

I Want to Purchase a Dwelling House about \$1000 to \$1200 apply to
J. J. ROSSITER
 Real Estate Agent

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.
 Editor and Business Manager
JOHN J. ST. JOHN

ST. JOHN'S, N.F.L.D., JAN. 22nd, 1916.

THE PRICE OF FLOUR

THE action of The Herald and Star in their recent attempts to impress on the public that Coaker deliberately "soaked" the fishermen of this Country \$2.00 a barrel on flour is the most striking example yet witnessed in this Colony of what men will do to injure a political opponent. We have through these columns on several occasions denied their charges; but still they persist in repeating the foul slander.

Now it is well known that these two papers are controlled by men who are not in politics for the good of their health. Their editorial "influence" has been purchased by the political ring whose paid puppets they are. They think public opinion can be easily influenced by their dollar per line utterances.

Coaker being the man of the people. His influence great among them. His work a standing monument to their faith in him is continually signalled out by those literary assassins and the business he has established for the protection of the toiler assailed in every possible manner.

Coaker is regarded by the politicians of the McGrath type with exactly the same suspicion as a nest of thieves contemplate a policeman. Why? Because he has the moral courage to think for himself. He looks at public questions from the standpoint of the masses and not from that of the selfish classes. He has dared to offend those who fatten at the expense of the toiler, and for this offense nothing has been too bad for the "hired" press to say of him. Had he been the "selected" candidate of the monied gents of Water Street these champions of the peoples welfare would now be shouting loud hosannas in his favour.

For years our toilers have looked for a leader, one whom they could trust. In 1913 they showed what they thought of Coaker and they have not altered their views since. On the contrary, thousands who opposed him then are with him now. The toilers see they have a fearless leader, one who is not the creature of the industrial cannibals; not a sinister plotting politician who takes his orders from Dive's table, but a man capable of staying all those who look for liberty and justice.

What do Mosdell and McGrath, who are nowadays so industrious

ly doing the bay-steer stunt really want? The hired literary scavengers have become prophets of evil; their daily sheets, the property of professional "get-rich-quick" patriots, are shrieking forth their displeasure. They will have reason to shriek louder yet. The day for grinding the toiler is over. The people now are determined to rule themselves and all the "made to order" editorials of such political lickspittles as Mosdell and McGrath will only tend to arouse the smouldering embers of impatience in the breast of the common toiler whom these hired journalists would keep under the iron heel of oppression.

A BLACK RECORD

THE Gallipoli episode has a sinister meaning for us, as many of our brave lads went down in the terrible slaughter which characterized the brief and inglorious campaign. The disaster of the Dardanelles was the price of official incompetency; and it is poor comfort for us to be told that the soldiers "died without flinching." The English press is unanimous in asserting that the loss of so many valuable lives was due mainly to the incompetency of the officers.

The Daily News says: "The men were glorious, but their generals lacked the insight, energy, and decision which are the divine parts of a commander in war."

The Morning Post: "The policy was blind throughout and by turns vacillating. The conduct of the seamen and soldiers who set out to achieve the impossible was superb. For months the Government dallied, delayed, talked, and intrigued. They would neither reinforce the troops, nor remove them. It is a black record."

The Standard: "Sulva Bay was the graveyard of the Gallipoli campaign; but it was all too clear that the responsibility for the disaster must be ascribed to the hesitation and indecision of the Corps Commander."

The Daily Chronicle: "It is the same old story—the generals failed."

MEXICO

NOW that the United States has recognized Carranza and his Government, President Wilson, of course, would like to see him demonstrate his ability to restore order throughout Mexico. But Villa—not long ago another of Mr. Wilson's favorites—persists in showing that the area of Carranza's effective authority is very limited.

A party of American mining engineers and miners lately consulted the State Department at Washington as to whether it would be safe for them to resume work on certain mining properties in the State of Chihuahua (kee-wah-wah), not far from the American border. After a time, the State Department assured them that it had made arrangements with Carranza for their protection. One man managed to get away, and he alone is left to tell the tale. All the others—seventeen in number—fell before the bullets of the firing squad.

There is little doubt that Villa was behind this outrage, for these reasons: (1) He is a bloodthirsty bandit himself, and always was; (2) he is particularly angered at the United States, for having recognized Carranza at his expense; (3) he is understood to have begun a policy of killing all Americans he can get into his power; and (4) it is alleged that he is known to have given the orders in this case.

What ought the United States to do? Secretary Lansing has telegraphed to the American Ambassador in Mexico City, instructing him to represent to General Carranza that he will be expected to dispatch a strong force, and leave nothing undone to capture the murderers. A Washington dispatch last night says: "Mr. Arredondo, Carranza's Ambassador,

Mr. Coaker Tells About The Price of That Flour

Emphatically States That the Contemptible Charges Made by Mosdell and McGrath Are False—Shows How Agents of City Firms Wanted the U. T. Co. to Raise the Price of Flour.

(Editor Mail and Advocate)

DEAR SIR,—My attention has been called to a Star editorial of Friday, in which Mosdell states the U. T. Co. sold in January at \$8 flour that was purchased at \$6 the previous fall. That statement is false and Mosdell, who made it, knew it to be false.

We sold flour last January at \$7 per bbl., and when the cheaper flour was sold out the price advanced to \$8.25. We were offered \$8.50 by a city firm for the 2000 barrel lot purchased from Steer. When we were selling at \$8.25, we were approached by the agents of city firms who endeavoured to get us to agree to sell at \$9—the price some of them sold at.

The Union Trading Company did not possess a barrel of flour in Dec. 30th, 1914, that cost less than \$6.70 stored. We know that any statement of Mosdell's is taken at its proper value by the public, as his reputation is well known. If one sort of a lie did not suit him another sort would.

To protect the Union Trading Company's interests from the assault of such despicable characters as Mosdell and the very "respectable" and "honourable" editor of The Herald is my justification for noticing anything stated by either of those two papers.

The quotation published from my confidential circular to the Councils of the F.P.U. was contained in a circular dated January 30, 1915, and not December 30, 1914. The difference in the flour

situation between December 30th, 1914, and January 30th, 1915, was very considerable, and the December date is falsely inserted by the very honest and reliable Mosdell for a purpose.

Mosdell should tell who supplied him with my confidential circular. The public will remember that Mr. Thistle—Mosdell's partner in The Star venture—was the Union Trading Company's accountant when the circular in question was issued, and the circular consequently came under his notice. Was a copy of that circular stolen from our office, and by whom? The public will no doubt form its own conclusions in this respect.

To utter a falsehood is bad enough, to alter the date of a circular with intent to deceive the public and injure private interests is worse; but to steal a confidential circular and use it maliciously is a crime that every decent citizen abhors.

Of course Mosdell will assure the public that the circular was not stolen from our office. He will claim that the difference in the date was the outcome of a printer's error. He will claim that it makes little difference as to whether flour cost \$6 or \$6.70 or sold for \$7 or \$8.25, as those things are but trifles to such a learned and skilled "doctor."

W. F. COAKER,
 General Manager,
 F.U.T. Co. Ltd.

St. John's,
 January 22, 1916.

GLEANINGS OF GONE BY DAYS

JANUARY 22

TROOPSHIP *Magdalena* arrived with 10th brigade Royal Artillery, to be stationed in St. John's, under command of Col. McRea, 1862.

Steamship *Masteriff* first arrived to Ridley & Sons, Hr. Grace, 1867.
 Rev. John M. Allen, Hr. Grace, ordained, 1873.
 Duke of Edinburgh married, 1874.

JANUARY 23

First Volunteer Company organized (P. Tasker captain), 1860.
 Fisheries' Exhibition, in Fisheries' Hall, opened, 1863.

W. J. Martin (Martin Bros.) born, 1867.

James Kent (uncle of Jas. M.), Mayor of Waterford, died, 1860.

Municipal elections in St. John's. Councillors elected: Messrs. J. T. Carnell, J. T. Southcott, James Goodfellow, Michael Power and D. Morison, 1892.

Polling day of last election Municipal Council. Men returned: No. 1 Ward, Hon. John Harris; No. 2, Thomas Keating; No. 3, J. V. O'Dea; No. 4, M. Power; No. 5, James J. Callahan—1896.

News of Miss Whiteway's death in South Africa, 1899.

JANUARY 24

Charles James Fox born, 1749.
 Rev. James Harvey, father of Rev. Dr. M. Harvey, died in County Armagh, Ireland, 1860.

Sergeant Fennessy killed at Bett's Cove by snow slide, 1884.

Geo. T. Rendell appointed to Legislative Council, 1888.

Battleship *Maine* arrived at Havana, 1898.

United States Government, and add crime to crime.—Hamilton Spectator.

FISHERMEN, ATTENTION!

FIRST CLASS INVESTMENT.

38 per cent. Dividends in Four Years.

THE new issue of Shares in the Fishermen's Union Trading Company, Limited, are now offered to the members of the F.P.U. Those Shares represent the additional Capital of \$150,000 recently authorized. The Shares are \$10 each. The new capital is to be used to extend the Company's business. A dividend of 10 per cent. has been declared for 1915. Thirty-eight per cent. dividends has been paid during the four years the Company has been in operation. The Company also possess a Reserve Fund equal to 40 per cent. of its capital and if it was possible to place the Trading Company's shares on the stock market, one share would easily fetch \$15. No better or safer investment exist in the Colony. Why bank your earnings at 3 per cent. when such a first-class investment is obtainable? Apply to Agents of the Trading Company where stores are operated or to the

Fishermen's Union Trading Co. Ltd.

Water Street, St. John's.

"FAIR PLAY" WRITES IN DEFENCE OF COAKER

Says Mosdell and McGrath Have Forfeited the Respect of all Business People

(Editor Mail and Advocate)

Dear Sir,—The redoubtable McGrath has at length come to such a pass as to be obliged to fill up the columns of his disreputable rag with the editorial concoctions of the medical man of Adelaide Street, whilst at the same time stating that the production of his own once brilliant brain is "crowded out" owing to pressure on space.

P.T. reprints from The Daily Star that which purports to be a confidential and private circular letter issued Dec. 30, 1914, by the President of the F.P.U. and sent out to the Chairmen of Local Councils of the F.P.U.

The fishermen of this country know full well that the Union has done for them in order that they may secure the necessities of life at the lowest possible prices, and get the best prices the market can pay for the products of the sea to secure which they have always to risk their lives and endure hardships unknown to such parasites as P. T., McGrath and the "three beauties" of Adelaide Street.

Now what do the business people of this city or the public generally think of men who can stoop so low and so far forget their honor as to publish the private and confidential affairs of a business house in which they had formerly held positions of trust.

But The Star personnel have not only disregarded all etiquette of business, they have become experts in the art of mis-handling the truth; it is not sufficient to betray their former employers with the sole intent of doing injury, they must add a blacker crime by deliberately mis-stating the true facts of the case.

I would point out to The Herald editor and The Star "doctor" that in attacking the Union Trading Company's business they have not only dealt with President Coaker on a par with twenty-two thousand fishermen who have supported the Trading Company and invested their earnings therein for the mutual benefit of all concerned, and these fishermen will know how to handle such despicable creatures as McGrath, Mosdell and Co. at the proper time.

Yours truly,
 FAIR PLAY.
 St. John's, Jan. 22, 1916.

AMERICAN PRESS ON THE WAR

Washington Post—Peace-ships rush in where dreadnoughts fear to tread.

Houston Post—The European war loans are launched easily enough, but none of them float very long.

Boston Transcript—The Government is rounding up the spies so rapidly now that it is expected all will be in custody by the time our last remaining factory is blown up.

Baltimore Republican—Austria, as it claims, may be an entirely independent monarchy from Germany, but to judge from their methods in submarine controversies, they are strongly suggestive of twins.

Buffalo Enquirer—Dr. Scheideman, the German socialist leader, says: "If the war continues, the United States will be the only victor." In other words the new version is that to the neutral belongs the spoils.

Reid-Newfoundland Co.

Columbia Ignitor Cells.

We have just received a shipment of the world-celebrated No. 6 DRY CELLS.

Water Street Stores Dept.