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WESTERN CANADA FLOUR MILLS CO., Limited
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The Trouble-Proof Engine. PERFECTION WATERPROOF IGNITION SYSTEM.

No Coils—No Batteries—No Timer

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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 Perfection 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 manufacturer in the world to produce an engine with an ignition system that will stand a similar 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.

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World's Largest Builders of 2 Cycle Engines

Photograph of Actual Test.

F. G. HOUSE & CO., Columbus Building, St. John's.
Sole Agents and Distributors.

SAYS ADVOCATE HAS FULFILLED HIGH MISSION

(Editor Mail and Advocate)

Dear Advocate.—How familiar you seem! What a Welcome visitor each week! Coming to us, as you do, filled with lively news and important information, furnishes the reason why every mail that brings a new issue of you is eagerly longed for and gives you a reputation that others of your friends might well envy. It is to compliment not to flatter you that I write you tonight, for I believe in telling a fellow what I think of him.

It is only a few years since that which marked your birth, when you were sent forth to fill your mission, and to tell for good in old Terra Nova. Who will be so impudent as to assert you have not done it? Who can truthfully say that your mission has been a failure. Let him who thinks so prove his assertion.

I need not repeat the story of your growth. When issued in 8 x 10 in. form you were regarded as an insignificant article, but your advent marked the beginning of a new era and every week we see something indicating that you really are a tremendous power for good. Just here I wish to say that I have had confidence in you from the time when I first heard you. I saw that the substance of your utterances was this "Special favors to none, but equal rights to all." I thought: "that is right, and let the paper maintain those principles and it will record itself in the memories of generations yet unborn."

What do we find at the present time? We find that you have not forsaken your principles, and in defence of what is right and just, you have not bowed the knee to Baal, nor hesitated to fight the cause of the oppressed and helpless. You have not failed to sound an alarm at the sight of danger nor to expose wickedness in high places within the land neither have you cowered when the storm of opposition burst on you in all its fury; but unflinchingly you have stood at the post of duty, defying all the powers that be to harm you. I scan your pages today and your every line gives evidence of victory. What battles you have fought! what difficulties you have faced! What obstacles you have surmounted the barriers and have won your laurels.

You have acted the part of being both the "guiding star" and the "searchlight" in the commercial as well as in the political life of the Colony; and in playing this part you have made many friends and—shall I say—"foes" too. Yes, in the same manner as Justice finds his foe in the villain and the criminal.

Just one moment, please! Men of Newfoundland! It may have held views different from those held by us at times; but, taking all things into consideration, we must say "Hats off to The Mail and Advocate."

Oh, Advocate, fearless exponent of the cause of truth and righteousness! Advocate of principles and champion of justice, cease not to send forth thy message in like manner as thou hast in the past, and I predict for thee, a long, useful life in the service of humanity.

YOUR UNFAILING LOVER,
Thoroughfare, Feb. 5, 15.

Why Bread Prices Remain at Normal

(Editor Mail and Advocate)

Dear Sir.—That the price of baker's bread has not advanced with the price of flour is a source of wonder to the many, it is right that the public should be made aware of the reason therefor, particularly as it shows that we have at least ONE conscientious man in our business community. As there is a black sheep in every flock, it follows that there can also be a white one in every flock where the prevailing colour is black.

On enquiry I have learned that the city bakeries are keeping down their prices in order to compete with McGuire's Bakery. It appears that McGuire laid in a six months' stock of flour when the market was easy; now they have decided to give their customers the benefit of their foresight and will keep bread at the old prices all through the winter. Their competitors are forced, in a way, to follow suit.

The poorer people of the city are now able to buy baker's bread just as cheaply as the home baked article made from flour purchased at 65 or 70 cents a stone.

Now readers, contrast the action of some Water Street firms. He could easily have squeezed a few thousand out of our dire necessities and then made a BIG MAN of himself by a large contribution to some published fund and the papers would have applauded "McGuire's Generosity" in large type and special articles. Such is our low standard of moral ethics that not many would have blamed him even though they knew he could have made a living profit by leaving prices where they were.

Go ahead McGuire, you have chosen the better way. Your business will prosper all the better for it and your name will live when the names of big Grabballs and others have gone.

"Down to the vile dust from which they sprung,
Unwept, unhonoured, and unused,"
The laws of compensation are inexorable. Do you see the point, Grabball flour merchants? —T. O. BALD.

St. John's, Feb. 11, 1915.

Flat Isld. Replies To The Free Press

(Editor Mail and Advocate)

Dear Sir.—Will you kindly allow me to make a few remarks concerning a letter which appeared in a recent issue of The Free Press, from a correspondent at Gooseberry Islands, signed "Chip of the Old Block."

It appears to me, Mr. Editor, that the person who wrote this article is somewhat worried over the people of this place. He made it his business to contradict nearly everything that a gentleman belonging to here wrote to your paper in connection with the boys who have gone to the aid of our Empire.

So far we have let his slant go unheeded, but when he repeats his statements, we cannot let them pass unnoted. He says that the readers of The Mail and Advocate may be inclined to boast of Flat Islands, but I think it would be far more manly of him if he was himself in the firing line to-day, provided of course that he is medically fit.

He says, Mr. Editor, that you must have had a severe headache when you said that Gooseberry Island contained 42 men between the ages of 19 and 30. I think "Chip of the Old Block" must have been delirious when he stated that Gooseberry Island was ahead of Flat Island. That statement certainly is false.

From a correct count, I find Flat Island has 55 men between the ages above named, 19 of whom are serving their King. "Chip" says Gooseberry Isld. has 26 men, seven of whom are gone on H.M. ships.

If figures are the same as they were when I went to school, that leaves us a fraction ahead of you yet, "Chip of the Old Block."

It is a wonder to me that "Chip" does not view things from a more common-sense standpoint before he sends an article to the public press for publication, and give the public facts, not fiction, as I believe he is doing. I sincerely hope "Chip" will lay down his pen and take a rest and not worry us with any more such writings.

I would also suggest that he should get a correct count of our land and sea forces, so that he may see how many we have sent from Newfoundland to the aid of the Emblem of Liberty, the dear old Union Jack.

—SECOND IN THE FIGHT,
Flat Isld., B.B., Jan. 30, 15.

PORT BLANDFORD BOY IS ADMIRER OF THE ADVOCATE

(Editor Mail and Advocate)

Dear Sir.—Will you allow me space in your paper to write my first letter to the paper. So far this has been a cold winter; very little snow, not enough to make good sleighing. The weather has been good for skating, as the ice has been in good condition. I love to read the Advocate, and I am very much interested in the letters written by Aunt Jane, Aunt Sarah and Uncle Tom.

I read a great deal about the war, as we take the Motrial Witness and Advocate.

I have two Uncles over in England, they went away early in the fall; they are both on steamers. I hear from them at times, and hope to see them back again soon; all well.

I see by the last paper that the Trading Company has insured Pres. Coaker's life for \$40,000. Well done Trading Company.

President Coaker is a wonderful man; he has done and is doing much to help the poor toilers of the country. I hope he will live long; we need such a man more so to-day than ever before.

I have one sister; she loves to read the children's corner in the weekly witness. She is eight years of age. Trusting that my letter is not too long and wishing you and all your readers a happy New Year.

ANDREW A. R. DALLEY,
Port Blandford, Feb. 5, 15.

Port Rexton Says Kean Should Never Again Command Sealing Ship

(Editor Mail and Advocate)

Dear Sir.—Just a few lines to your columns if you think it worth the space it will occupy. Everyone here at the present time is pretty busy getting firewood and other material, needed for the fishing industry and so on, and having to go from six to eight miles for same, and in a great many cases only one or two dogs to help along the load, one feels somewhat weary on the return home in the evening. But if the F.P.U. flag happens to be flying for a meeting, all weariness is cast aside and a luncheon is made to get to the meeting, as everyone is anxious to hear what the President has sent along to be read at such meeting, and there is sure to be something of importance at every meeting. Yes, and we know it, and that's why we look forward to the F.P.U. meetings as being the most important of all meetings to us fishermen.

Well, I wish some of the readers of your paper had been present on Wednesday night last. Our energetic chairman called the meeting to order for the transaction of business. Minutes of last meeting were read and adopted and all correspondence from the President being read who should walk into our midst but the Hon. Member for Trinity District, Mr. J. G. Stone, in company with past chairman Guppy. I tell you they were welcome guests as the clapping and stamping, which was kept up for some time went to show. The Chairman invited the two members, Messrs. Stone and Guppy to the platform, after which he called on Mr. Stone to address the meeting. It was certainly worth listening to. Mr. Stone touched on different subjects, beginning with the prosperity of the Union since its organization, Government matters, and lastly the Great European War. This speech lasted for over an hour. After giving an opportunity for questions to be asked, he again addressed the meeting for half an hour or more, speaking on the war mostly.

Everyone seemed filled with glee to see that Trinity District had such an able speaker and one taking such interest in the fishermen's welfare. He represents us on the floor of the House of Assembly, and we of Trinity District should feel proud of such a man as Mr. Stone who has been appointed from amongst our toilers. Our heartiest congratulations goes to Mr. Stone and may he live to do the duty he is called upon to do for many years to come. I'm sure no one felt sorry for attending that meeting after all they had heard and learnt from Mr. Stone. Several of the Council members spoke on different subjects.

The meeting closed near midnight by the singing of the National Anthem. Mr. Stone left for his home at Catalina by Saturday's train.

Now, Mr. Editor and readers, I wish to ask you a question. Do you think if there was no Union to-day we would have the privilege of seeing our Honourable Members amongst us after they were elected to office? I feel sure we would not see them until their term of office had expired. Then you would see them around asking for votes and saying they were going to do this, that and the other thing, if you elected them to power again.

As soon as they get the votes, that's all you would know of them until such time came round again. If you would call to see them at their office in St. John's, ten chances to one if they would recognize you at all. That's the way it has been formerly. But now, thank God, we have men we can see and talk to at any time if required. When one goes to St. John's he can see President Coaker any time, from early morn till late at night, utilizing all his energies for the laboring class. This is what was never done for us before. He is ready to give us all information as to price of fish, provisions, and so on.

This is the man we must back up. Why shouldn't we? I say we can never repay President Coaker for what he has done for us poor toilers who have been trodden under foot all our life time, and generations before us, who have gone beyond recall, but they will reap their reward in the Great Hereafter. But what of those who have had the power and have seen our people naked, and clothed them not; hungry and gave them no food, as we understand such conditions exist in the Colony to-day, and still no steps are taken to respond to the needed call of hunger and starvation.

Why doesn't Sir E. P. Morris bear in mind that he has the power, and why doesn't he call the House in Session and consider the needy requirements of the Colony? If it was decided that nothing could be done, it would be some credit to the Premier to know that he didn't fail to open the House at such a time. But if he does fail to open the House of Assembly at such an important time as the present, it will still increase the indignation of the people to such an extent that it won't be easy to get over.

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.

Are they going to respond to the demands of the people by appointing a Commission of Inquiry into the sealing disaster of last Spring that will be satisfactory to the people?

The time will soon come round when those who are going to prosecute the seal fishery will be on the move and still nothing has been done to suit the people in the said case.

As there are lots of people who think that Capt. Kean has blundered, those who were eye-witnesses are the best judges, and who have had experience at the seal fishery. Everyone you get in conversation with in the outports will say Capt. Kean should never command another sealing ship, and I think they are a very kind-hearted lot of men to ask for such a modest punishment. If it is such as has been stated regarding Capt. Kean in last Spring's disaster I should say something should be done, and by appointing a Commission of Inquiry such as has been already stated in the Mail and Advocate will be the way to find out.

Stick to it, President Coaker, the people are with you. Right will conquer. We are out for right and fair-play and nothing more. The old saying is a true one, "A worm will turn if trodden on." Now, I asked the men in power not to nip us much closer or else we will have to be like the worm.

In conclusion, Mr. Editor, I must have a word or two for our brave Volunteers who have gone to fight our battles. We have six gone from our midst to answer their country's call, namely—Eloial Randall, Ralph Randall, Richard Randall, Wilfred Bannister, John Plovman and George Mate. Others offered their services, but failed to pass the doctor's examination.

I also see by the Press that Capt. John Thor, Randall, who served in the Boer War, has a commission in the British Navy since the Boer War. Capt. Randall has been residing in some part of England. He was formerly a resident of this place, son of Capt. John Randall of this place and a brother of Capt. J. R. Randall, who commanded the Bellaventure at the ice-fields last spring.

We can say we have seven in all from this little settlement who have responded to the call of King and Country and our hearts go out with them, and may the Great King of all Kings be their guiding star and bring them safely through, may victory be on their side and may we all live to enjoy the meeting on their return, is the prayer of

LEDNAR RETLAW,
Port Rexton,
Feb. 8th, 1915.

Interesting Notes From Port Rexton

Port Rexton, Feb. 8.—The C.U.S. of this place held their annual parade on Saturday, Feb. 6th.

They gathered in their Hall at one o'clock p.m. The brethren clothing themselves in their regalia proceeded on their line of march.

The procession was headed by music consisting of two accordions, one tin whistle and a kettle drum.

Leaving their Hall they proceeded out on the Harbor Ice, countermarching and went back to their Hall where an enjoyable time was held, consisting of games and dancing.

We wish this young Society every success under its able President, Mr. Ralph Cook, and his noble staff of officers. No doubt this young Society is unknown to many readers of The Mail and Advocate.

It is made up of the young boys from eight to twelve years old. It was formed twelve months ago and is working in the name of the "Central Union Society."

The Church Lads' Brigade of Port Rexton and Trinity East paraded Sunday, Feb. 7th, and attended Divine Service at Trinity West, where a special address was given by the Rev. Mr. Whitehouse, Rector of Trinity West.

This Brigade is doing noble work under its worthy Captain, Dr. C. T. Fitzgerald and its most worthy Chaplain, the Rev. Arthur Pitman.

We trust this Brigade will always take its stand and live up to what is expected from it.

We had the pleasure at our last Union meeting of having our worthy member with us, J. Stone. The L.O.A. Hall was packed with Union men. Our honourable member spoke for about an hour on the good work the Union had done and was doing and gave us good information on the Sporting Company and also spoke for quite a while on the present war that is raging and taking away so many of our young.

Port Rexton feels proud to-day of having six sons fighting for our good old England and her Colonies and our earnest prayer is that our dear old flag will long remain to float and England hold supremacy of the seas.

Several questions were asked our member by those present to which he gave satisfactory answers. After which the meeting closed.

—NICHOLAS.

ADVERTISE IN THE MAIL AND ADVOCATE