

# Fur Catalog

Showing 1918-19 fur styles now ready.

Write or call.



**John McKay, Ltd.**  
Kingston's Reliable Fur House 149 and 157 Brock St.

## VICTORY LOAN PUBLICITY INCIDENTS OF THE DAY

### COMPREHENSIVE ADVERTISING SCHEME HAS BEEN PLANNED.

Aeroplane Will Bomb the City With Pamphlets—Kingston Must Seek an Honor Flag.

If preliminary plans made at a meeting of the publicity committee in the Board of Trade rooms on Thursday evening are a criterion the Victory Loan will be well advertised in Kingston. W. Y. Mills, the local publicity chairman, discussed with the members of the committee the various methods to be followed in the forthcoming campaign and a comprehensive scheme to keep the Victory Loan always before the citizens was drawn up.

Before the campaign is actively commenced on Monday, October 28th, prospective subscribers to the issue will be made aware of its absolute necessity if Canada is to maintain the troops which are her representatives in France. A thrift campaign urging the utmost conservation of resources has been carried on in the local newspapers during the past few weeks and now as the Victory Loan approaches, this will be intensified into a direct appeal for savings to be invested in the bonds.

The posters and advertising matter have arrived from provincial headquarters in Toronto, and the city of Kingston as well as the county of Frontenac will be placarded from one end to the other with the publicity displays. Some of the designs are most beautiful, and one for which one thousand dollars was paid is especially touching, as it depicts a soldier standing in silent tribute at the grave of a comrade sleeping in the crimson of his bloodied fields of France. No mention is made of Victory Bonds, but the immortal words of the late Lieut. Col. John McCrae, embodied in the classic of the Great War, "In Flanders' Fields," are an appeal to buy bonds to the utmost which cannot be lightly waived aside.

It is on October 28th, however, that the campaign will begin in earnest, and novel devices to attract the attention of citizens are in course of preparation.

Early in the morning of the first day every whistle in the city, the artillery at Fort Henry, and the bells in the church towers will shriek and clang into a medley of sound never duplicated in the history of the city. For five minutes this will be continued, and it is expected that automobile drivers, railway engineers and Great Lakes mariners who are in the vicinity will take up the outburst of sound and forcibly bring to citizens of Kingston and farmers within the range of the noise the imperative necessity of subscribing to the Victory Loan.

Six aeroplanes from Deseronto camp will visit the city during the morning and bomb it with thousands of Victory Loan pamphlets and advertising devices. The throbbing of the engines of the six machines is calculated to rouse the dearest person in the city, and after they have circled the city the aeroplanes will sail through the air northward for thirty-five miles and scatter leaflets along the roads near farmers' houses.

When subscribers open their Whig for a quiet evening's perusal on opening night Victory Loan will be brought prominently before their eyes. Mr. Mills is making arrangements with leading advertisers in the city to devote their space to the bond issue, and he hopes that the campaign will be continued in the daily paper for the three weeks of the campaign.

A monster parade embracing all sections of the community will be a part of the publicity in the city, and liberal prizes are being secured for the best floats exhibited in the parade. Every purchaser of a bond will be presented with a button on which is stamped an honor flag, which is a duplicate of the honor flag being presented by the Governor-General to every city which exceeds its quota in the issue. Kingston is expected to raise \$2,750,000, and should this amount be over-subscribed an honor flag will fly from the highest point on the City Hall tower.

Mr. Mills is requesting that all business houses and merchants in the city should send their letters with the words, "Yours for the Victory Loan, 1918," thus demonstrating their whole-hearted support of the issue.

The foregoing is but a few of the plans that have been made, and many other unique schemes are being held back as surprises for the public. Mr. Mills is making a very energetic chairman, and it is determined that the loan will be well advertised in Kingston. At the meeting on Wednesday evening a number of sub-committees were appointed, including features: military, theatres, churches, noisy times, advertising and decorations, committees. The last committee is arranging with merchants to decorate their stores both inside and outside as prettily as possible. Indications point to Kingston being a very gala place during the campaign.

### FARM WORK STILL CALLS FOR BOYS

Volunteers Are Required to Round Up 1918 Production Campaign.

One of the ways to keep the influenza away these days, health authorities say, is to get plenty of fresh air. One of the ways is by working on a farm. There is a shortage at present of men for the farms, and as there is yet considerable work to be done this fall, Rev. J. A. Miller, of the Ontario Government Employment Bureau, has issued an appeal to high school boys and university students to volunteer for two or three weeks' work in the country. With the schools and some of the faculties of the university closed, hundreds of boys are free, and Mr. Miller believes they can do good work on the farms, and they will at the same time be away from the influenza germs, which are more prevalent in cities.

### LOCAL NOTES AND ITEMS OF GENERAL INTEREST.

#### Happenings in the City and Vicinity

—What the Merchants Offer to the Readers of the Whig.

Sale of rugs at McFaul's. Rev. Father Halligan, ill of pneumonia, is still in a very critical condition.

There was a short meeting of the Trades and Labor Council on Thursday night, when routine business was disposed of.

A new butcher shop will be opened Saturday, Oct. 19, by Charles Peters on corner of Rideau and Barrack street.

Two of the "silent policemen" were knocked off their pins Thursday night. Auto drivers should be more careful.

Now is the time to have your piano tuned. We carry two expert tuners and will assure entire satisfaction. C. W. Lindsay, Limited.

Corpl. Arthur Daniel McGillicuddy, youngest son of Mrs. D. McGillicuddy, Toronto, formerly of Kingston and Calgary, has died from wounds received on Oct. 6th.

Two fifth-year medical students of Queen's are assisting the doctors in Gananoque and another student is located in Lansdowne, where Dr. Campbell is ill.

We will rent you a piano, and at end of six months if you feel like purchasing instrument we will allow the six months' rental on purchase price, and arrange easy terms on balance. C. W. Lindsay, Limited.

Louis Beaudry, aged seventy-two years, grandfather of Frederick Beaudry, of the Kingston Standard staff, and J. O. Beaudry, of the Ottawa Journal-Post, died in Montreal on Wednesday.

Consul Felix S. S. Johnson has received a beautiful collection of Fourth Liberty Loan posters from the United States which decorates his offices. The colonel has secured four subscriptions for the loan in Kingston.

The remains of the late William Beckett Ward, who passed away in Cobourg on Thursday, are expected to arrive in the city on Saturday. The funeral is to take place from the home of Capt. Daryau, 316 Rideau street.

Sale of rugs at McFaul's. The staff of the Utilities has been reduced by Spanish influenza. From C. C. Folger down through the ranks, men are laid off on account of illness and some difficulty is being experienced in keeping the public service up to the standard.

Mrs. George S. Young, the president of the Toronto branch of the Queen's Alumni Association, gave her house for the meeting at which one hundred Christmas stockings were made and filled and will be sent with the overseas shipment from Kingston for Queen's Military Hospital.

Dr. McGregor, of Kingston, who has been overseas for the past three years on military medical service in France and Egypt with Queen's Military Hospital unit, and recently returned to Canada, is now associated with Dr. J. J. Robertson, of Belleville, as assistant.

### SEIZE GOVERNMENT COAL

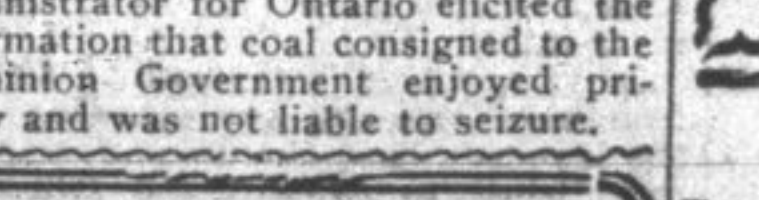
To Distribute to Residents of Towns Suffering.

According to despatches from several Ontario points local fuel commissioners have been seizing cars of coal consigned to the Dominion Government and distributing it among the residents of the towns for domestic use. Where this extreme action was taken the fuel commissioners declared that residents were undergoing hardships owing to the lack of fuel, and local indignation forced them to take action.

Enquiry at the office of the fuel administrator for Ontario elicited the information that coal consigned to the Dominion Government enjoyed priority and was not liable to seizure.

### "Kingston's Famous Fur Store"

WEAR GOOD WARM FURS And Avoid Sickness



There is no doubt that every winter a good deal of sickness might be avoided by the wearing of good warm, comfortable furs.

In jackets, muffs, neck-pieces etc., we have an enormous stock ready for your inspection, and as present prices cannot be guaranteed, it will pay you to buy early.

Ladies' Fur Coats \$75 up. Children's Fur Coats \$16 up.

Ladies' Fur Sets \$10 up. Children's Fur Sets \$6.50 up.

Men's Fur Coats \$35 up. Hudson Seal Garments our speciality.

George Mills & Co. 126 and 128 Princess St.

## Books and Music for Sunday

LATEST REPRINTS AT 65c. Formerly \$1.50. Snapshots of Valor; No Man's Land, by Irvin Cobb; Men, Women and Guns, by "Sapper"; Paradise Garden, by George Gibbs; Sins of the Children, by Cosmo Hamilton; My Four Years in Germany, by Gerrard; Following of the Star, by Florence Barclay; Border Legion, Zane Grey; King David, Eleanor H. Porter; Over 2000 to select from.

SATURDAY MUSIC SALE. LATEST POPULAR NUMBERS, INCLUDING—Oh Frenchy, Smiles, Sweet Peaches, K-K-K-Katy, My Belgian Rose, Wee Wee Marie, Lump of Sugar Down in Dixie, My Belgian Rose, I Miss the Mississippi Miss, When Alexander Takes His Ragtime Band to France, When You Come Back, Are You From Heaven. 2 for 25c.

LATEST NOVEMBER MAGAZINES. Cosmopolitan, McClure's, Blue Book, Ainslee's, Short Stories, Green Book, Adventure, Popular Mechanics, Smith's, Parisienne, Breezy, Live.

DERE MABLE. Get a copy of this most humorous book. Send one overseas in every parcel. 75c.

THE COLLEGE BOOK STORE. Phone 919. Open Nights.

## S-A-V-E

\$5.00 to \$13.00 on a rug by buying at the McFaul sale on Saturday. Balmoral rugs; beautiful patterns.

- Size 3 1/2 x 4 \$35.00, for \$25.00
- Size 3 1/2 x 4 \$40.00, for \$27.00
- Size 3 1/2 x 4 \$45.00, for \$35.00
- Size 4 x 4 1/2 \$45.00, for \$36.00
- Size 4 x 4 \$45.00, for \$35.00
- 3 1/2 x 4 1/2 \$45.00, for \$35.00

All other rugs at reduced prices on Saturday.

## Cream Lustre Skirts

Slightly counter soiled. An industrious lady with a needle can work wonders with one of these garments—12 only left. Saturday morning each 50c.

Warm Winter Underwear for all the family. Popular priced.

## Newman & Shaw

The Always Busy Store

## ANNOUNCEMENT!

Owing to unprecedented accumulation of watch work we reluctantly find it necessary to announce, beginning with this date, and until further notice, it will be impossible for us to undertake the repairs of wrist-carried watches, unless such watches have been sold through our establishment.

SMITH BROS. LIMITED, Diamonds, Watches, Issuers of Marriage Licences. 350 King St.

## Hudson Seal Coats

W. F. GOURDIER 78-80 Brock Street. Phone 700.

## When you want to buy a home

Wanted to effect an exchange of property? Want a loan on real estate? Want Fire Insurance? Do business with Mullin & Son. A detached frame dwelling on John street, 7 rooms, B. & C.; good cellar and yard; \$2,500; possession in 30 days. E. W. Mullin & Son

## HEMLOCK

Is the chief building material for studs, joists and rafters. It lasts indefinitely, if not exposed to weather. We have a fine assortment of two inch good, sound stock. S. ANGLIN & CO.

Woodworking Factory, Lumber Yard, Bay & Wellington Streets, Kingston, Ont. Office Phone 91. Factory Phone 1415. Lumber, Coal and Wood.

## The Rexall Stores CANADA'S FAVORITE DRUG STORES

Week-End Chocolates 39c Pound. Agents for Page & Shaw and Liggett's Chocolates.

Mahood's Drug Store Princess and Bagot Streets. WE ARE HERE TO SERVE YOU

\$4,000 REAL ESTATE INVESTMENT. Three tenement, brick dwellings, 7 rooms, B. & C. St. Lawrence Avenue. Annual rental \$500. McCann's 66 Brock St. Phone 538 or 621.

## Fitting Glasses

AN EXPERT'S JOB. It is no easy matter to fit glasses accurately. Only the trained optometrist with experience, ability and the proper instruments can give you this service. You are assured a thorough scientific examination and accurate glasses at Asselstine's CONSULT.

J.S. Asselstine D.O.S. Registered Optician 62 King St. The Royal Optical Store

## For Saturday

GOOD VALUES COUPLED WITH QUALITY

## Dainty Pork Sausage

- Little Pig 30c
- New England 28c
- Windsor 22c
- Home-made 20c
- Finest Creamery Butter (Cut from solids)
- Apples (Select varieties, standard pack)

## Fresh Bulk Oysters

## Anderson Bros., Ltd.

Meat Department Phone, 458. Grocery Department Phone, 1846. Canada Food Board Licenses: 7-843, 8-5125, 9-3819.

Toronto theatres are to close next Monday.