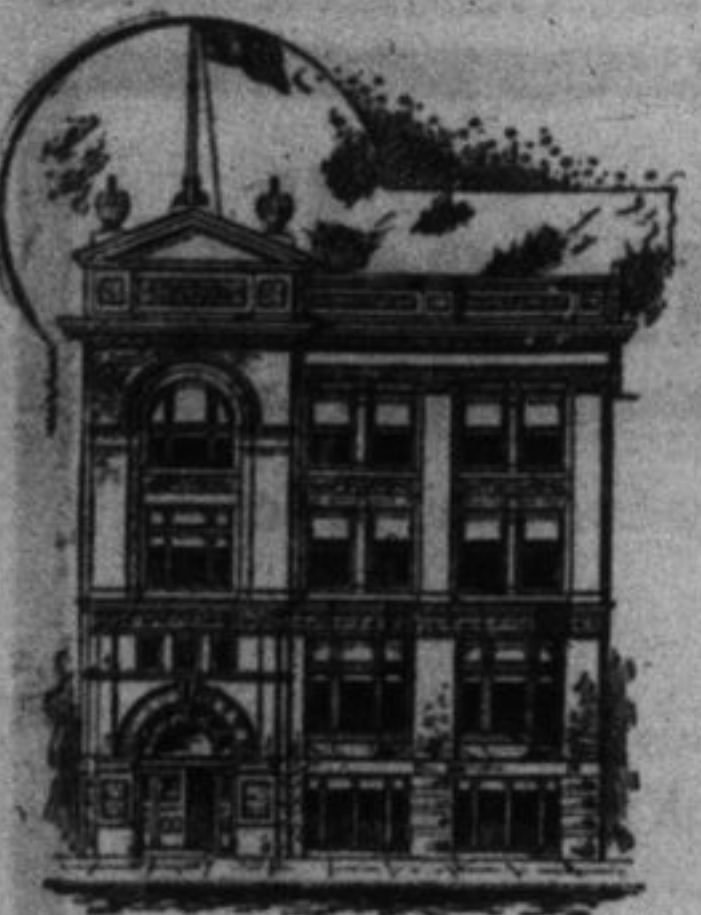


The British Whig  
SEVENTH YEAR



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Attached is one of the best job printing offices in Canada.

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THE "BACK NUMBER."

A merchant who fails to use newspaper advertising is termed a "back number" by Henry C. Brown, advertising manager for the Victor Talking Machine Company. He cites interesting instances of firms who do not part with the ownership of their trademarks for millions of dollars.

It lies within the power of any dealer to mount to great heights as a captain of industry if he will use newspaper advertising judiciously, he declared.

All the famous commodities won their fame by advertising. The merchant should tell the public through the newspapers something about his article, where it can be bought and how it can be identified. If he invents a trademark and advertises it extensively and properly, no influence under heaven can deprive him of profits.

Advertising experts laughed at his company some four years ago because it suddenly bought big space in the newspapers. They couldn't understand how it could justify a sudden swing from national magazines to local papers, but the wisdom of this course has been proved in enormous increases in sales.

DEWART IS AGGRESSIVE

The Toronto World says if Hartley Dewart is returned to the Legislature from Southwest Toronto on Monday next it will be largely due to the aggressive campaign he is making on the nickel question and the hydro-electric situation. He told the electors in clear cut language his attitude on the questions. The climax of the evening, however, was reached when Rev. John Bennett Anderson, a Church of England minister, rose to his feet and called out with passionate energy:

"I have been a Conservative all my life, but I can no longer keep silent. Mr. Dewart is right in what he says about nickel. I knew it ever since the war commenced. Canadian nickel has been going to Germany and it has been coming back from Germany to Canada in the dead and maimed bodies of the boys we have sent to the front."

The scene that followed beggars description. The audience arose en masse, cheering wildly. Many surrounded the venerable clergyman and fairly carried him to the platform. The campaign this week will be full of vigor.

VALUE OF BEAUTY.

New York is going to spend \$150,000,000 just to hide the unsightly tracks and coal sheds of a steam railway alongside beautiful Riverside Park Drive. The railroad company has agreed to spend \$300,000 to make certain changes such as moving away a high coal shed, and tunneling under the hill on top of which stands Grant's tomb. The railroad has also agreed to do away with steam locomotives along that stretch of road and use noiseless and clean electric engines instead.

A model four hundred feet long has been built to show how the tracks will be hidden from view of persons on the drive. In places the tracks will be roofed over with acres of steel and concrete upon which earth will be put and lawns and gardens laid out and trees and flowers planted. These alone will surpass in extent and beauty the historic hanging gardens of Babylon, that were one of the seven wonders of the world.

New York is doing this because she has learned that beauty is one of the greatest assets a city can have, and that it is worth spending \$150,000,000

to make its Riverside Park Drive so attractive that it will be talked about everywhere.

DID IT PAY?

Passion is a poor counselor, and when rage is permitted to overmaster reason men and nations are hurried into action by which they lose more than they gain.

The Prussian officials—the Kaiser and his entourage—who make final decisions in all important matters appear to have a singular and surprising propensity to do the inexpedient thing. By killing Edith Cavell they built a monument to her in England and probably added some scores of thousands of recruits to Kitchener's army. In executing the British Captain Fryatt, under war laws of their own, which other nations are too civilized to adopt, for sinking a submarine which sought to sink his vessel, the militarists have steered the hearts of their enemies and the demand is made in huge public meetings in the island kingdom that the Kaiser, the Crown Prince, Von Tirpitz and Von Bismarck, who as governor of Belgium had Edith Cavell shot, shall before peace is made and as a condition thereto be hung as common malefactors.

In recalling these things the Rochester, N.Y., Post Express enquires: Did it pay to kill the nurse girl whom pity led to help escaping prisoners, and the seaman whose crime was that he did his duty as he saw it? And has it paid the militarists to carry off to Germany some thousands of French girls and young women under circumstances and for purposes which have called forth the solemn protest of the Pope? Has their use of liquid fire and poisonous gases paid? Did the Lusitania atrocity pay them, or the sadistic carnival of lust and cruelty in Belgium? Does any one believe that, human nature being what it is, these infamies will not be paid for, not in kind perhaps, but in a more relentless prosecution of the war, more rigorous peace conditions and trade boycotts when the fight with guns is at an end? Probably the merciless men and nations always lose more than they gain, and bring their own destruction on them when passion overrides compassion and reason yields to wrath.

THE BURDEN OF THE WAR.

P. T. McGrath, who is the president of the legislative council of Newfoundland, writes to the Review of Reviews of the wonderful things Canada has done during the war. This great disturbance of the world's international business found Canada, like Britain and France, and all the other Allied powers, unprepared. But the call to arms was followed by extraordinary developments. In October, 1914, this dominion sent 30,000 troops across the sea; in the spring of 1915 the number had increased to 60,000; at the end of a year there were 90,000 men in the service, or more than the mother country sent into the Crimea; at the end of a year and a half 120,000, or twice as many as the United States sent into the Spanish war; and in April, 1916, the Canadian army had swelled to 310,000, or a larger army than Britain sent to South Africa during the four years of the Boer war, and a larger army than she sent into France at the beginning of the present struggle.

Mr. McGrath pays a high compliment to Canada's treatment of her soldiers, in the matter of pay and care, and to the efficiency they had shown in all the engagements in which they had participated. In the matter of finances, the country has assumed great responsibilities. The public debt was \$336,000,000 in the year before the war. In February, 1917, it will probably be \$820,000,000, and when the war is over, if it ends next year, the debt will be at least \$1,000,000,000. This means an annual interest tax of \$50,000,000, and a pension tax of \$20,000,000, a total of \$70,000,000, or about half of the ordinary expenditure for all the public services in 1914.

In anticipation of the strain of the war an appeal was made to the farmers in 1915, and they responded with a will. The crop of 1914 was a failure. In 1915 over 37,000,000 acres of land was tilled, and the productions were valued at over a billion of dollars, or 50 per cent. more than was received for the productions of 1914. The industrial facilities were also increased in order to meet the demand of the hour. Last year's exports were returned at \$600,000,000, and about half of this amount represented the materials carried by war orders.

Interest in the article centres in that part of it which deals with what will happen after the war. There will be less export, because there will be no more war orders; there will be less imports, because our soldiers will be home to provide for their own wants. For a few years there will be greater business activity, during the reconstruction in Europe, and then will come the period of greatest danger. The grand army of Canada may take form, in imitation of the grand army of the republic, because war will have unfitted many men for their former occupations and the women passed

into every occupation during the war, will stay there and cannot be supplanted. A great many men will seek continued employment in the army who had no thought or desire for military occupation before the war.

In the United States, in the 60's, there was room for expansion in the western states, and large numbers of men were engaged in railway building. Canada has anticipated the future in railway construction. It has the land, however, and it will be occupied by the agriculturists of foreign lands. The centre of government will be shifted from Ontario to the prairie provinces and bilingualism will have ceased to agitate the people, for there will be a perfect babel of languages.

Once more the naval question will become an issue. Mr. McGrath does not discuss the Laurier policy of building, in Canada, ships according to its needs and resources. He refers to the Borden proposal, of the gift of three battleships to Britain, which the senate killed. When the war is over Canada must have a navy for her own protection and maintained at her own expense. Laurier's policy, now suspended, can be revived and carried into effect. Of course this involves co-operation with the admiralty, and these and other great subjects will call for statesmen who will be equal to the demands of the hour.

EDITORIAL NOTES

Nobody loves a hangman, but the man who springs the trap under the Kaiser will be envied by millions.

A big reduction in the price of gasoline would produce about as much joy in a short space of time as anything we know of.

A Pennsylvania attorney had a fee of \$10,000 cut to \$35. It is better to have charged and lost than never to have charged at all.

The long delay of the Bremen suggests that all this talk of a great fleet of undersea boats carrying commerce across the Atlantic was mostly German brag.

Quebec settlers are obeying the law which requires a permit from a ranger before clearing fire can be started. The co-operation of settlers and rangers has averted danger.

It is a very noticeable fact that the merchants who do the most advertising are at all times the live up to date merchants of every town.

Random Reels

"Of Shoes and Ships, and Sealing Wax, of Cabbages and Kings."

THE HOBO

The hobo is a modest member of society who is too proud to work and too tired to bathe. One of the most refined acts of cruelty that can be perpetrated is to lead a confirmed hobo up to something that looks like work or a shower bath and watch him faint dead away.

The hobo is usually somebody who ran away from home in early youth in order to escape palling a few cows or hoeing the potatoes. This tendency could have been removed at the proper time by love and a careful cowering, but the chances are that the hobo's parents thought they were rearing a piece of moral decoration instead of a human derelict. The home where the children are expected to perform a few acts of helpful industry once in a while is a poor recruiting station for the hobo army.

The hobo goes South in the winter and fits North in the spring, along with the bow-legged robin redbreast. Unlike the robin, however, he does not go North to work, but to rest. There is not enough rest being manufactured at the present time to satisfy the cravings of two stout, prohibition hobos, to say nothing of those who have been resting ever since the Civil War. All over the North, in the summer-time, are to be found cosy rest resorts inhabited by able-bodied hobos who are three-fourths appetite and one-fourth snore. Now and then the hobo will sally forth to the home of some kind-hearted housewife, who imagines she is entertaining an angel unaware, and return with bulging pockets and a happy without a toothache, which shows that he is a great deal smarter than many men who wear better clothes.

Rippling Rhymes

TWO DOGS

The dog of high, patrician mien, of well-groomed coat and aspect clear, snakes quite a hit when down the street he travels on high stepping feet. To pat his head we gladly reach, and we assure him he's a peach, and gently stroke his lustrous hair, and wish we had ten bones to spare, so we could buy a dog like that, and give him lachrymators to our flat. But when a seedy dog comes near, a dog with sores upon his ear, a dog with eyes that do not match, and fleas that make him madly scratch, we kick him swiftly with our feet, and hoist him half way down the street. Men leave the office, store and shack, to kick him round a block and back. 'Tis likewise with the human shate, for whom the rocks and roses wait, who gladness knows or sorrow bears, according to the front he wears. You may have sterling worth to burn, and think men's plaudits you should earn, but if you wear a seedy shirt, some flying rocks are bound to hurt.

and the merchant who advertises is the merchant who does the business.

The Turks who are running in Egypt are in harder luck than the Assyrians who are running in Galicia. The latter get a chance sometimes to slide down hill.

PUBLIC OPINION

A Blank Cartridge (Ottawa Citizen) The other munition makers in the Dominion placidly ignore the report from Hamilton as being caused by a blank cartridge.

Great Bait (Gloucester Times) The published pictures of the bathing girls represent an unusual attempt this year to lure defenseless mankind to the benches.

Not A Summer Resort (Guelph Mercury) They can say what they like about Camp Borden, but we notice that Mister Sam Hughes ain't summerin' there.

Pity The American (Chicago Tribune) In parts of the world the American is afraid he will not be taken for an Englishman; in other parts he is in deadly fear he will be. He never knows whether he will get a punch or a kick.

Two Irreconcilable Things (London Daily Mail) The peace they are discussing in Germany and the peace we intend to impose upon Germany are not only different things but irreconcilable; and deeds, not talk, will decide which is to prevail.

Wise Sweden (Pittsburg Gazette-Times) Not long ago Great Britain seemed to know the best thing to do with a week-end, but now the palm goes to Sweden, where they close the saloons on Saturday and keep the banks open until midnight.

The Grass Widower's Plight (London Advertiser) It is not good for man to be alone. A citizen in a state of unhappy cooklessness put two eggs on the stove and then went out to talk chickens. He ate his lunch down town later on.

No Mystery (Montreal News) In depriving J. Wesley Allison of his honorary-colonelcy, the government has apparently done all that could be done to express its condemnation of this enterprising middleman. It is somewhat of a shock after the manner in which General Sir Sam Hughes praised his Grand Panjandrum of Profiteers to have the latter struck off the rolls of the Great Unpaid. There is at any rate no mystery about the cause of his losing his colonelcy, whatever there

Bibbys New Fall Clothing  
SEE BIBBYS NEW \$15.00 FALL OVERCOATS  
The Duke — Fancy Tweeds.  
The Gloster — Plain blacks and greys.  
The Acton — Silver Grey Cheviots.  
SEE BIBBY'S NEW FALL SUITS  
The York, \$12.50.  
Neat stripes and checks, tweeds.  
The Bud, \$15.00.  
Grey cheviots, blue serge, fancy worsted.  
The Hudson, \$18.00.  
Fancy cheviots and worsteds, plain blues, etc.  
The Bryson, \$20.00.  
English worsteds, English tweeds, English serges.  
Bibbys, Limited

may be about the manner in which he earned it.

KINGSTON EVENTS  
25 YEARS AGO

To-day is Garden Island's "Civic" holiday, and the busy little inlet wears a deserted look, as every man, woman and child is at Channel Grove, where a big picnic is being held. Riley Smith purchased a lot on Pine street to-day for \$400. Hay sold on the market to-day at \$8 a ton. The County of Frontenac Agricultural Society has granted \$170 to each of the townships holding shows.

THE RESIGNATION OF H. F. GARDINER.

Brantford Expositor. The announcement that H. F. Gardiner, principal of the Ontario School for the Blind, has tendered his resignation of that high office in order to devote his time to literary pursuits, will not occasion surprise to those who know his training, his lifelong associations, and his special qualifications in that direction. At the same time there will be genuine and widespread regret on the part of the people of Brantford over the probable loss of a distinguished citizen, and more especially one who has been devoted to the interests of the blind population of the province and has labored industriously to improve the means of instructing them. Before coming to Brantford Mr. Gardiner had acquired for himself a foremost place among the journalists and writers of the province, and was also widely known as a public speaker. With more leisure at his command, and vigorous health, it is easy to predict for him many years of usefulness as he treads paths with which he is familiar and which have always been to him a source of delight.

It is gratifying to have Mr. Gardiner's statement that his resignation was not prompted from any quarter outside his own family, and that his relations with the Department of education have been entirely satisfactory. It is to be hoped that in choosing his successor the government will be guided by no other consideration than that of finding the man best fitted for a position which requires tact, patience, and a sincere love of the work, in addition to administrative and educational qualifications. The appointment is not one of local patronage, and therefore the choice is by no means limited.

THE JINGLE OF THE ICE

In a glass of tea sounds good these days.  
Our Own Special Blend makes perfect Iced Tea and the price the same as always.  
35c the lb.

JAS. REDDEN & CO.  
Phone 20 and 990.

New Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916.

Chassis . . . . . \$450.00  
Runabout . . . . . 475.00  
Touring Car . . . . . 495.00  
Coupelet . . . . . 695.00  
Town Car . . . . . 780.00  
Sedan . . . . . 890.00

f.o.b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

ANGROVE BROS.  
Ford Dealers

Kingston :: :: Ontario

QUALITY COAL  
Sani-Flush  
For Cleaning Closet Bowls Only. Quick, Easy, Sanitary. Cleans Without Fuss or Mess. Pkgs. 25c each.  
McLeod's Drug Store Brock St.  
GET YOUR GOAL FROM CRAWFORD Foot of Queen St. Phone 9. PROMPT DELIVERY  
Civic pride ought to join hands with the personal kind. Get the right inclination before you commence the work.  
Business jealousy is nearly as bad as the love kind. A good many times imagination is a trouble creator.