sive north and east of Paris. He

All Plans Failed

Less than that he could not have

ccepted as a guarantee of Germany's

riumph over her foes. Now he sees

is troops deadlocked on the Meuse-

Marne line and the weeks slipping by

n which he expected to turn to de-

isive account Germany's more thor-

ough military organization and great-

r readiness in mobilization.

ille removed from failure.

Germany cannot afford to sit stil!

hereas siting still helps the cause

es will be ready in the spring. By

o remain in that territory all win-

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250 Barrels

Pork and Beef,

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Granulated Sugar,

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Best Molasses.

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A full line of

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N.B.—Goods sent with

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136 & 138 Duckworth St.

dispatch to any part of

the City or Train.

er reduced to the defensive.

the Loire.

NOTICE!

The Sixth Annual Convention of the Supreme Council of the Fishermen's Protective Union of Newfoundland will be convened at Catalina on the morning of November 14th next. Every Local Council and District Council of the F.P.U. should endeavor to be represented. Every Chairman of a Local Council and all the Officers of District Councils are members of the Supreme Council and in event of such Officers not being able to attend, Councils may appoint a sub-

By order of

W. F. COAKER, President F.P.U.

St. John's, Oct. 4th, 1914.

· NOTICE

The Annual Meeting of the Shareholders of the Fishermen's Union Trading Co., Ltd., will be held at Catalina on the 16th day of November next. By order of

W. W. HALFYARD, Secretary. St. John's, Oct. 1st, 1914.

NOTICE

The Annual Meeting of the Shareholders of the Union Publishing Co., Ltd., will be held at Catalina on the 16th day of November next. By order of

W. W. HALFYARD, Secretary. St. John's, Oct. 1st, 1914.

NOTICE

The Annual Convention of Trinity District Council of the F.P.U. will be held at Catalina on the 14th day of November next.

By order of J. G. STONE,

District Chairman. Catalina, Oct. 1st, 1914.

NOTICE

The Annual Convention of Fogo District Council of the F.P.U. will (by special permission of the President) be held at Catalina on the 17th day of November next.

By order of

W. W. HALFYARD.

St. John's, Oct. 1st, 1914. District Chairman.

NOTICE

The Annual Convention of Twillingate District Council of the F.P.U. will (by permission of the President) be held at Catalina on the 17th day of November next. By order of

W. B. JENNINGS, District Chairman.

Moreton's Hr., Oct. 1st, 1914.

NOTICE

The Annual Convention of Bonavista District Council of the F.P.U. will (by permission of the President) be held at Catalina on the 16th day of November next.

By order of

R. G. WINSOR, District Chairman.

Wesleyville, Oct. 1st, 1914.

Stoves! Stoves!

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Tinware!

Tinware!

We have received a shipment of

STOVES

"Star Stirling," "Improved Success," "Improved Standard."

We also carry a large stock of

Tin Kettles, Boats Kettles, Measures and Funnels.

Local Councils and Union Stores requiring such goods should order at once.

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Advertise in The Mail and Advocate

Joffre's Strategy Winning; German Plan Proves Failure

Tay cannot regard the German oc- so powerfully against them. The week in Belgium north-western portion of Belare a payment of debts incurred at gium, following the capitulation of the beginning of the war. They Antwerp, as evidence of a complete cannot materially affect the developrevitalization of the Kaiser's campaign ment of General Joffre's present plans in the western war theatre. Impres- which contemplate a careful offensed by the easy extension of Ger- sive-defensive in the western area unman control to Ghent and Burges til time gives the Allies the benefit and the evacuation of Ostend by the of a marked superiority in numbers. Belgian Government and the bulk of Unexpected Happens the Allied forces collected there, many critics have jumped to the con-

Calais, Boulogne, Dieppe and the whole eastern Channel coast?

clusion that a new series of Ger-

sight. If Antwerp, Ghent, Bruges and

Ostend can be occupied with so little

resistence, why not also Dunkirk,

man successes on the west front is

Didn't Worry Allies Such a question indicates a failure to realize the connection between recent events in Belgium and the funwrote on Thursday last-two days before the fall of Antwerp was announced: "It is unlikely that General Joffre will take any serious risks tryng to relieve Antwerp." It was evident then that the surrender of Antwerp could not be prevented by hurrying French and British troops into Belgium. The sole military problem for the French Commanderin-Chief was the extrication, if possible, of the Antwerp garrison. The French turning movement of the German right wing was, therefore, pushed beyond Arras to the Belgian border, German line kept clear the district through which the Belgian field army

in Antwerp had to retreat. Direction of Pursuit

It is apparent that the columns which escaped were pursued only from the direction of Brussels. They were not cut off by an enveloping move ment on the part of the German forcheck by the fierce fighting in the neighborhood of Arras and Lille. The bulk of the Belgian army got away safely toward Ghent and Ostend and thence into Northeastern France. That was about all that the French Commander-in-Chief could aim at in attempting to relieve the situation in Belgium. He is to be commended for not trying to do more, since it was absolutely essential for him to keep in view a rational development of the allied campaign and to adapt his operations to his present resour-

Fate Sealed Long Ago

The fall of Antwerp belongs, in fact, as a military event to the first stage of the western campaign. When Liege and Namur surrendered, Brussels was occupied and the Germans pushed on into France the fate of Antwerp was sealed. It held out until they could get sufficient reserves into Belgium to justify them in besiegng it. The loss of Belgium was the inevitable price which the Allies had to pay to Germany because of the latter's greater preparedness for war and the superiority of her machinery of mobilization and equipment.

Much Greater Price It looked for a time as if a muc greater price would be paid. Germany's overweight in numbers, in the first month of the war, threatened the loss of all Northern and Northeastern France, including Paris. There was a possibility six veeks ago that on October 8, the Allies, instead of manoeuvring to relieve Antwerp, would be fighting for existence in the Valley of Loire. To treat the fall of Antwerp and the evacuation of Ostend as black marks against General Joffre's strategy is to ignore the real problem with which he had to deal and the splendid success with which the Allies have stemmed the current running only six weeks ago



THE FIRE ALARM

hurry and scurry and how the horses dash by to reach the fire. IF YOUR HOUSE BURNED WOULD

YOU SUFFER LOSS? It's almost a sin to think you would when insurance we write is so cheap. Before insuring see us.

YOU'RE ABSOLUTELY SECURE WHEN WE INSURE YOU.

PERCIE JOHNSON,

FOR THE ENEMY

Briton Says He Pitied the Germans in the Heligoland Fight

RITING to his wife in a letter which appears in the Scotsman, a naval officer gives the following account of the Heligoland engage-

"We went out without quite knowing what we were going to do, and on It is argued that if the Germans Friday we had quite an exciting time. xtend their for lied lines north until I kept the morning watch, and at four he latter reach Ostend or some other a.m. came on deck, and at eight we Channel port they will have planted started going into action. The scheme themselves securely in the enemy's was beautifully worked, I must say. erritory and accomplished one of the We started by going at two destroymain purposes of their invasion. But ers, which, of course, ran like hares, is obvious that if the German Staff and we soon lost them. It was misty, had been told at the outbreak of the and we did not know what we were war that winter would overtake the going to meet, so we had to stay at German armies intrenched from Ver- our quarters, and soon afterwards we dun west to Noyon and thence north- caught one of their cruisers. She also east to Arras and Ostend it would ran, but eventually we got her and damental strategy of the Allies. We have laughed to scorn such a predic- simply knocked her to pieces. After ion of inconclusiveness. The Kaiser her fire was silenced we passed close did not march his armies into France to her, and she was in a terrible n order to plant them on the defen- state, and sank an hour afterwards.

> Not Many Survivors. looked for vast, decisive results—the We left a ship to take off the surcapture of Paris, the possession of vivors, and there were not many, I the Verdun-Belfort line of frontier am afraid. Then the battle cruisers fortresses, the rout and dispersion of dashed in and went off after some the French first line armies and the more. We followed, and were soon in ransfer of active operations south of action again on both sides. By the time we engaged the one on the port and I believe she soon sank, and no range, and I believe we hit her. Any how, she fled. The battle-cruisers. out of sight in the mist, seriously damaged another, which I believe, the

Germans agree, sank. An Exciting Day.

So you see it was a pretty exciting The aggressive movements on the We finished about half-past extreme French left indicate a purose to prevent an extension of the two, and though they were dropping mines, firing torpedoes, and had suberman lines to the French Channel marines out, not a single ship in our Yet even if the extension squadron was touched. The destroyhould be made with the assistance er had some casualties, also the f the army hitherto employed Arethusa, but the Germans must have gainst Antwerp, the German campaign would still fall short of the lost quite 900 or 1,000 men.

The feeling of being under fire is xpectations of the German General tail-so far short, indeed, as to be curious. We weren't hit, but, course, we did not know for a moment that we wouldn't be, and, honestly, I don't think anyone minded a bit know I hardly thought about it at f the Allies. Great Britain's armall, but I did not feel inclined to cheer, as the men did, when the Gerpring, too, the full force of the Rusman ships burst into flames, and an attack will have to be met in he east. It will be of relatively funnels and masts came tumbling

ittle value to Germany, therefore, I couldn't help thinking, "Poor nerely to have occupied Belgium and wretches! what an awful time you small portion of France if she has are having." One of them was our "chummy ship" at Kiel last June. It is awful having to sink them. When we got back into harbour we had rather an agreeable and touching surprise. Every ship there cheered and cheered us as if we had done something tremendous. They sent men on Watches, Printing Outfite, Cameras, board to help us to coal, and they had Footballs, Fountain Pens, etc., etc., for collected all our letters for us, and selling 25 of our Beautiful Art Picltogether treated us awfully well.

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 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. couldn't believe I could be cured in such a short time and now I can ea anything, and food does not trouble me in the least. I think I am perfectly cured, I haven't felt indiges

I recommend this medicine to all. sufferers from indigestion. You are at liberty to use my name, and any-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.-oct20

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F. ROBERTS, Proprietor,

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A6h.p. Stationary Engine

Master workman make, suitable for running a Stave Mill or Machine Shop.

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A Good, serviceable working Shirt, combining warmth with neatness.

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