

## HIGHEST AWARD GOES TO JOFFRE

French President Gives Him  
Medaille Militaire, Before  
Highest Officials in  
the Land.

[Canadian Press.]  
PARIS, Nov. 28.—12:29 a.m.—President Poincaré has conferred upon General Joffre the medaille militaire, the highest honor that can be conferred on a general. The presentation was made in the presence of Premier Viviani, Minister of War Millerand, the presidents of the Senate and the Chamber of Deputies, and the members of the general staff. In making the presentation, President Poincaré said the simple medal, which was the emblem of the highest military virtues and which was worn with equal pride by illustrious generals and humble soldiers was a mark of the nation's gratitude to their commander-in-chief. M. Poincaré added that he associated with him in his sincere congratulations General Joffre's devoted collaborators of the general staff and the magnificent armies of France.

**Must Abolish the Cause.**  
"The horrors of this sanguinary war," M. Poincaré continued, "will not damp the enthusiasm of the troops. The grievous losses suffered by the nation will not disturb its confidence, nor shake its will. France knows that to avoid a recurrence of this great war she must, in union with her allies, definitely abolish its causes."

"Indecisive victory and a precarious peace would expose tomorrow the genius of France to fresh insults from that refined barbarism, which assumes the mask of science the better to slake its insatiable thirst of domination. France will carry on to the end by a union of all of her children with the unflinching aid of her allies the work of European liberation now begun. And when she has completed the task she will find a fuller life in glory, concord and security."

The presidential party afterwards left army headquarters for an extended tour of the battle front.

**Award For Valor.**  
The medaille militaire was established in 1852 especially for non-commissioned officers and men of the army and navy. It is especially awarded to a general or admiral for valorous work after such have attained the highest rank in the Legion of Honor. It is therefore considered the greatest honor that can be conferred on a general or an admiral.

## RUSSIA'S VICTORY IS VERY COMPLETE

No Hope For German Force  
Which At First Escaped  
—Is Under Terrible  
Fire.

[Canadian Press.]  
LONDON, Nov. 28.—3:55 a.m.—The Daily Mail's Petrograd correspondent, who, in common with other Petrograd correspondents, hints that there is to come still larger news which they are unable at this time to transmit, says the possibility which seemed to exist that German forces which escaped the enveloping movement east of Lodz, would succeed in breaking through near Strzegow, and joining the rest of the German forces, now appears hopeless.

This German force, adds the correspondent, fighting its way back in the direction of the German front, is causing a terrible artillery fire, which is causing an appalling loss of life. The Germans are reported to be short both of food and of shells, as a result of their being cut off from their base.

**Austria Admits Defeat.**  
An official Austrian dispatch sent by Reuters Vienna correspondent, by way of Amsterdam, admits that Czernowitz, the capital of the Austrian province of Bukovina, has been evacuated by Austrian troops. The dispatch adds: "The situation on the Polish front yesterday was comparatively quiet. In west Galicia and in the Carpathians the fighting continues indecisive."

## GERMAN PRISONERS HAD PLANNED RIOT

[Canadian Press.]  
DOUGLAS, Isle of Man, Nov. 27 (via London, 9:29 p.m.)—A coroner's jury today decided that the shooting of several German prisoners of war during the riot in the Isle of Man detention camp last week, was justified. Col. Madoc, the camp commandant, testified that he believed the riot was prearranged. He said that a red hand made of cardboard was placed on the table during dinner, and that a pair was thrown through a window. The guards warned the prisoners, who advanced on them, throwing missiles. The soldiers were unable to use their bayonets, and, in the opinion of the commandant, were justified in firing. **Prisoner's Diary as Evidence.** A diary kept by one of the prisoners showed that a hunger strike had been talked of, and that one of the prisoners now under arrest had been going about stirring up trouble. Col. Madoc read an entry from his own diary, which, he said, was made on Nov. 15, by Chandler Hale, who is attached to the American legation in London as special secretary, as follows: "I visited the Douglas aliens' camp this day and found conditions very satisfactory."

"After the riot the dining-room was in an appalling state of chaos," continued the colonel, "the place being absolutely wrecked. The guards were attacked on all sides by the hostile aliens."

**Guards Forced to Shoot.**  
Douglas Blackburn, the guard who fired the first shot during the riot, testified that he did so when he saw one of the aliens about to strike another guard on the head with a chair. He said he feared that if the prisoners got possession of a rifle the situation would become more acute. Other guards testified that they withheld their fire until they had been cut about the face and hands.

**LEVEL CROSSING FATALITY.**  
TORONTO, Nov. 27.—Stepping from behind a northbound freight train at the Bayview avenue railroad crossing late tonight, Frank Swokonok, aged 38, a Macedonian, was struck by a southbound Grand Trunk Railway passenger train and almost instantly killed.

**ARE AIDING POOR BELGIANS.**  
THIRDPORT, Nov. 27.—At the regular meeting of the Willing Workers yesterday, forty members were enrolled and all are busy making useful articles for the stricken Belgians.

# IS THE LITERARY DIGEST IN THE PAY OF THE GERMAN KAISER?

A few Canadian newspapers, with more of a desire to be reckless than to be right or truthful, have, we feel, with malicious intent, published calumnies of the basest description, reflecting upon THE LITERARY DIGEST.

These newspapers have asserted that this well-known weekly has been "subsidized by German gold," that it has gone "into the service of the German Kaiser," that it is "under German control," and that "German bribe money has made it an organ for the spread of German culture." Then, assuming that Canadians are so soft-headed that reading THE LITERARY DIGEST will straightaway destroy them mentally, they warn the Government against its admission to the Dominion.

The publishers of THE LITERARY DIGEST unqualifiedly and unreservedly brand as absolutely false in every detail each and every one of these charges, or any others that have been made—or may be made—of a similar nature. There is not one scintilla of truth in them.

The business direction and the editorial policy of the magazine are precisely the same today as they have been for the past twenty-five years. It is published by Funk & Wagnalls, Americans for generations, who have a world-wide reputation as publishers of the New Standard Dictionary of the English Language, and other famous English reference works which are in the libraries of every intelligent family in Canada.

THE LITERARY DIGEST circulates as widely and freely in England and France today as it did before the war commenced, not a single protest having been heard. It has remained for an insignificant coterie of the Canadian press to attempt to exercise paternal guardianship over the Canadian people by decreeing what they shall and what they shall not read about the war. We are very much mistaken if broad-minded Canadians will relish, let alone countenance, such a relationship, once they know all the facts.

## The Kaiser Is Not Paying Our Bills

One of these journals plumbs the depths of the ridiculous when it sneeringly asks why we are making such a lavish expenditure of money in advertising in Canadian newspapers, unless this money has been furnished by the Kaiser!

While such a statement scarcely deserves answering, we shall not overlook it.

## Why This Advertising Campaign Now?

Every intelligent man knows that advertising is the life-blood of any business, and, with all modesty, we admit that legitimate and judicious advertising has always been our custom, and has been, in fact, a potent factor in achieving any commercial success which we may now enjoy.

The advertising that we are doing in Canada is merely an extension of a campaign which was inaugurated in the United States before the war began, and which has been extended to Canada, because in these times such an impartial journal as THE LITERARY DIGEST should be in the greatest demand by the great masses of Canadians, vitally concerned as they are in the fearful struggle, and eager as they naturally are for reliable news from all sides of it. Therefore, every dictate of common "horse-sense" and good business logic prompts us to remind the Canadian people of this fact. That is our reason for this advertising, and our only reason—and we are paying the bill cheerfully out of our own pocket.

## Why We Have Not Yet Resorted to Legal Process

Knowing the utter falsity of these newspaper imputations, and the construction that may be placed upon them by some of our friends throughout Canada, it has not been an easy matter to rest quietly under them. We realize, however, the high tension under which all the people of

If for any reason your news-dealer does not carry THE LITERARY DIGEST, or if you are living distant from a city or town, send to the publication office (354 FOURTH AVENUE, NEW YORK) the sum of \$3.85, and your subscription will be entered for one year (52 numbers). The publishers make this guaranty: If at the end of two months you should wish to cancel your subscription a notice to this effect will bring you by return mail the full amount paid (\$3.85).

# The Literary Digest

FUNK & WAGNALLS COMPANY (Publishers of the Famous NEW Standard Dictionary of the English Language), NEW YORK

the Dominion, including newspaper editors, are laboring at the present time; we realize that nearly 50,000 of Canada's young men are in Europe or on their way there prepared to fight shoulder to shoulder to uphold the principles of loyalty and love of the Mother Country which every real Canadian feels. We do not forget the anxiety for these loved ones that shadows many homes from Halifax to Vancouver. Were it not for these considerations and the fact that these absurd, yet annoying charges, would inflict their injury upon us long before they could be checked by legal process, we should rest our case with the Canadian courts to bring these detractors to justice. However, we are pursuing a "watchful waiting" attitude before advancing towards this means of redress. In the meantime

## The Literary Digest Will Give \$10,000

Divided as Follows:

\$1,000 TO THE CANADIAN PATRIOTIC FUND OF TORONTO  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF OTTAWA  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF WINNIPEG  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF HAMILTON  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF QUEBEC  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF EDMONTON  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF VANCOUVER  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF HALIFAX  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF MONTREAL  
\$1,000 TO THE CANADIAN PATRIOTIC FUND OF ST. JOHN

Under the simple condition that any or all of the newspapers which have so recklessly slandered us will come forward with evidence that will prove to the satisfaction of the Canadian Newspaper Press Association:

That the editors or publishers of THE LITERARY DIGEST have ever received, directly or indirectly, a German mark, a British shilling, a French franc, or a Russian copeck, or other money of any kind or in any amount for the purpose of influencing anything that has been said or left unsaid in the columns of THE LITERARY DIGEST.

Now is the time for these newspapers to convince their readers that their charges have been based on evidence or have been uttered simply to poison the mind of the Canadian public against THE LITERARY DIGEST. By making good their assertions they can also add a material contribution to the cause for which they are presumed to have such a zealous regard.

## Ringing Words From a Canadian Editor

The big, fair-minded Canadians, who have been reading THE LITERARY DIGEST for many years, will doubtless agree with the editor of The Saskatoon Phoenix, who says: "The outcry against THE LITERARY DIGEST is evidence of sheer bigotry and stupidity. As a collector and condenser of universal opinion, it is one of the most valuable magazines published on the continent. It is of inestimable value to the eager but busy reader, to the student of world-politics, to the man whose business it is, or who makes it his business, to know the trend of opinion and events throughout the world. Those who profess to find pro-German and anti-British sympathies in THE LITERARY DIGEST are gifted with a preternatural instinct for discovering what their prejudices desire."

## Get the Literary Digest This Week

We urge those of the Canadian public who are not familiar with THE LITERARY DIGEST to commence reading it now! They will find in it all sides of the war impartially reported. They will also find that the same policy extends to all other topics of world-interest, politics, science, invention, commerce, literature, religion, amusements.

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