

WHITE SALE

Space will not permit us to give the price of all the WHITE GOODS that we have Reduced. Call and inspect, it won't cost you anything.

INFANTS & CHILDREN

White Lawn Pinetores from 15c.
White Lawn Petticoats from 35c.
White Robes from95c.
White Dresses from30c.
White Bibbs from5c.
Embroideries, assorted prices.
Insertions, assorted prices.
Laces, Torchon and Linen
Robe Lawn from25c.
Victoria Lawn from11c.
Nainsook from16c.

LADIES

White Lawn Blouses from 60c. up.
White Underskirts from 75c. up.
White Camosoles from 25c. up.
White Chemises from 50c. up.
White Knickers from 75c. up.
White Night Dresses from 85c. up.
Towels from 5c. up.
Side Board Cloths from 14c. up.
Bed Vanance from 11c. up.
Marcella Quilts from \$1.75 up.
Table Napkins from 8c. up.
Table Damasks from 25c. up.

Outport Orders Carefully Attended To

NICHOLLE, INKPEN & CHAFE

Limited.

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

Wide Awake Fishermen

Should write us for particulars of our

Linen Gill Nets

We believe we are the only Newfoundland firm offering these for sale.

Those who used them last year had splendid success, and soon GILL NETS will be as necessary as Motor Engines.

Specially made, mounted, buoyed and leaded. Write now for particulars.

ROBERT TEMPLETON.

333 Water Street.

"No man with eyes wide open can fail to appreciate the fine points of St. Lawrence Construction."

The St. Lawrence Two Cycle Marine Motor Engines, Kerosene or Gasoline.

From 2 to 35 H.P. complete with Reverse Gear Engines No. A6, 7, 8, 9, and 10—12 to 35 H.P. are specially made to suit Newfoundland fishing schooners from 20 to 120 tons.

The St. Lawrence Fay and Bowen. Four Cycle Engines 10 to 65 H.P. are in construction and operation the "last word" in Marine Motor Engines.

Full particulars and Illustrated Catalogue with price list will be forwarded on application to

R. FENNELL, 92 Military Road,
St. John's, Nfld.
Agent for The St. Lawrence Engine Co., Ltd.

Stoves! Stoves!

Tinware! Tinware!

STOVES

"Star Stirling," "Improved Success,"
"Improved Standard."

We also carry a large stock of
**Tin Kettles, Boats Kettles, Measures
and Funnels.**

Local Councils and Union Stores requiring such goods should order at once.

**Fishermen's Union
Trading Co., Limited.**

GETS PLEASURE FROM WATCHING SHELLS PITCH

But it Spoils the Fun, Says
British Officer, When One
Hits Your Trench and
Messes Things up a Bit

MARCHING SONG ON GEN'L. FRENCH

Officer Says He is Billeted
For the Present in a Pig-
sty Padded With Straw—
Not Exactly Palatial

A member of the Honourable Artillery Company, writing home to his parents, replies to a "Round Robin" sent by his many friends in London. It is the family custom every Sunday evening when friends drop in for a fireside chat to ask each to contribute a few lines to a "Round Robin" letter. "It seems to us," add the parents, "a good way of transmitting the atmosphere of the fireside circle of his old friends, at the same time relieving him of the feeling that he must write a lot of individual letters in reply. As a hint to others we enclose a sheet of notepaper and an envelope whenever we write, because stationery does not usually form part of a soldier's kit." The young soldier writes:

Cheered Him Up
"I received the "Round Robin" yesterday morning early, on our longed for return from the trenches for a good rest. I was feeling weary, as we had been in the trenches for thirty-six hours, and there are no opportunities there for restful slumber. The "Round Robin" cheered me very considerably.

"Then trenches we recently left are, of course, right in the firing line, but I do not call that "batter." The Germans seem to be sitting tight in their trenches, and the only danger is from sniping and shell fire, and we certainly have plenty of that, but fortunately very few casualties. The fighting has tamed down very considerably lately on our wing, and all we have to do is to sit in our trenches and watch the shells planking round about us. It is quite an amusing pastime, except, perhaps, when one happens to drop on to the parapet of the trench, then there is a little damage done.

Boots Worn Through.
"While the trench digging was going on we did a good deal of marching backwards and forwards, and my boots testified to it. On my last march back after a day's digging (a distance of about twelve miles), my boot soles were right through, and I did the distance practically on my stockings, but I stood it well, with the exception of a bruised feeling about my feet. When I got back one of the regulars did me a good turn; he saw the condition of my boots, and was astounded that I had managed the march, and he let me have a spare pair of boots he had, which fit me beautifully. These are the lines of our special marching song, and which we also sing at our little sing-songs:

D'ye ken John French,
(To the tune of "D'ye ken John Peel")
D'ye ken John French, with his khaki suits
His belt and garters and stout brown boots,
Along with his guns, and his horse,
and his foot,
On the road to Berlin in the morning?

Yes, we ken John French, and old Joffre, too.
And all his men to the tricolour true;
And Belgians and Russians, a jolly good few.
On the road to Berlin in the morning.

The Prussian Kaiser must be made to kneel,
The Prussian Eagle must be made to feel
The force of the bullet and good cold steel,
On the road to Berlin in the morning.
For the mothers they slew, and the kids as well,
And for sundry things it's not fit to tell,
We've got to catch and to give 'em hell
On the road to Berlin in the morning.

We are billeted for the present in a pig-sty padded with straw. This is one of the discomforts of active service, but we expect to go up to the trenches again to-morrow evening.

"Our trenches are about 600 yards from the Germans. By the way, "H.A.C." stands for "Happy and Cheerful."

BRITISH PRESS FEARS COLLISION WITH THE U.S.A.

Spectator Resents Deeply
"the Indifference, Indeed
Callousness, Toward Great
Britain and Her Cause,
Shown by the Government
of the United States"

London, Jan. 24.—The Spectator, in a leading editorial article entitled "A Great Danger," expresses "anxiety and alarm at the way in which we are drifting towards a collision with the United States."

This article speaks in praise of the good feeling toward Great Britain of many prominent Americans, but it re-vents deeply "the indifference, indeed callousness toward Great Britain and her cause, shown by the Government of the United States."

Comparing the present situation with that which existed at the time of the Seward and Lincoln arrests (1861) the Spectator says that British statesmen were as much a fault then as American statesmen are now but happily the Queen and Lincoln prevented war.

Believing that the American Govern-ment would certainly be on the side of those who were fighting to restore Belgium, the British people "suddenly find America, officially playing the German game, and in effect, trying to prevent our bringing Germany to her knees and driving her out of Belgium.

"The disappointment is the greater because, like the Americans of fifty years ago, we fancy that our flesh and blood across the water are influenced by the thought of profit just as Englishmen were believed to have been influenced in the Civil war.

"So now America wants to make a profit out of copper," the Spectator continues, "and the American Govern-ment is on the side of Germany and in effect claims the right to provide Ger-many with the means of holding down Belgium and killing English soldiers, and freely to supply the material re-quired in bombs to slay non-combat-ants.

"Can it be wondered at, even though it is unreasonable and though of course we ought to see the American case, that we feel cut to the heart that America seems to reckon up the matter in cold dollars and cents, rather than in terms of flesh and blood and human suffering."

A BEAR'S LONG LIFE

During the winter months, when work and money are both scarce, one thought occupies the mind of every one—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.

STOP BURNING Your used postage stamps.

Send them to Frank Osborne, 640 Sixth Avenue, Rosemount, Hockelaga, Montreal, Canada, and receive in exchange Pretty Picture Post-cards.—Jan 7, 31

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 outfit-ting, etc. Undersigned is not commit-ted to accept the highest or any ten-der. Stock can be inspected each day from 9.30 a.m. to 6 p.m.

F. C. O'DRISCOLL, Liquidator. Oct 19, 12 W. d. W.

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 23, 2 W Cash Must be Sent With Order.
P. O. Box 651, or 15 Brazil's Square.

TALK IS CHEAP—

Advertising is also very cheap, if carried in the right medium. *The Mail and Advocate* is the *Can't Lose paper now. Must be true. Everybody's talking it's not the price you pay but the returns you get.*



Have You Ever

been in a hurry for a letter and had to wait some minutes to have it look- ed up? If so, there is something wrong with your filing system.

Globe-Wernicke Filing

And Indexing Services not only save the time of the high- salaried members of your firm, but they also simplify the work, saving space, labor and time. Why not im- prove your system?

PERCIE JOHNSON,
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Rubber Sale!

600 pairs Women's
Storm Rubbers @
50c.
Per Pair.

400 pairs Women's
Plain and Low Rub-
bers @
45c.
Per Pair.

We have about 50
pairs of Men's Water
proof Boots. Regu-
lar price \$5.00, now
only

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F. Smallwood,
The Home Of Good Shoes.

Good Morning! We Are Introducing

American Silk
American Cashmere
American Cotton-Lisle
HOSIERY

They have stood the test. Give real foot comfort. No seams to rip. Never become loose or baggy. The shape is knit in—not pressed in.

GUARANTEED for fineness, style superiority of material and workmanship. Absolutely stainless. Will wear 6 months without holes, or new ones free.

OUR SPECIAL OFFER to ev- ery one sending us \$1.00 in cur- rency or post-note, to cover advertising and shipping charg- es, we will send post-paid, with written guarantee backed by a five million dollar company, either

3 Pairs of our 75c. value American Silk Hosiery or 4 Pairs of our 50c. value Am. Cashmere Hosiery, or 4 Pairs of our 50c. value Am. Cotton-Lisle Hosiery or 6 Pairs Children's Hosiery.

Give the color, size, and whether Ladies' or Gent's hosiery is desired.

DON'T DELAY—Offer expires when a dealer in your locality is selected.

THE INTERNATIONAL HOSIERY CO.
P. J. Box 244,
DAYTON, OHIO, U.S.A.

RED CROSS LINE.

INTENDED SAILINGS.

From New York: From St. John's:
STEPHANO, Jan. 16. STEPHANO, Jan. 23.
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	\$25.00
To Halifax	20.00	35.00	9.00	15.00
To Boston (Plant Line) . .	29.00	51.00	18.00	30.00
To Boston (D.A.R.)	30.00	51.00	18.00	30.00

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. Luxuri- ous 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

—of—
**Ham Butt Pork
Fat Back Pork
Boneless Beef
Special Family Beef
Granulated Sugar
Raisins & Currants**

—and—
All Lines of General Provisions.

HEARN & COMPANY

St. John's, Newfoundland.

The S. S. Portia

will leave the wharf of

Bowring Brothers, Ltd.

ON
FRIDAY, 29th January, at 10 a.m.
calling at the following places:

Cape Broyle	Ferryland	Fermeuse,
Trepassey	St. Mary's	Salmonier
Placentia	Marystown	Burin
St. Lawrence	Lamaline	Fortune
Grand Bank	Belleoram	St. Jacques
Harbor Breton	Pass Island	Hermitage
Gaultois	Pushthrough	Frangois
Cape LaHune	Ramea	Burgoe
Rose Blanche	Channel	

WEATHER AND ICE PERMITTING.

Freight received until noon on THURSDAY. For freight or passage apply to the Coastal Office of

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TELEPHONE 308