

THE BRITISH WHIG
80TH YEAR.



Published Daily and Semi-Weekly by THE BRITISH WHIG PUBLISHING CO., LIMITED

J. G. Elliott, President
Leslie A. Gault, Editor and
Managing Director

TELEPHONE
Private Exchange, connecting all
departments 248

SUBSCRIPTION RATES:
(Daily Edition)
One year, in city \$2.00
One year, if paid in advance \$1.50
One year, by mail to rural offices \$2.50
One year, to United States \$3.00
(Semi-Weekly Edition)
One year, by mail, cash \$1.00
One year, if not paid in advance \$1.50
One year, to United States \$1.50

OUT-OF-TOWN REPRESENTATIVES:
F. Calder, 25 St. John St., Montreal
F. W. Thompson, 100 King St. W., Toronto

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.

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

The biggest lumps are in the sugar
profits.

The proper study of mankind is
the day coach, not the Pullman.

So far as we can see, May hasn't
made the world safer for anybody
except oysters.

Unless the price of sugar halts, it
threatens to be a June of considerably
less spooning.

A news story says the crime was
committed by a strange woman. Is
there any other kind?

A man isn't old until he begins to
delight in telling what a whirlwind
he was in his youth.

The world isn't growing better. It
just seems that way because fewer
men now crack their knuckles.

Still, you can't blame France. It
is very difficult to balance a budget
on the horns of a dilemma.

Light without heat isn't impos-
sible. At times the light in the bank-
er's eyes shows no trace of warmth.

With patience and gentleness you
can manage to domesticate almost
everything except domestic servants.

A progressive is composed of
three parts: enthusiasm and seven
parts eagerness for the conserva-
tive's job.

In the old days nations fought to
defend the national honor. But they
don't fight for such trivial matters
now.

Still, a garden resembles the pic-
tures in the seed catalogue about as
much as matrimony resembles the
love letters.

Correct this sentence: "I've run
her three years now, and I don't sup-
pose I've spent ten dollars for re-
pairs."

A puncture is something that
causes a tire to escape from the tire
and probably to escape from the
front seat.

In this age even the nobility
works, and the only thing that can
get by without rendering service is
a platinum watch.

Cheer up. There is only one man
in the world who hasn't the con-
solation of knowing that somebody
is more worthless than he.

Vindictiveness is the quality that
makes a man set his alarm clock on
Saturday night merely for the
pleasure of cursing it on Sunday
morning.

An English mother wheeled her
baby fifty-two miles at a single
stretch, or almost half as far as
many a man has walked with one in
the night.

Statistics show that there are fewer
women in the world. This may be
due to the great number of them
that have been used up in making
magazine covers.

BIBLE THOUGHT FOR TO-DAY
The Lord is my shepherd,
ALL MY NEEDS SUPPLIED;
Hardly I shall want,
Surely goodness and mercy shall follow me
all the days of my life;
and I will dwell in the house of the Lord
forever.—Psalm 23: 1, 6.

**A MEMORIAL DAY FOR THE
EMPIRE.**

The United States has for several
decades followed the beautiful cus-
tom of decorating on May 30th the
graves of its fallen sailors and sol-
diers. What an example for the empire
and what an inspiration at this time.
On Memorial Day the American
people remember their dead and
what their death has signified to the
nation.

Why should not the far-flung em-
pire adopt the same plan and use the
same day?

What an influence upon the best
thought of the world would be the
knowledge that on that day one-third
of the world's population and area
kept in mind the memory of their
savior and soldier dead; that this
great race, having charge of so much
of the world, were themselves un-
der the reign of one law, the law of
sympathy, and that war and its
horrors between them, at least,
would be known no more?

The objection may be raised that
two holidays, Empire Day and Mem-
orial Day, come too close together,
but May 30th need not be a legal
holiday for the empire, but rather
the day in the year when everyone,
children and adults, would wear a
sprig of evergreen or a picture of it
on a piece of white ribbon to show
to all observers that they had in
mind their fallen heroes of every
race, creed and color, and that on
that day they would decorate the
graves of their brave dead.

This day would be an outstand-
ing event in the history of the Eng-
lish-speaking races and would be-
come, in time, one of those binding
influences stronger than bands of
steel which would set at naught the
influence of the "hidden hand" men-
tioned by Alfred Noyes, which
seeks to make trouble between the
two branches of the English-speaking
races, on which virtually the peace
of the world and civil and reli-
gious liberty depends. Supported by
the press, the movement would
spread over the empire.

Winnipeg has carried out this
beautiful custom for many years,
while in New England the graves of
British soldiers of the Revolution
have been decorated in recent years
on May 30th.

THE POWER OF ADVERTISING.

A few days ago Henry Ford started
the financial world by filing a
statement with the Massachusetts
commissioner of corporations, show-
ing that he was the richest man in
the world. At that time he had over
two hundred million dollars lying
around in loose cash, an increase of
fifty millions over the amount of
cash on hand a year ago. In real
estate he had gained five millions,
in machinery six millions, in mer-
chandise on hand, forty-eight millions,
in cash, fifty millions, and in securi-
ties, fifteen millions, during a year
when business was not exactly at
the peak. The value of his property
is given as more than half a billion
dollars, more than is owned by any
other living man, and yet that does
not truly represent the fortune
which has been built up by Henry
Ford.

Henry Ford's fortune does not lie
in his factories, his machinery, his
stocks and bonds, nor in his cash. It
lies in the four letters of his sur-
name, in the name of Ford. Even if
he lost everything he had to-day, if
his factories were wiped out, his mil-
lions of dollars lost to him, and his
securities rendered valueless, he
could start out again with nothing
but the name of Ford and make an-
other fortune. The name stands for
success, and it is of more value to
him than anything else which he in-
cludes in his half million dollar for-
tune.

What has made it so? There are
two main reasons, and the first is his
belief in advertising. Advertising of
every description, but most of all,
newspaper advertising, has made the
name of Ford known throughout the
whole civilized world. When he was
faced with financial ruin a little
more than a year ago, he doubled his
advertising, lowered the price of his
cars, and went straight ahead to an
increase in his wealth. Advertising
made the Ford the most talked of
automobile in the world, and that
won more than half the battle for
Henry Ford.

That, however, was not the only
reason for his success. He backed up
his advertising by making good every
claim he put forth in that adver-
tising. He gave his customers value
for their money. He won a reputa-
tion for fair and square dealing
which made people respect every-
thing he said, and forced them to re-
cognize that when Henry Ford ad-
vertised a certain thing they could
take his word for it that it was just
as he claimed. By advertising a pro-
duct in which the public were given
good value for their money he be-
came the richest man in the world,
and his fortune keeps on growing
because these two things have made
the name of Ford stand for all that
is fair and square in the merchand-
ising world.

Herein lies a great object lesson
for all business men. It teaches the
power of advertising, but it also

teaches that there must be some-
thing behind the advertising. There
must be a policy of square dealing,
of living up to the statements made
in advertisements, and a policy of
giving good value for every dollar
spent by the buying public. These
things may not make all men reach
the same level as Henry Ford from
a financial standpoint, but they will
go a long way towards ensuring
success to those who follow these
two planks of the Ford policy.

THE WORLD GROWING BETTER.

In these days when people are in-
clined to take a gloomy view of con-
ditions the world over, and are in-
clined to point to the present young-
er generation, with its open defiance
of convention and the things which
were considered right a few years
ago, and say the world is going to
the dogs, it is refreshing to find
someone who will champion the
world of to-day and boldly assert
that it is growing better. The world
has found such a champion, how-
ever, in General Ballington Booth of
the Salvation Army of the United
States who, on the eve of a celebra-
tion tendered to Mrs. Booth and
himself, in New York, states that the
era of unnatural conditions is at-
most over, and the world is growing
better all the time. General Booth
sees in this era of jazz music, crime
waves and other unnatural condi-
tions of the age, the result of the
repression and depression caused
by the war. The modern lust of
pleasure he characterises as the
method taken by the people of to-
day to "blow off steam," after their
feelings had been bottled up by the
burden of the great conflict.

It is true, as General Booth sug-
gests, that the present condition of
the world is but a passing phase. It
is not the normal, healthy condi-
tion of things, and there are indica-
tions that the disease, for it is but
that, which has taken hold of the
civilized world, is passing, and
things are returning to normal. Ab-
normal business conditions brought
abnormal conditions of living. After
a spell on the peak of prosperity,
which brought in its trail over-in-
dulgence in pleasures, there came a
spell of depression, and during this
period the craze for pleasure con-
tinued, because of a desire on the
part of those affected to forget their
business troubles and keep up the
pace set during the time of pros-
perity. But in the business world
conditions are coming back to normal,
to a time of orderly industrial
activity, without unnatural booms
and disastrous slumps. Employment
conditions are getting back to their
normal course, without more work
than can be done, and with just en-
ough for men and women to earn a
proper living, and to save sufficient
to care for them in their declining
years. That condition is the natural
condition of civilization, and when
business becomes absolutely normal,
living conditions and the mental at-
titude of the people will once again
become normal.

That is the hope of the immediate
future. The world, and particularly
that part of it which lies on this side
of the Atlantic ocean, could not go on
at the pace which has been set dur-
ing the past few years. There have
been excesses in every department of
life, but they have brought repen-
tance and a desire to settle down to
the proper course of living. That
will make for an improvement in the
world, and there are many others
besides General Booth who can see
the rays of sunshine peering through
the clouds and pointing to a bright-
er and a better day for humanity.

That is the hope of the immediate
future. The world, and particularly
that part of it which lies on this side
of the Atlantic ocean, could not go on
at the pace which has been set dur-
ing the past few years. There have
been excesses in every department of
life, but they have brought repen-
tance and a desire to settle down to
the proper course of living. That
will make for an improvement in the
world, and there are many others
besides General Booth who can see
the rays of sunshine peering through
the clouds and pointing to a bright-
er and a better day for humanity.

PRESS COMMENT

Turkish Election.
Turkey is to have a brand new
election. If the Armenians could
poll all their dead, there would be
little doubt as to the result.—Mont-
real Gazette.

As Well Retain Tax.
If the reduction in the cigarette
tax doesn't reduce the price to the
public the finance minister may de-
cide that he might as well put the
full tax on again.—Toronto Star.

Villains and Hero.
Sir Arthur Conan Doyle says that
if men were really bad they would
applaud the villain instead of the
hero of a play, but that view hardly
takes sufficient account of that kind
of badness known as hypocrisy.—Det-
roit Free Press.

To Bed at 4 A.M.
T. P. O'Connor of the British
House of Commons says that his secret
for longevity is that he goes to
bed at 4 a.m. and gets up at noon.
What a mistake he made in his call-
ing. He would be happy on a morn-
ing newspaper.—Watertown, N.Y.,
Times.

Good to Start Ourselves.
We stint ourselves today, not be-
cause we particularly like it, but be-
cause it is sound business policy to
meet our obligations cheerfully and
without hesitation. We may all take
pride in the fact that we are a great
nation. That is the world's verdict.
—London Express.

**Frank Darling, I.L.D., R.C.A., F.
R.I.B.A., died early Saturday morn-
ing at his late home, 11 Walmer
Road, Toronto. He had been ill for
the past nine months.**

Along Life's Detour
BY SAM HILL

Away With Them.
To listen to these fools
is what makes life seem tough:
They talk more than they ought
Yet never say enough.

Observations of Oldest Inhabitant.
Monday morning papers used to
have more space to devote to the ser-
mons of the preceding day when
folks spent the Sabbath going to
church instead of going joy riding.

The Annulus Club.
"No," said Johnny, "I don't want
another piece of pie. It might make
me sick, and I would have to miss
school tomorrow."

Some Job.
Blinks: "Americans are not afraid
to tackle anything. This paper says
they are going to try to popularise
the bath in Russia."

Jinks. "Well, I can tell you when
they'll succeed in that undertaking!"
Blinks: "Shoot, I'm listening."

Jinks. "A year they invent per-
petual motion."

Should Say Not.
A girl to-day
If she can raise the price,
Will never wear
The same complexion twice.

Modern Version.
"Money makes the mare go," quoted
Mrs. Grouch.
"Yes, and a motor car makes the
money go," growled her husband.

What Every Husband Knows.
His wife howl,
For him to use
Her best guest towel.

The Catty Thing.
He: "She wears the smile that won't
come off."
She (her rival): "But that is more
than you can say for her complexion."

Friendly Philosophy.
A smile generates joy and happi-
ness while a frown destroys it, and
while the twain can never form on
the human face simultaneously, you
can produce either at will. What's
the answer?
—J. E. F.

To Canon Doyle.
We do not care
To be the host
Who entertains
A wandering ghost.
—Sam Hill.

To be around
Would give me shock,
When ghosts abound,
Or spirits walk.
—J. H. Reed.

I love to see
The ghost, I'll say,
Just once a week,
And that's my day.
—Adam Brede.

Why Talk?
Every time we look at the long
skirts we can't help but think what a
foolish idea it was for Sir Isaac New-
ton to have discovered the law of
gravitation.—Sam Hill in Cincinnati
Enquirer. And the old cuss that dug
up the idea of "all that goes up must
come down" was not friend of man.—
"Dusty" Miller.

North Renfrew Liberals.
Pembroke, May 21.—The Liberal
convention on Friday afternoon was
fairly well attended. Dr. McKay,
M.P., retired from the presidency of
the North Renfrew Liberal Associa-
tion, and Thomas H. Moffat, who
was chosen in his place. After passing
resolutions of confidence in the Lib-
eral government of the Dominion and
in the Ontario leadership of
Wellington Hay, Dr. McKay gave an
eloquent speech. The nominations
then took place, as follows: D. A.
Jones, T. H. Moffat, Norman Reid,
Dr. Josephs and Miss A. D. Robinson,
all of whom retired except Mr. Mof-
fat, who agreed to accept the nomina-
tion if Mr. Reid, Westmeath, who
was not present, refused to do so.
Mr. Reid has consented to run.

Busy Day for Drury.
Perth, May 21.—Lanark County
is to hear Premier E. C. Drury on
May 29th. He will speak in Perth
at 1 o'clock in the afternoon, motor
20 miles to Carleton Place to speak
at 3:30, and leave there by train to
speak in Renfrew town at a night
meeting.

THE DIFFERENCE.
(The "Tailor and Cutter" fears
the possible introduction of short
sleeves and low necks for men.)
When Phyllis, resolute to please,
Calls fashion to her aid
And, shedding raiment by degrees,
Looks lovely, I'm afraid,
That, whatever I may wear,
My charms will ne'er with hers com-
pare.

When she a perfect shoulder bares,
Or shows, with modest pride,
An arm whereon no sleeve she wears,
A limb no sounes hide,
She takes, with kindly cruelty,
A mean advantage over me.

If I with Phyllis would compete,
And boldly commander
That armour which spreads detest
Where'er she may appear,
The mob, unmannerly, would shout
With glee, at my approach, "Boy
Scout!"
—G. F. W., Westminster
Gazette.

**\$10,000 in Yankee Cash
Buys French Chateau**
New York, May 21.—Herman
Rothschild, Houston, Tex., a cotton
manufacturer, called for Hamburg
on the Hapsa to occupy a \$750,000
chateau near Baden-Baden, which
he acquired for \$10,000 when marks
slumped.

Rothschild has lived in Texas for
years, coming here as a poor boy and
building up a fortune. It took him
two years to collect his family, scat-
tered by the way. They now are
awaiting him in the chateau to pass
the summer with them.

Ferguson's Dead Letter.
Mr. Ferguson will enforce the O.
T. A. to the letter if he gets the
chance, but it will be a dead letter.
—Toronto Star Weekly.

Who knows most forgives most.

BIBBY'S

BIG SALE OF SUMMER SUITS IS ON

We Claim to Offer the Best Clothing Values in Canada.

See Our \$20

MEN'S AND YOUNG MEN'S SUITS

New plain shades of Grey, Tan or Heather — smart two and three breasted models — pure wool Cheviots and Homespuns. Sizes 34 to 46.

SEE OUR \$28.50 SUITS

MEN'S AND YOUNG MEN'S MODELS

Sport models, form-fitting, single and double breasted styles, newest fabrics, nicely tailored. Some wonderful values. Sizes 34 to 44.

Our \$1.35

Shirt Sale

Sizes 14 to 17. Neat patterns, fast colors, full cut; some with separate collars. Regular \$2.00 value, for

—\$1.35—

See Our \$24

Suits

MEN'S AND YOUNG MEN'S MODELS

Sport models, Two and Three Button style, form-fitting, semi-fitting models, new Homespuns and Donegals. Sizes 34 to 46.

MEN'S HOSIERY AT WHOLESALE PRICES

Men's Lisle Thread Hose — Black, Grey or Tan. Regular 35c. per pair.

4 PAIRS FOR \$1.00

MEN'S LISLE THREAD

Double Soles, Toes and Heels — Tans, Sand, Brown, Grey — Regular price 50c.

3 Pairs for \$1.25

MEN'S SILK-WOOL, SILK LISLES FINE CASHMERE

Regular 75c. and 85c. quality.

3 Pairs for \$2.00

Our \$1.95

Shirt Sale

Fifty dozen, nice, clean cut Tooke and Arrow Shirts. Sizes 14 to 17. Value \$2.50 and \$3.00, for

—\$1.95—

DON'T MISS SEEING OUR SPECIAL \$18.00 SUITS

Good, honest, All-Wool Canadian Tweeds, neat patterns. Nothing to touch these for price anywhere.

BIBBY'S

The Political Pot

Seeks Labor Support.
Gananoque, May 21.—John Beatty of Mallorytown, aspirant as U.F.O. candidate for the riding of Leeds, was in town interviewing the Labor interests and seeking their support. A charter has been granted and a branch of the Independent Labor party of Canada was formed.

North Renfrew Liberals.
Pembroke, May 21.—The Liberal convention on Friday afternoon was fairly well attended. Dr. McKay, M.P., retired from the presidency of the North Renfrew Liberal Association, and Thomas H. Moffat, who was chosen in his place. After passing resolutions of confidence in the Liberal government of the Dominion and in the Ontario leadership of Wellington Hay, Dr. McKay gave an eloquent speech. The nominations then took place, as follows: D. A. Jones, T. H. Moffat, Norman Reid, Dr. Josephs and Miss A. D. Robinson, all of whom retired except Mr. Moffat, who agreed to accept the nomination if Mr. Reid, Westmeath, who was not present, refused to do so. Mr. Reid has consented to run.

Busy Day for Drury.
Perth, May 21.—Lanark County is to hear Premier E. C. Drury on May 29th. He will speak in Perth at 1 o'clock in the afternoon, motor 20 miles to Carleton Place to speak at 3:30, and leave there by train to speak in Renfrew town at a night meeting.

INDIANS TO TAKE PART.
In 300th Anniversary of Discovery of the Sault.
Sault Ste. Marie, May 21.—Sault Ste. Marie is to attempt something unusual this summer. Alongside the city is an Ojibway tribe, the original Saulteaux (pronounced so-to) or inhabitants of the Sault. At the celebration at the Sault in August of the 300th anniversary of the discovery of the Sault and Lake Superior, these Ojibways are to produce an elaborate presentation on two afternoons of Longfellow's "Hiawatha." All the actors will be Ojibways and they will speak their parts in their own language. The play will be produced at the river front at the east end of the city.

A submerged Carthaginian galleys
has been discovered about 60 miles from the site of the old Phoenician seaport. It is believed to contain statues stolen from old Greek cities. He lives who dies to win a lasting name.

Classified Adages

THERE'S no making an omelette without breaking some eggs. And there's no finding of bargains without watching the A-B-C Classified Ads.

Read them to day!

FEED YOUR STOVES THE PROPER FUEL—IS A VERY HEALTHFUL RULE!

GOO!

CRAWFORD'S COAL QUARTETTE

HERE'S a springtime prescription for what seems to be the matter with you. It was written out in plain English by Old Dr. Commonsense. He says that good coal will cheer you up after everything else fails. We never fail to be politely attentive to our customer's wants.

Crawford
PHONE 9. QUEEN ST.

MAPLE SUGAR
MAPLE SYRUP
Guaranteed pure — absolutely new.

Jas. REDDEN & Co.
Phones 20 and 990.
"The House of Satisfaction"

DAVID SCOTT
Plumber
Plumbing and Gas Work a specialty. All work guaranteed. Address 145 Frontenac Street. Phone 1377.

FOR THE FARMER
Formaldehyde
Full strength 80c. lb.
For Sinit on grain and Potato Scab.

Blackleg Vaccine
Save your stock. Prevention is cheap. 10 pellets, \$1.00.
Blackleg Injectors, Cattle Instruments, Sulphur and Glander's Salts.

Dr. Chown's Drug Store
145 Princess Street. Phone 348

Classified Adages

THERE'S no making an omelette without breaking some eggs. And there's no finding of bargains without watching the A-B-C Classified Ads.

Read them to day!

FEED YOUR STOVES THE PROPER FUEL—IS A VERY HEALTHFUL RULE!

GOO!

CRAWFORD'S COAL QUARTETTE

HERE'S a springtime prescription for what seems to be the matter with you. It was written out in plain English by Old Dr. Commonsense. He says that good coal will cheer you up after everything else fails. We never fail to be politely attentive to our customer's wants.

Crawford
PHONE 9. QUEEN ST.