

# THE SALE OF

**\$5,000 Stock of  
Phonographs and Records  
AT McGALL'S**  
Is Going Real Big. Don't Miss this Opportunity.  
*Sale Closes To-morrow*

<p>While They Last</p> <p><b>7</b> Only VICTOR VICTROLAS AT COST</p>	<p>REMEMBER</p> <p><b>\$1</b> Places Your Order Balance Easy</p>	<p>Thousands of VICTOR RECORDS AT 39c or 3 for \$1.00 They're Going Fast</p>
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**McGall's Radio and Victrola Shop**  
"WATCH THE CLOCK ON THE WALK"  
Phone 811 or 2875 Store open to-night till 10 o'clock

### New Melba Toiletries

Face Powders 25c, 50c, 75c, \$1.  
Talcums (4 odors) .25c.  
Perfumes .35c.  
Compacts (unique designs—  
60c., 75c., \$1, \$1.50, \$2.50)  
Bath Powders \$1.00, \$1.50  
Bath Salts (Vials) .25c.  
Come in and see these new  
articles.

### L. T. BEST

DRUGGIST  
Phone 59 for all Drug and  
Toiletory needs.  
Careful Dispensing  
Prompt delivery

### THREE SPECIALS FOR SALE

\$9,000—Brick, 10 rooms, B. and  
toilet separate; hot water heating,  
separate furnace room, h.w. floors,  
right of way, electricity and gas,  
garage and garden. Central.

\$7,500—Brick, 8 rooms, 3 piece  
bath, electricity and gas, hot water  
heat; h.w. floors; brick garage;  
large lot; fruit and flowers. Good  
location.

\$7,000—Brick, 10 rooms, electricity  
and gas; hot water heat; h.w.  
floors; near Chalmers' church.

HOUSES for sale and rent all over  
the city.

### Bateman's Real Estate

111 1/2 BROCK ST., KINGSTON

### Dr. Waugh

DENTIST

106 Wellington St. Phone 266.

### HANLEY'S

(Established 1871)

Steamship passages  
booked to all parts of  
the world. Pass-  
ports arranged.

Through tickets issued over all  
Trans-Atlantic, Trans-Pacific, Alaska,  
Bernuda, West Indies, Mediterran-  
ean, Round the World Steamship  
Lines.

Prepaid passages arranged for if  
you desire to bring relatives or  
friends from abroad.

For full particulars apply to or  
write J. P. Hanley, C.P. & T.A., G.N.  
Rlys. Office, Canadian National  
Rlys. Station, corner Johnson and  
Ontario streets, Kingston, Ont. Oper-  
day and night. Phones 99 or 283.

### COAL

Virginia Egg, semi-hard \$12.00  
Black Gen, egg size \$12.00  
Pocahontas, nut size, clean \$12.00

### AYLSWORTH BROS.

or Phone U. R. Knight 1785-w.

### A. MARTIN Ltd.

272 Princess St.  
PHONE 597

#### SATURDAY'S SPECIALS

3 lb. Jar of Marmalade .40c.  
1 lb. Jar of Marmalade .20c.  
2 for 35c.  
Choice Black Ceylon Tea  
2 lbs. for \$1.25  
Large Pineapples 2 for 45c.  
Large Bottles of Catsup  
16c. each  
Pure Lard in bulk 19c. lb.  
Pure Lard in pails, No. 3's  
55c. each  
Peerless Shortening 16c. lb.  
Pure Pork Sausages 23c. lb.

**Choice Milk Fed Veal**  
Leg, whole or half .23c. lb.  
Shoulder Roast 18c. lb.  
Stew Veal 8c. lb.

**Choice Western Beef**  
Round Steak 22c. lb.  
Sirloin Steak 27c. lb.  
Roast of Beef 12 1/2 c. lb. and up  
Pot Roast 11c. lb. and up  
Boneless Stewing Beef  
2 lbs. for 25c.

**Choice Corn Beef**  
10c. lb. and up

WE DELIVER—PHONE 597

Everyone  
likes  
a house  
painted  
WHITE



AND you can have a house  
that is white and stays  
white when you use Zinc-O-  
Lith, the new kind of paint  
that is better, goes farther  
and costs less.

Price Gal. \$4.50

Lemmon & Sons

187 Princess St., Phone 540

The favorite food of the bald  
eagle is fish.

### FLAPPER FANNY SAYS



FLAPPER FANNY.  
All the slickers aren't seen on  
rainy days.

### ROTARIANS LEARN ABOUT ADVERTISING

Address Given by W. J. Coyle  
at Club Meeting on  
Thursday.

"Advertising" was the subject of  
an address by Rotarian W. J. Coyle  
at the regular meeting of the Rotary  
Club held on Thursday. Every news-  
paper was divided into three depart-  
ments, editorial, mechanical and  
business office, said the speaker. The  
first two departments gathered the  
news and editorial matter and did  
the mechanical work necessary to  
produce a newspaper. These two  
departments were expensive to operate  
and neither produced any revenue.  
The whole burden of producing  
revenue rested on the business  
office, and the mediums of subscrip-  
tions and advertising were the only  
way they had of doing it.

Newspapers needed advertising  
and advertising needed newspapers,  
said the speaker. He traced the  
growth of advertising from its earli-  
est beginnings, which was simply a  
few lines of small type advising the  
public that some subscriber had an  
article for sale, up to its present  
stage where extensive campaigns  
covering whole continents are car-  
ried on. Among the earliest adver-  
tisers in the present day meaning of  
the word were Sapolio, P. T. Bar-  
num, and the Reynolds Tobacco Co.,  
he stated.

At the present time, Rotarian  
Coyle said, there were 25,000 gen-  
eral or national advertisers in Can-  
ada and the United States and over  
a million local advertisers who used  
space only in their local newspaper.  
The amount of money spent in pri-  
nted advertising last year was \$700,-  
000,000.

The growth of advertising was  
only possible because advertising had  
been proven to be sound. It was  
said that advertising raised the  
price of the article because the cost  
of advertising had to be taken care  
of, Mr. Coyle remarked, but the re-  
verse of this was really the case be-  
cause advertising created a larger de-  
mand which led to greater produc-  
tion and lower prices. He pointed  
to Ford automobiles as an example  
of this.

Opponents of advertising always  
pointed to the Woolworth Co. and  
the Singer Sewing Machine Co., as  
successes built up without the use  
of advertising, but both of these  
firms had used New York skyscrapers  
as methods of advertising and  
also no one could say to what ex-  
tent these concerns might have  
grown had they used advertising.

As examples of what advertising  
could accomplish the speaker men-  
tioned Gold Seal Congoleum Rugs  
and Bon Ami, two products that  
were discovered and put before the  
public by the same man. Both these  
concerns were getting along in a  
small way before this man took them  
over, gave their product a distinct  
name, and began to advertise them.  
It was the advertising however that  
really made them known all over the  
North American continent.

In concluding, the speaker noted  
that the three attributes of a suc-  
cessful advertisement were that it  
should be large enough to catch at-  
tention, attractive enough to be read,  
and written in such a way as to  
create a desire in the mind if the  
person reading it for the article ad-  
vertised.

Following out the new order in-  
troduced by President Claude Gor-  
don, whereby each member shall con-  
duct one meeting. Vice-president P.  
H. Huyck was in the chair. A very  
delightful entertainment feature was  
provided by Mr. Harry Hill, super-  
visor of music in the schools of the  
city and a choir of six little girls.  
Their part songs showed careful  
training and were much enjoyed.  
The cost of the musical training in  
the schools amounts to about one  
dollar per pupil per year, said Mr.  
Hill.

A vote of thanks to Rotarian Coyle  
for his address was moved by A. L.  
Davies and seconded by A. D. Mc-  
Connell.

Authorities are investigating  
three recent fires in Dover Town-  
ship, Ont., thought to have been  
accidental.

Merchandise marks bill was given  
second reading in British House of  
Commons by 221 votes to 65.

A save the franc fund has been  
started in Montreal in aid of the  
French financial situation.

Try Tweddell's for men's and  
young men's suits, \$18.00 to \$35.00.

### AN OBLIGING STAFF.

Will Give Popularity to Any In-  
stitution Says H. C. Nickle.

Friendliness and willingness to  
show things is what H. C. Nickle,  
chairman of the General Hospital  
Board says gives popularity to any  
institution. He said that the staff  
of the General Hospital was extreme-  
ly obliging to visitors and took the  
opportunity of showing them over  
the place. This gave them an im-  
pression of the immensity of the in-  
stitution. Some people simply see  
the room in which the patient is  
located and nursed, and a well-  
equipped room, but when they see  
the institution from top to bottom  
they are greatly impressed. As an evi-  
dence of this, a patient arrived re-  
cently from one of the most norther-  
ly points in Ontario, and the only  
reason that brought the party here  
was the fact that a visitor, had been  
shown through the hospital and had  
recommended it as one of the finest  
hospitals he had ever seen. Mr.  
Nickle made these remarks while  
the matter was under discussion of  
further publicity for the Mowat  
Sanatorium, a well-equipped institu-  
tion, and one that should be fully  
known throughout Eastern Ontario.

### COMEDY DRAMA GIVEN

At Mowat Sanatorium by Phineas  
Club of St. Luke's.

"Plain People," a four-act comedy  
drama, was given by the Phineas  
Club of St. Luke's Church on Thurs-  
day evening at the Mowat Sanatorium.  
The crowd which filled the re-  
creation room fully enjoyed the  
entertainment presented by the  
actors, and were over-  
whelmed when the troubles which beset  
April Blossom and Martin Bromley  
were smoothed out at the final cur-  
tain. Between the acts, Mrs. Ashton  
rendered two pleasing solos. Shep's  
orchestra finished out the evening  
by playing popular numbers to the  
enjoyment of the patients and vis-  
itors present. The cast of "Plain  
People" follows:

Elmira Bromley, Miss R. Colqu-  
houn; Ezra Bromley, Mr. W. Murray;  
Martin Joseph Bromley, Mr. G.  
Shea; Belindy Jarrock, Miss G. A.  
Ilen; Mellis Watkins, Miss M. Allen;  
Jonas Jarrock, Mr. Geo. Saunders;  
Judge Marley, Mr. A. Wiskin; April  
Blossom, Miss Lily Bennett; Eliza  
Hawkins, Miss V. Saunders; Hiram  
Curtis Peck, Miss P. Cropp.

### TO MAKE EVERY EFFORT.

To Reduce Accident Toll in This  
Province.

The following resolution was ap-  
proved at the annual meeting of the  
Industrial Accident Prevention As-  
sociations at Toronto, Tuesday, May  
11th.

Whereas there are on the average  
sixty thousand industrial accidents  
reported each year to the Workmen's  
Compensation Board in Ontario; and  
whereas, as a result of such acci-  
dents, the burden laid on industry  
and the public generally constitutes  
a definite tax; and whereas it is fair-  
ly evident that many of these acci-  
dents might be prevented.

Now therefore it resolved that  
these Industrial Accident Prevention  
Associations (in annual meeting as-  
sembled) pledge their individual  
members to make every effort to re-  
duce the accident toll in this pro-  
vince so that employer and employee  
may both be benefited by the effort  
thus put forth. (Carried unanimous-  
ly.)

Try Tweddell's for men's and  
young men's suits, \$18.00 to \$35.00.

Mary Pickford called on Mus-  
solini at Rome and was presented by  
him with bouquet of red roses.

Judge Kavanagh, of Chicago, says  
118,000 unpunished murderers are  
at large in the United States.

PROBS:—Saturday, fair and a little cooler.

# SATURDAY at STEACY'S

# 1c SALE

OF NEW SPRING  
**SUITS and COATS!**

300 of the season's smartest  
styled Suits and Coats to clear  
at this sensational sale event

The cold, backward weather has left us with a  
heavy stock on hand, which must be closed out to-  
morrow. We are taking an immense loss and in-  
vite you to participate in the saving opportunities it  
offers.

## What this 1c sale means to you!

You can secure any garment on our sale racks at its regular  
price and by the payment of ONE CENT more secure an addi-  
tional Coat or Suit of the same value. If you don't want an ad-  
ditional garment yourself bring in a friend who does and split  
50-50 on the saving.

—ALL SALES CASH AND CARRY—

### Trimmed Millinery

—of the better sort—at popular prices. We  
are now showing a lovely assortment of  
new Trimmed Millinery in a host of at-  
tractive shapes and colorings,

Priced from

**\$5.00 to \$15.00**

### House Furnishings

That will add charm and in-  
dividuality to the home. Our  
displays of Rugs, Mats, Con-  
goleums, Linoleums, Floor  
Oilcloths, Cretonnes, Sun-  
fast Cloths, Madras, Cur-  
tains, Curtainings, Velours,  
Furniture Coverings and  
Window Shades—are most  
complete and offer a tremen-  
dous assortment for your  
choosing.

### Men's Furnishings

Showing a complete range of  
new Forsythe Shirts and Ath-  
letic Underwear, Hatchway  
and Gotham Buttonless Un-  
derwear, and Penman's Bal-  
briggan in all the wanted  
styles and sizes. Smart, new  
Socks of Silk and Wool, Silk  
and Lisle and Silk; also a full  
range of Golf Socks and  
Sport Shirts. See our O. V.  
and Jaeger Sweaters in wind-  
breaker and Cardigan styles.

# STEACY'S - Limited