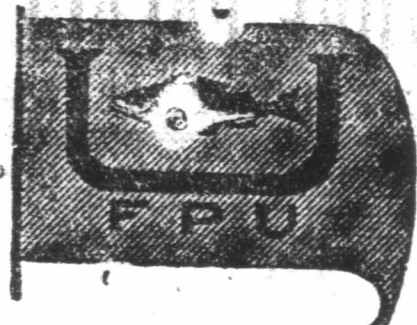


**ON THE SPOT:
400 Sacks Best
WHITE OATS**

The Price of these goods to arrive is higher.

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 Company Limited, Proprietors.

Editor and Business Manager: JOHN J. ST. JOHN.

ST. JOHN'S, N.F.L.D., JULY 28, 1916

The Dreadful Toll

WEDNESDAY'S casualty list brought desolation to many a fireside in our Island Home. To-day there are Rachel's weeping for loved ones because "they are not," and hoary-haired sires mourn the passing of the beloved son who was the staff of his declining years. Little we recked after the first news of the big battle of the Somme had come that we again should be cast into the depths of mourning, but it had been anticipated that the long list of casualties among our officers would be accompanied by a longer list of men in the ranks. We now realize more than ever how valiantly our lads fought; and we know how nobly they died. Our heroes went down in the very springtime of manhood, and though facing the seeming certainty of death on that fair July morning they manifested a poise and satisfaction not unworthy the martyr-heroes of his story.

"The soldier saints who, row on row Burn upward each to his point of bliss."

We have seen a letter written by one of our boys shortly before the Big Drive. It was written to his mother and it was really a last farewell. He says: "We expect at any moment to go into action. It is coming, and I am not a bit anxious. Of course many of us will not come back; but that does not worry me. I put my trust in the God of Battles. He is fighting over on the side of the right and though I should go down, what does it matter? I shall die in a noble cause. I am not afraid to die. Pray for me."

Wednesday's despatch brought the news that the writer of this heroic message was "killed in action." God rest his soul and the souls of the other hundred who went with him.

This young splendid specimen of manhood had just passed his twenty first milestone; his life prospects were bright; but there came the call of duty, and he responded nobly. The sustaining consciousness of doing his duty gave him that sense of heroic indifference of doing his appointed task, and for him death had no terrors, for to him "twas equal to go or stay."

This should be an inspiration to others to go and do likewise. True heroism consists in choosing the hard task and the thorny path in life for when duty calls is the appointed place to die.

To the father's and mothers who mourn the loss of hero sons we tender our sincerest sympathy. We ask them to remember that they made a sacrifice whose worth is unmeasurable. They will find consolation in recalling:

"All is of God; If He but wave His hand,
The mista collect, the rain falls thick and loud,
Till, with a smile of light on sea and land,

Pres. Coaker Returns From Northern Tour

PRESIDENT COAKER arrived here in the F.P.U. motor yacht last evening, after a month's tour of the northern ports. He visited 80 settlements and covered upwards of 1000 miles. He will not be in town long, as he intends to return to Catalina in a few days. He reports the fishery north as follows:

Treaty Shore.—Traps average 20 qtls.; hook and line, 3 qtls.; floaters about 200 on the shore, with from 20 to 80 qtls.

Notre Dame Bay.—Fishery worse in his 27 years experience. Traps average about 25 qtls., hook and line 3 qtls.; nothing doing three fourths traps ashore.

Fogo District.—About one third of last year's catch, except at Joe Batt's Arm; most of traps ashore.

Bonavista Bay.—Fishery about Westville fair; Newtown about 50 per cent. under last year's catch. "Cry of fish in Bonavista and Trinity Districts greatly exaggerated; catch will be about the same as last season to date in Bonavista Bay.

Trinity Bay.—Nothing taken like the quantity heralded, but fishery in this Bay is 30 per cent. in excess of last year's catch.

Bay de Verde District.—At Bay de Verde, catch is one third less than last year. Parts of district up the bay have done better than last year; catch all around Bay de Verde District about one third in excess of last year's catch. Traps still out but not doing much. Lobster fishery north will not produce 100 cases. Salmon fishery fair, but at some places considerable portion has been canned. Herring fishery in Green Bay about 50 per cent. of last year's catch.

Pit Props.—Everywhere in Bonavista and Twillingate Districts pit props abound, very few steamers yet loaded. Those who went into this business as subcontractors last fall will wish they never heard of pit props. The fishermen who cut the timber are indignant over the destruction of the little patches of green spruce. The whole north has been cleaned of its green fishery timber and one cry of lamentations is heard all through the northern districts. The Government is held responsible for allowing the outrage. It is a crying shame to see the huge piles of green pit props—the fishermen's heritage—sacrificed to appease the hunger of a few men in the Government who are leaving nothing undone to have pit props exported. It is the cruelest blow ever hurled at the northern fishermen and was possible only through a Government elected by the districts with no timber to lose whose representatives could not place country before all other considerations. Never will the northern districts forgive the Morris Government for robbing their timber heritage in order to add one dollar per cord to the revenue.

Cod Liver Oil.—The bottom has fallen out of the business at present. The fishermen refuse to sell liver at less than 30c. per gallon. Manufacturers have cold feet consequently. No oil is now being manufactured. The liver was rich in the early part of the season when two gallons of liver made one gallon of oil, but the bulk of oil made took three of liver for one of oil. There need be no further fear of the cod liver oil situation, the lowest prices have been reached. Bad oil is common and is sold at considerable reduction.

Cod Oil.—The supply is very limited owing to most of the livers being manufactured. The price at present offered is not likely to be maintained very long.

Cod Fish.—Mr. Coaker advised the fishermen to avail of the fine weather and get fish cured ready for market. The price will not go as high as it did last fall, but \$6 is now being paid for talqual fish in the northern bays. The first fish should be made and shipped in order to get it into the markets while the local vessels of the banker type is available.

Flour.—The price has advanced in Canada during the past ten days. It is probable that present local prices will be maintained throughout the fall.

Beef and Pork.—Prices are high and will be maintained throughout the fall.

Molasses.—Stocks are low and prices will not decline.

Tea.—Stocks coming in are higher in price.

Sugar.—There is a big demand for sugar and it is not likely that prices will decline.

All business is unsettled and will remain so during the whole fall. It is hard to say what will happen from week to week as conditions created by the war have unsettled all business calculations and maxims.

The price being offered for fish here at present is not the true value of it. The price offered—\$6—here is 50c. per qtl. too little. Outport men will do well to refuse to sell at less than \$6 per qtl. in outports for talqual cull. If \$6 is paid in outports fishermen should sell, but unless \$6 is paid fishermen should hold. If the St. John's merchants expect to get fish at \$6 they will have to wait some weeks for new fish. If a fair price is paid here fish will be sold early and pass into consumption. The responsibility rests with the buyers here and not with the fishermen, for surely buyers are not serious in expecting to buy fish in outports at \$5.50—the price now fixed. Union stores will buy in outports at \$6, come what may. Our advice to all fishermen is to hold for \$6 in outports everywhere.

Cod liver oil is now 90c. per gallon. Surely someone is robbing the cod liver oil manufacturer, for thousands of gallons of oil were sold early in the season at \$2 to \$2.50 per gallon. Those who hold good cod liver oil would do well to keep it off the market unless better prices prevail. Just what we foretold would happen cod liver oil in the early spring has happened. We quote from our article of May 25th:—

"Manufacturers of cod liver oil should take notice that it is illegal to manufacture without first securing a license. All cod liver oil after July 1st must be inspected by a Government Inspector and unless qualified to receive the Government Brand, it will have to go for inferior oil, if not for common oil; nothing but the best will pass for No. 1 and receive the Government Standard Brand. Every care must be taken to have the liver fresh and there must be no over-cooking or burning, for such oil will be condemned."

"Cod liver oil is now worth \$2.50 per gallon but the price will rapidly decline as the new oil is received here. There will be a heavy reduction in the price by the first of September; many manufacturing cod liver oil will have cold feet in the fall. Liver is worth now from 35c. to 40c. per gallon, fishermen should receive 35c. per gallon for the next four weeks and all buyers of liver can well afford to pay 30c. per gallon after the 1st of July."

German and Turk

WE recently met one of our returned soldiers, and discussing the events of the campaign in Gallipoli and elsewhere in which he was engaged, he astounded us by telling us that the Turks were exceedingly humane in their treatment of both prisoners and wounded, and instanced several cases which prove that we shall have to modify our expression "the unspeakable Turk" when we are comparing or contrasting them with the Huns. The Turks are noble foes apparently. This assertion is endorsed by the statement made by General Townshend who was captured in Mesopotamia. He says, in a communication to the London press, that he has been treated most humanely and even courteously by his Turkish captors. It may be remembered that the Commander of the Turkish forces declined to take General Townshend's sword at the time of his capture.

Our young soldier friend, however, does not entertain such a high estimate of the Huns. He belonged to a Canadian regiment which had been badly harried by the Hun forces on the Ypres salient, and the poor lad was one of the many victims of the brutal gassing business for which the Huns are so remarkable. He is now in a very precarious condition at his home in Conception Bay, and speaking with great difficulty, he said his only regret is that he would not be able to take the field again to punish some of these "German brutes."

PRESIDENT COAKER'S ITINERARY.

JULY 16 (Sunday).—At Lewisporte. Mr. Crowe came from Botwood to see me and remained the day, leaving for St. John's by the late evening express. Went to junction to see him off. Attended service. Rev. Mr. Wilson preached splendid patriotic sermon, equally as good as any I have heard during the war period. After service public meeting held to raise funds for the maintenance of a Lewisporte cot for the wounded soldiers in England. Mr. Crowe and myself addressed the meeting and a committee was appointed to attend to the collection. I have every hope that the \$280 will be raised very quickly and would not be surprised if enough to support two cots was forthcoming. Lewisporte is steadily progressing and the appearance of the large congregation indicated the fairly prosperous condition of the people who are extremely industrious and excellent workmen.

JULY 17.—Proceeded to Botwood where a Union store is in operation. Am considering the purchase of Crowe's lower wharf to be used for coastal purposes. A public wharf is badly needed at Botwood, but the small grant available for such a purpose is insufficient to provide such public facilities. The Trading Co. has an option on the wharf and may be able to secure it and repair it at 25 per cent. of the usual cost of such wharves to the Government. It is a pity Mr. Crowe's mill is not in operation as its operation would mean much for Botwood. I looked over some fine lumber that Mr. Crowe is offering for sale and agreed to take a schooner load for use at Catalina. Proceeded to Exploits, reaching there after dark, but Friend Scévour was not caught napping, we found him waiting to catch the line as we reached the Union wharf. Some other friends gathered and it was midnight before I turned in.

JULY 18.—Inspected the store and premises and consulted with some friends re enlarging the premises to accommodate the demands of the herring trade which require salt and barrels stocked in the fall for spring use and large storing accommodation for the herring when packed for shipment. I made proposals to the Council and this matter and during the fall it is likely something will be done. The matter of a coastal wharf was also considered and the opinion was general that the only site suitable for such a wharf was that owned by the F.P.U. which the Union is willing to arrange to make a coastal wharf. To do so would require the construction of a crib block about 30x25. It will therefore depend upon what can be allocated from the district grant for such purposes. The wharf is badly needed as all the steamers are now unable to berth at any wharf and the discharging of freight in the stream is very unsatisfactory. I hope to see things much improved at Exploits during the coming year.

JULY 18.—We left at 11 a.m. and headed across the bay for Cape John, the day being clear and weather favourable. Nothing has been done with fish at Exploits and vicinity but for the spring herring fishery in this section of the bay the people would be severely hampered in making two ends meet. Off Cape John we passed the Prospero. We arrived at LaSche about 8 p.m. unexpected, soon we were recognized and guns belched forth a welcome. Found Mr. Soper awaiting us, he having arrived in the morning via Shoe Cove. The store is situated at Morgan's premises and Mr. Morgan's sons is clerk in charge. The store is quite suitable to carry a nice stock. I look for a good future for LaSche store. Already it has greatly disturbed the other business men. Prices will be sure to tumble in competition with Union prices. The people greatly appreciate the store. The fishery is poor; traps here average 25 qtls. while hook and line men average 2 qtls. The prospects for a average catch are not good. The fishery in White Bay and along the Treaty Shore is almost a blank to date. Crois Island fishery is also a blank. Nothing done at Horse Islands. From Newtown to Quirpon the fishery was never worse. This area comprise 50 per cent. of the whole Island north of St. John's. Last year Fogo District

received a cordial welcome, guns, bunting, etc. Discussed advisability of making the settlement a port of call for Clyde, also the establishment of a Union store. Strange this place has not been made a port of call for the bay steamer as it contains business firms and about 1000 residents. It is a safe enough port to enter and a coastal wharf should be provided. No fish is the universal cry and Farmer's Arm has fared no better than other parts of the district. Remained four hours and proceeded to Herring Neck. Also visited Pike's Arm and examined the canal which requires some attention. Met some old friends here. This is where I spent six years of my early years of manhood. I went to Pike's Arm from McDougall & Templeton's, St. John's, in 1889, being 16 years of age, to operate a lobster factory. The general elections of that year which returned a White-way Government and elected Thompson, Peyton and Burgess was my first taste of politics. Times have changed greatly since then so far as Herring Neck is concerned and the improvements since are many and considerable. Most of the middle aged of 27 years ago have passed away. As we visit harbors the people flock to see the yacht and are delighted with her. They take great interest in the boat and are very proud of the F.P.U. owning such a boat. Some 10,000 persons have been on board since we left St. John's. We proceeded to Coakerville from Pike's Arm and remained for the night.

JULY 19.—Proceeded to Nipper's Hr. arriving at 2 p.m., passed close to Round Hr. and Burying Place where the residents fired joy guns as we passed. At Nipper's Hr. inspected store which is under Mr. A. Barnes, formerly of Moreton's Hr. Mr. Soper had spent a day or two here last week attending to stock. It was agreed that the business should be enlarged and a Union premises erected. Mr. Barnes is an energetic worker and is popular with the Union members along the Cape Shore. We took on board, Mr. Barnes, E. Starks, Chairman of the Council, and Mr. Noble and proceeded to Middle Arm to attend to lumber order for Catalina. Met Mr. Lush and F. Rideout, two mill owners. Passed Burlington and moored for the night at Smith's Hr., a little nook away from sea and wind where seven families reside, who gave us a very cordial welcome. The S.W. Arm reach is a splendid sheet of water, the entrance to the Arm where Mr. Thompson proposed to locate his harbor for the Fog Free Zone line of steamers from England to Canada via Green Bay.

JULY 20.—Left for Moreton's Hr. at 5 a.m.; moderate, but quite a sea on. Spent three hours with Mr. Jennings. Inspected the half completed coastal wharf which will be continued until completed. Nothing has been done to it for 8 or 9 years, as Morris Government, owing to influence of few friends who opposed its construction by the Bond Government, refused to allocate anything towards its completion. It will however be finished next year. Moreton's Hr. will have a Union store running sooner or later. It should have had one three years ago. Fishery at Moreton's Hr. worse ever known. Spring herring fishery saved the situation for the fishermen as it did at most places in the district. Reached Twillingate at 6 p.m., inspected store, also inspected Shoal Tickle, canal and bridge. The concrete blocks supporting the bridge have been damaged by the ice, and need attention. The shoal tickle proposition is a large one as it will entail large expenditure, as concrete breastworks on either side will have to be provided. Met members of Road Board and discussed the matter. Mr. Soper will leave us to go over the stock here. Store in good standing and is well stocked. No fish is the common complaint. Twillingate never had a worse shore fishery. The herring fishery has greatly aided the people to make two ends meet. The principle support of Twillingate is the Labrador fishery as a large number of men engage in that fishery. The town looks extremely neat and clean and is a great credit to the residents. The streets are the best we have seen in any outports. The front gardens along the main street look very neat and attractive. The houses are kept painted and some of them are very superior buildings. The one miserable spectacle is the shack called the Customs House, which is a reflection on the neatness and progress of the town. It is time it was established at the post office where sufficient accommodation may be found.

JULY 21.—Proceeded to Farmer's Arm and saw many friends,

GLEANINGS OF GONE BY DAYS

JULY 28
GOVERNOR PALLISSER issued an order that no more land be enclosed for agricultural purposes; exception was made in favour of Mr. Justice Gill, who was given a grant for the Torbay marshes, 1766.

Hon. James Crowdy sworn Administrator of the Newfoundland Government, 1852.

Sir Gaspard LeMarchant left this country, 1852.

John O'Mara, merchant, died, 1867.

Rev. Frank Ryan, Secretary to Delegate, preached in the Cathedral, 1878.

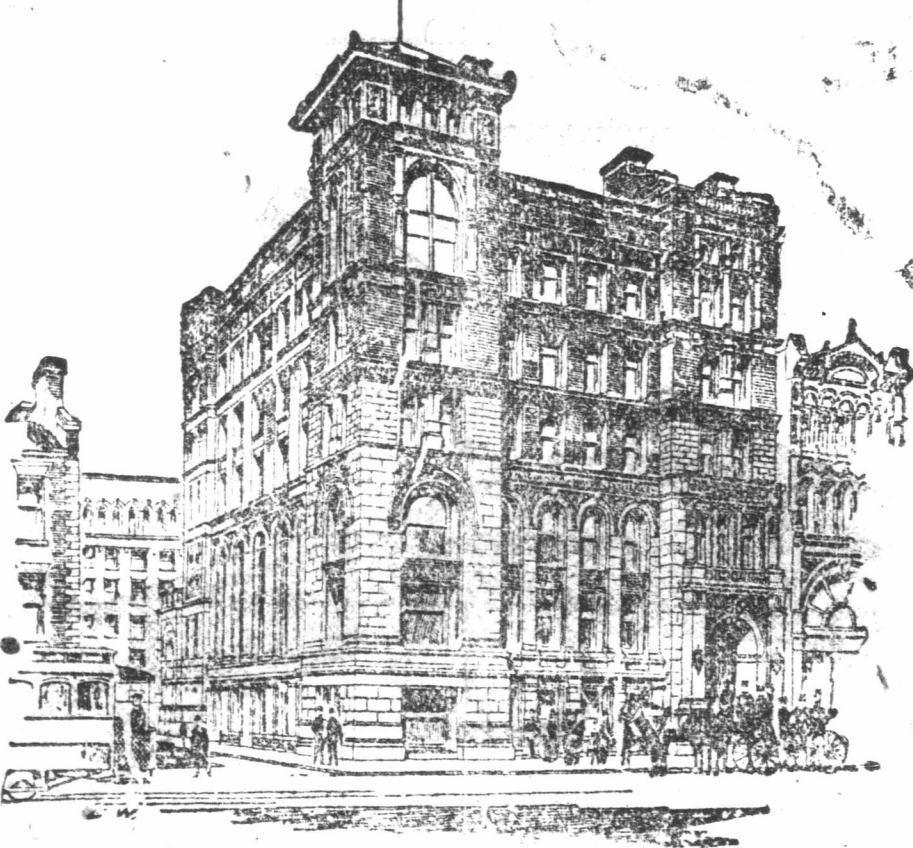
John Rochefort appointed Magistrate for Ferryland, 1885.

Mrs. C. R. Duder, daughter of Chief Justice Carter, died, 1896.

AN OLD FRIEND

An old friend of the writer's, Mr. Arthur Shano, arrived from Sydney yesterday. Mr. Shano, in our early journalistic days, was a bright young fellow in our G.P.O., a chap of kind disposition, we often had friendly conversations with him and many a happening he gave us. The writer has some kindly feeling for Mr. Shano as he had when he was a young chap in the Post Office.

THE CANADIAN BANK OF COMMERCE



HEAD OFFICE: TORONTO

MAKE YOUR DOLLARS INCREASE

\$100 left with The Canadian Bank of Commerce at the present rate of interest will amount to

\$103.01 in one year
\$106.14 in two years
\$109.34 in three years
\$116.05 in five years

Other amounts will accumulate in the same proportion. Accounts may be opened with \$1 and upwards. Interest will be added half-yearly. Deposits may be made and withdrawn by mail. Out-of-town accounts receive every attention.

THE BANK HAS BRANCHES THROUGHOUT CANADA AND IN LONDON, ENG., NEW YORK, MEXICO CITY AND OTHER IMPORTANT FOREIGN CITIES

Thousands of people use this Bank as the custodian of their money, and their combined deposits now amount to over \$190,000,000

OPEN AN ACCOUNT, KEEP ADDING TO IT, AND ENSURE YOUR INDEPENDENCE

ST. JOHN'S BRANCH - WATER STREET

Reid-Newfoundland Co.

We have just opened, at our Water Street Stores, another large shipment of the world-renowned

DOMINION NOBBY TREAD AUTOMOBILE TIRES.
DOMINION PLAIN TREAD AUTOMOBILE TIRES.
DOMINION BEST GREY INNER TUBES for AUTOMOBILES.
DOMINION STUDDED TREAD MOTOR CYCLE TIRES.
DOMINION PLAIN TREAD MOTOR CYCLE TIRES.
DOMINION BEST GREY INNER TUBES for MOTOR CYCLE.

Call in and be convinced of the superior quality of our goods, and get our prices before making your next purchase.

Reid-Newfoundland Co.