

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.

HEAVY LOSSES AT SEA MARKED THE PAST YEAR

THE heavy losses at sea during the past year, apart altogether from those due to war, have made 1914 a somewhat bad year for marine underwriters. Canadian waters too have contributed an unprecedented large portion to the toll.

The year's greatest marine insurance loss was in connection with the sinking of the Canadian Pacific Line steamer Empress of Ireland by the Norwegian coal steamer Storstad in the St. Lawrence River. The loss of the Empress of Ireland is practically total. Salvors have been working on the vessel and have recovered \$140,000 in silver bullion that was in the strong chest. For this work the wreckers have demanded \$120,000 compensation, so that underwriters will receive little benefit from the bullion recovered from the wreck.

Still Trying to Float Her
The underwriters have not as yet given up their efforts to float the steamer, but the reports of the divers who have inspected the wreck state that the hull is so badly wrenched that it is hardly likely the steamer could be patched and brought to the surface by the compressed air method. The sinking of the Empress of Ireland hit American underwriters alone to the extent of over \$1,500,000.

The second big loss on the St. Lawrence this year came when the British steamer Floriston, bound from Montreal for Avonmouth, was wrecked on Gouin Island on Oct. 14th, and a month later abandoned to the underwriters as a total loss. The Floriston had a full cargo of wheat valued at \$300,000. In the case of the Floriston, the underwriters suffered double loss. The vessel first went ashore and was floated. This brought a general average loss to the underwriters. Subsequently the vessel first went ashore and was floated. This brought a general average loss to the underwriters. Subsequently the vessel again stranded, proving a total loss.

Loss of Hendonhall
The third big loss on the St. Lawrence was that of the British steamer Hendonhall, which went ashore on Point des Monts on November 24. Fortunately the vessel was bound in ballast to Montreal, so that the amount of the loss was considerably reduced.

During November the underwriters were hit by two losses in the Far East. These steamers were the Shirely and the Nortolk. The Nortolk sailed from New York on September 13th with a large cargo for Australian ports and on December 9th was wrecked by fire and beached near Port Albert. The loss will be about \$150,000. The cargo on the Shirely was valued at over \$700,000 and was a total loss.

Late last week word was received that the steamer Kelvindale went ashore on Anegada Reef, Island of Tortola, in the West Indies. It shows a total wreck the loss to the underwriters will run up to \$200,000, while a general average loss will cost the underwriters at least \$75,000.

The case of the steamer Isthmian of the American Hawaiian Line, is much

more serious. The Isthmian hit on the rocks of San Benito Island, but subsequently floated with twenty-six feet of water in the forward hold. The underwriters will suffer at least \$100,000 loss unless the steamer founders while being taken into port. In the latter event the loss would be total.

Along the Atlantic coast the losses have not been very heavy this year. There have been several collisions that have caused losses ranging from \$50,000 to \$100,000. The sinking of the United Fruit steamer Metapan by the American Hawaiian Line, steamer Iowan in New York harbor caused a loss of at least \$100,000.

Several schooners have been wrecked along the coast during the past year, but thus far losses in this direction have not been very heavy.

"SCANDALOUS LEADERSHIP"

Is Comment on Conduct of His Officers, Taken From the Diary Found on a German Soldier

THE following remarks extracted from a German soldier's diary and published, not because there is reason to believe that they are justified as regards the conduct of the German officers, but because they are of interest as a human document:

2nd November.—Before noon went out in a regular storm of bullets by order of the major. These gentlemen, the officers, sent their men forward in the most ridiculous way. They themselves remain far behind safely under cover. Our leadership is really scandalous. Enormous losses on our side, partly from the fire of our own people, for our leaders neither know where the enemy lies nor where our own troops are, so that we are often fired on by our own men. It is a marvel to me that we have got on as far as we have done. Our captain fell, also all our section leaders and a large number of our men.

No Purpose Served
Moreover, no purpose was served by this advance, for we remained the rest of the day under cover and could get neither forward nor back, nor even shoot. A trench we had taken was not occupied by us, and the English naturally took it back at night. That was the sole result. Then when the enemy had again entrenched themselves, another attack was made costing us many lives and fifty prisoners.

It is simply ridiculous, this leadership. If only I had known it before! My opinion of the German officers has changed. An adjutant shouted to us from a trench far to the rear to cut down a hedge which was in front of us. Bullets were whistling round from in front and from behind. The gentleman, himself, of course, remained behind. The 4th Company has now no leaders but a couple of non-commissioned officers. When will my turn come? I hope to goodness I shall get home again!

Shoot Like Mad
Still in the trenches. Shells and shrapnel burst without ceasing. In the evening a cup of rice and one-third of an apple per man. Let us hope peace will soon come. Such a war is really too awful. The English shoot like mad. If no reinforcements come up, especially heavy artillery, we shall have a poor look-out and must retire.

The first day I went quietly into the fight with an indifference which astonished me. To-day, for the first time in advancing, when my comrades right and left fell, felt rather nervous, but lost that feeling again soon. One becomes horribly indifferent. Picked up a piece of bread by chance. Thank God! at least something to eat. There are about 70,000 English who must be attacked from all four sides and destroyed. They defend themselves, however, obstinately.

STEBURMAN'S OINTMENT

42 Spencer Street, St. John's, N.F., Nov. 28, 1909.

Dear Sir,—I have been suffering for the past three years with Eczema in my face and arms. I have tried several doctors but all to no avail, until I was recommended to you for treatment, which I have found a sure remedy, and have been made a perfect cure.

I am, yours truly,
MARY JOSEPHINE MORRISSEY,
Mr. L. Steburman,
344 Duckworth Street.

Steburman'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 Bragg's Square.

INDIAN TROOPS GOOD FIGHTERS

Says French Officer, Who Visited Their Camp in France—Especially Admired the Gurkhas

LEUTENANT J. A. GENDRE-CHARDOUX, now attached to the Army Service Corps in the North of France, and before the war French coach to officers and Army candidates at the Wellington Staff College, Aldershot, writes to a friend in East Kent respect the daring fighting of the Indian troops and of the pathetic plight of the Germans. He says:

"The Germans are well equipped and fight well. They are very brave; they advance in thick formation, spurning death. If they lose a position they try to recapture it regardless of lives. The game cannot last long. We took lots of prisoners. They all say they are glad to be taken. Yesterday I saw and spoke to two German boys of 15 and 16 years—one was crying. They said the Germans have sent to the front all their male population from 15 years up to 55 years old. The explosion of the German shells is terrible. The noise made during their flight is like that of a diamond cutting glass—only more awful.

"Last week I was with the Indian troops, and they were worth seeing. Practically all the tribes of India are represented. They are a fine body of men chiefly the Bengal Lancers. They only eat goat meat, and they have an enormous herd of goats. They are very generous. One of them came to me with a cup of rum, and, after saluting, 'Salam, Sahib,' begged me to drink of the rum and accept some nuts and dried raisins. I did, and he saluted again, and went away showing a string of beautiful teeth.

"Those Indians have fought remarkably well. They had never heard the guns before, and at first they showed some nervousness, but they soon grew accustomed to it. The Gurkhas the other day gave it hot to some German regiments. They crawled in the fields for two hours without being seen by the Germans. When they got quite close to the enemy they sprang up with their kukri in hand, and what was left of the Germans took to their heels.

"The Gurkhas are born fighters. They are very small men, well knit, with a Japanese face. They are as nimble as cats."

Anyone can repair a roof with Elastic 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.

NOTICE

All Local Councils in Trinity District who haven't yet sent in their district assessment, will please do so before the end of the month to the treasurer, George Fowling, of Philip, Trinity East. J. G. STONE, D.C. Dec. 10, 1914.



Our Brave Firemen
may save your life should flames envelop your home or place of business, but he cannot prevent some damage by either fire or water from injuring your property.

Why not take out a policy with one of the strong Insurance Companies I represent, and be sure of prompt reimbursement in case fire destroys your possessions?

PERCIE JOHNSON, Insurance Agent.

For Sale!

Fine Fishing Schooner, 34 tons, with Log, Chart, 1 Dorie, 2 sets trawl gear, Cable, etc. Launched April 1914. An excellent chance to get a first-class boat at a bargain. Apply FRANK M. BUTLER, P.O. Box 1114, Halifax, N.S.—jan5.6i

ADVERTISE IN THE MAIL AND ADVOCATE

Slaughter Sale

Furs! Furs!

Our cheap sale still continues and for the balance of the year all goods will be sold at HALF PRICE.

Fur Ties and Collars from 50c. up

Men's Fur Collars \$2.00 each, worth \$6

Men's Dog Coats \$10.00 each

Sale Room Open Daily, from 2 to 6 o'clock p.m.

ROYAL FUR Co. Ltd.

JOB'S COVE.

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.

Just in Time

A New Shipment of

"CONGRESS" PLAYING CARDS

Newest Designs

50c. pk.

MARTIN HARDWARE CO.

Next Door West.

Begin The New Year Well

By purchasing your Dry Goods at our Store. We have given satisfaction, during the year that is past, and hope to do so in larger measure if possible in 1915.

Our Mail Order system has proved a great help to our outport friends, by enabling them to buy their goods at the right price, and with least trouble to themselves. All orders receive prompt attention.

ROBERT TEMPLETON.

333 Water Street.

BAIT!

Or rather the want of it, is one of the principal drawbacks to the fisheries of Newfoundland, and as it is tolerably certain that we shall have good markets and high prices in 1915, now is the time to prepare to capture Bait fishes.

As a means to this end we are making

Cheap Light Caplin Seines

that will be easily handled, and as one good haul will pay for the outfit, every Schooner should have one.

We are making SQUID TRAPS, which will be most effective.

We are making SMELT NETS, in all sizes. We are making GILL NETS, various sizes. We make COD TRAPS and COD SEINES, Hemp and Cotton.

We make superior HERRING NETS, Standard and Crescent brands.

We make Hemp and Cotton LINES and TWINES of Superior quality.

We make CORDAGE and CABLES, of all sizes.

In fact we make everything required for the fisheries, and we ask all our people to support Home Industries by using everything that is home made where ever possible, and so keep the money in circulation in Newfoundland.

COLONIAL CORDAGE COMPANY

Limited.

Write For Our Low Prices

—of—
Ham Butt Pork
Fat Back Pork
Boneless Beef
Special Family Beef
Granulated Sugar
Raisins & Currants

—and—
All Lines of General Provisions.

HEARN & COMPANY

St. John's, Newfoundland.

Advertise in The Mail and Advocate

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 Brs. 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.