ag army is, of course, composed of boys etween the ages of eighteen and twentyour. Each year a third of the army en were married. As for the French

any place. This first French line of dealso describes the second line:

also describes the second line:

"The danger to the German flank in the presence of the Belgian army at Antwerp has been pointed out. If the Allies have a considerable force here, too, the German 'march on Paris' that the Berlin official despatch talks about may be delayed. When the Allies have held the Germans in Belgium as long as they can and if they are compelled to retreat they will fall back on their first line of defensive works (as seen in the map on another page) running from Maubeuge in a southeasterly direction by way of Hiroon, Mezieres, Montmedy, Verdun, St. Mihiel, Toul and Epinal, all of which are strong fortresses and are interspersed with smaller works at such places as Ayrvelle, Genicourt, Troyon, Les Paroches, Lianville, Gironville and Jony-Sous-Les-Cotes, Behind these lies another strong line of fortifications from St. Quentin in the north through Laon and Reims to the great entrenched camp at Chalons."

(Ottawa Journal)

(Ottawa Journal.)

Few industries have more reason to dread the business effect of war than the newspaper industry. The public idea probably is that a time of war is a newspaper harvest. The contrary is true. The life-blood of the modern newspaper is advertising. Circulation, the number of copies sold, counts for little except in so far as it brings advertising. Extra sale of newspapers means little or no profit; it is far more than offset by the extra cost of news in war periods. At any time, the white paper from the mills costs most newspapers as much as or more than the revenue they get from circulation. Additional sales do not mean additional profit. Advertising revenue is what counts. For instance. The Journal's revenue from advertising is usually, three to four time its revenue from circulation, a condition which prevails with most Can



GERMANS FAIL IN

Paris, Aug. 25-3.05 p. m.—The following official announce was made here today:

'The German offensive movement in the north, which was

"The German offensive movement in the north, which was stopped yesterday, appears today to have been resumed.

"The enemy is, however, being held back by a French army acting in conjunction with an English army and a Belgian army."

"The armies of the allies surprised the enemy and drove back their advance detachments. The allies have gone beyond Malines.

BELGIAN TOTAL LOSS IS 10,000. The Belgian army came from Antwerp.

FRENCH WITHDRAW TO RIVER MORTAGNE.

"In Lorraine, after the counter-attacks of yesterday, the right the French forces withdrew to the River Mortagne, which is a function of the Meurthe from Luneville to Nancy.

"In Alsace, French troops repulsed a number of the Meurthe from Luneville and portsol confinuation of the Meurine from Lunevine to Maney.

"In Alsace, French troops repulsed a number of German attacks" WOUNDED ON FIELD OF WATERLOO.

"The report of the recapture of Muelhausen by the Germans is without foundation. Moreover, the theatre of operations in Alsace is becoming of secondary importance.

London, Aug. 24, 7.20 p.m.—The first principle of the casualties sustained by the British expeditionary army on the Continent was published here today.

"London, Aug. 25—10.58 p. m.—An Antwerp despatch to Reuter's Telegram Company says that early this morning a force of 2,000 Germans bombarded Malines, fourteen miles southeast of Antwerp. Two hundred houses were partly destroyed and the church tower was damaged. The Belgians made an energetic counter-attack and drove the Germans back as far as Vilvorde to the south. The losses on both sides were considerable.

The other was published here today.

It contains but three names. One of them is that of the Earl of Leven-Melville, a lieutenant in the second dragoons, Royal Scots Greys, who was damaged. The Belgians made an energetic counter-attack and drove of the Royal Flying Corps and a captain of the Royal Flying Corps and a captain of Engineers.

TSING-TALL Al Brack.

SAY NAMUR LIKELY NOT TAKEN.

London, Aug. 25—9.56 p. m.—A despatch to the Exchange Telegraph Company from Paris says it is denied at the French capital that the Belgian city of Namur has been taken by the Germans.

RUSSIANS LOSE ONLY THROUGH IMPETUOSITY.

London, Aug. 25—7.20 p. m.—Telegraphing from St. Petersburg, the correspondent of Reuter's Telegram Company says:

"The principal Russian losses in Prussia up to the present have resulted from the determination of the rank and file of the Russian army to get at the enemy. Although the mounted guards in the centre have suffered heavily the infantry advances have been more than satisfactory. The enemy is virtually cornered in eastern Prussia.

UNDER BLOCKADE.

Peking, Aug. 24—The blockade of Tsing Tau, the fortified scaport of Ratio-Chow, has begun.

British, French and Russian vessels of war are taking part in the movement.

Up to the present time only British regiments have received orders to cooperate with the Japanese in the operations against Kiao-Chow on the land side. The French, however, are expecting orders to assist the British. There probably will not be more than two or three regiments from each nation.

GERMANS READY FOR DESPERATE RESISTANCE.

earny to get at the chemy. Although the mounted guards in the centre have suffered heavily the infantry advances have been more than satisfactory. The enemy is virtually cornered in eastern, Prussia.

"Mounted officers arriving in St. Petersburg, in relating their stories of the front, dwell on the fear displayed by the Germans of the Russian eavalry.

"Military experts asy the equipment of the Germans is excellent, and that their rifle shooting is deflicient, as regards accuracy. They add that the Japawes were infinitely superior in this respect in the Russod-Japaness were infinitely superior in this respect in the Russod-Japaness war, and accomplished in an hour what the Germans would require a day to do. It is stated that in one case a Russian squadron charged a battery and captured all its guns. The Germans have diseareded their rifles, and their officers to have thrown off their swords, and even their helmets."

DESCRIPTION OF BATTLE AT CHARLEROL.

Tondon, Aug. 28-210 a. m.—The Daily Telegraphia Paris correspondent, to the French border, and not a weath of the German should in the friend of the German should not be active to the control of the french border, and not a weath of the certain of the french border of the french

Urgent Need of More Men From Canada

London, Aug. 24-The English papers are warning the people that the war is only beginning, and that they must be prepared for a long struggle, which will tax the resources and manhood of the nation to the utmost limit. While appreciating all that the colonies have done, they expect colonies with the population of Canada and Australia, to contribute much more in men and money to the empire than they have yet done.

"Dominions Will Share to Last

Strain Upon Resources and
Sacrifices to Preserve
Honor and Position"

A READY RESPONSE

Thirty Army Divisions Will Be Under Arms Within the Next Six Months and Reinforcements Will Go Into Field as Needed, Keeping Up Quality of Forces — British Soldiers in Position to Acquit Themselves Nobly—War Secretary Serving as Any

"If the conditions of strategy had permitted, everyone in this country would have been rejoiced if they could have been ranged alongside the gallant Belgian the desperate odds which have just been witnessed. But although this privilege, perforce, has been denied us, Belgiam knows of our sympathy with her in her sufferings, and our indignation at the blows which have been inflicted upon her, and also of our intention to make sure that none of her sacrifices will have been unavailing.

"While other countries engaged in this war have under their systems of compulsory service brought their full resources into the field, we, under our national system, have not been so compelled. Therefore we still have a vast reserve to draw from the resources of both the mother country and the dominions.

"The response which already has been with the country would have been rejoiced if they could have been inflicted upon her, and also of our indignation at the blows which have been inflicted upon her, and also of our sympathy with her in her sufferings, and our indignation at the blows which have been inflicted upon her, and also of our intention to make sure that none of her sacrifices will have been unavailing.

"While other countries engaged in this war have u

GERMANS COVER WIDE AREA IN ADVANCE ON ALLIED LINE

Three Divisions of Army Stretche from Mons to Strassburg and All Are in Heavy Force—British Forces "Held Their Own" on Sunday-Russians Confident That Germans Cannot Win in West.

Rotterdam, Aug. 24 (12 noon)—According to the best information obtainable here, the disposition of the German forces in Belgium is broadly as follows: The right flank, occupying the entire territory immediately south of Antwerp, is moving southwest in the direction of Lille. A second force is moving on Mauberge, lifty miles southeast of Lille, in the department of Nord, and a third is occupied with the reduction of the Namur forts, which consists of nine defences of steel and concrete surrounding the city. It is estimated that these three columns together comprise nearly a quarter of a million men.

The main northern German army is advancing slowly with its front extending from Givet, France, to Diedenhoten, in Lorraine. The French defences from Laferre to Rheims, are throught to be the objective of this army, which is believed to sumber 300,000 men. The main body to the south is directing its efforts upon the Verdun Nancy line of defenses, and now occupies Strassburg.

Travellers returning here from Germany say that troops movements in the western past of the empire have subsided considerably and that the mobilization evidently has been achieved. The railways are now principally occupied with the transportation of mbottions of war. Trains are passing through Dusseldorf, Coblentz, Mainz and Rastatt.

Paris, Aug. 24-(10.15 a.m.)-The following announcement was made here

"The great battle between the greater part of the forces of England and France against the bulk of the German army continues today.

"The mission of the English and the French is to hold virtually the entire German army in Belgium, while our Russian allies pursue their successes in the east."

London, Aug. 24—The official bureau of information today gave out the following announcement:—
"British forces were engaged all day Sunday, and until after dark, with the enemy in the neighborhood of Mons, Belgium, They held their grounds."

REPORT BOMBARDMENT OF TSING TAU.

Tokio, Aug. 24—The "Yamato" in an extra edition today says that the bombardment of Tsing Tau, by the Japanese fleet has commenced. This message was passed by the censor of the navy department.

SAY GERMANS CANNOT WIN.

London, Aug. 24—A Times despatch from St. Petersburg says that military observers there have made a careful compilation of the distribution of the German forces on both frontiers, from which they gain the belief that it is not, possible for the Germans to overcome the allied forces on the western frontier at vital points. The Russians believe there are no Austrian corps in the west.

the west.

Regarding the Austrian forces opposed to the Russian advance they may be said to comprise the whole army except the units engaged on the Servian and Montenegrin borders.

ONE CONTINGENT ALREADY IN CAMP AT VALCARTIER

Valcartier, Que, Aug. 25—Over two thousand troops from Montreal arrived at the mobilization camp at six o'clock this morning, and three hours later, they were out on the training grounds, being put through a stiff drill by instructors of the permanent forces.

This clearly indicates that the volunteers are given plenty of hard work to perform, and there is absolutely no unnecessary delay in having them begin it.

The kilties mustering over 1,000 officers and men, are now the strongest unit in the camp.

The Strength at Camp.

At noon today another special train drew into the camp siding, bringing about 900 men, comprising several regiments from Calgary and the westerners

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