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Good complexions die young, also.

Love of country is the root of all taxes.

All work and no play makes Jack a rich boy.

All good industrial projects go to Ford when they die.

Business won't come back; you'll have to go after it.

Even an ordinary egg gets hard-boiled when it's stewed.

Executive: One who knows what should be done and lets George do it.

The treaty may abolish spheres of influence, but not China's fear of influence.

After all, it doesn't matter so much what a man stands for if he stands four-square.

Another difference between death and taxes is that death is a perennial not an annual.

The lambs gambol on the green, and the bulls and bears gamble at the expense of the green.

A crisis is a sensitive thing, and usually shrives up and dies if it isn't given close attention.

Some plants thrive under the hot sun, but wild oats flourish most under the influence of moonshine.

Any business man will tell you that the Kaiser isn't the only Bill scorned and neglected these days.

Well, the German mark will soon be able to tell us whether the old place has changed much since Dante saw it.

After all, it's no great hardship to live on crusts unless the wife persists in making them into a bread pudding.

They have to introduce a bill in the house, but some of the bills that come to our houses are old acquaintances.

Lot's wife looked back and became a pillar of salt; and even yet, queer old backward-lookers become pillars of society.

They called 'em 'swagger sticks' during the war, but we understand that the new hollow ones are called stagger sticks.

'Beware the ides of March,' warned the prophet. Which teaches us that there was an income tax in Caesar's time.

The novelist George says young girls should marry old men. This is a bit of wisdom seldom appreciated by men under fifty.

One way to limit the influence of wicked movies would be to provide a matron to keep the children while parents see the picture.

'All great sentences lose their meaning when we grow accustomed to them.' This is also true of the common saying: 'Please remit.'

The reason there were fewer wrecks in the old horse-and-buggy days was because the driver didn't depend wholly on his own intelligence.

PUBLIC OPINION.

A large part of public opinion is moulded and developed through the advertisements. Furthermore, most of our habits of cleanliness, health, entertainment, and education are moulded and developed through advertising. Two hundred years from now the historian researching to get at the facts of what we are really like will find a valuable store of information in our advertisements. To-day's advertisements are filled with news of us.

There isn't a big selling item, be it a cake of soap that foats or a cough drop that relieves the throat, that has not reached its success through advertising; continuous advertising, until the mere mention of a bewhiskered pair of brothers or floating brings to everybody's mind the particular product represented and when the need arises almost automatically the purchaser will ask for Ivory, or Smith Brothers.

The emigrant arrives in this country with a thousand Old World habits. He learns to read—or if he doesn't his children do—and they actually "devour" the newspapers. They learn all they can about this new land and they strive frantically to become "Canadians," to become like their neighbors. Through the advertisements they learn the differences in dress, they learn habits of cleanliness, they learn the sports, they learn how to arrange their homes—what sort of furnishings go into the Canadian home. Through the advertisements they learn to be Canadians—they become "naturalized" quite as truly as by taking out our citizenship papers.

The newspapers are a wonderfully big factor in the education of men and women, boys and girls, all over this land and the advertisements are fruitful with news. The merchant's daily story is of greater importance than the latest murder or divorce; his story is read more eagerly and thoroughly than any social event that takes place. His story is developing the race.

SAVE THE TIMBER.

The informing address of Robson Black before the Kiwanis Club on Forest Conservation affords abundant opportunity for serious thinking on the part of the people of Canada. It reveals not only the enormous timber resources of this country but the startling fact that they are not illimitable and that through waste, this great national asset may be wiped out in a single generation.

It only needs a little arithmetic to compute how long the forest wealth of Canada will last if it takes from 15 to 20 acres of spruce for a single issue of a New York paper. It should give us pause when we consider that 250 good spruce logs in the form of newspaper go through the presses of a Montreal paper every day it issues. In a year this represents a half a million square feet of timber which has been cut out Canadian forests for one single newspaper; it is evident that the cutting is faster than the growth, and that means that some day there won't be anything left to cut unless some means is taken to reforest.

Much can be done to protect what forests we have. Timber and pulp wood are of course necessary to keep the wheels of industry moving—but waste is not only unnecessary, it is criminal. It is destroying the heritage of future generations; it is making it infinitely harder for our grandchildren to live; it is taking from them before they are born the means of industrial production. To waste the timber of Canada is to injure Canada in the vital region of her industrial expansion.

But unquestionably the greatest waste in Canadian timber is through forest fires, most of which are preventable and almost all of which are due to ignorance or carelessness. One reads with dismay the appalling news that in British Columbia, where there are the largest and best timber areas now left in the world, that in the last fifty years twenty-two times as much timber has been burned as has been cut by all the mills of that rich province. Twenty-two times as much as all the logging camps, mills and factories have cut, used and exported. It will take 150 years to replace those gigantic Douglas Firs. Observers tell us that they have seen a forest fire in British Columbia, where the whole side of a mountain clear up to the timber line, has been left after three days a trackless waste of charred stumps and bare rocks. And beautiful timber it was. How did it happen? Some campers and a party of fishermen were careless about lighting fires and leaving them without putting them out; some smoker threw away a lighted match, and Canada was, three days later, poorer by some fifty million dollars; some woodsman left a fire still smouldering in the vegetable mould, and a week later Canada had lost more potential wealth than the capital of the richest man in this country. It is all so unnecessary, all done without intentional wrong doing—all done by people who wish this country well but who are thoughtless and careless. This country is growing very impatient of the man who pleads when a shooting accident occurs, that "he did not know it was loaded." We must grow even more im-

patient with the man who starts a forest fire and didn't think that anything serious would happen, if he did not put it out.

There are practically no forest fires in Scandinavia, France and Germany, and this is due primarily to an educated public opinion. There need be none in Canada. The use of hydroplanes for forest rangers greatly simplifies the location of a fire; and it brings the fire fighters to the scene with a minimum loss of time. But there should not be a fire. In the last ten years half our forest wealth has slipped through our fingers; in Saxony in the same ten years the forest wealth has been doubled.

Much has been done by the government and the press, much remains to be done. The matter of forest fire prevention should be more zealously taken up in schools, it should be continually stressed in the papers, it should form a topic of conversation in the corner stores of the villages, in the lumber camps, among fishing parties, among summer campers and among the summer cottages which deck the shores of the inland lakes through all Canada. We have a glorious timber heritage, the richest in the world. If we let it go, through waste or fire due to criminal ignorance and negligence we shall not be worthy to have a country nearly four-fifths of whose land is singularly suited to the growth of timber and those great industrial concerns which require timber and the water power in this country is always found in the timber belt. Let us save the timber. In saving it, we are building up the greater industrial Canada. Timber means a job, for from the plan of the forest to the finest organ in the cathedral every step of the process means work and prosperity for Canada. But without the raw product there will be neither work nor resulting prosperity.

STOP GAMBLING IN AIR.

The tragedy of the "Roma," following so soon after the collapse of the "ZR-2" is a solemn warning to the government of the United States and to other governments, to quit gambling in the air, with the lives of their flying men as pawns.

The loss of a great airship, with many lives, is deplorable in war. In peace such a tragedy is little short of criminal.

Dirigible balloons are capable of development to a high point of safety. The only great element of danger, aside from that involved in their bulk, lies in the inflammability of hydrogen gas. That menace can be removed. Helium, 92 per cent, as buoyant as hydrogen, non-inflammable and non-explosive, can be produced in the United States in quantities sufficient to the nation's need, but in Canada sufficient to the world's needs.

To use a death-gambling gas like hydrogen when a safe buoyant agent like helium is available is a vicious disregard of human life.

Yet that is exactly what representatives of the United States government did in the case of the "Roma." The ship had been flown, successfully and safely, with helium. Someone, it is said, ordered the helium replaced with hydrogen, slightly more buoyant and infinitely more dangerous. The ship soared away, came down, blew up.

Let us have more safety and sanity and less spectacle in the air service. Every other activity might well be suspended for a year and all the energies of government aviation centred upon increasing the production of helium—of which Canada has more than all the other nations of the world combined.

Walt Mason THE POET PHILOSOPHER

GOING TO PIBOES

My years are ten and fifty, and when I meet my friends, I say I'm feeling nifty, my cheerful spiel ascends. I cry, "Ach, donnerwetter, life's autumn is good fun! I wasn't feeling better when I was twenty-one!" I bravely make a showing of being free from cares; but I am always going to some one for repairs. My molars dig me nutty, and need the dentist's skill; he plugs them up with putty, and jars me with his bill. I'm sighing and goddaging when I am all alone, for I must buy a casting to fix my collar bone; as daily I grow older, some grievous want appears; I need a wopden shoulder, I need some new tin ears. The surgeon long has beckoned, the druggist brings his pill, and I must go in second when I would climb a hill. Yet cheerfully I enter along the village street, and blithely josh and banter the delegates I meet. "I never stacked up greater," I cry, in hollow glee; "I'd whip an alligator, and make a bobcat flee!" Some men may say I'm dotty as on my way I wend, may even say I'm naughty to four-flush and swindle.

GETTING TOO FAT?

People who don't grow too fat are the fortunate exception. But if you find the fat accumulating or already cumbersome, you will be wise to follow this suggestion, which is endorsed by thousands of people who know. Ask your druggist for Marmola Prescription Tablets and follow directions. One dollar is the price the world over. Get them from your own druggist or send price direct to Marmola Co. 4812 Woodward Ave., Detroit, Mich. By doing this you will be able to reduce steadily and easily, without starvation diet or tire-

BIBLE THOUGHT FOR TO-DAY

THE ONLY CREATOR:— In the beginning was the Word, and the Word was with God, and the Word was God. All things were made by him; and without him was not anything made that was made.—John 1: 1, 3.

pretend; but I believe it's better to spring a cheerful wheeze than talk of gout and tetter and foot-and-mouth disease. —WALT MASON.

ALONG LIFE'S DETOUR

BY SAM HILL

Enjoy the Shocks—and "Stocks." We know we do lots of knocking. For things we see are most shocking; But though we're guilty of mocking, We never miss a silk stocking.

Observations of Oldest Inhabitant. I kin remember when a girl didn't think it was much of a kiss unless he had a mustache that tickled her.

What Every Home Gardener Knows. "What is the most important thing to do in order to make your home garden a success?" asked the amateur. "Kill your neighbor's chickens," was the grim reply of the suburbanite.

You Guess. Says Old Adam Breed: "Don't get careless about the condition of your feet." We can't quite make up our mind whether Adam is trying to boost the shoe business, the chiropodist or the soap manufacturer.

Human Nature. He says he'd like To trim my tree— But what he trimmed Was really me. —Sam Hill

"I'll break your heart Some day," said she; But what she broke Was really me. —Nashville Tennessean.

Needs No En-light-enment. No real man is so thirsty for knowledge that he objects to being left alone in the dark—if the girl is pretty. —J. J. B.

Home, Sweet Home. "What do you have for breakfast?" asked the bachelor. "A few words, usually," replied the married man.

Old Stuff For Them. WANTED—A man for floor service. Must have experience.—Classified ad. in Hastings Tribune. Any married man ought to be qualified for this job, since all married men have had so much experience in being walked over.

Spring Pomes. (First batch of horrible examples) The bleachers soon will bawl, "Play ball, bonehead, play ball."

Alas, this pigst soon will be due. "Is it hot enough, Bo, for you?"

Get out of the hammock dear, Love time is drawing near.

Oh, John, put up the screens And bring a mess of greens.

We now will hear the cry, "Don't fall to swat the fly."

By the Way, We're a Friend of Numerous Citizens. Dear Sam: Can you suggest any place that is absolutely safe to hide a quart of whiskey so a dry detective can't find it? I recognize it is safe if taken under the vest, but a quart stored therein at once is too much. —Numerous Citizens, Tiffin, Ohio. (The safest plan is to divide it among your friends and let them each store part of the quart under their vests. N. B.—See headline.)

We'll Bite, Who Does It? When a man is wed—he soon is dead, His wife becomes the boss; But tell me, gentle reader, Who does Chill Sauce? —Holjoke.

No Blue Mondays Have to Follow It. "Tuesday is said to be the only day of the week that by some peoples is not observed as we observe the Sabbath."—News Item. Considering the way most of us observe the Sabbath these days we should say Tuesday is a rather lucky day.

Daily Sentence Sermons. Because the Government taxes every fool thing is no reason for your taxing your mind with foolish things.

News of the Names Club. Minous Gall lives at Dunkard Ridge, Ohio, and we guess it is nothing against them to say there is plenty of Gall in his family.

Never Can Forget Them. (Canton, Ohio News) The trouble with most couples who patch up their differences is they do not use invisible patches.—Sam Hill. If you don't notice the patches they will call attention to them.

Well, Looks Who's Back? You talk of funny notions, But will you please tell me If Arkansas Missesppi, Who did Tennessee? —G. M. W.

Out of Pocket. Brown: "Why do doctors always say a patient who is convalescing will soon be out?" Black: "Because they expect the patients to pay their bills."

Our Canadian Question And Answer Corner

Q.—What sub-tropical fruits are grown in the open air in Canada? A.—Tea, olives and figs are among the sub-tropical fruits and plants

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