

Talk No. 5

# More Business More Traffic!

WAR-time conditions have given the telephone a larger and more important job.

During the period 1914-1917 the number of telephone calls has increased 35 per cent., the number of telephones increased 28 per cent., and the number of calls per telephone has appreciably increased.

Telephone facilities have been more widely used and used to better advantage, and this required more skilful operation and a larger force of telephone workers.

The telephone subscriber has made more intensive use of his telephone, partly because he has more important uses for it, and partly because he has been able to reach a greater number of people.

The rush of traffic has sometimes caused temporary delay, but on the whole the subscriber has been getting more telephone service for his money. Moreover, his money has been less valuable to us because it would not buy as much material or labor as in peace time.

We want merely to earn enough so that with strict economy we can pay our bills and properly take care of both workers and shareholders.

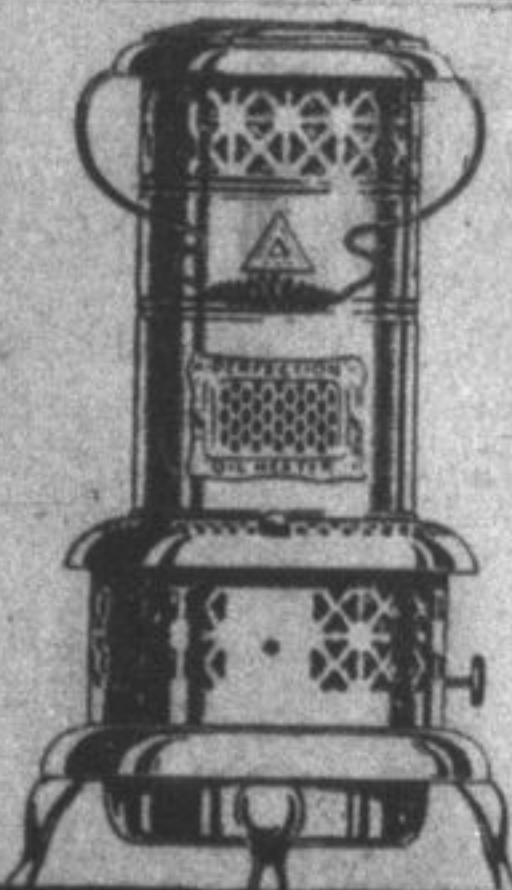


### The Bell Telephone Company OF CANADA.



## Chase Away That Chill

A Perfection Oil Heater chases the chills from office, shop or home, in a hurry. You and your helpers will do more and better work when the cold days set in, if you provide against poor heat from your radiators or furnace by getting a Perfection Oil Heater now.



You get instant, steadily sustained warmth, that's smokeless, odorless, and inexpensive with Perfection Oil Heaters. You get 10 hours of it from one gallon of Royalite Coal Oil—the fuel that all goes into heat.

Perfection Oil Heaters and Royalite Coal Oil will insure warmth when and where you want it. There's no litter, no bother, no disappointment. At all dealers.

IMPERIAL OIL LIMITED  
BRANCHES IN ALL CITIES  
For Sale by Dealers Everywhere.

### PERFECTION OIL HEATERS

SAVE THE DOMINION'S COAL. Look for the Triangle Trade Mark

Bring Back Memories of Home to the  
Kingston Boys by Sending a Box of  
Cigars Made in Kingston

# MILO

May be had in boxes of 10, 25 or 50 at all  
cigar and drug stores. Get them away now  
for Christmas.

## ALL KINGSTON WAS ON PARADE

Great Procession Through the Down Town  
Streets Monday Afternoon.

### INDESCRIBABLE ENTHUSIASM

THE LIKE WAS NEVER EQUALLED IN KINGSTON.

The Returned Soldiers Had the Place of Honor—The Clamor and Cheering Were Tremendous.

The entire populace of the city turned out for a monster parade on Monday afternoon. A general holiday had been proclaimed, and the streets were crowded in a way that has never been equalled in the history of Kingston. Scenes of indescribable enthusiasm took place, and the whole city was deluged with joy. The parade was the longest and finest that Kingston has ever seen, and almost every automobile in the city was there decorated in bunting of various kinds. The parade was assembled in two sections, one starting from the market square, and the other from the Canadian Locomotive Works. They started to move at one o'clock, and proceeded along King Street to Princess, and turned up the latter street. The place of honor in the procession was taken by the returned soldiers of Kingston, and they were greeted with rousing cheers at various points along the route. The soldiers were formed up in sections, each section being headed by a banner. The band of the G.W.V.A. led the way, and they were followed by "Canada's Contemptibles," the First Contingent, who made a brave showing. Next came "Kingston's Own, the Fighting 21st." Kingston gave a great reception to her own returned heroes, and also to the veterans of the Somme who came next.

After the veterans came a great array of decorated automobiles and trucks, each one carrying a load such as it never carried before. The cars were led by that of H. C. Nickle, which was decorated with flags, and had as guards two children, one dressed as a British sailor and the other representing the figure of Liberty. Then came a float of the M. T. Company, tastefully decorated with flags and streamers. The Locomotive Works had also a float, with a banner bearing the legend: "To hell with the Kaiser. \$20,000 Victory Bonds from us. How much from you?" There was also a tractor decorated in patriotic colors, to which was attached a trailer packed with young men and women, who waved flags and cheered until they were hoarse. One young man yelled: "Let us paint the town red for once." And that seemed to be the aim of every one in the parade.

The members of the Trades and Labor Council turned out in their hundreds to join in the parade, and walked when they could not find room in the cars. The parade seemed endless, and every car was a mass of flags. There were numerous effigies of the Kaiser, bearing various legends, but the most of them consigned the ex-ruler of the Hun to a place hotter than Kingston in summer. There were hundreds of cars, trucks, and carts, every one loaded with enthusiastic people, and bedecked with flags.

All along the route the streets were jammed with people, all decorated with the flags of the victorious Allied nations, which they waved as they cheered the various parties of the boys as they passed. In truth, it was hard to believe that this was conservative old Kingston making this great demonstration. Every window on the route was filled with spectators, and every face was wreathed in smiles. Flags were displayed from every business place, stretched across the street, forming an archway of red, white and blue, under which the parade passed. Opposite the Salvation Army citadel a band of girls, sweetly attired as Red Cross nurses, greeted the veterans and the remainder of the parade with shrill cheers and exuberant flag-waving.

The procession went up Princess as far as Barrie street, then turned along Barrie, and went down as far as the court house. There it split into two sections, the first going through the park and along Wellington street, and the other proceeding down Barrie and into King street. They united again at the foot of Earl street, and the whole procession proceeded to the market square, where it dispersed. The crowd in the market square was of huge dimensions, and the noise from horns, motor-hoisters, bands, and the cheering of the people were deafening.

Upon arrival at the market square the veterans formed up in a body and received a great ovation. Mayor Hughes gave a brief address, in which he spoke of the great joy that every one felt over the victory which "the boys" had helped to bring about. Dr. Bruce Taylor, principal of Queen's who was in the procession with the veterans, also spoke, congratulating the veterans. He received hearty applause.

The procession was one that will ever be remembered in the Limestone City. Every citizen who had a car or a horse and carriage was there, and the decorations were as varied as numerous. It was forty minutes after the head of the procession started that the last car in the line got away. After the parade dispersed, the majority of the cars proceeded to Princess, and spent the rest of the afternoon in running up and down the street with flags flying and horns blowing. They were joined by parties of soldiers and children, until another procession was soon in progress. A party of men from the C.A.S.C. training depot marched up and down the street pulling along an effigy of the ex-kaiser. The noise and demonstration continued with unabated vigor until late in the afternoon when most of the crowd hurried homeward to snatch a bite or two of food, and to snuff towards the

The one and only



is different—quite different from any other kind of sauce.

Get a bottle to-day.

All Stores sell H.P. here.

City all with speed to join in the evening celebrations.

The Orange Lodge building on Princess street was one of the most profusely decorated in the city on Monday. C. R. Webster, assisted by Mr. Bryant, spent the early part of the forenoon putting up flags.

#### Meets Death Leading Charge.

Clayton, N.Y., Nov. 11.—Lieut. John J. Welsh, who during the summer of 1917 was in Clayton in command over the soldier guard stationed here to protect the boats under construction at the Clayton Ship and Boat Building Corporation, was killed in action in France, Sept. 29th, while leading his men over the top. His home was at Niagara Falls.

William Gibson has sold his general store business at Harper to John Spalding, who takes possession next week. Mr. Gibson will take up farming on the 17th line Baburst.

A quiet wedding was solemnized in St. Andrew's manse, Perth, on Wednesday, when John Francis Humphries, Cobden, and Mrs. Annie Kerr, Rentrev, were united in marriage.

Lots of folks who come into the world with neither wealth nor intelligence manage to hold their own from start to finish.

#### CANADIAN TRADE MISSION CREATED

Lloyd Harris Will Be Chairman of New Board in London.

Ottawa, Nov. 11.—An official announcement was made Saturday covering the decision of the Government to establish a Canadian Trade Mission in London. The statement is as follows:

The Government has decided to establish a Canadian Trade Mission in London, and Lloyd Harris, chairman of the Canadian War Mission, Washington, has been appointed chairman. It is probable that for a considerable period after the war the purchase and distribution of a large portion of our exportable agricultural products and many manufactured articles will be made through Government agencies established by Great Britain and other Allied nations. Many inter-Allied boards and commissions have been set up during the last four years for such purpose, and through the board and supervision are being exercised by agreement over important financial affairs, the distribution of shipping, freight rates and prices of many important commodities and generally the distribution of the industrial, agricultural and mineral production of the world. It is expected that many of these commissions will be continued for like purposes in the years immediately following the conclusion of peace. If, therefore, Canada is to have a direct voice in these important financial, shipping and industrial questions, in which she is so vitally interested, and particularly if she is to find a satisfactory market for her exportable agricultural and manufactured products, it is desirable that she be directly represented in London by men in touch with the business and agricultural interests of Canada.

Agnes Ewart, wife of the late George James, died at her home in Perth on Thursday last. She was a daughter of the late Thomas Ewart and was born in Perth sixty-nine years ago.

The council at Almonte has just reduced the salary of the police magistrate by \$50 a year and the salary of the treasurer has been increased \$75 a year.

About two-thirds of the people who attend church can't tell an hour later what the minister talked about.

**PEPS** will promptly **STOP** Your **CHILD'S COUGH**

WHEN a child starts coughing mother's duty is to give the little sufferer a Peps tablet, and thus prevent any weakening of the lungs. As the tablet dissolves in the child's mouth, the soothing medicinal fumes given off pass through the tender breathing passages straight to the lungs and bring immediate comfort and relief.

Peps contains no opium or other harmful drugs, and can be given to a child (either whole or crushed to a powder) with the assurance of absolute benefit.

One little Pep at night will clear the breathing passages and let the little one's sleep be unbroken by coughing fits. A Pep before starting for school in bad weather is also an invaluable safeguard for the children's throats and chests. All dealers, 50c. box.

**FREE TRIAL**  
Send this advert., name of paper and I. c. stamp (for return postage) to Peps Co., Toronto and free trial package will be sent you.

**FALL SUITS \$22 to \$38.00**  
**Fall OVERCOATS \$18 to \$30**

Just received from England, Officers' Trench Coats, oiled, silk lining and removable wool lining.

**JOHN TWEDDELL**  
Civil and Military Tailor :: 131 Princess Street

## General Currie's Message to his "Fighting Canadians"

"You have taken in this battle over 7,000 prisoners and 200 guns, thus bringing the total captures of the Canadian Corps since August 8th to 28,000 prisoners, 500 guns, over 3,000 machine guns and a large amount of stores of all kinds. You have wrested 69 towns and villages and over 175 square miles of soil from the Hun in the short period of two months.

"You must maintain the high standard of training you have reached and guard with jealous pride your stern discipline.

"Under the lasting protection of Divine Providence, united in a burning desire for the victory of right over might, unselfish in your aiming, you are and shall remain a mighty force, admired by all, feared and respected by your foes.

"I am proud of your deeds, and I want to record here my unbounded confidence in your ability to crush the enemy wherever and whenever you meet him"

## A Record That Stirs Every Canadian Heart

To-day our hearts beat quicker at the sight of our flag. They throb in unison with the hearts of those brave soldiers who "crush the enemy wherever and whenever they meet him."

Every Victory Bond you buy lightens their task—helps to shorten their struggle.

Let us put ourselves on record, with every dollar we can spare. Let us show that we too can "sternly discipline" ourselves—that we can curb our indulgences in order to save for Victory. Send your message to those "fighting Canadians." Let them know you are with them heart and soul.

## Buy Victory Bonds—Buy all you can

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.