

**-AGAIN-
GROOTES COCOA**

We have another shipment just in. Try a tin and be convinced that you are using a REAL FOOD. At all Grocers

J. J. ROSSITER
Real Estate Agent

Our Motto: "BOUM COUQUE."



(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.

ST. JOHN'S, N.F.L.D., JULY 20, 1915.

OUR POINT OF VIEW

Lettre-Ferit

(Letter-Marked)

THE hiring, penny-a-liner of the Adelaide Street daily, the purchased tool, the hired assassin of the "Street" interests, has taken on a new role, that of cheap adviser. He is now giving out platitudes and sophistry and unsolicited advice to the editor of this paper.

We beg to decline with thanks the proffered advice and as a token of good will, we ask our readers if any one knows of a cure for mal au ventre to please pass the formula over to the gentlemen who run the Adelaide Street paper, for they exhibit every sign of being afflicted with that very troublesome malady.

In the first place the editor of the delectable sheet is greatly worried over the fact that Mr. Coaker went for a trip North, as if that were any body's business but his own, and M. Nosey, of Adelaide Street, gets an attack of mal au ventre over the affair.

About the only cure for the trouble that we can recommend (and we are not giving it as advice, for advice is seldom welcome, and not often attended to) is a hot application of hob nails to the adverse protuberance.

This gentle and soothing medicine operates through the brain and brings the patient to his senses very quickly, and no man in his senses is ever the victim of this common but very peculiar affliction.

Should the sufferer permit a trial of our pet remedy, we would caution against the use of anesthesia, for its use would offset the potency of the application, for, operating as it does through the brain, that organ and all the nerves must be fully sensible to the correlation of forces otherwise no good effect can be expected.

Having disposed of what we regard to be our duty in the matter of bringing relief to the suffering, we beg to pay our respects to the hiring of the purchased press.

That gentleman (?) is very much put out because forsooth we aim not to please him, and because we dare oppose the interests that give him his living.

Our answer to him is this: We cannot, do not expect, and do not aim at pleasing everybody, much less the interests that oppose the advancement of Terra Nova, neither do we expect to please any of those puppets and pawns who serve the enemies of the F.P.U.

To aim at these ideals would be as illogical as cowardly. We steer our own course through sunshine

and storm, nor have regard to the opinions of the ludders who sit ashore and criticize—to borrow a simile from Holmes.

Mr. Coaker, we consider, is doing wonderfully well, considering that he is blazing out a path through the forests of prejudice never before attempted by any man.

He has had to fight the tigers and snakes of the political and mercantile morasses that lie in the recesses of this forest.

If from time to time his path seems to turn a little it is nevertheless pursuing a generally straight course—it must swerve at times to avoid ambush.

No man yet ever walked in an absolutely straight line, it is a physical impossibility. Mark the trail across the field in the snow or the grass and you will see, that though it trends in a well defined direction it yet swings from side to side in little loops.

The same thing applies to every thing a man sets out to do for country or for self.

We should like to ask both the leading scribes of the new daily if their course is as straight and true as that traversed by Mr. Coaker, or if their ideals are as high and noble.

What is your aim? and what is the object of your assault upon an institution that is aiming to accomplish so much for Newfoundland, and that has already done wonders in that direction.

Is your intention just? We fear not! for honesty takes other methods than yours.

Why attack us for our supposed unlearned state? 'Tis true we are not letter-marked,—lettre-ferit—as the French say, yet we pride ourselves on having common sense, which your learning (as you pretend to have) seems to have made a silly coxcomb of you.

If you are educated, you take the very best possible way to assure us that your educational upbringing has been pretty much off-colour and tremendously lopsided.

Let us assure you, that your conceit of words is, to our poor unlettered mind like a pin-hole of light streaming from an abyssal darkness.

You muster some sort of showy parade of knowledge but it seems like empty superficial froth that floats, as it were, on a yeasty brain, it makes a fine display but is dissipated by the lightest analytic touch.

This we say, and it sounds like a truism, that if the new daily's scribe had sense or ability equal to his presumption, arrogance and bombast, he would be a shining light round which we humbler nebulæ would joy to gather to pick up some fragments of his luminosity.

THE AEROPLANE COMMITTEE MEET

A meeting of the Aeroplane Committee was held last night. The Treasurer announced that over \$13,000.00 had already been received.

The Governor stated that the Reid Brothers had jointly presented an aeroplane. This means that the Committee when it closes the subscription list will be able to present three aeroplanes.

W. F. Coaker, Arthur English and a number of others were added to the Committee.

Particular emphasis was laid upon the fact that no canvas had been made for subscriptions, and that no canvas would be made if it could be avoided. It is the fervent hope of the Committee that the amount needed may be raised by voluntary subscription. It is hoped that the Fund can be closed by the 4th of next month, the anniversary of the declaration of War. There must be many persons who desire to give to the Fund, who are waiting for an expected call upon them by people with subscription books. They should wait no longer, but send in their offerings.

It would be very greatly to the credit of this Colony, if the aim of the Committee can be reached. Nova Scotia, for instance, and other parts of the Dominion propose to offer aeroplanes, but few of them have done so well as this Colony has up to date. The record should be kept up.

MOSDELL'S BOOMERANGS

Nothing more clearly indicated the true character of W. F. COAKER than his invitation to Sir Robert Bond to lead the Union Forces during the recent campaign.

A less cautious man or one more self-conceited would, in COAKER'S position, have essayed the task himself. But, sinking personal ambition and keeping an eye single to the interests of the F.P.U., the President (COAKER) secured a practical politician for the position.

AND SO THE COUNTRY LEARNED THAT COAKER IS A MAN WHOSE HEAD IS NOT TURNED BY SUCCESS AND ALSO THAT HIS

PRESENT POSITION DOES INDEED REQUIRE MUCH SELF-SACRIFICE AND NO LITTLE DIPLOMACY.

It is a foregone conclusion that under his (COAKER'S) leadership the Fishermen's Protective Union will eventually become THE GOVERNING POWER OF THE LAND and thus in elevating the Toilers to this dignified position, which is theirs by every right of manhood, W. F. COAKER HAS WRIT HIS NAME LARGELY ON THE PAGE OF NEWFOUNDLAND HISTORY.—MOSDELL, in The Fishermen's Advocate, December 20th 1913.

DIARY OF MR. COAKER

Of His Trip on the S.S. "Can't Lose" July 13, 1915.

LEFT St. John's at 6.30 p.m. on July 13th with supplies for Union stores. After passing Baccalieu encountered dense fog, and as icebergs abounded we decided to stop the ship until daylight.

July 14th.—Fog cleared at 4 a.m. Discharged supplies for Winterton Union store and took on Board 2000 herring barrels. Visited the store and interviewed several of our friends.

No fish at Winterton; codfishery absolute failure so far. Men busy catching turbot. A Capt. Piercy, who had been a banking captain out of Gloucester, is buying the turbot at \$5.50 per brl. The turbot are packed in beef and pork barrels. It requires a lot of salt—1 hhg. for 4 brls.—to properly cure turbot.

Trinity Bay is the home of the turbot fishery in Newfoundland as its waters are very deep. The turbot thrive best in very deep water with a sandy bottom. Their habits are very similar to those of the flat fish. The fishermen are taking this fish in 300 fathoms of water.

If this venture of Capt. Piercy's proves satisfactory it will mean considerable earnings for Trinity Bay fishermen for the turbot is very plentiful right up to Random Sound and can be trawled right along to Christmas every year.

The price \$5.50 is very fair and as the fisherman takes two to three barrels daily from his trawls good wages will be earned. We trust the fishermen will give every attention to the cure of this choice article of food.

Plenty of salt must be used and the fish must be salted quickly as possible. Unless salted away promptly after being taken from the trawls it will not prove satisfactory.

If Capt. Piercy secures a properly cured article he will find an unlimited market for this fish as it is the best of all fishes taken in Newfoundland. It is far superior to the salmon in a pickled state.

Hundreds of thousands of barrels of turbot could be sold if properly cured fish can be secured and the fish markets of America are properly interested.

Trinity Bay could supply 50,000 barrels annually, which would mean an additional \$275,000 for about 1000 fishermen on the south side of Trinity Bay, from Winterton to Random Sound.

There was no salt at Winterton and most of the fishermen will have to forego fishing until a supply of salt is forthcoming.

Winterton's Union store was established last year and is in charge of friend Simeon Piercy. It is proving a great benefit to the place and through competition in buying and selling benefits Winterton about \$5000 per year.

We left at 10 a.m. for Catalina. At Catalina we found the fishery almost a total failure; one of the worst to date for 25 years. Catalina cannot engage in turbot fishing as no turbot is found within reach of Catalina. We discharged supplies for the Union store and left at 4.30 p.m.

I will have to return as soon as possible to make surveys of the waterfront in order to select a proper site for the erection of the Union Export Co.'s premises, which will be started this fall. It will take four or five days to get through this work.

We are rushing through this trip in order to reach St. John's on Monday to load salt to relieve some of the pressing demands for this commodity so essential to the fishery.

Conception Bay has taken about 8000 qtls. of cod to date; Trinity Bay about the same. At both bays a large quantity of the present catch was taken at ports well up the bays, while outside ports have shared very poorly.

July 15th.—Left Greenspond at 7 a.m., after landing supplies for the Union store and inspecting the premises which are extensive and large enough to accommodate a large business with some alterations. The Export Co. will probably operate this premises as a station where large supplies will be carried, and fish purchased and packed.

The Union planters from Newtown to Flat Island could make Greenspond their headquarters. The water at the pier is very deep and capable of floating any ship that can enter the harbor. A building capable of storing 10,000 hogsheads of salt is available on the premises and with proper facilities, which would not cost much, a steamer carrying 10,000 hogs. of salt could be discharged just as promptly as at St. John's.

Considerable alterations would have to be made, but a first class premises could be available at a very modest expenditure. The hook and line men have done very poorly. A few traps have secured from 20 to 60 qtls. The hook and line men in Bonavista share no better than the hook and line men in Trinity Bay. At Bonavista, Elliston, King's Cove, Flat Island, Fair Island, Deer Island, Gooseberry Island, and from Newtown to Greenspond the fishery is about the same as last year, except a few traps (about 20) have fared better.

The shore fishery of 1915 north of St. John's will therefore be much below an average and but very little above last year's catch to date. The cry of a good or fair fishery so generally heard at St. John's is utterly groundless. There will be a big shortage in the shore catch all over the North.

The reports of the mail steamers—the "Prospero," "Fogata" and "Earl of Devon"—respecting the catch of fish are often utterly misleading and always unreliable. The reports brought along by those steamers this season are not only misleading but are utterly false and what is worse still, it looks as though those false reports were deliberately concocted.

The shortage of salt had no detrimental effect on the take of fish between St. John's and Seldom, Fogo Island as a whole has suffered considerably from the salt famine, and some fish has been left unrecovered owing to such shortage, but if a supply is available early next week ports south of Seldom will not have suffered to any extent by the famine.

The outrage perpetrated upon the residents of Greenspond by the Telegraph Department in permitting the short cable connecting Greenspond Island with the main line to remain unworkable calls for a prompt and searching enquiry at the hands of the Premier.

The trouble might be removed in a day at very little expenditure and if the leading men of Greenspond were not so sleepy and agitated about the trouble it would probably have been repaired ere this. The residents are much annoyed over the neglect of the department and we trust the matter will be at once attended to and this serious inconvenience and annoyance removed.

Arrived at Seldom at 2 p.m. Trap fishing fair, hook and line very poor. Salt scarce, but most of the fishermen have managed to salt all fish taken.

Arrival of salt vessel at Fogo with 1900 hogs. of salt to Earle & Sons relieved the situation and will supply most of the fishermen around Fogo Island until salt from St. John's arrives.

We landed considerable freight and left at 5 p.m. for Change Islands, arriving at 7.30 p.m.

July 16th.—Finished discharging and left at 7 a.m. for Herring Neck.

At Change Islands and Herring Neck a few traps have met fair success, but hook and line men have done very little. Salt is scarce at both places and arrivals from St. John's next week anxiously looked for.

Several schooners en route for Labrador anchored at North End, Herring Neck, Greenspond. Very poor weather with head winds.

Left Herring Neck at 11.30 a.m. Arrived at Twillingate 12.30 p.m. About 30 Southern schooners here wind bound. Some from Bonavista Bay, which have been two weeks left home en route for Labrador.

No fish at Twillingate; no salt available. One or two schooners at Herring Neck and two or three at Twillingate held up awaiting arrival of salt.

Speaking to several of crews of wind-bound schooners who feel disappointed over prospects for successful fishery as 16th of July is a very late date for schooners en route to Labrador fishery to be awaiting a time in Newfoundland ports.

Treaty Shore fleet of trappers belonging to Twillingate have returned with no fish. One schooner—the high liner—having taken but 60 qtls. Many have but 5 qtls. Landed provisions and coal at Twillingate and left for Exploits at 7 p.m.

Twillingate men say fishery there to date is the worst for 40 years.

The herring fishery at Twillingate this spring proved very successful, and enabled the fishermen to earn summer supplies. Twillingate and vicinity must have taken 15,000 barrels, which means \$40,000, a sum not to be scorned at the spring season of the year.

The total catch for Twillingate district the past spring must exceed 50,000 barrels, worth \$250,000—as most of the fishermen make their own barrels.

The ice drove the herring to the

harbors in tremendous quantities. The herring fishery thus proved a God-send to the district in view of the almost total failure of the cod fishery.

The cod, salmon and lobster fishery in Twillingate district is about the worst in the memory of the present generation.

Salt is selling by Ashbourne and Hodge at \$2.50 per hhg.—the highest price that requisite cost during the past 25 years.

Left Twillingate at 6 p.m., having discharged a large supply of provisions and coal. Arrived at Exploits at 8 p.m. and started discharging, continuing all night.

No fish at Exploits with traps or hook—not enough to eat. Herring fishery good and enabled people to earn enough for spring supplies.

The Union store at Exploits is now in care of Stephen Hancock, who is making things hum. A splendid business is being built up there.

The steamer called at the Union wharf which is capable of accommodating the Prospero. An addition to the wharf will be made next year when it will be used as the coastal wharf, as it is easily accessible to all steamers and the only suitable place for a coastal wharf.

The store is a very fine one. The whole premises was erected by the voluntary labor and contribution of Union members.

Mr. Jennings will take charge in a month's time when Mr. Hancock will be transferred to Nipper's Harbor, where a large business will be conducted in future.

A new Union store will be erected at Nipper's Harbor and preparations will be made for building the coming winter.

July 17.—We left Exploits at 6 a.m. for Joe Batt's Arm, having decided not to proceed to Nipper's Harbor as we wished to reach St. John's early Monday morning. Arrived at Joe Batt's Arm 11 a.m. Landed freight with dispatch and got away by 2 p.m.

Fishery at Joe Batt's Arm is fair. Best traps about 120 qtls., some only 20 qtls. Hook and line men very little, about 4 qtls. per punt.

Salt scarce; some merchants charging \$3.20 per hhg. for it.

At Tilting the fishery had been a blank up to to-day. Some good catches with traps to-day. Salt scarcity not so severe at Tilting owing to slack fishing and no consumption of salt to cure herring as Tilting is not a herring resort.

We were given quick dispatch by the busy fishermen who volunteered to take freight from ship's side although some of them had large quantities of fish at their stages awaiting the splitting knives.

Tilting Union store was recently opened and is in charge of friend Dan Devine, and a good business is being done.

Met several old friends at Tilting, belonging to Boyd's Cove, who fish usually at Tilting.

While en route to Tilting from Joe Batt's Arm we passed a large decked fishing boat towing a trap skiff and a punt. The boat was fitted with a 6 h.p. "Coaker" engine and was covering five miles an hour against a stiff breeze. In view of the big drag caused by towing the skiff and punt the speed of this fishing jack was a remarkable test of the power of the 6 h.p. "Coaker" engine.

Fogo district will secure a good catch of fish. It has the best fishery from St. John's to Quirpool. Twillingate district has not taken 3000 qtls. of fish up to date.

The Treaty Shore fishery is very poor, but better than last year to date.

The catch of fish to date (July 19th), this year from St. John's to Quirpool is about 40,000 qtls.—nothing over that quantity—worth about \$250,000.

The salmon fishery to date is not worth \$5000.

The lobster fishery will not ex-

The Graveyard Of Reputations

THE WAR has been the great executioner of military reputations, says a writer in the New York Sunday Sun. Many military men who had won reputations in former wars, have disappeared under a cloud; many been retired from commands in open disgrace; and others quietly relegated to kindly obscurity.

The greatest sweeping away of incompetents has doubtless been made by General Joffre, Commander-in-Chief of the French Army. Wholesale relegation to the shades following the retreat from Mons. No less than forty-three generals were dismissed at Charleroi alone, and The Paris Official Gazette for September contained the names of 120 generals who had been placed on the retired list. Nor has France yet stopped housecleaning of inferior leaders.

General Albert d' Amade who was first placed in command of the French land operations at the Dardanelles, was soon recalled, his place being filled by General Gouraud, who was won brilliant laurels against the Germans in the Argonne, and who was the other day wounded by shell fire.

Germany has also been busy with some of its "heroes." What has become of the "Old Man of the Lakes"—Von Hindenburg?

He seems to have been lost in a mysterious obscurity, though only a few months ago, his name was on everybody's lips. The last heard of him was that he had been assigned the task of hacking his way to Calais. Von Mackensen now seems to have supplanted Hindenburg in the German championship list.

Germany made short shrift of one great military reputation—Field Marshal Helmuth von Moltke, nephew of the great organizer of the Franco-Prussian War. He was succeeded by Von Falkenberg who has held down the job ever since.

Russia has removed General Soukhomlinov from the War Ministry, and Von Rennekampff, who was the one bright spot in the Russian campaign against the Japanese was recently retired for a strategical blunder. Other Russian leaders, hardly less notable, have been relegated to the limbo of oblivion.

Austria has turned down Von Portierek for being routed by the Serbs; while Von Auffenberg is soon to be court-martialed.

We have no list of English failures; but that we have had our blunderers will sometime be made public. The Canadian holocaust at Langemarck must have been a disastrous episode for some commanders; but we are not yet privileged to know how many reputations went by the board.

This weeding out process is a wise one, as war is such a serious business that past exploits should not be permitted to excuse inefficiency, incapacity or blundering. The bloody fields of Flanders are no place for drawing-room soldiers. When the lives of millions of brave men are at stake, lack of brains is more than a calamity; it is a crime.

ceed \$5000 in value.

The herring fishery is worth \$150,000.

The turbot fishery \$10,000.

There is very little cod oil output so far—about 50 tons—valued say \$5000.

The canned salmon industry is also slack, about 1000 cases, worth \$6000, being packed.

The cod-liver oil manufactured so far north of St. John's will not exceed 50 tons, worth \$12,000.

The earnings of the fishermen from St. John's to Quirpool, to date this season, will not exceed \$600,000.

We left Tilting at 4 p.m. and squared away for St. John's, having covered our trip in four days. Arriving Sunday at 2 p.m.

W. F. COAKER.