

The Toronto World

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MONDAY MORNING, NOV. 6.

Science and Industry

Prof. McLennan's inaugural address as president of the Royal Canadian Institute last Saturday evening, brought forward once more certain important principles in the building of the nation, which cannot be neglected without disaster to its future. Nor has Dr. McLennan waited until the war made the consideration of such matters an urgent necessity to bring them before the public. For years he has been a prominent advocate of the necessity of organized and well-supported activity in research work, both industrial and scientific, without progress in which no nation can expect to maintain a place in the van of the nations.

The present position of the empire both directly as a leader in the naval and military forces of the great war, and indirectly as the source of supplies for a large body of the allied troops, is due to a great extent to the mobilizable character of her scientific and mechanical talent. It is somewhat of a sad commentary on human nature that it remained for war to do what had so often been brought forward in times of peace as an essential factor to success. In labor alone the energy spent in digging trenches, for example, had it been directed to agriculture, or the building of canals, or the construction of highways or any similar operations would have enriched the world to a vast degree. Anyone who would have suggested that the forces of Europe should have been employed in times of peace in such more or less remunerative and useful work would have been regarded as mad. Now that the actual energy is being expended on work that, however needful, will be of no more eventual use than the construction of sand-castles by children on the beach, it is easy to see that the labor and the money expended upon it might have been more profitably employed as mere labor. There is, of course, another element to be considered in trench digging, which gives it a value beyond the material result. Utilization of conservation of our natural forces and resources came, therefore, to be the important side of Dr. McLennan's address. His selection of electric power was an obvious one, as an example of what has already been so successfully done. It is gratifying also to note that the university can speak with practical leadership on a question which has fared somewhat badly at the hands of theoretical advisers. It may appear to some as a long look forward to consider the time when Canada might have to look to something else than coal for heating purposes. But in our climate we depend so absolutely for life on proper heating facilities in winter, the question cannot too early or too fully be investigated, and such alternatives for coal as may be decided upon set apart for public use and properly conserved. Dr. McLennan can readily perceive the possibility of heating the whole city by electric energy. Amateur engineers, stimulated by corporation applause, may have a flat of their own, and speak with an authority which cannot be denied when they deal with facts in their own sphere.

Dr. McLennan spoke of the British Commission on Industrial and Scientific Research, established two years ago, and of the intention of the government voiced by Sir George Foster to establish a similar commission in Canada. Just what may be accomplished on scientific lines must necessarily during the war remain hidden, but there is practical unanimity among men of affairs on the necessity of such work.

Dr. McLennan is no pessimist. His glimpse of the future is a most encouraging one, and while the young and gallant lives that have been sacrificed for the moment weaken the state, their devotion has made possible greater efforts and higher attainments. The example of the achievements in war industries is also an encouragement to faith in our national character. Dr. McLennan laid especial stress on the necessity for conserving and cherishing the spirit of co-operation among science, industry, labor, finance and government, and there will be a general desire on the part of all Canadians that the government will not be the least in forwarding this purpose.

"IN A MOMENT, MY DROWNING FRIEND; CAN'T YOU SEE I'VE GOT A BITE!"



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How About the Canadian Manufacturer?

Sir George Foster is always interesting, often eloquent and his public addresses never fail to be suggestive and instructive. Those who were privileged to hear him address the Canadian Club yesterday, got a vivid pen portrait of the economic conference of the allies, held at Paris last June, and glimpsed a coming transformation in the history of the world. They could not but be impressed by the proposed Zollverein which is to include Great Britain, France, Russia, Italy, Serbia, Belgium, Portugal and Japan. That a commercial union embracing half the world would benefit the constituent nations seems to go without saying. It would probably benefit Canada as an integral part of the British Empire, and it would certainly make our farmers more prosperous. But what is to become of the Canadian manufacturer?

Evidently the proposed commercial union must present a uniform tariff wall to the outside world. That was the insuperable objection to unrestricted reciprocity with the United States. The objection, of course, will not be the same to free trade within the empire or to a commercial union between the entente powers and their overseas dominions, but would it benefit us economically?

We can see how the Canadian farmer will flourish if the British miller were permitted to buy a bushel of wheat from the United States so long as there was a bushel in Canada ready to be exported; and we can see how many consumers would get much cheaper commodities, if the highly organized industries of England, France and Japan had free entrance or something like free entrance into Canada. What we fail to understand is, how the Canadian manufacturer, paying his men three dollars a day, can compete even in the home market with the European manufacturer paying his men \$1.50, or with the Asiatic manufacturer paying his men fifty cents a day? Nor would our manufacturer find it easy to compete in Russia with British, French and Japanese manufacturers.

It may be that Canada would be the richer by devoting herself to the production and export of lumber, fish, raw grain and live cattle, but we have always felt that to build up true nationality, there should be diversified industries. We have been willing to pay a few cents more for a pair of

boots or nearly anything else we need, if by so doing we kept our mills running and sent our artisans to work every morning. We want our factories to keep running and the men who work in them and their families to live in comfort, own their own homes and lay by a little money.

We cannot imagine Sir George Foster turning his back on the national policy. The Borden government was elected upon the distinct issue that Canada must always retain absolute control of her fiscal policy. The "reconstruction" of the British Empire, at which Sir George hints, must not transfer the control of our tariff to anybody other than the Dominion Parliament. If it is proposed either to depart from the national policy or to give up in the slightest degree our fiscal independence, the government should ask a mandate from the people. We think, however, that Sir George will soon take occasion to make it clear that nothing of the kind is contemplated, and perhaps at the same time he will tell us just where the Canadian manufacturer will get off if we go into the gigantic commercial union which is the representative of Canada, he helped to plan at the now historic Paris conference.

German Influence at Work

In the effort to prevent pernicious literature from entering Canada, no doubt many mistakes are made, since more usually of omission than of commission. Some of the offenders exercise considerable subtlety in their methods, and it is a pity that the government cannot feel safe to trust the alert intelligence of the people to detect the false friends and hidden foes among the offenders. Humanity has, however, a tendency to take the wrong turning if there be any opportunity to deviate from the straight road, and in the interests of good citizenship the censor's duties must be recognized. Possibly the censor might occasionally be wiser or more penetrating, but the post is not one to be coveted.

The activities of the German secret service render necessary much vigilance that would otherwise be unnecessary. An example of this appears in yesterday's papers, where a German doctor is represented as coming thru an adventure in Mexico with Villa bandits, who looted a Mexican Central Railway train. Dr. Hoffman declared that his life was only saved because he was a German subject, and had been recognized by some former patients among the bandits. These bandits who were so complacent to one of German birth swore great oaths and "Death to Americans," which is an interesting illustration of the effect of German secret service money in stirring up trouble in Mexico.

The Chinese newspaper Mun Hey Weekly, published in New York, prints its front page partly in English, and Prof. Munsterberg is apparently one of its angels from references and quotations made. The Chinese weekly is assiduous in its endeavor to sow discord between Japan and China, an obvious German game.

The point of view may be judged from the following sentence: "The fact is, the seeds of future wars are being

sown right along, and no matter which set of belligerents emerges victorious from the present struggle, there will be quarrels over the division of the spoils. There will be less fear of this if the Germans win. But if the entente allies come off victors there is no knowing how soon they will be at war between (sic) themselves. It will be hard to gratify all their ambitions on satisfy the greed of all of them."

Does The Mun Hey Weekly attribute the ravagement of Belgium, Poland and Serbia to the ambition and greed of the entente allies?

WILLS PROBATED

Robert Neely, a timber merchant, who died in Toronto, Oct. 7 last, disposes of a life interest in his estate of \$7405 to his wife, Ellen Neely. At her death the property goes to his son, Allen.

Near relatives of Pte. Ernest G. White, who was killed in Flanders, Sept. 15, 1916, while serving with the machine gun section of the 19th Battalion, share in his estate of \$1424. His mother Mrs. W. Platt, 277 Vaughan road, receives \$1500; his nephew, Ernest Storey, \$250; his sisters, Beatrice and Bessie, receive \$200 each, and his brother Will an interest in a Shaw street house. The Advent Christian Church receives \$200.

THIEF ENTERS STORE NEAR POLICE STATION

Gets Away With Big Load of Furs Without Disturbing Sleeping Owner Above.

Sometime between midnight on Saturday and Sunday morning, thieves made a daring entrance into McKendrick Bros. store at 1065 West Bloor street, and got away with \$3000 worth of furs.

The theft was not discovered until Sunday morning, when a member of the family went down to the store and found that the lock had been tampered with. He entered the store and discovered that the larger portion of the stock had been removed. Mute evidence of a wagon having been employed in the robbery was disclosed by the imprint of its tires in the soft earth at the back door.

The robbery occurred adjacent to the busy corner of Bloor street and Dovercourt road, close to where two car lines operate, and almost within the shadow of Ossington Avenue Police Station. So elaborate were the preparations of the thieves, that Alex. McKendrick, a member of the firm, who, with his sick wife and family, sleeps over the store, never heard them at work.

Naturally the robbery has caused much comment in the neighborhood, and criticism of the depletion of the police force in No. Seven Division is rife.

Both the members of the firm and the police refuse to discuss the matter.

Majority of People Are In Sympathy With Allies

Mrs. Nellie McClung, authoress, lecturer and ardent suffrage advocate in Toronto, is the guest of Mrs. A. B. Ormsby. Last night she spoke at Deer Park Presbyterian Church, and this afternoon will be the guest of honor at a reception given by her hostess at the ladies' club.

Mrs. McClung has just returned from touring the States, where she spoke in West Virginia, Philadelphia, New York, Boston, Providence and Baltimore. Mrs. McClung has returned from across the line firmly convinced of the sympathy of the majority for the allies. In many places where she spoke the American and Canadian flags were entwined. One woman declared that if Germany had been favorable to suffrage the war would not have come about.

What A Manufacturer Found Out

"I wish I had let you people look after our advertising three years ago."

These words were spoken by a well-known manufacturer who had looked after and prepared his own advertising for several years—and thought no one else could do it as well.

What changed his mind?

Well, for one thing, he found that we knew selling conditions in Canada a great deal better than he expected.

Another, that we could make his advertisements look more attractive and could put more human interest and selling punch into them.

He also found that we knew more about newspaper and magazine circulations and rates than he did.

Then, again, he discovered that we knew all about line drawings, wash drawings, screens, Ben Day tints, zincs, electros, stereotypes, nickeltypes, mats, etc., that were pretty nearly "Dutch" to him. Our knowledge has prevented mistakes and saved him money.

To summarize, he found that we knew how to make advertising PAY—and, at the same time, relieved him of time-consuming and, often, puzzling details.

It costs this manufacturer no more to use the services of our large and experienced organization than if he were doing his advertising direct.

Since connecting up with us his advertising appropriation has increased. He is using more space and more publications. He is getting bigger results. Placing his advertising in our hands has proven a good thing for himself, the newspapers, the magazines and ourselves.

McConnell & Fergusson

Advertising Agency

London, Toronto, Winnipeg, Windsor

ORDER FORM

for
O'Keefe's
Pilsener Lager
Special Extra Mild Ale
Special Extra Mild Stout
Old Stock Ale

In order to ensure quick deliveries of the genuine O'Keefe's Beers, your order must be sent, with remittance, to the Consumers' Import Company. Note the following prices for delivery in Toronto, and outside Toronto.

1918

TO CONSUMERS' IMPORT CO.,
345 Notre Dame Street East,
MONTREAL, CAN.

GENTLEMEN:—
I am enclosing \$..... for which please deliver
to me the following O'KEEFE'S BEERS:

	Prices for delivery IN Toronto	Prices for delivery OUTSIDE Toronto
.... 4 Gal. Kegs O'Keefe's Ale, Porter or Lager at	\$2.50	\$2.50
.... 8 Gal. Kegs O'Keefe's Ale, Porter or Lager at	4.50	4.00
.... Cases of 2 Doz. Quarts O'Keefe's Special Ale at	3.00	4.00
.... Cases of 2 Doz. Pints O'Keefe's Special Ale at	2.50	3.00
.... Cases of 2 Doz. Quarts O'Keefe's Special Porter at	3.00	4.00
.... Cases of 2 Doz. Pints O'Keefe's Special Porter at	2.50	3.00
.... Cases of 2 Doz. Quarts O'Keefe's Old Stock Ale at	3.00	4.00
.... Cases of 2 Doz. Pints O'Keefe's Old Stock Ale at	2.50	3.00
.... Cases of 2 Doz. Quarts O'Keefe's Pilsener Lager at	3.00	4.00
.... Cases of 2 Doz. Pints O'Keefe's Pilsener Lager at	2.50	3.00

REFUND ON EMPTIES

TOTAL...

It is understood that a refund will be made to me on return of empties as follows:

IN TORONTO

4 gal. keg \$1.00, 8 gal. keg \$1.50, one case,
2 dozen quart bottles, 72c, one case, 2 dozen
pint bottles, 50c, with a deduction of 2c. each
for any bottles short.

OUTSIDE TORONTO

4 gal. keg \$1.00, 8 gal. keg \$1.50, one case,
2 dozen bottles, \$1.00, with a deduction of 3c.
each for any bottles short.

ALL ORDERS MUST
BE ACCOMPANIED
BY POST OFFICE
OR EXPRESS
MONEY ORDER

NAME _____

STREET ADDRESS _____

TOWN _____

To get Prompt Deliveries of O'Keefe's Beers
Orders must be Sent Direct to
THE CONSUMERS' IMPORT COMPANY
345 Notre Dame St. East, Montreal, Can.

IMPERIAL
Ale Lager Stout

These beverages, brewed for local sales, will be found to uphold the O'Keefe standard of purity, wholesomeness and delicious flavour.

ON DRAUGHT AT ALL HOTELS
ORDER BY THE CASE FROM YOUR DEALER

THE O'KEEFE BREWERY COMPANY, LIMITED, TORONTO

Nov. 7th

Order a Christmas hamper to be sent to your soldier boy from Michie's today

Michie & Co., Ltd
7 King St. West

CANADA PERMANENT
3 1/2 %
Interest allowed on deposits of one dollar and upwards
TORONTO STREET, TORONTO.
MORTGAGE CORPORATION