

cents. meat fruit

Garb for gift buying. Live cloths and duplicates, are to those who

Form Kingston.

Pails, Milk Pans, Etc. WARE as regards and CONVENIENCE everywhere.

Their Purity BATT'S London Ale and Porter

made from the best grown, and while they can be produced, the cost nothing extra. Why not test?

AND, Agent.

of Quality Always Reliable.

Canada Metal Toronto, Ont.

Always Ready: Just Add Hot Water. A chafing dish, alcohol lamp, the gas jet, or the kitchen stove will quickly supply boiling water. 1/4 teaspoonful of Armour's Extract of Beef (it requires a teaspoonful of some brands) to a cup of hot water makes the most delicious beef tea or bouillon you ever tasted. It warms and strengthens—good for tired and nervous people. For those sudden hangers before bedtime, try a few crackers and a cup of beef tea made with THAT'S IT. Armour's Extract of Beef

EDUCATIONAL. NIGHT SCHOOL BE WISE If you cannot attend Day School at Kingston Business College. Take a business or shorthand course at night. Get this ad. out. Do it now. It is worth money. Write or call, or telephone, No. 440, for full information. J. B. MCKAY, H. F. METCALFE, Principals.

VIOLIN LESSONS IN CLASS AND INDIVIDUALLY Monday and Thursday Evenings AT MRS. BROWNE'S STUDIO. Experienced master with Boston Conservatory training. Terms and advantages satisfactory and popular.

TO-LET BUSINESS OFFICE, OPPOSITE POST OFFICE, leased by H. F. Metcalfe. Apply to John A. Gardiner, Real Estate and Insurance, 151 Wellington Street.

LARGE STONE BUILDING, NO. 42 and 44 Princess Street, suitable for light manufacturing, farmers' block, etc. Apply to 249 Brock Street.

FROM OCTOBER FIRST, THAT TWO-story brick house, No. 6 Front Street, north. Rent low. Apply on premises.

FURNISHED DWELLING, 7 ROOMS, Bath and Dressing, gas, electric, etc. Apply to 249 Brock Street.

FIRST CLASS ROOMS, WITH BOARD. Apply 100 King Street, corner Union, convenient to Medical College.

FOR SALE. A DETACHED, SOLID BRICK HOUSE on Front Street, near Princess Street, 7 rooms. Lot 25 feet front. Also good barn, sheds and other outbuildings. Apply through Mrs. W. H. Allen.

TWO ROUGH-CAST HOUSES, CORNER Bagot and Johnston Streets, 6 and 7 rooms. Lot 40 x 72. Apply 15 O'Kill Street.

WOOD BUILDING LOT, SOUTH SIDE Queen Street, between Montreal and Bagot. Apply 49 Colborne Street.

A FINE LARGE HALL COAL STOVE. Cheap for spot cash. Apply 6 Front Street, St. North.

Big Reduction Sale This Week! Man's Sweaters, \$1.25 for 75c. Striped Sweaters, regular \$2, for \$1.15. Man's Underwear, fleece lined, \$1.25 for 90c. Men's fine shirts, 75c. for 42c. Ladies' Woolen Hose, 12c. Ladies' Initial Handkerchiefs, 15c. Our goods and notions at lowest prices. Call and see these great bargains.

MAKER BROS. 240 Princess St. TYPEWRITERS BOUGHT, SOLD, RENTED, REPAIRED. All Makes, New and Second-hand J. R. C. DOBBS & CO., 171 Wellington St., Kingston.

ENJOY A DRIVE? That makes it doubly enjoyable by attaching one of our fine turnouts, and shaggy horses. HARDING'S LIVERY, 210 Wellington St. Phone 236. We Will Make It Hot For You If You Buy Our Scranton Coal S. ANGLIN & CO. Post of Wellington St.

DR. WEAVER'S TREATMENT. WEAVER'S SYRUP For Hemors Salt Rheum Scrofulous Swellings, etc. WEAVER'S GERATE Cleanses the Skin Beautifies the Complexion. Combined, these preparations act powerfully upon the system, completely eradicating the poison in the blood. Davis & Lawrence Co., Ltd., Montreal.

Table Ware by Mail Fine table ware can be conveniently ordered by mail. We prepare cost of delivery, cost of Winnipeg. Your money back if not satisfied.

This set of one-half dozen pearl handle fruit knives, buckskin handles, \$4.50. Same with one do fruit knives, \$6.75.

This set of fine English steel carvers and sets, buckskin handles, \$4.50. Same with one do fruit knives, \$6.75.

All our carving sets are made especially to our order, and are of the finest forged steel.

Dessert Knives A set of twelve dessert knives and forks, pearl handles and finest English silver plate blades in polished hardwood case, complete with plain blade, \$20.00.

In buying table ware from us you are always sure of securing the best quality to be had for the price. SEND FOR ILLUSTRATED CATALOGUE FREE

Amrose KENT & Sons Limited 156 Yonge St. Toronto Dept. C

Wood and Coal We have on hand the different varieties of Wood and Coal. BOOTH & CO. Phone 133, Foot of West St.

Wood and Coal CHOCOLATES Ganong's Chocolates, Stewart's Chocolates, Cadbury's Chocolates, Tobler's Swiss Milk Chocolates.

A. J. REES, PRINCESS ST. "GOLDEN LEAVES" By Miss Eloise A. Skimings, Goderich

This volume of verse will be of interest to residents of Goderich, past and present. Price \$2. For copies ordered by mail 15c. should be added for postage. Address MISS SKIMINGS, Goderich, Ont.

ADVERTISING TALKS X. YOUR AUDIENCE.

By Byron G. Mason, the Well-Known Advertising Expert. THESE TALKS WILL BE A PERMANENT FEATURE OF OUR SATURDAY EDITION.

You can't sell diamonds to the hod-carrier's wife, nor can you sell a \$1.25 dinner-set to the banker's wife. Stop and think of your "audience" a minute before you begin to write your advertisement. Are you going to address fashionable, moneyed people about goods of high value and a price to correspond? Then write your advertisement to them and write it as you would talk to them and face with a person of that type. No retail jeweler would stand in the presence of a lady patron of wealth and about "Diamonds! Diamonds! Diamonds!" nor should he sell it at her in the black-faced type across the top of his newspaper advertisement. Make up an advertisement of about 2 inches "double column" and briefly what you have in diamonds, why you are able to offer them at advantageous prices or why you are recommending people to buy them. State that you will cheerfully show them to you in fact, tell your story in as few short, sensible, conversational sentences as you can. Then instruct the newspaper to set the copy in type of one size and style throughout, lower case and light-faced type preferred. Leave a liberal margin of white space around the reading matter, and you will have an advertisement that will be a credit to the quality of goods advertised and will be so clean, simple, and honest looking that it will bring business to your store, instead of offending the taste and repelling the very people you wish to attract. Diamonds are used here as an illustration only. The same principles apply to hundreds of other articles—in fact to every article that a retailer may desire to sell through advertising and which a moment's consideration will convince him can be made to appeal to people means only. Silks, the higher-priced shoes, expensive china, lamps, furniture, in short, everything for which the so-called well-to-do people of the community must be relied upon as customers. A Kansas city retailer of jewelry and diamonds of my acquaintance followed this style of copy in all of his newspaper advertisements. The result was that he built up and it is said has to-day the largest trade in diamonds of any retailer west of New York City, excepting one or two of the larger jewelry mail order houses. To get the masses of ordinary people interested in his diamonds, he laid great stress on the value of diamonds as an investment; he guaranteed to take back any diamond he sold by him at any time within a year from its sale, giving an equivalent of its cost price in any other line of goods—in the store.

Another thing. Remember that in any community the number of people who can afford costly luxuries, or even expensive clothing, is limited. Consequently, you can not afford to use large space very extensively in advertising to them alone. However, you do not need to. They are usually sharp-witted and discerning and frequently a small conservatively worded advertisement will appeal to them more than would a large one. You would better use no illustrations in appealing to them than to use poor or hackneyed ones.

On the other hand, The great mass of the people, families of laborers, farmers, mechanics, railroad employees, etc., will stand more of the "brass-band" tactics in advertising. This is another "audience" entirely.

THE VALUE OF CHARCOAL. Few People Know How Useful It Is In Preserving Health and Beauty. Nearly everybody knows that charcoal is the most efficient of disinfectant and purifier in nature, but few realize its value when taken into the human system for the same cleansing purpose.

Charcoal is a remedy that the more you take of it the better; it is not a drug at all, but simply absorbs the gases and impurities always present in the stomach, intestines and carries them out of the system. Charcoal sweetens the breath after smoking, drinking or after eating onions and other odorous vegetables. Charcoal effectually clears and improves the complexion, it whitens the teeth and further acts as a natural and eminently safe cathartic.

It absorbs the injurious gases which collect in the stomach and bowels; it disinfects the mouth and throat from the poison of catarrh. All druggists sell charcoal in one form or another, but probably the best charcoal and the most for the money is in Stuart's Charcoal Lozenges; they are composed of the finest powdered Willow charcoal, and other harmless antiseptics in tablet form or rather in the form of large, pleasant tasting lozenges, the charcoal being mixed with honey.

The daily use of these lozenges will tell in a much improved condition of the general health, better complexion, sweeter breath and pure blood, and the beauty of the face, that no possible harm can result from their continued use, but on the contrary, great benefit.

A Buffalo physician, in speaking of the benefits of Stuart's Charcoal Lozenges to all patients suffering from gas in stomach and bowels, and to clear the complexion and purify the breath, month and throat, also believes the liver is greatly benefited by the daily use of them; they cost but twenty-five cents a box at drug stores, and although in some cases a patent preparation, yet I believe I get more and better charcoal in Stuart's Charcoal Lozenges than in any of the ordinary charcoal tablets.

Mechanics, Farmers, Sportsmen! To heal and soften the skin and remove greasy oil and dirt, stains, paint and earth, clean the "Master Mechanic's" Tar Soap, Albert Toilet Soap Co., Manufacturers. A good two quart Tannin Syringe (guaranteed) only 50c. Others from \$1 to \$2.50, at Wad's drug store.

Up Calgary Way—Harty's Election Pleas. Calgary, Nov. 25.—(To the Editor): By the calendar it is but a month from Christmas, but by our Calgary weather up till within the last few days, one would imagine it was but a month from the equinox. Our weather of their beautiful climate, but I think Alberta's really outshines them all. I haven't seen a rainstorm for so long, that I hardly know if I would recognize it if it came. I think that the last we had was about the end of August. For a couple of days in October we had disagreeable snow falls and lots of mud, but from that day before yesterday was perfect. About three inches of snow fell on that day, and it is still with us. The thermometer went down to ten degrees below zero the night before last, but it is hardly freezing to-night. For some time the rink owners have been trying to get their rink frozen, but so far have failed. By the way—the rink is on the corner of the buildings, and is hardly completed yet. It will be as fine a rink as there is in Canada when finished, and about as large, too. It is built after the fashion of the Kingston skating rink.

Calgary's prospects for next season were never brighter than at present. Already plans are out for many large business blocks, and residences. The Cochrane company is going to establish a wholesale supply house, all the E. B. Eddy company, of Hull, and the J. I. Case Separator company. Just now the city's council is worrying itself over the question of municipal ownership of the electric light plant. The matter is to be submitted to a vote of the citizens on December 31st. It is to be hoped that the majority will be on the side of public ownership, as at present the service is not at all satisfactory.

We have heard that the nurses-in-training in the general hospital here, are to receive courses of lectures this winter from the city physicians. We think it a first class plan, but pity the nurses, as there are twenty-six physicians on the list. This week I had the pleasure of receiving a call from Mr. Hobart, treasurer of Wampole & Co., chemists, etc., who, along with his father, at one time ran a drug store in Kingston, at the corner of Princess and Wellington Streets. Needless to say, we had a good old talk of Kingston and its people. The news of Harty's election in Kingston was received here with pleasure—among a few—Calgary is mainly conservative. If I remember right, December 1st, 1904, was the last place where the news travelled almost as slowly from Edmonton—is fact authentic returns from the latter town were not heard for a day or two, and the report was included, that Edmonton were still voting. When Oliver's majority was announced, it certainly looked as though it must have required several days for the news to reach here.



YOU want strength! YOU can get it and keep it by taking WILSON'S INVALIDS' PORT YOU can work better and play better, when YOU take WILSON'S INVALIDS' PORT YOUR nerves will be steadier, YOUR digestion better, when YOU take WILSON'S INVALIDS' PORT YOU will sleep sounder and rest better, when YOU take WILSON'S INVALIDS' PORT The marvelous Tonic Wine. Doctors prescribe it. All Druggists sell it. Avoid substitutes.

CHILDREN'S AID SOCIETY.

Annual Meeting of Napanee Society. The regular annual meeting of the Napanee Children's Aid Society was held on November 28th, in the council chamber. The following officers and committee members were re-elected: President—Stephen Gibson. 1st vice-president—Mrs. E. McGurn. 2nd vice-president—Dr. C. H. Warriman. Secretary—Fred L. Hooper. Treasurer—Miss M. Shirley. Committee of management—Mrs. A. W. Grange, Mrs. J. R. Dufour, Mrs. F. A. Rutten, I. Dr. M. A. Symington, James Gault, Dr. M. A. Symington, Mrs. A. E. Paul, Mrs. Freeman Lann, Mrs. A. McNeill, Miss Cartwright, Henry Wilson, Thomas Jamieson, Mr. Cheekley, F. W. Burrows, Rev. A. McBurn, and Mrs. W. T. Gibbard, E. W. Scott, V. Koubler.

Uric Acid Poisoning. Failure of the kidneys to throw off waste products of the system is the cause of this dangerous condition. Headache, backache, irritability, Bright's disease, general derangement all follow. Peck's Kidney Pills restores the kidneys to their proper condition, nature does the rest. In boxes 25c, at Wad's Drug Store. Money back if not satisfactory.

The Papa of the Period. Fair maiden, in shoe-shop: "I want a pair of gentleman's slippers. Do they squeak?" Shoemaker: "I'll take all the squeak out of them, miss, I have a patent process for that." Fair maiden: "Oh, but you mustn't. They're for papa, and we want to hear him coming along the passage at night."

The very latest invention in tooth brushes, the Dr. Horsley (Oriental) fibre tooth brush. For sale at Wad's drug store. If you will take the trouble to investigate you will discover that a popular man has no radical opinions. When actors ride it's a sign the ghost has walked.

"Now I Know The Joy of Health." I Am Brimming Over With Vitality—Appetite Is Good—I Sleep Well—I Feel Happy.

One of the earliest settlers in the town of Turnbull, Man., is John W. McNichol. Everybody knows him; knows how poor his health was for years. Thanks to Ferronze, Mr. McNichol is a hearty, strong man to-day. Here is his statement: "Last spring I was terribly run down. I was so completely fagged out I couldn't do any hard work. In the morning I was tired—my limbs ached all over. "Appetite?—I simply didn't have any. "Sleepless?—Yes, nervous and unhappy, too. "I braced up at once after taking Ferronze. It put new life and vitality into my body. My nerves are strong I eat heartily, I sleep well. Now I know the joy of health."

Won't you take Ferronze too? It's really a marvellous tonic, some people say there is almost witchery in the way it builds you up. It's concentrated nourishment—that's what Ferronze is—just one chocolate coated tablet to take three times a day. No other medicine in the world restores so quickly. Price 50c. per box, or six for \$2.50, at all dealers, or by mail from N. C. Edson & Co., Hartford, Conn., U.S.A., and Kingston, Ont.

A REVOLUTION IN GIFT GIVING!

Time was when the Christmas gift meant merely a pretty bauble, designed to give pleasure for a day perhaps, but incapable of anything more. To a certain extent this is still true, but slowly and surely the modern idea makes way and each year more sensible gifts are chosen—gifts which are not only pretty and welcome but useful and useable as well, and which day after day, week in and week out, give joy to the recipient and attest the esteem and regard of the giver.

Silk Waists are amongst the most acceptable and most useful of gifts, and the pretty ones shown to-day in West Window merely suggest the excellence of the display of these on the Second Floor. Dainty bits of Neckwear, specially suitable for Christmas giving, have a place in the same window.

SPENCE'S, The Leading Millinery and Mantle Store.

It Will Pay You to Buy Your Rubbers, Overshoes Slippers and Moccasins at Abernethy's.

COAL OIL!

Canadian, 15c. Per Gallon. American, In 5 gallon lots. HEADLIGHT, 18c. SUNLIGHT - 20c. Our Headlight is a real good oil. Sunlight is the highest grade oil made.

McKELVEY & BIRCH, 69 and 71 Brock Street.

BUY SEPTEMBER WHEAT We believe purchases of Sept. wheat below 80c. will show a profit before the option expires. With existing conditions wheat is not likely to fall below 90c. during 1904, and Sept. is cheap at present prices. We say a set in lots of 1 M bush, and upwards on three cent margin for Sept. or 3 for July.