

THE BRITISH WHIG 85TH YEAR.



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A good many things come to the man who is so busy that he hasn't time to wait for them.—New York Globe.

The best Liberals and the best Conservatives in Canada stand behind the Union Government. They expect it to do big things.

Men may tamely submit to government control of their style of clothes, but wait until the government tries to curb the feminine fashions!

The Winnipeg Board of Trade has declared in favor of public ownership of the railways, and will urge its claims upon the government.

"If ever we get through this winter alive we intend to buy all the coal that the basement will hold."

Fashions up in Guelph must surely run to extremes. The Daily Mercury of that city says that some women there have been wearing boots so high that they've got corns on their knees.

A clever forger has raised five hundred ten-dollar bills of the Moisons bank, Montreal, to one-hundred dollar notes.

Violent snowstorms have aided our Allies in checking the enemy in Northern Italy. We would gladly have gone without our big blizzard on Sunday if it, too, could have been used for such a purpose overseas.

The Central Appeal Judge has decided that several conscientious objectors must go to war. The first case decided was that of David Cooke, of Winnipeg, who claimed exemption from military service as a member of the International Bible Students' Association.

A Prussian clergyman of Berlin lands von Tirpitz as "a man after Christ's own heart" and assures us that he "may be appropriately styled the Warlike Nazarene, whose ardent patriotism is only equalled by his devotion to his Divine Master."

The lot of the poor married man grows constantly harder. It keeps him on the jump to make enough money to bring home the bacon these days. A few years ago lecturers were advising the female portion of audiences to "feed the husband"; now their advice is to "husband the feed."

Church union may not be so far off after all. At the funeral service in the Methodist church at Morrisburg last week for the late Hon. Andrew Broder, ex-M.P. for Dundas, Rev. Father Meehan, the Roman Catholic priest of that town, assisted and read a passage of scripture. On the war front in France the Canadian clergy are a unit. Why can't they be likewise here at home?

Advises from Berlin state that the people now hate Hindenburg, who, in the earlier stages of the war, was the most popular man in Germany. The worship of the public is an insecure thing to rely upon. Admirals

Dewey, the hero of Manila Bay, as well as many another man could bear testimony to its changeable character. To-day we weep for Caesar's fall; to-morrow we build a monument to Brutus. Perhaps the man who exclaimed, "The public is an ass, the public be damned," was about right after all.

A RECORD IN PRODUCTION. The campaign for greater production in Canada last year was vigorously prosecuted by the authorities and by civic committees. That it bore good results is revealed in a late bulletin issued by the Dominion Department of Trade and Commerce. The estimated total value of the field crops for 1917 is \$1,089,687,900, as compared with \$886,494,900 in 1916, and \$825,370,600 in 1915. These figures represent the prices received by farmers, and are calculated from current market quotations. This is the first time in the history of Canada that the value of her field crops has reached one billion dollars, this large figure being due to the high prices now ruling. The stimulus given to production last year as the result of an energetic propaganda is most encouraging; it shows that the public is ready and willing to respond to greater activities when shown that such are in the interests of the nation and the empire. Handicapped as they were by a serious lack of help, the farmers made a splendid showing. Now that the Government has wisely exempted farm help from the operations of the Military Service Act, it is to be hoped that still greater production of food stuffs will result this year.

THE POWER OF ADVERTISING. This war has given many movements a wonderful impetus. It has assured the success of woman suffrage in Great Britain and the United States and established a democracy in Russia. It has, almost overnight, brought competing and privately owned railway systems under national control. It has also demonstrated the power of advertising. While in volume, attractiveness, credibility and selling force, advertising has made wonderful strides within recent years, it is only in its beginning. Before this war, faith in newspaper advertising was circumscribed. We used it to drum up customers, to create good will, to brace business against competition, to sell land and crockery and flimcracks—but who ever thought of pages of display in newspapers, outside the realm of trade. Now we know better. Since August, 1914, enough new uses for the newspaper advt. have been discovered to have forever broadened its functions. Within three short years paid newspaper display has risen to new dignity and power. "It has marshalled armies," as one writer puts it; "it has raised billions, it has electrified slow-moving, lukewarm, self-satisfied democracies—and solidified them behind their Governments."

This is quite true. Only prompt enlightenment could ever have stirred up the inert millions of Canada, the United States and Great Britain to prompt and comprehensive measures to meet the tremendous emergency growing out of the invasion of Belgium—and it was the newspaper editorial and the advt. that spelled it all out to them. Without the newspapers, and the quick education which they supplied at the outbreak of war, we would now be almost as tangled, divided and helpless as Russia. The newspaper advt. has proven that it is capable of very big things. In future it will be assigned a much bigger place in the world.

CIVIC REFLECTIONS. The City Council may be excused for taking up an hour and a half of its time on Monday in deliberating whether Ald. Writley Smith or Ald. Peters should be on the Board of Works. It is well worth while to try out the untried man, who may prove himself well worthy of the trust. Sometimes an aldermanic light may be hidden under a bushel. Now Ald. Smith is in the limelight, and he will have to "go some," for he will be under the critical eye of his ward mate, Ald. Peters, who knows the Board of Works ropes. If he succeeds in getting a piece of road paving for his ward or getting the holes in "the hollow" filled in, he will be entitled to re-election again next year.

For the first time in years the police magistrate did not attend to officiate in installing the mayor. Sometimes this duty has been performed by the retiring mayor, but as there was no retiring chief magistrate this time, Mayor Hughes could not install himself in office, so the city clerk was called into action.

The Board of Works has a most important duty thrust upon it for consideration at its first meeting on Wednesday evening. It is called upon to advise council with regard to the building of a public wharf in front of the City Buildings. The time is most opportune, for the necessary lumber can be secured very cheap from the old bridge which has done temporary duty over the lower

harbor during the past three years, while the stone is offered free by the Kingston Construction Company, of which Ald. Wright is a member. The wharf would cost about \$20,000, and the people must sanction a by-law for this expenditure. For years the need of a public wharf has been felt, and now that such a rare opportunity presents itself of having one constructed for a very low figure, it would be wisdom indeed for the Council to accept the opportunity and take the necessary steps to have the work started this winter and completed during the coming spring.

PUBLIC OPINION

The Main Drawback. (Washington Post.) The main drawback to the Kaiser's iron hand is that it has a felon on it.

A Warning. (London Advertiser.) An unkind person suggests that those who are "hogging" coal now may wish the supply was shorter in the hereafter.

The Kaiser's Offer. (Memphis Commercial Appeal.) The Kaiser made no peace proposals; he merely observed that he'd quit fighting if they'd give him the lion's share of everything in and out of sight.

Something Doing Soon. (Baltimore American.) Britannia is giving signs that she intends to rule the seas with energy and dispatch and may pass beyond the merely bottling-up stage. In fact, she may decide to spill something.

A Good Slogan. (Brantford Expositor.) Every Canadian should adopt Lloyd George's message as the slogan for the year. Let everyone carry out the precepts, "Work hard, practise economy, save money and buy war bonds."

Where the Bolsheviki Fail. (Chicago Tribune.) We live in a vast mechanism in these modern days, and the first of our necessities is to keep that mechanism in order and operating with reasonable efficiency. That is a consideration which the Bolsheviki mind gives little weight to.

Give Us the News. (Ottawa Evening Journal.) The truth is that the people of Canada, like the people of Britain, are sick and tired of all this portentous mystery with which pompous military authorities strive to veil the nation's military effort; and the Journal would respectfully advise the Government to put these gentlemen of the General Staff in their proper place and give the public information to which they are entitled and for which there is a very impatient demand.

Reciprocity with United States. (Toronto Saturday Night.) War has changed many a man's

Rippling Rhymes

EXPENSIVE LUXURY. There's always something needed about a choo choo cart; the more it's worked and speeded, the more it breaks your heart. It fairly makes one totter this digging up the price, for stuff to keep the water from freezing hard as ice; this blowing legal tender for inner tube and tire, for axle and fender, and costly copper wire. Your engine needs a blanket, to keep the heat there, or when you go to crank it it's sure to balk like sin. There's always something breaking, there's always something wrong, and human hearts are aching as they chug-chug along. There's trouble most Titanic when'er you go abroad, and then a punk mechanic will touch you for your wad. Sometimes when I am sobbin' o'er motor griefs and ills, I wish I had old Dobbin, to climb the verdant hills. I used to have a surrey and horse, for self and frau, and had as much of worry as I am having now. For when we wished to frolic a parasang or two, old Dobbin had the colic, or he had lost a shoe. There is no fun I'm thinking, with no discordant note, and though my roll keeps shrinking, I would not lose my boat!

—WALT MASON.

THINGS THAT NEVER HAPPEN



viewpoint, as the recent election proved, and it is quite within the realm of possibility that our trade relations particularly with the United States, will be on a broader basis than was dreamed of even by the Liberal party in 1911. The Canadian west will undoubtedly demand free trade in agricultural machinery and implements of all sorts having to do with the farm, as well as generous concessions in other lines. These tariff changes have been on the way for a long time; in fact, some of them are overdue.

INCREASE THE WHEAT IN CANADIAN FLOUR. No Real "War Bread" Coming—Need of Coarse Grains Precludes it.

Ottawa, Ont., Jan. 15.—While Canadians in future may have to eat bread made from flour in which there is a greater milling percentage of wheat retained than in the very fine flour at present milled, it is a mistake to predict that "war bread" will be consumed in the Dominion for the present at least.

War bread contains 25 per cent. of coarse grain flour—that is, there is mixed with the wheat flour one quarter of barley and rye flour. The scarcity of coarse grains in Canada, and the great need of all available supplies for purposes of cattle and pig feed, precludes the possibilities of their use for flour.

What is contemplated, and what is actually being discussed is the question of increasing the exportable surplus of Canadian wheat by increasing the milling percentage of the wheat retained in the flour used for Canadian consumption. Canada manufactures the finest and purest flour in the world. In no country is there a greater percentage of the wheat utilized for feed purposes. The maximum percentage of wheat retained in the flour is 72. In Great Britain that percentage went as high as 81, but it is stated that flour with such a high percentage was found to be injurious to the digestion especially of small children, and the percentage has been decreased. It is believed that as a result of conferences held here during the past week, the milling percentage of wheat retained in flour to be manufactured hereafter will be increased from 72 to 75.

RETURNED MAN TO RUN. Mrs. Ralph Smith, Wife of Late Minister, Will Stand.

Vancouver, B.C., Jan. 15.—Sergeant Walter Dringman, returned soldier, received the nomination in an open convention to contest the election to be held in this city, Jan. 24th, for a seat in the Provincial Legislature. Mrs. Ralph Smith, wife of the late Minister of Finance, is running as Independent, and W. A. Pritchard, an unsuccessful candidate for Dominion honors in the recent election, was nominated by a Socialist convention. The Liberals have called a convention to select a candidate.

Count Von Hertling, German Chancellor, is ill and may resign shortly.

Letters to the Editor

Here's a "Booster"! Calgary, Alta., Jan. 7, 1918.—To the Editor: I would like to renew my subscription to the Whig, as I am very interested in my old home paper. I might also state that during the past year I don't think I have missed getting the Whig 42 times, which shows the good way you have in getting your mail away. Thanking you for past favors, and wishing you and your paper success for the coming year, I am, Yours truly, E. P. WARD.

BRING BEST OUT OF BOY. Last of Twenty-two Conferences in Nation-Wide Movement.

The fall drive of the Allies in boys' work begins Jan. 17th at Belleville. In this case, the Allies are the various churches in Canada, the Young Men's Christian Association and the Sunday school Association. All are interested in the boys, and all have adopted as their programme for boys in their teens the all-round training given in the Canadian standard efficiency tests. During last fall and winter there were thirteen conferences for boys and their leaders, this past fall and winter, the ending of the Belleville conference will make twenty-two, which constitutes the "fall drive."

Municipal piggeries, to be operated by experienced men and supported by the scavenging department of the cities collecting waste food, are in part recommended to the Food Controller by the Vancouver Board of Trade.

Germany is depending upon her U-boats to defeat the American menace and bring about peace, declares the Berlin Tageblatt.

Stringent regulation of food consumption in America, including compulsory wheatless and meatless days, is in prospect.

The Nova Scotia Provincial Government will be asked by sportsmen, to continue the close season on the coe moose.

All Ontario is tied up and trains were cancelled owing to the terrific storms of Saturday and Sunday.

Advertisement for DODD'S KIDNEY PILLS. ALL KIDNEY DISEASES. RHEUMATISM, BRUISES, BACITRHOPE, DIABETES, BACKACHE. 23 THE PHARMACEUTICAL CO.

Advertisement for Bibbys RUBBERS AND OVERSHOES. THE STORE THAT KEEPS THE PRICES DOWN. Men's and Boys' Wear. January Clean Up. Offering you all small lots, broken lines, samples, sold outs, at seasonally low prices. YOUNG MEN'S OVERCOATS Made to sell for \$20.00 and \$22.50. Bibbys price, \$15.00. BOYS' MACKINAW REEFERS Made to sell for \$6.50, \$7.50, \$8.00. Bibbys price \$3.75 and \$5.00. BOYS' SCHOOL SUITS Bloomer pants, blue, brown, greys and fancies; made to sell for \$10, \$12.50, \$13.50 and \$14.50. Bibbys price \$7.50. MEN'S SUITS Good honest tweeds, chevviots and worsteds. Sizes 34 to 46. Made to sell for \$18.50—\$20, \$20.50. Bibbys price, \$15.00. MEN'S WOOL SOCKS Black ribbed wool, Scotch knit wool. Special values, 25c. BOYS SCHOOL STRAIGHT KNICKERS English and domestic tweeds, made to sell for \$5.00, \$6.50, \$7.50. Bibbys price \$3.75. Try Bibbys for Men's Underwear, Men's Sweaters, Men's Gloves, Men's Caps.

Advertisement for Leg Sore. A huge sore—very deep—full of foul discharge. Agony all day; no rest at night. Then—just a few drops of the gentle, cooling liquid, D.D.D. Irritation and pain gone. Sweet, refreshing sleep at night. In due time, complete cure. We guarantee D.D.D. Mahood's Drug Store, Kingston. D.D.D. The Liquid Wash. Letters to the Editor. Here's a "Booster"! Calgary, Alta., Jan. 7, 1918.—To the Editor: I would like to renew my subscription to the Whig, as I am very interested in my old home paper. I might also state that during the past year I don't think I have missed getting the Whig 42 times, which shows the good way you have in getting your mail away. Thanking you for past favors, and wishing you and your paper success for the coming year, I am, Yours truly, E. P. WARD.

Advertisement for Save Coal. Run your fires by the thermometer; many places are kept at a temperature of 75 or 80 degrees when it has been proved that 68 degrees, with proper humidity, is a healthful temperature. Maintain a normal, even temperature in your home, store or building, by the use of our guaranteed "Tyco" Thermometers. DR. CHOWN'S DRUG STORE 185 Princess Street. Phone 343.

Advertisement for Japanese Slippers. Japanese Quilted Satin Slippers. In Five Colors \$1.00. The Sawyer Shoe Store. WATCH YOUR FURNACE. ECONOMIZE IN COAL DO NOT WASTE. CRAWFORD Foot of Queen St. Phone 9.

Advertisement for OUR BLEND of JAVA and MOCHA COFFEE. IS STILL IN THE LEAD. The quality the same as always, and no advance in price. 40c. Jas. REDDEN & Co. Phones 29 and 990.