

## A Word With Subscribers

It is a popular misconception that in times of War a newspaper makes money. As a matter of fact, any newspaper which tries to do its duty by its subscribers, loses money during war time. This is true of The Daily and Semi-Weekly Mail. Both of these papers, in spite of their tremendous increase in circulation, are not making any profit out of the war. This being the case, we have to ask our subscribers who are in arrears to be good enough to REMIT. If we are properly doing our duty toward you as a subscriber, we have to ask that you will carry out your duty to us by remitting promptly any amount that may be owing to us.

If you want to help us make our paper better, send us your subscription in advance. We assure you that we will spend it in improving our news service.

Accounts are now being sent out, and we will be very much indebted to you if you will give the same your prompt attention.

## The Mail Printing Company

### "PAPA WILHELM" IN HIS HOME LIFE

London, Sept. 30.—One of the best pen pictures drawn of Kaiser Wilhelm according to those who have known the war lord, is contained in a book of memoirs just published by Miss Anne Topham, who for some years acted as English governess to the Kaiser's daughter. The "recollections" of Miss Topham contains besides its pictures of the Kaiser himself a number of interesting stories of the Kaiser's court.

From the numerous stories and incidents in the book in which the emperor figures, it is possible to reconstruct a graphic and by no means unattractive portrait of the ruler of Germany, alike in his functions of monarch and his role of husband and parent.

The papa of the princess is very much the Kaiser of high politics, alternately gushing and ferocious always cocksure and continually doing indirect things. Everybody around him is kept ever on the move, or ready to be on the move next moment; everyone with whom he comes into con-

tact is expected to be as interesting in everything as he is himself.

#### CANNOT UNDERSTAND SUFFRAGISTS

His son, the crown prince, is not more typically the tactless, hustling, grandiose yet childlike earnest but superficial Hohenzollern than is the Kaiser. All things, are plain to him, not excepting the mysterious ways of Providence; all except the suffragettes. He admits that he does not understand them.

"Why in heaven's name do women want to vote?" he asks; and he threatened one charming suffragist whom he met at Kiel, and who promised a suffragist invasion of Berlin, that if the Pankhurst followers went to Germany he would give them much worse than two days' detention in Holloway with newspapers to read and flowers to decorate their cells.

What exactly the German police would do with the suffragists Wilhelm II. did not make clear; but perhaps this problem will not worry any body much more.

#### HUMOR NOT SUBTLE.

Although a genial man in his leisure, the Kaiser jokes with difficulty.

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## DR. W. C. KIERSTEAD ON THE EUROPEAN WAR

(Continued from page one.)

meet the combined strength of Russia and France in behalf of her policy in the conduct of Austria. France sought to avoid the war and, like Russia, agreed to all the proposals of peace but was fully prepared to back up the position of her ally, Russia.

#### GREY'S WORK.

Great Britain took the lead in the proposals of peace. There was no means known to diplomacy that Sir Edward Grey did not use in the interests of peace. And so fair were his proposals that they seemed the co-operation of Italy, the ally of France and Germany, as well as that of France and Russia. In fact, Italy endorsed heartily the efforts of Great Britain for peace and when she was compelled to recognize failure because of the refusal of Germany or Austria she notified these powers that since the war was an aggressive and offensive one on their part, she was under no moral or treaty obligation to help them and would remain neutral. And this attitude of Italy is a fair interpretation of the facts of history.

There is no question that Great Britain desired peace and that she was forced with great reluctance into this war. All her interests as well as her ideals, were for peace. Even the greatest imperialist among us feel that "what we have we'll hold" should be now our aim and of late years all the energies of the empire have been turned into the betterment of social and industrial conditions, into the building of self-government within the colonies and the realization of a more vital unity within the great empire. Great Britain did not want the map of Europe altered, all her interests and obligations were on the side of the liberties and independence of the smaller nations of Europe. But she entered this war with grim determination against a brave nation for whom she had great respect, on the pathetic appeal of brave little Belgium, in the fulfillment of her obligations of honor, in her loyalty to a "scrap of paper", conscious of the duty of the strong to protect the weak and moved by a sympathy for France and a determination to save her from national annihilation.

It must be plain to any thoughtful person that the occasion of this war was not the real cause. The cause lies deeper in racial antipathy, in industrial and political rivalry, in the policies of selfish imperialism, the spirit of racial domination and control that have characterized too largely international relations among European nations. This sin of military imperialism, as we may name it, is not peculiar to one nation, or to one individual within a nation (for no one man can cause a war) but unfortunately, it has dominated too largely the national aims of great nations and is the great moral danger of intense nationalism. But this system finds its most aggressive, most efficient and bare-faced expression in the bureaucratic government of Germany. And lack of the slaughter and misery and destruction of this awful carnage lies in large measure, the guilty, brutal imperialism of the German foreign policy.

In 1911 General Bernhardt wrote his celebrated book, entitled "Germany and the Next War." I think it is only fair to regard it as an authoritative interpretation of the ideals and methods of the ascendant political party in governmental Germany. General Bernhardt gives us an outspoken and clear exposition of pan-Germanism or military imperialism. He tells us that Germany needs a great war and needs it at once, and she needs to prepare herself thoroughly and then to take the aggressive in the war. Germany needs war to recover her own unity, to secure colonial territory where her overflowing population may find a German way of living and not be lost to the fatherland. But war is not only an industrial but it is also a biological and moral necessity. It carries out the law of the survival of the fittest that runs through nature and keeps alive in a people the great moral virtues. The efforts "directed to the abolition of war are foolish and immoral and unworthy the human race." "A one-sided restricted formal law is to be established in place of the decisions of history." "To give the weak nation the same right to live as the powerful nation can only lead to the most disastrous consequence for the human race."

And General Bernhardt has no doubt of the superiority of his own race and of their moral obligation to control the world. "There is no nation whose thinking is at once so free from prejudice and so historical as the German. No nation on the face of the globe so able to grasp and appropriate all elements of culture, to add to them from the stores of its own spiritual endowment and to give back to mankind richer gifts than it received. Its capacity for absorption and generalization fits it for leadership"

ship" and imposes upon it that obligation. But to fulfill her mission Germany must enter upon an offensive war. "France must be so completely crushed that she can never again come across our path." "England must be conquered upon the sea and we must rest from her the supremacy she maintains there."

The spirit of this volume is responsible for the present war. One is rather surprised to find the celebrated psychologist, Professor Munsterberg, advocating this brutal philosophy in support of his native land, but such is the teaching of the new volume on America and the War. There is here no widened or enabled sense of national responsibility, no recognition that a nation may be small in numbers and weak in an appeal to arms and yet make an invaluable contribution to human civilization but we have the hard assertion of racial superiority and of brute force. The German state is organized with a view of conquest; it is military and bureaucratic and its educational, industrial and political activities are subordinated to the military ideal. This conception of the state is the inheritance of Prussian ascendancy and of Bismark. Bismark possessed a practical insight and diplomatic skill that the present German rulers lack but his spirit and ideals dominate Germany today. Bismark showed what could be done in the political sphere by force and by fraud, by methods of blood and iron rather than of liberty and justice. Bismark impressed men with the value of force, order, discipline, mechanical perfection and efficiency, he could create an empire and an army but he could not inspire men with spiritual ideals nor bring back to Germany the spiritual vision and moral idealism that it had in the days of Kant, Fichte and Goethe.

#### BISMARCK'S POLICY.

The policy of Bismark according to his own confessions, was materialistic and immoral. He hated democracy and freedom but believed in autocracy and in war as a means of national development. In an early speech he pointed out that "it was not by speeches and majority votes that the great questions of the day are decided but by blood and iron." He tells us that he united with Austria in a war against Denmark and robbed that little nation of part of her territory, and later made war against Austria and finally brought about war against France as a part of his policy to create a strong and united Germany. He recounts in his reminiscences how he altered and gave publication to a telegram which angered the French nation as he intended and led Napoleon to declare war in 1870. He declares that "every government takes its own interests as the standard of its actions however it may drape them with deductions of justice and sentiment." Professor Usher says, Bismark's heavy spirit has settled upon Germany; it has adopted his policy; it has his brutality, his greatness. It has taken his criterion of truth, which is Germanic, which is indifferent to justice, which is savage, his conception of the state which is sublime."

#### KAISER AN AUTOCRAT.

The present emperor is an incarnation of the same spirit. He is autocratic, military and imperialistic. "There is only one master in this country and I am he." "Considering myself as the instrument of the Lord without heeding the views and the opinions of the day I go my way." This is the autocrat obsessed with the old idea of the divine right of kings. "The soldiers and the army not parliamentary majorities," he tells the soldiers, "have welded together the German empire." "The ocean teaches us that on its waves and on its most distant shores no great decision can any longer be taken without Germany and the German emperor. And again he says, 'the future of Germany lies on the water.'"

And there is no doubt that the same imperialistic and militant spirit dominates the Crown Prince and the official and military caste of Germany. Even the German chancellor in 1912, said: "For months we have been living and are now living, in an atmosphere of passion such as perhaps, we have never before experienced in Germany. At the root of this feeling is the determination of Germany to make its strength and capability prevail over the world."

The desire for imperialism is strengthened by the industrial situation of Germany. In forty years the population has increased from forty to sixty-five millions, despite the fact of the large emigration. And the emigration has gone to the United States and South America and the British colonies, but few to her own small colonies. In the United States alone there are twenty-five millions of people that own German lineage,

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## PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give a lasting impression of its location, but when followed by repeated strokes at regular intervals at regular intervals the densest fog, the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic ADVERTISING—is in its effect not unlike a sound which, heard but faintly once is lost in space and soon forgot—

Printing Art.

### TRY AN ADVERTISEMENT IN THE DAILY MAIL

If your Stock of Stationery is getting low Telephone

### THE MAIL PRINTERY

### The Gold Dust Twins' Philosophy

THE floors and doors appear to wait until the dust germs congregate; the housewife hails each dawning day with grim and harrowing dismay. Says she: "My work will NEVER end: o'er dusty stretches I must bend, until, with aching back and hands I finish what the day demands."

#### The "Floor-and-Door-a" Girl

work and the endless doors, until when Hubby saw them, too, reflections said: "Why, howdy-do!"

"The Gold Dust Twins," said she, "I find, help leave the woes of dust behind. Each mark of sticky hands on doors, each tread of muddy feet on floors, all fade before the slightest touch of Gold Dust, and the work is such that, when the woodwork has been done, I find said work was only fun." This line of reasoning must show that those who've tried it OUGHT to know. If you, in one day's duties, find that there's a Grouch in ev'ry Grind, invite the Gold Dust Twins to share such tasks as tire and fret and wear.

From kitchen floor to bedroom suite, these tireless little chaps make neat, and best of all, the sum expense is measured up in meager cents. They put both dust and dirt to rout and run the last old microbe out.



The Gold Dust Twins

## MOIR'S CHOCOLATES

have established a new and higher standard of purity and deliciousness in candy-making. They are prepared from the best cocoa beans the market affords, personally selected by us, and ground in our own factory by skilled confectioners.

The chocolate coating is of the finest quality and the centres are dainty and varied, forming a combination which results in the most delicious chocolates you ever tasted. Try them.

MOIR'S LIMITED, HALIFAX, CANADA

Sold by Best Dealers Everywhere



## You have the answer-- POSTUM

"There's a Reason"

Canadian Postum Cereal Co., Ltd., Windsor, Ont.,

No need to get mad now, tear up the paper, or shout "nonsense good tea or coffee never hurt anyone." You know better than that, for you can point out all around you folks who are the worst for their slugging. Think over a few tea or coffee drinking friends and casually enquire if they are entirely and perfectly well and just how tea or coffee treats them. If it hurts others isn't it just possible? Catch the drift, don't you?

### It's a Poor Bargain

to swap health and a clear, business-like head for a few cups of tea or coffee each day.

Every tea or coffee toper tries to wiggle round and change his aches and ills to weather, overwork, too much or too little food, this, that or the other thing, but how he hates to admit that the real enemy is HIS MASTER, tea or coffee.

### A Sure Personal Test

will locate the exact cause of your steady destruction of health, if that cause be tea or coffee. It's worth knowing the plain, sober fact before organic heart trouble or other diseases set in, which perhaps cannot be cured.

The test is pleasant, accurate and satisfying—Quit both tea and coffee absolutely for ten days and in their place use POSTUM.

Postum now comes in two forms. Regular Postum must be boiled. Instant Postum—soluble form made in the cup instantly, with hot water. Both kinds of this famous food-drink have a delightful flavour and are absolutely free from caffeine (the drug in tea and coffee) or any injurious substance.

If in a few days you begin to sleep soundly at night, digest your food better, stomach and bowels shows signs of recovery, or the old feeling of weakness at the heart leaves, or heads works clearer (the ails of tea and coffee drugging are multitudinous) the facts will be before you, and

## ST. ANDREW'S COLLEGE

A RESIDENTIAL AND DAY SCHOOL FOR BOYS. TORONTO, ONTARIO

Boys prepared for the Universities, Royal Military College and Business. UPPER AND LOWER SCHOOLS

Calendar sent on application.

(Term Term Commences Sept. 10th, 1914.)

Rev. D. BRUCE MACDONALD, M.A., LL.D., Headmaster