

GENERAL JOFFRE, THE HERO AND FATHER OF HIS TROOPS

Has Magnificent Powers For Work, Invariable Common Sense and a Profound Taste For Economy That Makes Him a Miser With the Blood of His Soldiers

THE following article was printed in the *Matin*, headed "Our Joffre" and marked as "The Roadside Notes of a Soldier," under which general title the editor, M. Stephane Lauzanne, has been contributing to his paper some of the best sketches of the war that have appeared in France.

Volumes have been written on him, and yet nothing has been said, or least all has not been said, and that is my excuse for trying his portrait. The great distinction of Joffre is that he was perhaps the only man who foresaw the kind of war which we are witnessing. I can still hear him saying to me:

Not Won by Generals. "It is no longer the generals in chief who will in future win battles; it will be the colonels and even the simple captains. Battles will be engaged

more clearly into the future or a voice utter a prophecy more striking in its fulfillment.

Likened to Roman Chief. Never, furthermore, even in a country which can pride itself on having had the greatest leaders in history, has there been a figure more pure. The name of Fabius has been evoked to whom the Roman legends gave the name of "Cunctator," "the Delayer," but Joffre is more and better than a Fabius.

It is true that by his simplicity and modesty he recalls the early chiefs of Rome when the republic shone with its austere, most radiant brightness. But he has also the qualities of our own race, he has magnificent powers for work, invariable common sense and a profound taste for economy which make him a miser with the blood of his soldiers.

He has also the clearness of the French mind, good fellowship of French life and the unmovable faith of French souls in the destiny of the country. He has, in a word, all that is good and superior in French intelligence and thought. And it is for that that we, his subordinates, have given him the name that sums him up the best in our eyes by calling him "Our Joffre." Yes, "ours," because he is really close to us and because he is really what we wish him to be.

A Disciplinarian. Oh, but do not imagine that he has won our affection because he passed over everything for us and tolerated everything in us. Hearts of soldiers no more than slopes of trenches, are not to be won by giving way. No, he passes over nothing and puts up with nothing. Severe toward himself, he believes he has the right to be severe towards us. Discipline has no more unmanageable guardian.

Let me give an example. When on the evening of a hard day we beat down over a battlefield, there was one thing, one only, that we stooped down to collect; it was their pointed helmets, because they seemed to us an emblem of their brutality, which we carried away with us. Joffre learned this and by an order, given in terms of the utmost severity, he blamed us for it and formally, absolutely forbade it. Very good. Since Joffre forbids it it must be bad. Now we pass by the pointed helmets that strew the roads and trenches without even looking at them.

Believe Him Right. Another example, a little more difficult to explain, but no matter! When we have been in the trenches for days and days, when we have accomplished all our work for nights and nights, when we have fought well, watched

the peaks of our caps. Even the copper buttons of our men occupy his attention. He found them too visible, too brilliant. He has just had them washed with acetate of lead to darken them. As a wag said, "He will flash by having a little individual fog made for each of us which will make us invisible."

We laughed but we feel his care. Toward him there mounts total, absolute devotion of the most formidable mass of men that France has ever armed. Later when he has led us to the "final success" government and parliament can vote him all the recompense they will, even those that have been abolished for forty-four years, the grade of Marshal; for us he will remain always the man whom we have blindly followed, whom we have loved like a father, "our Joffre."

NOTICE.—Owing to the Conception Bay Convention to be held at Coley's Point the second week in January, there will be no meeting of Port de Grave District Council until that Convention is closed, when due notice will be given of the time and place of meeting. GEO. F. GRIMES, Chairman, Port de Grave District Council.

Wonderful Results From the A. I. C., The World's Cure. The remedy discovered at far Labrador has given relief to many a sufferer; hundreds testifying of this great remedy. Another gives her testimonial from the City.

Couldn't Eat a Half Meal. St. John's, Oct. 12, 1914. I have been troubled with indigestion for a number of years, in fact I have been so bad I couldn't eat half a meal of anything.

A friend advised me to try A.I.C. and one half pint bottle cured me. I couldn't believe I could be cured in such a short time and now I can eat anything, and food does not trouble me in the least. I think I am perfectly cured. I haven't felt indigestion this month.

I recommend this medicine to all sufferers from indigestion. You are at liberty to use my name, and anyone not believing this statement can write or consult me personally. MRS. GEORGE WELLS, St. John's.

Sold at St. John's by M. J. Malone, M. Kent, Walter Gosse, J. C. Ryan, J. Healey, C. P. Eagan, Soper & Moore, Wholesale Agent. Manufactured by Saunders & Mercer, Shearstown, Nfld.—oct120

FISH For Retailing we offer at low prices Large Labrador Codfish Canned Salmon Canned Codfish SMITH Co. Ltd.

well, marched well, or dug well, it happens at times that we dream of the dear ones left behind and think how pleasant it would be to fell around our necks the arms of our wives we have left behind. Then, at times, some of us pass by a town or centre and have written or telegraphed and summoned our loved ones even only for an hour's sweet companionship. But that too, is not allowed. Joffre loves us well, but he does not love our wives. He has warned us that he will deal rigorously with any one who offends in this way. And after all, he is right. At the bottom of our souls we feel that he is right.

Gen. Joffre's Orders. What more shall I tell you about him? That he draws up orders and decisions that are models of clearness, brevity and eloquence? The famous order of the day issued the eve of the battle of the Marne has proved it too well to need repeating. It is a pity the great public, the nation, cannot know others, reserved for officers only and for troops in action.

The leading characteristic of Joffre's orders is that when they are read the first instinct is to cry, "Heavens, but he is right!" They are so impregnated with common sense that no one feels a desire to discuss them, no one can discuss them to any use. And then they constantly show his care to spare our lives, to preserve our flesh and turn the enemy's bullets from us.

I have already told you the story of

FISH For Retailing we offer at low prices Large Labrador Codfish Canned Salmon Canned Codfish SMITH Co. Ltd.

FUNNY CONDUCT OF DE WET'S MEN

Looted Some South African Towns and Deeked Themselves in Feathers—Psalms, Hymns and Insults

THERE is a touch of comedy in some of the stories which are now being published regarding the recent exploits of De Wet and his marauding bands. At Winburg, for instance, the rebels stole everything in the shops they could lay their hands on. They found at one establishment a large number of new Bibles. These were distributed among the rebels, who, however, in this single instance insisted on paying the full value.

Fled Before Botha. On news reaching them of General Botha's approach the rebels fled in wild haste. Their overloaded wagons could not sustain the rapidity of the retreat, and the veldt was ornamented with all manner of things—dolls, ladies underclothing, hats, rolls of velvet, taken from the unfortunate storekeepers.

General Botha had a royal reception on entering the town. He learned from leading inhabitants that De Wet appeared more than half-demented, and quite incapable of reasoning. He repeatedly threatened to burn

down the town, and the inhabitants were still in a state of suspense when relief arrived. The men under De Wet behaved in a very silly and objectionable manner. They strutted about the town wearing ostrich feathers, while some were garlanded with artificial flowers and mingled insulting remarks with snatches of hymns and Psalms.

Cause For Satisfaction. The whole surrender of rebels now reported has given great satisfaction among the responsible section of the Free State population. The Bloemfontein Free State political leaders for not assisting to bring about this result by publicly advising their unfortunate and misguided countrymen to accept the amnesty and return to their homes.

TALK IS CHEAP—

Advertising is also very cheap, it is 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.

NOTICE.—Trinity Bay Councils of the F.P.U. will please notice that January 16th will be observed as Union Day in Trinity District, when every Council is expected according to the Constitution to parade. By order, J. G. STONE.—dec8

KEROSENE ENGINES!

We have made a sweeping reduction on prices of new FERRO KEROSENE ENGINES

	Regular Price	Now Selling
11 H.P. Engine with Reverse	\$312.80	\$240.00
7½ H.P. Engine without Reverse	\$213.00	\$160.00

Reduction on all other sizes.

EVINRUDE DETACHABLE DORY MOTORS Only \$55.00 complete.

Also all Motors and repair parts at reduced prices.

A. H. MURRAY Bowring's Cove.

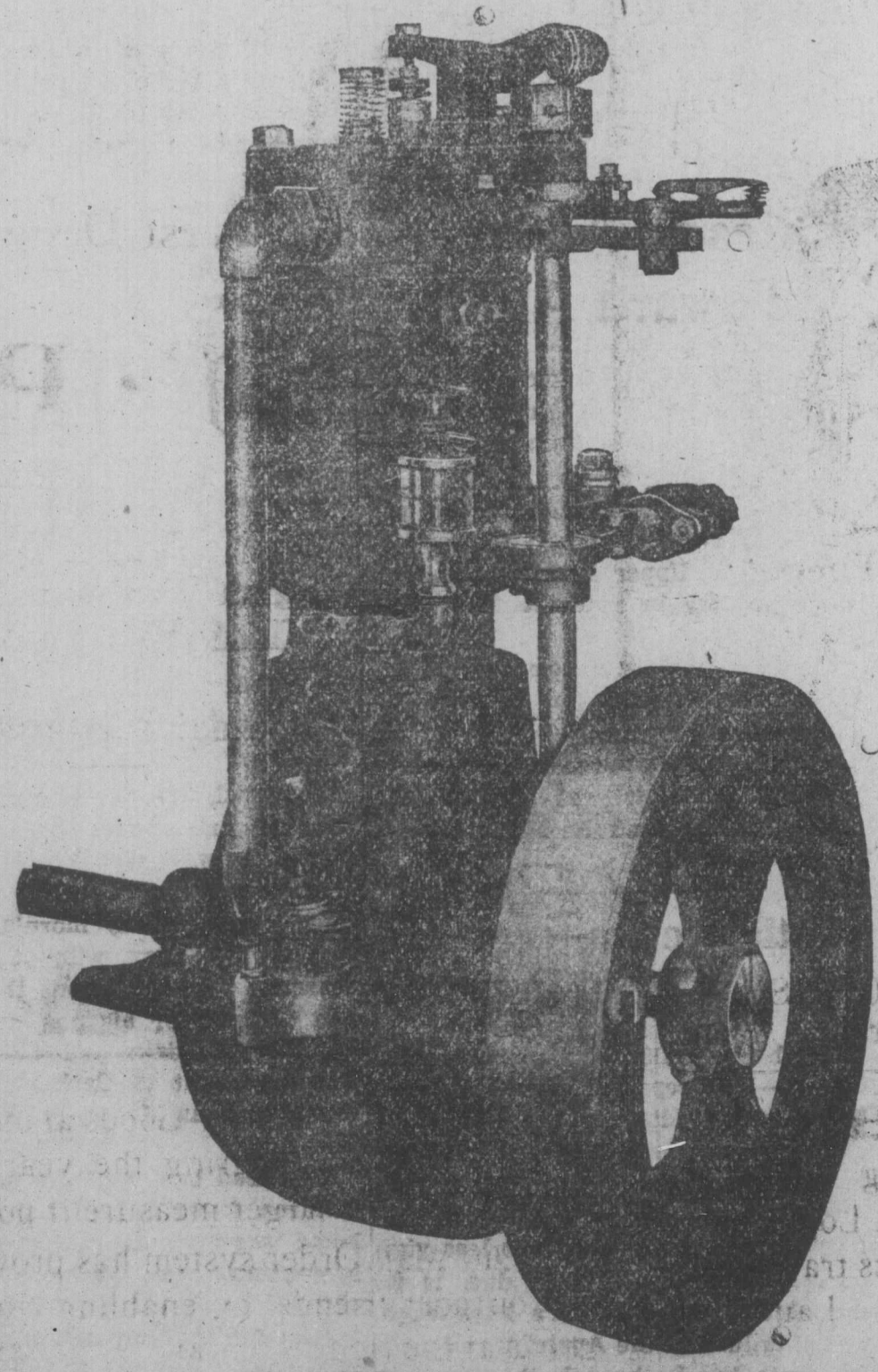
READ THIS! To The Fishermen:

"THE COAKER" Kerosene Motor Engine Is The Favorite!

A Motor Engine made for The Union Trading Co.

by the Largest Motor Engine Manufacturers

in America is now available to the Fishermen.

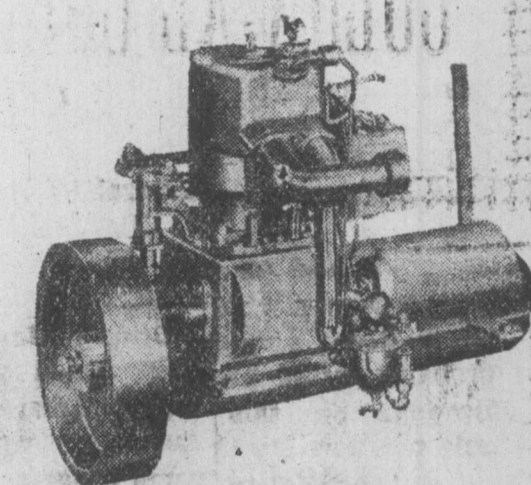


A 6 H.P. "COAKER" ENGINE.

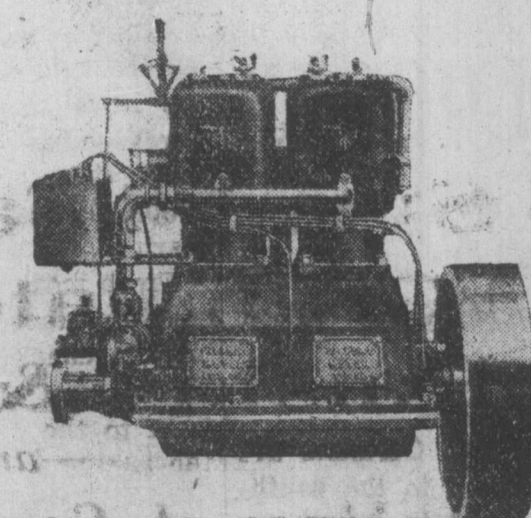
The "Coaker" 4 Cycle Engine can be operated on half the oil consumed by a 2 Cycle Engine. This Engine's power is equal to double the power of some 2 Cycle Engines. It is made for Fishermen's use and expressly for Trap Skiffs and the large size Fishing Bullies. It is sold to Union Members at wholesale 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., \$30 on a 4 H.P., and \$40 on a 2 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



4 H.P. COAKER.



2 H.P. COAKER.

The Fishermen's Union Trading Company, Limited