

60 Years in the Fur Trade—a Guarantee to You of Reliability

Natural Muskrat Coats

MAD ETO ORDER

STORE OPEN
7 to 9 To-night



Made from finest Quality Selected dark Skins. Large Shawl crush or Cape Collars Cuffs and Belt of Hudson Seal, lined with Brocaded silks, or Plain Skinners Satins.

\$200

We have told you about beautiful McKay Furs—about their superb quality—the richness and elegance of the skins. The fact they are made in our own work rooms by our expert Furriers and unconditionally guaranteed to be exactly as represented.

Now we are giving you prices to prove the extraordinary values of McKay Furs—absolutely the lowest prices for Furs of Quality—prices that are better than January prices and right before Christmas.

Best quality Hudson Seal, trimmed with Collar and Cuffs Alaska Sable, Pinched Beaver, Grey Squirrel or Australian Blue Opussum, style loose fitting, all-round waist; belt and pockets, slit or patch; silk figured, Pussy Willow or Skinners plain satin linings, guaranteed.

Model 24

36 ins. long **\$325.00**
40 ins. long **\$350.00**
Made to special measure.

FRENCH SEAL COATS
made and trimmed as above.
\$129.00

We invite you to come and see the Furs just as soon as you compare, you will realize the values.

JOHN MCKAY

LIMITED
140 to 157 Brock St.
Kingston's Reliable Fur House



Model 27

AT THE GENERAL HOSPITAL INCIDENTS OF THE DAY

The Christmas Decorations There Are the Best Ever Seen.

Christmas has already come at the General Hospital, where the various churches have made the wards gay with holly and spruce, red and green streamers, bells and Christmas trees with glittering decorations. Yates ward was most beautifully dressed by the ladies of Sydenham street church; Bethel Congregational church had given a Christmas tree to Sampson ward, and on the next day the Girls' Auxiliary of St. James' church had decorated with great taste, Strange ward, where some of the women patients are, and Miss Mary King's class of St. James' Sunday school, made the children's ward a place where Santa Claus would be sure to come. St. George's ward had been decked with green and red streamers and holly wreaths by the cathedral A. Y. P. A., and the halls and stairway were wreathed with evergreens and scarlet streamers.

On Tuesday Victoria circle of King's daughters gave a tea to the patients of Yates and Strange wards. Tables with green and red decorations were in the ward for the sick folks who could sit up, and those who could not had the good things provided brought to their bedside. A Jerusalem cherry was in the centre of each table on the ambulance cross in red, that formed part of the decorations, and gleaming candles shed their soft light on the pretty scene. At each plate was a Japanese napkin full of sweets, with a sprig of holly in its folds, and a bunch of grapes and an orange gave an added Christmas touch. Turkey and cold ham, rolls, cakes, jellies were among the dainties provided for those unfortunate enough to be ill at Christmas. Bright and cheerful were the parties in both wards were of the pleasantest kind, and many expressions of appreciation of the kind thoughts of those who carried the real Christmas spirit to the hospital wards, were heard by the Whig representative.

CHRISTMAS "CHEER" FOR INSTITUTIONS

Mayor Nickle and Inspector McCammon Distribute Liquor on Wednesday.

Mayor Nickle's automobile contained a precious cargo on Wednesday afternoon. In company with License Inspector William McCammon, his worship issued out with about 150 bottles (more or less) of good whiskey, confiscated by the police in recent raids on "bootleggers." The liquor was distributed among the following places: General Hospital, Hotel Dieu, Home for the Aged, House of Providence, Infants' Home, Orphans' Home.

Mayor Nickle wrote to the Ontario License Board, and secured permission to make the usual distribution. Ex-Mayors Newman and Hughes, during their term of office, had the same honor to perform.

WEDDED IN TORONTO

Nuptials of Miss Helen Drummond and Captain James.

The wedding took place in the old garrison church of Toronto, St. John's, Portland street, on Monday, of Helen Marguerite, daughter of Dr. Andrew T. Drummond and Mrs. Drummond, Kingston, to Capt. J. A. James, Royal Canadian Dragoons, Toronto, by the rector, Rev. Russell MacLean. The bride, who was unattended, wore a charming frock of blue georgette, with a blue velvet hat, her corsage bouquet being of sweetheart roses, violets and maiden hair fern. Only the mothers of the bride and groom, Mrs. A. T. Drummond, Kingston, and Mrs. T. James, Toronto, and several nurses who had been overseas with the bride, among them, Miss Helen Shearer, Brockville, were present. Capt. and Mrs. James left on a wedding trip, Mrs. James wearing a smart suit of navy blue, with small hat and furs.

The bride is a former Kingstonian, and one of whom the garrison city may well be proud, as she served with distinction in France and here, since her return to Canada, on the nursing staff of the Sick Children's Hospital, Toronto.

Treated the Old Folks. The "Lead-Hand" circle of King's Daughters spent a pleasant hour with the old folks at the Home for the Aged on Tuesday. Those who took part in the programme were little Miss Lillian Derry, Master Abey Richmond, Miss Hawkey, Miss Isabel Hughes and Mrs. M. R. Davis. Following the musical numbers, Christmas gifts and candy were distributed.

Fewer Apply for Work. During the past few days, the number of men applying for work at the local Ontario Labor Bureau has not been nearly as large. The reason given is that many men, who have been in need secured work at Barrielfield tearing down the huts.

Within five years it is expected the Canadian National Railways will be running through Kingston at a very convenient point.

Decorate your home with pretty electric shades for Christmas, H. W. Newman Electric Co.

Twenty per cent discount on all crockery goods at Lemmon & Sons. Major E. C. Barrett, Kingston, attended the reunion dinner of the 73rd Depot Battery, C.F.A., held at Aylmer on Tuesday.

A No. 3 heavy tin wash boiler with copper bottom. Special this week for \$3, at Lemmon & Sons.

Work is still progressing on the Robert Meek school. The school will be opened next September.

Employment wanted of any description suitable to disabled men. No matter how short the work, even if only a few hours, we have men who would appreciate the opportunity.
Consider the giving of this opportunity your Christmas present to some man who needs work.
Phone 2064—Vocational Office.

Racy Local News and Items of General Public Interest.

Try Chadwick's Coal. Phone 67. Travel is quite lively on the railroads.

Try Lemmon & Sons for aluminum and pyrex ware. 10 per cent. off. H. W. Newman Electric Co.

The prospects are fine for a white Christmas. Pianos tuned. Phone 1544 C. W. Lindsay Ltd.

Miss Grace Taft, A.T.C.M., has been appointed organist and choir leader in St. Luke's church.

A meeting of the A.O.H. Athletic Association will be held in their rooms tonight at eight o'clock.

Carving sets from \$1.25, up at Lemmon & Sons.

Come to the Christmas tree exercises in Zion church, to-morrow evening at seven o'clock. Silver collection.

After six months rental we will allow money paid in rental to apply on purchase of piano, C. W. Lindsay Ltd.

The six inmates confined to the county jail will have the usual Christmas dinner of roast pork and plum pudding.

DALY'S GOOD TEA and DALY'S DELICIOUS COFFEE superior to "best" of other brands. At MAHOD'S.

Citizens gladly welcomed the snow on Wednesday morning. There is now likely to be good sleighing for Christmas after all.

Wire frames for shades, H. W. Newman Electric Co.

On Tuesday afternoon, the members of Mrs. Douglas' bible class of Cooke's church visited the Home for the Aged and treated the inmates.

Watch James Reid's windows for prices.

"Teddy" Green, caretaker of the Island Market, is leaving on Thursday night, to spend Christmas with his sister, Mrs. W. Higgs, Central avenue, Detroit, Mich.

Only on sale the day they appear as priced in James Reid's windows.

A member of the Wolfe Island hockey club, when speaking to the Whig, stated that they would have an excellent team this winter. He also stated that there was a possibility of the club entering the league.

Flashlights, H. W. Newman Electric Co.

William James Garrett, aged two years and three months, infant son of Mr. and Mrs. Thomas H. Garrett, Mountain Grove, passed away at the Hotel Dieu, on Tuesday night, after a short illness. The remains were sent to Mountain Grove by James Reim & Co., on Wednesday.

To Cure a Cold in One Day. Take Grove's LAXATIVE BROMO QUININE tablets. The genuine bears the signature of E. W. Grove. 30c.



The Ideal Gift

Furs make an ideal Christmas present, and now the luxury tax has been removed by the government bringing prices down lower than ever. Those of you who had in mind the purchase of a fur garment but felt that the tax put it beyond your reach, can now take advantage of the wonderful bargains with no tax to mar the pleasure of your purchase.



CHRISTMAS HATS

The joy of Christmas hat(e)s can be heard in our Ladies' Hat Department, where can be seen the first showing of new creations for winter wear in Silk and Satin Hats—some with a touch of Fur and all moderately priced—\$4 to \$7.

George Mills & Co.
Furs—Hats—Millinery

Books For Christmas Gifts

There is nothing more acceptable either for the old or young than Books.

LATEST 1920 FICTION: Every one of the leading books of this Fall will be found on our tables.

REPRINT FICTION: Over 2000 volumes to choose from of the best known writers of the day. For the holidays only, the special price of \$1.00. Regular \$1.25.

FINE ENGLISH LEATHER GOODS: Fine leather goods "Made in England" in Bill Folds, Purses and the new 1921 styles of Ladies' Hand Bags.

SPECIAL GIFT EDITIONS of Ella Wheeler Wilcox, Robt. W. Service and all the standard authors.

COOTIE GAME: Keep the children happy with the most fascinating game since Pigs in Clover.

The College Book Store

Telephone 919 Open Evenings

Half Price

LADIES' COATS
SILK DRESSES
GEORGETTE BLOUSES

NEWMAN & SHAW
The Always Busy Store

Home Bargain

New Brick Residence, Albert Street, near Victoria Park; 7 rooms; hardwood floors; hot water heating; electricity; possession May 1st. Rented at \$80 per month. Price \$4,300.

J. S. R. McCann
Real Estate and Insurance
80 Brck St. Phone 326 or 621

Good Things For Xmas

- Cranberries.
- Grapes.
- Golden Dates.
- Fancy Table Figs.
- Fancy Table Raisins, 1s.
- Fancy Mixed Creams.
- New Mixed Nuts.

ORANGES
—Choice Fancy Navels — 50 cases—we offer 5c. dozen off regular prices.

COCOA
100 lbs. Crescent Brand Pure Cocoa in bulk.
29c. pound, 5 lbs. for \$1.25
Turkey—Chicken—Geese

Cullen's
CASH AND CARRY
ALFRED AND PRINCESS STS.

Now is the Time to Buy Fur Gifts!

Low Record Prices

All This Week the 1921 Cut in Prices is now on.

- FUR COATS.
- FUR NECK PIECES.
- FUR MUFFS.
- MEN'S HATS.

All going at unprecedented price reductions

Open evenings until Christmas.

CAMPBELL BROS.
122 PRINCESS STREET

Advertising and Sales

From the Editor and Publisher. The relation of advertising to sales is one of the most interesting phases of the advertising business and one that deserves closer study by the men and women engaged in securing results by the use of paid newspaper advertising.

The United Drug Company has just made public some interesting figures on the subject that show conclusively why that organization has increased its advertising appropriation from year to year as it consistently proved its worth as a means for moving goods from the shelves of their stores to the hands of customers.

In 1917 that firm spent \$62,000 for advertising that moved \$3,775,000 worth of goods, or less than 2 per cent; in 1918 sales on advertised goods nearly doubled on an expenditure of 5 per cent; in 1919 sales reached \$7,430,623 and about 6 per cent. went for advertising; in 1920 the estimated sales are given at \$11,000,000 and the advertising expenditure is placed at \$785,000, or about 7 per cent. In other words every increased advertising expenditure brought sales of advertised goods in equal proportion.

Here is a concrete example of the selling power of advertising that leaves no doubt and that can be used to advantage in presenting your case to local merchants. In the case of the United Drug Company, as is true in every other case where figures are available, the right kind of advertising more than tripled the volume of business.

Great Excitement Prevails!
There was a city election in Pulaski, Va., last week. The people voted on this question: "Shall Cows Be Permitted To Run at Large?" The vote resulted as follows:
For cows running at large—701.
Against cows running at large—249.

What's the Fare To Nashville?
You can find the "Frank & Earnest" Garage in Nashville, Tenn.

Electric irons, toasters and grills, H. W. Newman Electric Co.

FOR \$4,100

you can buy a detached new brick dwelling, with garage on Montreal street, with furnace, electric light, 3 piece bath, 7 rooms, attic floored. See us at once!

E. W. MULLIN & SON
"Sellers of Real Estate"
Cor. Johnson and Division Streets. Phones 589w and 530J.

Holiday Slippers For Women

- Ladies' Felt Boudoir Slippers—all colors \$1.25
- Ladies' Felt Kozy Slippers—all colors \$1.50
- Ladies' High Kumfy Slippers—all colors \$1.50
- Ladies' English Wool Slippers—all colors \$2.25
- Ladies' Felt House Slippers—Leather Soles \$2.00
- Ladies' Leather Boudoir Slippers with heels \$2.75

Also many other styles and colors.

S. J. MARTIN
"The Xmas Gift Shop"

Bang!
Now that the hunting season is open, John Will Hunt in Nashville, Tenn., and you can C. Howard Hunt in Camden, New Jersey.

Wuf!
A nasty lawyer is old Pind, To be a witness is no fun; For, when he gets you on the stand, He's sure to get you on the run.