

of the Outport trade, or do you think you should have more?

No matter what your trade, you must attract the Outport buyer. Let us advise you as to the best means to that end.

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.



in our hurried shifting of scene. sleep standing up when and where can. My chief and I work night and day. Forty-eight hours went by without my touching food. The orderly came in while we were operating-

'Food, sir,' he said. I did not hear, so he fed while I worked. Not until there was food in my stomach did I feel strange, but I must have fainted, for when my senses returned I coughed and found dirt in my mouth, but thought I was waking up in Paradise and could not understand the taste of blood. Finally I pulled my head out of a hole and found myself 100 yards away from where the hospital was. I crawled on hand and knees calling my chief and orderly. 'Hello, are you

alive.' I heard him say. 'Yes, thank God, you seem to be,' I answered. Havoc of a Shell. "We collected all the instruments,

which had been scattered about by the bursting shell, which struck us just as I fainted. When we got back to where we were working all we found was a few instruments and stores untouched amid arms and legs, for the poor chap we were working on, like the other three who were on the stretchers waiting their turn, were all blown to bits. That was three

days ago. My one nightmare, while I sleep, standing, is of the poor comrades still in the field whom we can-

not reach. Body is numbed, muscles ching, yet strange to say my mind is wonderfully clear and never have 1

ain also, to a less degree. It is such nstances, daily happening, that help o increase on one something of the grim horror and also of the pathos of

WE SHOULD WORRY!

var."

Hardly, but advertisers should worry, and that's a sure thing Almost every newsboy in town sells The Mail and Advocate, as well as a large number of shop agents, in different sections of the city and outports.



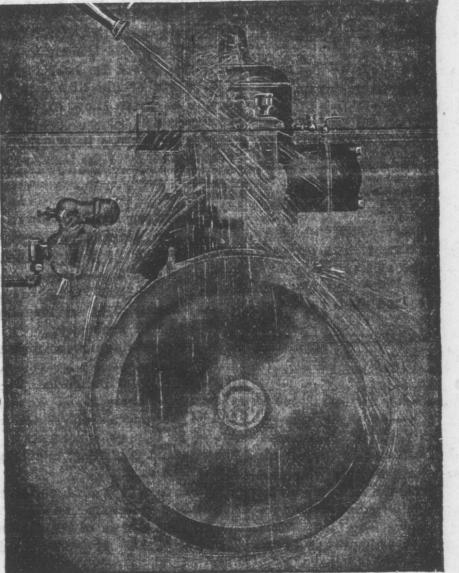
HOW ABOUT

your filing system? Is it not improvable? If so, we believe you would be interested in the simple and reliable

"SAFEGUARD"

system of Filing and Indexing. Every point that could save time, labor and expense has been featured

CAILLE PERFECTION STORM TESTED TIME TRIED



The Trouble-Proof Engine. PERFECTION WATERPROOF IGNITION SYSTEM. No Coils-No Batteries-No Timer Only One Wire on the Whole System. The only safe equipment for boats that must be used every day.

No danger of your engine stopping if caught in a storm.

Advantages of Periection Igniter.

No batteries, no coil to need adjusting, no complicated wiring, no variation in current, no adjustment, not affected by water, makes an easy starting engine. Runs in either direction. Spark does not depend on speed of engine. Simple and durable.

Test shown in photograph was made to prove that "Perfection" Igniter is absolutely waterproof. We challenge any engine nanufacturer in the world to produce an engine with an ignition system that will stand a smilar test. Every part of the ignition system was submerged in water and engine continued to run, showed the same power and speed as when running perfectly dry, proving beyond any doubt our claim AN ABSOLUTE WATERPROOF IGNITION SYSTEM.

Caille Perfection Motor Company World's Largest Builders of 2 Cycle Engines

Photograph of Actual Test. F. G. HOUSE & CO., Columbus Building, St. John's.