

THE BRITISH WHIG  
85TH YEAR.



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'Twill soon be time for the ladies to put away their furs till next summer.

Thirty Hun soldiers, who refused to go to the western front, were shot. The more of their own men the Germans kill the less will there be for the Allies to attend to.

Crops in every province of Canada are reported good. It is cheering news, news that should lead to Thanksgiving Day being more generally and more reverently observed than ever before.

It will do people no harm for a short time to return to old time methods of spending Sunday. Let them take pleasant walks. A lot of gasoline must be saved to keep the armies going.

Of all the living creatures in the war zone the only one that poison gas does not affect is the ubiquitous sparrow. A bird that can live through a Canadian winter is too tough a proposition to succumb to anything the Hun can "send over."

An Ottawa despatch regarding the Dominion Express employees strike in Montreal says that "the minister of labor is watching the situation carefully." And that's about all he will do. Canada needs a minister of labor who will do things, instead of sitting back and looking on.

The decrease in the price of beef, as announced in Whig adverts this week, was noted with pleasure by families of all classes. So used are we to prices of foodstuffs going up, that it is looked upon as something of a marvel to see the price of even one commodity going down.

The "movie" has come to stay; its popularity proves that. The thinking citizen frequently regrets that the theatres are not used, to some extent at least, for educational purposes. They could perform a very useful service in this respect without losing any of their entertaining features.

During the month of August Canada spent nearly \$20,000,000 for war purposes. Such an expenditure should suggest to every Canadian the need of putting forth every possible effort to bring the war to a victorious close. We should "carry on" more vigorously than ever. Thrift and economy should be the watchwords of every Canadian.

A health expert says that it is a wasteful extravagance for working people to eat meat (or fish or eggs or fowl) more than once a day in cool weather, and an injurious thing for them to eat it more than three times a week in hot weather. Meat is pretty poor nourishment, as compared with bread or potatoes or beans or macaroni and cheese, and a whole lot more expensive.

Essex county physicians demand that the government close the liquor vendor's store at Windsor, not that they have any quarrel with the vendor, but because thirsty citizens persist in awakening the doctors at all hours of the night to secure prescriptions. The doctors might make their rest secure by signing a few blank prescriptions and leaving them tied to the door-knob.

Twenty sheep are required to

provide sufficient wool to keep one soldier clothed. In Canada there are less than five and one-half sheep per soldier. The Canada Food Board urges greater production of sheep and municipal co-operation in controlling the menace of dog dogs. The board must have been reading about the wholesale way the dogs have been slaughtered sheep in Frontenac during the past score years.

STOPPING THE WHEELS.

The Canadian fuel controller has requested the press to institute a campaign for making next Sunday a gasless Sunday, a restriction which was first imposed on the people of the United States on Sunday last. In the latter country over 90 per cent. of the owners of autos and motor boats observed the request of their controller. Kingstonians returning during the past few days from Thousand Island resorts report a prompt and whole-hearted response to the new edict; not an auto or motor boat arrived at or departed from either Alexandria Bay or Clayton last Sunday.

This restriction is necessary as a war measure, and we believe that Canadians will observe it just as loyally as Americans. Save money by cutting out joy-riding. By doing so you save gasoline. The growing scarcity of this product has compelled the fuel controller to request its discontinuance for all unnecessary motoring. Every good citizen who owns a car will fall in line with this request. Necessity should be the only exception to the rule. Joy-riding must go for the duration of the war. The nation's need comes before the individual's pleasure. If the owners of pleasure cars will comply with the request for the next three or four Sundays, the shortage may be overcome; if they do not so next Sunday it is quite likely that compulsion will be substituted for admonition.

A SAFE INVESTMENT.

It is asserted that advertisers in Canada and the United States spend in the newspapers in the course of a year about \$350,000,000. Assuming that, directly and indirectly, the newspapers reach and influence all of the people, this means that for the purpose of getting his message to him the advertiser spends about \$3.50 per year to reach each inhabitant. Does this expense represent an economic waste, as some people allege? Or do the advertisers and the readers find it mutually profitable? Editor and Publisher, of New York, vigorously upholds the latter contention. It affirms that the expenditure means, for the advertiser, a part of his selling cost. Selling cost, it is quite clear, cannot be eliminated in merchandising. Sales must be made unless manufacturing is to cease. If manufacturing is to be stimulated, selling must be. If output is to be large, distribution must keep pace. Unless output is at maximum of capacity, manufacturing costs mount, and must be added to the selling price of the product. Quick turnover of his product by the retailer is vital to the manufacturer who would keep his costs at minimum and his product at maximum of excellence. Advertising affords the cheapest and the only successful plan whereby the commodity of real merit finds its market. Thus, while advertising is a part of the selling expense, it reduces selling expense to the lowest possible point, and becomes a factor of economy for both the manufacturer and the retailer.

PROFITING BY WAR.

Andre Cheradame, a noted French critic, has lately published some very interesting and important figures with regard to Germany's war profits and the need of adequate indemnities. He explains very clearly how it is that the war has cost the Allies more per capita than it has cost the Hun. Germany, he says, spent in three years of war \$332.50 per head of population, or \$122.50 less than France. France has spent \$444, or 38 per cent more than Germany. Great Britain has spent \$559.75, or \$237.25 more than Germany. Thus, while Germany bears a burden of 100, a Frenchman has to bear a burden of 133, and a British citizen has to bear a burden of 174. The difference becomes still more striking if the war outlay of the two groups of belligerents be compared for the first three years of the war. During that time the Central Empires spent roughly \$38,000,000,000; while the Allies spent \$66,350,000,000 or \$28,350,000,000 more. This outlay does not include the war expenditures of Serbia, Rumania, Greece, Japan or the United States. Mr. Cheradame has drawn up a staggering list of war profits made by Germany. Dividing the booty into movable and immovable property, he includes in the latter 212,000 square miles of territory, valued at \$32,000,000,000. In movable property he includes human material that has been enslaved, war material, food, raw materials, industrial plants, furniture, works of art, war levies, and thefts of corn, jewels and securities—booty that runs into billions of dollars. Germany must pay, if not in kind then in cash, Mr.

Cheradame warns us against the German formula, "No annexations, no indemnities," and bids us oppose to it the peace slogan: "Expiation for crime; reparation for damage; guarantees against a renewal of war. Expiation, reparation, guarantees—these three words constitute the formula of common sense, of justice and of truth."

GERMAN CRUELTY TO BLACK RACES

(Continued from Page 1.) "which is unanimously given for this fact is that brutal excesses by Europeans against natives are alarmingly on the increase. It is much to be regretted that even police officers have become guilty of such offences in a few cases, and such offences should be punished by the courts of law in a way that ought to be in accordance with a sense of justice to the natives."

MINE THE GROUND THEY EVACUATE

Explosions Days After the Teutons Leave Produced by Slow Fuses. With the French Army in France, Sept. 13.—Prisoners recently captured by the French have thrown light upon the work of destruction undertaken by the retreating Germans with the aid of extremely slow fuses that produce an explosion of mines days and even weeks after the Teutons have evacuated a locality.

The same system that destroyed Chateau Bethancourt, to the west of Guiscard, on September 6th, and the cathedral at Noyon shortly afterwards, was used freely at Ham and Noyon and is being utilized for the destruction of villages north and north-east of Rheims. Prisoners who worked with a detachment of pioneers placing mines under church pillars in that region say the Germans are making ready to raise all the towns to the ground. Traps are being laid by use of the same system in the forest of St. Gobain and in the region of Laon, while all the cross roads in these regions, according to the captives, are being heavily mined. Some of these preparations for wholesale destruction are behind the Hindenburg line.

LUDENDORFF'S INDICTMENT

Of German Army For Its Defeat of August 8th. At the British Front, Sept. 13.—Gen. von Ludendorff's indictment of Gen. von der Marwitz's 2nd German Army for the defeat of August 8th by the British is the most damning criticism of the enemy's tactics and morale since Gen. von Marwitz wrote his condemnatory report after the Somme battle of 1916. The capture of this document by the British comes as another important document on the enemy morale to back up the testimony of the Somme battle of 1916. The old punch is no longer in the German military arm.

Amazing Leniency.

Crimes by Germans against natives were either suppressed or tolerated by the courts with amazing leniency. The case of Lieutenant Venueth is a striking commentary on the German vaunts of superior civilization. This officer held a court-martial on a native man and woman for theft of stock. He constituted himself the president of the court, and supplied practically the only evidence taken, with the result that the natives were condemned to be shot. The poor creatures were not even present at their so-called trial, but were sentenced in their absence. Venueth was subsequently arrested by the British authorities and tried for murder. Another ugly occurrence was the savage assault by Ludwig Cramer on certain native women, two of whom he flogged so severely that they died, yet the court only imposed four months' imprisonment and a fine of £135. Gruesome photographs are shown in the report of hanging and floggings of natives. Executions were carried out in a manner that would be considered brutal two hundred years ago. One method was to stand victims on boxes to which ropes were adjusted. These were then kicked or pulled away. The hanging habit was a feature of the native administration, as well as flogging. Three out of every four natives convicted before the German courts in South West Africa in 1913 suffered floggings. The Germans did their flogging in the most cruel way, with a long sjambok capable of causing the injury or death, and as many as fifty strokes were given at a time.

WORDS AND COIN

If words would swat the raging foe, and lay a swath of Teutons low, the world would end to-night; we've countless lads who'd elucote the stuffing from the war lord Teut, and put his hosts to flight. We've countless gents who spend their days inventing epigram and phrase, and hard boiled metaphor; the way they roast the Hun is great, and ought to jar that Wilhelm skate—but words won't win the war. The gent who buys some green thrift stamps brings terror to the Prussian camps, far more than windy sharks, who keep their kopecks in their pance, but stand erect at every chance, to make a few remarks. Dig up, dig up, before you spie! Dig up the bone, the buck, the wheel, the kroner and the yen! Godown in your tin savings bank, dig up the shilling and the franc, dig up the iron men! When you have stripped the strongbox bare, then you may stand and paw the air until the cows come home, but talk that isn't backed by wealth won't interrupt a Teuton's health, or cleave his crested dome. October comes—another "Loan" will call for every hard earned bone that patriots can raise; and he who buys himself a bond does more to help our boys beyond, than all the screeching joys.

—WALT MASON.

Rippling Rhymes

Do It Now! Get ready for cold weather. Buy while stock is complete: Oil Heaters, Gas Heaters, Gas Logs, Stove Pipes and Elbows, Fire Shovels, Coal Hods, Stove Boards, Repairs, Stove Castors, Ash Barrels, Lanterns, Globes, Lantern and Lamp Burners, Wicks. Aluminum Coating: Stove Dressing and Polish, Putty and Cement. McKELVEY & BIRCH, LTD, 69-71 Brock Street. Phone 237-2060

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Bibbys Style Headquarters TO BE A LEADER, YOU MUST DRESS LIKE ONE The men who pay strict attention to their clothes are the ones who hit on all cylinders in the pursuit of success. They know the importance of not missing fire in a matter that counts so much as personal appearance. To be sure of having that right, a man must wear styles that are right—and you will find them in every suit or overcoat that bears the label. Society Brand Clothes They are refined—not foppish. See Bibbys Ashton Suits \$27.50 The Buxton \$25.00 See Bibbys Ripley Overcoats, belted style \$18.00 The Banlay, belted style \$22.50 Bibbys Society Brand Clothes

COAL OIL HEATERS "Hot Blast" \$2.65 "McClary's" \$5.50 "Perfection" \$6.00 "Chicago" (brass tank) \$8.00 We have just received a stock of Canning Racks 80c BUNT'S Hardware King St. Phone 388

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Farm For Sale 1.—75 acres, 9 miles from Kingston, on leading road; good buildings, 55 acres under cultivation. Price, \$3700. 2.—150 acres, 8 miles from Kingston, one mile from village; about 100 acres under cultivation. Price \$6000. 3.—200 acres on Bath Road. Price \$10,000. 4.—300 acres, near Sunbury; about 250 acres under cultivation; two dwellings; good out buildings; well wooded and watered. Price \$15,000. SEE OUR LARGE LIST AT OFFICE. T.J. Lockhart, Real Estate and Insurance, Clarence Street, Kingston, Ontario.

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