

The Brain Growers' Guide

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The First Duty Of Us All

The introducers of poison gas in warfare have in certain ways a diabolic craft and subtlety in their methods. Seeing defeat inevitable, and knowing that invasion of Germany would be fatal to their dynastic system of autocratic militarism, they endeavored a few weeks ago to secure an armistice, feigning a sincere desire for "a just peace."

Their real purpose was twofold. First, they wanted to gain time, and also to entangle the Allies in negotiations and put them in a false light, for the effect upon the German people. Second, to weaken, if possible, the morale of Canada and the United States, so as to hamper the success of the Victory and Liberty Loans this fall.

We Canadians at home, mindful of our duty to the men at the front, must not let ourselves be affected by this subtle poison gas blown out from Germany across the Atlantic to us. We must not let ourselves be infected by the made-in-Germany germs let loose to produce in us a delusion that the war is as good as won, and that we can slacken up, and that there is not as great a need of our buying Victory Bonds now as there was last year.

There is greater need now than ever of buying Victory Bonds. There is greater need than ever of staunch and resolute war effort. Hear Lloyd George:—

Our people have always faced difficult times with courage, and with endless readiness for necessary sacrifice. It requires a different kind of resolution to go on saving and lending when the springtide of victory has begun to flow. It is therefore well to remind ourselves that it is just as urgent for us to go on helping now as it was during the dreary months of March, April and June of this year. There will be little use in having saved the situation if we are to throw it away for want of endurance today. It is not to reach the heights where we can see the plain of victory at our feet. We must occupy it.

And hear the warning of Lloyd George's colleague in the British government, who is in charge of the Admiralty, against any giving way to the delusion that there is not a greater need now than ever of effort and energy to win the war. Says Sir Eric Geddes:—

There can be no greater peril to the cause of liberty, decency and humanity for which the Allies are fighting, than a relaxation of energy brought about by a general conviction that the war is about to end, that Germany is licked and that therefore it is not necessary to continue preparation and striving.

In this connection we must ceaselessly bear in mind the sort of world we shall have to live in unless German militarism is destroyed. Consider, for example, the document laid before the British House of Commons three months ago, in which Lord Montagu, the head of the Air Ministry, said that with the advances being made in the speed, climbing power and lifting power of air machines, "the innermost cities of the American continent may within measurable time become vulnerable to air attack by enemies." Is it not plain that if there is to be another war in ten, or twenty, or thirty years from now, there would be used in it methods now unknown of destroying large numbers of the human race with expeditious ruthlessness—methods devised by new extensions of the application of the results of scientific discovery, in which Germany led the way in this war?

That is what the free peoples of the world must make impossible by fighting this war to a finish. That is why all we Canadians at home must put every possible dollar into Victory Bonds.

The Ultimatum to Berlin

The Kaiser used to utter loud vauntings about his "mailed fist." The era in which those vauntings resounded has now vanished "with Nineveh and Tyre." He and the doomed system of which he is the head and front are now feeling the heavy and inexorable weight of the hand of destiny laid upon them. As a preliminary to what that hand is going to do to them, they have received from President Wilson, after consultation with the governments of the other Allied nations, a plain, direct reply to their last endeavor to draw him into negotiations.

President Wilson does not say anything about a "mailed fist." The hand of steel within his glove of velvet, he does not need to say anything about; it makes itself felt. That is to say, his reply to Berlin is so straight, strong and clear that it is incapable of being misinterpreted. Here are some essential sentences of the document he has had Robert Lansing, the Secretary of State, at Washington, send to Berlin:—

He deems it his duty to say again that the only armistice he would feel justified in submitting for consideration would be one which should leave the United States and the powers associated with her in a position to enforce any arrangements that may be entered into and to make a renewal of hostilities on the part of Germany impossible.

It may be that future wars will be brought under the control of the German people, but the present war has not been; and it is with the present war that we are dealing.

It is evident that the German people have no means of commanding the acquiescence of the military authorities of the Empire in the popular will; that the power of the King of Prussia to control the policy of the Empire is unimpaired; that the determining initiative still remains with those who have hitherto been the masters of Germany.

Feeling that the whole peace of the world depends now on plain speaking and straightforward action, the President deems it his duty to say without any attempt to soften what may seem harsh words, that the nations of the world do not and cannot trust the word of those who have hitherto been the masters of German policy, and to point out once more that in concluding peace and attempting to undo the infinite injuries and injustices of this war the government of the United States cannot deal with any but veritable representatives of the German peoples who have been assured of a genuine constitutional standing as the real rulers of Germany.

If it must deal with the military masters and the monarchical autocrats of Germany now, or if it is likely to have to deal with them later in regard to international obligations of the German Empire, it must demand, not peace negotiations, but surrender.

This is an ultimatum which requires no elucidation and leaves no room for any further arguing. It serves final notice upon Berlin that nothing from the present state system in Germany, however craftily it may disguise itself, will be listened to by the free peoples of the world, who are resolved that that system shall be wiped out utterly.

For Your Country

Maybe you can't fight
with bullet or bayonet

Maybe you can't fight
in the air or on the sea

But You CAN BUY
VICTORY BONDS

Seager Wheeler Wins Again

Seager Wheeler, of Rosethorn, Sask., the world's most famous grain grower, has won fresh laurels by capturing for the fifth time the world's championship prize for Hard Spring Wheat. The victory was won this time at the International Soil Products' Exposition, held at Kansas City, on October 16 to 26. Although the exhibition was not open to the public on account of the influenza epidemic, the judges examined the exhibits and awarded the prizes. Mr. Wheeler's Marquis wheat was an easy winner despite the fact that there was a large number of entries from all over Canada and the United States. His victory brings him the \$500 cup put up by the C.P.R., and the McCormick binder put up by The International Harvester Company, but this was not the total of his winnings. He secured also the International sweepstakes prize for the best sheaf of wheat, awarded to him on his new Red Bobs wheat, which has the finest head of any Western Canada wheat. Several other prizes also came to Mr. Wheeler for his other exhibits.

Western Canada carried off a large number of prizes for grain and vegetables. Samuel Lareombe, of Birtle, Manitoba, the winner of the sweepstakes for wheat last year, captured the first prize for wheat in the dry farming exhibit, and brought away numerous prizes for vegetables.

There is undoubtedly room for improvement in the methods by which this international exhibition is conducted, but it, nevertheless, demonstrates that Western Canada is a wonderfully prolific agricultural country. Ever since 1911, when Seager Wheeler won his first international victory, the sweepstakes prize for wheat has come to Canada, and year by year Canada is capturing more prizes at this show. It is undoubtedly one of the best advertisements that Canada could possibly have, and is bound to result in bringing many American farmers into Canada after the war.

Ten Ways to Impede Success

With real satisfaction and pleasure—all the greater because of the somewhat exceptional, not to say rare, character of the occasion—The Guide hereby announces that it has discovered in the latest issue of Industrial Canada, the official monthly organ of the Canadian Manufacturers' Association, something which it unreservedly agrees with and finds admirably to the point.

So much so that it is reproduced herewith, being Ten Ways to Impede the Success of an Association:—

- 1.—Miss as many meetings as you can.
- 2.—If you do attend, don't come on time, but late.
- 3.—If the weather is fine, don't think of attending.
- 4.—If you attend, be sure and find fault with the work of officers and other members.
- 5.—Decline all offices, as it's easier to criticize than to do things.
- 6.—Get sore if you are not put on a committee; or, if appointed, don't attend meetings.
- 7.—If the chairman asks for your opinion, others what should have been done.
- 8.—Do nothing except what it absolutely necessary; and when others roll up their sleeves to help matters, howl because of the clique running things.
- 9.—Delay your dues as long as you can, and delay answering all letters.
- 10.—Don't bother about getting new members—"Let George do it!"

If the utterances of Industrial Canada in regard to economic doctrine and fiscal policy were all as unquestionably sound, just and without bias as it is undeniably true that