GENERALS MUST WIN OR BE DISGRACED

Stern Laws Which Govern War Make Death Preferable to Defeat

Those who know Kipling may recall the lines in his poem, "That Day," "And the Major cursed his Maker 'cause he'd lived to see that day. And the Colonel broke his sword across and cried."

Incidents of soldiers taking their own lives rather than fall into the hands of the enemy are common in the annals of warfare, ancient and modern. Conspicuous is the case of

modern. Conspicuous is the case of General Bourbaki in the Franco-Prussian war of 1870. He was commander of a French army of 100,000 mer, mostly raw recruits, who had never fired a rifle. Suddenly confronted with a greatly generated from the content of the case of General Bourbaki in the Franco-Prussian war of 1870. He was fronted with a greatly superior force under General von Werder, Bour-baki's troops fled, many of them escaping to Switzerland with their loaded muskets still in their hands. In despair at the disgrace which had fallen upon the French, Bourbaki attempted to blow out his own brains, but he succeeded only in inflicting a serious wound. He recovered, and when he returned to France he found that his fellow construence approach. that his fellow-countrymen apprec'at-ed the fact that he had done all that was possible to avert the rout, and lived among them in honor until his

lived among them in honor until his death.

Probably it was the fact that he suffered a severe wound in the war with Germany that saved Marshal MacMahon from disgrace, but the French people felt that he had not been to blame, and eventually made him President of the Republic. Gen. Stoessel, who surrendered Port in the Japanese after one of the most desperate defences in history, returned to St. Petersburg a ruined man, and under sentence of death, which was only commuted by the Czar. On the contrary, Kouropatkin, who had suffered one defeat after another, was loaded with honors. In this war there were scores of instances of Japanese soldiers and sallors taking their own lives rather than fall into the hands of the enemy. General von Emmich, the leader of the German troops who stormed Liege, commited suicide. Whether he was to blame for the delay in reducing the forts, or the plans of the German general staff were responsible, the fact remains that the first important move in the war was entrusted to him, and that this plan miscarried and

fact remains that the first important move in the war was entrusted to him, and that this plan miscarried and made necessary the alteration of the whole German plan of attack. Von Emmich knew the Kaiser well. He was aware that for failure there could be no excuse. Von Emmich's failure occurred at a critical moment. He could expect nothing better than disgrace, and he chose death.

All the powers in the war now raging having very strict military laws covering surrender or failure, the commander appears to have the pleasant choice of conquering or of sur-

ant choice of conquering or of sur-rendering and then being shot at leisure when he returns home.

Any commander who surrenders, whether he is British, French, Ger-

whether he is British, French, German, Russian or Japanese, leaves himself open to a court-martial. In fact, a general who surrenders is left with the onus of guilt upon him and has to clear himself of it before he is permitted to assume his rank in the army. Only last year the Czar issued in his own name an order to the Russian naval commanders that they were to sink their vessels rather than surrender them in the event of war. The British regulations proscribo severe penalties not only for the commander who surrenders, but for one who is captured, having failed to take due precautions.

Fixing THE BLAME

When historians look back upon this time when the world went mad and injulty nations madeup of people supposed to be rational permitted their remorseless war lords to herd them like sheep and drive them to the shambles, their first concern will be to fix the responsibility for the outbreak. They will not fail to remark that a single word from Germany would have prevented the Austrian ultimatum to Servia, or would have induced the dual monarchy to accept the Servian concessions as sufficient. That word was not forthcoming, as they will note. Germany was as th

would have induced the dual monarchy to accept the Servian concessions as sufficient. That word was not forthcoming, as they will note. Germany was as ready for the conflict as she could ever expect to be. She had just completed her Kiel canal. She had just increased her army to a prodigious total by a special war tax in time of peace, a tax which she could never the specific product of the peace and the peace and the specific product of the peace and the specific product of the peace and the specific product of the peace and the peace and the peace and the total by a special war tax in time of peace, a tax which she could never expect to repeat until war had begun. She had made all possible financial preparation for the conflict and her storehouses were bursting with a two years' supply of war munitions and necessities. In fine, the Kaiser, after twanty years of herculean effort, was ready for the test. He had strained the national resources to the uttermost, was as ready as he could over hope to be, and gave the word to fire at a time when Great Britain seemed to have a rebellion on her hope to be, and gave the word to hope to be, and gave the word to fire at a time when Great Britain seemed to have a rebellion on her hands which would keep her out of the conflict.—Rochester Post Express.

By siezing every chance of foreign service, he learned his profession in the field.

Then in the middle 'nineties, he

Luxemburg's Young Ruler
Great interest is naturally manifested just now in the personality of the Grand Duchess Marie Adelaide of Luxemburg, whose little kingdom has been turned by Germany into the cockpit of European war. The grand duchess is at once the youngest and prettiest sovereign in Europe. in spite of her youth, she rules over her 250,000 subjects with great dignity, and attends all functions in full state with a large escort of her "army," which numbers about 400 men, including 39 musicians.

The Table 1 in the middle 'nineties, he want back to krance and went steadily upwards, working hard all the time, until he as in 1911 asked to take the chief command.

Joffre maintains that the warlike genus of the French is as strong as ever, that modern luxury has not weakened the dash and vigor of the French soldier.

Beiglum's Gallant Ermy
Although on a peace footing the Beiglan army numbers only 47,000 officers and men.

The British Red Cross Society can turn out 55,000 nurses, male and female, into the field in nearly 2,000

Black and blue will have a return to favor in the autumn.



PRUDENT AND STRONG IS GENERAL JOFFRE

Man of Few Words, Requires Strice Obedience and Cannot Condone Failure



Although on a peace footing the Beiglan army numbers only 47,000 officers and men, they mobilized a quarter of a million men, armed with the Mauser and quick-firing Krupp field gun, for defence against the Germans.

GERMAN FLEET IN

GULF OF BOTHNIA

London, Sept. 11-A despatch to the London Daily Telegraph from Copen. hagen announces that a German squadron of 31 ships, including battleships, cruisers and torpedo boat destroyers has been observed at var-ious points along the Gulf of Bothnia

GREAT KIEL CANAL AND WHAT IT MEANS

One of Germany's Greatest Safeguards
—Dreadnoughts Can Turn in it
and Watch Two Seas

The French idolize the dashing type of general—the slim fellow, with pointed mustache and eagle eye. General Joffre, commander-in-chief of the French army, is none such. He's rather stocky and heavy of jaw. He looks more like an English officer. And the French trust him implicitly because, they say, he's solid, he's not impulsive, he won't throw away the armies of France.

Joffre is credited with being an organizer of victory. He does not believe in flashes of genius. He knows that long and careful preparation is necessary.

He has been at the head of the army for three years. Never for a single waking hour in those three years has he forgotten the purpose for which he was appointed—to prepare for the struggle in which France is engaged to day.

If a few months ago you had gone to see him at his home in Paris you would have found a stout man, heavily built, apparently living the ordinary life of a well-to-do Parisian with his wife and daughters. His is a pleasant, airy house. If you were asked whether anything about it made a particular impression upon you, you the great width of Kiel Bay makes it equally difficult, if not impossible, to block the canal opening by sinking ships in it.

The canal was built in the years 1887-85 at a cost of \$40.000,000, but its Before the making of the Kiel Cana

ing ships in it.

The canal was built in the years 1887-95 at a cost of \$40,000,000, but its dimensions were too narrow. It was proposed to enlarge and make it navigable to the largest ships, now and of the future. The reconstruction was begun in 1907 and completed only a short time ago. It is curious to recall that English warships were present at the festivities which accompanied the formal opening of the new waterway!

way!
. The canal is exceedingly well built made that The canal is exceedingly well built. The walls are so-solidly made that ships may pass through at great speed. They may steam through at the rate of ten miles per hour, but in war time they will probably be allowed to increase that speed. The locks are few and extremely roomy. The canal itself is very wide. It has a considerable number of passages of double width, where ships going in different directions may pass each other, and it has four turning basins which have a width of more than 900 feet at the bottom, where the largest ships may turn. Thus a fleet may enter the canal from the west, and, instead of emerging at the Kiel opening, return and leave the canal by the western entrance while the enemy is racing round Skager to the Baitic. Close to the Elbe mouth is the second important German war harbor, Wilhelmshaven, and a little further to the west lies the subsidiary naval port of Emden. As numerous sandbanks lie in front of the North Sea shore, ships unacquainted with the intricate channels find it dangerous to approach the coast, especially as these are protected by very powerful fortifications.

The enlargement of the Kiel Canal

The enlargement of the Kiel Canal cost \$45,000,000. Altogether, the cost of the canal came to about \$95,000,000 —as much as ten dreadnoughts. In view of the great strategical import-ance, the Kiel Canal was certainly worth the outlay. It is a most potent instrument for the naval defence of

Instrument for the naval defence of Germany.

Germany's greatest commercial harbors, Hamburg and Bremen, may be said to be protected by the enormous guns in the fortifications which shelter the Elbe mouth of the canal and by the Island of Heligoland, which is a colossal fort in the midst of the sea in front of the Elbe mouth with Hamburg, of the Weser mouth with In front of the Elbe mouth with Hamburg, of the Weser mouth with Bremen, and of Wilhelmshaven. The combination of the canal with the great war harbors on either side and the strongly fortified rocky island in front is a great asset for Germany's defence.

The making of the canal was effected regardless of expense. Therefore

ed regardless of expense. Therefore the canal may be considered to be a model undertaking. Its generous di-mensions may be seen from this—that the canal has a depth of 34 feet, that its width at the bottom is 140 feet. its width at the bottom is 140 feet, and its width at the water edge 310 feet. The locks are more than a thousand feet long. Evidently the waterway can be used not only by the largest dreadnoughts existing and to come, but also by liners of 50,000 tons and more.

FAITH IN CANADA

England Not Worrying About Food Supplies—Looks to Dominion

Great Britain has unbounded faith Great Britain has unbounded faith in Canada, its ability and readiness to supply foodstuffs for the army and people of the Motherland, even if all other sources of supply should be cut off as the result of the War, according to a statement made by Mr. W. R. Brock, a big Toronto wholesaler, on his return from Europe. He said Canada's gift of 1,000,000 bags of flour made a great impression in England. It stiffened the backs of the working classes as nothing else could have done, for it had made them realize there was a huge granary within the Empire that could not ary within the Empire that could not be touched by any foreign foe. The full force of the impression made by the gift was aptly epitomized by a manufacturer, who said to Mr. Brock: manufacturer, who said to Mr. Brock: | "We need not worry, Canada will feed

Economy Urged

The National Housewives' League sent to all its members throughout the United States an appeal urging that every family live as simply as possible during the progress of the war in Europe.

KAISER BREAKING DOWN London, Sept. 11-According to Rey-

being undermined through the war. The throat trouble for which he was 1,500 prisoners and several guns. hen_gray appearance

A MARTIAL BISHOP

Plenty of Precedent For Bishop of London Acc. mpanying Troops

The Bishop of London who obtained the sanction of his Metropolitan to go with the London Rifie Brigadal wherever it might be called for at least a limited time, recalls the fact that there was a time when bishops of the Middle Ages they often led armies, especially in Germany. There have been some military bishops of London in past also. Perhaps the most distinguished case was that of Bishop Compton, who had been a soldier before entering the Church. In 1688, when the Revolution came and the Princess Anne determined to fiee from her father's court, Compton, who had been her tutor, was summoned to guard her in her flight. A hackney coach was in waiting. Two men guarded the humble vehicle.



One of them was Compton. The coach drove instantly to Aldersgate street where the town residence of the Bishops of London then stood. It was determined that Anne should take refuge with the Northern insurgents. Compton wholly laid aside for the time his sacredotal character. Danger and conflict had rekindled in him all the military ardor which he had felt twenty-eight years before, when he rode in the Life Guards. He preceded the Princess' carriage in a buff coat and jackboots, with a sword at his side and pistols in his holsters. Long before she reached Nottingham she was surrounded by a bodyguard of gentlemen who had volunteered to she was surrounded by a bodyguard of gentlemen who had volunteered to escort her. They invited the Bishop to act as their colonel, and he consented with an alacrity which gave great scandal to rigic Churchmen, and did not much raise his character even in the opinion of the Whigs.

FIRST OVERSEAS FORCE

as now, came forth the wish for a more than individual representation of the country on Britain's hottest firing line. That led to the forming in 1857 of the famous old Hundredth Regiment (now First Leinster Regiment of the British Army). Sir Edmund Head, Governor-General, was instructed to inquire of the Home Government whether it would accept such a body of Canadians, if organized under the command of Col. de Rottenburg. The offer was thankfully accepted, and the first-Canadian regiment for service abroad authorized. There was a rush to join. De Rottenburg was the adjutant-general Rottenburg was the adjutant-general of the country at the time. A farewell banquet was tendered to De Rottenburg at Toronto upon his departure to assume command. Major Dunn, the Toronto soldier who received the

We venture to say that never in the whole history of nations has any sovereign, not even Napoleon at the height of his greatness, behaved with the arrogance of the Kaiser. Belgium was ordered to admit German troops within her boundaries. If she obeyed she was to be honored with German protection. If she refused she was to be treated as an enemy. To the eternal glory of the Belgians, this ultimatum was answered as only a sovereign nation, however small, it is sure to appeal to all sports things the following stories and articles: A Reconnaissance from Coast

GERMANS NOW FIFTY

hold's Newspaper, a high official in ment of the Germans east of Paris ter Nova Scotian Woodcock with Tha frequent attendance on the Kaiser continues, according to a statement Good Old Man; From Sharbot Lakt to has written to a Dutch friend in Am. this afternoon by the war information Montreal by Water; Tolking Septem sterdam that the Emperor's health is bureau in London, It is stated that ber Ducks; A Cry in the Wilderness

places forty or fifty miles.

THE BLOOD IS THE STREAM OF LIFE

Pure Blood Is Absolutely Necessary To Health

"FRUIT-A-TIVES" PURIFIES

These Wonderful Tablets, Made of Fruit Juices, Are The Best Of All Tonics To Purify And Enrich The Blood.

Pure, rich blood can flow only in a clean body. Now, a clean body is one in which the waste matter is regularly and naturally eliminated from the system. The blood cannot be pure when the skin action is weak, when the stomach does not digest the food properly, when the bowels do not move regularly, when the kidneys are strained or overworked.

Pure blood is the result of perfect health and harmony of stomach, liver, bowels, kidneys and skin.

"Fruit-a-tives", by their wonderful action on all these organs, keeps the whole system as clean as Nature in-tended our bodies to be clean.

"Fruit-a-tives" tones up, invigo-rates, strengthens, purifies, cleans and gives pure, rich, clean blood that is, in truth, the stream of life.

"Fruit-a-tives" is sold by all dealers at 50c, a box, 6 for \$2.50 trial size 25c. or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

MONEY THAT FIGHTS

Why England, With Smallest Hoard, is in Strongest Position

Money talks, but it is also money that fights, and no question is of greater importance at such a time as this than that of the war chests of the Great Powers. Much depends, in the first place, on the actual amount of bullion and coin each country possesses. It is significant that during the last couple of years the hoarding of gold has been taking place at a greater rate than usual, particularly in Germany. The amount of bullion and coin is best gauged by the returns of the State banks of Europe, according to which the present situation is:

Great Britain Great Britain 201,000,.00 Although the British gold reserve, which is kept at the Bank of Eng-land, is the smallest, it is really the most valuable, because it forms the backing of an immense value of credit of international value. Credit, and not of international value. Credit, and not the actual possession of gold, is the real monetary necessity for carrying

THE KITCHENER WAY

Queer Story of an Ultimatum Sent to a High Post Office Official

A good story of Lord Kitchener's methods comes from London.

After his acceptance of the post of War Secretary he had to send to Post Office authorities a requisition for thirty experienced telegraphers for the Army on active service. The Department's staff had already been seriously depleted by the demands of the war, and a high Post Office official informed Lord Kitchener that the men could not be spared.

"Tell him that if the men are not

"Tell him that if the men are not sent in half an hour I'll co

A messenger was immediately sent around the staff at work, and thirty selected men were on the way to their new duties before the half hour expired.

Potasa Supply Limited Glass factories using potash as a fluxing agent in the manufacture of glass will be obliged to shut dowr as soon as their present stocks of the chemical are exhausted. The world the chemical are exhausted.

TWO GERMAN SHIPS SUNK IN ATLANTIC

Paris, Sept. 9-A despatch from Bordeaux to the Havas Agency states that two German merchant/ships have been sunk in the Atlantic by the French cruisers Conde and Descartes. aided by the cruiser Bristol.

sovereign nation, however small ticles: A Reconnaissance from Coasi to Coast: The Wildowser Coast from 1906 to 1914 by Dale; Our Friends of the Waterways MILES FROM PARIS by H. Mortimer Batten; Duck Shoot London, Sept. 11-A general retire- ing by Twilight by R. J. Fraser; Af-British troops yesterday captured and the first of a series of articles on 1,500 prisoners and several guns. Things to know about a Shotgun. The treated ten years ago, has again be- To.day it is announced in Paris that regular departments are as usual well come acute, and his face has an as the Germans have retired in some maintained. W. J. Taylor, Limited then gray appearance. Woodstock, Ont., are the publishers.

"A Man who tries to run a busi ness without Advertising might as well try to run a motor without gasoline. It may be a good business, but it wont go.'

Why be content to remain in the same old rut. never making any effort to increase your business, and, worst of all, not offering any inducements to hold the few customers you have?

When you come to look over the matter, do you ever figure out what assurance you have that you will always cater to your present trade? How do you know but what your customers are passing your store and patronizing the man next door, who advertises? In all probability this is just what is going on, and there is only one way to stop this and that is to advertise. This you want to do in the

Union Advocate

ESTABLISHED 1867

one or the oldest papers in the Maritime Provinces. You say you never did advertise, and you do not believe it pays. Don't you think you are giving your own opinion rather a high rating when you put it against that of the great majority of those who do advertise? Surely majority is a better judge.

Do not let your mind rest too strongly on the amount of money you would have to pay; rather think of the increased business which is sure to be yours. You say you do not want any increase, because you would have to increase your staff. Well, if ten new customers came to your store every week would you turn them away? And if that number increased until you had to enlarge your staff of clerks, would you not do so, or would you neglect them? You would certainly increase your staff, attend promptly to your new patrons, and keep your stock of goods on the move, so why not make up your mind to-day to take a space in this paper and keep your name constantly before the buying public.

As an advertising medium, The Advocate is firmly taking its place at the head. If you, Mr. Merchant, are not among the number who are using its columns, why not talk the matter over with our representative and select a good space while you have a chance. We are at your service any time you wish to consult us, and would only be too glad to quote you rates. A telephone call will bring our representative to your store in ten

UNION ADVOCATE'S THE PRINTING DEPT.

The Advocate is not only taking the lead as an advertising medium, but its Job Department is decidedly

Remember that this office is in better shape to handle your Printing than it has ever been before, due to the fact that only compstent printers are employed and the most modern machinery used.

There is a difference between plain Job Printing and the kind of Printing that draws business. At one time any kind of a printed letter-head or envelope would do so long as the work was done by a printer Good paper and high priced ink, the customer did not know enough about to be fussy. It is not so now. The customer to-day figures these items into his contract for printing the same as he does the quality of the

goods he purchases to carry on his business. This is the class of customers who have their printing done at The Advocate Job Dept. Only the best lines of writing paper are kept in stock and the highest grade of inks used for all work. There is not a CHEAP line in our office, for experience has taught us to carry only the best and the most serviceable.

People who leave their order for printing with this office, have that inward feeling of assurance that they are going to get just the kind of a job they want. They do not speculate-they know, and they are never disappointed. We spare no pains to give our customers just what they want, and that is one reason why this office has gained the reputation it has for turning out the highest class of Job Printing only.

If you are not yet a customer, join our list and have your letter heads and envelopes, or whatever nature your work may be, printed in an artistic manner. It does not cost any more for good printing than it does for the cheaper kind, and a small order is given as good care as a large one. We are now in a position to handle all kinds of

CATALOGUE PRINTING

and would be pleased to quote prices for this class of work at any time. We guarantee strict satisfaction in

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Box 359.