

THE BRITISH WHIG 80TH YEAR



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Letters to the Editor are published only over the actual name of the writer.

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

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The test of advertising is not "does it get by," but "does it get buyers?"

When I feel like finding fault, I always begin with myself, and then I never get any further.—David Grayson.

Britain's heir apparent has made himself solid with the ladies, and, therefore, when it comes to his turn to reign he will have strong backing.

The Whig some time ago advised the Board of Works to purchase a traction engine for operating the scarifier on the roads, but it did not suggest that the engine be purchased without calling for tenders.

Glad indeed is the news that sugar will not rise to twenty cents a pound. What would the "candy kids" do if it ever went that high, and what would the housewives in canning season say?

The duck shooting season opens on Monday, and the devotees of this fine sport have their guns ready for the day. The pits is that the wild fowl in this district were not better protected during the closed season.

General Botha, the late South African premier, and former leader of the Boers, in a recent speech declared that in his opinion the British Empire had done more than any other power to defeat the Central Empires.

It is well that returned men should know that there is plenty of work on the farms, especially in the west, where wages are \$70 to \$75 a month with board, and in the mines, where the pay is as high as \$8 and \$9 a day. Others who need work might also take notice of this.

It certainly is a magnificent record, if it is true, that of the two million American soldiers who went to France, only two are now "missing and unaccounted for." It would not have been thus had Uncle Sam gone to war as early as Great Britain and Canada had done.

The Toronto Telegram scores the government and the Toronto civic and educational authorities for keeping the Prince of Wales busy two days on their indoor events and keeping him away from the public, who wanted his company. Mayor Newman should take note of this.

Toronto was not going to be outdone by Montreal in the matter of giving an uproarious welcome to Sir Arthur Currie, the Canadian commander in France, and Mayor Church staged a reception on Friday that knocked the spots off the Montreal event.

The Syracuse, N.Y., Post-Standard thinks it is not altogether flattering to the Prince of Wales that wherever he goes in Canada, the bands welcome him with "God Save the King." Why not? The prince represents the Throne during his tour.

The Prince of Wales likes dancing and to be "out with the boys" rather than to attend academic functions and view experimental farms. When he comes to Kingston the mayor should see that he is afforded the opportunity of a fox trot, which he is said to prefer to the stately waltz.

Handing pay envelopes for a large staff of employees is quite a job,

says Marketing, even when well organized. Lever Brothers' have solved some of the difficulties in the Port Sunlight plant by not having any pay envelope. Every workman opens a checking account at the local bank, and Lever Brothers' banker credits his account with the man's pay.

CALLING FOR TENDERS.

Ald. Graham, the administrator of the streets department, has got himself into a mess by not calling for tenders for all road machinery when large amounts of money are to be expended. The time was when Ald. Graham would not stand for any civic committee awarding a contract for the expenditure of \$500 or more without advertising and calling for tenders, which are a safeguard in municipal administration. When you least expect it, there is generally someone who can give a lower figure on the article sought. It is certainly desirable that the work on the streets should be pushed ahead with as little delay as possible, and this desire has led the mayor and aldermen to sign Ald. Graham's "round robin" for the purchase of materials. But the deal with respect to the purchase of a traction engine is conclusive evidence that a little more care must be taken. The city might as well save a few hundred dollars when it has the opportunity.

LABOR DAY.

On Monday, Labor Day, which is a statutory holiday in Canada, will be fittingly observed. All places of business will be closed and the organized branches of labor will celebrate the day by a street parade and sports. Although the war is over and Canada's army has been demobilized in consequence of a victorious peace, labor here did not escape some of the effects of the upheaval in Europe. In Ontario and the west we have had strikes of great magnitude, but while there were present undoubted revolutionary elements with definite political aims, trade unionism was strongly enough established to weather the onslaught, and despite the socialistic fanatics, still retains the fidelity of the rank and file of labor. This is as it should be, for the trade union had come to be respected and through it labor had received many benefits in conditions of labor, hours and wages; and its educative influence, particularly in English-speaking countries, has made it an effective barrier against Bolshevism. Had Russian labor the education and organization of England and America, that country would have been saved from the destruction and bloodshed wrought by Bolshevism.

While "Labor Day" finds many disputes still unsettled in this country, as elsewhere, it implies a recognition of certain inalienable rights as well as responsibilities, and here-in lies the hope of the future. Today, therefore, we honor labor which has done so much in the great cause of civilization, and we express the fervent hope that there may come a speedy settlement of all difficulties in Kingston and elsewhere, but adding, as we must, the maxim of that famous philosopher Carlyle: "The happiness of every mortal man demands that he make truce with necessity."

OUR MILK SUPPLY.

Referring to recent complaints regarding the quality of milk a retired farmer states that they are the inevitable result of the introduction of the Holstein into eastern Ontario. This breed was adopted because of the great flow of milk but the quality was poor, owing to deficiency in butter fat. Many farmers never concealed their motive in breeding the Holstein. They sold their milk by weight and when the Ontario Department of Agriculture proposed fixing a standard of butter fat, legislation was delayed for some years, it is stated, through the obstruction created by the Holstein breeders. Eastern Ontario and the county of Prince Edward were the first to change to the Holstein, the central and western parts of the province still retaining the Ayrshire and Durham. While the Holstein yields a larger quantity of milk than any other breed it is far below others in butter fat and for this reason is not an ideal family cow whatever advantages it may have as a cheese factory cow. The Jersey, Ayrshire and Durham are high in butter fat, and while there are strains in these breeds that have a large maximum flow in season, the records of the Holstein have never been surpassed. Consequently the allurement of the Holstein has had its effect upon the dairy farmer but, while bringing him greater returns, the consumer has to be satisfied with a low grade of milk.

Another thing that has caused inferior milk supply is the high price of bran and shorts which are now quoted at about \$50 a ton, a price that is almost prohibitive. Time was when they could be bought at \$9 a ton. Owing to the excessive price throughout the past winter and spring, the dairy herds were poorly nourished when they got on the grass, which was at its best only till the middle of July. All dairy cattle should have their fodder supplemented by bran in order to keep up the flow and quality of their milk.

THE MERCHANTS' COLUMN Edited by WANSFIELD F. HOUSE (Copyright.)

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople and business men and women in general. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not theoretically, but by descriptions of methods actually in use by successful merchants.

DRUG STORE FINDS IT PAYS TO HANDLE DRUGS

The Newman drug store, featuring and prescribing everything but drugs and prescriptions, the Newman Drug Company, of Louisville, Ky., has built heavy sales by concentrating on this almost submerged end of the druggist's business. The Newman policy, however, is not to be confounded with that of those stores which are to be found scattered here and there in various cities adhering to the old conception of the apothecary's "ethics" and refusing to do a general business in the modern way. The Newman store has not "played down" its other departments in its specialization. It has, rather, aided them by leaving them the full sweep of the store proper and removing the prescription department to an upper floor.

REASONS ACTUATING THE FIRM IN MAKING THIS CHANGE WERE THESE:

It is believed that enough people could be found in Louisville who were particular enough about their medicines to appreciate and pay for the special service and it believed that inasmuch as other stores were not following this plan, it had a distinction which would make it splendid advertising material with which to differentiate the Newman store, give it an unusual reputation and eventually draw bigger business for all departments.

Two large rooms were rented on the floor above the store. These were equipped with the very finest apparatus that could be found. They were finished in white enamel, cases, ceiling and walls. All the work tables were of white Belgian glass and special ointment and refrigerator cases were provided.

The whole was placed in charge of an expert chemist, who was given a staff of the best pharmacists, efforts being made to get the honest men in their classes. Finally, the stock of drugs was of the highest quality obtainable.

PHYSICIANS INVITED.

The first step in the advertising campaign was to get every physician in the city to inspect the department which, owing to the novelty of the venture, was not hard to do. Customers also were invited to visit it.

An illustrated booklet, describing the department and its methods, was distributed among physicians, and smaller copies were wrapped with every package sent out.

Main reliance, however, was placed in a steady newspaper advertising campaign.

Space was contracted for at the top of the society page on the theory that women generally buy the household medicines. Following are typical examples of the advertising appeals.

"Don't juggle with your health." "Newman's white enameled prescription department is as spotless and sanitary as a hospital or operating room."

"We fully realize that every minute counts in time of sickness—that is why we use motorcycle delivery." "Instant dismissal is the penalty for substitution by any of our clerks—every man in our employ understands this thoroughly."

"All pills, capsules, powders and suppositories are dispensed in hinged boxes, thus preventing the interchanging of covers, which lessens the liability to a serious error."

"Of course the returns from this copy were not immediate. They never are from good will, permanent business-building ads of this type. But then the Newman Drug Company didn't expect big crowds as a result of two or three ads. They knew that their was an educational problem and that education takes time."

But it wasn't long before tangible results began to show. Pretty soon prescriptions were coming from all parts of the city. A steady, consistent

use of newspaper copy resulted in a steady increase of business, until now they have one of the most lucrative drug businesses in the country.

A NEW WAY OF SAYING "THEY'RE COOL"

The advertising manager of Albert Elkus, dealer in clothing for men in Sacramento, Calif., decided that he would not use the old, time-worn phrases in his advertising to express the degrees of coolness that could be attained in an Elkus suit, so he used the following full-of-meaning phrase in newspaper and poster advertising:

As cool as the way he heard you forgot to the last time.

BUILT HIS BUSINESS ON A QUESTION MARK

This way Mr. Diogenes, please! Here is an honest man. Every one in Round Up, Montana, and about every one in the state knows of him, even if they do not know his first or second name. For Mr. H. L. Allen grew into popularity on a question mark.

He came into Round Up some years ago, a stranger and a transient. He intended to stay just long enough to clean out some garments that had worried his partner and himself in their Butte store.

One day he heard some man ask another on the street, "Who's this Allen, anyway?" For he had been using newspaper space in a way to make them think about him. "There must be a lot of others with the same question," thought Allen. So right away he took the words from their lips and signed his advertisements "Who's Allen." Then people made it a point to find out. Soon he had to get more merchandise to sell at regular prices and to pay room rent by the month instead of the day.

Finally, in November, 1918, he took over his partner's interest in the Round Up store and sold his interest in the Butte store. He has received mail addressed to "Who's Allen, Montana"—quite often as the result of a wager between a man who knows his reputation and one who is soon to learn its extent.

WON'T CRIE AN AD.

"I do lots of advertising," says Allen, "and never copy an advertisement. I'm honest, and crazy enough to admit it." If a garment is two-thirds cotton, that's just what he calls it.

"It seems to please the patrons to know the worst about the goods. 'The people believe what I tell them—and I can't blame them for it,' he said. Evidence that truth pays is in the fact that although there have been three successive crop failures in the section Allen's sales have shown a gain each successive year. He will not try to 'push' shoddy stickers. Recently he gave away to charity a lot of a certain line that did not measure up.

"Never handle cheap stuff. Only nationally advertised goods where I can. I am Allen himself, whether it be behind the counter or in the newspaper advertisement, for I write as I talk. Never think of taking my pipe out of my mouth when waiting on a woman. I'm home folks to them all—city or country. And they like it. I say just what I think in my advertisements or over the counter about the non-partisan league, religion, socialism, just as I do about my merchandise. Sure, I lose some trade by it—but to h— with trade if it interferes with my free expression. That's my ticket. Don't even do the lodge stunt of them. Don't wish people to feel that I use them to get trade. I graduated from the coal and quartz mines, never had any business experience, can't even keep books now. Am on the side of the masses against the classes, and am making a success of this store."

Rippling Rhymes

OWNING A HOME. I own my home, and life's a poem, from outside to the center; I'm full, inside, of honest pride; I'm sorry for the center. I own my shack both front and back, the kitchen and the porch; and here I sit and feel I'm it, and smoke my five-cent torches. The tree and vine are strictly mine, the concrete walks and hedges, the elms and yews, old cans and shoes, the ax and saw and wedges. The hours of the rooms are cold, the roof is often leaking, and in the night, when men sleep tight, I hear the front gate creaking. But it is mine, this shack of pine, and there's no mortgage on it; and here I sit and do my bit at writing ode and sonnet. My house is cheap; no footman keep their vigils in its hallways; no butler stern with pomp to hura here, comby his absurd gaitways. My house is punk, the doors are shrunken, the windows shake and rattle; and oh the stairs and under chairs the cats and rats give battle. It isn't fine, but it is mine; with smiles I bid you enter: I am the king while here, by jing; I'm sorry for the renter.

—WALT MASON.

FOR SALE: We have a large number of Military Tents. Bell and Marquises for sale, cheap. I. Cohen & Co. 275 Ontario Street, Phone 534.

HATS BIBBY'S HATS Men's And Boys' Wear STORE CLOSED ALL DAY MONDAY, LABOR DAY Boys' School Clothes Keep him well dressed and do not injure his pride by compelling him to wear poor school clothes. SCHOOL SUITS GALORE! We select the best looking and most durable fabrics and then employ the best maker we know to make the Suits in the best possible manner. See our Boys' \$8.50 Suits; sizes 29 to 34. See our \$10.00 Suits; sizes 29 to 34. See our Boys' \$15.00 Suits; sizes 28 to 35. Other lines: \$18.50, \$20.00, and \$22.50. OUR YOUNG MEN'S FALL SUITS ARE BEAUTIES The D'orsay, \$35.00, \$37.50. The Ace, \$25.00, \$27.50. The Bud, \$37.50, \$40.00. See our \$40.00 Blue Suits; genuine Blue Indigo Serge. FALL OVERCOATS The Guard, \$25.00. The Regent, \$25.00. The Beverley, \$25.00. SALE MEN'S SWEATER COATS Reds, greens, greys, browns, tans, etc. Sizes 34 to 42. Extra special for Saturday \$2.98. SHOES BIBBY'S SHOES

JUST ARRIVED I. X. L. GENUINE ENGLISH CUTLERY BUNT'S HARDWARE King St. Phone 388

DAVID SCOTT Plumber Plumbing and Gas Work a specialty. All work guaranteed. Address 145 Frontenac street. Phone 1277.

FARMS FOR SALE: 1-50 acres \$2,400; 2-75 acres 2,500; 3-75 acres 3,700; 4-47 acres 4,000; 5-112 acres 5,500; 6-150 acres 6,000; 7-100 acres 6,150; 8-120 acres 6,500; 9-208 acres 8,000; 10-220 acres 8,000; 11-100 acres 8,000; 12-175 acres 8,000; 13-100 acres 8,000; 14-195 acres 8,500; 15-200 acres 9,500; 16-200 acres 10,000; 17-295 acres 11,000; 18-300 acres 16,000; 19-397 acres 24,000. T.J. Lockhart, Real Estate and Insurance Phone 1085W. or 1797Z.

SOME USEFUL INFORMATION: You will experience less difficulty and greater satisfaction in doing up your Fruit this year. If you use our Spices, Preserving Powder, Rubber Jar Rings (extra good quality) Corks, Waxes, and etc. We can also give you some splendid values in SOAPS, including the famous deal in PALMOLIVE, viz., 3 cakes for 29c.

Dr. A. P. CHOWN'S 183 PRINCESS STREET PHONE 848. The Catholic Bishop of Ripon has unveiled a warlike cross to Imperial and Canadian soldiers, subscriptions for which came largely from Canadians. Heavy rains have fallen over the west belt of New South Wales and Queensland, giving promise of big rains from those sections.

Geraldi's Bakery: For something good, try our Butter Crust Bread! Home-made pies and cakes. 198 Barrie Street Phone 1006 And a Salesman Will Call.

TAKE NO CHANCES—BUY THE BEST: Pure Malt Vinegar, Pure Cider Vinegar, Pure Crystal Vinegar, Pure Spices. For table and pickling. Jas. REDDEN & Co. Phones 20 and 990. Store Closes 1 p.m. Wednesdays.

Chestnut Coke: The ideal fuel for household purposes. It is coal with all the smoke and gas producing substances removed—leaving pure carbon—no dust, no soot, little ash—lots of heat. We do not claim this to be the best fuel because we handle it; on the contrary, we handle it because it is the best.

Crawford Foot of Queen St. Phone 9. Adjutor Girard and Emile Gessels, lads employed by the Dominion Paper Company, were killed by a premature explosion of dynamite at Timmins.