

 **BOOK ON
DOG DISEASES
and How to Feed**
Booklet in German or English
Mailed free to any address by the Author
H. CLAY GLOVER, V. S.
118 West 31st Street, New York

America's
Pioneer
Dog Remedies

SPECIAL HOLIDAY Typewriter Offer

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My own view of Russia is that it is the freest country in the world; but it is a little sudden for our Nonconformists who have denounced her as a tyrant for the last sixty years, to hail her thus incontinently as the Champion of European Liberty.

V

It is disgusting to have to foul clean paper with the name of Serbia.

These swineherds who murdered and mutilated their own king and queen; whose manners make their own pigs gentlefolk; these assassins who officially plot and execute the dastard murder of the Crown Prince of a nation with whom they are at peace; these ruffians so foul that even cynical England hesitates to send a minister to their court of murderers—these be thy gods to-day, O England!

"Heroic little Serbia!"

VI

I have not a word to say against the Montenegrins. They are decent, honest, cutthroats.

VII

And now we come to the treacherous monkeys of Japan, the thieves and pirates of the East. Who makes the shoddy imitations of European and American machinery, forges the names of famous firms, sticks at no meanness to steal trade? Who, under cover of alliance with England, fostered in China a boycott of all English goods?

Only yesterday Japan was at the throat of Russia—or at least trod heavily on one big toe. To-day in Tokio they sing the Russian national anthem, and cheer the ambassador whenever he appears.

Why not? of course. It is natural, it is human; it is all in order. But it is fickleness and treachery; it is hypocrisy and humbug. Diplomacy is of necessity all this; but at least let us mitigate the crime by confession!

Human nature is never so bad when it is not shackled by the morality of emasculate idealists.

Does any person who knows the Far East believe even in an opium dream that Japan had any quarrel with Germany, or any care for her alliance with England? Kiao-Chau was an easy enough prey; well, then, snatch it, and chance the wrath of schoolmarm America and the egregious Wilson. But for God's sake, and by the navel of Daibutsu, and the twelve banners of the twelve sects of Buddha, let us spew out the twaddle about honor, and justice, and oppressed China, and the sanctity of alliance!

VIII

And England! England the Home of Liberty, the Refuge of the Oppressed, the Star of Hope of the Little Nations. I sup-

Fair Play in Advertising

"You have a good business proposition. We believe an ad in THE FATHERLAND would pay. But this firm is neutral and we fear if we should advertise with you, some of our customers would think we favored the German Cause."

It is hard to believe, but it is a fact, that this excuse for refusing to patronize us has been given over and over again to our representatives, while soliciting advertisements.

Never before have the hustling men of affairs of this country allowed either international or domestic politics to greatly interfere with their advertising if they could help it. Just what they are doing now, when they refuse to advertise in THE FATHERLAND.

It is notorious that the vast majority of the newspapers and magazines of this country are by no means neutral in this war—not a mite more so than THE FATHERLAND, only they are not as frank as we are about saying it.

But any astute business man can read between the lines. Why, therefore, if the advertisers we have approached are neutral, aren't they perfectly consistent, and withhold, as they do from us, their advertising from these other non-neutral publications? Have they done so? Not so you can notice it. Doesn't it follow that if they continue to favor solely the advertising mediums who espouse more or less openly the cause of the Allies, that they are after all not really quite neutral themselves.

Suppose this is so, what difference in all common sense and seriousness should it make in their advertising or business fair play?

Some of the biggest advertisers in this country are dyed in the wool Republicans, and others, Democrats. But do they in consequence, or have they ever refused to advertise in Democratic or Republican newspapers, as the case may be? Certainly not; such a thing would be a huge joke.

What reader, pray, of an advertisement ever thinks of the political feelings of the advertiser or that he indorses the politics of the paper by advertising in it? As a matter of fact, he don't care two pins. All he considers are the merits of the goods advertised. Honest advertising and a square deal are the only things that concern him in an advertisement.

This follows in reference to THE FATHERLAND. We believe that there is not one reader of this weekly, no matter to what side he may incline in the war, who has ever stopped to question the feelings of our advertisers in reference to the matter, or to think of censuring them because they advertise with us.

It is ridiculous to claim that any reader is so childish as to believe that an advertisement in a newspaper or magazine is an indorsement of the politics of that paper. Since when have the advertising columns become the editorial ones?

If the advertisers we have mentioned are really "neutral" why would it not be really the fair thing for them to favor all sides exactly alike? That is the meaning of neutrality. They are not supposed to care who wins and this surely would be real neutrality in advertising in war times.

But while these timid "neutrals" are standing off we need advertising and certainly there must be many among you, either firms or individuals, who have something to sell, which publicity will help. If so, won't you help us and let us help you at the same time? Don't delay the matter. Send in your copy at once. We will get it in an early issue.

Our rates are: 25 cents a line (Agate) for less than one full page. (Page rate \$100.00—extra for back covers.) No advertisements for less than fourteen (14) lines (Agate) accepted for less than four (4) insertions.

Address

Advertising Manager, The Fatherland
1123 Broadway, New York City