

# HALLEY & CO.

Wholesale Dry Goods and Commission Merchants, 106-108 New Gower St.

We are well known to the trade, and we make it a point to give SATISFACTION in our dealings with them. We only ask for a chance to quote prices, and are therefore sure of your order in almost every case. We are SPECIALISTS in DRY GOODS, having TWENTY-FIVE YEARS' EXPERIENCE in the business. All we ask is to phone or write us for quotations before placing your orders. By so doing, our benefits will be mutual.

# HALLEY & CO.

July 3, m. eod.

## "Victory" Flour

MADE IN A NEW MILL

TWICE as much "Victory" Flour has been sold this year. Why? Because as the flour becomes known the demand increases. "Victory" Flour is the highest grade imported to this Colony and nothing better milled.

Get out of the rut of always asking for the same brand that you bought ten years ago, as we represent a new and up-to-date mill, and the old known brands of flour cannot be made from a new mill, unless they have a fire, as it would cost too much to pull down a fairly good mill to build a new mill, with all the latest machinery, such as the mill we represent.

Remember the name and ask for "Victory" Flour, sold by all the leading merchants, and well and favorably known by the F.P.U.

Franklin's Agencies, Ltd. St. John's

July 13, m. v. fr. tu, th, sat

## Lanterns and Globes

ALL PRICES.

CLIMAX--Tubular

STANDARD--Cold Blast

TRULITE--Cold Blast

Globes to suit all styles.

THE DIRECT AGENCIES LIMITED.

## GEORGE SNOW

SHIP AND GENERAL IRON WORKER AND MACHINIST

I am extending my business by the installation of up-to-date machinery whereby all kinds of the following work will be turned out with dispatch and satisfaction.

FORGING IRON AND BRASS CASTING OF EVERY DESCRIPTION & PATTERN MAKING.

Saw Mill Work and Repairs to Motor Engines and all kinds of Machinery, etc.

With our equipment we are enabled to guarantee every satisfaction and ensure prompt delivery.

Large Stock of Material always on hand.

Brazing broken parts of machinery done by special process.

Note carefully the address:

GEORGE SNOW

SPRINGDALE STREET (WEST SIDE)

Small ad.

ADVERTISE IN THE MAIL AND ADVOCATE

## THE HARVEST OF THE SEA.

Interesting and Useful to The Tilters of the Sea.

### Exaggerated Reports

We have several times made allusion to the baneful effects on our fishery by the circulation of exaggerated reports about the catch of fish. The fact is that we have not within twenty per cent of the amount of fish landed that has been reported as caught in certain localities.

Just to illustrate our contention, we may say that yesterday we interviewed several banking men and made inquiries of them individually as regards the reports of their catches; and every one of them declares that the actual catch is fully twenty to twenty-five per cent short of the number of quintals accredited to their vessels.

The skippers and the men whom we interviewed are very angry about these reports, as they fully understand that such reports have a tendency to lower the price of fish. In fact, one of the men interviewed informed us that the exaggerated report was responsible for a decline in price within recent weeks.

These reports are a gross injustice to our hardy men. This, however, is not fair to us, as we are often get our figures of the catches from the trade reports. We hope that in future the interested parties will take into consideration the consequences of these exaggerations.

### Gill Nets

The experiment of our banking vessels that are about to make use of Gill Nets in their Labrador ventures will be watched with considerable interest. Nearly all the vessels that are leaving St. John's for the coast these days are equipped with Gill Nets; and one of the skippers whom we interviewed informed us that he felt sanguine about the success of the venture.

These nets are not exactly new to the fishing business northwards; but this is the first season, as far as we know that the banking fleet have had a regular outfit for Gill netting.

Should the venture prove successful, we shall likely find a solution of the bait problem which for the past two or three years has been such a source of anxiety and loss to our bank fishermen.

There is no reason why Gill netting on Labrador should not prove a success; and we understand that some of the fishermen who have invested in Gill Nets have had experience in this method of fishing elsewhere.

We wish our plucky fishermen an abundant harvest.

### Labrador

The northern peninsula is becoming a source of considerable interest these days; and some of our people are beginning to realize that our great northern possession is a very important centre.

The Trade Review is doing most commendable work by publishing a series of most interesting articles on the history of the coast; and they should be read by everybody who wishes to gain some knowledge about the Labrador.

The Labrador fishery was a flourishing industry more than a century-and-a-half ago; and some of the big firms of "ye olden time," such as Hunt and Henly, Noble and Pinson, Slades and others reaped abundant harvests there. Many of the old rooms on the coast (still in splendid condition) were built by the old firms. Some of the old fishing centres, it is true, have been abandoned; but others are still operating.

It is to be feared that some difficulty will be experienced in getting bottoms to convey the Labrador catch to markets; but we hope that some of our enterprising firms will get busy and

see to it that the fishermen will not be handicapped for means of transportation.

It is currently rumored that some of our large sealing steamers will be employed as fish carriers. This should prove a good investment, as well as be helpful to the trade.

We fail to see why we cannot do as well as do the Norwegian carriers of Bergen who have been carrying fish to Mediterranean ports for some years.

We should be able to do it just as economically and just as profitably as they do. No difficulty should be experienced in securing competent masters and seamen. There is no doubt about the engineering staffs, as some of our men are now working on short time.

We hope that the employment of the sealing steamers will soon be an accomplished fact, and that the venture will prove to be remunerative.

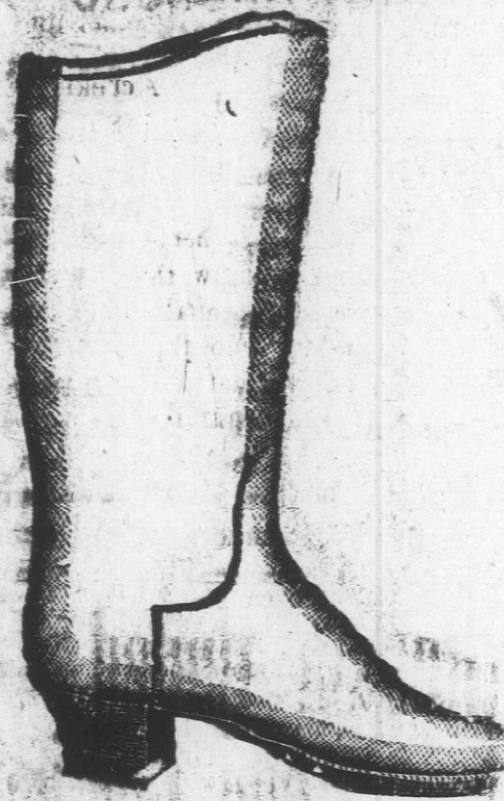
### The Herring Trade.

The Fishing Gazette (New York) of recent date says:

"A well-known importer of New York this week had this experience. At 8 o'clock one morning he received a cable quoting Scotch herring at 68 shillings. This was accepted at once by fast cable. An answer was received at 3 in the afternoon refusing his offer and quoting 82 to 90 shillings. This, then, was accepted. The next morning, he found the price raised to the hundred shilling mark.

The blackest year's outlook for the British herring fishery in the history of the industry is reported

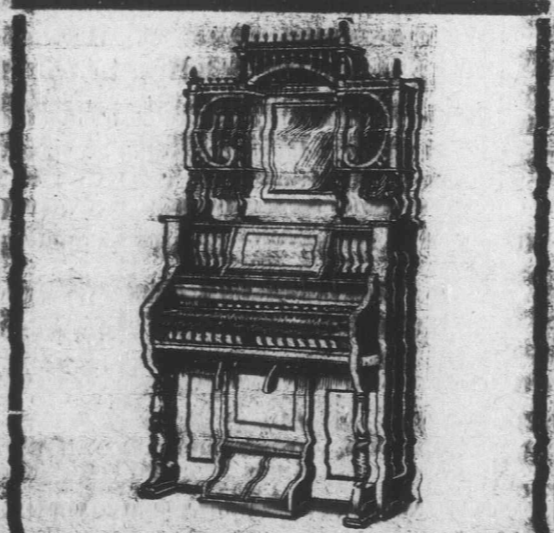
## Fishermen!



Get Smallwood's Hand-made Tongue Boots, Wellington's High and Low Three Quarter Boots. These Boots have been tested and proved to be waterproof. By whom? By the Fishermen who have worn them.

P.S.—All our Hand-made Boots have the name FRED SMALLWOOD on the Heel plate Beware of Imitations!

F. Smallwood, The Home of Good Shoes.



Kimball Organs

Highest Awards in America.

ILLUSTRATED CATALOGUE

ON REQUEST

JOIN OUR ORGAN CLUB

Musicians' Supply Dept.

ROYAL STORES FURNITURE.

ADVERTISE IN THE MAIL AND ADVOCATE

from the other side. Probably no industry will suffer more than the herring industry from the effects of the restrictions of various kinds which the war has imposed. If the principal of the world's fisheries, that in the North Sea, be now altogether suspended, it can be carried on only in a small way here and there.

Though fishing is reported to have begun at Stornaway, Downings Bay, and a few other places in that vicinity, the prospect cannot be other than very uncertain, and it is felt that it is highly improbable that in any case the catch will be large.

This means that our local product should be in good demand and that high prices will prevail in the herring line for some time.

The Herring Industry is by far the most productive and valuable of all the sea-fisheries of Scotland; and it has been carefully fostered and developed.

The supply of herring on the East Coast is enormous, and the demand for Scotch herrings is very large. The trade is regularly increasing, and great quantities are exported annually to Denmark, Germany, Russia, Scandinavia, and to the United States. The great consumers in the United States are people from the Northern European countries, and the Russians are perhaps the largest of herring consumers in America.

### A French Fishing Town.

Will Irvin, the war correspondent of the New York Tribune thus describes one of the most interesting fishing towns in France. It says as it contains several hospitals for the Allied Forces.

"Boulogne in the last century or so of its existence has existed partly by fishing and partly as a seaside resort. The fisher-folk are a class by themselves. Mostly, the men are gone with the army or the navy. The stout, stubby, black trawlers with their red and tan sails, come in manned by old fellows, bent, thick-set, but still sturdy. A whole fleet of these trawlers lie in dock before the hotel. Half of them have their masts tipped with gilt spearheads, by way of decoration, and half by gilt crosses, which vaunt the piety of their skippers. Though the men are mostly gone, the fisherwomen are everywhere about the port, drying nets, carrying and vending fish and digging for mussels. Their working costume consists of a belted blouse, which resembles an old-fashioned "basque," short skirts, with many petticoats, and tight-fitting woollen drawers which run to the ankles. They always go about their work bare-footed, though sometimes when they negotiate the hard cobblestones of the city, they put on wooden clogs. Their feet and ankles, which from childhood have known shoes only on Sundays and holidays, have usually the perfect beauty of a Grecian statue. On Sundays, besides the regular short skirt and basque, these fisherwomen wear either black plush hoods or the cap of the country—a flare of stiff, starched lace, like a halo. They are a people apart, very shy of strangers, and with their own customs, superstitions, and observances. On Thursdays and Fridays there is a general fish sale in the municipal markets. Even in these depressing times this market is very picturesque and gay.

### Why Fish are Slippery.

The slippery slime on the scales of a fish, which enable it to slip through the water with such astonishing easiness, is also a protection, says the Portland Press. Rubbed off, it leaves the fish exposed to disease. Fishermen are warned by the National Fish Commission to be careful in handling fishes which have to be put back in the water again, so as not to remove this protective slime with rough fingers.

## OUTPORT SHOPKEEPERS

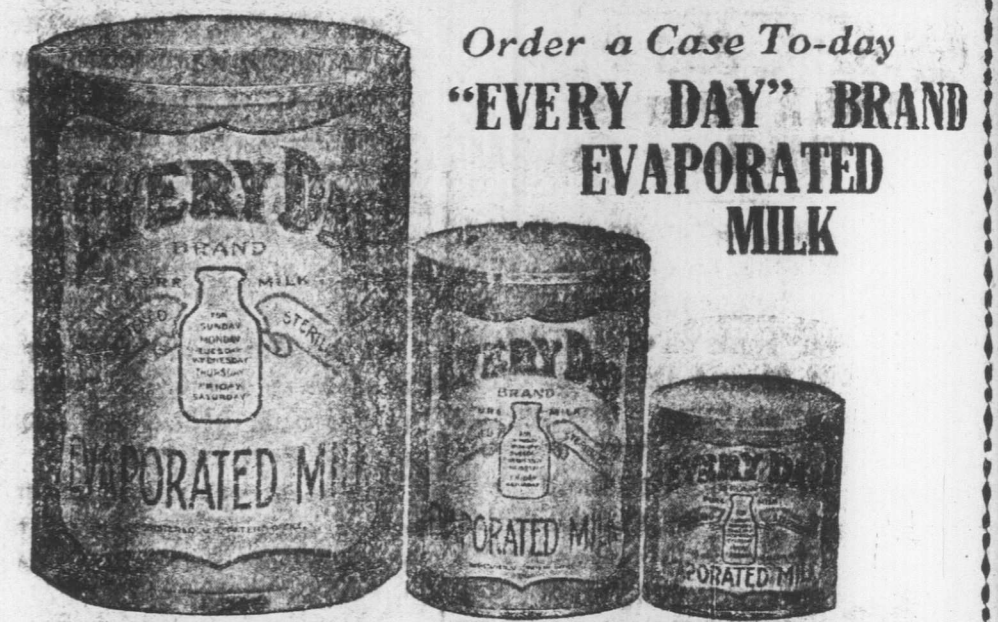
We have a splendid line of POUND Goods,

the quality of which cannot be beaten. When you buy from us you have no unsaleable remnants. Prices unequalled. Our lines include: Lawns, Velvets Sateens, Shirtings, Calico, Regattas, Flannelettes, Col. Linens, Cretons, Damaged Cottons, Print Cottons, Muslins, Cotton Tweed, etc

ROBERT TEMPLETON

333 Water Street.

## THE BEST IS CHEAPER IN THE END



Job's Stores Limited.

DISTRIBUTORS

## PICNIC REQUISITES!

### SLIPPERS

CHILDS' and MISSES' GLACE STRAP SLIPPERS. CHILDS' and MISSES' PATENT STRAP SLIPPERS.

### SHOES

CHILDS' and MISSES' TAN STRAP SHOES. CHILDS' and MISSES' TAN LACED SHOES. CHILDS' and MISSES' WHITE JEAN SHOES. CHILDS' and MISSES' WHITE KID SHOES.

—and— SOCKS and HOSE TO MATCH.

Nicholle, Inkpen & Chafe

Limited.

315 WATER STREET 315

Agents for Ungars Laundry & Dye Works.

## Write For Our Low Prices

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

All Lines of General Provisions.

HEARN & COMPANY

St. John's, Newfoundland.