

BUY A "BEACON"

And Be Guided Aright.

You can buy one at **BLAIR'S**.

"BEACON" stands for quality at the lowest price.



BLAIR'S stand for service.

We sell you first a good Electric Light and second a light in Standard Sizes, so that you will have no trouble any time in fitting fresh batteries, wherever you may be.

But you can always get the Good Long Lived Beacon Batteries from us at as low prices as cheaper makers.

And we can always give you Spare Bulbs in the reliable Tungsten makes, for your lamp, at 25c. each.

Also we keep the biggest stock of Electric Flashlights and Fittings in St. John's. Below are our prices for some standard lights:—

- Vest Pocket Nickel Lamps, complete, @ 95c. each. Spare Batteries, 35c. each.
- Small Nickel Pocket Lamps, complete, @ \$1.10 each. Spare Batteries, 40c. each.
- Beautifully finished Nickel Cigarette Holder. Shaped Lamps @ \$1.40 and \$1.50 each. Spare Batteries, 40c. each.

Special Value in a Pocket Lamp @ 75c. each only. Spare Batteries, 30c. each.

This is a fair sized lamp covered with Imitation Leather, and is a Bargain, and while cheap is quite a reliable light.

Special Lamp to take any No. 6 Cell. Price, without Battery, \$1.50 each.

This lamp will stand or can be hung, or carried as a lantern and is the best lamp for a No. 6 Cell obtainable, and with a good make of Cell will give surprisingly long and economical service.

HENRY BLAIR.

Lewisporte Will Maintain Hospital Cot

First Installment of \$202.00 is Sent in

(Editor Mail and Advocate)
Dear Sir—In common with many other places, Lewisporte mourns the tragic results of the recent battles in France where over 100 of the brightest of Newfoundland sons fell victims to the German lust for power and blood. Those brave fellows were there doing their best to uphold the democratic civilization of the world as against the arrogant presumption of those Germans fiends of hell, who have dared to proclaim defiance to all laws both human and divine. We wonder if the promoters of this war have enough human instinct and conscience left to give any consideration to the doom that must surely await them at the hands of a just God and outraged humanity. One thing is certain, those emissaries of Satan will go down to their graves burdened with the curses and execrations of outraged humanity the world over, and as a nation we venture to predict their destruction will be the means of their destruction with all their blasphemous doctrines of "Divine Agency" might be right and "scraps of paper" for we have an unflinching faith in the ultimate triumph of right over might.

As tangible evidence of our sincere sympathy for our fallen sons and brother, a public meeting was held Sunday evening, the 16th of July, under the Presidency of the Rev. W. J. Wilson, for the promotion of a Hospital Cot Fund. The Rev. Wilson preached an eloquent patriotic sermon, after which stirring addresses were delivered by W. P. Coaker, M.H.A., President of the F. P. U., who forcibly appealed for the necessary sacrifice in upholding our just cause, and Mr. H. J. Crowe, in one of his captivating addresses so affected the hearts of his audience that one could feel the pulsations of sympathy he aroused for the cause he advocated. Resolutions were then adopted pledging Lewisporte to maintain a hospital cot to be known as the Lewisporte Nfld. Cot, and a committee of six appointed to carry the Resolution into effect. As a result of their efforts the sum of \$202.00 is being forwarded by this mail to his Honor Chief Justice Horwood as first installment to the support of the Lewisporte Cot. I enclose a list of the names of those who have subscribed to this fund to date and there are others to follow. The committee will deem it a favor if you can find space to publish those names in your increasingly popular paper.

Thanking you in anticipation for ne-

Jewer, \$2.50; Mrs. R. E. Woolfrey, \$2.00; William Russell, Sr., \$1.00; Wm. Russell, Jr., \$1.00; Richard Boone, \$3.00; Total, \$202.00.

ALFRED G. YOUNG,
Sec.-Treasurer,
Lewisporte Nfld. Cot.

Poor Mail Service Bad Telegraph System

(Editor Mail and Advocate)
Dear Sir—Would you oblige me by inserting the following in your paper: Since the train has been running on the Hearts Content branch, a mail man has been appointed to carry the mail to and from Hopeall three times a week. This he did until about a month ago. He applied for another job in the Government and was granted, fire warden. Now he is trying to run the two jobs, or at least getting paid for the two jobs. While he follows the train his servant girl takes the mail to Hopeall. I understand she is not sworn in to do it, neither has she any permission from the Hon. H. J. B. Woods to do it. Now, is it fair for such a graball to be soaking the Government, and I would like to know if the Government of to-day allows this or not. I daresay this Postmistress can take the mails to the train herself.

Mr. Editor another thing is, we cannot get any satisfaction from the operator in charge of the office at Green's Hr. It is in a very poor condition and the people are making complaints about the news. We only get very little and then it cannot be read or understood. It is in charge of two ladies now; one is only a beginner and knows just as much about it as the other, and neither one of them can copy the war news properly for anyone to read. I would like for the Government to send an operator to take charge and give satisfaction to the people.

A few years ago the Government wasted quite a lot of money by building Government wells in certain places in the outports for more ornament than use. A few days ago a man on the west side of Green's Hr. finally takes the well-house and pulls it down under the bank for the purpose of a fish house. Is this fair, or is it not? I would like for the Government to give the above their utmost consideration.

Thanking you, Mr. Editor, for space in your paper.

Yours very truly,
F. P. U. MAN.

Coaker Has Succeeded in Spite of all Obstacles and the Day of the Toiler is at Hand

(Editor Mail and Advocate)
Dear Sir—That splendid description of the gigantic Catalina enterprise, written by your special correspondent a few days ago, must indeed have great interest for every thoughtful man who has a desire to see the commercial and industrial condition of his country advancing. This enterprise is certainly a living example of what faithful, honest exertions can do when backed and supported by a confident organization.

Much has been said of the man who by his indomitable soul-souled energy and determination has brought these things to pass, but like many other men who have played a leading role in their country's political and commercial life, his great life work does not meet with the entire approval and why is this? It is the same old story.

A number of petty and ulterior causes are contributing factors to this attitude. The peculiar arrangement under which the economical life of this old world is carried on renders the interest of certain classes diametrically opposed to the advancement of the masses. Any attempt to raise the standard of life among the toilers to a higher and more independent plane makes the chances of their exploitation more remote. Hence, the unworthy howl with which any new departure along progressive lines is greeted.

This is obviously the view of disarranged minds, whose only aim and object in life seem to be their own immediate interest. However, there is clearly evident a reluctant resignation on the part of those boodiers who realize that their little game has miscarried, and that nothing they can do can sway the determination of President Coaker in the consummation of his life work, or undermine that confidence which the thousands of toilers who comprise Newfoundland's greatest organization have placed in him.

He is essentially the kind of man that can make a country worth fighting for. Who could imagine eight years ago that any man could accomplish what we witness to-day, and still this great work is only in its preliminary stages.

The aims of the promoter are not confined to any one section of the country. Just as soon as the Catalina plant is in operation an effort

Coaker Has Succeeded in Spite of all Obstacles and the Day of the Toiler is at Hand

will be made to do for the South and West Coast what has been done for the North. We may then look forward to a shipbuilding plant being erected on the Southwest Coast, where the type of banking vessels, which is so extensively used there, may be built by Newfoundland timber and labour, and thus save to Newfoundland them any thousands of dollars which are annually paid to America and Canada for this class of vessel.

A marine dock erected on the South West Coast would be a boon in more ways than one, as not only could the large banking fleet be repaired and painted, but this would render the spring trips to St. Pierre unnecessary and cut out our only source of illicit liquor traffic, which the authorities may have to cope with in the future. It is very plain that no intelligent fisherman in this Colony, whether he resides on the North, South, East or West Coast who understands the great uplifting aims of the F. P. U., can afford to be outside its ranks.

Some of our people have not had the same advantage of co-operating in this great movement, and it is only a matter of an organizing tour of the South and West Coast being made when the sturdy toilers of those sections will line up in the great march of progress and mutual protection which has so greatly benefited the Northern fishermen.

God hasten the day when every toiler along our rugged coast will be united as one and under the banner of Unionism assisting in the realization of the great plans outlined and put in action by Newfoundland's greatest uplifter, President W. F. Coaker.

Observing Post.
St. John's, Aug 7, 1916.

Girl Aged 18 is Loos Heroine

PARIS, July 28.—At a special ceremony, in the British Embassy here, to-day Emillienne Moreau, heroine of Loos, aged eighteen, was presented by Ambassador Bertie with the British medal for bravery on the field of battle, and at the personal recommendation of General Sir Douglas Haig, commander-in-chief of the British forces in France, with the Order of St. John of Jerusalem. The decorations

St. John's Gas Light Co.



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PERCIE JOHNSON LIMITED.

We have received a further supply of CHOICE CODROY TABLE BUTTER.

This Butter is the best produced in the island, is better than Canadian Dairy Butter, and will keep through the winter.

Small tubs.
R. TEMPLETON,
333 Water Street,
St. John's.

J.J. St. John

The TEA with strength and flavor is **ECLIPSE,** which we sell at **45c. lb.**

ROYAL PALACE BAKING POWDER 20c. per lb. Small Tins 5 cts.

SCOTCH OATMEAL, PATNA RICE, JACOBS' BISCUITS, HARTLEYS' JAMS, 1s. and 2s.

J. J. St. John
Duckworth St & LeMarchant Rd

are in recognition of the girl's conduct during the fighting at Loos, when she refused shelter in a cave and for 24 hours tended the wounded under fire.

Highly Polished.
"Mr. Sinnick is very highly polished isn't he?"
Very! Everything he says reflects on someone."

"Will Fight 45 Years." It's a long while for a couple to stand it, but some of 'em do.



THE HEIGHT OF SATISFACTION

is reached at our market. You get the best of Meats, the right cuts, the correct weight, sanitary handling and good service. Can you ask more?

Come here when you are looking for satisfaction in **CHOICE MEATS.**
M. CONNOLLY
Duckworth Street.

TO ARRIVE in about two weeks: 1000 Sacks P. E. I. BLUE POTATOES.

Would advise customers looking up early for this lot as Blues are going to be very scarce and high.

H. Brownrigg.

FISHERMEN, ATTENTION!

FIRST CLASS INVESTMENT.

38 per cent. Dividends in Four Years.

THE new issue of Shares in the Fishermen's Union Trading Company, Limited, are now offered to the members of the F.P.U. Those Shares represent the additional Capital of \$150,000 recently authorized. The Shares are \$10 each. The new capital is to be used to extend the Company's business. A dividend of 10 per cent. has been declared for 1915. Thirty-eight per cent. dividends has been paid during the four years the Company has been in operation. The Company also possess a Reserve Fund equal to 40 per cent. of its capital and if it was possible to place the Trading Company's shares on the stock market, one share would easily fetch \$15. No better or safer investment exist in the Colony. Why bank your earnings at 3 per cent. when such a first-class investment is obtainable? Apply to Agents of the Trading Company where stores are operated or to the

Fishermen's Union Trading Co. Ltd.
Water Street, St. John's.