

A SPLENDID OFFER

We will mail the daily issue of **The Mail and Advocate** to any address in Newfoundland or Canada from now until the end of 1915 for the sum of \$2.00.

We will mail the weekly issue of **The Mail and Advocate** to any address in Newfoundland or Canada from now until the end of 1915 for the small sum of Fifty Cents.

The weekly issue of **The Mail and Advocate** offers splendid opportunities to business men for advertising their goods as it is read by 50,000 persons every week.

The daily issue of **The Mail and Advocate** has the largest outport circulation by 100 per cent of any daily paper in the Colony. It has only been published nine months, yet its outport subscription list exceeds by 100 per cent the circulation of any other daily paper.

The weekly issue of **The Mail and Advocate** has subscriptions all over the Colony and is the cheapest weekly paper issued in the Colony. We give our advertisers good value for their money. They appreciate this fact and continue their patronage from year to year. Others should note this fact and advertise in the paper that is read by 50,000 persons.

LONDON BUSINESS GETS ROYAL REBUKE

For Dismissing Employes and then Contributing to Patriotic Fund.

London, Nov. 2.—One of London's great department stores has removed from its windows its royal patronage signs. This is said to be due to a royal rebuke.

This store where Queen Alexandra has heretofore done her shopping sent a cheque for ten thousand pounds to the Prince of Wales fund. So large a donation might well be put to the credit of its advertising account in view of the publicity given it.

However, the managers of the Wales Fund discovered that the store dismissed half of its staff, so that the donation came really not from the firm but from its discharged employees. Whereupon the cheque was sent back, and the royal patronage taken from the firm.

The problem in Britain is to avoid pauperizing the unemployed. The burden placed on private charity is all that it can stand. While some industries have received an artificial help others were forced to close. It is the wish of the royal family to induce employers to keep their business going, even at a loss, rather than discharge hands and soothe their conscience by giving to charity.

ADVERTISE IN THE MAIL AND ADVOCATE FOR BEST RESULTS



STAND BACK! IT'S TOO LATE!

Such a calamity may not have overtaken you, but where is your guarantee that any day—aye, to-day, a fire may destroy your home and possessions.

Take Out a Policy at Once, no matter how moderate the amount, a policy protects you. The premium is so ridiculously small that the price of the Nickel each day will give you considerable insurance. See me about this at once—remember to-morrow may be too late.

PERCIE JOHNSON, Insurance Agent.

KAISER HAS SET HIS MIND ON INVADING GREAT BRITAIN

And British Authorities, Firmly Believing That He Has Formulated Some Plan to Carry out His Desire, Are Taking No Chances—Precautions in London and Along the Coast.

In a conversation with Miss Topham, his daughter's English governess, the Kaiser spoke of the fact that for nearly nine hundred years there had been no invasion of England, though every other country in Europe had been overrun by conquering armies. This explained to him the wonderful wealth of old English castle and country houses in reasures of art and ancient masterpieces.

Now he purposes to give the British Isles a taste of invasion, and, however impossible we may consider an invasion of England, it seems likely that steps to achieve the impossible have been taken with characteristic German thoroughness, and that the attempt to fulfil the Kaiser's ambition will be carried out with characteristic Russian ruthlessness.

The British authorities are taking seriously the threat from across the channel. While still relying on the fleet to prevent any landing in force, they are taking other means to guard against Zeppelin raids.

Navy, Zeppelins, Transports. At night the lights of London are dimmed or darkened. The large artificial lakes in the gardens at Buckingham Palace have been drained off or fear that the water might reflect the rays of the moon or of a hostile searchlight and thus reveal the presence of the Royal residence to the bomb-droppers.

Guns specially designed to bring down flying craft have been mounted, and embankments have been erected in many important buildings to protect them from aerial assault, and the population has been brought under special military orders.

While it would be foolish to pretend to a knowledge of the Kaiser's plans, it is generally supposed that the German navy, or an important fleet, will make an attack upon the British fleet, and that while the fight is going on a fleet of Zeppelins will sail for London, while some transports filled with forlorn hope will leave the Belgian coast and attempt to make a landing under cover of the confusion caused by the airships and the sally of the German war vessels.

People who ridicule this idea are he people who only a few months ago were ridiculing the idea of Britain and Germany being at war.

A Raid is Certain.

As a matter of fact, there is not much laughter anywhere over the German war machine. It has already accomplished far more than anyone outside of Germany supposed it capable of six months ago, though far less than its creators expected.

It is impossible to believe, despite the blunders of German statecraft, that before the war broke out there were not in existence carefully devised plans for the invasion of England. Without the invasion of England the defeat of Britain is impossible, and without the defeat of Britain was success of Germany is impossible.

To say that the Kaiser's military advisers have calculated only upon gradually reducing the strength of the British navy by means of mines and submarines is not to credit them with contemplating a long war, and all the

PUBLIC NOTICE.

Revision of Jury Lists.

Persons claiming exemption from service on Juries, persons who claim to be qualified to serve on a panel different from that on which they are entered, and all persons who have objections to offer to the panels or either of them are hereby notified that a Court of Revision of the Jury Lists for St. John's, will be held in the Magistrate's Office from 9 a.m. to 2 p.m. on Tuesday, Thursday and Saturday of next week, and on Monday and Friday of the week following.

Police Court, 30th October, 1914.

A. W. KNIGHT, Acting Stipendiary Magistrate.

evidence is in support of the idea that they have calculated upon a short war.

If these men are not lunatics they have some other plan for striking terror to the hearts of the people of England. The attempt will, be made, however futile it may prove to be.

It is recalled by "Ex-Attache" in the Pittsburg Despatch that the British Isles were twice invaded in the course of the last war with France, but the attacks have been almost forgotten, because they failed so signally to achieve their object.

In 1789 a French force numbering 14,000, under the command of General Hoche, on seventeen transports and accompanied by seven battleships and three frigates, made a descent upon Bantry Bay, in Ireland.

By the time 800 men, under General Humbert had been disembarked, a furious storm arose and the other transports and the attending warships were driven back to France.

The Frenchmen who had landed were joined by 1,000 Irish rebels, and at Castlebar defeated a force of local militia under Generals Lake and Hutchinson, capturing the town.

A fortnight later they were obliged to surrender to Lord Cornwallis at Ballinacree.

A Descent of Desperadoes.

Despite the inglorious termination of this invasion, another was undertaken a few months later.

Generals Roche and Carnot conceived the idea of landing a force of 1,500 French desperadoes in Wales for the purpose of ravaging the country. This forlorn hope was recruited from the prisons of France.

Each man was informed that from the moment he landed in Wales he would be pardoned for all his previous—and subsequent—crimes by the French Government. He was told that he was expected to rob to the extent of \$20,000.

This mad plan was actually carried out under an American named Colonel Tate, and the desperadoes landed at Fishguard. For two days they terrorized the countryside, and on the third surrendered to a force of local militia and yeomanry under Lord Cawdor.

At a subsequent exchange of prisoners the French Government refused to recognize the marauders, but the British landed them in France one dark night, to the dismay of the coast people in the vicinity.

Moreover, the French Government declined to fulfil the promises made to the convicts, and 800 of them were rounded up and sent back to prison, the others managing to escape recapture, but being fugitives from French justice to the end of their days.

PREPARE FOR THE WORST.

Are you prepared for a fire? Most folk are not! One of my liberal policies will make the calamity easier to bear. It will cost you nothing to ask for a low rate and very little to be perfectly secure with Percie Johnson's insurance agency.

STEBAURMAN'S OINTMENT

17 Brennan St., St. John's, July 13, '14.

Dear Sir,— I was a cripple for 25 years, and had several doctors treating me; also spent some time at the hospital, but all failed to do me any good.

I am glad to say that "Your Ointment," &c., has made a perfect cure of me. Previous to this I was obliged to walk around on crutches. So I advise all sufferers to give his medicines a trial and prove for themselves my statements.

Yours truly,

(Signed) MRS. SHAW. To MR. L. STEBAURMAN, 15 Brazil's Square, or P. O. Box 651.

Stebaurman's Ointment, 20 cents per box or 6 boxes for \$1.00—oct23,2w Cash Must be Sent With Order.

FOR SALE

One Motor Boat, about 22 feet long, equipped with new Ferro 5 1/2 h.p. Engine with Kerosene Adapter and Reverse Gear. A snap for a quick sale.—oct1,ff

WANTED.

Commissions for the Collection of Rent, Overdue Accounts, &c. Accepted on a commission basis. Advertiser has had plenty of experience and can give references. C. W. THISTLE, 148 New Gower Street.—oct12,1m

NOTICE!

The Sixth Annual Convention of the Supreme Council of the Fishermen's Protective Union of Newfoundland will be convened at Catalina on the morning of November 14th next. Every Local Council and District Council of the F.P.U. should endeavor to be represented. Every Chairman of a Local Council and all the Officers of District Councils are members of the Supreme Council and in event of such Officers not being able to attend, Councils may appoint a substitute.

By order of

W. F. COAKER,

President F.P.U.

St. John's, Oct. 4th, 1914.

NOTICE

The Annual Meeting of the Shareholders of the Fishermen's Union Trading Co., Ltd., will be held at Catalina on the 16th day of November next.

By order of

W. W. HALFYARD, Secretary.

St. John's, Oct. 1st, 1914.

NOTICE

The Annual Meeting of the Shareholders of the Union Publishing Co., Ltd., will be held at Catalina on the 16th day of November next.

By order of

W. W. HALFYARD, Secretary.

St. John's, Oct. 1st, 1914.

NOTICE

The Annual Convention of Trinity District Council of the F.P.U. will be held at Catalina on the 14th day of November next.

By order of

J. G. STONE,

District Chairman.

Catalina, Oct. 1st, 1914.

NOTICE

The Annual Convention of Fogo District Council of the F.P.U. will (by special permission of the President) be held at Catalina on the 17th day of November next.

By order of

W. W. HALFYARD,

District Chairman.

St. John's, Oct. 1st, 1914.

NOTICE

The Annual Convention of Twillingate District Council of the F.P.U. will (by permission of the President) be held at Catalina on the 17th day of November next.

By order of

W. B. JENNINGS,

District Chairman.

Moreton's Hr., Oct. 1st, 1914.

NOTICE

The Annual Convention of Bonavista District Council of the F.P.U. will (by permission of the President) be held at Catalina on the 16th day of November next.

By order of

R. G. WINSOR,

District Chairman.

Wesleyville, Oct. 1st, 1914.

FERRO Marine Engines and Repair Parts.

Meitz & Weiss Kerosene Engines

Silver Star and Royalite Brand Kerosene

—ALSO—

Gasoline & Lubricating Oil

A. H. MURRAY,
St. John's.

ADVERTISE IN THE MAIL AND ADVOCATE!

WE HAVE THE SHOES!

All Goodyear Welted, Equal to Hand-made.

Victor Brand Selling at \$3.50 pair

in the following popular makes:



Box Calf Bals., and Blucher Cuts.
Tan Calf Blucher Cuts.
Gun Metal Blucher Cut and Buttoned
Vici Buttoned Bals. and Blucher Cuts.
Patent Leather Cuts, with Kid Tops.



Premier Brand Selling at \$4.00 pair



Box Calf Blucher Cuts leather lined.
Box Calf Bals.
Vici Blucher Cuts and Bals.



STEER BROTHERS.

Stoves! Stoves! Tinware! Tinware!

We have received a shipment of

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.

Advertise in The Mail and Advocate