

to this, there are enough false teachers and clever advertisers urging people to go on buying non-essentials to make it certain that more than enough will be bought.

It can not be too often repeated that mere business activity, regardless of its direction, is no indication of our ability to support the war, much less to win it. It is the direction of that business activity quite as much as its quantity which will determine the question. We need not be overawed by what is sometimes called the efficiency of the German Empire in war time. There is nothing mysterious or awe-inspiring about it. Her workmen are no more skilful than ours; her technicians are no better trained; her inventors are not so numerous nor so ingenious. She has gotten most of her inventions from other countries. Moreover, aside from the chemical industry, in which she has excelled the rest of the world, there is not a single large industry in which we did not excel Germany in time of peace. She has led in a few minor industries, but the same can be said of every country. In the large industries, such as agriculture, iron and steel, copper, the manufacture of automobiles, and a number of others which ought to figure largely in military efficiency, we led the world in time of peace. And yet, we seem woefully slow in redirecting this vast industrial power toward the winning of the war. Up to the present time (July, 1918) the Germans have succeeded in massing more men on the firing line and in keeping them better supplied with materials than we and our allies have succeeded in doing. There is only one reason for this. *The Germans are not doing anything else except make war.* They are not dissipating their energies. They are not wasting their man-power on non-essentials. They have not adopted the slogan "business as usual." They have massed all their man-power, and their woman-power as well, on the war and the war industries and those that are absolutely essential for the sustenance of the people. That policy, and that alone, accounts for the fact that they have been able to support such vast armies and keep them so well supplied.

If the Germans win and the Allies lose, it will be for the sole