

London Advertiser

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TORONTO REPRESENTATIVE:
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 The London Advertiser Company,
 Limited.

LONDON, SATURDAY, NOV. 28.

GOOD BUSINESS.

THE good results attendant upon
 the "Made in Canada" Campaign
 are an indication that the best form of
 protection for Canadian manufacturers
 is to be found in quality of goods and
 publicity. The demand for Canadian-
 made articles since the war is said to
 have become remarkable, and the lesson
 is that in the past the manufacturer has
 not appealed to a dormant sentiment
 that only needed the enlivening touch
 of properly-directed advertising.

There are scores of articles and lines
 of goods manufactured in Can-
 ada, which, while they are known to the
 trade, have no significance to the pub-
 lic. The arousing of popularity for the
 home-made article has been accom-
 plished because of the war to some ex-
 tent, but could have been accomplished
 in times of peace with the same
 methods.

The millions of exports from the
 United States and other countries im-
 ported into Canada have forced the Canadian
 manufacturers to the conviction that
 protection does not always protect. If
 for instance, under the protection of 30
 per cent duty, a Canadian manufacturer
 sells a poorer hat than the imported
 article at a higher price, the public
 quickly comes to the realization that
 it is not getting full value. The ideal
 protection, and a form to which few
 would object, would permit a
 duty that would exclude imports as
 long as the price charged for the home-
 manufactured article was not higher
 and the quality lower. But when the
 duty not only affords protection, but
 permits the manufacture and sale of an
 inferior article at a lower price, it
 does the manufacturer as much harm
 as the consumer, for it gives him an
 easy way to travel, and his business
 suffers. There are thousands of credit-
 able manufacturing plants in this coun-
 try that are not excelled in any land.
 There are others that must be behind
 the times, otherwise the sale of Ameri-
 can goods would not proceed to such
 an extent.

The "Made in Canada" propaganda
 should be carried on after the war. It
 will make for better manufacturing, and
 more general prosperity in this coun-
 try.

THE SAGE OF CHELSEA.

READERS of Carlyle may be in-
 clined to wonder what course the
 British Apostle of Force would be dis-
 posed to take today, were he alive, and
 in condition to pour out his rugged elo-
 quence. He was an admirer of strong
 men and strong policies. Cromwell,
 Napoleon, Frederick were his heroes. He
 was a student of German history and
 German literature. He was in sympathy
 with the band of German poets and
 philosophers who preached and worked
 for a united Germany. He thought the
 French people of too volatile and frivo-
 lous a nature. In the Franco-German
 war he was on the side of Bismarck. He
 said then:

"I believe Bismarck will get his
 Alms and what he wants of Lor-
 raine, and likewise that it will do
 him, and us, and all the world, and
 even France itself, by and by, a
 great deal of good. Bismarck, in
 fact, seems to me to be striving with
 strong faculty, by patient, grand,
 and successful steps, toward an ob-
 ject beneficial to Germans and to
 all other men. That noble patient,
 deep, and solid Germany should be
 at length welded into a nation and
 become queen of the continent, in-
 stead of vaporing, gesticulating,
 quarrelsome, restless, and over-
 sensitive France, appears to me the
 hope of the public fact that has oc-
 curred in my time."

But while Carlyle was an admirer of
 force, he was a detector of shame and
 deceit. Speech-making, dress-making,
 titles, schemes, professions, claims, were
 to him matters of secondary importance,
 to be disregarded, pushed aside, show-
 elled into the dust-heap. What was the
 real thing underlying all the pomp and
 vanity of princes and people, of politi-
 cians and soldiers? Was it the cause
 of truth and righteousness—the welfare
 of humanity—the upbuilding of man-
 hood? Then much might be pardoned
 —offences condoned—self-assertion per-
 mitted.

If Carlyle lived today he would not be
 on the side of selfish national aggran-
 disement. Selfishness, whether of the
 individual or the nation, was not his
 ideal. Strength and force he admired.
 But it was strength and force for na-
 tional and individual development. For
 a people to try with all possible energy
 to build up their own community was
 something he would admire. But the
 same people trying to force their ideas
 on other people was altogether different.
 To violate agreements; to dishonor one's
 pledged word; to trample on the rights
 of others; these things would have met
 with a scathing rebuke.

It may be admitted that Carlyle was
 no admirer of democracy. And when
 one considers the innumerable follies
 and blunders of the masses, it is easy to
 understand how the most loyal friend
 of freedom will sometimes lose faith
 in the people, and be inclined to place
 too much trust in the efficacy of the
 "big stick." But while Carlyle's ideal
 was "efficiency," and while he believed
 that one strong man could be more ef-
 ficient for any purpose than a multitude

of mediocrities, yet the efficiency he
 admired and desired was efficiency to
 do the right thing. Injustice was as
 abominable in his eyes as hypocrisy. He
 had no more sympathy for sin in the
 strong individual than in the weak
 multitude. His defect was that in his
 admiration for the efficiency of the hero
 and despot, he overlooked to some ex-
 tent the evil tendencies of despotic rule;
 and in his contempt for the weakness
 of the multitude he overlooked the un-
 derlying common sense of the common
 people, who, though led away for a time
 by the trickster and the charlatan, will
 in the end assert themselves for the
 right.

Some critics have likened Carlyle to
 Nietzsche; but we fear the criticism
 has been superficial. Both men have
 probably been misunderstood by many
 casual observers. Both have been in-
 clined too much to generalize; to mag-
 nify a half-truth into a whole truth; to
 look only on one side of a proposition,
 and to ignore the other. But the dour,
 dyspeptic, sarcastic Scotchman was very
 like the mystic, poetic, paranoic Pole.
 Whatever Nietzsche might think of
 German "Kultur" today, he would say
 Carlyle, were he alive, to fulminate his
 raucous thunder against the decadent
 Kaiser, who rules Germany with his
 militant machine.

A FIGHTING ORGANIZATION.

THE officers elected by the Ontario
 Reform Association at Toronto
 yesterday are the guarantee of a fight-
 ing organization of young blood.

A. J. Young, of North Bay, the new
 president, is an enterprising business-
 man who has won a foremost place in
 the life of Northern Ontario.

F. F. Pardee, K. C., of Sarnia, C. M.
 Bowman, of Southampton, Edward
 Proulx, of L'Orignal and A. C. Hardy,
 of Brockville, are the vice-presidents.
 Mr. Pardee is the Dominion member for
 West Landon, the whip of the Liberal
 party at Ottawa, and undoubtedly Can-
 ada's greatest political organizer. Mr.
 Bowman is the Liberal whip in Ontario
 and another effective organizer. Mr.
 Proulx is a young and vigorous lawyer,
 and with Mr. Hardy, another energetic
 lawyer, the Liberal interests in Eastern
 Ontario will be well advanced.

THE WHEAT ACREAGE.

IF Canada will have 40 per cent more
 wheat under cultivation next
 season, as is claimed, a good deal of
 the credit must go to the newspapers
 and more to nature.

The suggestion that more wheat
 should be planted was one of the first
 to be made after the war commenced.
 War means greater demand and higher
 prices for wheat, and every farmer has
 had the thing in his book of maxims,
 handed down from his father and a
 generation back of that usually.

Newspapers from coast to coast wrote
 about the opportunities of the Can-
 adian farmer, and the most-said thing
 was that the farmer should break
 more ground and sow wheat, wheat,
 wheat.

Then the Governments, provincial and
 Dominion, came out with official ap-
 peals, which no doubt had some ef-
 fect, although the idea had become
 firmly fixed in the country's business
 sense.

But to behold, the Governments
 are now trying to take the credit away
 from Dame Nature and everyone else,
 including the farmer. There is just a
 suggestion of "Me und Gott" in the an-
 nouncements that the "Government
 has increased the grain acreage by 40
 per cent."

The Western newspapers have been
 telling us, and the weekly agricultural
 journals bear them out, that this har-
 vesting season has been the finest the
 West has ever had. Ripening was
 satisfactory and there were no frosts
 until the wheat was threshed. Con-
 sequently, the farmer had a chance to
 break more ground and to do more
 fallowing than ever before. The result
 is that this natural benefit has
 had most to do with the increase of
 the wheat area. The farmer is de-
 lighted, but he will not send delega-
 tions to Ottawa or Toronto to con-
 gratulate the Government for a magic
 touch that really is not apparent.

JORDAN EXPOSES GERMAN INTRIGUE.

ONE of the most unanswerable
 proofs yet produced of Germany's
 deliberate preparation to make this war
 appeared the other day in the Toronto
 Globe. It has been for some time
 known that Bernhardi toured the United
 States last year delivering speeches to
 selected German-American audiences.
 But Dr. Jordan, chancellor of Leland
 Stanford University, stated to the edi-
 tor of the Globe last Monday that he
 attended Bernhardi's meeting in San
 Francisco, invited by the German con-
 sul in that city. Only one other
 American was present among about
 three hundred persons.

"The consul presided, and the
 meeting was semi-official but pri-
 vate. So far as I know there was
 no reporter present and no report
 was published. I should not have
 known that the German cavalry
 general was in America except for
 that meeting."

Bernhardi's mission was to Ger-
 mans in America. His very evident
 purpose was to neutralize the in-
 fluence of good-will among the popu-
 lations represented in our popula-
 tion, to prepare the Germans for
 the coming war, which he said was
 both inevitable and near, and to
 convince them that Germany's idea
 of war is righteous, and that this
 particular war was thoroughly well
 planned and would be carried out to
 the greatness and glory of the Ger-
 man Empire.

"Very unmistakable were his
 references to the planned march
 through Belgium and the taking of
 Paris. He did not mince mat-
 ters. Questions of morals, or in-
 ternational treaties, of national
 rights, he brushed aside. 'Law,' he
 said, 'is a makeshift; the reality
 is force. Law is for weaklings;
 force is for strong men and strong
 nations.'"

"Perhaps his chief purpose was
 to advise Germans in the United
 States that Britain, not France, is
 in Germany's way, that Britain
 would soon be reached, and reached
 by Germany's war."

"Bernhardi's address was a little
 more unreserved, more brutally
 frank than his book. His work was
 part of the campaign to organize

German opinion in the United States
 and to separate it from American
 opinion. That campaign was be-
 gun here fifteen years ago by Prof.
 Karl Lamprecht of Leipzig. The
 same campaign has been carried on
 in Brazil, only much more openly.
 Its note was struck by General
 Rein in Germany, who preached
 the doctrines of Faith, Hope and
 Hate. Belgium was to be invaded
 for the purpose of securing Antwerp
 and other naval bases from which
 to strike Britain. When I heard
 Bernhardi I thought his words those
 of another of the war-mad milita-
 rists. When I was in Germany last
 August and saw his plan of cam-
 paign adopted by the German army,
 I knew he spoke for the general
 staff, and that they are all vic-
 tims of the same madness."

So says Dr. Jordan, one of the great-
 est of American personalities, an un-
 impeachable witness. Some of the
 German apologists instruct us that we
 must not take Bernhardi as representa-
 tive of German opinion, either official
 or popular; they suggest that he is a
 crank with an idiosyncrasy, like Bern-
 ard Shaw in Great Britain who speaks
 for himself. Treitschke was only an-
 other crank, they say. But when
 Bernhardi visits the United States
 he does not go about invited semi-offi-
 cially by British consuls to meet
 Englishmen in secret and cook up a
 separatist British feeling. G. B. S. gets
 no sort of official endorsement, his
 words are not translated by his coun-
 try into acts, or if as a peace crank
 he does to some extent represent his
 country's general policy, his so-called
 counterpart in Germany, Bernhardi, is
 a war crank more representative of the
 German way. It is manifest from Dr.
 Jordan's statement that not only had
 Bernhardi the endorsement of German
 consuls all over the United States, in
 his violent and secret campaign against
 Great Britain and other countries, but
 he was attempting to stir up a treason-
 able separatism among German-Ameri-
 cans such as has been more openly fo-
 stered among Germans in Brazil.

It is just as ridiculous to compare
 Shaw with Treitschke. The one is a
 public entertainer. The other was for
 decades the Professor of History in
 Berlin University and the acknowledged
 tutor of present day Germany. He and
 Bernhardi represent their country as
 well as Bernard Shaw represents him-
 self, which is saying a lot.

WHO OWNS THE AIR?

IN THE early days of aeroplaning,
 someone with a bent toward fiction,
 writing pictured the possibilities of a
 corporation of capitalists securing a
 monopoly of the air. At the time it
 appeared to be somewhat of a fanciful
 idea. Today, it would take on more
 of the possibility of reality.

At the present time, Switzerland is
 protesting to Britain and France that
 the aviators of the Allies violated Swiss
 neutrality; they flew through the air
 which is above Switzerland to reach
 the Zeppelin sheds on Lake Con-
 stance. According to Switzerland, they
 went through Swiss territory, and that
 Switzerland may be right in her conten-
 tions seems to be emphasized by the
 statement of the First Admiralty Lord
 that the aviators were instructed to
 avoid neutral territory and were given
 a route which they were to follow.

Does Switzerland, then, own the air
 above her, and, if so, how far upward
 does her ownership extend? If the
 world is to continue to determine
 right by might, the gun that will reach
 highest will decide the extent of pri-
 vate property, and there is no apparent
 reason why these guns should not be
 mounted on airships flying several miles
 above the earth.

It is a question full of terrible pos-
 sibilities. What, for instance, is to
 become of our immigration and customs
 officials who must guard our borders?
 Will it be necessary for them to patrol
 the space between the boundary line
 and everywhere upward? And then,
 there are the sun, moon and stars to
 be considered. We shall be in danger
 of everlasting warfare over the ques-
 tion of ownership of the heavenly
 spheres. What a calamity it would be
 if one nation should build a spite fence
 to shut out the sun's rays from his
 neighbor! And if a warm wave should
 start wandering from the Gulf of
 Mexico toward Canada in the middle
 of February and if the United States
 should halt it at the Canadian border
 would we like it? The best we could
 do would be to retaliate by tying up
 an arctic blast southbound in the middle
 of August.

Before this question of air ownership

gets too thrilling let's establish an
 international court of equity.

EDITORIAL NOTES.
 There are some newspapers behind
 the times, while others are ahead of
 the times. The way one Western On-
 tario contemporary proves itself to be
 in the latter class is to print "Friday,
 November 27, 1915" at the top of its
 editorial column.

Arthur Train, one of America's best
 story-tellers, has a yarn running in the
 Saturday Evening Post that would
 make Jules Verne envious. It relates
 to "The Man Who Rocked the Earth"
 and brought Germany to terms in the
 present war. It's a pretty piece of
 fiction.

Australia bought \$35,000,000 worth of
 goods last year from Germany alone;
 today, Australia, like Canada, has wiped
 Germany from the order book and cast
 her price lists into the fire. Canada
 will be welcome to secure as much
 of that great order as she can take
 care of.

An operator of the Associated Press
 was caught "milkling" dispatches and
 sending them to other agencies. This
 betrayal of trust on the part of a man
 at the key is probably without preced-
 ent in the annals of the Associated
 Press. Operators have many valuable
 secrets literally "on the tips of their
 fingers," and newspaper men who have
 been close to them will invariably
 testify that never have they known
 the unspoken law of the wire to be
 violated until this instance was report-
 ed. This exception serves to make the
 truth stand out in bold relief.

A New York man who started busi-
 ness less than twenty years ago with
 \$559 capital made a large increase in
 his advertising appropriation when the
 recent business depression developed.
 Some one with an inquiring mind asked
 the reason, and was told that when
 the panic of 1907 set in this man's
 advertising appropriation was \$55,000 a
 year, and he increased it immediately
 to \$80,000 bringing an enormous in-
 crease in his receipts. Since then he has
 followed the principle of enlarging his
 advertising space as business grows
 dull. Of course, he is now a multi-
 millionaire.

Today the farmer in Canada is re-
 ceiving more public attention than ever
 before. In Regina, a conference has
 been held to determine how agriculture
 can be benefited. Hon. Clifford Sifton
 told the Toronto manufacturers that a
 propaganda for agricultural improve-
 ment was one of the essentials for the
 development of Canadian manufactur-
 ing. Grain-growers and manufacturers
 have together pleaded with the Domini-
 on government to do something for the
 agriculturist. All that remains now is
 for the farmer to bring the gravel down
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Richard Croker, the most famous
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DAILY WAR PUZZLE



Fleeing from the enemy. Find two more refugees and a soldier.

ANSWER TO YESTERDAY'S PUZZLE.—Upside down above soldier. Up-
 side down in tree.

gets too thrilling let's establish an
 international court of equity.

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A REPLY TO THE "CHANT OF HATE"

The following is an answer to the
 "Chant of Hate Against Germany."
 These answering verses from Beatrice
 M. Barry were received by the New
 York Times on the day of its publica-
 tion:

French and Russian, they matter not,
 For England only your wrath is hot;
 But little Belgium is so small—
 You never mentioned her at all—
 Or did her graveyards, yawning deep,
 Whisper that silence was discreet?
 For Belgium is waste! Aye, Belgium is
 waste!

She weathers in the blood of her sons,
 And the ruins that fill the little place
 Speak of the vengeance of the Huns.
 "Come, let us stand at the Judgment
 place."

German and Belgian, face to face,
 What can you say? What can you do?
 What will history say of you?
 For even the Hun can only say
 That little Belgium lay in his way.
 Is there no reckoning you must pay?
 What of the justice of that "Day"?
 Belgium one voice—Belgium one cry,
 It will go down to posterity.

Shrieking her wrongs, inflicted by
 GERMANY!
 In her ruined homesteads, her trampled
 fields,
 You have taken your toll, you have set
 your seal;
 Her women are homeless, her men are
 dead,
 Her children pitifully cry for bread;
 Perchance they will drink with you—
 "To the Day!"
 Let each man construe it as he may.
 What shall it be?
 They, too, have but one enemy:
 Whose work is this?
 Belgium has but one word to hiss—
 GERMANY!

Take you the pick of your fighting men,
 Trained in all warlike arts, and then
 Make of them all a human wedge
 To break and shatter your sacred
 pledge;
 You may fling your treaty lightly by,
 But that "scrap of paper" will never
 die!
 It will go down to posterity.

It will survive