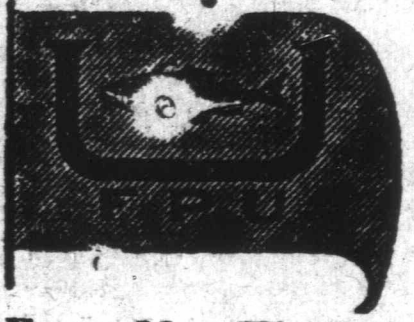


IN STOCK: Carbon void the great saver on Gasoline.

J. J. Rossiter

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 Company Limited, Proprietors.

ST. JOHN'S, N.F.L.D., SEPT. 22, 1916.

The Union Electric Power Company

THIS Company which is formed under an Act passed by the Legislature last spring possess the right to the water powers of Trinity, Salmon Cove, and Catalina. It has the sole right to run street cars and supply electric light and heat to the settlements of Trinity East and West, Port Rexton, Champneys, English Hr., Melrose, Catalina, Little Catalina, Elliston and Bonavista. The Company started operations in June and up to the present has completed its main dams which are a credit to Engineer Powell who prepared the plans and made the final surveys.

The Union premises is about 500 yards from the power house and the waters of the river pass along the water front of the premises, thus safeguarding the wood piles used to construct the breastwork and piles as well as the marine slip from injury caused by worms in other sections. The Union premises contain about 1000 yards of water frontage and along this frontage the following buildings will be erected: A 500 ton cold storage depot; salt store with 8000 tons capacity; cooperage; provision store covering 13,000 square feet of space; fish store and fish drier covering 13,000 square feet; boneless fish factory covering 13,000 square feet; coal shed; general departmental store, 4 stories, with 24,000 square feet of floor space; bakery; tanks for cod oil; tanks for kero oil and gasoline; yard for lumber; shipbuilding plant; wood mills and marine dock. The water front facilities will consist of a breastwork running the whole length of the property with four projecting wharves, each 150 feet long. One wharf will be covered by a shed, which will be used for storing salt bulk fish to be used for boneless manufacture. The depth of water along the front will be from 20 to 25 feet. The general store will have two front entrances, one from the public street, the other from the

wharf. The railway will pass along the water front of the whole property. Three elevators will serve the fish store, and all the other buildings will be fitted with elevators; all the power will be electric.

Even the buildings and drier will be heated by electricity. One great advantage will be that fish will be dried exactly as by the sun, for all the air passing through the drier will be purified before entering the drier, by having the moisture taken from it in cold storage depot. Air as used by driers in this city contain moisture and a heavy heat must be used to warm the air in order to counteract the effects of the dampness in the air; the result is the fish when dry is rough and often half cooked on the surface. This has been demonstrated to Mr. Coaker by an expert and as the Union premises will possess a large freezer, all the moisture can be taken from the air before passing to the drier and the result will be a heat similar to that produced by the sun, and the fish cured in the drier will be similar to sun dried fish which cannot be turned out of the fish driers now in operation. Without the electric power it would be impossible to successfully operate the industry that Mr. Coaker is establishing at Catalina. If the electric power did not exist, Catalina would never possess this huge Union industry.

The Company intend to supply light and power to Catalina, Elliston, Little Catalina and Bonavista and the lines will be built to those places next year. It is estimated that 1000 homes will avail of the electric light. The light will be supplied at from one dollar to two dollars per light per year. Power will be supplied at half the cost charged by the Reid Nfld. Co. here. Electric stoves for cooking will be supplied at the cost of a half ton of coal per year.

The Union industries will pay from \$2500 to \$3000 per year for power and light. The Company's income even at such a low rate will amount to upwards of \$15,000 per year when in full operation. The shareholders will be sure of a 10 per cent. annual dividend. The Company's affairs will be supervised by Mr. Coaker, who is President of the Company.

The fact that any business supervised by Mr. Coaker is now a guarantee of success, for success must come when duty is faithfully performed and close attention is given to all matters of detail as well in matters in general. Where there is no loafers employed and every man give 100 cents returns in labour for one dollar paid him, there need be no worry over the outcome.

The public are enabled to invest to the extent of \$20,000 in this Electric Power Co. and a Prospectus of the Company is now available to those interested. The F.P.U., U.T.C. and Union Export Co. own \$20,000 worth of shares in the Electric Power Co. and will control its affairs. The fishermen of Catalina and Bonavista have purchased quite a slice of shares. The business men of Catalina and Bonavista will be invited to do their part, which they will likely do.

All Germany wants now is a place on the Somme.—Boston Transcript.

THE UNION SHIPBUILDING COMPANY, LIMITED.

NOTICE is hereby given that the First General Meeting of the above named Company will be held in the Office of the Union Trading Company, Ltd., Water Street, St. John's, on THURSDAY, the 28th day of September, 1916, at 8.30 o'clock p.m., for the following purposes:

- 1. The election of Directors and Officers. 2. Other business.

Signed: W. F. COAKER, W. W. HALFYARD, C. BRYANT, Provisional Directors.

September 19th, A.D. 1916.

REVEILLE BY CALCAR

WE intended in our last article to deal seriously with the question of salmon and salmon rivers, but the idea of \$28.00 being spent in river improvement struck us as being so ludicrous that we developed the idea, as a little sarcasm is sometimes a very effective argument.

We hope the Board has seen the childishness of its plans, and will get their thing-caps on, if they do this they may see the futility of trying to effect any noteworthy improvement by putting forth such paltry efforts. We hate to make any recommendations to "the Board" for we have no confidence whatever in it, but, on the contrary we view their every act with profound mistrust, at any rate not with respect. Did we believe in the honesty of the Board's intentions and did we believe in the policy of perpetuating the existence of it we should feel like offering them a few suggestions to be worked out relative to our salmon and trout streams. We are going to point out to the country what in our opinion should be done, and the Board is quite welcome to the matter too.

From our personal knowledge of Newfoundland rivers and from our studies of fish life we are prepared to say that not a river in this country but is in need of special attention. We might have some respect for the Game Board did we hear of them urging upon the Government the necessity of doing something for the salmon and trout fishing in a specific way. Instead of doing something like this we find the Board pursuing themselves only with the framing of laws to restrict hunting or fishing, laws that were already in fairly good shape before the advent of the Board. Manufacturing new kinds of crime and setting the country wild after foxes are about the ultimate among the Board's doings.

In respect to salmon rivers we should say the very first thing to be done would be to have a thorough survey made, this not alone of the river itself and its environs but of everything that has a bearing upon the problem of offering attractions to the sportsmen. We are of opinion that properly managed our rivers are capable of affording better sport to ten times the number that now visit them.

Because of the backward system of intercommunication between points the length of time it takes to get about the Island seriously cuts into a short holiday and so compels men to crowd those rivers to which access is easy. We are of opinion that a lot of this overcrowding could be eased off without turning away a single disappointed angler. Two things are necessary to this plan. More houses should be put up for the accommodation of sportsmen and "river improvement" (not the \$28.00 kind though).

"The Board" is acting very stupidly in not having a study made of our salmon rivers. Because of this they fail to make themselves officially or otherwise acquainted with actual conditions

and can be fooled and imposed by ignorant and self interested individuals.

An instance of this stupidity and crass ignorance which only this summer came under the writer's notice may suffice to make this matter clear. Little River was crowded with sportsmen, but very little fish being caught, it was up to the gentleman principally interested and adversely effected to find a solution of the difficulty. The narrow bigot, the one sided, one idea man at once said poachers.

Poachers were getting all the fish. This was a simple explanation, but—too simple to be of any use, it was not true. The self-assertive gentleman insisted it was poachers, poachers was this Mr. Dick's Head of King Charles. He would come round to "poachers" no matter how you tried to distract him.

"The Board," the wonderful Board, at last swallowed the idea and took to thinking in terms of "poachers." Charlie's Head haunted them too. At this a second Warden was put on to guard the river, but no poacher was seen. We have the evidence of men who have been all their lives acquainted with Little River that never before have so many salmon been seen in the stream as were seen in it this year.

The idea that salmon could be in the river and not rise to the seductive fly of the elaborately equipped sportsman, could not find a place in the sapient noodle of the top-sided busy-body. The country boy again demonstrated his ability to catch fish with his pin-hook and knotty line and rod. A young man, a resident of the district with his home-made outfit could catch fish where the well equipped sportsman would fail.

According to certain long eared gentry there could be no other explanation for this success only that he was using unlawful means. Up to the present not all the mean spying and pinging of the newly appointed Warden have produced one iota of evidence to show that any but proper means have been used.

Granting the superior ability of the country bred young man it does not account entirely for the failure of Little River to afford sport to the visiting gentlemen and ladies. Another cause must be sought and in our next article we will endeavour to point out to the public, to the Game Board and all interested in this important question what we believe to be the leading cause for the failure.

Red Cross Liners Commandeered

WE learn with surprise and no little consternation to-day that the two fine Red Cross Line boats—the steamships Stephano and Florizel—have been commandeered by the British Government, acting for the Imperial Government of Russia, to be used by the Naval authorities of that country as ice-breakers, presumably with a view of aiding the other ships purchased here to keep the White Sea port of Archangel open during the winter.

Now we must enter our solemn protest against this proceeding which affects in a superlative degree the vital interests, not alone of this city, but practically all of the Colony of Newfoundland. We learn that at an emergency meeting of the Board of Trade held when the news was received this forenoon, a solemn protest was made by that body, and that the Government has also recorded its most strenuous opposition to the contemplated proceeding.

These two ships we are assured carry fully one half of the food stuffs imported into this Colony. During the summer months they bring large cargoes and in the fall and winter they are absolutely indispensable to our own people as carriers of goods which cannot be done without in this rigorous northern clime.

To deprive us then of these boats at this particular season of the year is to invoke a catastrophe and to create an impossible position for the people of Newfoundland. Of course we are aware that the command of the British Government under conditions now prevailing is final but we think that, taking into consideration the surrounding circumstances, that nothing precipitate should be done in the premises and that the matter, before being closed definitely, should be made one of negotiation between the Governments interested.

To substitute sealing steamers as suggested would not at all supply the deficiency which the loss of these large ships would create.

THE REVEILLE BY BRET HAITE

HARK! I hear the tramp of thousands, And of armed men the hum; Lo! a nation's hosts have gathered Round the quick alarming drum— Saying, "Come, Freemen, come! Ere your heritage be wasted," said the quick alarming drum.

"Let me of my heart take counsel: War is not of life the sum; Who shall stay and reap the harvest When the autumn days shall come?" But the drum Echoed, "Come! Death shall reap the braver harvest," said the solemn-sounding drum.

"But when won the coming battle, What of profit springs therefrom? What of conquest, subjugation, Even greater ills become?" But the drum Answered, "Come! You must do the sum to prove it," said the Yankee answering drum.

"What if, 'mid the cannons' thunder, Whistling shot and bursting bomb, When my brothers fall around me, Should my heart grow cold and numb?" But the drum Answered, "Come! Better there in death united, than in life a recreant.—Come!"

Thus they answered,—hoping, fearing, Some in faith, and doubting some, Till a trumpet-voiced proclaiming, Said, "My chosen people, come!" Then the drum, Lo! was dumb, For the great heart of the nation throbbed, answered, "Lord, we come!"

GLEANINGS OF GONE BY DAYS

SEPTEMBER 22 REVENUE cruiser Caroline and Captain Cook lost at St. Pierre, 1866. Robert L. Sleater robbed of \$300 worth of jewelry by an employee, 1881. The first Orange Society founded in Ireland at Loughgall, County Armagh, 1694. Rev. Donald Fraser, first Presbyterian minister in Newfoundland, ordained, 1814. Captain Moisey, of H.M.S. Contest, married to Miss Sawyer, 1881. Villa Nova Orphanage opened, 1885. The first bicycle parade with lanterns here, 1896. Rev. Mr. Shute, missionary at Hopedale for 30 years, arrived here en route to Germany, 1898. Steamer Scotsman and eleven female passengers lost in Straits of Belle Isle, 1899. New York Circus Company opened in Brown's field, Monkstown Road; prices: Dress circle, 5s.; box, 2 6d.; parquette, 1 3d., 1847. Steamer Eiheladia arrived with eighteen feet water in hold, 1898. READ THE MAIL & ADVOCATE

UNION ELECTRIC CO., Limited. Authorized Capital \$100,000. Shares \$10.00 each. President... W. F. Coaker, M.H.A. Vice-President... Dugald White. Secretary... J. G. Stone, M.H.A. DIRECTORS: C. Bryant... St. John's. P. Coleridge... Catalina. Jos. Perry... Catalina. John Guppy... Port Rexton. An allotment of \$20,000 worth of shares in this Company will be sold to the Public at par. For information and prospectus apply to W. F. Coaker or J. G. Stone.

An Unusual Motto. GOOD ADVISE Robert W. Chambers, the novelist, in an authority on Chinese proclains his New York house contains many of Eulychus the young man who, beautiful Chinese vases; and his searches have even given him considerable knowledge of the Chinese tongue. At a dinner in Newport Mr. Chambers took a beautiful young girl who asked him to admire her Chinese girl. "It's a superb girlie," he said "and the motto embroidered on it is superb, too—suberb, but rather unusual for an American girl to sport." "Oh, she said, "you know Chinese don't you? Tell me then what my motto means!" "It means," said Mr. Chambers, "May all my enemies die a lingering death by torture, and may I have fifty sons!" READ THE MAIL & ADVOCATE

Tea! Tea! Tea! GEO. KNOWLING has a large stock of CHOICE TEAS, selling from Thirty Five Cents to Sixty Cents per lb. Our Tea at 35 cents is a VERY SUPERIOR ARTICLE. BEST GRANULATED SUGAR, Only 8 cents per lb. CHOICE RANGOON RICE, Only 5 cents per lb. also to arrive on Friday Fifty Barrels Choice GRAVENSTEIN APPLES which we will sell at our USUAL LOW PRICES. GEO. KNOWLING.

Reid-Newfoundland Co. SUNDAY EXCURSIONS. Bowring Park. First train leaves West End Promenade at 2.15 p.m. and every half hour during the evening. Tor's Cove. Train leaves St. John's Station at 2.00 p.m. Kelligrews. Train leaves St. John's Station at 2.30 p.m. Reid-Newfoundland Co.