## * YOU'LL BE SURE TO FIND IT IN "The MAIL and ADVOCATE" *

 THE MAIL 的 ADVOCATE. Official Organiof The Fishermen's Protective Union of Newfoundland.ST. JOHN'S. NEWFOUNDLAND, SATURDAY JANUARY 2, 1915. Colonial deut apple? - 1 cent.

## BRITISH BATTLESHIP "FORMIDABBLE"SUNK WITH 600 OF HER MEN

British Dreadnought Torpedoed Fore
and Aft, Presumably by a Submarine
$==$ Carried a Complement of 750 men,
Of Whom Only 150 Are So Far Ac-
counted For.
 and she undoubtedly was acting as Flag Ship at the time of
her destruction
Her Captain was A. H. Loxley and her Commander C.



700,000

## Britons

At Front
Six British Armies, Totalling
Eighteen Army Corps, now Eighteen Army Corps,
Fighting in Flanders

COMMANDER HEWLETT RESCUED BY TRAWLER


British Aviators Thrilling Story of His Bold Flight $==$ Dropped Bombs On Zeppelin Sheds and Paid Same Compliment to German Warships
Disappointed Because it has Figured so Little in the Present Conflict
$\qquad$



 Lith navigation duties and wit
Lost
Way for

sCANDINAVIANS WILL PROTECT
OWN SNIPING


Ymuiden Holland, Jan. 2-After spending six days on given
 hone the worse for his adventure. "I was the firs aviator to ascend when all was ready for I could not see the effect of the bombs I dropped on the I was three hours in the air and, owing to engine
trouble, 1 came down at 10 clock on Christmas morning

 Heavily fired atruut hew away untouched. He made note of
the exact piston the Zeppelished.
Making for the the sea to bet taken on board a British ship
 scending he dropped more barros, one of which fell on a big
easel but he could not tell with what result. However, he It was just after this thant the engine trouble began and he was forced to descend.

## 'Naked Flyer' Christmas <br> Now The Hero Was Saddest

## Of Germans In Centuries

Escaped German Prisoner Berlin Plunged in Gloom Tells an Improbable Story Over the Lack of Success oi s Authorities.

 nee


## RUSSIAN VICTORY

BIG ONE
 Whelming Defeat and G mans Had to Retreat



## W. E. BEARNS

One Thousand Gross SEA-DOG MATCHES, 60c. Gross. 100 Choice Young TURKEYS. 100 Small CHICKENS (P.E. Isld.) @ 20c. Ib.

25 Barrels Imported CABBAGE.
15 Barrels Local Green CABBAGE. MIXED NUTS:
Barcelona, Walnuts, Almond \& Hazel Nuts, 20 Cents Pound.
MOIR'S FRUIT CAK

## W. E. BEARNS. Telephone 379.



## AUNT JANE SENDS NEW YEAR'S GREETING

## Anderson's Great Removal Sale.

| $\mathbf{W}^{\mathrm{E}}$ extend to our numerous patrons throughout |  |
| :---: | :---: |
| W Newfoundland our warmest greeting for a |  |
| py Chris |  |
| the Store we are soon to vacate, owing to the expiry o | Here is a motto for thoughful buyers "Let us go |
| lease. |  |
|  |  |
|  |  |

Removal Sale
Colored Blouses
 -all manuitaturuerer seamples- all

 new fabrics in an endless variety
of designs. Yes! they are the latest, some
with Peter-pan and other styles of collars, all with handsome, new
sleeves, long or short-every one of them a bargain.
You'll like them.
Mostly one third off original

Removal Sale White Silk Blouses 81.10 for 81.40 Value. $\$ 1.25$ for $\$ 2.00$ Value. $\$ 1.55$ for $\$ 2.40$ Value. $\$ 1.95$ for $\$ 3.00$ Value.
W believe you'll like these Blouses, because they are made of Blouses, because correctly fashion
excellent Silk, cond richly trimmed with
ed, and ed, and richly trimmed with
heavy, padded embroidery, and some with dainty Lace.
No better styles
No better styles or qualities can
be had for the money. be had for the money.
We guarantee them fect-fitting.

Removal Sale
Black Blouses

## $\mathrm{H}^{\mathrm{ERE}} \mathrm{We}$ we can sandisty most

 dressy, Black Blouse.We have them in various fab-
ics, such as faced-goods Poplin rics, such as faced-goods Poplin,
Alpaca, Silk and other materials -the kind most Women like. medium, or stout Women and the prices are low. Here are a few prices a
prices.
Orig. price $\$ 1.00$. Sale price 80 c. Orig. price $\$ 1.50$. Sale price $\$ 1.25$. Orig. price $\$ 2.70$. Sale price $\$ 2.10$.

$$
\begin{aligned}
& \text { W E want every Woman to share the benefits of this GREAT REMOVAL SALE-that is why we are giving } \\
& \text { such-liberally cut prides, while the sale is in progress. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { such liberally cut prides, while the sale is in progress. } \\
& \text { At the season when presents are given, here. there and }
\end{aligned}
$$

$$
\begin{aligned}
& \text { such liberally cut prides, while the sale is in progress. } \\
& \text { At thris season, when presents are given, here, there arid everywhere, many a shrewd buyer will be induced } \\
& \text { ake nresent of handsome Rlouse. which is alwavs accentihle to anv W/nman }
\end{aligned}
$$

$$
\begin{aligned}
& \text { to make a present of a handsome Blouse, which is always acceptible to any Woman. } \\
& \text { Visit our sale and buy two or four of these bargain Blouses. If you cannot vi }
\end{aligned}
$$

Anderson's, Water Street, St. John's, N.F


## 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 Outpor 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 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 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.

## Are YOU Building?

## Use <br> Paroid Roofing

The Best Roofing on the Market. F. W. BIRD \& SON, Manufacturers.

The Direct Agencies, Ltd. whoussik oxive

## ALLIANCE ASSURANCE CO., LTD.

TOTAL ASSETS Exceed $\$ 120,000,000$.
LEONARD ASH, Carbonear,
BAINE, JOHNSTON \& CO.

Write For 0ur Low Prices

## Ham Butt Pork

Fat Back Pork Boneless Beef Special Family Beef Granulated Sugar Raisins \& Curpants

All Lines of General Provisions.
HEARN \& COMPANY
Advertise in The Mail and Advocale

Another Lot


The Mail and Advocate

$1_{1}^{914}$

The Big New Year Day Show Repeated To=Night at THE NICKEL.
A Specially Good Entertainment at the Matinee This Afternoon for the Children, With Extra Pictures

SEE THE DARING WESTERN FILM, entitled,

## "THE CIVLLAN"

NEXT WEEK SOME BIG GAUMONT SPECIAL FEATURES.

*     * AT THE CASINO! * *
"THE GODDESS OF LOVE."
FRANKLYN and HIATT SCORED A REAL SUCCESS LAST NIGHT.
MATINEE THIS AFTERNOON, AT 2.30 A Good Variety Programme for the Kiddies.



## FOR THE NEW YEAR

150 Choice Medium Size TURKEYS
in splendid condition. For Sale at our Wharf Premises.

George Neal KEROSENE ENGINES!

We have made a sweeping reduction on prices of new FERRO KEROSENE ENGINES H.P. Engine with Reverse $\begin{array}{lll} & \begin{array}{l}\text { Regular Price } \\ \$ 312.80\end{array} & \$ 240,00\end{array}$ gine without Reverse $\$ 213.00 \quad \$ 160.00$ Reduction on all other sizes.
EVINRUDE DETACHABLE DORY MOTORS Only $\$ 55.00$ complete.
A. H. MURRAY

Bowring's Cove
THE BEST IS CHEAPER IN THE END


Job's Stores Limited.

## LOVE IN A COTTAGE


$\qquad$
$\qquad$ less roysterer in any sense of the " certainly can- began the op-
word, but true-hearted, careless of timistic lover herocicalty.
his obligations. When a ariend was in Will you do it? If you think any-
need he could always rely on Marvin thing of Milly, you will clear off that
$\qquad$





$\qquad$



 Worthington, mercilessly, "How much
have you saved during that time?
Marvin floundered to


## A Special Offering Of Table Linens.

We have made tremendous reductions in all Table Linens. Our splendid stock of these was never bigger
nor better than this season, all beautifully patterned denor better than this season, all beautifu

## White Table Damask

 Reg. Price 40c. Now 32c. Reg. Price 95c. Now 75 c Reg. Price 500. Now 40c. Reg. Price 8.1.00. Now 80c
 Ree. Price 65c. Now 55c. Reg. Price 8.1.50. Now s 1.25 5 Pieces 72 inches American Special, 60 ec. yard. 5 Pieces 72 inches American Special, 60 c. yard.
10 Dozen White Mercerized Table Napkins. Dozen
Now 10 be.
White Linen Table Cloths as Follows: Regular 90c. Now 75c. Regular 81.50. Now s1.20. Reguar 81:20. Now 90c. Reglar 82 20 . Now 82.10 . Regular $\$ 1.30$. Now $\$ 1.00$. Regular $\$ 3.80$. Now $\$ 3.00$. A Lot of White Twilled Sheeting Reg. 3 Bc cyard. Now 28c. Regular.60c. yard. Now 50c. Reg. 50c. yard. Now 40c. Regular 65c. yard. Now 55c.
Nod tone, "I declare, Marvin, I
more than pleased, proud of you,

Good Morning. We Are Introducing Ameme ink HoSIERY


 wixaipuwim
 , wemwait Sinto
 -iticuewitu


 The ITTERNMFIONAL HOSERY CO dayton, ofio, vis.


## P. J. Shea.

I respectfully ask the Members of the F. P. U. to purchase their Christmas and New Year stocks
P.J.Shea's 314 Water Street, St. John's.

## SOME CHALLENGE:

 $\underset{\text { TITEE }}{\text { TRIED }}$ CAILLE PERFECTION STORM

The Trouble-Proof Engine. PERFECTION WATERPROOF IGNITION SYSTEM. No Coils-A Batteries-No Timer Only one wire on the Whole System,
The only safe equipment for boats that must be used every day.
No danger of your engine stoppting it caught in a storm.
Advantages of Periection Igniter. No batteries, no coil to need adjusting, no
complicited wiring, no variation in current, no adjustment, not affecter by wation wart, makest,
an easy starting engine. Runs in either di
rection. Spark does not rection. Spark does not depend
engine. Simple and durable. Test shown in photograph was made to
prove that "Perfection" Igniter is absolutely waterprober. We challenge any entine
mamazacturer in the world to produce ain mannuacturer in the worid to prounce
engine with an ignition system that will
stand a silhar test. Every part of the ig-
nition system wast nition system was submerged in water and
engine continued to run, showed the same power and speed as when running perfect-
ly ryy proving beyond any doubt our clim
AN ABSOLUTE WATERPROOF IONTTION system.
Caille Perfection Motor Company World's Largest Bullders of 2 Cyele Engines F. G. HOUSE \& CO., Columbus Building, St. John's. Sole Agents and Distributors.


## Big Winter Sale of Dry Gioods

 SALE NOW ON
## We are selling the following list of goods at greatly reduced prices to clear

 It will pay you to have a look; all our stock of LADIES' FURS, LADIES' and MISSES COATS, FELT HATS, GOLF JERSEYS, COAT SWEATERS, WOOL CAPS, CHILDS' WOOL CAPS, SILK MOTOR SCARVES, DRESS GOODS.
## Gents and Boys

OVER-COATS, WINTER CAPS, SWEATER COATS, SWEATERS, BOYS' JERSEY SUITS, SILK and WOOL MUFFLERS, MATS and RUGS, BLANKET CLOTHS, CARACULS, SEALETTES, GREY ASTRACHANS, WHITE COAIINGS, BLOUSE FLAN NELETTES, WADDED QUILTS, WHITE WOOL BLANKETS,

## \$3.25 for \$2.85 pair.

A few lines of LADIES and GENTS' RUBBERS and BOOTS
TM

