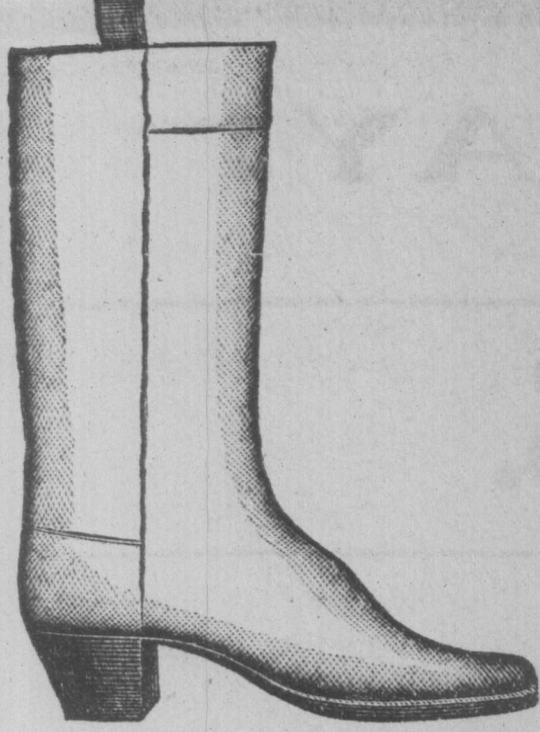


Wellington Boot! A BEAR'S LONG LIFE



The Wellington or side-seamed Boot is custom made. Hand Made and Hand-Pegged Best Waterproof Leather.

Fishermen! When buying these Boots, beware of Imitations. See that the name FRED SMALLWOOD is on the Heel plate.

P.S.—All our custom made Boots has this plate with our name on it.

F. Smallwood,
The Home of Good Shoes.

During the winter months, when work and money are both scarce, one thought occupies the mind of everyone—how to make a dollar last as long as possible—oftentimes, how to make one dollar take the place of two.

Economy must be practised, but it must be True Economy. A shoddy article, no matter how little it costs, is never cheap—a good article is never dear.

For instance, how many pairs of rubbers do you and your children wear out in the course of a winter? A great many you say, for dear and cheap rubbers are equally bad.

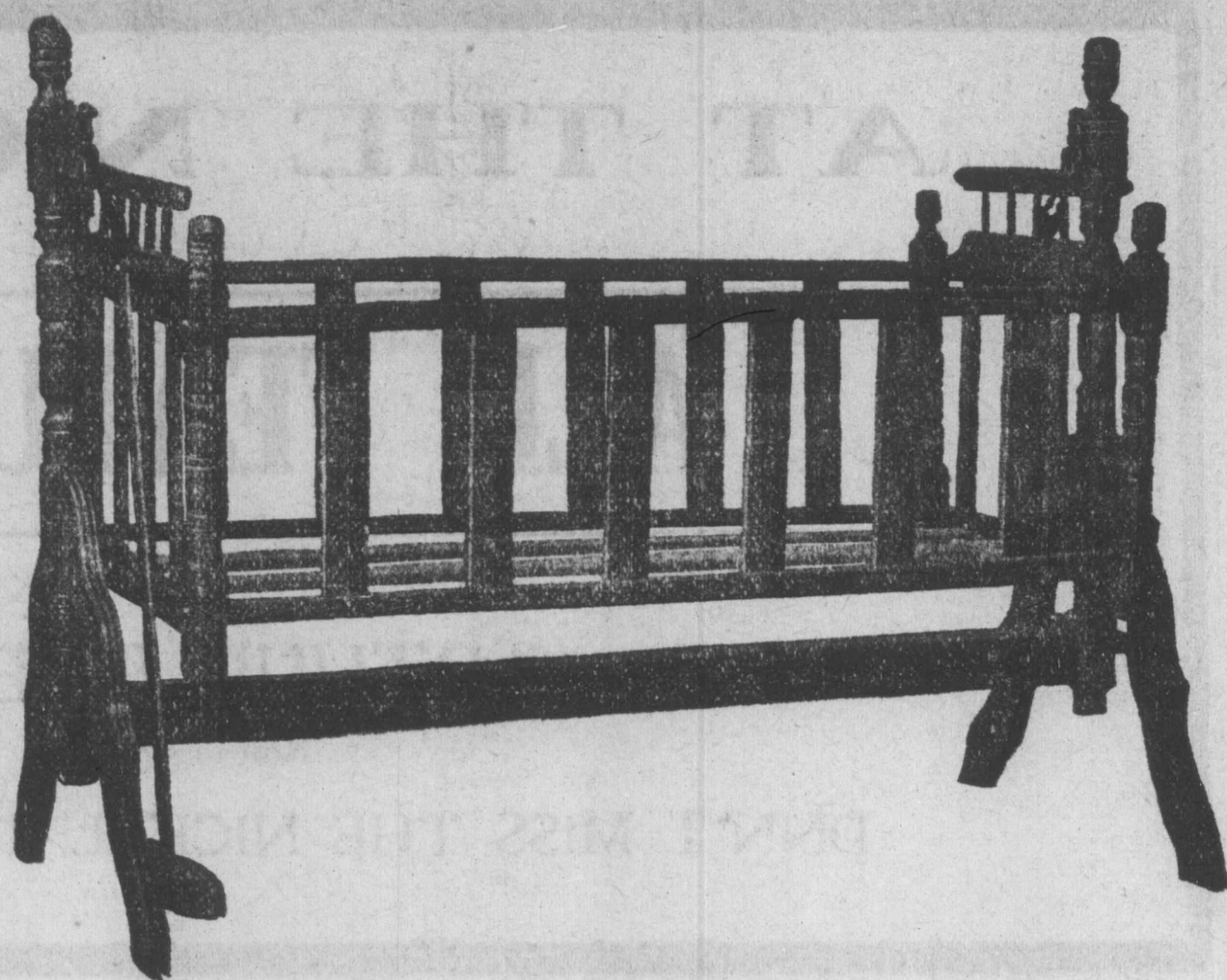
No, for we know men who bought their first pair of rubbers for this winter on that first slushy day in November; they are wearing them now every day, and they will wear them for many weeks yet—perhaps for the whole of the winter.

That is because they practised True Economy, they bought Bear Brand. Bear Brand costs no more than some other kinds. You are constantly paying for others the same price as you will pay for them; yet the quality is there—Bears live longer.

If your dealer does not keep Bear Brand, write to the Cleveland Trading Co., St. John's, who will tell you where to obtain them.—Jan 20, m.w.t.f

TO THE FRONT AGAIN WITH SOMETHING NEW

War or no war, swing the child. This cradle don't rock, it swings—by foot power. So Mothers please come in and see them work.



Pope's Furniture Showrooms,
George & Waldegrave Streets.

SUBSCRIPTION TO W.P.A. FROM BAY-DE-VERDE

(Editor Mail and Advocate)
Dear Sir,—You would confer a great favor on the people of this town if you would publish enclosed list of contributions towards Patriotic Fund in your esteemed paper.

The full amount collected was \$38, but \$46 was taken to buy wool for the Ladies' Association as a result Mr. Munn says, as you will see by enclosed letter, that he cannot have names of subscribers published in his list.

Hoping that you may be able to comply with this request and thanking you in anticipation on behalf of the people of Bay de Verde.

KATHERINE O'NEIL, Treas.
Bay de Verde, Feb. 9, 1915.

Subscription to Patriotic Fund
\$7.00—Rev. J. V. Donnelly.
\$5.00 each—Rev. W. J. R. Higgett, J. F. O'Neill, J. O'Neill, J.P.
\$3.00—John O'Neill.
\$2.50—Andrew Moore of Jas.
\$2.00 each—D. O'Neill, Thos. Moore of A. A. Friend.

\$1.50 each—Azariah Jacobs, Wm. Blundon, Sr., Thos. O'Neill.
\$1.40—Mrs. Jas. Blundon.
\$1.00 each—John Keats, Moses Blundon, Sr., John Sutton, Nemiah Riggs, H. T. Riggs, Moses Riggs, Moses Lockyer, Edward Lockyer, Richard Cosh, Jas. Murphy, Wm. Frost, Jas. Blundon of M. Jas. Barter, Bert Barter, John Blundon, Moses Blundon of H., Jabez Prior, Wm. Riggs, Sr., John Riggs, Edward Moore, Stephen Lockyer, Andrew Moore of Thos., Mesdames John Lockyer of Wm., Stephen Blundon, Jas. Barter, John Noonan, Wm. Lockyer, Moses Blundon, Josiah Blundon, John Walsh, John O'Neill, Miss Theresa Brady, Miss Ethel Lockyer.

80c.—Simon Jacobs.
70c.—Elijah Sutton.
60c.—Chamberlain Blundon.
50c. each—Wm. Blundon of M., Mos. Blundon of J., Allan Blundon, Chas. Norris, Wm. Barter, Robt. Barter, Wm. Blundon, Moses Noonan, Thos. Sutton, Joseph Noonan, Isaac Keats, Robt. Keats, Chas. Barter, Andrew Lynch, Thos. North, Sr., Mcl. North, Thomas North, Jr., Richard Woodrow, Daniel Woodrow, Andrew North, Wm. North, Jr., Peter Keats, Eleazer Jacobs, Wm. H. Stevens, Thos. Riggs, Mcl. Walsh, Sr., Wm. North, Sr., Robt. Emberly, Sr., Thos. Moore, Patrick Walsh, And. Riggs, Leo Moore, Absalom Emberly, Mesdames John Keats, Chas. Barter, Edward Lockyer, Wm. Blundon, Mos. Blundon, Wm. Barter, Moses Doyle of Jno. Thos. Noonan, Jno. Blundon, Wm. Riggs, Sr., Joseph Lockyer, Patrick Walsh, Thos. Moore; Misses Clara Keats, Carrie Lockyer.

Sr. Keats, Carrie Lockyer, Annie Emberly, Nelly Eady; Mesdames Stephen Emberly, Jas. Emberly, Thos. Walsh, Catherine Walsh, Edward Moore, Edward Emberly, Stephen Emberly of Jno., John Emberly, A. Moore of Thos., Patrick Noonan; Messrs. Fred Emberly, John Brady, Moses Keys, Chas. Cosh, John Sullivan, Wm. Thos. Sutton, Jas. Sutton, Daniel Emberly, Wm. Walsh, Robt. Emberly, Jr., Moses Eady, Rich. Flemming, Sr., Andrew Keefe, Lawrence Keys, Michael Keys, Geo. Duffett, Thos. Flynn, Silas Sutton, A. Friend.

40c. each—John Keys, Wm. Jacobs, Frank Jacobs, Andrew Broaders, Patk Keys, Joseph Emberly of Jno., George Jacobs, Henry Jacobs; Mesdames Jno. Noonan, Sr., Geo. Lockyer; Miss Ellen Noonan.
30c. each—Geo. Norris, Thos. Noonan of J., Jas. Lockyer, etain etoin an of J., Robt. Cosh, Sr., Jas. Abbott, Aaron Blundon; Mesdames Jas. Lock-

yer, Geo. Norris, Jas. Noonan.
25c. each—Daniel Walsh of Mcl., Nat Flynn, Mrs. Richard Cosh, Miss Maggie Cosh.
20c. each—Wm. Norris, Wm. C. Riggs, Edward Walsh of P., George Blundon, Jas. Blundon, Peter Broaders, Mcl. Broaders, John R. Woodrow, Jeremiah Woodrow, Nemiah Blundon, Wm. J. Jacobs, Wm. Emberly of Thos., Thos. Emberly, Thos. Cotter, Jas. Jacobs, Elijah Sutton, Jr., John Norris, Joseph Norris, Edmund Norris, Cyril Seymour, Moses Broaders, John P. Woodrow, Andrew Woodrow, And. Moore, David Keats, Ed. Walsh of Mcl. Michael Cotter, Wm. Emberly of John; Mesdames John Noonan, Wm. Noonan, Jno. Norris, Joseph Norris, Andrew Lynch, Wm. Emberly, Pat. Walsh of Ed., Moses Doyle of Thos., Thos. Noonan of Jno., Joshua Norris, Thomas Doyle of Jno., George Blundon, James Noonan, George Emberly, Albert Emberly, Mary Emberly, Ed. Walsh, Sr., Jas. Walsh, Edward Walsh, Richard Flemming, Sr., Richard, Flemming, Jr., Theresa Keys, Lawrence Keys, Denis Noonan of Jno., Isaac Emberly, Nathaniel Flynn, John Keys, John Brady; Messrs. Geo. Cosh, Thos. Cosh, Richard Flemming, Jr.; Misses Emma Norris, Sarah Cotter, Effie Norris, Maria Emberly.

KATHERINE O'NEIL, Treasurer.

OBITUARY
Joseph Sheppard.
Friend Joseph Sheppard, the oldest inhabitant of Catalina Harbor and the oldest member of the F.P.U., passed peacefully to rest on Saturday afternoon, Feb. 6th, at the ripe old age of 99 years.

Deceased was an enthusiastic supporter of the F.P.U. and one of Catalina's best fishermen in his time. The F.P.U. Council turned out in a body to the funeral. They also provided a splendid wreath.

He was buried on Tuesday last at the C. of E. Cemetery, the Rev. G. Chamberlain officiating.

He leaves behind four sons and two daughters. To all the relatives of the deceased The Mail and Advocate extends its deepest sympathy in their bereavement.

Charles Elliott.
(Editor Mail and Advocate)
Dear Sir,—We record the death of Mr. Charles Elliott, who passed away at the St. John's Hospital. He leaves a wife, two daughters and three sons. He was a loyal member of the F.P.U. and was highly respected and esteemed by all friends at this little settlement of Bungoyne's Cove.

Our sympathy goes out to the bereaved family in their hour of trial. May God be their help.
—J. H. Burgoyne's Cove, Feb. 6, 1915.

We Aim To Please
And we hit the mark every timewith good work at honest prices.
C. M. HALL,
Genuine Tailor and Renovator.
219 THEATRE HILL

Anyone can repair a coat with Elastite Roofing Cement Paint. It is easy and ready to apply. No heating required. You can do the work yourself with an ordinary whitewash brush. P. H. COWAN, Agent.

Aunt Jane Tells How Pres. Coaker Manages To Do It

(Editor Mail and Advocate)
Dear Sir,—As the weather is too frosty for an old woman like me to go outside gossiping with the neighbors I may as well sit down now and gossip with the readers of your valuable paper.

The other night we had a fine time in the kitchen when the boys got round the stove talking about old times and the difference between them times and now, and sez I. I will keep my ears open and if anything is said that will interest the Union people I'll dot it down for The Advocate.

As I told you once before Jim likes to think that he is the only one fit to open any of the meetings held in our kitchen, but as I tells him there are lots of things he will have to learn before he gets to be a speaker.

In Good Union Style.
Anyway it doesn't much matter who opened the meeting but it was started in good style by a Union man who thinks he knows it all. He started on by saying that altho he was in the Union since it was started in Change Islands he couldn't see how Mr. Coaker could sell goods so cheap and still be able to pay 10 per cent. last year and the year before on the shares in the Trading Company and sez he, now that the war is on I suppose he'll tell us that we can't have any dividend this year, and the people won't expect it either.

You'd died to see Jim's face when the other fellow was talking. He had all he could do to keep from interrupting him but managed to do it and when the other fellow sat down, Jim threw out his chest, and looked wise.

He sez "Gentlemen, I have sat down quiet and peaceful while Mr. So and So was talking and now that I have the floor I intend to have my say.

The Explanation.
Mr. So and So sez that he can't see how Mr. Coaker can pay such large dividends and sell goods so cheap, well I figure it out this way: Firstly, as the person sez, we must look at the large amount of goods sold by the Company, which must amount to thousands of dollars worth each year.

"Think," sez Jim, "of all these goods and put a small profit on every article and then you will see where he gets some of his money for dividends. Think of all the flour he bought in 1913 and last year and dot down so much profit on every barrel and then think of the hundred and one things he can make money on and you have the secret of how to pay 10 per cent. Mr. Coaker does not buy goods to lie in the shelves, he turns his money over dozens of times in a year, and every turn means some profit."

Got Warmed Up.
Then Jim got warmed up to the subject and once more looking as wise as he knows how, he explained about the profit made by other merchants before the Union was started and how they could go away to England and America and sport around like fighting cocks, but now the most of them have to stay home and watch their business or in a few years time they will have no business to watch for the Union is buying up some of the outport places already and this year when the new Company is started they will do bigger things than they have ever done before.

Slippery Bill, who was sitting on an empty tobacco box in the corner, thought to start Jim, so he shouted "What about the dividend this year?" Instead of fighting Jim he only made him brighter up for Jim then started in to tell about the new Company and what good it would do the poor man, as the Union Export Co. will be able

to buy the fish and ship it to foreign markets. All the time he was speaking he paid no attention to Slippery Bill's question, until Bill got excited and asked him again, then Jim looked wise, and lighting his old pipe once more he said that a message had come in to say that 8 per cent. would be paid on Trading Co. shares and 8 per cent. on Publishing Co. shares.

Knocked Him Out.
You should have seen Bill—he looked like a fish out of water and muttered something about "knowing it all," and sez he we'll wait and see what Coaker's paper says about it, and he would not believe it until he saw it in the paper a few days ago.

Just imagine—war times—8 per cent. for both Companies. In August everyone was saying the war would be the death of the Union and Coaker but instead of that happening, everything is looking bright for the Union and the Trading Co.

Slippery Bill first along would not believe that Mr. Coaker's life is insured for \$40,000. Now he knows. He sez that the Insurance Company must think Mr. Coaker is worth that amount to the Union or they wouldn't insure him. Just imagine Forty Thousand Dollars for the Union if Mr. Coaker was to die. The people of the Union would rather give one hundred thousand dollars and see him live for many years to continue the good work commenced by him only five or six years ago.

Did Lots of Figuring.
Jim spent an hour the other day figuring out if the twenty thousand fishermen wanted to raise a half a million dollars for to start the new Company, how many dollars would each man have to pay and he tells me that twenty-five dollars each from each Union man would be able to give Mr. Coaker enough money to handle all the fish and put the other merchants out of business.

When people talk about putting Mr. Coaker and the Union Trading Co. out of business they forget that an army of twenty thousand men and thirty thousand women and children have to say something before they can do that.

Talk about an army—Coaker's army in Newfoundland is able to keep the army of Graballs from overcharging the poor people and in this way help the whole Island.

We see by the papers that flour is going to be high in the Spring. Do your best, Mr. Coaker, to keep down the price and you will be a blessing to Newfoundland.

Wishing you and your readers good luck.
—AUNT JANE.
Change Islds., Feb. 3, '15.

FREE TO BOYS AND GIRLS
Watches, Printing Outfits, Cameras, Footballs, Fountain Pens, etc., etc., for selling 25 of our Beautiful Art Pictures, size 10x20 at 20c. each. Write for some today. Address GOLD ME '91 ART CO., P.O. Box 68, St. John's.

TENDERS.
Tenders has been extended until Thursday next, Feb. 11th, included for Stock in trade of Jackson The Tailor Ltd. Tenders may be made for the whole stock or suits and clothing, Tailors Trimmings, Hats and Caps, Boots and Shoes, Gloves, Collars, Ties, Suspenders and general Gen't's outfitting, etc. Undersigned is not committed to accept the highest or any tender. Stock can be inspected each day from 9.30 a.m. to 6 p.m.
P. C. O'DRISCOLL, Liquidator.
Jan 27, 15

SMITH Co. Ltd.
The Most Successful Men of to-day are those who are in command of all the details of their business.

It's easy to turn to the matter called for, if you use the famous "Safe-guard" method of Indexing and Filing and the always satisfactory

Globe-Wernicke
Filing Cabinets, Cabinet Safes, Sectional Bookcases and Unifiles.
Ask more about this. It will pay you to do so.

PERCIE JOHNSON, Agent
Globe-Wernicke

Wonderful Results From the A. I. C., The World's Cure

The remedy discovered at far Labrador has given relief to many a sufferer; hundreds testifying of this great remedy. Another gives her testimonial from the City.

Couldn't Eat a Half Meal.
St. John's, Oct. 12, 1914.
I have been troubled with Indigestion for a number of years, in fact I have been so bad I couldn't eat half a meal of anything.

A friend advised me to try A.I.C. and one half pint bottle cured me. I couldn't believe I could be cured in such a short time and now I can eat anything, and food does not trouble me in the least. I think I am perfectly cured. I haven't felt indigestion this month.

I recommend this medicine to all sufferers from indigestion. You are at liberty to use my name, and anyone not believing this statement can write or consult me personally.
MRS. GEORGE WELLS,
St. John's.
Sold at St. John's by M. J. Malone, M. Kent, Walter Gosse, J. C. Ryan, J. Healey, C. P. Egan, Soper & Moore, Wholesale Agent.
Manufactured by Saunders & Mercer, Shearstown, Nfld.—Oct 20

TALK IS CHEAP—
Advertising is also very cheap, if carried in the right medium. The Mail and Advocate is the Can't Lose paper now. Must be true. Everybody's talking. It's not the price you pay but the returns you get.



THE BEST IN MEAT
Invariably finds its way to our shop. We are very particular in selecting our beefs and our experience aids us in securing only

THE PRIME MEATS.
Place a trial order with us, and you will surely become one of our regular customers.
If you enjoy a savory roast of beef, you will find satisfaction in those that we sell.

M. CONNOLLY,
Phone 420. Duckworth St.
Jan 21, 15

FALL HERRING and LARGE CODFISH
SUITABLE FOR RETAILING

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

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

The Elite Tonsorial Parlor,
Prescott Street, near Rawlins' Cross,
F. ROBERTS, Proprietor,
Mr. F. Roberts, of the Elite Tonsorial Parlors, begs to announce to his many patrons, that he has installed the very latest Massage machines for face and hair; also that he will carry full assortment Choice Cigars, Cigarettes and Tobacco.
On and after to-day the Parlors will be open each weekday from 8 a.m. until 11 p.m.

ALLIANCE ASSURANCE CO., LTD.
THE RIGHT HON. LORD ROTHCHILD, G.C.V.O. Chairman
ROBERT LEWIS, General Manager.
TOTAL ASSETS Exceed \$120,000,000.
Fire Insurance of every description effected.
LEONARD ASH, Carbonear,
Sub-Agent for Carbonear District.
BAINE, JOHNSTON & CO.
Agents for Newfoundland.

BOLINDER'S
DIRECT REVERSIBLE CRUDE OIL ENGINES.
First in 1893 Foremost in 1914
Built in sizes from 5 B.H.P. up to 320 B.H.P.
Nearly 100 vessels fitted with Bolinder's Engines for towage in the British Isles, the object of Messrs. Bolinder's design being for large Propellers at low revolutions and consequent efficiency. As an example mention might be made of the "MIRI" (160 B.H.P.) which tows regularly at Sea a 1500 Ton Tank Barge.
The Bolinder will run light indefinitely without any load whatever, and without any recourse to the Blow-lamps.
The Bolinder will run at any load down to a speed which only enables the engine to just turn over, this manoeuvring is carried out by a special device which entirely does away with the necessity for the Blow-lamps.
Bolinder Engines reverse in under 3 seconds—according to the power of the engine—and what is more reverse without a failure and without a strain on the crankshaft.
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