

Mrs. Robert O. Reynolds



I have actually gained twenty-five pounds and I just think Tanlac is the greatest medicine in the world...

FINE FOR RHEUMATISM

Musterole Loosens Up Those Stiff Joints—Drives Out Pain



Protest Against Any Cut In Civil Service Bonuses

London, Ont., March 25.—Members of the letter carriers' association in connection with the local post office staff...

No Rush To Register

The officials in charge of registration of voters for the coming liquor referendum, Judge Lavell and T. M. Asseltine, announced on Monday that there was no rush of people on the opening day.

Herbert J. Smith, Chicago, spent the week-end in Kingston, and with his wife, who has been visiting here, left for New York, where they will make their home.

Miss Annette Cornaire, Cape Vincent, N.Y., died of heart trouble on Wednesday last, aged seventy-nine years.

I've got most of the marbles in our block, and I wish I had all the



Theatrical

At the Grand. The Shakespearean stage has but few remaining representatives. In fact the only two in the public eye are John E. Kellard and Robert Mantell...

Mr. Kellard, who was born in Kensington, England, developed during his early life, considerable talent as a musician, the incident, however, which determined his future occurred when he was eleven years of age.

In speaking of this, his first appearance, with a professional company, Mr. Kellard says that he has frequently thought of the old adage, regarding "Fools and Angels." However the die was cast and from that time on he devoted himself to the study of the legitimate drama...

At the New Griffin's. Judging by the remarks heard from the large audience, as they passed out from the theatre Saturday night, the new policy of shows that has been adopted by the management, is the policy that appeals to the citizens of Kingston.

Only the best vaudeville will be shown and patrons are assured of a programme that cannot be equalled in the city. The vaudeville for the first half of this week is—Why Fox, singing and talking comedian; Gray and Brown, something different; Alton and Clark, musical artists, and the head line attraction, Prevoll—the comedy shadowist.

At The Strand.

The patrons of the Strand theatre the first three days of this week will sure get the worth of the admission price, as some of the most famous pictures will be shown. The principal feature is William DeMille's famous "Midsommer Madness," which created such a furore in Toronto.

At The Allen.

A big, double bill will be presented at this popular theatre, to-day, Tuesday and Wednesday. Mack Sennett, the man who wrinkled the face of the world with laughter, presents a new one, "Married Life," a super-comedy, full of thrills and real laughs, that puts the joy of living into the hearts of all who see it.

Senator Frederick Nicollis has retired from the presidency and general management of the Canadian General Electric and has become chairman of the board of directors. Mr. Nicollis has been connected with the company for the past 33 years.

FOR THE FIRST TIME IN OVER 100 YEARS Loughboro Lake Was Clear of Ice by the 24th of March.

"For the first time in one hundred years or more, Loughboro Lake was free of ice by March 24th," was the statement of an old time resident to the Whig on Saturday. The Loughboro man, who is well advanced in years, remarked that he could well remember the late Jacob Powley, who died twenty-five years ago at the age of eighty, saying that during his entire life the ice had never been out of Loughboro Lake before April 1st.

SPORTING NEWS

Sunday School Baseball League. At a meeting of the executive of the S.S.A.A.A. held on Saturday afternoon, the matter of organizing a baseball league in connection with the association was considered.

It was definitely decided that a banquet would be held to wind up the basketball league. If a final game is necessary to declare the winner of the girls' basketball league, it will be staged on April 12th.

Falcons Win Round. Stratford Juniors defeated Winnipeg Falcons on Saturday night, 7 to 2, but the Falcons won the round by 11 to 9.

Y.M.C.A. Bicycle Club. On Thursday evening the Y.M.C.A. bicycle club held their second regular meeting. Thirteen boys were present and some live topics for the benefit of the club were discussed.

MILK 12 CENTS QUART ON 1ST OF APRIL. The price of milk will be reduced on April 1st to ten cents a quart wholesale and twelve cents retail.

Burial of Mrs. Gibson.

The funeral of the late Mrs. Huga Gibson took place on Monday morning from the residence of her son, Dr. W. Gibson, Monday street, to St. Mary's cathedral, where a solemn requiem high mass was sung by Rev. Father McCann, assisted by Rev. Fathers Hyland and O'Farrell.

Saskatchewan Mennonites contemplating migrating in large numbers soon to Alabama and Mississippi.

HUNDREDS ARE TURNED AWAY FROM LION CLOTHING HOUSE

I wish to thank the citizens of Kingston and vicinity for their liberal patronage showered upon us, and we hope and trust that the confidence placed in us will not be misplaced; and all we can ask you to do is to continue giving us your unstinted support, and by so doing you are going to keep the clothing prices away down, where they belong, and where we intend to keep them.

EASTER SERVICES IN THE CHURCHES

(Continued From Page 7)

At Cooke's Church. With most appropriate Easter messages delivered by the pastor, Rev. Taylor Dale, and special Easter music provided by the choir, the services at Cooke's church on Sunday were of a most inspiring nature, and a very large congregation was present both morning and evening.

At Zion Church. A special programme of Easter music was rendered at the services in Zion Presbyterian church on Sunday, and every item was given with fine effect.

Princess Street Church. There was a record attendance at the morning service at Princess street, Methodist church on Sunday morning for the special Easter service.

St. Mary's Cathedral. Easter was observed by appropriate services at St. Mary's Cathedral on Sunday. Archbishop Spratt officiated at the pontifical high mass with full ceremonial.

AGED LADY KNOCKED DOWN BY BICYCLIST Mrs. S. Marrison, Alfred Street, Rendered Unconscious—Her Head Out.

Mrs. S. Marrison, aged seventy-three years, who resides at 465 Alford street, was seriously injured on Saturday afternoon, when she was knocked down on the side-walk by a lad who was riding a bicycle.

Scientists in a Pittsburg steel mill have discovered a formula, long sought by British and United States naval authorities, which the Germans used in the construction of frameworks of Zeppelin dirigibles according to an announcement from the Philadelphia navy yard.

BIG RESULTS. From Attractive Store and Good Advertising.

Hogan's meat market, at 322 King street, opposite the market, is a busy place these days. Mr. Hogan made an effort to present a real Easter meat shop to the public, and he was entirely successful in the attempt.

Through these columns Mr. Hogan wishes to thank his patrons who put his business "over the top" so well in the past week and to solicit a continuance of their patronage which he will do all in his power to deserve.

GANANOQUE

March 28.—So far there are no signs of any easing in the labor problem here. Instead of any increase in the amount of time each week, it is gradually diminishing.

Mayor Wilson received a generous donation from Charles Macdonald during the past week, to be used for the erection of a new band stand at the town park.

S. S. Cheetham, Charles street, is taking the instructor course in cheesemaking at the Kingston dairy school.

George Bell, well known resident of Leeds township, was taken to Kingston General Hospital and operated on for appendicitis.

Quite a large contingent of the local branch of the Great War Veterans Association paid a fraternal visit to Comrade N. R. Gardner and Mrs. Gardner at their home near Gananoque Junction one evening recently, and were right royally entertained.

The halls of learning have furnished their usual quota of Easter-tide visitors, the following being here for their vacations: Miss Phyllis Sine, Varsity, with Mr. and Mrs. Clifford Sine, Pine street; Miss Margaret Edwards, Varsity, with Mr. and Mrs. William Edwards, King street; Godfrey and Edward Bird, Varsity, with Dr. and Mrs. C. H. Bird, Pine street; Miss Helen Mabee, B.A., faculty of education, Toronto, with Dr. and Mrs. A. H. Mabee, Stone street south; Miss Rebecca Edwards, teacher, and Miss Margaret Taylor, pupil of Clinton Collegiate Institute, with the latter's mother, Mrs. James Taylor, King street west; Miss Madge Cooper, St. Agnes school, Belleville, with Mr. and Mrs. H. W. Cooper, Church street; Miss Jill Sampson, attending school in Montreal, at her home, "Stone street," with her parents, near South Lake; Kenneth Johnston, Toronto, with his parents, Mr. and Mrs. George L. Johnston, King street west; Donald Sinclair, Osgoode Hall, Toronto, with his parents, Dr. and Mrs. J. P. Sinclair, Charles street.

Miss Edith Jackson, of the local public school staff, is spending the vacation with friends in Toronto. J. C. Linklater, principal of Gananoque public school, is spending a short time in Toronto. Miss McNally and Miss Hamill, of the public school staff, are holidaying at their homes the former in Westport, the latter in Montreal.

OBITUARY

The Late Dorothy Watson. Dorothy Watson, aged ten years, oldest daughter of Mr. and Mrs. D. B. Watson, 227 University avenue, passed away suddenly at the General Hospital on Monday morning from diphtheria. The deceased was a bright and affectionate child and attended Victoria public school where she will be greatly missed.

Word was received in the city Sunday of the death at Rochester, N.Y., on Saturday of Fred. H. Sutherland, youngest son of the late Alexander Sutherland, this city. The deceased was a veteran of the South African war, in which he served under the late Major Bruce Carruthers.

Police raided ten clubs in Hull, Que., and twenty-eight other blind piggers received summonses to police court.

Find the Arresting Idea

To make an effective newspaper advertisement you must get your impression over quickly and sustain interest throughout. Proper presentation of advertising copy is almost as important as the decision to advertise.

People buy newspapers to read news. The news of the day may be absorbing, dramatic and sustained, as, for instance, during an election.

In your advertising you compete with the best news stories and headlines for attention. On the other hand, your reader is in a receptive mood and prone to action. The whole structure of a newspaper deals with and inspires action.

Unless you have an arresting idea, therefore, how can you expect to compel attention? Of course, any advertisement is better than none, but there is a wide gulf in the effectiveness of good and bad copy.

The circulation of an advertisement is not the circulation of the newspaper, but of the number of people who read it. Therefore, the more people you can attract and persuade to read your advertisement the more effective it becomes.

And the margin of profit between good and bad advertising is so great that it merits all the attention you can give to it.

One of the most enjoyable things you can do is to spend an hour or so, a few evenings a week, thinking out a well-balanced daily newspaper advertising campaign for your store and your merchandise. And, having thought it out, carry it through regardless of other people's opinions or whims.

You have three of the best trading months ahead. Do, then, as we suggest and watch results.

Issued by Canadian Daily Newspapers Association, Head Office, Toronto.

GO FOR A WALK



wearing a pair of our new walking Shoes and you'll enjoy every step. You may come back tired but you'll not be sore from the soles of your feet to the crown of your head.

The Victory Shoe Store