

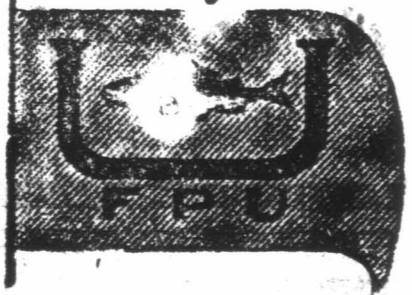
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Buy Now as the prices must advance owing to increase of freights.

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., OCT. 21, 1915.

OUR POINT OF VIEW

That Verdict

ELSEWHERE we publish a letter from a Union member in Bay-de-Verde District that expresses the average opinion of the Outport elector regarding the decision of the Jury which heard the Kean libel last week. That friend sent \$20 for 20 shares in the Union Publishing Co.

Many other such letters are received.

What is the use of St. John's effort to muzzle *The Mail and Advocate*, backed as it is by at least 75 per cent of Outport feeling. Such verdict will but strengthen and extend the Outport man's antagonism to St. John's interests. Instead of injuring Coaker or this paper or the F.P.U. it will but strengthen them.

The friends of Ab. Kean here fail to remember that Outport men know him as he is, and not as he appears to a few toadies at St. John's.

Outport men considered that if Kean had not been near the Newfoundland on March 30th and 31st, 1914, that the 79 heroes of the Newfoundland's crew would not have perished on the ice within a mile or two of five powerful ice-breakers.

That is a point a few at St. John's have not quite realized.

When such men cannot behold the tremendous responsibility resting on Kean through the signing of the arrest petition last Winter, when 10,000 electors asked the Governor to incite the Crown to arrest and try Kean for manslaughter in connection with the massacre of 79 fellow-countrymen—any man not as dense as prejudice and animosity can manufacture—would have seen where Kean stand by those petitions.

They have endeavoured to restore Kean's reputation by a verdict of \$1800 and they have succeeded once more in arousing that feeling of bitterness in Outports which greets Kean's action when ever publicly proclaimed.

LET THE RECITS WAIT.

Canadians enlisting for active service must necessarily march in plain clothes, the visible supply of khaki being required to uniform the heroic figures of this country's ever-growing army of honorary colonels.—Toronto Telegram.

READ THE MAIL AND ADVOCATE

The Industrial Outlook

THE OUTLOOK for our Toilers at the moment is by no means very rosy. We have had one of the worst Labrador fisheries within living memory, though it is true that we have never had such prices offering for Labrador products.

The up-the-shore fishermen have fared rather better than usual; but we must make provision for the hundreds of fishermen who have returned from the far north without sufficient to pay for their summer's outfit. There are at present in Notre Dame and Bonavista Bays especially many who have not the wherewithal to pull them through even till the end of November.

Within the past fortnight some men have got away to Millertown and other logging sections up-country; but it is feared that several who are anxious to get to the lumber-woods will be unable to secure employment there. We think that it would be advisable for all our fishermen who wish to seek employment in the logging camps to make enquiry before they leave their homes, as otherwise, they may be liable to spend a considerable amount in railway and other expenses which they can ill afford.

We feel sure that the managers of the up-country plants would be only too pleased to furnish information as to the possibilities of securing employment either at Bishop's Falls, Badger, or Grand Falls. We have always found the managers at these sections very courteous and obliging; and we believe that, were our men to make enquiries, they would receive due attention. This is a matter which should be considered.

We would also advise our men who have any idea of going across Cabot Straits to seek employment either at Sydney or New Glasgow to do likewise. Whilst work is procurable at these plants, it is just possible that men who go here without knowing the precise conditions, may be disappointed. Both these plants have recently received large orders for munitions; but it should be understood that this special work needs a number of skilled mechanics.

We consequently strongly advise our men to look ahead and not to incur the expense of leaving without having some definite information regarding the possibility of securing employment. Whilst it is regrettable to see so many of our men forced to seek employment, we believe that under existing conditions it were the wisest course to pursue. We do not wish to see them in any sense dependents; as we know they can make good when ever and wherever they get work.

We have had so many exhibitions of Government coddling, that it were wise for our Toilers not to depend on the Administration which has been guilty of a policy of systematic humbugging ever since they have been in power. Were the Government alive to the situation, there really should be no need of our young fellows to get away from the country to secure employment.

What an awful showing to the people by Premier Morris. For years he has been gulling the Toilers with "propositions"; but he has now been weighed in the balance and found wanting. There will be a tremendous exodus this Fall from the Outports, and even from St. John's. We expect to see the Government organs telling us that "it is all on account of the war"; but the fact is that the outbreak of the war has been the salvation of the Morris Government up to the present.

We are getting the largest prices ever paid for our soft fish, (not through any efforts made by Morris to protect the interests of our Fishermen Toilers); and Great Britain has furnished us a loan in order to keep us afloat as a British Colony.

How the Fishermen Toilers Regard the Kean Verdict

Shows How Coaker's Work on Behalf of the Toilers is Appreciated in the North. A Slap in the face to Kean, Crosbie, Squires, Mosdell and Enemies of Coaker and the F.P.U.

W. F. Coaker, Esq., M.H.A.,
Pres. F.P.U.,
St. John's.

DEAR SIR,—Enclosed please find Twenty Dollars (\$20) for 20 shares of \$1 each in the Union Publishing Company.

I see that the enemies of the Union are doing their best to crush it, and I think that every Union man should do his best to aid you in your fight against the oppression of the poor unfortunate working class, by those men

who are really the servants of the very people they try to oppress. Keep at your noble work; success must surely reward earnest and honest effort.

Respectfully yours,
—S. A. C.

P.S.—Prohibition is getting a very live issue around here now. Mr. I. C. Morris gave a splendid address here in the Methodist Church last night (Sunday). A solid vote will be polled here in favour of Prohibition.—S.A.C. Bay-de-Verde, Oct. 18, '15.

Bishop Power

THE COUNTRY will regret to learn that His Lordship Bishop Power, of St. George's, will be leaving Newfoundland to take up responsible duties in connection with the Roman Catholic Church in Canada.

We congratulate Bishop Power upon his advancement by the Church. His ability has been recognized and appreciated, and if his health permits we feel sure his advancement will be rapid. His health has not been good for some time and is probably responsible for his transfer to Canada.

The West Coast people will greatly regret His Lordship's transfer, as he was beloved by his people.

The position he has been appointed to is one of great responsibility and activity. Archbishop McNeil of Toronto—whom Bishop Power succeeded at St. George's—will have in Bishop Power a strong pillar of the Faith and an ardent worker in Christ's vineyard, as well as a loyal and devoted friend. Newfoundland's loss is Canada's gain in this respect.

Our Herring Packers

THE HERRING SEASON on the West Coast and in Notre Dame Bay will open shortly; and from recent reports, some American vessels are already heading for Bay of Islands, for cargoes. The demand for herring is now greater than it has been within living memory; and we should get text to the markets if we wish to get a share of trade.

Recent quotations of Scotch herring in the American market, as we have stated in our columns, are the highest ever known; and we should make an effort to secure some of the orders which formerly were placed with Scotch herring packers. The shortage of herring in the American markets is abnormal; and there is absolutely no reason why we should not get hold of a long sheaf of orders. The price to be obtained should attract a large number of fishermen to the herring business this Fall; and before they venture into it, they should understand what is required essentially to ensure success.

First, there is the question of the package. This should be well and substantially made, and capable of undergoing a good deal of rough handling in transit. Unless the packages are strong, well-coopered, and made of material free from knots and shakes, it were worse than useless to go into the packing business at all. Such packages will mean loss of money to the packer, and will have detrimental results for the trade.

Secondly, the herring must be uniform in size, well-cleaned; and spent fish should on no account be packed. No amount of pick-

ling will make a first class article from spent fish. Cleanliness is essential; and unless packers attend to this very important detail, the labor of the packer will have been in vain.

Our people do not seem to realize that the buyer is the most important element in the herring business. He knows just what he needs, and it is useless for us to try to explain to a purchaser that our views are superior to his. He is paying the money, and he should get just what he requires.

The tight, well-coopered, and clean package will bring satisfactory results; but if we fail to deliver the goods as the consumer, or the purchaser requires, we had better not embark in the business.

Many fishermen are under the impression that "a barrel of herring" is a "barrel of herring anyhow"; but numbers of men engaged in the herring business for the past few years know to their cost that the purchaser has his own ideas as well as his own tastes in the matter of pack.

We should try to get down to the small package; and were we to do this we should have no difficulty in marketing to the best possible advantage every barrel of herring caught around our coast during the fall and winter.

Unless our fishermen begin to realize the requirements of the various markets, we cannot hope to compete with the Scotch, Iceland, or Norwegian packs. There is money in the herring business; but the fishermen should try to get down to practical business, and until they do this, they will be labouring without practical results.

F. P. U. Notes

The Diadem, Capt. White of Greenspond, with a load of fish from Greenspond Union Store is discharging at Baird's.

The schr. Augustus, Capt. Fancy, with a load of fish from Seldom Union Store is discharging at Baine Johnson's.

The schr. Lizzie Guy, Capt. M. Guy, is loading supplies for Catalina Union Store.

The schr. Dorothy B. Captain Squires, is taking supplies for the Union Store at Keels.

The schr. Betty is loading supplies for the Union Stores at Joe Batt's Arm and Tilting.

THE ALLIES' GREATEST ASSET.
Great Britain emphasizes the immensity of her financial resources not only in the meeting of her own direct expenses, but also by loaning \$230,000,000 to other nations, and \$28,000,000 to Canada, Australia and South Africa. It is becoming increasingly evident that the marvelous financial power thus illustrated sustained as it is by an uninterrupted commerce, is the greatest single asset in the possession of the allies.—Brooklyn Eagle.

Economic Argument

IT IS a recognized principle that only productive industries are a source of stable civic and national wealth. Now if we measure the liquor industry (?) by this standard, it is the very antithesis of being productive; for it is actually destructive, not merely industrially but morally and physically.

This can readily be demonstrated; and we have already established our case regarding the moral and physical effects of the liquor trade. Our statements in the premises have been made not off our own bat but we have quoted the most eminent authorities. Anybody who has heard Dr. Geisel discuss the liquor question cannot honestly contravene our arguments; she speaks as "one having knowledge," if not authority.

If we examine the fiscal or economic side of the case we must also come to the conclusion that everything is against the continuance of reign of Booze in our midst.

1. The immediate attendants upon his liquid majesty in this city number approximately 100 people, inclusive of the many barmaids, yes, barmaids in this supposedly respectable city of St. John's.

Now let us suppose (we, of course place the highest figures) that the average annual salary of the attendants at bars and liquor establishments is \$600. This represents \$60,000 per annum. Who pays this? The consumer. What does the consumer get in return for this expenditure?

Let us take, first the case of consumers of local beers. These consume some tons of Twenty-Mile Pond water, some extracts of hops and—other things. We don't wish to specify them; but they cost little.

Secondly, let us instance the case of imported beers and similar concoctions. What does the consumer get? He pays for tons of waters from the Liffey, the Trent, and possibly from the saline troughs of the Zuyder Zee, and, of course the hops, other things, and the preservatives. These products cost at the pints of manufacture approximately five cents per bottle,—the local consumer pays just Twenty-Five for his pint of imported beer.

But this is not all. Our wage earners consume large quantities of foxy fluid which called rum. This is in many cases a doctored product, which we get sometimes from London, but usually from the West Indies. Low grades of rum are really the product of molasses which even the niggers wouldn't care to use! The consumer in this case pays largely for a large quantity of aqua pura (this is the druggists' terminology for water. Why can they not get their supply of water pure and unfiltered from their taps, or even from the city hydrants?)

The liquor interests will tell us, of course, that they pay licenses, city taxes, buy automobiles, patronize the social functions of the city, give alms to the poor, sub-

scribe to the various charities, etc. Yes, we admit all these benefactions; but we still contend that the so-called benefactions and assessments are actually being gathered from the very class of people to whom such largesses are given. The actual value of the liquor trade is really nil. On the contrary it brings its trail woes unnumbered; and the life blood of our labouring classes is literally being coined into dollars and cents to enrich the dealers who strut about "in purple and fine linen."

But much of the gains of the traffic are actually invested in our industries? Very little. None, as far as we know in the greatest of our industries—Fishing.

There are presumably some of the interested parties whose names figure as stock-holders in certain manufacturing companies. But we contend that nearly all these organizations have their being guaranteed by an almost pro-

hibitive system of taxation, or they are directly subsidized.

Our local products are not sold any cheaper than the imported article; and in many cases our best fishermen will not purchase locally manufactured lines, twines, etc. Hence, we contend that this phase of the economic arguments is absolutely without either utility or weight. The fact remains that the liquor trade as a factor in our fiscal life is like an Algebraic X.

In Days Gone By

October 21

The Battle of Trafalgar, 1805. First Convent School opened in Newfoundland, 1833.

Big snow storm, 1875. Zera, the Ventriloquist performed in the Atheneum, 1870.

Dean Cleary (well known on the Southern Shore) died, aged 86. He was for 52 years a priest.

The Battle of Elanasslaire, 1899.

The Record newspaper issued, 1860.

NOTICE!

To the F.P.U. Councils of Twillingate District:

IN VIEW of the conditions prevailing in this District at present, I think it advisable to cancel our proposed Annual District Meeting at Exploits. The usual Annual Meeting will be held at the Supreme Council, which meets at St. John's next month.

W. B. JENNINGS,
District Chairman.

TO THE READING PUBLIC!

To keep in touch with the War, Politics and the many other questions of present moment, the Outport man needs a good paper, a daily paper to report the news, a weekly paper to interpret the news. The weekly edition of THE MAIL AND ADVOCATE, official organ of the Fishermen's Protective Union, will be sent to any address in Newfoundland and Canada, from now until the end of 1916 for FIFTY CENTS.

Can you afford to be without this Paper?

Reid-Newfoundland Co.

SOUTH COAST SERVICE

S.S. GLENCOE will sail from Placentia on Friday, October 22nd, after the arrival of the 8.45 a.m. Train from St. John's, calling at the usual ports of call between Placentia and Port aux Basques.