

THE BRITISH WHIG 91ST YEAR.



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Home is getting to be little more than a point of departure.

A provincial is a man who wonders why his own town has a monopoly of brains.

In time of national triumph: "We;" in time of national scandal: "Them fellows."

There was sex in the old-fashioned novel, but it was an incident and not a selling point.

The trouble is that when money talks everybody else tries to avoid talking afterwards.

Rarebit has much in common with a great critic. It disagrees with so many people.

When a plump woman observes a fat woman and colors, it isn't difficult to read her thoughts.

In civilized centres the longest head wins in politics; in provincial places, the longest tongue.

Getting old is just a slow business of accumulating a list of things that aren't good for you.

About all the back seat is used for is to emphasize the passing of the old-fashioned large family.

The rebel army in Mexico has suffered another crushing defeat, but he made good his escape.

As our next entry in Life's war-prize contest we suggest asking people if it is slushy enough for them.

Some men would rather stay home than go to church; others would rather go to church than stay home.

Mildred's dress of to-day is attracting a lot of attention and that, of course, is what she positively abhors.

It will take more than an act of parliament to emancipate woman when she feels the need of a good cry.

If he smokes an honorable cob pipe with that kind of smell, you may assume that he is a fundamentalist.

Correct this sentence: "She told me to put my rubbers on this morning," said he, "and I asked her who was boss in our family."

In Switzerland some wealthy families have cheese over 100 years old which they serve only on the rarest occasions. That would seem to be frequently enough.

French legislators in fighting with fists are not satisfied with saying nasty things to each other in parliamentary language and letting it go at that as our law-makers do.

The American Association of University Professors asks help in interesting freshmen in the intricacies of undergraduate life. Surely the sophomores have not fallen down that badly.

BIBLE THOUGHT

BLESS THE LORD, O my soul, and forget not all his benefits: who redeemeth thy life from destruction: who crowneth thee with loving kindness and tender mercies.—Psalm 103: 1, 4.

THE NEW POLITICIAN.

The outspoken protest made by W. G. Raymond, member of parliament for the city of Brantford, has once again emphasized the fact that a new type of politician is coming into prominence in Canada. Mr. Raymond, elected as a Liberal to represent a city which is essentially a manufacturing centre, and which depends very largely on the manufacture of agricultural implements, took occasion to turn against his own leader and to suggest that the announced policy of reducing tariffs on agricultural implements be abandoned in the interests of the constituency he represents. While it is nothing new, perhaps, for a member to put up the strongest possible fight for the constituency which elected him to parliament, it is unusual for a member of the government side of the house to make so complete an attack upon his leader, and to go so far as to suggest that the leader might be changed with advantage.

Mr. Raymond's course is undoubtedly a bold one, but it shows very clearly that there is a type of politician in the present house of commons which was not found there up to a few years ago. Time was, and at a not very far distant period, when men-stuck to their party through thick and thin. Even if they did not agree with the view expressed in the party's policy, they kept silent about it, and were obedient to the crack of the party whip. Of late years, however, men have grown more independent in their political thoughts. They have felt themselves free to express their own convictions, even if that meant opposing the policy of the political party they support in the house, and on whose platform they were elected. Mr. Raymond, if he believed that the policy of his party was detrimental to the interests of Brantford, undoubtedly did the right thing in expressing his convictions as strongly as he did. In doing so he was showing that he was a man who thought for himself, who would not allow himself to be led in the direction he did not want to go, and that he owed allegiance, first of all, to his constituents.

That is the most important factor which shines out in the protest of Mr. Raymond. Little importance can be attached to his remarks regarding dropping the pilot from the ship of state. He probably realizes, as the other Liberals do, that Premier King is just as anxious to safeguard the interests of Canadian industry as are the manufacturers. Mr. King and Mr. Fielding are not the type of men who would do anything to hinder the progress of any industry in Canada. Their actions all tend to show that they are keeping watch on conditions industrially in Canada, and this is clearly demonstrated by the great increase in Canadian commerce, both in imports and exports, since the King government came into power. What will be done with the tariff is a matter for the future to decide, but the people of Canada may rest assured that the question has been thoroughly studied from all angles, and that any changes made will be made with a view to doing the greatest good to the greatest number of people within the dominion.

ROMANCES OF ADVERTISING.

There is an almost endless story of great achievement, actual production and superlative performance back of that now prosaic slogan, "It pays to advertise." Slogans in business are not always substantiated by subsequent events, just as guarantees do not always hold water, but the business has not been found in which "advertising does not pay." What capital is to industry, what rainfall is to farm soil, advertising is to business. Advertising is as necessary to national distribution as the railroads.

Speak of goodwill in business and you really mean reputation. Reputation in modern business is attained only through the co-ordination of merit of product, scientific business methods and adequate advertising.

In 1886 twenty-five gallons of a soft drink syrup called Coca-Cola was sold for \$25. From this sale the first Coca-Cola advertisement was paid for. The original company sold its goodwill for \$20,000,000.

Millions are spent with profit for advertising in the magazines and newspapers of this country annually. Once it was the custom to advertise new products in a small way, increasing the advertising and broadening its scope as business results warranted. To-day, where capital is available, there is no longer the cautious venturing into the water. Big business now strikes for the deep water first.

The first Wrigley's gum advertisement cost \$33—the company's entire capital. The Waterman Fountain Pen Company started in business with a \$22.53 publicity campaign, and the Hupp Motor Corporation with a \$100.65 campaign. In 1890 the Borden Co. appropriated \$512.75 for advertising. All of these internationally known corporations now spend millions annually for advertising in newspapers, magazines and in other forms.

Advertising built a large factory for the Royal Baking Powder Co., which first sold its baking powder in

a small drug store in Fort Wayne, Ind., as a side line. In this experience this company is not alone.

FIRST DAY OF SPRING.

Winter leaves us, but it is not certain that March will be lamblike for the rest of its term.

Nevertheless, the first-day of spring brings a renewal of hope even to the most skeptical of weather prophets. The sun is getting higher and hotter, the days are growing longer and belated cold spells are of brief duration. There are many worse places, climatically speaking, than Kingston. The extremes of temperature here are not so great as they are elsewhere. Our coldest days do not freeze, nor our hottest broil, as in some "parts."

Take the year around, we have an extraordinary number of days in which life in the open air is pleasant. The smiles of temperamental nature are sure to be more frequent for the next eight months than her frowns. This city is peculiarly blest in the beauty of the surrounding country and in the open spaces within its own limits. From henceforth the call of sport will be strong. Everybody has the habit of grumbling at the weather. But now that spring is really here a word of appreciation is in order.

THE LEAGUE JUSTIFIED.

Those who are strong believers in the League of Nations, and in its efficacy as a medium for the prevention of wars, found much to encourage them in their views in the work accomplished at a session of the council of the League held a few days ago at Geneva. That day's work had been recognized as the biggest in the history of the council, and it is looked upon by authorities as clear proof of the usefulness of the organization as a mechanism for international conciliation and arbitration.

A review of the work done in that one day is staggering when it is realized that many of the items concerned countries which only a few days ago were bitter enemies. To go into full details of all of the items would make tedious reading, but a summary of them is of interest. The League settled the conflict over Memel, a Baltic port which has presented a dangerous problem since the great war ended. It definitely launched a programme for the reconstruction of Hungary by inducing the Little Entente of Balkan nations to sign an agreement governing this. It advanced the cause of European peace by inducing Poland and Germany to agree to arbitrate their differences in case they are unable to reach an agreement by direct negotiations. This latter question is an important one, affecting the welfare of some 200,000 German residents in Poland. It satisfactorily disposed of the frontier conflict between Czechoslovakia and Rumania; it solved the conflict between Poland and Danzig, which is now under League control, and its mediation resulted in Hungary, Czechoslovakia, Rumania and Jugo-Slavia coming to agreements on many problems toward consolidating peace in southern Europe.

The above outline of the work accomplished shows in no uncertain manner that the League is becoming a potent factor in governing the affairs of the world. The full value of this work of a day can be gauged when it is realized that in days gone by any one of the questions would have been sufficient in itself to cause a disastrous war. Some of them are of far greater importance to the nations concerned than were the causes of the great war to the nations which precipitated the conflict. Yet, through the good offices of the League, in the space of a one-day session, they were settled to the satisfaction of all the parties involved. The work of the League is the greatest proof of its justification and of the need which existed in the world for such an international organization.

It must be remembered, too, that this work was done by only one section of the League. Besides the council, the body which dealt with the questions outlined above, there are several other branches, all doing equally important work. The labour bureau, the health department, the court of world justice, all offshoots of the League, are doing work which makes them powerful forces for the good of the world. The League of Nations is a fitting monument to the memory of that idealist who conceived the idea, the late Woodrow Wilson, and the pity is that the country which produced the genius who inspired it has remained aloof from its activities.

PRESS COMMENT

Who Can Draw the Line? All classes shade into one another in these days; the idea that rigid barriers separate the population into sections is quite out of date. Socialists still hug an imaginary distinction between workers and "bourgeois." It really does not exist. Take a solicitor, a draughtsman, a trade union secretary, a publisher: are these workers or bourgeois? And how can any one of them belong to one category more than the other,

since all work for a living?—London Daily Mail.

Faith in Miracles.

If so many members of Congress did not have faith in fairies there would be better prospect of a scientific tax bill enacted. Notwithstanding the concrete evidence of the effect of high surtaxes, some persist in the belief that by some hocus pocus the wealthy can be made to shoulder the whole burden and those less well-to-do be let off with paying little or nothing. It may be that many members do realize the falsity of the position they take, but continue in it in the belief that it will result to their personal benefit at the hands of voters who want the rich "soaked."—Pittsburgh Gazette Times.

MONEY AT WORK

Brief but Important Lessons in Finance, Markets, Stocks, Bonds and Investments



The average man in business for himself should invest in gilt edge bonds rather than stocks.

In most cases where the average man is in business for himself, his investments are really reserves for his business. They were probably accumulated during good times when the money was not needed in the business.

He is likely to need that money when times are hard. When such times come he will want most of that money, not just a small part of it.

Stocks fall swiftly and they will probably be low at the time he will need his money. Gilt edge bonds, on the other hand, decline relatively little.

The safety of his business demands that the average man invest in gilt edge bonds.

WHY THE WEATHER?

DR. CHARLES F. BROOKS, Secretary, American Meteorological Society, Tells How.

Spring Showers from Winter Snow.

Throughout a large part of the Great Plains region of the United States and Canada, the winter is so cold and dry that only a little snow accumulates before March. The higher temperatures of early spring, however, allow the air to become more moist; some of the winter snow evaporates, and a somewhat heavier and wetter snowfall takes its place. The spring snow cover, in turn, melts and evaporates, readily furnishing much moisture for spring showers. Much moisture is imported into the interior from the Gulf of Mexico and elsewhere. It is true, but usually the storms pass by too quickly and the wind changes too soon to permit a large inflow of warm, moist air. It is largely the stored moisture, conserved in the snow, that furnishes the valuable spring showers. In the semi-arid regions it is fortunate that most of the rainfall usually occurs in April or May just when it is of most value for starting crops.



By James W. Barton, M.D.

That Body of Ours

Mind Doctors. Some of the results obtained by alienists, that is physicians who treat the mind have been so remarkable that you often wonder how they go about the matter of handling such a peculiar thing as the mind or brain.

And yet these men will tell you that they go about it just in the same manner as the doctor who treats any other part of the body.

If you have constant pain in the stomach, or pain coming on at regular intervals, test meals, X-ray pictures, and other means are used to try to locate the cause.

A pain in the eyes or forehead will lead to an examination of the eyes. Pain in the joints will lead to examination of the teeth, tonsils, or other places that may be causing the trouble.

Advertisement for BIBBY'S New Hats and New Gloves. Advance Spring Styles Are Here. SEE OUR \$25.00 SUITS. SEE OUR \$25.00 TOPCOATS. SEE OUR \$25.00 SPRING OVERCOAT. SEE OUR \$25.00 TWEED SUITS. Includes illustrations of clothing and a man in a suit.

Advertisement for Welding Specialists. You take no risk in turning over your welding jobs to our expert staff. Having applied ourselves to this particular line of work for years we are capable of producing 100 per cent efficient results. Bishop Machine Shop, KING AND QUEEN STREETS.

Advertisement for REAL ESTATE. For Sale or To Let—large, frame dwelling, Albert Street, nine rooms, furnace, electricity and gas, verandah. Price \$9,500, or \$22.00 per month rent. Money to Loan on Mortgages. Fire Insurance. T. J. Lockhart, Real Estate and Insurance, 88 BROCK ST., KINGSTON. Phones 222J and 1797J.

Advertisement for SPECIALS IN TALCUMS. Hudnut's "Three Flowers" Regular 25c. for 25c. Colgate's, All Odors With Vial of Perfume 25c. Vivador's, Three Odors Regular 35c. 2 for 35c. See our windows. Dr. Chown's Drug Store, 185 Princess Street, Phone 548.

Advertisement for BRITISH AMERICAN HOTEL. In Public Service Since 1874. M. BOHAN, PROPRIETOR, KINGSTON.

Advertisement for OUR FATHERS' FAITH. In tom's which leave no lingering doubt, There comes the call to me, The "blood call" of my father's kin, From "way across the sea." "Stand to" ye men who love the faith, For which your fathers died, With ranks unbroken in the fight, Ye shall not be denied. Shall we who love the grand old church Give up our birthright now? To stand "foursquare" in her defense, Make that a solemn vow.

Advertisement for Pure Clover Honey. In the Comb, .25c. per section. Extracted, 5 and 10. per pound. 15c. per pound. Jas. REDDEN & CO., PHONES 20 and 990. "The House of Satisfaction"

Advertisement for THE BEST FUN SO WE HAVE BEEN TOLD—IS GETTING WARM WHEN YOU ARE COLD. COAL. CRAWFORD'S COAL QUARTETTE. Of all the pleasures that mankind has ever enjoyed, we guess that heat-comfort has taken all topped. A comfortably warmed home is the biggest asset in any man's life. We are just leading up to the statement that we will serve you properly if you will ask us to. A glorious heritage is ours. From out the sacred past, Then buckle all your armor on. In God's name men—stand fast. By THOMAS HARKNESS LITSTER, Toronto.

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