

CANADA TO PROSPER AS NEVER BEFORE

EVERY MAN WILL BE NEEDED WHEN WAR IS OVER.

Firms Making Munitions Will Find Market in Their Lines That is Understocked.

The question which is asked the different manufacturers to-day is, "What will you do when the war orders stop?"

This question was answered in quite a satisfactory way from an American standpoint by Edward Mott, Woolley in an article which appeared in a recent issue of McClure's Magazine.

These explanations of course do not directly apply to the coming conditions in Canada. The fact that Canada is at war while the United States is not must be considered. We can, however, base our prospects on very much the same principles as those of the United States.

It is needless to say that before the war, let us say, since the spring of 1913, we experienced a general stagnation in almost every line of business. The cause of this was no doubt largely due to an over-production of almost every line of manufactured goods. From Halifax to Vancouver, Canada has been flooded with not only goods of domestic production, but also goods of foreign manufacture. Every part of Canada was being thoroughly covered by representatives of Canadian and foreign manufacturers. Every representative found it necessary to get a certain portion of business from his particular territory.

The Commercial Travelers' Association of Canada has issued a fabulous amount of certificates in comparison with the population of Canada. In a short time every wholesaler and retailer found himself loaded with goods and the public in general were not spending the money.

Real Estate Boom.

For some time previous to the shock of the world war, let us say since 1909, every imaginable sort of investment was placed before the man who had a savings account.

In a conservative estimate by an authoritative party, it has been said that the amount of sub-divided property throughout Canada exceeded that of the total incorporated property. The money alone which was spent for the advertising of different sub-divisions reached amounts which it is almost hard to credit. This goes to show that the profits made have been enormous to cover this large expenditure. Almost every person who had a few hundred dollars at his disposal was endeavoring to double it in this or that real estate transaction. Consequently these blockers of non-productive property soon began to take the place of the people's bank accounts.

The real estate offices boomed and the clients who had purchased found it necessary to deny themselves the purchasing of many necessities and luxuries, as the case may be, in the shape of manufactured goods. Soon the production became so much greater than the demand that different lines of business found it necessary to slacken up, while the real estate offices boomed.

Money Stayed in Country.

My object is not to denounce speculation, and it is true that in a certain percentage of cases the purchaser profited by it. The money did not leave the country. But it is easy to understand that by concentrating this large portion of the country's wealth instead of leaving it distributed among the money-spending people, it must have put a serious damper on business in general.

The coming of the war might have been described as a volcanic eruption in business. For a few weeks many lines of business stopped up completely. Then all of a sudden everybody went out to look for war orders.

I can speak of one firm authoritatively, who manufacture trunks and leather traveling goods. For some months before the war came the business of this firm had dwindled down to almost nothing. Fortunately this concern's financial standing was strong, and in spite of the business depression they managed to keep running on short time. The shortage of business in this particular line, like many other lines, was certainly due to over-production. Were you to go into this factory to-day you would see that it was running to its capacity on day and night shifts, but not manufacturing traveling goods.

Working Off the Surplus. They are now doing their part towards the war orders in the saddle line, and instead of manufacturing goods which were not saleable in order to maintain their staff of workmen, they now find an opportunity to run to their capacity, and in this way allow the over-production of their regular line of merchandise to right itself by for the time discontinuing its manufacture.

Automobile factories, iron foundries, clothing, hat and cap, leather goods, shoes, and almost every line of manufacturing get their share of the war orders, and the evil to business in general (over-production) has for the time been stopped.

The wholesaler and retailer now have an opportunity to clear out a large portion of the big stocks which have been accumulating on their hands, and make room for the new goods which they must have when the war is over.

The workman who had invested his savings in non-productive propositions, and then found himself confronted with hard times, now leaves his money in the bank to use as he requires it. He has learned his lesson.

When the War is Over.

When the war is over the wholesaler and retailer will have their stocks reduced to a point where they will find it necessary to buy in quantities again.

The consumer will suddenly realize the necessity of many lines of goods which, owing to the uncertainty of war conditions, he had neglected to purchase.

The flow of emigration from Europe, of which Canada is certain to get its large share, will also greatly increase the demand for all lines of manufactured goods.

Every man's services will be required to meet the increasing demand, and in short, business in general will open up with a clean slate.

And the curtain will rise for the longest run of national prosperity that we have ever experienced.—Morley J. Turner in Star Weekly.

BRITAIN'S DRINK BILL.

Could Do More Than Pay for the Present Great War.

The propaganda for thrift now in progress in Great Britain is led by a Parliamentary Savings Committee working in collaboration with the Treasury. The war has in every way brought people and Government wonderfully close together, and the great publicity movements carried on for recruiting and for the floating of the war loan have marked out the course for the present movement. The Savings Committee comes to the public frankly and urges saving as the means for keeping the country's finances right in spite of the war. Nor does it stop merely at the advocacy of thrift—it points out many ways in which saving can be effected. The primer of the movement is a pamphlet entitled, "Why we should save and how," which goes into the most intimate details of housekeeping and points to expenditures which, under present conditions, might well be avoided. This pamphlet is being spread broadcast throughout the land.

The press have taken up the campaign and there is a constant stream of comment upon the economies which may be effected. It is evident that the leaders in this campaign have in mind not merely saving during the war, but after. A special article in the London Chronicle says: "For the first time in our history the working classes have been invited to take part in financing a great war. If only they can be induced to save out of the high wages that they are earning they have the chance of a century for revolutionizing their position and for ending the war as capitalists, with a big reserve behind them, able to speak on all industrial questions with a certain strength and confidence that they have never known before."

The Morning Post says: "The amount of ability which flows today into useless luxury and non-productive work is scarcely inferior to that which is devoted to production itself."

Mr. Harold Cox, an eminent authority on finance, points out that Britain's debt at the end of the war may amount to \$10,000,000,000, which at four and a half per cent, the rate of the "great" loan, would mean an interest charge of \$450,000,000 a year. But a commentator on this statement points out that, even adding \$100,000,000 for pensions, the whole vast sum would still be much less than the annual drink bill, which amounts to \$650,000,000 a year. Thus, if Britain were to do away with drink as Russia has done away with vodka, the British people might pay for the war and still have everything except drink that they have now, and still have \$100,000,000 for social betterment.

KAISER'S BIG BOAST.

Until Sword is Snatched From Hand Will Not Make Peace.

The London Daily Mail says that three disabled Indian Sepoys, a Rajput and two Gurkhas, exchanged prisoners of war, are now in Brighton Hospital, after ten months' captivity in Germany. They were visited in their camp by the Kaiser.

The Rajput describes the German Padishah as a gentleman, with big mustaches, wearing a uniform covered with crosses and medals. He spent fifteen minutes with the Indians, asking them several questions and laughing and smiling all the while. As he left the Sepoy's cot he touched the sabre by his side and said: "I will not make peace until this sword is snatched out of my hand."

Not for Him.

Goodheart—I've got you down for a couple of tickets; we're getting up a raffle for a poor man of our neighborhood.

Joakley—None for me, thank you. I wouldn't know what to do with a poor man if I won him.

ACTUAL PHOTOGRAPH OF A GERMAN "LOOKOUT" SURRENDERING TO A FRENCH INFANTRYMAN



The story connected with the above picture is a simple one. A German lookout was stationed in an advanced trench beyond his companions for the purpose of keeping a watch on the French movements. A French infantryman spied and, charging the position with his bayonet, forced the German to lift up his arms and surrender. The reproduction is from an actual snapshot, considerably enlarged.

GERMANY A LAND OF SUBSTITUTES

MAKE SHAM COFFEE, OILS AND GASOLINE.

When Germans are Short of Anything They Invent Something "Just as Good."

One of the most serious errors into which the people of the British Empire appear to have fallen seems to be that of under-estimating the German power to do without products which the war prevented her from obtaining, or at least from obtaining in sufficient quantities, says a neutral writer whose sympathies are strongly with the allies.

It was not realized to what an extent, even before the war, Germany had become the classic land of "substitutes."

Somebody who knew Germany once said that a gentleman was the only thing under the sun that Germans could not manufacture by chemistry out of coal tar, and that was because they had no adequate analysis of the natural product.

Food exhibitions in various cities of Germany, and more especially in Berlin, have had as one of their most prominent features kiosques or booths where you could sample substitutes of all kinds for coffee, yeast, eggs, butter, olive oil, and the like. Even before the war, substitutes like Kathreiner's malt coffee were a household word, whilst the roasting of acorns for admixture with coffee was not only a secret practice of some families in the lower middle class, but was even generally recognized a custom of the poorer folk that the children of poor families were given special printed permissions by the police to gather acorns for the purpose on the sacred grass of the public parks.

It is necessary to try to picture English housewives of the years before the war taking an interest in substitutes for tea to realize what the German interest in substitutes for coffee then meant and has meant to them since. The use of these manifold substitutes partly accounts for the fact that the price of coffee in Germany is now very little higher (actually about eight per cent.) than before the war. A case now notorious of food substitute is, of course, the German war bread. Despite all statements to the contrary, it has to be admitted that the war bread of Germany neither looks nor tastes very appetizing. It is true that this is less the case in Austria; but in Germany, at any rate, the war bread was only definitely disagreeable when the potato meal substitute for rye or wheatmeal was badly mixed or badly prepared.

Substitute Oils.

Of substitutes for olive oil there were already several derived from nuts of various kinds. Latterly, since the supply from Italy has ceased, German ingenuity has set to work to find substitutes in addition to those already existing. One of the leading chemists told me as a fact that the Germans are now extracting a substitute for olive oil from cherry stones, although he did not know, and I cannot say, on what scale the experiment is being conducted. At any rate, "Save your cherry stones" had already been started during the cherry season on his career as a popular domestic war cry. I am told that since almost any kind of fruit stone contains glycerine, as does olive oil, it might be possible to produce a substitute from it.

For dealing with meat which elsewhere might properly be regarded as unfit for human consumption there have long been special appliances in regular use in Germany in peace times. The so-called Freibank was a State or municipal butcher's shop attached to the big municipal abattoirs in Berlin, Munich, Cologne, and elsewhere. Here tainted meat or meat from animals locally affected by disease is specially treated by a steam process and other methods, so as to free it from all danger to health. Meat so treated does not, of course, pretend to have the nutritive value of ordinary fresh meat, but the Germans acted on the principle that it was better than nothing. Such meat was described as bedingt tauglich (that is, fit for consumption under reserve). It was sold at very low rates to the poorer population, who in times of scarcity came long distances and made long vigils outside the Freibank to be near the head of the queue when the sale began. In war-time, of course, the institution of the Freibank speedily made its appeal to wider circles.

Benzol for Gasoline.

To turn to other substitutes, it will be recalled that Germany very early began to popularize the use of the heavy benzol instead of gasoline for motors. Prizes for the most effective benzol consuming engine, for benzol carburetors and so forth, were offered by various official departments in recent years, and I was told that since the war ingenious inventions for a more satisfactory employment of benzol had been adopted. Naturally alcoholic extract from potatoes, always a great German and Austro-Hungarian industry, has also found increased employment.

When Germany fell desperately short, as she did at one time, of lubricating oils, she used fish oil.

For copper in electrical and other industries Germany claims to have devised substitutes before the war, and her experts now assert that, in a wide range of industries, copper pots can safely be removed and used by the ammunition factories, since they will replace the pots by entirely satisfactory substitutes. It appears necessary to add here a word of explanation. It is perfectly true that Germany makes every effort to get copper from every possible source. It is true that housewives are being asked to sell to the Government their copper cans and kettles. But this does not mean that these are Germany's last copper reserves. It means that on the whole there is less disturbance of ordinary conditions created by taking the domestic preserving-pan than by removing copper wire from the tramways. Also every pound of copper thus made available at home diminishes the amount which Germany must import from abroad and pay for with her cherished gold.

The situation may be summarized thus: The necessities of life in Germany have risen very much less in price than Germans themselves expected or than people in other countries were erroneously made to believe. It is, of course, not true that prices are "practically unaffected," and it is not true that Germany does not feel the pinch of war. But it is true that there is no real shortage; it is true that Germany can feed herself, and it is true that famine prices, that is, the heroic prices of a besieged city, are not being asked for.

A Sad Omission.

Dorothy was so homesick at her first party that the hostess' mother suggested that it would be better for her to go home. Dorothy gladly accepted the idea, but a few minutes later, answering a timid knock at the door, the hostess' mother found Dorothy bathed in tears. "Well, Dorothy, I am glad to see you again. Did you decide to come back?" "No, m'm, I f-f-forgo-t to say I ha-had such a nice time!"

No Note in His Eye.

"What are you studying now?" asked Mrs. Johnson. "We have taken up the subject of molecules," answered her son. "I hope you will be very attentive and practice constantly," said the mother. "I tried to get your father to wear one, but he could not keep it in his eye."

TACTICS OF INDIANS.

Canadians Baffle Foes With the Tactics of Aborigines.

"The life of the Canadians at the front takes one back to the tales of the North American Indian, which were the delight of our youth," writes Maurice Barres, the French Academician, who is on a visit to the fighting lines as the guest of the French staff. "This week," he explains, "I saw the huts of the Canadians, built of trees sawed lengthwise, exactly like the log cabins which they build for hunting boxes or the log houses they inhabit sometimes in the prairies north of the Great Lakes.

"A survival of the old Indian romance is found in the Canadian army. Trappers in khaki were shown me who make use of the thousand tricks of their trade against the enemy. They hunt him with the williness of the old scalp-hunters, toned down by English humanity.

"Following in the wake of Germans crawling across the cornfields, the Canadian manages to creep along without causing a single leaf to move. They remain for hours on the watch, lying on their backs and studying the ground around them by means of a little mirror. Should the Germans, reassured by the long silence over the still fields, venture out, he is pounced upon, bound with rope in a couple of seconds. The other day, after a series of such fruitful exploits, the Canadian scouts threw over into the German trenches a number of little cards inscribed: 'It is useless for you to send out any more patrols; you have Canadians in front of you.'

"I know, of course, that among these volunteers there are many modern Canadians, business men, professional men, workmen. All are not sons of trappers or backwoodsmen. But it is a fact that they have more initiative, more ingenuity and more enterprise than European soldiers. And to look at them, what tenacity there is in their expression!

"In a huge open-air depot I was examining their military transport vans, all marked with the maple leaf, when my eyes fell on a little tent covered with weird stripes and figures in green paint.

"What is that?" I asked. "A Canadian officer's tent." "But those green signs?" "Oh, nothing! The background merely has been arranged so that, from above, it will seem to form part of the meadows and woods."

"But I had recognized, amid the splashes of paint, various hieroglyphs which again took my mind back to the days of the redskin—the cat's head, the black hand and, finally, the Swastika, the talisman which has come down to us from the farthest ages.

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LIVERPOOL LIKES LIMIT ON DRINKS

THE BARS ARE SHUT MOST OF THE DAY.

Great Increase in Industry Comes With Anti-Treating Restrictions.

The new drink restrictions in Liverpool, including anti-treating, have proved most successful. The city that formerly had a reputation of being one of the worst in the kingdom has become one of the soberest; in fact, a drunken person is one of the rarest of sights. With added sobriety has come a remarkable increase in industry, and the authorities believe that troubles with dock workers, which several months ago were so prominent, will not occur again, at least during the course of the war.

The hours for drinking are limited from noon each day to 2.30 p.m. and from 6.30 to 9.30 p.m.. Outside these hours it is impossible to buy a drink in Liverpool, even if one offered all the wealth of the Indies.

Night Clubs in London.

In London the restrictions on drink only apply to the poor. The saloons close at 10 o'clock and the poor man has to remain drinkless until 6 o'clock the following morning. But not so the wealthy habitues of West End hotels. There are no closing hours so far as the hotels are concerned, and all that is necessary to obtain an unceasing flow of drink is either to stop at one of the hotels or have a friend who stops at one. Aside from this it is a known fact that there are scores of night clubs running in London where every sort of intoxicant is supplied, beer in cups and whiskey in ginger ale bottles, and in many places even the pretence of concealment is ignored.

In Liverpool the restriction law applies to rich and poor alike. Guests at the luxurious Adelphi Hotel can no more get a drink during prohibited hours than can the humblest workman. A correspondent inquired at the Adelphi how it was that drinks in London hotels could have guests at all hours, but in Liverpool they could not. The manager gave this explanation:

"The theory is that a man's hotel is to all intents and purposes his home. But a man in his own home cannot send out to the nearest saloon and purchase drinks during prohibited hours, and that is what we contend in Liverpool. If a man purchases a bottle of whiskey during the open hours, keeps the bottle in his room and drinks during prohibited hours he has a right to do so. So can the ordinary workman buy a bottle of whiskey and drink it at home. There is no distinction in the law and its enforcement in Liverpool between the rich and poor."

Regulations Are Strict.

The anti-treating section of the new regulations, which makes a person liable to a fine of \$500 if he is discovered either buying anybody else a drink of lending him money for the purpose of buying a drink, at first raised havoc with the liquor trade of Liverpool. Business fell off tremendously during the first week, but now that the people have become used to the provision the trade is becoming normal again.

At the Adelphi the bartender said that during the first week of the anti-treating regulation the receipts fell off 60 per cent, and during the second week 40 per cent, but that now they are normal. "It took our customers some time to accustom themselves to the new rules, but now they are used to them, and it is doubtful if they would change back to the old treating days," he said.

The only exception to the anti-treating clause is at meals. A man may have guests at dinner or luncheon and treat his guests to drinks at table, but the bill for food and drink must be paid before the host quits the premises.

The success of the new regulations in Liverpool has delighted the authorities, and there are many who prophesy that there will never be a return to the old days of unlimited drinking and treating.

Joke Was on the King.

Victor Emmanuel, King of Italy, is a keen fisherman, and spends hour after hour with his rod, though the best luck does not always attend his piscatorial expeditions. Once, after several hours' angling had brought him only three poor fish, and he was returning to the castle, when he was met by a peasant with a magnificent catch of trout.

"You seem to be no great fisherman, to judge by your catch," commented the peasant. "I should say you were about as lucky as the king."

"Why?" inquired his Majesty. "Oh," replied the peasant, "he thinks a great deal of himself as a sportsman, but he is a poor body, much more fit to be a king than a fisherman."

Spoils the Impression.

"Rogers has an intelligent face. If he didn't say a word you'd know he was clever."

"Yes, but the trouble is he does."

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