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LONDON, MONDAY, OCTOBER 19.

NAPOLEON'S HAND.

COL. F. N. MAUDE, C. B., one of the British officers, who has written military reviews of the war situation for the press, continues to press his claim that the French army of today is invincible. In answer to a charge that "not one of the whole crew" (of military writing experts) believed Paris could be saved, T. P.'s Weekly points out that Col. Maude had repeatedly made it plain that he did not believe the Germans would enter the French capital.

Col. Maude, in a recent article, tells of a French military reconstruction to which the world has not yet awakened, and he advances the claim that the genius of Napoleon has been caught by the French generals and that the retreat was part of a great scheme of "fixation"—a system whereby your strategist must first of all fix the enemy by resolute fighting, whether by attack or retreat does not matter. The fighting has to be vigorous enough to chain up all his attention. Having "fixed" your enemy, it is then time to decide when and where to strike the decisive blow, which involves the bringing of a tremendous numerical superiority to a point in the enemy's lines which could be chosen to suit the general's purpose. During this process, forces must be disposed so that when the time arrives to strike, the enemy must be so provisionally able to evade the blow. In a few lines, this was the genius of Napoleon, and Col. Maude asserts that Joffre is attempting it, and has so far been able to carry it out.

The present long-sustained fighting, the expert regards as a period of "preparation." The enemy must be worn down and misled into wasting his reserves, and the way made secure for the final knockout blow of the great reserves, which, made up of fresh guns, horse and foot, must inflict a quick, crushing blow at a decisive point.

In his summing up, Col. Maude says: "The fighting in the Meuse, Namur and Givet triangle was 'the fixation.' What has happened since is the 'preparation,' and what is about to happen now, perhaps, before these lines are printed—the onset of fresh 'masses'—will be the 'execution.'"

I shall not be in the least surprised if before our combined pursuit is stayed the German army is driven back almost upon the banks of the Rhine.

Whether or not Napoleon's plans are great enough to meet the tremendously larger situation than any for which they were intended, remains to be seen. There is this to be said for Col. Maude's view—that its author has an optimistic throughout and has an unshaken belief in the power of the French to deal with their invader.

TRUE NATIONAL HONOR.

SAY, what is honor? 'Tis the finest sense of justice which the human mind can frame. Intent each lurking frailty to disclaim, And guard the way of life from all offence Suffered or done.

Representative Gardner of Massachusetts has introduced a resolution in the House at Washington having for its object an investigation of the state of preparedness for war of the United States. In introducing his motion, he said he knew "that a public search would open the eyes of Americans to a situation which is being concealed from them." He said also: "The United States is totally unprepared for war, defensive or offensive against a real power. In my opinion, the effect of the vast sums of money spent by Carnegie in his peace propaganda has been to blind Americans to the fact that our national security from a military point of view is undermined."

The United States does not need to prepare for war. It occupies a place in the world not liable to attack. Its men of great wealth, such as Carnegie, have the highest sense of honor and justice in spending vast sums to secure the peace of the world. Carnegie and those associated with him are supported by public opinion and by President Wilson, ex-President Taft, Senator Root, Secretary Bryan and other statesmen. It is not liable to attack, and has no desire to attack. The Government of the United States has shown its willingness to submit all questions to arbitration. In this way its public honor keeps pace with private honor. Its national honor becomes "the finest sense of justice which the human mind can frame." It puts in practice the principles that will lead to the "brotherhood of man."

What a contrast there is between life in a nation that is not prepared for war, that does not want to be or need to be prepared, and that is willing to submit to arbitration all questions between it and any other nation weak or strong, and life in a nation that spends forty years in continuous preparation for war, and opens it by crushing out the national life, as far as it can, of a comparatively small nation against which it had no possible cause of complaint. The representative from Massachusetts

should consider the difference between the necessity to be prepared for war in Europe and in America, and the difference in the war sentiments of the two continents, and be thankful that his lot is cast in America.

Honor and justice have the same meaning when applied to national life that they have when applied to private life.

"A CHANT OF HATE."

UNTIL it became certain beyond doubt that the German army was acting brutally there was a decided tone of fairness in the press of Great Britain, Canada and the United States. The writers in the English language were determined to be just at all costs. For the German domestic life they had the highest praise. They hoped to regard their enemy as powerful, yet certain to observe a code of individual honor. Even now every lover of mankind hopes that the terrible charges may be all laid at the door of cruel Prussianism, and if the German people, as a whole, can be proven guiltless of the filthy acts charged against them, even their enemies will be relieved.

In all the blunt British condemnation of atrocities there has been nothing to equal the outbreaks of hatred in the German press against the English. The following, "A chant of Hate Against England," which appeared in the Jugend, written by Ernst Lissoner, is probably the most terrible expression of malevolence ever issued by one nation against another. Just as it is terrible in its direct sentiment, it is terrible in its injustice to a race which has done no evil to Germany, but has sought only to maintain its rights and regard its treaties as sacred. The poem is:

French and Russian, they matter not, A blow for a blow, and a shot for a shot; We love as one, we hate as one, We hold the Weichsel and Voges-gate, We have but one and only hate, We love as one, we hate as one, We have one foe, and one alone.

He is known to you all, he is known to you all, He crouches behind the dark grey flood, Full of envy, of rage, of craft, of gall, Cut off by waves that are thicker than blood, Come let us stand at the Judgment place, An oath to swear, to face to face, An oath of bronze to wind can shake, An oath for our sons and their sons to take, Come hear the word, repeat the word, Throughout the Fatherland make it heard.

We will never forego our hate, We have all but a single hate, We love as one, we hate as one, We have one foe, and one alone—ENGLAND!

In the Captain's Mess, in the banquet hall, Sat feasting the officers, one and all, Like a sabre-blow, like the swing of a sail, One seized his glass held high to hail; Sharp-snapped like the stroke of a rudder's play, Spoke three words only: "To the Day!"

Whose glass this fate? They had all but a single hate, Who was this known? They had one foe, and one alone—ENGLAND!

Take you the folk of the Earth in pay, With bars of gold your ramparts lay, Bedeck the ocean with low on bow, Ye reckon well, but not well enough now, French and Russian they matter not, A blow for a blow, a shot for a shot, We fight the battle with bronze and steel, And the time that is coming Peace will seal, YOU will never forego our hate, Hate by water and hate by land, Hate of the head and hate of the hand, Hate of the hammer and hate of the crown, Hate of seventy millions, choking down, We love as one, we hate as one, We have one foe, and one alone—ENGLAND!

THE KAISER AND CATHOLICS.

THE German Government is out with a protest against the English press in which it claims that the latter has overlooked the fact that a large proportion of the Prussian army is Roman Catholic, and that the emperor has always been respected. The partial destruction of the Rheims cathedral, and the burning of Louvain University are lurid refutations of this statement, but there is still another episode, which discredits the German contention. Several weeks ago in a message to President Wilson, the Kaiser charged Belgian priests with treacherously murdering German soldiers. This caused the leading Catholic journal of Germany to protest against such charges, and demand evidence. Of course, the evidence could not be produced because it does not exist, and it has been well established that the stories of atrocities on the part of Belgians are fabrications of the German Government. But the Kaiser saw to it that the courageous journal of the church was suppressed. After that, if the German Government continues to prate of its respect for the sanctity of the cassock, it will be "to laugh."

JOHNSON AGAIN.

OUR dispatch last month, regarding the heroic exploits of Jack Johnson with the Seagulls contingent, proved unfortunately to be one more mistake of that well-meaning but sometimes erring font of information, the Whole Cloth News Agency. An official, polite announcement of London, England, raises the lid of mystery for a moment from the real doings of the world's champion pugilist.

A vital part of the announcement is to the effect that the uncrowned king of Senegambia

"appeared at Bow street police court on Wednesday to answer a summons for using bad language in Cranbourne street, Leicester square. Police Constable McVitie said that on the afternoon of August 21 he spoke to Johnson's chauffeur about his motor-car causing an ob-

struction of the traffic, and asked him to move it. Johnson then came to the door of a tailor's shop opposite, and, using bad language, refused to allow the car to be moved. The police had great difficulty in dispersing the crowd, traffic being considerably congested. Johnson, who said he was now playing in Liverpool, went into the witness box and denied the language attributed to him. The motor, he said, belonged to his wife."

And we thought that Johnson had joined the French army and led the African onset which broke up the Prussian Guards! Evidently the French Government, in relieving him of a few surplus motor cars, had the chivalry to allow one to Mrs. Johnson. But on August 21, when the agony of the allies' retreat was approaching its climax, the modern Othello was getting fitter at the tailor's; and since then he has been "playing at Liverpool."

He might, perhaps, make a better showing in Uncle Tom's Cabin than some British actors who have essayed the task. One reader of The Advertiser remembers seeing a performance over there in which the Cockney accent of old Uncle Tom was rich enough to bring tears to the most hardened spectator's eyes. Johnson would have the right accent, and at any rate his occupation is not gone under the breath of war.

In spite of his reputation and his eloquent defence, Jack was fined by the British magistrate, as ever no respecter of persons, a sovereign, with four shillings costs. That is the medal for valor which the colored play-boy of the western world receives.

THE BRIGHT SIDE.

SO STUPENDOUS a catastrophe is the war that it seems ridiculous to look for or expect any immediate good from it, whatever world-wide and lasting benefit it may ultimately bring. Yet good of a very real sort has already come from the present strife through the revival of religious feeling in France, Great Britain and the other countries engaged in the struggle. It has always been a notable fact of any great war that it gives an added value to art, religion, literature, music and any of the other phases of life. But particularly is this the case with religion. Under normal conditions we take our religion calmly, as a matter of course, but when the great crisis arrives, with individual or nation, religion then becomes a real refuge. Where else are people to go for consolation when all the beautiful intimacies of family life have been severed by the call to arms, when homes have been wiped out and the fatherland or motherland is in peril. At such times mankind recognizes how beautiful and sacred are these "commonplaces" of peace, and the tried soul turns instinctively to religion for solace and support.

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The Duke of Wellington has said: "Bonaparte was, in one respect, superior to all the generals who had ever existed—it was in his power of concentrating such vast bodies of men—a most important point in the art of war. I have found that raw troops, however inferior to the old ones in manoeuvring, are far superior to them in downright hard fighting with the enemy; at Waterloo the young ensigns and lieutenants who had never before seen a battle, rushed to death as if they had been playing at cricket."

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After the examination had closed, the bar was convulsed by the judge adding: "Mr. Gunn, you can go off; you are discharged."

RATHER HAZY. [Exchange.] He got carried away by the spirit of the times and remained away for several days. He came to himself in his own room without knowing exactly how he got there. A friend sat beside him.

"Hello," he said, as he opened his eyes, "what day is this?" "This," said the friend, "is Thursday."

"The invalid thought it over a minute. 'What became of Wednesday?' he asked."

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Led by Wilhelm, as you tell, God has done extra well; You with patronizing nod, Show that you approve of God, Kaiser, face a question new— "This—does God approve of you?"

Broken pledges, treaties torn, Your first rage of war adorn; We on fouler things must look, Who read further in that book, Where you did in time of war, And that in peace foreswore, Where you, barbarously wise, Bade our soldiers terrorize, Where you made—he deed was fine— Women screen your fring line, Villages burned to dust, Torture, murder, bestial lust, Filth too foul for printer's ink, Crimes from which the apes would shrink, Strange the offerings that you press On the God of Righteousness!

Kaiser, when you'd decorate Sons or friends who serve your Sate, Not that Iron Cross bestow, But a Cross of Wood, and so— So remind the world that you Have made Calvary anew!

Kaiser, when you'd kneel in prayer, Look upon your hands, and there Let that deep and awful stain From the blood of children slain Turn your very soul with shame, Till you dared not breathe that Name That now you gibbly address As one of your allies.

Impious braggart, you forget: God is not your conscript yet; You will learn in dumb amazement That His ways are not your ways, That the mire through which you trod Is not the high white road of God.

To Whom, whichever way the combat rolls, We, fighting to the end, commend our souls.

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PRESS COMMENT ON THE WAR

GUARANTEE OF FIDELITY. [La Presse.] The free and democratic government which the Boers have been given by and have accepted from their conquerors are the best guarantee of their fidelity to England. And the former rebel, who has repeated his treason will not be able to succeed, no matter how he may be financed and armed by Germany.

THE EMBATTLED EMPIRE. [Fall Mail Gazette.] The meaning of the British Empire stands clear before the world today—clearer than the most informed minds have ever known. Whatever the burdens of the war may be to ourselves, its reward will outstrip in magnitude and durability the utmost sacrifice that we could lay upon duty's altar. In such an hour may we not rejoice to know that they are the rewards of courage, of honor, and of every impulse that spurred the meager and the weaker way? As the crown of Empire shines brighter in its jewels of strength, justice, and devotion, let us be thankful that the will to do right regardless of the cost or consequences has given us the title to wear it proudly before the world.

LLOYD GEORGE DRAMATIZES SITUATION. [Westminster Gazette.] One of the most dramatic parts of Mr. Lloyd George's speech was his presentation of the quarrel between Germany and Russia: "You lay hands on that little fellow and I will tear your ramshackle Empire limb from limb. Which is precisely what Russia is doing."

HARRY'S EXCITING WEEK. [Lippincott's Magazine.] "Well," mused 6-year-old Harry, as he was being buttoned into a clean white suit, "this has been an exciting week, hasn't it, mother? Monday we went to the zoo. Wednesday I lost a tooth. Thursday was Lily's birthday party. Friday I was sick, yesterday I had my hair cut; and now here I am rushing off to Sunday school!"

HOW MUCH PAPA KNOWS. [Cleveland Plaindealer.] "Papa, why does the pretty lady frown?" "Because, my son, the men watch her when she goes down the street." "Then, papa, why does the homely lady frown?" "Because they don't."

COMFORT FOR THE STRAPHANGERS. [Christian Science Monitor.] It may be of some interest to the straphangers of American cities to learn on the authority of an eminent Italian mathematician, that every person in the world could stand comfortably in an area of 500 miles square.

(Prepared by J. J. GIBBONS, Limited, Agents for Advertisers, 119-121 Wellington Street West, Toronto)

"Business As Usual"

IN Canada there are nearly eight millions of people. These people must needs be fed, clothed and sheltered, and in addition, Canada is called upon to provide a substantial portion of the wheat and foodstuffs for the old country.

Raising these foodstuffs is Canada's greatest industry. More than four millions of our people live upon the land. The crops these people have raised this year are not as great in volume as were the crops raised last year. Reliable estimates point to their being at least 30% less.

But this smaller crop is selling for about 35% to 40% higher than last year's crop. Wheat, for instance, at this time last year was offered at 78c a bushel. To-day it is being held at \$1.13 bid. Other farm products are selling at about the same proportionate advance.

So that, although Canada will reap a crop that may be 30% smaller than that of last year, she will get as much money for that crop, at the current increased price, as she received for last year's larger crop at the lower price.

The point we want to make is that, despite conditions in Europe, about 55% of our population will be just as prosperous this year as they were last year. The money these 55% will have to spend will keep the remaining 45% employed. In fact, proportionately speaking, the 55% which comprises the agricultural population will be far more prosperous.

For example, Provincial Governments have already passed legislation making the extension of farm mortgages absolutely compulsory.

In the past few years, owing to the fact that they have speculated in land, some farmers were not as prosperous as they would otherwise have been, because they have had to make heavy payments on land (both of principal and interest), money which they otherwise would have spent for developing their original holdings, for machinery, or on personal comforts.

Now, while it is true that to-day individual farmers may be in debt for supplies and machinery, and may have to use some of the money they receive for their crops to take up old notes, these same farmers will still have a surplus to put into the buying of new machinery, clothing, and the things that are necessary to modern farm life.

This year, and for possibly another two or more years, they will be spending this money for the development of cultivating facilities, and by doing so, raise a surplus that will enable them to make land payments two or three years hence without burdening themselves.

Furthermore, not all Canadian farmers have the millstone of debt hanging round their necks, so that the increased prices they receive for their crops will, in many cases, allow them a bigger spending margin than they have ever before enjoyed.

Admitting, then, that we, as an agricultural country, are dependent upon the crops for our prosperity, is there any cause for alarm about the small crop, when, on the face of it, the farmer is getting 35% more for his yield than he did last year?

Moreover, if this is true, it is also true that the farmer never had a greater inducement to increase his acreage than he has at the present time.

For the next two years the crops of Europe will be a negligible quantity, and Canada's agricultural products will be at a greater premium than ever.

Is it not reasonable, therefore, to suppose that Canadian farmers will be buying more equipment and supplies during the next six months than they have bought in the same period for more than a decade past?

If such is the case then, what must be the attitude of the Canadian manufacturer whose business is entirely governed by domestic conditions, as most manufacturing businesses in this country are?

There are only two courses open. One is a policy of curtailment and Micawber-like timidity; the other is to go on doing business as usual.

Admitting that there will not be as much business this year as there was last year, or the year before, it must also be admitted that there will not be as many men sharing in it. Some manufacturers have already quit. They seem to have lost their nerve, while other manufacturers have taken stock of resources, pulled their forces together, and girded themselves up to the point of getting every possible cent's worth of business that is to be had.

To give you an instance: Supposing there is a million dollars' worth of business to be done in a certain industry and that ten firms share it equally between them. We will assume that industry falls off 25%; that leaves \$750,000 to divide up. But you will find that at least three, and possibly four, of the concerns in that line will have lost their nerve, have closed up, or have cut down, or be showing signs of panic in other directions. The other six or seven who stay in the business with a strong resolve can obtain just as much, if not a little more, business each, than they received in previous years.

True, they may not make as much money this year as they did last year, but if they can keep their organization together, their goodwill and standing at the end of the present crisis will be far greater than the mere matter of profit secured would indicate. And eventually their profits will be much greater, because they will be deriving profits from an increased percentage of the extra business secured now. That is to say, whereas in normal times they only received profits on 10% of the total business done, the fact of three concerns dropping out of business will give them profits on about 13% of the total business to be done when conditions are again at normal.

Not only so, but the banks are watching concerns that have courage. The manufacturer who goes to a bank with a look on his face as though he has lost his spinal nerve is going to get the treatment he expects. But the man who meets his banker with a courage born of the certainty that the present conditions are not going to upset his business will get, within reason, the credit and support that he is looking for. Particularly is this the case with the manufacturer of an advertised product.

The man who keeps up his advertising at the present time will be the last man to feel the pressure of reverse conditions. But the public is fickle, and if such a man withdraws his advertising during the present period, the banker will not only become suspicious, but the public will confirm those suspicions by transferring its allegiance to the man who uses the present to get his product before the public in a stronger and more forceful manner than ever before.

And it is a fact that a dollar spent for advertising now will give the publicity value that, by contrast, could not be secured for \$3.00 under normal conditions.

There is one other phase to this matter, and it is this:

Canada is not dependent for her prosperity upon exported manufactured goods. In fact, the balance of trade has been against her for many years. Right now