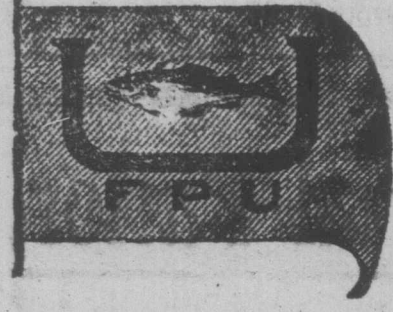


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Our Motto: "SUUM CUIQUE"



(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., JAN. 15, 1915.

OUR POINT OF VIEW

Local Distress

WHEN the newspapers of the city are using up space and are prodigal of words, when they want to express indignation and sympathy for the sufferings of the Belgians, they evince a sentiment of humanity that is commendable, or rather it might be commendable, had it a counterpoise of sympathy for misery at home.

But we, for our part, are rather sceptical as to the genuineness of the sympathy, when we witness, day after day these same papers, so loud in their affected sympathy, utterly silent as to the distress which stalks our own streets.

Does it fill the empty stomach of him who has had no breakfast, to know that thousands know not where to obtain their dinners? Can it console the heart of the poor mother, whose children are without shoes, to know that thousands of mothers have children without stockings?

Does it put warmth into the cold hearth of him, who realizes that thousands have no roof to shelter them? Does it put health and hope and comfort into the wan body of him, who endures the miseries of illness, brought on by neglect and want, to be told that over in Belgium there is a lot of misery?

ever they had before. Why is this. The why is, because, silly men who have taken on themselves the task of providing for the soldiers, have leaped in a fit of hysterical zeal, leaped before they looked.

They have had no experience and let a full measure of extremes be their only guide.

Now if those same people who have permitted zeal to carry them off in the direction of providing comforts to kill our soldiers, would only provide a few comforts to keep the poor from dying their zeal would be more commendable.

If those who are so zealous to sew and knit for people who do not want, would but sew and knit a little bit for those in our own community who do want, their labors would be more profitable.

But who cares who is in want here. There is nothing spectacular in feeding or clothing the poor of our own town whilst Hysteria points to Belgium, or somewhere else.

MARNE VICTORY WAS NO ACCIDENT

ALL the more it becomes plain that the victory of the Marne was no fortuitous stroke of fortune, but the result of deep-laid strategy on the part of the Allies. A remarkable article in the Journal, from the pen of M. George Prade, and entitled "The Mystery of August," brings home, as never before, the tremendous weight of the blow aimed at the heart of France and the masterly nature of the great manoeuvre by which it was parried.

For the first time we learn that no fewer than eight German armies were engaged in the mighty wave of invasion, that stretched almost from Antwerp to the very confines of France's eastern frontier.

Another fact we glean is that what seemed the weakness of the Allies' original line in the west was really the determining element in the ultimate defeat of Germany's "attaque brusquee" upon Paris.

While the strength of the French military dispositions in the east effectually checked three of the German armies, the apparent feebleness of the resistance on the Belgian frontier acted as an insidious lure to draw Germany's remaining five armies into the trap which the Allies were all the while preparing behind the line of the Marne.

At the very moment when the Germans believed they were gradually crushing the main defence of their retreating enemy, France was pouring hundreds of thousands of fresh troops into carefully-chosen strategic positions. Thus, when the Germans, flushed with illusions of victory, but fatigued by forced marches, thought they way to Paris lay open to them, they found themselves for the first time in the campaign face to face with the real force of the Allies' defence.

How General Joffre, at the critical moment, had troops hurried out by flotillas of motors, and even taxicabs, from the entrenched camp of Paris to the very field of battle, is part of the now famous story which some day may be written in all its fulness, of the way in which Paris was saved.

"HARDEN OUR HEARTS"

A German Psalm of Hate

The following "poem" by Fraulein Elinor von Hopfgarten is given prominence in the "Kreuzzeitung" of Berlin:—

Lord, Thine is this Empire, Thou didst speak: "Arise, my valiant People, Thine enemies are coming to encompass thee, In giant hordes they come: Fear thou not— With thee have I my dwelling place, And shall set thee high above all peoples." Thou didst send forth a command: "Lay all disputes aside among thee," And, behold, All became as brothers. Thou didst grant us The great hatred from which great deeds are born, The hatred that in our hearts we nurture Till be accomplished. That of which Thy wisdom hath judged us worthy. Cast Thou our foes down before us in the dust, So that Thine anger there may torture them. Do Thou exterminate the arrogant race. Harden our hearts, And let our wrongs with joy eternal be required. Lord, Thine be the honour And the glory of the coming days, When we raised shall be over all other Peoples, And kneeling before Thee, Almighty One, We shall behold the new, the earth-encircling queen, Germany!

ROOSEVELT'S CRITICISMS ON U.S. STAND

IN reviewing the war Mr. Roosevelt criticise his country for "preserving a tame and spiritless neutrality which treats good and evil on precisely the same basis. Such neutrality never has enabled, and never will enable, any nation to do a great work for righteousness."

The former President, giving utterance to the feelings of many other Americans, declares that America should have interfered at least to the extent of a most emphatic diplomatic protest in regard to the violation of the neutrality of Belgium, for this act was the earliest and most important, and in its consequences the most ruinous, of all violations and offences against treaties committed by any combatant during the war.

Mr. Roosevelt admits that a great settlement will probably be made by the peace congress, in which the President of the United States will hold a titular position of headship, but he argues, "if the United States enters such a congress with nothing but a record of comfortable neutrality or tame acquiescence in the violated Hague Convention, plus an armory of vague treaties with no relation to the actual facts, it will be allowed to fill the position of international drum-major, and of nothing more, and even this position it will be allowed to fill only so long as it suits the actual fighting.

The warring nations will settle issues in accordance with their own strength and position. Under such conditions America will be treated as we deserve to be treated—as a nation and people who mean well feebly, whose words are not backed by deeds, who like to prattle about both their own strength and their own righteousness, but who are unwilling to run risks without which righteousness cannot be effectively served, and who are also unwilling to undergo the toil of intelligent and hard working preparation without which strength, when tested, proves weakness."

SEE IT RISING!

What? Why! The Mail and Advocate circulation, that's what! Second to none just at present. Bear this fact in mind when advertising!



PUBLIC NOTICE

GENERAL POST OFFICE.

His Excellency the Governor in Council has been pleased to direct that all letters and Post Cards, whether unstamped or insufficiently stamped, from Troops on Active Service, shall be delivered in Newfoundland free of charge.

It has also been ordered that letters and Post Cards to our Troops on Active Service in Great Britain, or (through the Agency of the General Post Office in Great Britain) to our Troops on Foreign Service, be forwarded without being stamped.

Postmasters will please observe this NOTICE and govern themselves accordingly. H. J. B. WOODS, Postmaster General.

jan13,4i

TO THE EDITOR

FOGO PLANTER SENDS A WORD OF GOOD CHEER

W. F. Coaker, M.H.A., President, F.P.U.

Dear Sir,—I beg to extend to you my sincere greetings and best wishes for 1915. I know the responsibilities and worries connected with your office as President of the F. P. U. must be very trying, under present circumstances and its only a man with more than ordinary ability, with an iron constitution, that could stand up under such awful pressure.

I feel it my duty to sympathize with you or any other man laboring for the betterment of the toiling masses, and the uplifting of our country.

Our experience, I think, during the past summer, in your leadership will forever remove all doubt, even in the mind of the most bitter opponent, that you are wholly and sincerely working for the welfare of our people.

The New Year in Fogo will commence under very remarkable circumstances. No less than four foreign going vessels and two Mail steamers are frozen in the harbor.

Today a heavy north-east gale is raging, with a blinding snow storm, and very cold, which will leave the chances of shipping getting clear of here very small indeed.

It must be an awful trying time for our soldiers and sailors, who are on the continued look-out for the enemy. Would to God this cruel war would soon be over, but we must submit to Divine will which rules all things for our good.

Christmas has not been a very merry one owing to the uncertainty of life prevailing in our midst, and all around us. As far as Fogo and vicinity is concerned they suffer nothing. Only for the few men that are gone to the war, things would be as usual, but that in itself is enough to cast a gloom over the settlement. Everything is very quiet. I don't think there is anything locally that would interest you very much that I could mention. It's only to show my appreciation of what is being done for the fisherman that I have written, and I thought that a short letter at the commencement of the New Year would in some way encourage you in your work.

Please extend my best wishes to all our staff at St. John's for the coming year, and may God give you health and happiness, is my humble prayer. Fogo.

STEBAURMAN'S OINTMENT

TO WHOM IT MAY CONCERN. St. John's, N.F., June 21st, 1913.

I was two months laid up with my leg and had two doctors attending me, and they could not cure me. One said I had chronic hip disease, and the other pronounced a sore abscess. I was ordered to Hospital by one of them and I went there.

My father, hearing of Mr. Stebaurman's Ointment, thought he would try some of it. I took from him a half dozen boxes of the Ointment and it cured me completely.

I would recommend the Ointment to any person suffering from bad legs, as it is a positive cure.

Yours truly, JOHN JACKMAN, Jr. 38 Pleasant Street.

Stebaurnan's Ointment, 20 cents per box or 6 boxes for \$1.00—oct23,2w Cash Must Be Sent With Order. P. O. Box 651, or 15 Brazil's Square.

LOOK OUT NOW!

Everybody's doing it now? Doing what? Why, reading The Mail and Advocate of course. It's surely the house paper now! Without doubt the most widely circulated in the country.

MARINERS' SONG

To sea, to sea! The calm is o'er; The wanton water leaps in sport, And rattles down the pebbly shore; The dolphin wheels, the sea-cows snort; And unseen mermaids' pearly song Comes bubbling up, the weeds among; Flung broad the sail, dip deep the oar To sea, to sea! The calm is o'er.

To sea, to sea! Our wide-wing'd bark Shall billowy cleave its sunny way, And with its shadow, fleet and dark, Break the caved Triton's azure day, Like mighty eagle soaring light O'er antelopes on Alpine height. The anchor heaves, the ship swings free.

The sails swell full. To sea, to sea! —Thomas Lovell Beddoes.

America's Answer To the Germans One Word "Belgium"

The New York Herald, in a leading article, says:

"Americans are thinking deeply about the rights and wrongs of this war. They know that Germany brought on the war, and was from the first the aggressor, and they know that Germany was not attacked."

"To claim that Belgium attacked Germany is just as accurate as to say that Germany was attacked by any other nation."

"If Germany wants to know why Americans are profoundly hoping that the winner of the war will not be Germany she will find the answer in the one word 'Belgium.'"

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.—oct20

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JOHN ADRAIN, MERCHANT TAILOR, ST. JOHN'S.

(Next door to F.P.U. office.) jan20,1u,th,ast

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A very suitable Engine for a Factory where a Winding Drum or Capstan is required. A very compact, space economizing outfit. Useful for a Steamer where a steam winch is not available. This Engine is in first class condition, and will be sold at a bargain, if applied for at once.

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To all new yearly subscribers for the Daily issue of The Mail and Advocate sending in a year's subscription between January 2nd and March 1st we will mail free a 20 x 22 Crayon Bust Picture of President Coaker, fully as good as a three dollar crayon.

This special offer is good only for two months and subscribers must fill out the subjoined form if they avail of this special offer.

Special Offer to Mail & Advocate Subscribers.

To the Union Publishing Co. Ltd., St. John's.

Find enclosed the sum of Two Dollars, for which please forward the Daily issue of The Mail and Advocate for one year, and the premium crayon picture 20 x 22 of President Coaker.

Signature _____

Address _____

Date _____, 1915.

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