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You admit, you want the Outport trade, then you must advertise in a paper that is read by the people whose trade you want. That paper is **The Mail and Advocate Weekly Edition**.

The **Mail and Advocate Weekly Edition** is read by fifty thousand people. It has a circulation of six thousand, and next year will greatly exceed that number. Avail of this splendid medium and you will thank us for this advice.

The **Mail and Advocate Weekly Edition**, the best advertising medium in Newfoundland.

MAKE EGYPT CHIEF CENTRE OF ISLAMISM

If Turkey is Beaten She Will Probably be Deprived of the Caliphate or Mohammedan Religious Overlordship

CAIRO TO SUCCEED CONSTANTINOPLE

Prestige of Britain as Protector of the Head of the Moslems Would Thus be Immeasurably Increased

CONSTANTINOPLE (By mail via Rome), Dec. 23.—An entirely new element injected into Turkey's war against the Allies by the sudden conviction in the Turkish mind of Britain's intention to wrest from Constantinople the Caliphate of the Mohammedan religion and transfer it under British protection to Cairo.

Whether or not such an intention actually exists in Britain's programme no one but the Turks presume to say. But that at least is the interpretation which has been placed here upon the British protectorate over Egypt, and especially upon its elevation of the title of the new sovereign from that of Khedive to Sultan.

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Move to Cairo.

While the most is being made of the Young Turks of this alleged intention on the part of Britain for the purposes of stirring up war hatred against the latter, the serious aspect of the whole thing is the admission by the more sober-minded Turks that whether Britain is really planning such a move or not, there can be no question but the loss of the present war by Turkey will inevitably entail with it the loss of the Caliphate. That Cairo would then become the logical seat is also regarded as equally certain.

With the loss of all its African possessions and with the loss of all its territory in Europe save the little strip that still fringes the Bosphorus and the Dardanelles Turkey is admitted to have reached a point where her claims to the Caliphate or where she could uphold it with any degree of force or splendor now hang by a mere thread.

The loss of present war will mean it is practically conceded the loss of Constantinople, and with the loss of that city of the Sultan's and of the Caliphate. No secret is made of the fact that the latter would be obliged to seek elsewhere a new home. A small Asiatic nation, such as alone would remain to Turkey, even though it contained the sacred cities of Mecca and Medina, could never house the Caliphate.

Turks Hate Britain.

As a consequence, just as Germany, after entering into the war with its original intentions fixed against France and Russia found later the necessity of venting the vials of its wrath against Britain, so Turkey, beginning the present war against its century-old enemy, Russia, and retaining really the most friendly of feelings towards England now finds itself concentrating all its hatred and all its war spirit and energy against the latter.

Although the Young Turks are now making the most of this alleged intention on the part of Britain to wrest from Constantinople the glories of the Caliphate, unfortunately for them all of the elements of the situation are admittedly not in their favor. To begin with the entire Mohammedan world has not always taken too kindly to the claims of the Caliphate of Constantinople as being the rightful successor of the supreme authority of that religion.

Especially has this been so of the Arabian Mohammedans, who cannot forget that for centuries the succession of the Caliphate was not only in their hands, but that it was actually located in Egypt, where in the event of any future change it would almost inevitably have to go. It is not considered likely, therefore, that the Young Turks, while finding in England's alleged intention fresh occasion for stirring up their own wrath, will be any too successful in stirring up the unanimity of the entire Mohammedan world for the carrying out of their religious war against her.

Likely to Favor It.

In addition, it is not even certain that even the entire Turkish element of the Mohammedan religion would be unfavorable to the change. As has been stated in the foregoing, the transfer of the Caliphate to Cairo would be

GOOD WORK DONE WITH PROCEEDS OF XMAS MATINEE

Mrs. Gordon Winter and Mrs. (Dr.) Chater have sent us the following reports as to the result of the Children's Christmas Amateur Matinee:

Dear Sir,—Now that we have received acknowledgements of the Christmas parcels from all but 6 of the 159 Naval Reservists' and Volunteers' wives, we should be very grateful if you would publish this letter in your valuable paper.

We are anxious to thank all those who so kindly helped our object, either by taking part, or coming to see the entertainment; also to let them know how the proceeds have been dealt with.

The gross receipts (including a cheque for \$10.00 from His Excellency the Governor and one for \$5.00 from Fleet Paymaster Wyllis, R.N.) amounted to \$276.55. Owing to the generosity of Mr. Kelly, Mr. W. D. Reid, Mr. Withers and other friends we were enabled to keep the Matinee expenses down to \$79.72 (including \$22.70 which was paid for the miniature flags sold in the audience at a profit).

We very warmly thank the mothers of the little performers for the charming way in which they carried out the costumes, sparing no trouble or expense.

Thanks to His Excellency the Governor, we obtained the addresses of the Volunteers' wives, and through the books of H.M.S. Calypso, those of the Naval Reservists. To each a letter was sent (enclosing stamped envelope for reply) requesting information as to the ages and sex of her children. On receipt of replies (all but one having answered), a list of the addresses and children's names was handed to Mr. Jas. Ayre of Messrs. Ayre & Sons, Ltd., who most generously undertook to supply at reduced rates, pack (free of charge) and despatch the parcels containing toys for every child mentioned—283 altogether.

With each parcel a stamped addressed postcard with printed form of acknowledgement thereon was sent, requiring only to be signed and posted by the recipient.

Many of the mothers added touching words of gratitude in addition to their signature.

All expenses being paid, we have much pleasure in forwarding a small balance to the Patriotic Fund.

E. PHYLLIS WINTER.
WINIFRED CHATER.

PERSISTENT!

Ha! That's the kind of Advertising that bring you Results, providing, of course, you have it accomplished through the right medium. **The Mail and Advocate has the largest circulation and is a sure result getter.**

merely the resumption of a glorious tradition which for centuries existed there. Egypt too, it is admitted, is in reality the present centre of the Mohammedan faith, the centre of the propaganda and the one country whose material basis and prosperity is such as to insure for the Caliphate the dignity and security that is fast slipping from Constantinople.

The one great university of Islam is located in Egypt and it is from there, and there alone, in the thousands of "Ulema" who pass out every year to carry the religion to all parts of the world, that the propaganda of the faith has its origin. In addition, Egypt is declared to be the one Mohammedan country that has reached a degree of intellectual development that will permit the development of the religion along the lines necessary to meet the changed conditions which have taken place in the world from time when its one means of propaganda and support was the armed hordes which swept before them the nations of the earth.

Important to Britain.

Great as these advantages it is openly admitted at Constantinople, would be for the Caliphate, no secret is also made of just how much such a change would mean to England. The latter has somewhere in the vicinity of 80,000,000 Mohammedan subjects. Were the Caliphate under her protection her prestige would unquestionably be assured. Her two friends and allies, Russia and France, have also within their dominions another 120,000,000 Mohammedan subjects. Were England in a position through her friendly relations with the Caliphate to be able to assure to them the peace and tranquility of their Mohammedan dominions, her position in the political world would be more firmly established than ever.

And with the shrewdness of the Turkish mind the realization of just how much this would mean England would be willing to give in return and for that reason despite the lashing up of hatred by the Young Turks against England for her alleged intentions, quite another element at Constantinople is not at all indisposed to bargain rather than inevitably to lose all through war.

A BEAR'S LONG LIFE

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



- 500 Bundles No. 1 Hay.
- 2000 Bush. Heavy Black Oats
- 500 Sacks Bran.
- 300 Sacks Whole Corn.
- 100 Sacks Crushed Corn.
- 50 Bags Oil Meal Feed.
- 50 Bags Gluten Meal.
- 200 Sacks Yellow Meal.
- 300 Sacks White Hominy Feed.
- 50 Sacks Molassine.
- Also Feed for Poultry, etc
- Scratch Feed.
- Chicken Feed.
- Development Feed.
- Parrot Food, 20c. large pkg
- Canary Food.
- Bird Gravel.

W. E. BEARNS
Haymarket Square.
Telephone 379.

J. J. St. John

When you require any of the following, call on us.

- 250 Bags Whole Corn
- 150 Bags Bran
- 200 Bags Hominy Feed
- 175 Bags Yellow Meal
- 950 Brs. Flour
- FIVE ROSES ROYAL HOUSEHOLD PILLSBURY'S BEST WINDSOR PATENT VERBENA & OLIVETTE Ham Butt Pork, Jowls Ribs and Beef.

J. J. St. John
136 & 138 Duckworth St.

FOR SALE!
To arrive, per "Ida M. Zinck"
Cargo Best Screened Sydney COAL
For Sale at the wharf of
Baine, Johnston & Co.

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.

BOLINDER'S
DIRECT REVERSIBLE CRUDE OIL ENGINES.
First in 1893 Foremost in 1914
Built in sizes from 5 B.H.P. up to 320 B.H.P.
Nearly 100 vessels fitted with Bolinder's Engines for towage in the British Isles, the object of Messrs. Bolinder's design being for large Propellers at low revolutions and consequent efficiency. As an example mention might be made of the "MIRI" (160 B.H.P.) which tows regularly at Sea a 1500 Ton Tank Barge.
The Bolinder will run light indefinitely without any load whatever, and without any recourse to the Blow-lamps.
The Bolinder will run at any load down to a speed which only enables the engine to just turn over, this maneuvering is carried out by a special device which entirely does away with the necessity for the Blow-lamps.
Bolinder Engines reverse in under 3 seconds—according to the power of the engine—and what is more reverse without a failure and without a strain on the crankshaft.
Alex. McDougall,
McBride's Cove, St. John's, N.F.
Telegrams: "McDougall, St. John's."
Telephone 180 P.O. Box 845

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

COAKER ENGINE CAN'T BE BEATEN SAYS FISHERMAN.

Mr. W. F. Coaker, M.H.A.
Dear Sir,—Just a few lines concerning the Coaker Engine that I purchased from the U. T. Co. this spring. I have used this engine all the summer without any trouble or difficulty; it really works like a clock.

We had our traps twelve miles from the schooner and that engine used to go there twice a day for a month, making its forty-eight miles a day back and forth, and used to tow another trap boat with her, which made a difference of about seven miles in forty-eight, so she actually ran fifty-five miles per day while at Belle Isle.

At Mugford's Harbor she averaged about thirty-five miles a day from the 14th of August to the 10th of September. I would not change this engine for any other six horse power engine on the market, either for speed or simplicity of operation. I passed motors this summer up to nine horse power. I haven't seen one to go with her this summer.

I advise all who want a good strong and reliable engine not to refuse the Coaker Engine, for she is certainly the best on the market.
ELIAS KEAN.

For Sale! Motor Boat F.P.U.

Built for R. H. Silver, Esq., at their premises, Greenspond, in 1912. Used by President Coaker the last two summers during his cruises North.

Boat is fitted with a 27 h.p. Fraser Engine, which has given splendid satisfaction. The boat is 40 feet long and 9 feet wide, and would make an ideal mission boat.

She contains sleeping accommodation for four, and tanks for 250 gallons of fuel. Nineteenth of the fuel consumed by the engine is Kero oil.

The reason for selling is, the boat is not large enough for the purpose she is now used for.

The boat cost about \$1800, and is well fitted in every respect. She is provided with sails. She would make a fine boat for collecting bait or for fishery uses. Apply to

W. F. Coaker.