"Too late!"

GERMAN ETHICS.

Condon Advertiser

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LONDON, MONDAY, NOV. 2.

PUZZLING?

N COMMENTING on the contribution of the sum of \$100,000 to the patriotic fund by the residents of Berlin, Ontario, and vicinity, the Literary Digest says "the loyalty of many German-Canadians to the land of their adoption is as pleasing to the people of Canada as it is puzzling to witnesses of German-American zeal for the

Let us suppose that the United States had been one of the guarantors of that Germany violated that compact in defiance of the United States. No one in Canada believes that the United States would have stood aside and allowed the crime without a forceful sort that tears up scraps of paper, nor permits the other guarantors to tear Indeed, we find in the Cuban incident almost a parallel for the Belgium defence; the spirit of protection for a smaller country was what caused up of the Maine being merely an aggra-

Then let us place the United States in the place of Great Britain. The American people are at war with Germany and there are those who are skeptical of her motives, just as the Literary Digest appears to be somewhat skeptical of Britain's integrity at the pre American stand now? Does he revolt and fight for the Fatherland, or does We venture to say that he would choose America with a just cause rather than Germany with no

We admit that the sight of German Canadians contributing to the cause of the allied nations is literally spectacular. Yet the sight of the same German-Canadians volunteering to fight for the tacular. It is thrilling. For who shall say that one German-Canadian would not certain that his service was in the and that it was the perversion of the

from Canada are more truly fighting for the land of their forefathers than upon whom the Kaiser has cast his baneful spell. And while it may be "puzzling," if regarded lightly, we assert that the German-American, who sought and found freen in the United States, would be acting just as the German-Canadian is acting, if his adopted country were in

PRINZIP'S SENTENCE. HE world was astonished at the

other plotters, several sentenced to death, seemed an astounding miscarriage of justice. Noth. many sult of the secret trial has been given out, but the probability is that Prinzip the court discriminated between the instrument, and chose the "higher-ups," the greater punishment. Prinz seems to have been the ordinary "Red," a halfcrazed anarchist of the violent type, and now it is intimated that he was Hungary, who were determined that Ferdinand should never be permitted to bring into play his democratic tenhis desire to see the Hun Parliament sporting language. Though we may more representative of the people, a freer institution, devoted to advancing the prosperity and happiness of the people. He was a deeply religious man, would have made it uncomfortable for the German moralists that Baron of the Indian Empire, when he moved a division of Indian troops to Malta seemed to be a correct pronounciation. It has been been a constituted the despair of the work. would have made it uncomfortable for fisher may order strung up for misruled Austria-Hungary, Perhaps the world would be amazed if it was in-

THE Wall Street Journal recently the boys carried off Hallowe'en? declared that an early defeat. would be the best thing that could happen to Germany for the sake of party of South Africa behind him. gard to trade.

It requires a very casual glance at later up-to-date to show how true

nonths ago the German armies plunged through Belgium in an attempt to rush the French off their to be losing ground. In East Prussia the Kaiser's legions are slowly but surely being rolled up, and all this at an expenditure in money of at least

million. The German General Staff has admitted that it was the inten-MORNING. NOON. EVENING. tion to reach Paris within a fortnight at the outmost; twelve weeks after that famous dash Germany is rushing operup by the fleets of the Allies, nothingcan get out and little can get in. Export trade, which, it was figured, might be at a standstill for a few while France was being crushed, will now be at a standstill

for many months. When the pinch comes, when food 3670—Business Department.
3671—Editors.
3672—Reporters.
3672—Reporters.
3673—Job Printing.
To call night numbers use the word
"ONLY" after giving the number. Germany will think of the Kaiser and his military clique. Will the presas sure 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? self instead of letting the war machine do it for him as at present.

ME UND MOHAMMED.

HE ALLIES now have two good slogans. One is "Crush the Prussian" and the other "Drive the dle with Egypt and she will have Italy 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. ser'll get you if you don't watch out."

Even if Bulgaria sides with Turkey, the land forces added on the German side would only cancel out against Italy and Roumania. Bulgaria goes with the Allies, the alance 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 enticed her ally into the war? No answer is possible except that the plump and amiable Mohammed Commander of the Faithful. Hard beset on both her frontiers, Germany in her desperation urges nd 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 Catholies, and Greek Churchme

fighting Greek Churchme 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 lear, upon com-pared with the habit of national-ity and the power of discipline. One thing is sure. No nation except Servia risks in the war so much as the Turk, and the Turk it without excuse. Whatever

happens, there will still be a

ance, an England, a Germany

GAME OR BUSINESS.

THE Cologne Gazette takes exsporting language of the English on that German soldiers don't play fair roller strike the German editor as the language of triflers, vulgar, frivelous and irresponsible. War, he says, is a business of high moral import and Germany will teach these British to be

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 cording to old, trite, Christian, extwenty-year sentence of Prinzip, to the higher plane of backing through English way of playing war to the "business is business" method of Ger-

> It is probable that "Germany Over All' is not only a better song than call it the only culture. We hope we are not going to be taught that sort of seriousness and morality. We will 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

use of flags or firing on rescue boats. EDITORIAL NOTES.

formed of the identity of the original Smart-set and evening clothes, and one clear call for money

WILL GERMANS REVOLT? Have you located the garden gate

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

The Turk refused to stand pat, but feet, and take Paris. Today the Ger- when this war is over the Allies will

As soon as the German navy Kiel-

It may be said it's fate was sealed.

-- and the Worst Is Yet to Come



did leave something in the treasury. For centuries to come the Belgian ment, "bogey-man" song will run "The Kai-

will play Santa Claus to Paris yet. paign for the Sultan.

moved about on rollers. Toronto should few hours of war's declaration bear this in mind when she is inclined

the Kaiser to his Zeppelin commander twelve apostles in spiked helmets. as the big ship started out to bombard few Belgian homes.

gets him. She now claims the bom- example.

leave Mexico. So, after all, Huerta bardment of Russian ports was an act of Germans, using battleships without the consent of the Ottoman Govern-

There are thirteen hundred German officers in the Turkish army. Just A German general says the Kaiser the right number to "queer" the cam

The Emden seems to be made of different stuff than the Goeben and The average European capital can be Breslau, which hunted cover within a

After listening to the Kaiser's oracular boasting, one may expect any day "Women and children first" cried to pick up a newspaper and see the

The Cossacks are being charged with frightful atrocities by neutral Turkey is trying to squeeze under journalists. The allies will do well to the gate before the man with the axe execute a few hundreds by way o

PRESS COMMENT ON THE WAR

STIR 'EM UP.

[Hamilton Spectator.] Young Canadians who turn a deaf ear to their country's call should be by the girls most interested in them.

CAN HOLD THEM. [Hamilton Times.] that if Kitchener dill not think that there were enough or

Canadians over onto the front NO WIPING OUT.

SOON THE CANADIANS' TURN. [La Presse.]
The Germans yesterday made the

acquaintance of the Hindu troops. Soon Government to give the subject careful the Canadians will salute them. A Canadian worker in the woods

the French-Canadian regi-JOFFRE CONFIDENT.

[Hamilton, Herald,] Joffre isn't worrying about those hosts of German reinforcements being rushed to the western battlefront to "hack honestly, while Germans have advanced their way through" to the channel He "is able and ready to meet says the official report.

THE LONG TEST OF ENDURANCE.

The Germans will be as helpless as ance against "the nation of shopkeep British fleet, British sea power and British gold are terrible foes. And Germany has scarcely scratched either the following passage: culiar enough to prefer the men who British people have hardly begun to ing for the ripple on thewaters a week

GERMANY'S ONE FRIEND.

[London Express.] any great moment, but Germany is so take a great deal to make some of us friendless among the nations forget that.' that she is eager, by any means, to enrol Turkey as an ally. Great Britain. Liverpool! We do not know whether the France and Russia have nothing to Kaiser amongst his many accomplish any extension of the war is to be de- ment's smokes a pipe, but if he does we fear from a hostile Turkey, but since hope he will put in it what Mr. Smith plored, they would regret that Turkey says-"We are one nation. less part in a hopeless struggle.

WELDING THE RACES OF THE Przemysl, Przemysl, how

[London Daily Mail.] Disraeli in 1878 gave the world a hint rolled it musically, or mouthed it during a diplomatic crisis. It has been it constituted the despair of the warreserved for German policy to strength- fan! A dozen times a day it recurred en British sympathy with the Indian in conversation. peoples and to weld the races of the bizzle, Perchimel, and P-R-Z to Empire by that sense of unity and re- certain non-industrious few. New th ciprocal affection, which comes with secret is out. The most mispronounced common effort and sacrifice in the fight.

GERMAN PEOPLE BEFOOLED.

Every nation gets the press it de-serves. Germany has long been content with a spoon-fed press, and the result is that in the hour of her bitter humiliation, when her dreams of world-conquest are shattered for ever, the German bovering over this city, notably near What a terrifying Hallowe'en mask newspapers, have befooled the people. They cannot do so for ever, and when might have been made from the Kaiser's Germany awakens to realize that Paris that an airship has been spying out the and France alike are beyond her grasp, city's water plant at Springbank, The awakening should come very soon

NO PEACE BY SUBJUGATION.

[Detroit News.]

As Lord Churchill points out, peace can never come by subjugation. It can never come by "Britain over all the world," or "France over all the world," or "Germany over all the world," \$42,000,000, and in men, killed, wound- | Carranna declares he is ready to must come only by the nations living

a deaf of others, and each confiding in the other's joint civilization. The nations become neighbor-nations, ruler-nations. And the rulers who six in chairs of state must be men of works and arts, and not men of the sword. The sword was never a wise ruler; it

GERMANS IN THE BRITISH EMPIRE

troops on the French coast to "hold" the Germans that he would rush the Developments both at home and that every German abroad is an agent Germans should temper their hatred now he becomes so at any time), and sporting language of the English on the subject of the war. Mr. Churchill's of Britain. When this war is over they we should act in consequence. We may not to appeal to British fair play would be the last to ask that Canada to save them from being utterly wiped should take action against the Gerfleet, and Sir John French's charge out as a nation by the Russian steam mans located amongst us such as Germany has taken against English, French, Russian and Belgian citizens who resided there before the war. But is evident that a certain amount of precaution is necessary, and we ask the

NO FEAR OF INVASION; BUT.

The danger of a German invasion of Canada is a distant one, in view of the fact that Germany could not cross the Atlantic without first giving battl to the English fleet. And as to talking of annexing Canada, that involves German victory in the ciple of the Monroe Doctrine is no ously fear an invasion, but the Gov country against the enen midst, the Germans and the Austria who may be tempted to cause us ser if the authorities do n keep their eyes open.

> "WE ARE ONE NATION." [Westminster Gazette.]

In Mr. F. E. Smith's speech we note ago. We relegate it, if it ever should be raised again, to a time when the war is over. When the cry was raised in the House, 'God save Ireland,' Mr. Redmond shouted, 'God save England,' It will

And this was greeted with cheers-

THANKS, MR. SOBOTKAL

it proven a stumbling-block to our untutored tongues! Fain would we have of all words will now in future lose that reputation. Secretary Sobotka. be pronounced "S-h-i-m-e-a-s-e-l."

THOSE AIRSHIPS.

In Brantford it would be easy to find obsequious the waterworks. The Wellanders are confident an aeroplane has been over-looking the canal. The Londoners say the Sarniaites that there has been a similar heavenly visitor in their neighborhood. How much of this is real? How much the result of a feverish imagination? There is, however, the satisfaction of knowing that the aerial visitor, if such there be, has not thus

WOBBLY GERMAN OPINION. We all hope that England's positio 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 Tageblatt. logic is, tells the American people that "international treaties must not be overrated." This is Germany's contriwith the life-blood of a little state; that cover it earlier! If she had put a dewith the life-blood of a little state; that sage, the turkey. The wings remain stationary, and the only thing about the ensive arms in force at once, what a

difference in military fact and in the stand in the way of Germany's interests." Six hundred years ago an Engworld's opinion! No Louvain; no Ant werp; no Rheims Cathedral; no invaof a guaranteed neutral; ian troops in line; no bombs dropped as his political testament these words: which resembles a cross between a sawmen; no million British arming "Keep your pledges." One hundred like the bones end of a minstrel first not to make them quite so saity," she next spring; no British navy with and fifty years ago Montesquieu, a part, and sends forth an aroma like that once said, laughingly any warlike purpose except protection of the northern coast of France—whose of the northern coast of t immunity might have been conceded. spirits in political philosophy, demon-tory, sad words these, and never sadder than

[London Daily News and Leader.]

WAR NOTES-THE BIPLANE.

[Port Huron Herald.] The biplane does not flap its wings overrated." This is Germany's country up and down in flight as does the goose bution to international ethics, stamped or that other celebrated bird of pasrevolutions per second. When a biplane lish king had inscribed upon his tomb is doing its durndest it makes a noise

strated that all civilization rests upon The quietest one I ever heard sounded quently on her desk strated that all civilization and the strated that all civilization and strategy an remained for Germany in the twentieth duroy road with its diaphram banging make one on purpose for me, she told century to relegate by word and deed against its rear axle. I don't know him. all this to the refuse heap of outworn where the smokestack is on the biplane. "O barbarism. German culture is on the They keep it carefully concealed, and I don't make them this way. I lick the don't know where they dump their salt off.

They stay up two or three on the crowd, excepting perhaps a few mechanician or an aviator.

> NO TROUBLE AT ALL. [Philadelphia Ledger.]

whose father was a baker, was n the habit of bringing his teacher a fresh pretzel each da

Thereafter the shiny -always minus the salt-was found fre

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 for Canadian workmen.

To Succeed, The Movement Needs Driving Force

The people of Canada are beginning to grasp the foregoing facts---beginning to realize the true meaning of the "Made-in-Canada" movement. With the right sort of force to drive it along, this "Canadian-made" propaganda, which has already attained great momentum, could be made a tremendous national success.

It is the duty of everyone to lend a hand. It is the duty of the Canadian newspapers to exert their power on its behalf. It is the duty of the Canadian Manufacturers Association as a body to play a strong hand. It is the duty of Canadian labor to support the movement loyally; the duty of retailers and clerks, whose influence in the final sale of goods to the customer is so weighty, to do their big part. And it is the duty of the Canadian public, the court of last resort, to buy "Canadian-made" products and make this movement a national success.

This "Made-in-Canada" movement undoubtedly presents a great advertising opportunity. It is always good strategy to hit the enemy, and hit them hard, when they are at a disadvantage. And the "Made-in-Canada" crusade has already created a prejudice against "imported" goods---a decided disadvantage. The time is now ripe to hit them hard, to make the disadvantage fatal. And in no way can Canadian industries strike so hard or so quickly as through the power of Newspaper Advertising.

To Identify Individual Manufacturers With the Movement

It is only by Advertising that individual Manufacturers can quickly and closely identify themselves and their products with the "Made-in-Canada" crusade. How otherwise are Canadians going to quickly know which goods are "Canadian-made"? How otherwise are they going to distinguish between "Canadian-made" and unlabelled and unstamped imported goods? How otherwise can they be made to realize that any manufacturer's "Canadian-made" products are equal, if not better, than imported competing trade-marked products which already have built up a reputation in Canada? How otherwise are they going to know what to ask retailers for ?—It is too much to expect the public to search through retailers' stocks to find out if their requirements can be met by "Made-in-Canada" products. And if Canadian manufacturers haven't enough faith in their products to tell the public about them----to advertise---how can they expect Canadians to have confidence enough in the merits of their products to buy them in preference to "imported" competing lines, which they have been in the habit of buying?

Another point to remember is this: The greater the number of "Canadianmade" products that are advertised the greater the benefit to all concerned. It is, therefore, to the interests of Canadian manufacturers, individually and collectively, to advertise their "Canadian-made" products whole-heartedly, aggressively and force-

Now is not the time to "mark time." Not the time for a manufacturer to "hide his light under a bushel." It is the time for action. The time to come out into the open-to ADVERTISE. And by Advertising NOW, manufacturers are enabled to cover an immense amount of territory at a comparatively low cost, because many of the newspapers, particularly the big mediums with general circulations, have of late largely increased their circulations without so far increasing their rates. All things

Now is the time to advertise