

Public Opinion

GOOD STUFF.

(London Free Press.)

John Haig, brother of Field Marshal Haig, 60 years of age, was a miner in Hastings County, Ontario, when the war broke out. Despite his age he enlisted and is now a captain at the front.

THE LANGUAGE OF FORCE.

(Editor and Publisher of New York.)

Every red corpuscle in the veins of Americans is stirred by the day-by-day news from the western front. The manhood of the nation is speaking there the only language understood at the Court of Berlin. It is the language of might, of force. We have been reluctant to learn it, but we have not slighted the task—as the Kaiser is finding out.

THE MEDICINE TO CURE.

(New York Herald.)

"Make Prussia hate war," says Secretary Lansing. Sure! Give the Prussians and all other Germans so much of war that they will not talk war or think war for at least a century. A Southern contemporary suggests that the way to accomplish that is to "re-arrange the Prussian landscape so as to make it harmonize with the landscape of Belgium and Northern France." If that is the only way, it will be done.

THE TERRIBLE DEPTH BOMB.

(New York Independent.)

Of all the enginery of destruction produced in the war, there is no weapon more terrible than the depth bomb. The explosion of one lifts a column of water thirty yards wide fifty feet above the sea. One that was discharged nearly two hundred yards away from a 30,000-ton ocean liner heaved her up six inches in the water. So terrible are they that destroyers only drop them when running at high speed to insure a "get-away," and even then the iron floor plates of the boiler room are often lifted by the concussion.

A HAIG STORY.

(London Chronicle.)

Sir Douglas Haig, the Scottish commander-in-chief of the British armies, once said at a London dinner party:

"A Scot bored his English friends by boasting about what a fine country Scotland was.

"Why did you leave Scotland?" a Londoner asked, 'since you like the place so much?'

"The Scot chuckled.

"It was like this," he said. "In Scotland everybody was as clever as myself, and I could make no progress, but here—and he chuckled again—here I'm getting along verra weel."

WHAT'S LEFT IS STILL BRAVE.

(Hartford Courant.)

In the list of casualties published a few days ago in England the name of Brigadier-General Adrian Carton de Wiart, a cousin of the Belgian Minister of Justice, appears among officers wounded. The singular thing is that this is the twelfth time that he has been wounded in action. He lost one eye while serving with the camel corps in Somaliland. He lost one arm two years ago in the fighting near Ypres. When he came back he was wounded again and got his Victoria Cross. His body may hold out for the duration of the war unless one blow finally ends all, but if he comes through it will only be with a fragmentary body.

GERMAN CLASSES DWINDLING.

(Literary Digest.)

Empty benches are confronting the teachers of German all over the United States, despite the insistence of school boards and school superintendents that the scholars ought to learn the beauties of Teutonic literature, war or no war. The pupils simply won't do it, it seems. A thousand replies from every part of the United States in response to an inquiry show that the German classes are dwindling in various parts of the country—10 per cent here, 50 per cent there, 100 per cent in many places. The lofty and perfectly logical view is taken by many school authorities that we are not at war with German literature and the instruction is continued; but the students fall to appear. . . . While France and England feel impelled all the stronger to continue their study of German in order to miss no point in the enemy psychology, or no fact in the enemy procedure, our own necessities are different.

A YEAR OF FOOD REGULATION.

(Toledo, O., Blade.)

The Federal Food Board in New York, reviewing Mr. Hoover's first year, reports that Minneapolis flour was reduced from \$16.75 a barrel to \$9.80, a cent was cut from every pound of sugar, and marked reductions were made in prices of meats.

A FIGHTING FAMILY.

Mr. Alex. Wilkie, the labor M.P. for Dundee, says that a score of his nephews and grandnephews are fighting at the front. Quite a unique gathering took place at his London residence before the Parliamentary Recess, when he entertained one of his nephews from Quebec, two from South Africa, and one from Australia—all volunteers, all wounded.

EVERY MAN'S PART.

(Buffalo Commercial.)

One of the finest examples of democratic co-operation among self-governing people is the way in which the Allied food situation has been handled. Leadership is an important requisite when great matters are on foot, and in a democracy it is necessary that the leadership should be of the kind which best expresses the popular will.

TRAGIC AUSTRIA.

(New York World.)

By the aid of a "spear-head" of German troops and a campaign of treachery, Austria won last year a victory in Italy. Can she repeat it? Torn between the "must" of Berlin, and the "cannot" of her own statesmen what way of escape is there for the puny successor of emperors to whom the Hohenzollerns are upstarts? Not the least pitiable victim of the war is Tragic Austria.

PERU SAILS IN.

(New York Tribune.)

Peru's seizure of German merchant shipping interned at Callao is opportune. It adds 50,000 tons to the allied resources. It much more than offsets the tonnage destroyed in the German submarine raids on our Atlantic coast. The U-boat's task is unending. It cannot clear the seas. Replacement follows hard on destruction. Soon the balance will be against the destroyer. The military failure of the submarine stands out decisively in the fact that by July 1 or July 15 the United States will have sent to Europe an army of 1,000,000 men.

HOW ARE THE MIGHTY FALLEN!

(The Wall Street Journal.)

The other day certain New York bankers desired the presence at an important meeting of the president of a fairly large western railroad. They asked him by wire whether he would attend. He replied that he would if he could get accommodations in time. Now in olden times when railroad presidents spoke of "getting accommodations" they meant requesting a connecting line to put a private car on a certain train. The request was usually granted. But all this railroad president wanted was any berth on any train from Chicago to New York. He had to conjure up the 'ghost of his dead "pull" with an eastern line of which he had formerly been an officer to get himself squeezed in. A secretary was out of the question.

ALSO TRUE OF CANADA.

(Christian Science Monitor.)

According to William H. Allen, director of the Institute of Public Service in New York, "Our country's military unpreparedness when we went to war does not compare with our present unpreparedness for maintaining our schools," owing to the lack of teachers. Mr. Allen would have the truth about the teaching situation advertised. It has been advertised. And the effect has not been satisfactory. The truth about the teaching situation in the United States, as it has become generally known, is that the ignorant common laborer can generally earn a larger wage than the man or the woman who has expended capital, as well as time and intelligent thought, in learning how to become a teacher. The best way to advertise the situation is to advertise that men and women who are qualified to educate the young people of the country for the duties of citizenship will henceforth be fairly paid for their work.

WILL EAT THE EARTH.

(Southern Lumberman.)

From Amsterdam comes news that the Germans in their search for new food substitutes have made the discovery that "edible earth" exists in many parts of Germany. Layers of edible earth, it is stated, have been located on the moors of Luneburg, near Koenigsberg, in the valley of the lower Vistula and in the Grand Duchy of Hesse, while the Austrians, it is announced, have their own deposits of edible earth near Eger and Franzensbad, in Bohemia.

THINGS OUR ANCESTORS DID WITHOUT.

(Toronto Saturday Night.)

Joseph Blackburn, an eminent British woolen expert, lately gave some of his friends a little philosophical counsel on the subject of doing without things. Mr. Blackburn's motto is "Don't grouse," and in proof of the fallacy of concluding that you cannot live without this, that or the other thing, he drew up a summary of commodities which their ancestors did without and managed to survive. According to his showing the world was without sugar until the thirteenth century, without coal until the fourteenth century, without butter until the fifteenth century, without tobacco and potatoes until the sixteenth century, without tea, coffee, and soap until the seventeenth century, without lamps and umbrellas until the eighteenth century, without telegrams, gas, matches, and chloroform until the nineteenth century.

Whatever the war may have done to Germany and Austria, where some of these commodities are no doubt unobtainable, it has not reduced Britain or America to the condition of England in the days when Richard Coeur de Lion led his followers to the Crusades.

HOW ADVERTISING PAYS.

(New York Editor and Publisher.)

It is asserted that advertisers spend in the newspapers of this country in the course of a year about \$350,000,000. Assuming that, directly and indirectly, the newspapers reach and influence all of the people, this means that for the purpose of getting his message to him the advertiser spends about \$3.50 per year to reach each inhabitant of the country.

Does this expense represent an economic waste, as some people allege? Or do the advertisers and the readers find it mutually profitable?

The expenditure means, for the advertiser, a part of his selling cost. Selling cost cannot be eliminated in merchandising. Sales must be made unless manufacturing is to cease. If manufacturing is to be stimulated, selling must be. If output is to be large, distribution must keep pace. Unless output is at maximum of capacity, manufacturing costs mount, and must be added to the selling price of the product. Quick turnover of his product by the retailer is vital to the manufacturer who would keep his costs at minimum and his product at a maximum of excellence. Advertising affords the cheapest and the only successful plan whereby the commodity of real merit finds its market. Thus, while advertising is a part of the selling expense, it reduces selling expense to the lowest possible point, and becomes a factor of economy for both the manufacturer and retailer.

AFTER SCHOOL.

(Janesville, Wis., Gazette.)

Most people when they quit school, quit study for the rest of their lives. Never again do they make a serious attempt to acquire any form of education except what they can pick up in their daily work. They learn what they are told by their foremen, managers of the business, and their fellow workmen. But they do not make a consistent attempt to fit themselves for bigger jobs. Every person ought to be fitting himself for some bigger job, or at the least for better command of his own job. This may or may not call for the study of books. In most lines there are works of scientific and technical information that give the result of a great deal of past experience. Many of these ideas are known to every shop, but no one manager or foreman knows more than a fraction of them. The man who wants to rise will be seeking information from all sources available. If every mechanic would only give one evening a week to the study of works of technical information about his trade, the product of our mechanical plants could be greatly increased. If every office worker would give that amount of time to study of general business literature and practice, office forces would be more efficient. The farmer that wins out to-day is the man who follows the results of the experiment stations and reads bulletins. So it is in all walks of life.