

Has No Equal
in quality or price



To arrive next week
J. J. Rossiter
Agent for Manufacturers.

Our Motto: "SUUM CUIQUE"



(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., DEC. 12, 1914.

OUR POINT OF VIEW

Another Step Forward

THE UNION TRADING CO. have purchased the Greenspond premises, house and lands, belonging to the Hon. James Ryan. The Company will take immediate possession of the property and will operate a large branch of its business there. It will be utilized by the company as a centre for the collection of fishery produce in conjunction with the Union Export Co.

The Union men on the north side of Bonavista Bay will now be enabled to transact all their business with the Trading Co. It is the principal business premises at Greenspond and has storing accommodation capable of transacting all the business of the north side of the Bay.

The sale was arranged through Mr. P. H. Cowan, broker.

This is another of Mr. Coaker's bold adventures and no doubt he has secured a splendid property at a reasonable figure. This transaction will consolidate the work of the Union on the north side of Bonavista Bay, and eventually the whole business of the shore will be transacted at this centre.

The Trading Co. has also arranged with Capt. John Barbour, of Newtown, for the erection of a large two-story flat-roofed building, to be used as a shop and provision store, and the new building will be ready for occupation by next August.

Captain John Barbour's premises is situated at one of the most convenient places suitable for the operation of a business at Newtown, and when the new store is ready the Union men at Pinchard's Island, Templeman, Fox Cove, Cape Island, Cape Cove and Newtown will be enabled to do all their business through their own store.

Mr. Job Wornell, of Greenspond, will have charge of the business there, and Mr. R. S. Winsor, at Newtown.

Naval Reserve

A CONSIDERABLE amount of dissatisfaction exists regarding the payment as wages given Naval Recruits, as compared to what is being paid the land forces. The pay of the land forces is one dollar per day and an allowance of ten cents per day, while the naval men receive about sixty-four cents per day.

This, in a measure, accounts for the slackness in recruiting for the Navy. Something must be done at once, either by the Imperial or local authorities to place the pay of the naval forces on the same footing as the land forces.

Then again considerable dissatisfaction has been created by the refusal of the authorities to give the

naval men free passes to their homes to say good-bye to their friends before sailing abroad. This should not be. Seeing that the Reid Newfoundland Co. are not generous enough to issue free passes to railway chaps who wish to return to say good-bye before leaving Terra Nova, the Government provide the funds.

We know of Reservists who had to borrow money here in order to pay their fares home to say good-bye to their friends.

We ask the authorities to arrange the same rates of pay for naval men as for the land forces.

We ask them to issue free passes to the men who wish to return to say good-bye to their friends before sailing abroad.

We ask them to be more careful respecting the medical examinations for some refused admittance to the Reserve owing to physical deficiencies have been passed for the land forces, while some who were refused admittance to the land forces for similar reasons, have been passed by the naval medical men.

Mr. Coaker attended the meeting of the Patriotic Association last night, but was prevented from remaining any length of time owing to a pressing business engagement, and thus had not an opportunity to bring these matters before the meeting, and as the success of recruiting for the Naval Reserve somewhat depends upon the removal of the objections above referred to, no time must be lost in attending to those matters.

SIGNALLING IN THE NAVY

The sailors who bear the sign of two crossed flags on their coat sleeves are the men who enable our dreadnoughts continually to "talk" to one another, although they may be several miles apart. The signalmen of the fleet carry on their work by means of flags, wooden semaphores, and flashlights. The usual mode of signalling at short range is to run a series of flags from the signal bridge up to the masthead or yard-arms. These flags each mean a letter or word, and in time of war the code is continuously being changed. The secret of the code book is one of the most carefully guarded in the navy. This precious volume has its cover weighted with lead, so that in the event of it falling overboard it will sink immediately, and not float perhaps to be picked up by the enemy. Should such a mishap occur, a diver is immediately sent down in search of it. If he cannot recover the volume, then the whole code is altered.

For Long Distance Work.
For long-distance signalling the navy use the semaphore system. The apparatus used for this purpose is similar in appearance to a road signpost. Two movable arms project from a solid post stationed in a prominent position on the ship's signalling bridge. Each position of the arms means a letter to the men on the other ship observing the signals through strong glasses. Twenty letters can be transmitted in a minute. At night brilliant flash lamps blink out code words when one ship wishes to communicate with another.

Of recent years hand-signalling has to some extent been replaced by wireless telegraphy. All messages are sent in code, in case hostile vessels should collect them on their own wireless instruments. The wireless room on a battleship is strictly private. In no circumstances are any other persons than operators and a few, privileged officers allowed to enter the transmitting and receiving room.

Wireless Under Water.
Wireless for signalling purposes has been tried with success in connection with communicating with submerged submarines. Some time ago the submarine D1 was successful in receiving wireless messages from the cruiser Bonaventure, although the smaller craft was running beneath the waves at the time.

For purposes of manoeuvring the navy depends almost entirely on its signalled messages, and a misinterpreted sign might cause grave disaster. An instance of this was provided some time back, when H.M.S. Victoria rammed the Camperdown in the Mediterranean manoeuvres. An order by flag-signal was mistaken, and the Victoria swerved in the direction opposite to that intimated by the signallers, and her sister ship was sunk. That one mistake cost a million and a half of money and 700 lives.

Live Fox

For Sale a Live Fox, dark red in color, with silver hairs on back. In perfect health and beautifully furred. Female. Just the thing for a ranch. JAMES LITTLE of Geo. Bonavista.—nov9,14

A Great big Two-Part Programme at The Nickel To-day.

THE GAUMONT CO., PARIS, PRESENT IN TWO PARTS,

"THE BRIDGE OF SORROW."

This vital, vivid and vigorous production holds you spell-bound, and it teaches a tremendous moral lesson. Intense—Thrilling—Pathetic.

THE VITAGRAPH CO. PRESENT IN TWO PARTS,

"THE HELPFUL (?) SISTERHOOD."

Mary, a poor, but well-born girl, is invited to join the Sorority club at College. She accepts, and gradually drifts away from her former friends. The spirit of snobbishness and unrest enters her life. A Sorority dance is arranged, and Mary, unable to pay the assessment, steals the amount, then having taken the first false step she is further tempted. Then follows a most delightful story, proving that character is the only criterion of personal superiority.

"RED AND PETE, PARTNERS."—A thrilling Biograph melo-drama. "ALKALI IKE'S AUTO."—A riot of fun with Augustus Carney. SEND THE CHILDREN EARLY TO THE BIG BUMPER MATINEE SATURDAY GOOD SONGS—GOOD MUSIC—GOOD EFFECTS.

WAR'S RIGORS
DRIVE GERMANS
TO DESPERATION

Amsterdam Reports Great Increase in Number of Suicides in German Army—Stupendous Losses

Amsterdam, Dec. 10.—The number of suicides in the German army is rapidly increasing, according to the correspondent of the Telegraf. This is especially true among men with families, it is stated. They feel that even if they get through the war safely their health will be permanently impaired, owing to the hardships which the German troops are forced to undergo.

The correspondent declares one soldier told him that going to the front was now a nightmare for every German. Trainloads of corpses have passed through Louvain, bound eastward for Liege, where they are to be cremated. The bodies are sent from the front for cremation, it is said, because the Germans are unable to spare men from the firing line to bury the dead.

Italy Purchases
Million Tns. Wheat
From Argentina

Rome, Dec. 10.—The Government has purchased a million tons of wheat from Argentina. Five steamers have been chartered to transport the first shipment.

Comic Postcards
Of German Kaiser
Unsafe to Carry

Germans Deal Summarily with Prisoners of War Having Them in Possession.

London, Dec. 10.—Postcards caricaturing Emperor William and the German Crown Prince have been barred from the fighting lines by the British and French authorities.

This action is due to the discovery, it is said, that the German military code renders the possessors of such cards who may be taken prisoners liable to summary treatment.

FREE TO BOYS
AND GIRLS

Watches, Printing Outfits, Cameras, Footballs, Fountain Pens, etc., etc., for selling 25 of our Beautiful Art Pictures, size 16x20 at 20c. each. Write for some today. Address GOLD MEDAL ART CO., P.O. Box 68, St. John's.

ADVERTISE IN THE MAIL AND ADVOCATE

HOW BRITISH
BUREAU FOOLED
THE GERMANS

Allowed Enemy to Gain the Impression that United States Troops Were Actually Invading Canada

London, Dec. 9.—I am informed on the highest naval authority that the story of a recent naval incident, as published in the United States and as known in Germany, is not the full story.

All that happened is that German naval strategy once again has been befogged and upset by half-truths which it is not in the British interests to remove.

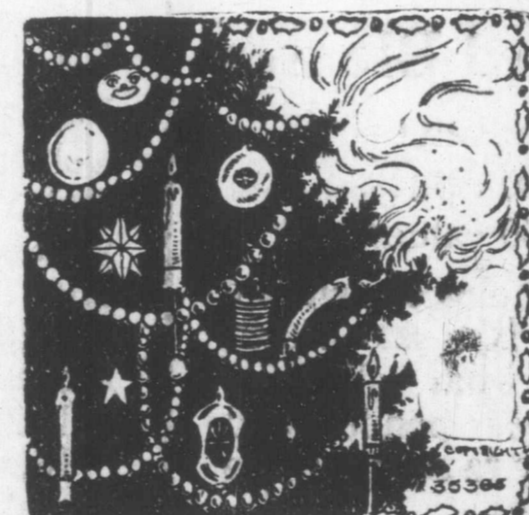
The statements of Capt. Persens, of the German navy, made to the British press, indicate how completely successful this British policy of befogging the enemy has been, both on land and sea.

The Germans actually were fighting the British forces before they knew the British force had left Britain. Again, Germany believed United States troops had crossed to Canadian territory and were being welcomed with open arms by the Canadians at the very moment the Canadian contingent was assembling at Valcartier from every part of the Dominion.

In many other ways the German authorities have been left completely at sea by the British treatment of news, as explained by Premier Asquith and Winston Churchill.

DO IT NOW!

Its no use waiting till somebody else gets ahead of you. Now is the time to advertise in The Mail and Advocate.



CHRISTMAS TREES ARE DANGEROUS.

and you should be sure to have plenty of fire insurance in event an accident should happen. You will find

OUR INSURANCE POLICY

To be the best protection that equal money could secure. You're not too late to have a policy issued by Christmas if you consult with us at once.

PERCIE JOHNSON, Insurance Agent.

Poor Economy

This is the Blanket season. It is poor economy to buy cheap Blankets. See that you get the best,

RIVERSIDE

made from selected wools only.

Herring Fishery
On West Coast

Wednesday's Western Star Describes Conditions to Date

The price of Newfoundland salt bulk herring in Gloucester is \$3.75 per barrel.

There was a slackening of the herring in Humber Arm the past week, and there are only a few nets set.

Herring packed according to the Scotch method, are worth from \$6.00 to \$7.50 in Bay of Islands to-day.

The Lunenburg schr. Vera Himmelman sailed from Bay of Islands on Saturday, with a full load of herring.

The Annie M. Parker, with the first cargo of "panned" herring, finished loading at North Arm on Saturday.

On Saturday there was good fishing in the outer part of Bonne Bay, the catch for that day being about 1,000 barrels.

The Am. schr. Blanche sailed from Bonne Bay on Saturday, taking the first herring cargo out of that port this season.

The Alma Nelson, Capt. Ed. Morris, of St. George's, finished loading herring at North Arm, and sailed on Sunday.

The closing of the North Sea has stimulated a demand in the United States for "Scotch" packed Newfoundland herring.

Schr. Judique sailed from Bay of Islands on Wednesday, with 1,300 brls. salt bulk herring for Holmes & Co., of Eastport, Maine.

The Gloucester schr. Aloha, Capt. Wallace Parsons, sailed from Bay of Islands on Friday, with 1,750 brls. salt bulk herring.

There is a large fleet of vessels at North Arm, after herring cargoes. Many of them are nearly loaded. Others are arriving almost daily.

There was a slight slackening of the herring in Middle Arm last week, except in Goose Arm, where good fishing continued most of the week.

So boisterous was the weather at North Arm part of last week that fishermen were unable to haul their nets more than three days for the whole week.

Bagg Brothers shipped about half a thousand barrels pickled herring by the Seal for various parties. E. Jewell also shipped about a quarter thousand barrels.

At the North Arm of Bay of Islands herrings continue in abundance. On Thursday there was a falling off, but the following day they were more plentiful than ever.

The Am. schrs. Gossip, Governor Russel, Arbitrator, and the British schrs. Gladys B. Smith and Hy. Nickerson, all herring laden, were ready to sail from Bay of Islands on Saturday.

The stormy weather last week wrought havoc among the fishing gear at North Arm, and much property was destroyed. Some fishermen lost practically all their outfit.

The J. J. Flaherty, with about 2,000 brls. herring, Flirt with 1,375 brls. herring and 125,000 pounds of salt cod, and W. C. McKay with 1,430 brls. herring sailed from Bay of Islands for Gloucester on Wednesday.

FORGING AHEAD!

That is the position of The Mail and Advocate, as each issue sees a larger sale. What about that WANT ADVT!

Just Received

Ex S.S. Morwenna,

500 Sacks
Black Oats

Colin Campbell
85 Water Street.

BOLOGNA SAUSAGES!

10 Barrels

Bologna Sausages

Just Landed Ex S.S. Stephano.

George Neal

Are YOU Building?

Use

Paroid Roofing

1 and 2 Ply

The Best Roofing on the Market.

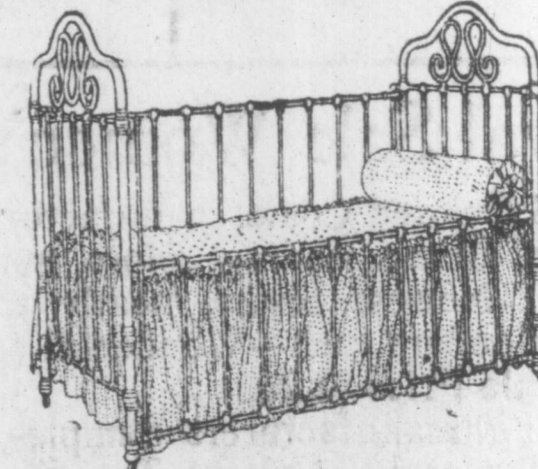
F. W. BIRD & SON, Manufacturers.

The Direct Agencies, Ltd.

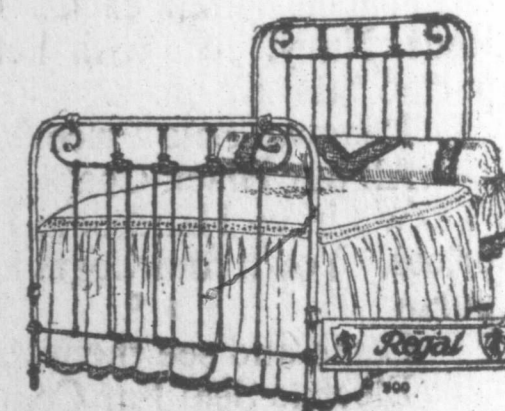
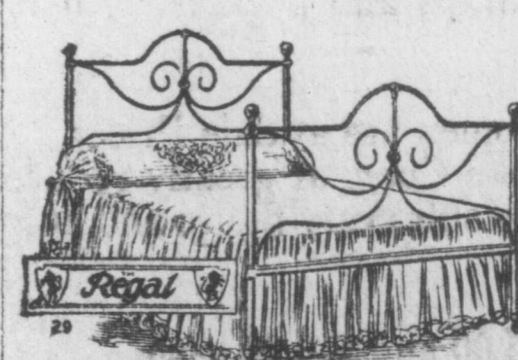
Sole Agents for Newfoundland. WHOLESALE ONLY.

Bedsteads Bedsteads
And Children's Cribs Selling Cheap to Clear

Mattresses
and
Springs
to Fit.



Pillows
and
Bolsters



You will save money by buying from us.

POPE'S FURNITURE SHOWROOMS,
George & Waldegrave Sts., St. John's.