

"Island Brand" Boneless Codfish

Absolutely pure, cleansed by the waters of Windsor Lake.
Study economy and buy our brand packed in 2, 5, 10, and 30 lb. wooden boxes.
Try our **Shredded and Tinned Codfish** made ready in a moment.
Packed only by
John Clouston,
Phone 406. St. John's, N.F.

Feb 2, 1915

"No man with eyes wide open can fail to appreciate the fine points of St. Lawrence Construction."

The St. Lawrence Two Cycle Marine Motor Engines, Kerosene or Gasoline.

From 2 to 35 H.P. complete with Reverse Gear Engines No. 4, 7, 8, 9, and 10—(2 to 35 H.P. are specially made to suit Newfoundland fishing schooners from 20 to 120 tons.

The St. Lawrence Fay and Bowen. Four Cycle Engines 10 to 65 H.P. are in construction and operation the "last word" in Marine Motor Engines.

Full particulars and Illustrated Catalogue with price list will be forwarded on application to

R. FENNELL, 32 Military Road, St. John's, Nfld.
Agent for The St. Lawrence Engine Co., Ltd.

THE BEST IS CHEAPER IN THE END



Order a Case To-day
"EVERY DAY" BRAND
EVAPORATED MILK.
Job's Stores Limited.
DISTRIBUTORS

Wide Awake Fishermen

Should write us for particulars of our **Linen Gill Nets**
We believe we are the only Newfoundland firm offering these for sale.

Those who used them last year had splendid success, and soon **GILL NETS** will be as necessary as Motor Engines.

Specially made, mounted, buoyed and leaded. Write now for particulars.

ROBERT TEMPLETON.

333 Water Street.

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.

Advertise in The Mail and Advocate

THE TRAGEDY OF THE LOST

In Almost Innumerable Cases it is That of Lost Homes, But Big Numbers of Soldiers Unaccountably Disappear

Now that the Allies lines appear capable of withstanding the most terrific onslaughts with an impregnable barrier of trenches from Verdun to the sea people in the North of France, with confidence restored, begin to pick up the threads of life's ordinary business. Even within the zone of incessant cannonading they are ploughing land from which they fled some months ago with a conviction that they should never possess it again.

The lawns of villas and chateaux that are but smoke-blackened ruins are being mowed; farmers begin to re-erect their barns; the debris is being removed from gardens; life begins to trickle through deserted villages; shops are opening.

As yet the railways carry practically no civilian traffic into the department of the Nord or Alsace or the Casse de Calais, but the highways daily show an increasing number of home-returning refugees, not all, of course, determined to get back to a region still so dangerous as Lille towards which, a week ago, I saw a professor trudging along the road from St. Pol. He had the idea that his classes might be reopened, and was waiting only to be at the end of the road, but he was never yet in Lille.

The Evacuees.
When Lille, Lens, Douai, Valenciennes, Cambrai, Landreies, St. Quentin, and Laon are cleared of the invader their old populations will go back in a torrent. Meanwhile a great many of the people returning from the coast, buzz about the edge of the fighting zone like bees come back to a smoking hive. They are prepared to take all sorts of hazards to get within sight or knowledge of their abandoned homes; and little wonder for most of them have very urgent business there.

In our insatiable appetite for "hot news" for daily accounts of a struggle that has for months settled down into a monotonous series of ditch engagements which would offer few opportunities to the inspired pen of the correspondent even if he were allowed to see them the tragedy of invasion for civilian people attracts quite inadequate attention.

From Abandoned Towns.
Besides the enormous bodies of French refugees and territorialists who are not near the fighting line at all, but in masses for hundreds of miles behind it—an astonishing evidence of what France has still to draw upon in men—there are between the trenches and the English Channel so vast a number of idle civilians of fighting age that one wonders what it means. For the most part they are natives of the invaded districts and in German hands—quintessential artisans and industrialists generally—whose ordinary work if they could only get back to it, would be regarded as a fair equivalent for soldiering.

When the enemy poured down the edge of France these men, to prevent their being captured and sent as prisoners to Germany and so lost irrevocably to the French side, were ordered to evacuate immediately. There was at the time no conception of the lengths to which Germanic methods of terrorization would go in the case of a civilian population and the men left their wives and children at home.

The Search.
They have never heard of them since. From the districts still occupied by the enemy comes no intelligence of how the women and children



CONGRATULATIONS.
In order when you have furnished your office with a modern equipment of

Globe-Wernicke
Cabinets, and the "Safeguard" method of filing.
I shall be glad to submit estimates for a complete labor-saving outfit. Why not tell me your needs?

PERCIE JOHNSON, Agent
Globe-Wernicke

left may be fearing and all along the rear of the battle is this pathetic host of husbands and fathers waiting till the tide of conflict rolls back and they may get in touch again with their people. They haunt the high roads with the hope of meeting someone new escaped from their native town or village; they hang about railway stations, searching for acquaintances; their mental anguish is greater than that of those who know themselves finally bereaved.

Many of them are colliers and railway men; the former squat in the universal collier fashion on the side of streets in places like Amiens, Abbeville, or Montreuil, released from any immediate call on them as soldiers since they have for weeks been hopelessly expected to get back to their pits immediately and men working pits in France just now are needed almost as much as trenches; the latter as guards, stokers, and drivers—most of them coming from Lille and Valenciennes—spend four-and-twenty hours a day on trains and stations, and at every stopping-place pursue a hopeless kind of quest for cottages from home.

Lost Soldiers.
Apart from the civilians thus lost to sight for months, France endures a hardship we do not much experience in Britain, in the disappearance of soldiers—men and officers, whose fate and whereabouts their friends are unable to discover. Simply, they are lost.

They have not been heard of from the day of mobilization. They are not on the list of casualties or prisoners; they are not with their regimental units, the presumption is that the French soldier once he is in the field, he is so scrupulously looked after at all times as the British, of whom comparatively few have thus unaccountably disappeared.

Greatly influential people have moved heaven and earth to get news of French officers who in this way seemed to have marched into oblivion; many of them old and gallant campaigners, but the mystery of their loss remains, and perhaps may never be followed.

There has been much complaint about such cases in France, and also about a persistent inefficiency in the field post office departments. To have letters forwarded to, or taken from British trenches with almost the precision of peace-time has proved easily within the power of our postal and transport authorities; it is a vastly more difficult problem in the case of an army so great as that of General Joffre, and countless wives are complaining that they have had no communications from their husbands since the war started, or that their letters or parcels for their men fail to reach them.

Not death nor wounds are war-time's only agonies; perhaps as great are those domestic tragedies that come of these.

SOUND POSITION OF THE OLD BANK OF NOVA SCOTIA

The fiscal year of the Bank of Nova Scotia ended on 31st December, and its eighty-third annual statement appears in this issue.

As usual it exhibits a unique position of strength, for the quickly convertible assets, comprising cash, bank balances, investments and call loans, total \$40,222,412, which amounts to no less than 84 per cent. of the Bank's liabilities to the public; of this, 29 per cent. is in holdings of cash alone.

The total resources of the Bank, \$48,339,150, are \$8,116,738 in excess of the purchase of the Metropolitan Bank last November in addition to an increase of \$3,900,000 in deposits.

The profits for 1914, like those of the other large banks reporting at this time, are smaller than in 1913—\$1,296,116 as compared with \$1,210,774—for the strengthening of cash reserves made necessary by the unusual financial situation, means a sacrifice of profits.

The Bank paid its usual dividend of 14 per cent.; contributed \$37,433 to the various Patriotic Funds in Canada, Newfoundland and Jamaica, and the Fund raised to provide for the families of our Newfoundland seafarers who lost their lives in the disasters of last March; contributed \$50,000 to the Bank's Pension Fund, and \$100,000 to the Reserve Fund.

This sound old institution easily holds its strong position, and sets an enviable example of preparedness, despite the financial stress of war-time.

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 FOR BEST RESULTS

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. Eagan, Soper & Moore, Wholesale Agent.
Manufactured by Saunders & Mercer, Shearstown, Nfld.—Oct 12

ADVERTISE IN THE MAIL AND ADVOCATE



- 500 Bundles No. 1 Hay.
- 2000 Bush. Heavy Black Oats
- 500 Sacks Bran.
- 300 Sacks Whole Corn.
- 100 Sacks Crushed Corn.
- 50 Bags Oil Meal Feed.
- 50 Bags Gluten Meal.
- 200 Sacks Yellow Meal.
- 300 Sacks White Hominy Feed.
- 50 Sacks Molassine.
- Also Feed for Poultry, etc.
- Scratch Feed.
- Chicken Feed.
- Development Feed.
- Parrot Food, 20c. large pkg
- Canary Food.
- Bird Gravel.

W. E. BEARNS

Haymarket Square.
Telephone 379.

J. J. St. John

When you require any of the following, call on us.

- 250 Bags Whole Corn
- 150 Bags Bran
- 200 Bags Hominy Feed
- 175 Bags Yellow Meal
- 950 Brls. Flour FIVE ROSES
- ROYAL HOUSEHOLD
- PILLSBURY'S BEST
- WINDSOR PATENT
- VERBENA & OLIVETTE
- Ham Butt Pork, Jowls
- Ribs and Beef.

J. J. St. John
136 & 138 Duckworth St.

Are YOU Getting YOUR Share?

of the Outport trade, or do you think you should have more?

No matter what your trade, you must attract the Outport buyer. Let us advise you as to the best means to that end.

You admit, you want the Outport trade, then you must advertise in a paper that is read by the people whose trade you want. That paper is **The Mail and Advocate Weekly Edition.**

The Mail and Advocate Weekly Edition is read by fifty thousand people. It has a circulation of six thousand, and next year will greatly exceed that number. Avail of this splendid medium and you will thank us for this advice.

The Mail and Advocate Weekly Edition, the best advertising medium in Newfoundland.

COAKER ENGINE CAN'T BE BEATEN SAYS FISHERMAN.

Mr. W. F. Coaker, M.H.A.

Dear Sir,—Just a few lines concerning the Coaker Engine that I purchased from the U. T. Co. this spring. I have used this engine all the summer without any trouble or difficulty; it really works like a clock.

We had our traps twelve miles from the schooner and that engine used to go there twice a day for a month, making its forty-eight miles a day back and forth, and used to tow another trap boat with her, which made a difference of about seven miles in forty-eight, so she actually ran fifty-five miles per day while at Belle Isle.

At Mugford's Harbor she averaged about thirty-five miles a day from the 14th of August to the 10th of September. I would not change this engine for any other six horse power engine on the market, either for speed or simplicity of operation. I passed motors this summer up to nine horse power. I haven't seen one to go with her this summer.

I advise all who want a good strong and reliable engine not to refuse the Coaker Engine, for she is certainly the best on the market.
ELIAS KEAN.

For Sale! Motor Boat F.P.U.

Built for R. H. Silver, Esq., at their premises, Greenspond, in 1912. Used by President Coaker the last two summers during his cruises North. Boat is fitted with a 27 h.p. Fraser Engine, which has given splendid satisfaction. The boat is 40 feet long and 9 feet wide, and would make an ideal mission boat.

She contains sleeping accommodation for four, and tanks for 250 gallons of fuel. Nineteenth of the fuel consumed by the engine is Kero oil.

The reason for selling is, the boat is not large enough for the purpose she is now used for. The boat cost about \$1800, and is well fitted in every respect. She is provided with sails. She would make a fine boat for collecting bait or for fishery uses. Apply to

W. F. Coaker.