

## GALLANT SEADOG WHO INVENTED GROG

(Mall and Empire).  
Our gifted colleague who never is at a loss to explain why the point of a bilious one is called a tip, why ice is smooth, but why nutmeg graters, on the other hand, are not, has not yet divulged the history of the word "grog," now becoming extinct. The temptation to forestall him, and make a slight flourish of erudition is irresistible, in view of the fact that the subject has recently been discussed by Col. G. C. Thorpe, of the United States Marine Corps, in the Naval Institute proceedings. Such a performance on the part of Col. Thorpe would probably have led to his court-martial when the American navy was under the jurisdiction of Josephus Daniels, but there is a supposition that the

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present administration is a little more tolerant. The writer says that the word was coined about the year 1740 and was an abbreviation of the word "grog-ram," meaning a boat clock, which was always worn by Admiral Edward Vernon as he paced the deck of his flag ship in the Porto Bello expedition.

Col. Thorpe writes:—  
"Shortly after the surrender of Porto

Bello the admiral introduced West Indian rum aboard ship and had a mixture of rum and water served as a ration to the crews. It was intended as a preventive against fevers that had decimated so many European expeditions to the West Indies. When the sailors of the flagship Burford first tasted the new drink they found it most palatable, and as the enthusiasm of victory still ran high, they named their favorite beverage after their favorite commander."

Stepping it Down.

The professor says:—  
"On Aug. 4, 1740, Vernon addressed a general order to the captains and surgeons of his squadron and found it to be their unanimous opinion that the pernicious custom of the seamen drinking their allowance of rum in draughts, and often at once, is attended with many fatal effects; it impaired their health, ruined their morals, and made them slaves to every brutish passion. It was also the unanimous opinion that the best remedy was to mix the rum with water, and this was accordingly ordered."

Thereafter before the rum was served out to each half pint of it was added a quart of water, and the men were permitted to regale themselves with this mixture twice a day. Having been accustomed to the fiery taste of the neat spirit they did not take kindly to this, and vented their displeasure in bestowing upon the drink a name that to their minds connected dislike.

Discipline Improved.  
But discipline improved vastly when the men were unable to get their neat spirits or to put it in a way more congenial to the Liberty League, the general adoption of grog a beverage resulted in a marked improvement of the morale of the fleet. The admiralty made its use compulsory on every station, and

the drinkers soon forgot that they ever were permitted a drink with a swifter kick. Grog became a name signifying respect and attention, and partly because of his innovation, though more because of what every sailor knew of the character of Admiral Vernon, he became one of the most popular of admirals, just as he had long been one of the most feared by the enemy. In general temper, Vernon was not unlike Lord Charles Beresford, and their careers were in some respects parallel. A distinguished sea-fighter, he became a member of parliament and a persistent critic of the government's naval policy. On one occasion he boasted that he could take Porto Bello, the great Spanish stronghold in Panama, with six ships.

Taking Porto Bello.

The government thought that it had here an opportunity to not only temporarily rid itself of a severe critic but also to so lessen his reputation that he would cease to be a menace in the future. Or as some think his ability and experience were greater than those of any other available admiral. At any rate, for one of these reasons, Vernon was told that he could have six ships and that it was his turn to take Porto Bello. Vernon did not hesitate, for though he might have been reckoned something of a boaster, he was always prepared to make good his boast and perhaps a little more. He sailed for Porto Bello, found the Spaniards unprepared, many of their guns dismounted and the fort littered with neglected equipment. The British tars, with few casualties to themselves, chased the Spaniards out. When the news reached England there was a tremendous outpouring of popular joy. Fires were lit and bells rung throughout the land and medals were struck bearing the rugged features of the hero of Porto Bello. Visitors to Westminster Abbey will see the monument to the memory of this great seadog. It was thus that the name grog came into currency.

## DENIES THERE IS BUYERS' STRIKE

(Financial Post)

Let us reiterate now what we have previously declared: That there is not and has not been a strike on the part of the buying public.

It may be emphasized that reliable reports from many sources in the retail trade, secured by the Financial Post and associated publications, point conclusively that during the last three months the volume of goods passing from the retailer to the public has been greater than a year ago.

This does not mean that retailers have not sacrificed profits. Nor does it mean that wholesalers and manufacturers have been receiving orders. But it does mean that it is nothing short of libellous to blame the depression in wholesale trade and the manufacturing industries on a lack of buying by the public.

The explanation is that for many months retailers had been buying far ahead and buying all the goods that they could get; in many cases placing orders which they felt would not be filled. Their experience had been that the more goods secured before the frequent advances the higher the profits. Then the top was reached. The public did not quit buying, but price reductions in keeping with the lower values of raw materials were demanded. Lower prices kept the volume of goods moving, but profits were sacrificed and the retailer who for so long had been striving for goods on a rising and profitable market lost all desire to place orders on a declining and unprofitable one.

The situation today, therefore, is the result of over-production accounted for in inflated orders for finished products. The merchant who has been buying six months in advance is still selling from his shelves or buying on a hand to mouth basis. What is desired to stabilize the situation is a return of confidence where the public will appreciate that prices have been brought to a level in keeping with costs of raw materials and merchants can book their advance orders with reasonable assurance in the normal way. That will never be attained by making the people think that there has been a buyers' strike and that it has been responsible for bringing prices down. The public does not buy for the good of the retailer, the wholesaler or manufacturer or of business generally; the public buys on the basis of value received. To create an unfounded idea that price reductions have been brought about by a strike would be an effective way to continue the so-called strike.



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## BROADWAY CAFE CUTS PRICES 25 PER CENT.

Proprietor Does His Own Marketing and Gets Food Cheaper by Paying Cash.

(New York Times).  
A reduction of 25 per cent in the prices on the bill of fare at one of the leading Broadway restaurants, effective today, was announced yesterday by its proprietor. The reduction had been made possible, he said, by the drop in prices of all fresh farm foods.

The proprietor himself has recently been doing the marketing for his restaurant and cabaret, instead of trusting it to others, and he has found that prices are now much lower in the food markets than they have been since the war-time peak was reached. He said last night that if other costs, such as coal and

heat, were lowered, he would still further extend the benefits to his patrons. One reason why this particular institution is able to reduce prices is that it recently has been paying cash for supplies. The proprietor said he found dealers with large stocks on hand, and quite ready "to listen to reason" for cash trade.

It was predicted last night that this may be the beginning of a general movement for the reduction of restaurant prices along Broadway.

toss, serving tray, Miss Susie Murphy; bagatelle, tea kettle, William Gibson; ring toss, silver butter dish, B. Craft; flood gates, fancy clock, H. A. Northrup; devil among the tailors, tea kettle, H. Northrup.

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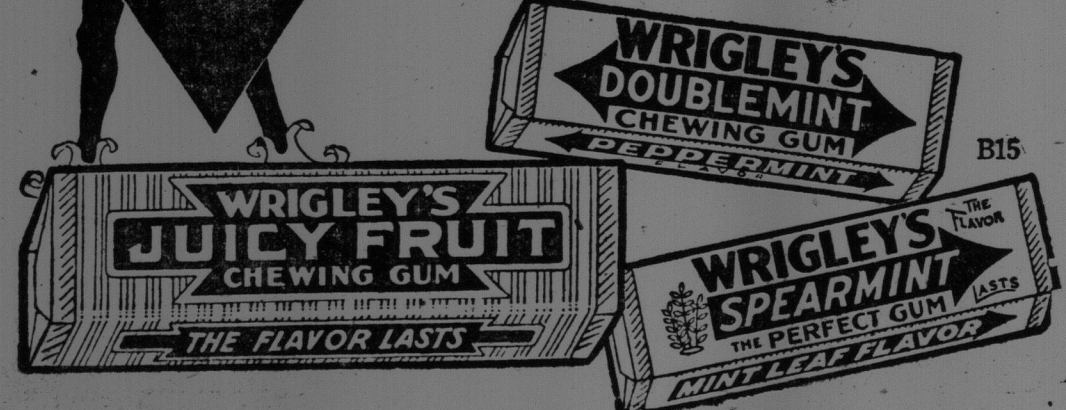
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