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FURTHER we will be able to obtain the maximum efficiency in our production, and the minimum cost in our purchasing and sales departments IF we can reach an output of 30,000 cars between the above dates.

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For further particulars regarding these low prices and profit sharing plan, see C. SMITH & SONS, Local Agents.

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CHOPPED OATS at... very reasonable rates

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Every bag guaranteed. If not satisfactory bring it back and get your money.

All kinds of grain bought at market price. Special Reduction on Flour and Feed in ton lots.

Phone No. 8 **John McGowan**

## The War Situation

OCTOBER 22, 1914

Some stirring events have taken place during the week. The German submarine again took toll of the British fleet by sinking the British cruiser Hawke in the North Sea and about 500 miles from the Elbe. The boat is twenty five years old and used only for patrol boat and in itself is of little consequence but the loss of 27 officers and over 300 men is irreparable. The Thesens another cruiser nearly escaped. There will be a fearful reckoning some day.

Dread of Zepplin raids on London and Paris are increasing. More stringent orders to darken streets at night have been made. Theaters are giving up evening performances so that lights may be out and licensed houses, restaurants and aristocratic clubs must stop all sale of intoxicants at one o'clock.

The Canadian forces disembarked at Plymouth, unexpectedly, but were given a great reception and many kind things were said of them by public men and the press. It is an epoch in the history of the Empire and the moral effect in the present struggle is great. The forces of the Dominion is one of the great assets of the Empire. In spite of much comment in recent years, it appears there were still some English folk who were surprised to find Canadian troops much like their own territorial. May have been looking for wild Indians who knows!

A rush was made for Ostend after the fall of Antwerp and a rush to Calais was effectually checked by the allies whose line stretches to the sea and no "turning movement" is now possible. Front attacks must now be the rule and a still more striking battle than any yet fought must be near.

Replying to a statement in a German paper that Britain could not raise more than 600,000 troops, the London Times says: "We have at this moment exactly double that number, 1,200,000 men and the number grows almost faster than we can cope with it. This is only beginning. With 1,200,000 at home, the army in the field, and the hundreds of thousands forming in India, Canada, Australia and elsewhere, we are merely forming a nucleus of the army yet to be. It stands to reason that an Empire of 400,000,000 can never lack men. The troops now in France are merely an advance guard."

On Saturday a naval battle took place on the North Sea between a set of British Destroyers and a similar set of German ones. The fast cruiser Undaunted overtook and riddled the German one so that in a few minutes the four German boats were sunk, 31 survivors, prisoners and only one British officer and four men wounded. On the water Britain is supreme, under the water she is vulnerable.

Canada will proceed to train and maintain a force of 30,000 men constantly from which contingents of 10,000 will be drawn from time to time and sent across to Britain.

## Liquor and War

What the London Times says. Issue of Sept. 25th, 1914.

The trail of the German troops is marked, as innumerable witnesses testify, by myriads of empty bottles. Their once proud soldiery is now typified by the colonel found in a stupor amid his unconscious men beside a cask in an Epernay cellar. We may contrast with this picture the spectacle presented by the Allies—Russia absolutely prohibiting the sale of vodka and beer throughout her immense dominions, France forbidding the sale of absinthe, the British soldier marching through the best vineyards in existence and temperately demanding, as many letters tell us, his cup of tea. The great victory over drunkenness in Russia has received far too little attention in this country. Since China prescribed opium the world has seen nothing like it. We have been well reminded that in sternly prohibiting the sale of spirituous liquor Russia has already vanquished a greater foe than the Germans. Is it fully realized yet that for the Allies, and for the first time in history this is to all intents and purposes a "total" war? We hope that the indiscreet people who insist on "treating" our soldiers and sailors on their return from the front will realize it very quickly.

The fight sternly waged by all the Allies alike against intemperance symbolizes the other victory which must eventually be theirs. Troops who march obeying the Tsar's Ukase against drink, who carry in their knapsacks Lord Kitchener's admonition to adore wine, already have an immense moral advantage over armies whose officers set their men the example of looting every cellar they find. In the vicious excesses of the German forces we see a hint of their coming overthrow.

It is interesting to note that since the publication of this editorial it has been announced in Petrograd that the prohibition of the sale of vodka is to be continued indefinitely even after the end of the war. This order is based principally on the tremendously improved condition of the country since the Emperor issued the edict prohibiting traffic in this liquor. The Russian authorities are so impressed with this startling regeneration of the peasantry that they believe it is likely to have an important effect on the social and economic conditions of all Russia.

Big discount off Wall Paper at McKechnie's.

HORSE FAIR.—The next Fair falls on October 22nd, and the bills ask for 100 light horses 14 1/2 to 15 hands and 200 light horses from 16 1/2 to 15 1/2 hands. Mr Black assures us that certain buyers will buy all Pleador stock offering

## After the War -- What for Canada?

Paper prepared and given by Miss Margaret Petty, teacher, of Varney, at South Grey Teachers' Convention

It seems to me there is much room for speculation as to "What for Canada after the war" and many possible contingencies for Canada, depending largely on the outcome of the war. Win or lose we will have to pay the shot. At the end of the war we will find ourselves with a vastly increased national debt and a pension list of no small proportion. We will also find ourselves irrevocably committed to a military and naval program, a larger standing army and a navy of some kind to protect our harbors and trade routes, for when Britain is at war, Canada is also at war. This is a burden that will fall upon us winning or losing. Should we lose we may find ourselves struggling to pay our share of a German indemnity in addition to the above. Or in case of an overwhelming defeat (which is not conceivable) we might find ourselves annexed to the German Nation, with all that would mean, to avoid which we might find ourselves glad to become an adjunct of the United States.

Britain no longer able to defend herself against aggressors, the British Empire would doubtless be dismembered, each colony going its own way. It is difficult to conceive of the outlying members of the Empire standing for the intolerable burdens of Europe and militarism. Can Canada stand the strain and will her sense of danger drive her into closer union with the motherland and her sister states? She must either do so or take shelter under the protection of the Monroe Doctrine. Canada will remain within the Empire, no doubt. She will be her action in the present war find herself as a fighting nation and by her growing strength will have an unquestionable influence on European attitude towards Britain. Industrially she will enter into a new era of prosperity, being in a position to secure much of the trade lost to warring nations. It is only reasonable to expect that a great influx of British emigrants will follow, which will probably submerge the too populous foreign element. British Capital too, will probably flow more freely towards Canada tending to develop her natural resources and industries at a much more rapid rate. It may also be a means of creating a better feeling between our English speaking and French speaking citizens which have not been too good of late.

As I have already stated, Canada will enter into a new era of prosperity and we all believe that Canada's gain will greatly outweigh her loss and we are all very optimistic as to the outcome of the war and its effects on Canada.

The first and perhaps the greatest effect of the war on Canada is the extraordinary opportunity for the expansion of Canadian Trade. Since so many of her competitors have shut down and the demand continues, Canada must do what she can to supply this demand.

Sir George E. Foster issues an appeal to the Canadian producers and manufacturers to win a bloodless but effective victory by capturing the immense export trade of Germany and Austria and availing themselves of the opportunity to which the outbreak of the war has given rise. Victory must eventually come to the Allies and with that victory Canada will enter upon an era of expansion and prosperity such as our country has never known.

Germany's industrial output has wonderfully increased in past years. In 1913 her exports totalled \$2,404,967,000 and those of Austria half a billion consisting almost entirely of manufactured goods. What the war means to Germany we all can see! Total loss during the continuation of a war and a long period of struggle after ceasing peace to regain even a part of her former profitable position. This immense void in production must be filled and the instant and pressing duty of Canada is to possess herself of a generous share of the production and trade thus lost to Germany, and to make her position so strong in these markets as to secure herself from being ousted by Germany hereafter. Canadians should and will find the details of what Germany and Austria have produced and sold to other countries and set themselves to supply either duplicates or substitutes.

In 1914 Canada imported from Germany goods worth \$14,684,069 and from Austria goods worth \$1,674,849 not to be in a country with the natural resources that Canada has. There are a great many lines of goods we might just as well make here and stop paying Europe for them. At the beginning of the war Germany confiscated all English and Canadian patents in Germany, England and Canada retaliated by confiscating all German patents in England and Canada. All these machines, devices, formulas which were the inventions of the Germans are now open to manufacture in Canada without let or hindrance. Two examples of these are the meat machines and the loom for weaving seamless rugs. This confiscation of German patents is one of the things the war has delivered into our hands. We are going to copy these machines now that the patents have been rescinded by the government. So it is with other lines. If we cannot duplicate their products, we can offer exceedingly good substitutes and all goods made in Canada must henceforth bear the Canadian hall-mark. Now that we are forced to get supplies we may find that it is

not necessary to go beyond our own territory. Possibly the same trait in human nature that entices us to buy from the mail-order houses when the local dealer is stocked, has led us to send to Europe for goods in order to enjoy the excitement of getting something from a distance. Whatever the cause, there can be no doubt about the value of Canadianizing Canada so that it is necessary to do so. A origin label has probably meant more to us than it should by rights and we may now find that Canadian clothes are almost entirely satisfactory.

Some of the wholesale firms whose travellers are out declare that they are seeing in the country towns, orders three times as large as at this time last year. Others are looking for a lull winter, but these have either not sent out their travellers or are selling luxuries or high-priced goods and these are taboos just now.

Not a little of the annual bill of millions for linens, laces, cottons and hankerys any toys will go into the pockets of our own manufacturers who have in some lines made greater progress than their foreign rivals. One Canadian firm sends eighty yavers to Europe twice a year. What will they now do for imported goods? They will do largely as the stores of the United States are doing, replace the imported goods with goods made at home. Some drugs and chemicals cannot be procured elsewhere than in Germany, but these we can do without and perhaps be none the worse.

Canada has the order to go ahead and produce. The world is waiting for her goods. Her great new national plant—her farms, mines, railways, canals, harbors, ferries, factories—can go to work. This war is in one way, the best thing that could have happened to Canada. It will sure the conditions we are suffering under in this country. Canada must now produce and quit speculating and borrowing.

The war has had a direct influence upon trade by creating a demand for supplies necessary for the soldiers. However all this emergency demand set up by the war is not going to stay with us, but we can keep a good deal of it by proper management, by giving the consumers the service they have been accustomed to and as much better as they want and we can make it. Thus by doing what we undertake a little better than the foreign business men, we will get and permanently hold a large share of the world's business.

In another respect Canada is likely to profit in a lasting manner by reason of this war, and that is in the back-to-the-land movement which is almost certain to manifest itself very shortly. Canada, by geographical and climatic limitations must grow grain and Canada can only prosper on the productivity of her grain growth. Now is Canada's chance. She is particularly rich in bumper crops that will sell at higher than ordinary prices. This will put two or three hundred million dollars in circulation in Canada within a few months, and unless all the signs fail, next spring will see the biggest movement of population from the towns and cities to the rural districts this country has ever witnessed. For twenty or thirty years past the movement has been all in the other direction. The cities of Toronto and Montreal in particular have been accused of drain-

Continued on page 5.

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- IN -

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