

FROM THE COUNTRYSIDE

Frontenac

BREWERS MILLS
June 12.—The fine weather for the past few days is much appreciated by the farmers.

ST. LAWRENCE, WOLFE ISLAND.
June 14.—The crops are looking fine in this vicinity.

Leeds

ROCKPORT.
June 12.—Misses Florence and Grace Burch spent Thursday last in Kingston the guests of Rev. Mr. and Mrs. J. H. Dickey.

THE NEW FRONTENAC HOSPITAL.
THERAPION
The new Frontenac Hospital, located on the corner of Frontenac and St. Lawrence streets, is now open for business.

Tanked

Our modern 40 gallon Stated Tanks are capable of handling any number of films in a day.

Films

We guarantee to sell you the best films made and will replace any which are defective.

Supplies

We can supply the most satisfactory papers and developers used to-day.

Best's

The Popular Drug Store. OPEN SUNDAYS.

E. P. Jenkins



AT YOUR SERVICE

Good store, well filled with up-to-date merchandise for men, and good clerks to satisfy your needs.

RAINCOATS

Just now the weather says Raincoats.

We have a choice variety of Tweed Raincoats made in the most modern style from \$12 to \$18 each.

ENGLISH PARAMATTES

Paramattes are getting extremely expensive, we can still furnish you nearly all lines at old prices.

Get in at once.

E. P. Jenkins' Clothing Co.

telegraph poles at the station. Mrs. R. Dunn and Miss Olive called on Mrs. J. Bartram this week.

AUDIT BUREAU OF CIRCULATIONS.

The Annual Meeting Recently Held Was Decidedly Illuminating.

The annual convention of the Audit Bureau of Circulations of which the Whig is a member, was held in Chicago and the reports received by the association which is composed of publishers, advertisers and advertising agents, is in a flourishing condition and its growth during the last year has been highly satisfactory to the membership.

The Audit Bureau of Circulations is an organization to which newspapers, magazines, farm papers and class, trade and technical journals cannot belong unless they are willing to tell what their circulation is, and not only to tell what it is but to swear to it, and swear not only as to the quantity of circulation but as to how it is distributed, how it is obtained, how much is paid and how much is free, and what proportion of it is in arrears.

This is for the protection of advertisers and advertising agents against publications that conceal the character or misrepresent the quantity of their circulation. It is also for the protection of the honest publisher who might be put at a disadvantage in competing with one less scrupulous.

The Chicago convention just held was the third since the Audit Bureau was organized in 1914. The meeting was attended by nearly three hundred of the publishers, advertisers and agents of the United States and Canada who are members and the membership represented on a call of the roll either in person or by proxy was 691 out of a total membership of 1,175.

The old-time method of issuing circulation claims, or partial circulation claims, or partial statements compared with the Audit reports of the A. B. C. is like a candle light to the Mazda Electric lamp.

"It has been found after 20 months of trial," Mr. Bruch also said, "that circulation audits are beneficial for the advertisers and the advertising agents because advertising or circulation is now being bought and sold as a commodity, both quality and quantity being established by the Audit Bureau of Circulations."

In the report made to the Convention by the Board of Directors the latter said among other things: "If the Audit Bureau had done no more than give the National Advertiser confidence and a feeling of security in the matter of judiciously placing his copy, the Bureau would have accomplished that part of its mission which has relation to the advertiser and agent. More money

has been spent on advertising during the past twelve months than ever before in a like period, and there can be no doubt that there has been less waste in this expenditure than ever before. This increase in expenditure is in great measure due to the confidence instilled in the mind of the advertiser by the A. B. C.

The Board of Directors also called the convention's notice to the growth of the A. B. C. in Canada. It stated that all the large dailies in Toronto, Montreal, Ottawa and Winnipeg were now members and that the Canadian members of the Audit Bureau numbered nearly 100.

The convention re-elected the following officers of the A. B. C.: President, Louis Bruch, American Radiator Company, Chicago; vice-presidents, Curtis P. Brady, Woman's World, Chicago, and A. W. Erickson, The Erickson Co., Inc., advertising agents, New York; treasurer, Hopewell L. Rogers, the Chicago Daily News, and secretary, M. F. Harris, Armour & Co., Chicago.

The Board of Directors of the Audit Bureau, as now constituted consists of the following members: F. C. Grandin, Postum Cereal Co., Battle Creek, Mich.; O. C. Hart, National Lead Co., New York; Emory Maples, Cream and Wheat Company, Minneapolis, Minn.; S. C. Dobbs, Coca Cola Co., Atlanta, Ga.; William Wrigley, Jr., William Wrigley, Jr. Co., Chicago; Stanley Clague, Taylor-Crichtfield, Chicago; Advertising Agency, Chicago; Lafayette Young, Jr., Des Moines, Ia., Capital; Curtis P. Brady, Woman's World, Chicago; Frank E. Long, Farmers' Review, Chicago; M. C. Robbins, the Iron Age, New York; Louis Bruch, American Radiator Co., Chicago; M. F. Harris, Merrill-Soule Co., Chicago; W. Cherry, Merrill-Soule Co., Syracuse, N.Y.; P. R. Davis, General Electric Company, Schenectady, N.Y.; L. B. Jones, Eastman Kodak Co., Rochester, N.Y.; F. H. Squier, Pabst Brewing Co., Milwaukee; A. W. Erickson, The Erickson Co., Inc., New York; Hopewell L. Rogers, the Chicago Daily News; Frank C. Hoyt, The Outlook, New York; Charles J. Jenkins, The Farm Journal, Philadelphia; and E. R. Shaw, Practical Engineer, Chicago.

Russell R. Whitman was re-elected managing director of the bureau. C. R. BURROWS SLAIN. Well Known Officer Who Enlisted as Private. Belleville, June 16.—Another Belleville boy has given his life for the Empire, Clifford Robert Burrows, son of Stephen Burrows. He was killed in action between June 4th and 6th.

"Cliff" Burrows was one of the most gallant Belleville boys that have gone to meet the Hun. He had played the game since war began. In the early fall of 1914 he took a course in infantry instruction at Belleville, and qualified as lieutenant. For some time he was at Kingston on military duty, and then when the call came for McGill reinforcements for the Princess Patricia's, he threw off his officer's uniform and enlisted as a private soldier with the McGill detachment. Early last fall he went overseas and had been fighting at the front since early in the year. Evidently he was caught in the German drive on Ypres.

A RELUCTANT TRIBUTE I cannot help but love the way In which the gallant Germans pay The price in blood. They heed no cost in death or pain If by their valor they may gain A foot of ground. Each soldier sets his steady face, And dies content if but his place In front be found. With all my heart I hope defeat May trip at last their charging feet, May break their blade. And yet I drink a silent toast To that onrushing, mighty host—"The Unafraid."

SEEKING POINTERS At Toronto Technical School For Royal Military College. Col. C. N. Perreault, commandant of the Royal Military College, visited the Central Technical School, Toronto on Thursday, and consulted with Principal McKay in regard to ideas which might be utilized for the improvement of the R.M.C.

Lubin's scalp remedy, keeps the scalp clean and healthy, 50c a bottle, sold only at Prouse's Drug Store. Peter Gunn, M. L. A. for Lac Ste. Anne in the Alberta Legislature, has resigned and appointed sheriff, resident at Peace Cover Crossing.

Probs—Unsettled; Showers today and on Saturday.



Rousing Bargains

For Saturday Shoppers on Sale at 9 O'clock

NEW YORK DRESSES 18 Taffeta, Faille and Silk and Serge combination dresses in colors, black, navy, brown, lavender, Russian green and pongee. All sizes, regular \$15.00 to \$20.00 Saturday \$9.95

WOMEN'S NIGHTGOWNS 15 doz. dainty lace and embroidered trimmed nainsook gowns; made in good full sizes, in the slip over style. Reg. \$1.50 to \$1.75. Saturday .89

EMBROIDERED KIMONAS 120 Embroidered Jap Crepe Kimonas, with flowing sleeves. The colors are pink, sky, Copenhagen and mauve, in women's and misses sizes. Regular \$2.25 and \$2.50. Saturday \$1.19

SUMMER CARDIGANS 25 doz. for women and misses, in the season's high colors, made in a fine loosely woven texture, suitable to wear with summer dresses. Regular \$3.00. Jaeger quality. Saturday \$2.19

NEW YORK WAISTS Just received and ready for Saturday, 25 doz. novelty waists, with an abundance of smart new styles to choose from. Regular \$2.00 to \$2.50 Saturday \$1.50

HOUSE DRESSES 300 fast color print, percale and gingham house dresses in plain striped and checked designs — all sizes up to 44. Old values, worth up to \$1.75 a garment. Saturday 95c

SUMMER VESTS 300 lisle and cotton lisle women's summer vests. Short and no sleeve styles. Reg. 20 and 22c. each. Saturday, 15c or 2 for 25c. 180 children's vests and drawers. A job lot of odd garments, priced at 10c, 12 1-2c, 15c and 18c each. As a rush special, Saturday 6c

Table with 3 columns: Printed Pique, Unbleached Table Damask, Men's White Cotton Nightshirts. Prices listed for each item.

New Arrivals This Week

NEW YORK SUMMER DRESSES CREPE DE CHENE AND GEORGETTE CREPE WAISTS SILK SWEATER COATS PALM BEACH SUITS AND COATS NEW VELVET CORDUROYS SILK HOSIERY AND GLOVES NEW SUMMER SPORTS HATS CHARMING NEW NECKWEAR, ETC. SEE THESE TOMORROW—THEY'RE DIFFERENT

STEACY'S

DR. A. S. GRANT QUILTS ALL CHURCH OFFICES. A Further Surprise in the Presbyterian General Assembly Thursday Afternoon.

Winnipeg, June 16.—Rev. Dr. A. S. Grant, of Toronto, yesterday afternoon resigned all the offices he has held in the Presbyterian Church. The offices held by him are chairman of Finance Board and general superintendent of home mission and Social Service Board and chairman of the Church and Manse Board.

meeting of their boards and discuss the new situation. In the suburbs the smaller churches are most deeply interested. There are at least a dozen of these churches in Winnipeg, regarding which a conference will be held in the near future. It is expected the Assembly will conclude its work by noon to-day. For a delightful shampoo use Lubin's gulfaine and coconut oil shampoo, 35c a bottle, sold only at Prouse's Drug Store.

JACK JOHNSTON'S Shoe Store 70 Brock Street

Newlyweds' Honeymoon Miss Nellie W. Bates, formerly of Cape Vincent, N.Y., and Max Doane, Watertown, N.Y., were quietly married on Tuesday. Gladys Bates, sister of the bride and Ralph Doane, Syracuse, brother of the groom, were the attendants. A wedding luncheon was served at noon after which the couple left on a honeymoon which will consist of a camping trip to the Point St Aubert shore.

Lanark

LOWER LAVANT. June 15.—Quite a few from here attended the bee at Watson's Corners to help clean up and repair the cemetery there. Messrs. L. and William Burnham, of Sharbot Lake and Mallorytown, called on R. B. Robertson this week. Miss Lilly Reid, Watson's Corners, is visiting at M. Reid's. Messrs. Paul and Bartram are busy loading the

Hood's Pills

sure constipation, biliousness and all other ailments. Do not get or irritate. 50c.

WESTERN BEEF Special Prices

- CHOICE STEAKS 22c
OVEN ROASTS 20c
BOILING CUTS 15c
STEWING CUTS 14c
HAMBURG STEAK 16c

The Wm. Davies' Co. Ltd. Phone 597