

BRITISH

THE POWER OF PROTECTION

Buying a BRITISH SUIT Means PROTECTION from High Prices

PROTECTION in Material.

PROTECTION in Style.

PROTECTION in Fit.

Every Man and Boy Needs PROTECTION Have It!

The British Clothing Co., Ltd.,
Sinnott's Building
Duckworth Street, St. John's.

THE BEST IS CHEAPER IN THE END

Order a Case To-day.

"EVERY DAY" BRAND

EVAPORATED MILK



Job's Stores Limited.

DISTRIBUTORS

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter

Squires & Winter,

Barristers, Solicitors
and Notaries.

New Bank of Nova Scotia Building,
Corner Beck's Cove and Water Street.

NOTICE OF REMOVAL AND PARTNERSHIP!

Hon. R. A. Squires, K.C., LL.B.'

ANNOUNCES the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of Squires & Winter.

Address: Bank of Nova Scotia Building,
January 3rd, 1916. St. John's.

NOTICE!

All Local Councils, in the District of Twillingate, will please send their district assessments of Five Cents per member, to Fred. House, jr., District Treasurer, Twillingate.

W. B. JENNINGS, D.C.

ADVERTISE IN THE MAIL AND ADVOCATE

EXPORTS FOR MARCH 1916.
From Outports

To Europe	Dried Fish	2,664 qtls.
" Canada	"	2,600 "

ALSO:

To United States	Pickd. Fish	2,842 qtls.
" United States	Herring	938 brls.

From St. John's

To Brazil	Dried Fish	23,766 1/3 qtls.
" Europe	"	48,237 1/2 "
" Great Britain	"	6,503 "
" West Indies	"	4,651 "
" United States	"	86 1/3 "
		83,244 1/2 "

ALSO:

4,004 1/2	Brls. Herring
180	Tjerces Herring
130	Brls. Turbot
10	" Trout
4	" Salmon
327	Cases Lobsters
15	" Dry Squid
163 3/4	Tuns Cod Oil
2 1/2	" Seal Oil
8,359	Gals. Cod Liver Oil
142	" Cod Oil Pitchings

COMPARATIVE STATEMENT OF FISH EXPORTS FOR MARCH.

1916	88,503 1/2 qtls.
1915	20,534 "
Increase	67,974 1/2 "

Pickled Fish

1916	2,842 qtls.
1915	3,778 "
Decrease	946 "

A DANGEROUS PRACTICE

The practice of throwing old wire hoops taken off flour barrels is proving to be a positive danger to our citizens. Go where you will, you are tripped upon the streets of these obstacles. Monday night a young lady passing along Gover St., near Victoria Street, received a bad fall by being caught in one of them, and was severely cut about the hands and knees. A man passing down Water Street below the Gas Works a few nights ago was also tripped up by one and broke one of his fingers. People seen throwing these hoops on the streets should be prosecuted.

THE ERIK ARRIVES.

The S.S. Erik, Capt. N. Kean, which arrived here at 1:50 p.m. yesterday, hauls for practically 20,000 seals, about 2,000 of which are old and it is estimated that she has the weight of 24,000. Her story is practically similar to the other ship's, except that she was jammed for a few days, and the last seals were taken by her Saturday last in the storm of Cape Bonavista.

The ice being so heavy all the spring most of the seals had to be hauled to the ship over long distances, as she could not force her way to the pans.

The ship bore up for home on Monday.

DIED VERY SUDDENLY.

By the Erik we get particulars of the sudden death of Jas. Keefe, of Bay Roberts, one of the crew. The man had been unwell for about 10 days, but was not ill enough to keep his berth. While the ship was working the seals he, like the rest, was about the deck, and was going aft when he suddenly fell heavily to the deck, and died in a few minutes.

He left a wife and two children. As there was no proper board available on board to coffin the body, this was done on the Florida, when it was transferred to her. We have already given particulars of the sudden death of Philip Howlett, of Petty Hr., also one of the ships crew. He was found dead in his berth by his brother.

SPENT AN ENJOYABLE TIME

Last night the members of the N. B. S. and S. U. F. held a pleasant reunion at the British Hall. An excellent menu was done justice to and the following toast list elicited excellent speeches.

The King—Prop. by Chairman W. H. Goodland.

Nfld. British Society—Prop. W. McGillivray; Resp. Pres. W. H. Goodland.

S. U. F.—Prop. W. H. Goodland; Resp. Jas. Rendell, P.M.

Our Guests—Prop. W. Mugford; Resp. A. Osmond and J. A. Chalker.

Our Boys at the Front—Prop. J. R. Chalker; Resp. R. Britton.

Interesting addresses were given by Messrs. James Lawrence and Geo. Cook, and Chairman Goodland read an interesting paper on "What Britain does for her Subjects." Songs were rendered by several, and the affair proved most enjoyable.

A Fine Programme for Mid-Week at the Nickel

"THE EAR IN THE WALL"
A startling episode of that greatest of all serials.

"THE EXPLOITS OF ELAINE"
"THE LIE."—A fisher-folk romance, and very touching. "THE DIGNIFIED FAMILY."—A three-part social drama.

"MR. JARR AND THE LADIES' CUP"
A comedy that must please.

Performances Throughout the LENTEN SEASON for the City RELIEF Fund.

GERMANY IS FACING DEFEAT

Her Fleet is Bottled Up and Her Commerce is Destroyed—No German Ship Seen on All the Seas—She is Walled in—No Matter What She Accomplishes on Land, the Fact Stands Out Clear, the British Navy is Patiently Waiting

Shadowy ships of the German fleet are often seen by enthusiastic German correspondents coming out of Kiel harbor or cruising in the Baltic or the North Sea. They are looking for the British, who avoid a fight. Where is the Mistress of the Seas now? Fine individual romantic exploits like those of the Mowe are celebrated almost as if they were a Trafalgar. The Germans have paid high for a navy. They have an admirable navy, excellently manned and officered. The only trouble with it is that the British are too strong for it. The undersea campaign has made only a scratch on the British merchant marine. The statement of Mr. Balfour, First Lord of the Admiralty, in the House of Commons Tuesday, shows that in spite of the loss of nine capital ships and eight cruisers, the British navy is now about twice as strong as it was at the beginning.

Its strength has increased by a million tons. In all fighting units, except armored cruisers, a class which in the last ten years has been replaced in new construction by battle cruisers, this doubling has occurred. In spite of the loss of armored cruisers and the fact that successors to them have not been built, the British superiority in that class, Mr. Balfour says, is "enormous and incontestable." Ships have been constructed more rapidly than at any other time in British naval history. Foreign warships, building in British yards have been bought.

In dreadnoughts, battleships, dreadnought cruisers, destroyers, submarines and patrol boats and guns, there has been "a great augmentation." According to unofficial figures, fourteen new super-dreadnoughts have been added to the fleet. The increase in this class, and in battle cruisers, swift as a destroyer, gun-powerful as a dreadnought, is notable.

Without the British Fleet France would have lost her colonies and her cause. Italy could not have entered the war. The Mediterranean would be a German and Austrian lake. The inestimable, primary, value of the fleet to the Allies is too often forgotten. It has practically swept German war and mercantile vessels from the seas. A raider or two may be lurking somewhere in the vast expanse of the oceans, but German commerce is bottled up, except in the Baltic. The German fleet has stayed bottled up, save for sporadic demonstrations for home effect. Will it remain bottled up? What has the German Admiralty been doing in the construction of warships in the last nineteen months?

Winston Churchill came out of the trenches to sun himself in applause by the display of a skilful magnanimity toward his old antagonist, Lord Fisher, to ask those questions, and to make some rather ungracious remarks about "strategic passivity." No doubt what the utmost activity, scientifically organized and directed, can do in the hopeless task of catching up with British warship building has been done by the Germans. They have not lost so much as the British, but, so far as is known, they cannot construct anything like the same rate. Three to one, or two to one, or whatever the present proportion between the two fleets, the British pre-eminence exists, has probably been greatly increased. The German reluctance or unwillingness to venture upon a decision shows that.

If the Germans are ultimately beaten on land, or the land game remains a draw, Great Britain will still hold the seas. If they win on land, Great Britain holds the seas. German commerce has no outlet, German ports are blockaded, on all the salt water of the world there is no German ship unless she is at refuge in some neutral port or is a ship of war hiding

THE CRESCENT PICTURE PALACE.

"THE LITTLE DECEIVER"
An Essanay feature in 3 acts with Miss Edna Mayo and Mr. Richard C. Travers.

'HEARST SELIG NEWS PICTORIAL'
All the News from all the World.

"A MISTAKE IN TYPESETTING"
A Vitagraph Comedy with Flora Finch and Jay Dwiggin.

Good Music and Effects.
A Comfortable and Well Ventilated Theatre.

COOPERS, ATTENTION!

We are Sole Agents for the BEST BARREL HEATER in the Country. We have them now ready for delivery.

R. CALLAHAN, Water St.

Just Arrived

a lot of

NEW GOODS

containing some

Big Bargains

that will be of interest to Ladies.

<p>ONE PIECE DRESSES</p> <p>Consisting of Muslins, Voiles, Cashmeres, Serges, Velvets, etc., selling from \$1.00 to \$3.80. Most of these are less than half their Regular Value.</p> <p>SPECIAL! LADIES' TIPPERARY HATS</p> <p>in various colors. 75c. Each.</p>	<p>BARETTES</p> <p>5c. Each.</p> <p>Equal to any regular fifteen cent quality.</p> <p>Embroidered MUSLIN COLLARS</p> <p>5c. & 10c. Each.</p> <p>Latest American LADIES' TRIMMED HATS</p> <p>All moderately priced.</p>
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FISHERMEN'S UNION TRADING CO.

Great Man's Mood

"Does it make any difference to you whether important people notice you or not?"

"Well, at home I'm not snobbish, but I confess it makes me feel better when the janitor says, 'Good day,' and looks genially approving."

Starting the Philanderer

Staylate at 11:30. (During a pause)—A penny for your thoughts. Miss Bored—I was just thinking that this is leap year and—Staylate (rising hastily)—I—I—guess I'll be going.

Absolutely Free

"I see you are presenting 'Hamlet' to the public this week."

"Presenting is the 'right' word," answered the manager. "Nothing but deadheads in the house."

NOT ALWAYS FLOURISHING

"Loce cannot die."

"Maybe not. But sometimes it gets a trifle bilious."

READ THE MAIL AND ADVOCATE