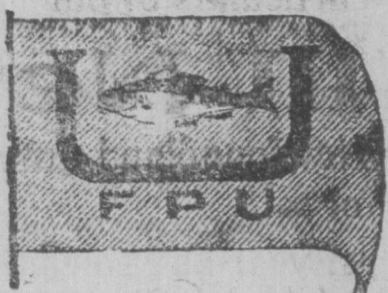


In Store 500 Sax Bran

This feed is advancing. Buy before it goes too high.

J. J. ROSSITER

Our Motto: "SUUM CUIQUE."



(To Every Man His Own.)

The Mail and Advocate issued every day from the office of publication, 167 Water Street, St. John's, Newfoundland, Union Publishing Co. Ltd., Proprietors.

ST. JOHN'S, N.F.L.D., FEB. 3, 1915.

OUR POINT OF VIEW

Postal Telegraphs

We are constantly receiving letters concerning the duties of postmasters and telegraph officials. For the information of the fishermen in outports we will now review the duty of such officials.

Postmasters and every assistant who handle mail in a post office must be sworn before a J.P. before handling mail matter in an office.

Every post office must handle mail in a private room used only for that purpose—mail couriers even have no right to enter the inner room of a post or telegraph office.

There is too much slackness in observing rules for post offices and telegraph offices, and the public which permits those breaches of the rules to occur with impunity are as much to blame as the officials, for if reported the authorities here would very soon reprimand the offending officials.

The hours of a post office in outports are according to public conveniences. No office should deliver mail on Sunday. The hours of a telegraph office are from 9 a.m. to 8 p.m., allowing a hour each for dinner and tea.

The Oracle Has Spoken

For weeks the Editor of The Telegram has hid in his shell and nothing but reviews of the daily war messages could coax his pen.

His efforts were directed in replying to some remarks made by some provincial politician in Canada who expressed the hope that if Newfoundland wanted to enter Confederation that generous terms should be conceded.

Dr. Lloyd replied as though he represented some one, for he actually claimed to speak for Newfoundland.

The Telegram, simply that and nothing more, and that The Telegram, while it was once an influence in the Country, has now no political influence and represents what is called a neutral position in political and commercial issues.

Dr. Lloyd has been silent upon matters of serious pressing importance to the Colony, but it hastens to speak for the Colony on a matter that no one is yet seriously considering and which is not likely to become a political issue for a long time to come.

If Dr. Lloyd had any interest in the peoples' welfare he would not be silent over the outrage committed by the Government against outport members of Parliament who will be compelled to remain here in the sunny days of April to transact public business that was always transacted in February and March and which called them here last year by the second week in January.

Let the learned Doctor aid the cause of the army of destitute. Let him stand by the peoples' wishes respecting the sealing disaster. Let him state whether those 78 heroes of the Newfoundland would have died on March 31st and April 1st if Ab. Kean had been in Hong Kong instead of commander of the Stephano.

Let him say why he was silent during the whole fall over the outrageous treatment meted out to the fishermen who had their fish cut in price here under his very nose, but without protest from him.

Let him state why he was so silent over the peoples' desire to have provision made last fall in the shape of grants for marine, wharves and roads in order to meet pressing cases of destitution which now face the Colony and which must be met by pauper relief.

Let him state why he uttered nonsense about keeping back fish in September that enabled the Premier to quote The Telegram—which he said represented the Liberal Party—as saying the keeping back of fish in September caused the loss of two months' consumption of fish which would mean that so much more fish than should be would have to go forward to the markets, tending to cause a slump in prices.

Now if The Mail and Advocate spoke it would speak for some 25,000 men and its utterances might be of some weight upon such an issue as Confederation, but The Telegram's utterances on political issues are now a thing of no weight and are taken for what they are worth by the bulk of the people of this Country.

If ever Confederation becomes an issue, the people will be guided by the utterances of this paper and by the action of the F.P.U., and not by a paper that fears to discuss anything that would offend Graballism or give offence to its advertising patrons.

One thing is refreshing and that is, that Dr. Lloyd has at last got out of his shell and did manage for one day to overlook a review of war events.

Surprised! Amazed!

The Graball clique along Water Street and the political gang that have been hanging on to Morris for what they could squeeze out of him in the shape of grabs from the Treasury were astonished when our issue of Monday appeared announcing that the Union's Companies had declared a dividend of eight per cent.

All sorts of conjectures were formulated and calculations indulged in. They could not believe their eyes. After all was it possible for Coaker to have pulled through so successfully? How did he manage to bring The Mail and Advocate through so well? Why if The Mail and Advocate paid eight per cent, with very little advertising and no job work, how much money do the other papers make who publish pages of advertising?

Now we will reveal the secret of Coaker's success. It all comes from unceasing efforts, from continual devotion to business, from making good use of every hour and every day in the year, from his temperate habits, from his absolute devotion to one object in life to which all else is as match wood.

He spurns idleness and time wasted on pleasure and sport; he hates holidays, and while others' avails of them, he puts in such time in hard work.

Every man under his management is also a close attentive worker; a lazy slow man devoted to pleasure, or sports, is an abomination in his sight. His subordinates realize that he is a worker and that when they cease to be workers they cease to be employees under Coaker.

He possesses the talent to think and act. There is no procrastination attached to him or his work. He thinks as much in a hour as many men think in a week. He takes very little time to decide. He can grasp a proposition instantly and in twinkling of an eye his mind is made up as to whether his answer must be yes or no.

His life must prove an inspiration and his work must succeed, for he has by nature been born a worker and by habit he has trained his mind to

Two Keystone Reels To-Day. A Great Holiday Programme

"ACROSS THE HALL."—A riot with Ford Sterling.

"CRUEL, CRUEL LOVE."—A scream with Charley Chaplin.

"The Science Of Crime."

A two-part Biograph melo-drama. It shows how the son of a famous Crimenologist loses his memory and becomes a master thief. An interesting study of criminal methods and a strong offering.

"HEARST-SELIG NEWS PICTORIAL."—Interesting news items concerning the European struggle.

LAST TWO DAYS TO HEAR MISS MARGARET AYER.

This Will Be A Great Show--Don't Miss It--The Nickel.

think quickly and decide instantly. Few can realize the extent of his work. Who but the most experienced of large firms know what worry is entailed in running 25 or 30 branch stores. Who can fathom the work entailed in corresponding with 220 Councils and keeping in touch with every item of interest at all those settlements.

Who but long experienced business men can realize what it is to operate a business of half a million dollars a year or what is entailed in financing such a large business.

Who can imagine what worry and constant toil is entailed in turning out a daily paper and making it a live and popular paper, gauging exactly the trend of public feeling and expressing it as specifically as The Mail and Advocate does.

Give up wondering Mr. Graball. Give up hoping and praying for something to turn up to injure Coaker, you hard shelled political grabber, for there can be no such a thing as failure with such a man as Coaker. His work is founded on Right and with him Right is Right—hence his labors cannot but prove successful.

Amazed, are you. Wait! wait a year or two longer and then try to find a word in the English language that will express your feelings. Wait, brother, wait. Wait and try to learn a thing or two from Coaker's exertions, for mark you well, you may do much worse than follow in Coaker's footsteps.

TO THE EDITOR

Every Union Man Is In Duty Bound Stand By Coaker

Dear Sir,—In looking over the Advocate from time to time I seldom ever see anything from Twillingate. Surely with such a staff of officers and members in our Council someone ought to be writing every week to spread the good news of President Coaker's work over the country.

It makes my heart leap with joy when I read of all the wonderful things our President has accomplished since the forming of the Union. Why, my readers of the Advocate, we should be still in the dark, away back fifty years ago, if it wasn't for our noble President and the Advocate.

When the Trading Company was formed it was a good start, but the greatest yet is the Exporting Company. Why, every fisherman who has ten dollars, ought to help this Company. Some may say, suppose I lose my ten dollars, but Friends, don't you see what you are losing every year from a dollar to a dollar and a half on every quintal of fish. Can't you see it. The merchant and peddler getting rich and sporting around, whilst we toil and moil to make ends meet. Why, sir, it makes my blood boil when I think of it. Having to sell my fish at four dollars, and for that same fish a month after the "grab-balls" are getting five dollars and more.

Talk about losing ten dollars. I wish I had 10,000 dollars to help President Coaker in forming this Company, and those same "grab-balls" that are robbing a dollar on fish and flour are running around spouting patriotism.

I see by the Advocate that Morris does not intend to open the House before April. I expect he is afraid the Union pills will be too strong for him. We hear of wars in other countries. It is a wonder there is not a revolution in poor old Terra Nova, seeing the way we poor under-dogs are treated. Go ahead Mr. Coaker, we are at your back.

Wishing you a long life and a prosperous year.

A TWILLINGGATE UNIONIST. ADVERTISE IN THE MAIL AND ADVOCATE FOR BEST RESULTS

PORT-DE-GRAVE UNION PARADE

(Editor Mail and Advocate.) Dear Sir,—Please allow me space in your most highly esteemed paper to make a few remarks.

We held our annual parade on Jan. 14. We left the Orange Hall and marched to Baredene Hills, where we met President Coaker and Mr. Grimes. The procession halted and cheered for President Coaker and Mr. Grimes. About two hundred paraded.

The President delivered a short address as also did Mr. Grimes. After dinner we met for a Union meeting when President Coaker dealt with some interesting facts respecting the Union. We had a wonderful time.

We believe Coaker is the right man in the right place. If Morris was coming over Baredene Hills he would not have two hundred men to meet him. His day is done. We have had enough of that Government. Any day at all we can go down to the harbour and see the block on the beach and see where they wasted seven thousand dollars. It is time for the fishermen to wake up and see where they are standing. Men who are lying in their graves, if they had a Coaker ig their day to help them out of bondage, would stand by him.

President Coaker has bought for us Hampton's waterside premises to open a large business where we will be able to sell our fish. Our store had here was very small before, but I tell the public we missed it. We have three lumber boats all ready now to bring lumber from Bay Roberts. I tell you there is some Union life in this place.

Mr. Coaker is a wonderful man to turn the minds of the people as he did, but we know what is good for us.

Talk about voting for a Union candidate; we don't want to see any one else here and it is best for them to keep clear. We mean to swim with Coaker in the great fight for right.

JOHN B. MUGFORD, Chairman.

DO IT NOW! It is no use waiting till somebody else gets ahead of you. Now is the time to advertise in The Mail and Advocate.

Unionist Thank Their Many Friends

(Editor Mail and Advocate) Dear Sir,—On Tuesday night, the 26th inst., the Loyalty Club held a tea and dance in the C. of E. school room and we take this opportunity to thank our outside friends who gave us considerable supplies for our tables. We think it is our duty to name them, to show them we are more than grateful for their kindness.

Our thanks are due to the Rev. S. A. Dawson and his lady, Messames Samuel Brown, Sr., James Brown, Sr., Walter Brown, Misses E. Duffett, Winnie Hart and Alice Hart.

Our thanks are also due to the following ladies who were on the Committee: Messames Samuel Brown (of Wm.), Samuel Brown, Jr., Joseph Brown, Jr., Joseph Hancock, Ronald Curtis, Henry Hancock, Jr., Kenneth Brown, Thos. Curtis (of Arch.), Jas. Curtis (of Geo.), John Brown (of Thos.), and Frederick Hancock.

We could not have been so successful only for the way our Committee of ladies worked. All were pleased with the tea and after tea was over the younger folks stayed until daybreak, tripping the "light fantastic," while the older folks enjoyed the songs and jokes that went around freely.

"It's a long way to Tipperary" was sung by Edward Hancock and brought down the house, while John Coffin amused us for a while with the Highland fling.

A recitation given by Samuel J. S. Brown entitled "When I get you alone to-night" was enjoyed by all. But sorry to say Mr. Brown had to go home before dawning. —A MEMBER. King's Cove, Jan. 28, 1915.

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.t.f

STEBAURMAN'S OINTMENT

I can recommend Stebaurman's Salve for warts. My hand was covered with them and I used the Salve every night before retiring, and in a very short time was cured of them.

MRS. JOHN E. BARNES

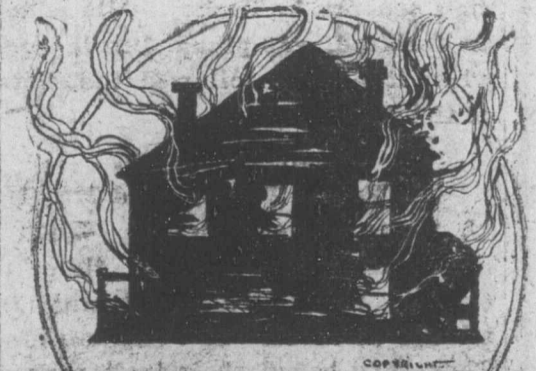
Wabana, Bell Island. Stebaurman's Ointment, 20 cents per box or 6 boxes for \$1.00—Oct 22, 27 Cash Must be Sent With Order. P. O. Box 651, or 15 Brazil's Square.

TENDERS.

Tenders will be received up to Saturday, February 6th, included for the Stock in trade of Jackman The Tailor Ltd. Tenders may be made for the whole stock or suits and clothing, Tailors' Trimmings, Hats and Caps, Boots and Shoes, Gloves, Collars, Ties, Suspenders and general Gent's outfitting, etc. Undersigned is not committed to accept the highest or any tender. Stock can be inspected each day from 9.30 a.m. to 6 p.m.

P. C. O'DRISCOLL, Liquidator.

Jan 27, 11



TOO LATE

WHEN YOUR HOUSE TAKES FIRE

It is too late to talk about insurance. What guarantee have you that yours will not start blazing this very night? The fire fiend will not suit your convenience. Be wise, then, and have us issue

A FIRE INSURANCE POLICY.

Do it now. If ever delay was dangerous it is in this instance. How would you feel if to-morrow should find you homeless and with no insurance to fall back on? Insure to-day; to-morrow may be too late.

PERCIE JOHNSON, Insurance Agent.

A Splendid Offer

To all new yearly subscribers for the Daily issue of The Mail and Advocate sending in a year's subscription between January 2nd and March 1st we will mail free a 20 x 22 Crayon Bust Picture of President Coaker, fully as good as a three dollar crayon.

This special offer is good only for two months and subscribers must fill out the subjoined form if they avail of this special offer.

Special Offer to Mail & Advocate Subscribers.

To the Union Publishing Co. Ltd., St. John's.

Find enclosed the sum of Two Dollars, for which please forward the Daily issue of The Mail and Advocate for one year, and the premium crayon picture 20 x 22 of President Coaker.

Signature _____

Address _____

Date _____, 1915.

FOR SALE!

A Steam Capstan, With Engine Attached.

A very suitable Engine for a Factory where a Winding Drum or Capstan is required. A very compact, space economizing outfit. Useful for a Steamer where a steam winch is not available. This Engine is in first class condition, and will be sold at a bargain, if-applied for at once.

Fishermen's Union Trading Company, Limited.

SKIN BOOTS

FOR SALE

100 Pairs Skin Boots

JOB'S STORES, Limited.