

London Advertiser

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ed and missing, of probably half a million. The German General Staff has admitted that it was the intention to reach Paris within a fortnight at the outbreak, twelve weeks after that famous dash Germany is rushing operations for a winter to be spent in the trenches. With all her ports sealed up by the fleets of the Allies, nothing can get out and little can get in. Export trade, which, it was figured, might be at a standstill for a few weeks, while France was being crushed, will now be at a standstill for many months.

When the pinch comes, when food supplies are running short, and are conserved for the armies, one wonders what the civilian population of Germany will think of the Kaiser and his military clique. Will the pressure of privation and industrial stagnation drive the people of Germany to revolutionary methods that will abruptly end the war? And what will be the feeling of the Prussian soldier when he learns that he has been fed up on fake news of revolts in India and Ireland, of labor strife in England, and of disastrous British defeats by sea? After a while the humiliation and true significance of entrenching upon his own soil will dawn upon him, and when the news comes of sufferings at home, he may start to think and act for himself instead of letting the war machine do it for him as at present.

ME UND MOHAMMED.

THE ALLIES now have two good slogans. One is, "Crush the Prussian." The other "Drive the Turk from Europe." Let Turkey meddle with Egypt and she will have Italy at her front door, glad of the chance to wipe the crescent off the European signpost. And now it is as the New York World says "Me und Gott und Mohammed." The World foresees the end for Turkey, a threatened carving of that savory bird among the powers. It adds:

Even if Bulgaria sides with Turkey, the land forces added on the German side would only cancel out against Italy and Roumania. If Bulgaria goes with the Allies, the balance of added strength will be heavily the other way, and may endanger the very existence of Austria-Hungary as a great power. Why, then, has Germany cut her ally into the war? No answer is possible except that the plump and amiable Mohammed V. is Commander of the Faithful. Hard beset on both her frontiers, Germany in her desperation urges a Moslem holy war in the East, and especially in Egypt and India. She may be disappointed. With Boers in the British cause putting down a Boer rebellion, with Irish Nationalists by thousands on the Belgian side, with Catholics fighting Catholics, and Greek Churchmen with Slavs fighting Slavs, and East Indians in France aiding the conquerors of India, whose physical touch would profane their very food, this war reveals race and religion as slender reeds to lean upon compared with the habit of nationality and the power of discipline.

One thing is sure. No nation except Serbia risks in the war so much as the Turk, and the Turk risks it without excuse. Whatever happens, there will still be a France, an England, a Germany, a Russia. It is not certain now that there will be a Turkey.

GAME OR BUSINESS.

THE Cologne Gazette takes exception to what it calls the sporting language of the English on the subject of the war. Mr. Churchill's rattling metaphor about the German fleet, and Sir John French's charge that German soldiers don't play fair strike the German editor as the language of triflers, vulgar, frivolous and irresponsible. War, he says, is a business of high moral import and Germany will teach these British to be serious about it.

The trouble with the enemy is that he does not fully appreciate how seriously or sadly the Briton takes his sport. It is hard for him to conceive that men can even play games according to old, tried, Christian, exploded maxims of civility, honor and honesty, while Germans have advanced to the higher plane of bucking through by any means. Some will prefer the English way of playing war to the "business is business" method of Germany.

It is probable that "Germany Over All" is not only a better song than "Tipperary" from the musical viewpoint, but also a more serious composition. And yet we British are peculiar enough to prefer the men who sing nonsense with a merry eye and play football between the sessions in the trenches to the roddery that take themselves more seriously than anything else, and practicing drunkenness, insult, outrage and needless butchery, call it the only culture. We hope we are not going to be taught that sort of seriousness and morality. We will rather stick to our games and our sporting language. Though we may admit that Churchill talked indiscreetly, we shall still agree with Sir John French that war should be conducted on principles as fair as those of a rugby match. Few will grieve over the German moralists that Baron Fisher may order stung up for misuse of flags or firing on rescue boats.

EDITORIAL NOTES.

Smart-set and evening clothes, and one clear call for money.

Have you located the garden gate the boys carried off Halloween?

No doubt De Wet has the liquor party of South Africa behind him.

That cold spell was only a bluff of Gen. Winter. The real attack is coming later.

What a terrifying Halloween mask might have been made from the Kaiser's countenance.

The Turk refused to stand pat, but when this war is over the Allies will see he stays put.

As soon as the German navy Kiel.

It may be said it's fate was sealed.

Carrianna declares he is ready to

leave Mexico. So, after all, Huerta did leave something in the treasury.

For centuries to come the Belgian "honey-man" song will run "The Kaiser'll get you if you don't watch out."

A German general says the Kaiser will play Santa Claus to Paris yet. It'll be a mighty awkward chimney to come down.

The average European capital can be moved about on rollers. Toronto should bear this in mind when she is inclined to slight London.

"Women and children first" cried the Kaiser to his Zeppelin commander as the big ship started out to bombard a few Belgian homes.

Turkey is trying to squeeze under the gate before the man with the axe gets him. She now claims the bomb.

There are thirteen hundred German officers in the Turkish army. Just the right number to "queer" the campaign for the Sultan.

The Emden seems to be made of different stuff than the Goeben and Breslau, which hunted cover within a few hours of war's declaration.

After listening to the Kaiser's oratorical boasting, one may expect any day to pick up a newspaper and see the twelve apostles in spiked helmets.

The Cossacks are being charged with frightful atrocities by neutral journalists. The allies will do well to execute a few hundreds by way of example.

--and the Worst Is Yet to Come



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as the world's dictator will be shaken, but it is tenfold our duty to fight against Russia's becoming the world's dictator.—Berlin Tagblatt.

What a pity Germany did not discover it earlier! If she had put a defensive army in the west and had assailed Russia in force at once, what a difference in military fact and in the world's opinion! No Louvain; no Antwerp; no Rheims Cathedral; no Belgium of a guaranteed neutral; no Belgian troops in line; no bombs dropped on women; no million British army with any warlike purpose except protection of the northern coast of France—whose immunity might have been conceded, sad words these, and never sadder than now: "Too late!"

GERMAN ETHICS.

[London Daily News and Leader.]

Herr Dernburg, who knows what

logic is, tells the American people that "international treaties must not be overrated." This is Germany's contribution to international ethics, stamped with the life-blood of a little state; that no treaty, no obligation, no pledge can stand in the way of Germany's interests.

Six hundred years ago an English king had inscribed upon his tomb as his political testament these words: "Keep your pledges." One hundred and fifty years ago Montesquieu, a Frenchman, and one of the master spirits in political philosophy, demonstrated that all civilization rests upon fidelity to the pledged word. It has remained for Germany in the twentieth century to relegate by word and deed all this to the refuse heap of outworn barbarism. German culture is on the march.

WAR NOTES—THE BIPLANE.

[Port Huron Herald.]

The biplane does not flap its wings up and down in flight as does the goose or that other celebrated bird of passage, the turkey. The wings remain stationary, and the only thing about the biplane that flaps is the tail, and this goes round at the rate of four million revolutions per second. When a biplane is doing its dullest it makes a noise which resembles a cross between a saw-mill and a boiler factory. It rattles like the bones end of a minstrel first part, and sends forth an aroma like that of a combination tannery and glue factory.

The quietest one I ever heard sounded like a \$9 automobile going over a corduroy road with its diaphragm banging against its rear axle. I don't know where the smokestack is on the biplane. They keep it carefully concealed, and I don't know where they dump their

ashes. They stay up two or three hours at a time, and never spill a thing on the crowd, excepting perhaps a few monkey-wrenches and now and then a mechanical or an aviator.

NO TROUBLE AT ALL.

[Philadelphia Ledger.]

John, whose father was a baker, was in the habit of bringing his teacher a fresh pretzel each day.

"I wish you would tell your father not to make them quite so salty," she once said, laughing.

Thereafter the shiny, brown delicacy—always minus the salt—was found frequently on her desk.

"It is very kind of your father to make one on purpose for me, she told him.

"Oh!" was the startling reply, "he don't make them this way, I lick the salt off."

The War Presents a New "Made-in-Canada" Opportunity

(Prepared by W. H. Bowman
Of McConnell & Fergusson,
Advertising Agency, Toronto.)

Every dollar spent for "Canadian-made" products is a contribution to the support of Canadian workmen and Canadian industries. The larger the amount of money spent for "Canadian-made" products the greater the number of workmen required to produce these products.

The money that Canadians spend for "imported" products is just that much withdrawn from the support of Canadian workmen and Canadian industries, and just that much support given to foreign industries and foreign workmen. The more money spent for imported products the less work