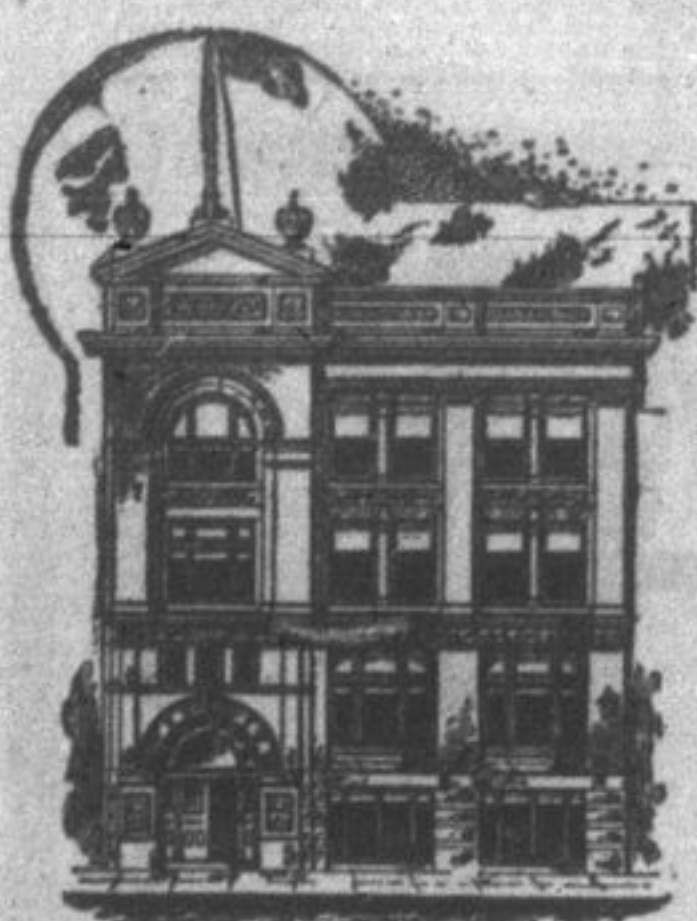


THE BRITISH WHIG
85TH YEAR.



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only over the actual name of the
writer.

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

The circulation of THE BRITISH
WHIG is authenticated by the
A B O
Audit Bureau of Circulations.

All the Halifax newspapers have
advanced their price from two to
three cents a copy. The movement
will proceed with the mounting costs
of production.

If the German crown prince was
sent to an officers' training camp
for ninety-nine years, remarks the
Albany Argus, he might come out
fit to command a corporal's guard.

Practically everything has ad-
vanced except the rate of interest
on bank deposits, which still re-
mains at 3 per cent. In the United
States the rate of interest has long
been 4 per cent.

A Hamburg despatch says there
are twenty German submarines off
the New England coast. If so, they
are not earning their expenses.
Neither are they succeeding in scar-
ing Uncle Sam.

The stealing of bathers' suits, re-
ported to have taken place on the
lake shore above the park, is a
pretty mean action. In that vicin-
ity there was not even a barrel that
the bathers could requisition.

The "Flowery Kingdom" is pro-
ducing a few thorns for the Ger-
mans. China is not only building
four ships for the United States but
she will join with Japan in sending
an expedition into Siberia to help
the Russians.

Britain is spending nearly \$35,-
000,000 a day on the war. The
United States' expenditure now ex-
ceeds this amount by 50 per cent.
A heavy burden is being heaped up
for future generations to carry, un-
less it is shifted upon Germany as
a war indemnity.

The super-guns that were drop-
ping shells into Paris a few weeks
ago have been put out of business.
The advancing Americans have dis-
covered their emplacements, though
the guns themselves had been re-
moved. The menace to Paris, how-
ever, exists only in memory.

The G. W. V. A. has passed a re-
solution restricting membership to
those who reached England or
France. But what of the thousands
of officers who got as far as Eng-
land and refused to revert in order
to go to France? They were
known by the returned men as "U-
boats"—i.e., destroyers of food.

Despite the noisy ebullitions of
pacifists like Lord Lansdowne,
Britain's determination to prosecute
the war to a satisfactory con-
clusion is as strong to-day, at the
beginning of the fifth year of the
struggle, as it was in 1914. This
is evidenced by the fact that the
imperial parliament has just voted
the largest appropriation it has yet
made.

The net Allied tonnage of the
world is now increasing 100,000
tons a month. "Tell it to Tirpitz,"
suggests the Syracuse Post-Standard.
The menace of the U-boat is
passing. It has not starved Britain
into subjection, nor has it prevent-
ed the free movement of American
troops overseas. On the other
hand, it was the greatest factor
operating to bring the United States
into the war.

I would advise the comrades
from all branches to get wise to

themselves and make friends with
the newspapers," declared Comrade
Pearl, of Hamilton, at the G. W. V.
A. convention. The newspapers in
Kingston, have "beat them to it,"
for they have already made friends
with the veterans. The Canadian
press, as a whole, stands ready to
co-operate in every worthy move-
ment by or for the returned sol-
dier.

A TALK TO MERCHANTS

A few months ago the British
Whig brought to Kingston J. C.
Kirkwood, of Toronto, a former edi-
tor of Printer & Publisher, to address
the members of the Retail Merchants'
Association and their friends on the
subject of better business methods in
retailing, solving the advertising
problem and kindred themes. The
address was a splendid success, and
the Whig was freely congratulated
upon its enterprise. We are glad
to see that the association is follow-
ing up the good work. Last night's
meeting in the Y.M.C.A. building
brought out a large and keenly in-
terested attendance. The path has
now been blazed, and it is to be hoped
that other speakers will follow in
the wake of the first ones. "The
Troubles of a Merchant," the subject
chosen by W. H. Farley last even-
ing, was one that carried an especial
appeal to the audience. As a west-
ern paper expressed it: "Perhaps the
speaker didn't tell anything new; we
don't believe he did, but he repeated
some fundamental facts and vital
truths which deserve emphasis and
reiteration frequently."

This was particularly true of Mr.
Farley's remarks on newspaper
advertising. What he said about
early copy, originality, using ample
space, always giving prices, and us-
ing the local paper consistently and
persistently, is old advice; it has been
preached by all newspapers, and the
British Whig in particular, for de-
cades. It isn't new; but it is a
pleasure to have it repeated and em-
phasized by a man who is not connec-
ted with a newspaper, and whose ad-
vice is absolutely disinterested. Mr.
Farley represented the National
Cash Register Co., a firm that has
built its success largely upon judi-
cious and persistent advertising;
hence his words are to be heeded as
the message of an expert, of one
who knows. But Mr. Farley did not
limit his address to one phase of
business success. Judicious adver-
tising must be followed up by effi-
cient salesmanship and honest mer-
chandise. How this can be done was
explained in his address. He did not
address himself to the merchant
only; he considered the viewpoint of
the clerk as well. The duties of
both were emphasized, and this is a
reason why more meetings like the
one under discussion should be held.
It brings the merchant and his sales
force together under a new and dif-
ferent set of circumstances; it points
out to both a way to more efficient
service; it creates a better spirit be-
tween employer and employee. As
stated yesterday, President Rodger
and his associates are to be congrat-
ulated on their enterprise; they are
also to be commended for the success
of last night's meeting. It was a
good and helpful gathering, but last-
ing effects will be secured only if the
advice tendered is put into opera-
tion.

A HOUSE DIVIDED.

The split in the ranks of the
Great War Veterans, in session this
week at Toronto, must be a matter
of regret to themselves, as it is to
their friends and well-wishers out-
side the association. The adage,
"In union there is strength," ap-
plies to this as well as to all other
organizations. And the reverse
holds equally true. The rock upon
which the veterans have split is
that of proportional representation—
a principle which the delegates
from Ottawa, Winnipeg and the
west refused to compromise on. The
alleged effort of certain Toronto
factions to use the association as a
political force furnished another
cause of friction. From this dis-
tance, and having only their own
side of the story before us, it would
appear as if the seceders had made
out a strong case in their favor.
Ontario, they state, has an unfair
advantage over the rest of the Dom-
inion in the matter of representa-
tion at the convention. There are
19,136 paid-up members in the as-
sociation, and of this number Ont-
ario has 7,563, and the rest of the
Dominion 11,573, but in spite of
this fact Ontario has 94 accredited
delegates to the convention, while
the rest of the Dominion has only
84. Toronto, with a membership of
2,267, has seventeen delegates; Ot-
tawa, with a membership of 1,358,
has only six delegates. It was this
inequality of representation, fol-
lowed by the failure to pass a re-
solution in favor of proportional
representation, that brought about
a cleavage in the ranks. The se-
ceders also resented a resolution
submitted to the convention to the
effect that the association should
enter actively into the political
arena. In this matter we believe
they have made a wise decision.
Their power will be all the greater
if they stand aloof from active poli-
tics and continue to lend their sup-

port to those men and measures
which are deserving of public sup-
port. The veterans have too big a
problem before them to permit of
dissension in their ranks. A house
divided against itself cannot stand.
It is, therefore, to be hoped that
wiser counsels will prevail, and that
their differences will be composed
and a common platform and a com-
mon policy formulated and put in-
to practice.

SPEAK THE KIND WORD NOW.

The kindly words that rise within
the heart,
And thrill it with their sym-
pathetic tone,
But die 'ere spoken, fail to play
their part,
And claim a merit that is not
their own.

The kindly word unspoken is a sin—
A sin that wraps itself in purest
guise,
And tells the heart, that doubting,
looks within,
That not in speech, but thought,
the virtue lies.

It is not so. Another heart may
thirst
For that kind word, as Hagar in
the wild—
Poor banished Hagar!—prayed a
well might burst
From out the sand to save her
parching child.

And loving eyes that cannot see the
mind,
And look and long in vain for some
kind word,
Are sent away with heavy heart and
blind,
To all the cheer that lives but is
not heard.

PUBLIC OPINION

A Riveting Record.
(New York Herald)
American ship production in June
reached 280,400 tons—a world's re-
cord. That's one way of riveting
Germany's attention.

The Next Step.
(Toronto Mail and Empire)
News that American troops have
landed in Italy will be followed short-
ly by the announcement that they
have landed in Austria.

And Other Statesmen, Too.
(New York Sun)
German prisoners talk too much,
says General Ludendorff—Newspaper
headline. . . . So do some German
statesmen.

The Spur of Poverty.
(London Daily Chronicle)
Coleridge, his grandson has been
telling us, wrote "The Ancient Mar-
tyr" to get a £5-note to enable a
holiday to be extended. John wrote
"Rasselas" in the evenings of a
week to pay a dead mother's debts;
Foe offered his "Gold Bug" patent
of all buried treasure stories, to win
a £20 prize. We owe much to the
drive of necessity.

Rippling Rhymes

HELPING TO WIN

Breathes there a man with soul so dead he never
to himself hath said, "I'll dig up money, every chance,
if that will help our boys in France. If coin will help
to squish the Hun, I have no use for hoarded mon.
The hat I've worn since '93 will do another year for
me; the shoes I bought three years ago will serve to
bear me to and fro; the pants I drew in father's
will be fit for ample service still. I root for Uncle
Sam at bat, so come along and pass the hat." 'Tis
hard to understand the skate who's ever achieved
scheming late, to see how little he can give; he ought
to be ashamed to live. Committed call at his abode,
and kindly ask him to unload. He backs and fills and
hums and haws, and shoves some piffle through his
jaws: "I dug up fifty cents last May; I can't spare any-
thing today." And he can face himself, that guy, who
ought to hunt a hole and die. But in the long and
years to come he'll find this world is out of plumb; he failed to whom for
liberty, and while he lives on earth he'll be as lonesome as the yaller dog
that hangs around the city morgue. Oh, we must give until it hurts, until
we've soaked our Sunday shirts, and when we've given all we own, still
strive to give another bone.

—WALT MASON.

THINGS THAT NEVER HAPPEN



THE FOURTH OF AUGUST, 1918.

(Continued from Page 1.)
a pause in world-wide war, not in
end. After four years Germany
stood before the world morally
bankrupt, guilty of crimes such as
bombing hospitals and sinking hos-
pital ships, which make one shud-
der, but still strong for evil. In
four years of war we have gone far
to defeat her, but we must not
pause in going the whole way, even
though it may mean four years of
conflict. The work is more than
half done—it would be a crime
against civilization not to do it
thoroughly.

To do it thus means sacrifice and
ever renewed sacrifice. We thought
our civilization secure and were dis-
posed to take our ease in wealth
and comfort. Now suddenly we
find that nothing is secure for which
we have not fought and endured and
conquered. Our religion, which is in
reality based on sacrifice, tended to
become the religion of the well-to-
do with vital sacrifice forgotten.
"God," said a French cynic, "creat-
ed man in his own image, and man
has returned the compliment." We
rather believed in our ever-giving
God. Then, in fierce and tragic
days we found property, credit,
comfort all menaced. We had to
ask whether not merely these sur-
face things but the deepest things
which we valued in life were worth
the sacrifice of all that was dear-
est.

When we saw the situation and
saw it whole we faced our duty. We
answered, and above all, our young
men answered, that if they would
save life and freedom, and that if
they could not save them for them-
selves, they were ready to die to
save them for men still unborn.

After four years of war it is this
nobility of soul which touches and
inspires our hearts. Our nation has
suffered beyond our imagining.
There is sorrow in countless thou-
sands of homes. We have never
had more than four divisions
(eighty thousand men) in the fight-
ing line, and already our casualties
number some eight divisions (one
hundred and sixty thousand), and
our dead, those who will never come
back, more than two divisions (over
forty thousand). Even with such a
story our losses are light compared
with those of England. We all suf-
fer, but those in the motherland
even more than we.

We have not shrunk from sacri-
fice. We shall not shrink from
further sacrifice. Sacrifice it is
which, above all, purifies, beauti-
fies and ennobles human society.
We must learn to say this not bit-
terly but reverently as a law of
life. We do not suffer because we
have been wicked or disobedient to
higher laws of our being. To do
this brings suffering. But the in-
nocent suffer as well as the guilty.
The fiery furnace of sacrifice is for
all mankind. It is our martyrdom
of pain and loss which fits us for
our duty to society. No individual
and no nation has ever achieved
great things except by walking in
the path which involves the heroism
of sorrow and loss for the good of
others.

MEN'S BATHING SUITS Bibbys HAT SALE All This Season's Styles Men's Straw Sailors, Alpines, Telescope and Fedora Shapes. Regular \$2.00, \$2.50 Hats, Sizes 6 1/2 to 7 1/2. Your choice for 98c Men's Genuine Panamas Sizes 6 1/2 to 7 1/2. Regular \$4.50, \$5.00 and \$6.00 Hats. Your choice for \$3.75 each Bibbys Ready-Tailored Suits Expert tailoring, smart models, newest designs and colorings. Ready to try on, finished to your order in a few hours time. See the new ones — THE DIXON \$25.00 THE RIPLEY \$27.50 THE ASHTON \$25.00 THE RITZ-CARLTON \$30.00

LOWE BROS. HIGH STANDARD PAINT is not a new line, as it has been made for 60 years. We can show you houses painted five years ago with it, and are still in first class condition. Sold only at BUNT'S Phone 388 Hardware King St.

Try it for Breakfast! We were fortunate in having a good supply of coffee on hand when the duty was put on and will continue to sell our Java and Mocha Blend At 40c Per Lb. for the present. Roasted on the Premises. Ground Hourly. Jas. REDDEN & Co. Phones 20 and 990. Canada Food Board License No. 6-459 and 8-184.

FOR SALE Six General Stores In villages in Kingston district. The annual sales in these stores range from \$8,000 to \$50,000. For particulars, apply to T.J. Lockhart, Real Estate and Insurance, Kingston, Ontario.

Safety Goggles For AUTOMOBILISTS BICYCLE RIDERS MOTOR CYCLISTS THRESHERS, ETC. in AMBER, SMOKE, BLUE From 50c to \$2.50. DR. CHOWN'S DRUG STORE 182 Princess St., Phone 848

Save Coal Now Use imported chestnut coke for kitchen ranges. Clean, no smoke, no clinkers, and does not count against your coal supply. Crawford Foot of Queen St. Phone 9

MEDICAL OFFICER FINED. Capt. McLean and Woman Had Whiskey in Brockville Hotel. Brockville, Aug. 2.—Capt. C. McLean, medical officer, and a Toronto woman, said to be the wife of a commercial traveller, were fined in the local Police Court \$210 and \$200 respectively for having liquor in their possession in a public place. Capt. McLean was also charged with being intoxicated. The couple occupied separate rooms at the hotel, and in both apartments the police found whiskey. The case developed through McLean appearing on the streets drunk. He was committed to jail for three months in default of payment of the fine, and the woman got time to pay. You cannot afford to be your own banker. If people could afford that—if the banks were not a necessity to them—there would not be any banks. The British House of Commons adopted the vote of credit, introduced on Thursday, unanimously.