Ypres Greatest and Most **Expensive Victory In The** Annals of British Army

Conan Doyle Gives Inside Facts **Showing Great Importance** of Recent Battles

British Army of 150,000 Kept Back 600,000 Germans From Coast—Cases Where Orders to Retreat Failed to Reach Cheshire, Highlanders and Munsters and They Fought to End

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In Time of War Prepare For More War

(Prepared by G. F. HOBART, MANAGER, Hamilton Advertisers' Agency, Limited, Hamilton, Canada.)

WHEN the treaty of peace is signed in Berlin, a new and free Germany will arise from the ashes. As a business competitor it will be more aggressive than the Germany of the

After the war of 1870 France paid her billion-dollar war indemnity to Germany with a shrug of the shoulders and became one of the great creditor nations of the world. Will Germany do less? Is it not probable that with its enormous and efficient industrial system it will do even better? Germany must gain its revival from its exports. It must pro-

duce for other nations and pay its debts in manufactured products. The "Made in Germany" label is not popular in Canada at the present time. How long will that sentiment last? What is the usual course in analogous cases? A brutal criminal is not popular. He might be in danger of lynch

law were indignant citizens able to lay hands on him. After his trial and conviction, however, our tenderly sympathetic people send comforts and luxuries to his cell and sign petitions for a commutation of his sentence, while the less emotional members of the community simply forget. This kindly human spirit that occasionaly is misdirected denotes a tendency that it is well to note.

A favorite trick of some selemen is to insult a prospective customer and then abjectly ask his pardon. In the fulness of his forgiveness, and to demonstrate that there is no ill-will, the unsuspecting prospect signs the dotted line on the order blank.

"Made in Germany" will not continue to be unpopular. The danger is that it may become too popular; that our sympathy for the "poor Germans" may affect our better judgment and our sense of justice towards the Canadian manufacturers, who have been ever true and faithful to British interests.

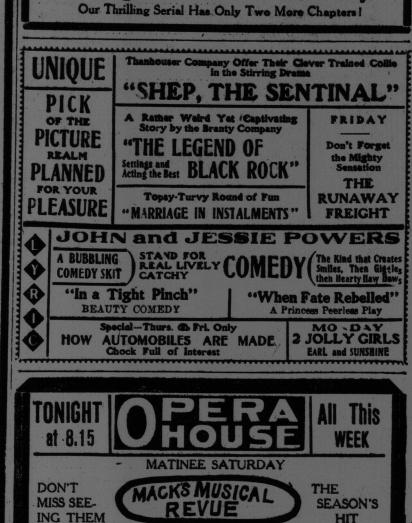
It is well to face frankly the peculiarities of popular sentiment. In fact, it is essential that this should be done by those who depend upon public approval for the sale of their goods. It requires only a slight knowledge of human nature to anticipate the indifference that will follow the present outburst of patriotic fervor.

Now is the time, when imports are discontinued, to get the Canadian people to acquire the habit of asking for Canadian brands; not because they are Canadian, but because the goods are right and the prices fair. Undue emphasis on the Canadian-made feature is apt to be ephemeral in its appeal. The present passionate patriotism is too intense to be abiding; but an acquired habit is more than second nature—it IS nature. On the other hand, when the Empire is no longer in danger we will return to our old thoughtless ways. We will resume our criticisms of the tariff. We will do our best as individuals to buy in the cheapest market and sell in the dearest.

Now is the time to prepare and to give Canadian business an impetus that will carry it through the period of reaction, and overcome the sentimentalism of newly-awakened sympathies. A brand thoroughly established in public esteem on its merits and by its publicity is proof against the ebb and flow of the tide of impulsiveness or the stagnation of indifference.

Now is the time to entrench a business against the possibility of successful assault. Now is the time to prepare for more war, a war of aggressive competition, that will be quite as vital to our commercial interests as is the clash of arms in Europe

(Republished from Toronto Globe.)





Entire Change of Program TONIGHT!