laundry & Dye Works, Halifax, N.S.

For Sale! Motor Boat F.P.U.

Built for R. H. Silver, Esq., at their premises, Greenspond, in 1912. Used by President Coaker the last two summers during his cruises North.

Boat is fitted with a 27 h.p. Fraser Engine, which has given splendid satisfaction. The boat is 40 feet long and 9 feet wide, and would make an ideal mission boat.

She contains sleeping accommodation for four, and tanks for 250 gallons of fuel. Nineteenths of the fuel consumed by the engine is Kero oil.

The reason for selling is, the boat is not large enough for the purpose she is now used for.

The boat cost about \$1800, and is well fitted in every respect. She is provided with sails. She would make a fine boat for collecting bait or for fishery uses. Apply to

W. F. Coaker.