



CONGRATULATIONS
are 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

Good Morning!
We Are Introducing
American Silk
American Cashmere
American Cotton-Lisle
HOSIERY
They have stood the test. Give real foot comfort. No seams to rip. Never become loose or baggy. The shape is knit in—not pressed in.
GUARANTEED for fineness, style superiority of material and workmanship. Absolutely stainless. Will wear 6 months without holes, or new ones free.
OUR SPECIAL OFFER to every one sending us \$1.00 in currency or postal note, to cover advertising and shipping charges. We will send post-paid, with written guarantee backed by a five million dollar company, either:
3 Pairs of our 75c. value American Silk Hosiery
or 4 Pairs of our 50c. value Am. Cashmere Hosiery,
or 4 Pairs of our 50c. value Am. Cotton-Lisle Hosiery
or 6 Pairs Children's Hosiery.
Give the color, size, and whether Ladies' or Gent's hosiery is desired.
QUANT DELAY—Offer expires when a dealer in your locality is selected.
The INTERNATIONAL HOSIERY CO
P. J. Box 244.
DAYTON, OHIO, U.S.A.
oct19,12w,d w

The Stakes At Issue

(Continued from page 2)
on the fortunes of war. Sir Edward Grey's efforts to maintain the peace of Europe were mistaken for weakness and Germany believed that Great Britain would avoid war because her distorted vision beheld the martial vigour of the British Empire exhausted by commercialism and ease, her colonies disaffected and ripe for dismemberment, the British Isles themselves almost on the brink of Civil War. These delusions of Germany induced her to make the dispute between Austria and Serbia a pretext for war. There is no doubt that had Germany shown, in the diplomatic discussions which preceded the war, the same zeal for international peace as the other countries interested displayed there would have been no war. Had she used her influence with Austria to moderate her demands upon Serbia she could have effected a settlement which would have been acceptable to all nations. She knew if diplomacy failed a general European war was inevitable. It failed because of Germany's attitude and Germany must accept the whole responsibility for the war. She knew that Russia could not allow Austria to overthrow Serbia. To do so would be fatal to her interests and her influence in the Balkans and jeopardize her position amongst the Slavic people. She knew that France would be drawn into the war as the ally of Russia and she should have known, had not her mind been distorted by her ambitious schemes, that England could not remain neutral whilst France was smashed at her very door and Belgium violated, though protected by treaty obligations to which Britain was a party, and all to give Germany power and strength on the Continent preparatory to "the day" when she could realize her dreams of World-Empire over the ruins of the British Empire.

would be vindicated and asked if England were prepared to sacrifice all these for "a scrap of paper." And again the request that England should remain neutral if Germany guaranteed not to acquire French territory in Europe—show her desperate efforts to keep England out of the war, at least until she had crushed France and Russian power. If German diplomacy had succeeded in doing this she would have made substantial progress towards the realization of her ambition. In the campaign against France and Russia she planned that while Austria held back the first attack of Russia, Germany would first crush France with her splendid system of strategic railways and powerful army thoroughly organized and prepared to carry out such movements and then return eastward to meet the main Russian armies when they reached the German frontier. With England neutral this might have happened but with England allied with France and Russia it became absolutely impossible. To-day Germany sees and knows the utter hopelessness of her undertaking. There are too many large and vital interests at stake in the present war to permit of any end but the complete victory of one or the other set of contending nations. The original cause of dispute was only a match which set fire to the large conflagration and has long since been lost sight of in its magnitude. The antagonism between the ideals represented by Great Britain and her Allies and those represented by Germany and her Allies is not the mere conflict of material interests but of two systems and methods of state morality, of two theories of the values of education, of two schemes of human existence which are utterly irreconcilable.

much as they are the battles of Englishmen, Irishmen and Scotchmen at home. It is our duty, as it is their duty, to be prepared to make great sacrifices to help the cause for which the war is being waged. We owe this to our country and to ourselves. I have already said that one of Germany's ambitions is to extend her colonial Empire, to fight for and win the Colonies held by her enemies. It has already been proclaimed in the Press that Newfoundland has a particular value in German eyes, and it is not surprising that a nation with the ambitious schemes of world conquest entertained by Germany should see and wish to avail of the strategic value of Newfoundland in the foundation and maintenance of such an Empire. If this so and if by any unlucky chance she should win in this war the Colony of ours would be the first to which she would make claim and the first to come under her military rule. We are a small country but such as we are we have done and are doing all that we possible can to help the cause of Empire and to maintain the honourable place we have won as one of its self governing possessions. It would be absurd for any person to talk to a St. John's audience on the duty of contributing our quota to the military strength of the Empire—I think it stands to-day in the front rank of the cities of the Empire in the number and character of the



HEAD OFF FIRE
damage by having your property well covered by insurance. Then though flames do come you will not be ruined.
WE CAN INSURE
YOU TO-DAY,
but cannot promise for to-morrow. The fire that comes like a thief in the night may strike you before to-morrow's dawn. The man who takes chances of going without insurance needs only one lesson to teach him his folly. But it is a bitter one. Think of my low rates.
PERCIE JOHNSON,
Insurance Agent.

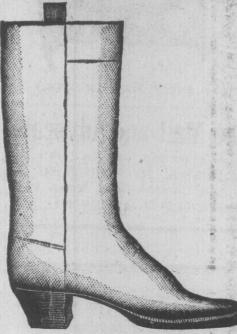
Volunteers which we have offered both to its land and sea forces. Still we must not slacken our efforts so long as the war goes on. The end is not yet in sight and it is more than probable that many months of weary fighting are still before us. We can form some measure of the task by the progress so far made. Ever since the first mad onrush of the Germans towards Paris in the month of August the tide has been slowly but surely turning in favour of the Allies but it has taken months to win a few miles of ground from the Germans in a country in which they have had to extemporise their defences. The difficult work of driving them from their own fortresses and fortified towns is still to be accomplished. In spite of the vast losses in killed, wounded and prisoners she maintains the fight with unremitting vigour. At the outset she possessed the most wonderful war machines any nation ever had and I understand that this great army has not suffered all or even the greater part of the wastage of the war. Her second army and reserves do most of the holding work whilst her principal army is kept in a constant state of mobility to be transferred from frontier to frontier or from place to place as special effort may be called for by the strategic development of the war. It is also known that she has a special army of Volunteers which, like Kitchener's army in England, is still in preparation to be sent to the front in the spring. I mention these matters to show how gigantic is the task and how great the need for unrelaxed efforts until the enemy has been beaten to her knees. In spite of all these difficulties we are going to win and our triumph is going to be a great and glorious victory. We are fighting for the rule of right and for honour amongst the nations, for the supremacy of law for the principle that all nations great and small have equal rights, that treaties gain no sanctity from the fact that they are backed by the power of a mighty army. Let each man measure his duty by the issues at stake, let him decide for himself what sacrifice this war demands of him. Upon some lies the duty to enlist amongst the Soldiers of the King. Upon others the duty to conserve the resources of the country so that they will be available for use at home and abroad during the war and in the trying times that will inevitably follow upon the conclusion of peace. Much has been done, our Navy has accomplished wonders. It has swept the seas of the enemies ships, it has, except in the unequal fight off the coast of Chilk, beaten the enemy wherever he was to be found, and the trade and business of the Empire and of the

world goes on much as usual. There is a danger that we may fail to realize the magnitude of the struggle and the need to sustain the Naval Reserve by the very security induced by the success of the Navy and to fully appreciate the absolute dependency of our economic and national existence on its continued supremacy at sea. Our people should ever keep this dependence before their minds.
New Armies
Taking the Field
Our new armies are now being sent into France and already the news sent us by the public despatches show that the enemy's grip on France and Belgium is weakening. These are hopeful signs of a victorious advance towards the enemy's country where however, we must expect our armies will meet with a stubborn resistance. Newfoundland, as I have already said is honourably doing its part. Already we have sent to England five hundred of our young men as a voluntary contribution to the land forces of the Empire. The First Newfoundland Regiment since it left us in October has won a reputation that might well be envied by the fine soldiers being sent by her sister colonies. We know from letters received from their friends and from impartial observers that their name ranks high amongst the soldiers in training at home. In character, in military adaptability and in proficiency they have won admiration and no doubt when they come face to face with the stern realities of war on the battle fields of Belgium and Germany they will reflect honour on their native country. The Naval Reserve have won credit also, they are regarded as amongst the most valuable sailors in the Navy. Already our Sailor lads have had to pay part of the cost of Empire—twenty-four have died in defence of the Empire—twenty-four whose names will never be erased from the hero book of Newfoundland. To-night, tomorrow or at most in a few days time a further draft of our Volunteers will go forth to join their comrades in Scotland. They too will maintain the honour of the "Old Colony"—and safely may we leave its reputation in their hands—we all wish them God-speed—a great victory and triumphant return. The action of these young men in offering their youth and strength to the defence of their country should have a personal appeal to us all. We know them and their example should be contagious and inspire us all to greater efforts and to make, if necessary, greater sacrifices to promote the good of the cause we all wish successful. I shall conclude with a quotation

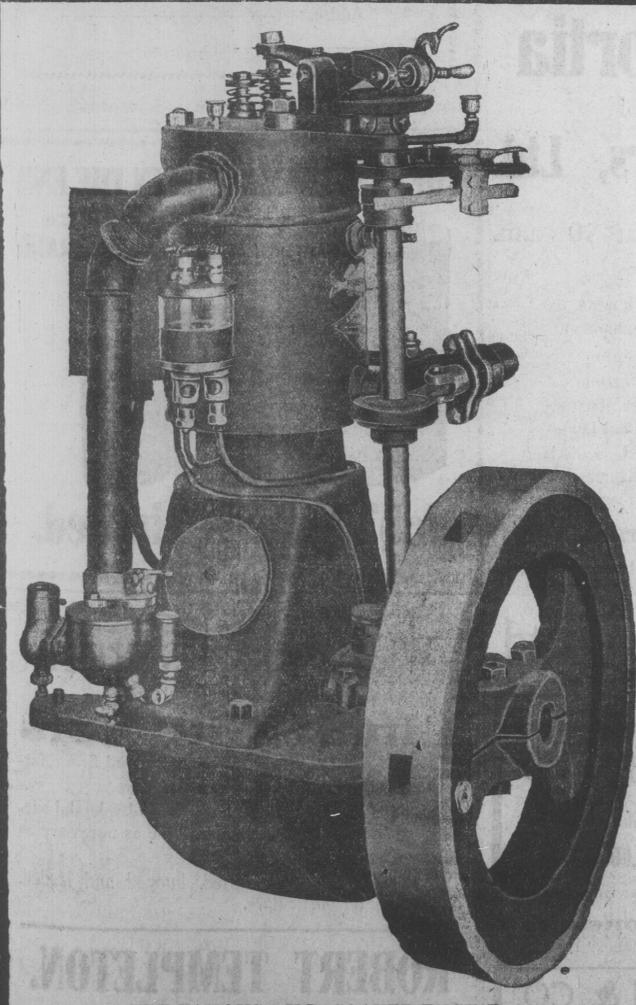
from a speech delivered by Lord Roseberry recently. He said: "Make no mistake about it, we shall win. We are fighting with our back to the wall to prevent a shame and defeat such as Britain has never suffered."
"We are going to win because a nation and an empire like ours cannot be extinguished by any such warfare as this; we are going to win because our Dominions outside these islands vie with each other in generous emulation as to which shall give us most support in supplies and money and men. Above all, we are going to win because we have a high, a pure and a just cause."

TALK IS CHEAP—
Advertising is also very cheap, if carried in the right medium. The Mail and Advocate is the Can't Lose paper now. Must be true. Everybody's talking it's not the price you pay but the returns you get.

Wellington Boot!



The Wellington or side-seamed Boot is custom made. Hand Made and Hand-Pegged Best Waterproof Leather.
Fishermen! When buying these Boots, beware of imitations. See that the name **FRED SMALLWOOD** is on the Heel plate.
P.S.—All our custom made Boots has this plate with our name on it.
F. Smallwood,
The Home of Good Shoes.



THE FAMOUS 6 H.P. COAKER ENGINE.

READ THIS! To The Fishermen:

"THE COAKER" Kerosene Motor Engine Is The Favourite!

A Motor Engine made for The Union Trading Co.

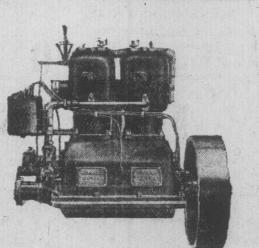
by the Largest Motor Engine Manufacturers

in America is now available to the Fishermen.

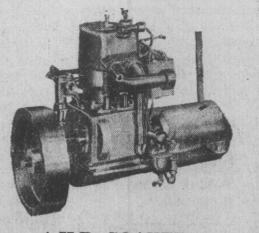
The "Coaker" 4 Cycle Engine can be operated on half the oil consumed by a 2 Cycle Engine. This Engine's power is equal to double the power of some 2 Cycle Engines. It is made for Fishermen's use and expressly for Trap Skiffs and the large size Fishing Bullies. It is sold to Union Members at wholesale prices, all commission and middlemen's profits being cut out. We have contracted for the manufacture of 1000 of these Engines. We sell no engine but the "Coaker." We have them on exhibition at our wharf premises. We carry parts and fittings in stock. We will arrange reasonable terms of payment to meet the requirements of men unable to purchase for cash. **WE GUARANTEE THE ENGINE.** Write for particulars and terms, applying to Chairmen of F. P. U. Councils concerning this Engine. We confidently recommend the Engine as being of the very best make and material, of being exactly what is needed for the Fishermen's use and **GUARANTEED TO GIVE SATISFACTION.**

It is above all durable, simple and capable of doing heavy work; it is not a toy engine. The Engine starts on Gasolene, and when started, operates on Kerosene oil. The very latest improvements on Motor Engines will be found on the "Coaker." We have sold 200 of these Engines the past spring and all are giving splendid satisfaction. No other firm can sell you a similar engine. We possess the sole rights to sell this Engine in Newfoundland. The man who buys a "Coaker" Engine from us saves \$50 on a 6 H.P., \$80 on a 8 H.P. and \$40 on a 4 H.P. Engine.

We have the 4, 6, and 8 H.P. Engines on exhibition at our premises. We also sell 12, 16 and 24 H.P. "Coaker" Engines, all 4 Cycle make. We also sell 2 H.P. 2 Cycle Engines for small boats. This 2 H.P. Engine is fitted with a Kerosene adapter. No agents will be employed to sell these Engines. We will do our work through the Councils of the F. P. U. Send along your orders for Spring delivery. For full particulars, prices, etc., apply to



8 H.P. COAKER.



4 H.P. COAKER.

The Fishermen's Union Trading Company, Ltd.