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J. J. ROSSITER

Our Motto: "SUUM CUIQUE"



(To Every Man His Own.)

The Mail and Advocate

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ST. JOHN'S, N.F.L.D., JAN. 30, 1915.

OUR POINT OF VIEW

The Price We Pay

HEAVY indeed are the tidings reaching us from England today with the intimation that four and twenty of our young manhood went to their death in the wreck of the British merchant cruiser Viknor off the coast of Ireland a few days ago. Ever since the loss of this ship was reported the fear has been expressed amongst our people that some of the Newfoundland Naval Reservists were on board, and in one case, at least, that of Seaman Butler of Bay Roberts, almost absolute certainty was felt. And now our worst fears have been confirmed and we know that over a score of our brave chaps have paid with their lives a part of the high price by which British Admiralty is maintained and British liberties are made certain to us and to the generations following. Hitherto the war has been to us a matter remote from the pursuit of our daily occupations. It is true that thousands of our young men have enlisted in the Naval Reserve and with the Volunteer land forces, but, until recently, none of them have been engaged in actual warfare. Two of these men have died in hospital in England, but even this did not bring home to the general Newfoundland public the fact that we, as well as the rest of the Empire are at war for the common cause of Democracy. But now, at one fell swoop, four and twenty of the best we possessed in seamanship and active manhood has been taken from us and we are one in our deep sorrow.

Sorry, yes we are—and sympathetic with those who have been personally bereft. There is the greatest, the hardest of all sacrifices, but one for which they have the great compensation of knowing that their beloved boys rank with the highest and noblest of the earth as being men who gave all, yea even life itself, that the highest of all principles might be maintained; that they will be to all generations to come an example to be admired, to be respected, above all to be followed.

The Viknor has gone and our scores of brave fellows with her. Not a man has been left to tell the tale of that time of storm and shipwreck, but we are confident that, in company with their fellows on the doomed ship, the Newfoundland heroes maintained the highest traditions of the British navy. For generations we have enjoyed the benefits innumerable that are derived from citizenship in the British Empire and now we are paying the price, and none can fasten on us the terrible stigma of ingratitude. God, but the price is high—paid in lives, paid in sorrow, paid in suffering.

Our sympathies go out to the bereaved; we sorrow for the departed; we will keep them, their heroism and their sacrifice in everlasting remembrance.

Respecting Bait Depots

EXPERIENCE is a dear school, and fools will learn in no other way so runs the old adage, but it does not run quite far enough, it might have said with equal truth that certain kinds of fools will not learn in any kind of school. We are not going to insinuate that the Morris Govern-

ment is a party of fools, of course there are a great many fools in the world, but there are greater enemies to advancement than fools. There are muleish, willfully blind persons, whom it is impossible to move and these human mules are the real cause of our backwardness and slowness in taking hold of subjects that vitally concern our welfare.

Nor, can we accuse those mules of being unintelligent, but their intelligence is of a perverse order, and leads them to ignore a wise suggestion, if that suggestion should come from those whom they wish to trample or ignore.

It takes a long time to convince some people or to break down their stubbornness, but perhaps "better late than never" has some consolation. Now it is all very well for a person to be pig-headed if he wants to, when his pig-headedness involves only himself, for he is bound to suffer, but when men whom a country entrusts to carry on its affairs choose to be pig-headed, blind and dolt, the matter wears a totally different aspect.

All this has to do with bait-freezers. Here we are a fishing community. Our great dependence is fish, our one great and inexhaustible industry is the fishery. The very life of the country and the welfare of its people depends upon the prosecution of the fishery. Yet, beyond a few spasmodic, irrational and futile efforts, we have done nothing to place our greatest industry upon a more rational footing than a mere haphazard venture.

Whilst other countries have been prosecuting an ideal, and made every intelligent effort that the best minds can suggest to improve the status of the fisher and to rob his calling of its uncertainties, as far as human foresight can control, we in this country like mules and fools have stood still. We have no brains above the mediocre in our Fishery Department, and are not endeavouring to find any.

In 1909 the Fishermen's Protective Union agitated this question of bait supplies, and went as far as to make a proposition to the Government. An offer was made to the Government that if certain harbors were supplied with material those harbors would undertake to erect and maintain, free of further expense to the Colony, bait depots in such harbors as had asked for them.

Nothing was done by the Government till the election campaign of 1913, when bait-freezers were made to do the old stunt of coddling the people, instead of coddling their hooks. The Board of Trade (so-called) has taken the matter in hand, and in how far they will succeed in awaking the Government to a proper sense of its duty, remains to be seen.

The Outrageous Outrage

AGAIN and again we have on behalf of the North asked to have a steamer dispatched as far as Seldom or Twillingate, but to no purpose. Bowring's have not completed their contract for 1914.

The Prospero, in the spring, was late in leaving, and long in making her first trip, and lost by those delays considerable time. Another trip was lost during the Fall. Two trips are therefore due the people North, by the Bowring contract.

The people don't ask for anything special. They only ask that Bowring supply the trips they have undertaken by contract to make, and that Morris should wake up and compel public contractors to carry out their obligations.

If Bowring's had big pit props supplies for Green Bay as the Prospero carried last trip to White Bay and which was the chief reason why she pushed on to the Treaty Shore, there would be little doubt about a steamer going North again.

The public obligations must be recognized or those big men would appeal to Cæsar, but when obligations towards the public are in question, it mostly happens that the result is let the people go to H—.

We venture to state that if another general election takes place in Newfoundland, not one of Morris' candidates will ever attempt to show his face on a public platform North, for those insults and outrages hurled deliberately at the North by Ned Morris, day by day, will so arouse the feelings of the Northern people against Morris' rule that his name will be so hated that no man, no matter who will be brave enough, ever again to face a public audience in the North, to plead for votes to sustain the greatest gang of coddlers and public insulters that ever trod shoe leather in any free country. The off-shore gales of yesterday and to-day have put slob and ice scores of miles to sea, and the coast as far North as Cape John is to-day as free from slob as it was in November.

Because the Prospero was rocked at Horse Islands and sustained damage, that will take a month to repair, the Northern people are cut off from outside communication, and many a harbor is left without provisions

Great Big Programme at THE NICKEL For The Week-End.

The Solax Co. present in 3 parts 3:—

"Beasts Of The Jungle."

An attractive and adventurous romance of the wilds—filled with surprises and sensations—hairbreadth escapes in savage lands—an alluring novelty.

"THE MIDNIGHT CALL"—A melo-drama.

"FANCY SKATING"—Interesting.

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The American Players in a two-part drama:—

"The Hermit."

A most interesting story dealing with broken love and working out to a reunion after many years.

MISS MARGARET AYER Sings:—THE MAGNETIC WALTZ—ARDITI.

EXTRA PICTURES FOR THE CHILDREN AT THE BIG BUMPER MATINEE SATURDAY.

TO THE EDITOR

Union Parade Day At Port Rexton

(Editor Mail and Advocate)

Dear Sir.—Saturday, Jan. 16th, being Union parade day the Union friends numbering two hundred assembled at the L.O.A. Hall, after which they paraded through the settlement, headed by the L.O.A. band. After returning to the hall several friends spoke on behalf of the organization.

The women also have been busy here knitting socks for the Patriotic Association from the wool sent by the Union Trading Co. Ltd. So also have the Women's Patriotic Association in the making of shirts and knitting of socks.

We are very pleased to hear of our President's success in Conception Bay especially at the two last towns visited. May such follow him on other occasions.

—J. J. DAY.

Power of the Press For Good or Evil

(Editor Mail and Advocate)

Dear Sir.—Permit me space in your valuable columns to show why the fishermen of Newfoundland should support the Mail and Advocate.

Few people realize the power of the Press—its power for evil as well as, when properly directed, its power for good. Still fewer people realize how the Press of this country, as a whole, rather than helping to bring about the advance of civilization, have for years been doing their best to stir up hatred and misunderstanding with their habit of constant exaggeration and wilful misrepresentation.

We know that the Capitalist Press of nearly every nation, has been utilised for party purposes for years to generate hatred between nations.

Stirred up Hatred.

Five months ago, when the fate of Europe hung in the balance, the Capitalist Press did not cease to prejudice nations against one another.

With one or two notable exceptions the Capitalist Press of Great Britain told us that she must inevitably be compelled to take action. Into the discussion of the merits or demerits of the Government's decision I do not propose to enter, but what is needed right here is to bear in mind the power that is behind the party Press to-day to bring about internal and external upheavals, and to ride over the wishes of the masses and even sometimes force governments to take action which is not in the interests of the great masses of the people.

Higher Class.

In highly civilized countries there is, of course, a section of the Press which is conscious of its high mission and has no need to pander to the people, or to serve debased and mercenary interests. But their number is very small, too small, and their influence on the people lessened owing to the overwhelming number of newspapers which do pander to the mob, and to the worst instincts of that mob. What is needed more than anything else to-day, if organization is to make rapid progress, is that a change should be effected in public opinion, and that men's minds be educated in the things that concern the welfare of men and nations. How far can the fishermen of Newfoundland look to the party or Capitalist Press to aid them in objects which they have set themselves out to achieve.

Must Learn the Lesson.

It would be well if all leaders of democratic movements instilled in the minds of their followers, the full significance of the trend of Journalism, more especially in the last twenty years.

If we realized this we should then appreciate more fully the value of the organ of the F.P.U. In passing,

NOTICE

All Local Councils in Trinity District who haven't yet sent in their district assessment, will please do so before the end of the month to the treasurer, George Fowlow, of Philip Trinity East. J. G. STONE, D.C. Dec. 10, 1914.



TOO LATE

WHEN YOUR HOUSE TAKES FIRE

It is too late to talk about insurance. What guarantee have you that yours will not start blazing this very night? The fire fiend will not shut your convenience. Be wise, then, and have us issue

A FIRE INSURANCE POLICY.

Do it now. If ever delay was dangerous it is in this instance. How would you feel if to-morrow should find you homeless and with no insurance to fall back on? Insure to-day; to-morrow may be too late.

PERCIE JOHNSON,
Insurance Agent.

let us not overlook the fact that the Capitalist or Party Press is not run as a philanthropic institution, but as a commercial speculation pure and simple. Whenever you pick up a broad sheet whose advertising space is crammed full, in nine cases out of ten, it is safe to say that it represents the interests of those who have to the detriment of the interests of those who have not. So that those papers must necessarily become servile time-servers, mere sycophants which dare not lift their voices in protest against what they deem to be wrong; so it cannot possibly be said of them that they realize the hopes of the reformers who nearly seventy years ago fought for the abolition of the Stamp and Paper duties.

L. HOLLETT.

Sydney Mines.

Salvage Replies To 'Old Fisherman'

(Editor Mail and Advocate)

Dear Sir.—Our Council chanced to see a letter in the "Daily News" some time ago signed by "Old Fisherman" of Salvage Bay, in which he slandered both the Union and Coaker. Our Council has been wondering why that "Old Fisherman" started writing about Salvage Bay and then wandered off to Salvage, because if it was the Union and Coaker he wanted to get at, he could have done so in his own settlement. "Old Fisherman" says that he was expecting all the fishermen to have motor boats after the statements which he heard President Coaker make last Fall. We feel that his laughing will not last long and the probabilities are that this old chap has got his head up under a merchant's coat and when the adverse winds blows up the merchant's coat Mr. Coaker's works are revealed to him.

As for there being destitution in Salvage, as he states, we deny it. He is probably looking for a job as Recruiting Officer and we are sorry that the Government has not appointed him to that position. I wish "Old Fisherman" could have been in Salvage on Old Christmas Day and could have seen the Union Parade. We would certainly advise him that it would be better for him to try to make friends than foes in Salvage, if he will but come out under his own signature, as he states, we shall be pleased to deal with the reference in his letter to "giving every man his due." We are sorry to have to mention this matter as Salvage Bay is our next door neighbour.

SALVAGE COUNCIL F.P.U. Salvage, Jan. 23, 1915.

FOR SALE—A 15 H. P. Steam Engine, almost new. Just the thing for a small Factory or Lumber Mill. Will be sold at a bargain. For further particulars apply to G. MORGAN, Gazette Office, Board of Trade Building.—dec23,tw.eod

P. J. Shea.

I respectfully ask the Members of the F. P. U. to purchase their Christmas and New Year stocks

—AT—

P. J. Shea's
314 Water Street,
St. John's.

A Splendid Offer

To all new yearly subscribers for the Daily issue of **The Mail and Advocate** sending in a year's subscription between January 2nd and March 1st we will mail free a 20 x 22 Crayon Bust Picture of President Coaker, fully as good as a three dollar crayon.

This special offer is good only for two months and subscribers must fill out the subjoined form if they avail of this special offer.

Special Offer to Mail & Advocate Subscribers.

To the Union Publishing Co. Ltd.,
St. John's.

Find enclosed the sum of Two Dollars, for which please forward the Daily issue of **The Mail and Advocate** for one year, and the premium crayon picture 20 x 22 of President Coaker.

Signature _____

Address _____

Date _____, 1915.

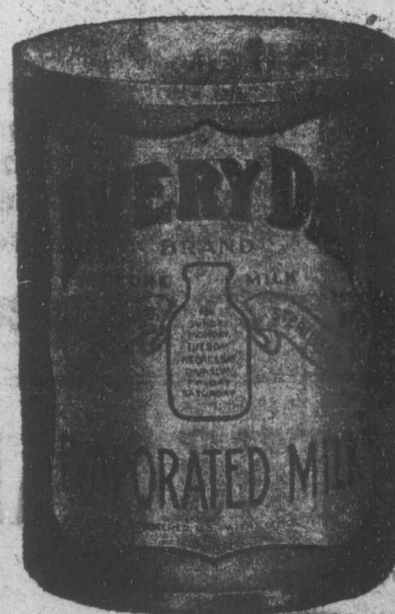
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