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The Quality is Extra Good.

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. 29th, 1916

IS THAT SO

SO the spoiled doctor of Adelaide Street is not prepared to admit that Mr. Coaker's visit to Canada and the States is going to be beneficial to the fishermen of the country. Well to our mind the best indication that it is going to be beneficial is the statement that the Adelaide Street man made yesterday, for it is well known that Mr. Coaker has succeeded in all his undertakings so far, whereas the spoiled one of the Adelaide Street journal has failed, and failed ignominiously, in everything he has taken up.

He tried to be a preacher, and he failed; then he tried to be a doctor, and it seems he did not make much of a success of that profession either; now he tries to fit into the profession of a journalistic wizard, but the sign of the times show that he too in this chosen avenue, is not the howling success he thought he would be. Just what he will aim at next no one but the learned one himself knows. However, as far as we are concerned, it is a case of ISH KA BIBBLE.

As to Newfoundlanders knowing nothing of Mr. Coaker's record they may not have known very much were it not for the fact that the Adelaide Street man of many professions took great pains and care to give the public of Newfoundland a full and elaborate description of just who Mr. Coaker was. Where he came from. What his work was. The great future outlined for the Toilers of Terra Nova by Mr. Coaker, Mosdell said:

"He (Coaker) was born of the common people; he (Coaker) was inexperienced in politics or in business; he (Coaker) was obscure and unknown. But he (COAKER) WAS THE MAN FOR THE TIME AND THE WORK. WHAT BIRTH AND EXPERIENCE DENIED WAS MORE THAN MADE UP IN PERSONALITY; IN BRAIN; AND IN GENIUS. HAVING THE KNOWLEDGE OF THE NEED; HAVING IDEAS AND SCHEMES TO ACCOMPLISH THE WORK; HAVING FAITH IN HIMSELF (Coaker) AND CONFIDENCE OF THE ULTIMATE SUCCESS OF HIS (Coaker's) GREAT UNDERTAKING HE (Coaker) BOLDLY LAUNCHED HIS (Coaker's) HUMANE ENTERPRISE.

Men scoffed at COAKER but they were men who did not know him (COAKER)."

This is what Mosdell thought of President Coaker a short while ago. If he was honest in his convictions then, how can he now see nothing good in the worthy President or his great work without writing him down as one who is prepared to sell himself body and soul for "thirty pieces of silver."

"Mr. Coaker," says Mosdell yesterday, "was successful in inducing hundreds of our fishermen to entrust to a man, ignorant of business affairs, thousands of dollars of their savings to trade on." But surely, "Doc," you have not forgotten that you said in this paper some short time ago, that "what COAKER lacked in BIRTH AND EXPERIENCE WAS MORE THAN MADE UP FOR IN PERSONALITY, BRAINS AND GENIUS."

Now, then, which statement of yours is the public to believe? Again we ask which? How could the fishermen lose by placing their money in the hands of such a man as you claimed Mr. Coaker was?

You have already said that Coaker was the means of saving the fishermen of this country millions of dollars by giving them food stuffs cheaper than they could buy them elsewhere, and these food stuffs we take it, included flour; and you further claimed that COAKER was the means of securing for the fishermen a higher price from the products of their labour. Didn't you say that, "Doc"? How then do you now contend that the reverse is the order of the day? It is quite evident that when the "learned" one of Adelaide Street gets rattled he is not accountable for the many peculiar twists he takes of himself.

So the noble President "has secured the rudiments of a business training at the expense of the fishermen." Hold on now, "Doc"; unless we are mistaken you are the gent who said that the fishermen had no leader until "W. F. Coaker came forward and launched his humane enterprise." According to you it was "the same old story that the Sons of Toil were mere hewers of wood and drawers of water." But that Coaker by his GENIUS, his BRAIN, his INITIATIVE had changed all this. What a funny man you are too. How the devil do you reconcile the two statements anyway?

When you started your well organized campaign of "war on Coakerism" you were very anxious regarding the "Can't Lose." How much she lost. How many thousands of the fishermen's hard earned dollars were sunk in this venture. The "Can't Lose" was sold and the price was satisfactory to the Union Trading Company, and the learned doctor was found out in a barefaced lie.

Having been whipped to a frazzle on the "Can't Lose" bombshell, the two "confidence men" of Adelaide Street thought a flare up on the price of flour would attract some public attention. This, like the "Can't Lose" war cry, has failed to set the public thinking, and now, lo! and behold, the beggars have the colossa) cheek to tell us that the 38 per cent. dividends which the fishermen have earned from their investment are not bona fide. It strikes us that they had better take something for the meddlers itch. They seem to have it bad, and unless they are careful they are going to be laid up for some time. The public will, we feel sure, take these impudent sneaks at their true value.

Let them repeat this lie again, and we promise them we will handle them as they justly deserve. Mosdell is fast making for himself and his "stool" pidgeon stinger "an unenviable reputation in the community. To deal courteously with them is a waste of time. It is like "casting pearls before swine."

"The F.P.U. is a secret society," says Mosdell. Well then we fear that there are some creatures call-

ing themselves men who do not hesitate to use the private information of such a secret society as Mosdell claims this F.P.U. to be to injure the man and men connected with it who took Mosdell and Thistle out of obscurity and forced them into the limelight of publicity.

If Mosdell will turn up the files of The Advocate for November 5th, 1913, he will find a letter on page one of that issue from the late Archbishop of St. John's, in which that deceased prelate, over his own signature, declared THAT HE SAW NOTHING WRONG WITH THE F.P.U. OR ITS MANAGEMENT.

We suppose Mosdell has the issue, and he evidently spent his time here gathering together all the private letters, papers and records of the office he could lay his slimy hands on. If he doubts our remarks in connection with the opinion of the late Archbishop we will produce the letter in full for the benefit of the public.

"Whose money," says Mosdell, "makes it possible for The Mail and Advocate to continue its career of general vilification of trade rivals and political opponents of President Coaker, the while it paints his own personal portrait in the most attractive colors?"

Well, dash his pretended ignorance anyhow! Doesn't he know that it's the fishermen's money. Doesn't he know that they are prepared to give as much more in order to wipe out such treacherous creatures as Mosdell. It's the same fishermen's money, doctor, that you secured to seek election to the House of Assembly in 1913. If

the fishermen then made a mistake in loaning you this money, by gosh they made no mistake in putting you last on the poll! The fishermen as a rule are a shrewd bunch and they evidently had you sized up in good fashion!

Now, as to Mr. Coaker having no longer any right to the trust and confidence of the Toilers, we will let events tell the answer. Personally we are inclined to think they will soon demonstrate that their confidence and trust in him (Coaker) is vastly increased during the past few years, and if the Adelaide Street journal will read the columns of The Mail and Advocate he will see that from every district in the Island we are continually publishing letters which will show the casual observer just where Mr. Coaker stands in the estimation of the Toilers of this Country. These letters will show the learned ones of Adelaide Street that the fishermen have today, if it were possible for them to have, a better opinion of Mr. Coaker than Mosdell had when he wrote his biographical sketch of President Coaker, extracts from which we will continue to publish daily for the information of the public who may not have seen the original article in The Advocate.

"Mr. Coaker made mistakes," says Mosdell; well yes we fear he made one grave mistake when he took Mosdell from Bonne Bay, and with the fishermen's money behind The Mail and Advocate, brought him forth from obscurity into public prominence. He is now working overtime trying to do what a smarter journalist, the Editor of The Herald, failed to do—kill Coaker and the Union.

MOSDELL'S BOOMERANGS!

AND in these latter days has risen W. F. Coaker, who ranks with the GREATEST of the land in his efforts and achievements on behalf of his fellow-countrymen. To him (Coaker) belongs all the credit of initiating and directing the wonderful movement which has put our Toilers of the Sea in a position to enjoy to the full the benefits secured for them by his great predecessors. — MOSDELL, in The Advocate, Dec. 20, 1913.

IT was the old, old story of of horny-handed Sons of Toil being made a hewer of wood and a drawer of water for the middleman who marketed his produce abroad. — MOSDELL, in The Advocate, Dec. 0, 1913.

FOR what isolated individual or groups of individuals found impossible of accomplishment was soon brought about when the great armies of Unionism entered the industrial field and did battle for what is but the common right of humanity. — MOSDELL, in The Advocate, Dec. 20, 1913.

HE (COAKER) was born of the common people; he (Coaker) was inexperienced in business or in politics; he (Coaker) was obscure and unknown. But he (COAKER) WAS THE MAN FOR THE TIME AND FOR THE WORK. What birth and experience denied was more than made up for in PERSONALITY, in BRAIN, and in GENIUS. — MOSDELL, in The Advocate, December 20, 1913.

HAVING the knowledge of the need; having ideas and schemes to accomplish the Work; having faith in himself (Coaker) and confidence in the ultimate success of his (Coaker's) great undertaking he (COAKER) BOLDLY LAUNCHED HIS (Coaker's) HUMANE ENTERPRISE. — MOSDELL, in The Fishermen's Advocate, December 20, 1913.

MEN SCOFFED AT COAKER, BUT THEY WERE MEN WHO DID NOT KNOW HIM. — MOSDELL, in The Advocate, December 20th, 1913.

THE BANK OF NOVA SCOTIA

ELSEWHERE in this issue will be found the 84th Annual Report of The Bank of Nova Scotia, the outstanding feature of which is the exceptional strength it indicates, which under circumstances such as those prevailing to-day should be cause of great satisfaction not only to shareholders and depositors of this institution but to the public generally, for it is a matter of vital importance that the Banks should emerge from the present trying conditions in a satisfactory manner.

The steady growth of The Bank of Nova Scotia is evidenced by the

increase in total assets from \$95,733,670 to \$104,244,467 during the year, while net profits for the year ending December 31st, 1915, were \$1,220,057, as compared with \$1,196,116 for the previous year. Cash alone exclusive of the deposits in the Central Gold Reserves, amounted to 20% of the liabilities to the public, while immediately available assets have reached a total of \$59,990,461—an exceedingly strong position.

The Bank has not been backward in demonstrating its patriotism to the Empire in this time of need, for not only have they paid \$65,000 War Tax as shown by their statement and subscribed largely to War Loans, but a big percentage of their staff is now to

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.

be found in the ranks of the Volunteers, whilst the Bank's business is being carried on by a depleted staff, and in some branches young women have had to be taken on. At least eight officers of The Bank of Nova Scotia in this Country have volunteered in the service of Empire, one of whom—the late Private Fred Roper of Bonavista—having made the supreme sacrifice and given up his life in the fight for King and Country on the Gallipoli Peninsula.

In Newfoundland this Bank has fourteen Branches scattered along the coastline from Bonne Bay to Twillingate; and this old institution which was the first to come to the Colony's financial aid, after the failure of the Local Banks, has ever since been doing a great deal to enable our people to finance successfully the exportation of our products and to build up our industries.

The new Bank of Nova Scotia building at the corner of Beck's Cove and Water Street will, we understand, be completed and ready for occupancy by the first of March. The Bank and Manager Anderson are to be congratulated on this splendid structure, which

GLEANINGS OF GONE BY DAYS

JANUARY 29

MICHAEL T. KNIGHT born, 1832.

William McKinley born, 1843. Bulley & Mitchell, merchant, failed, 1858.

A man named Anthony Crawley was killed this day, by a load of wood falling on him, near where the Star of the Sea Hall now stands, 1823.

John Dorsey died at Bett's Cove by applying a light to burn the stitching of a flannel band around his waist, which band was saturated with turpentine, and ignited and burnt his body severely, 1879.

Patrick Strapp, J.P., Harbor Grace, died, 1866.

William McCarthy foully murdered at his residence, Springdale Street, between 2 and 8 o'clock in the evening; still a mystery, 1894.

is an ornament to our city; we wish them and their invariably courteous staff a continuation of the prosperity and good-will which they have had in the old Exchange Building.

French cable steamer Poyer Quertier arrived disabled, 1892.

John Tarchin, Sr., provision merchant, died, 1892.

Steamer Fiona arrived from England in ten days; first time here, 1889.

Schooner D. A. Huntly, Captain Ashbourne, lost on voyage between Prince Edward Island and Boston, 1888.

Will Do What She Ought

Le Matin, Paris.—The dominating factor of this passing crisis and what is important for us allies of the English is that, whatever the differences may be, whatever kind of understanding may be reached within the government or in parliament, England will do what she ought to do, and that her participation in the war will never be lessened or slackened by any difficulty of a political nature.

A girl reads a love letter over and over until she gets another.

Why pray to be delivered from temptation and then go around looking for it.

Nothing is more disgusting than a young man trying to act old or an old man trying to act young.

Reid-Newfoundland Co.

Columbia Ignitor Cells.

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

Water Street Stores Dept.