

Sunburn

The heat of Sunburn is quickly taken out by an application of—

BEST'S BALM

The effect is simply marvelous—the heat and pain disappear at once and leave the skin cool and comfortable.

Large Jars 25 cents,
The Popular Drug Store
Open Sundays

At Best's

The Popular Drug Store
Open Sundays
Phone 59. Branch 2018

The Cash Store

Specials For This Week:
Fresh Lettuce, Beets, Onions, Cucumbers and Vegetables, etc.
Fresh Fruits arriving daily—Red Currants, Raspberries, Peaches, Bananas, Gooseberries and Pears.
Watermelon, whole, or by the slice.
Choice fresh Butter 50 to 55c

The United Grocery
188 Princess St. Phone 207
Next to Standard Bank

FOR SALE

We have a large number of
Military Tents
Bell and Marquees for sale, cheap
I. Cohen & Co.
275 Ontario Street. Phone 584

Dr. James W. Robertson is back in Ottawa after an overseas trip to see about the disposal of surplus Canadian farm products.

This Is Anniversary Week At McKelvey & Birch's Limited Brock Street

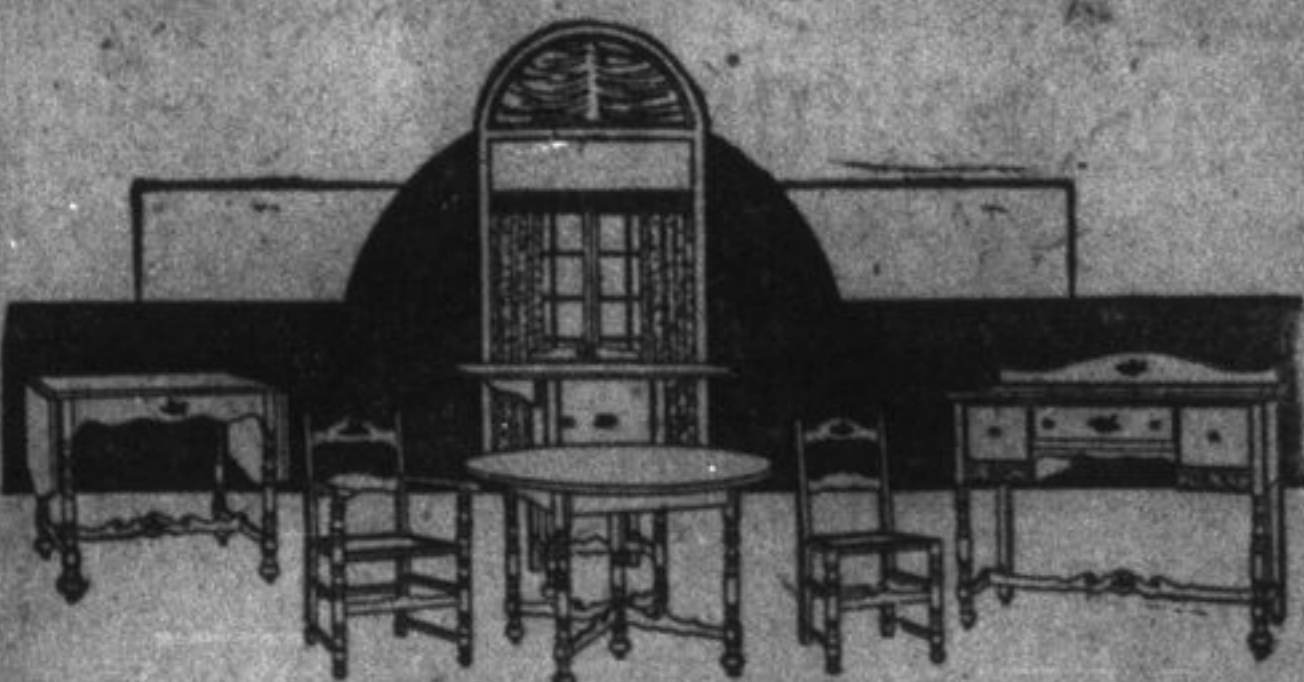


In 1854 the firm consisting of Messrs. John McKelvey and Samuel Birch, established the business. For 65 years it has been one of the foremost business concerns in the life of Kingston and vicinity. Two years ago, August 15th, 1917, the present management assumed control of the Hardware Department.

We wish to thank the public for their generous support, and to mark the event, the Anniversary Day, Friday, August 15th, 1919, and Saturday, August 16th, 1919, we will give the following reductions in prices:

- 5 per cent. discount off Happy Thought Cooking Ranges.
- 10 per cent. discount off all other articles, with the exception of Safety Razors and O'Codar Mops, and any other similar lines that the selling prices are fixed by manufacturers.

ALL SALES FOR THE TWO DAYS—SPOT CASH.



DINING ROOM—LIVING ROOM—BED ROOM FURNITURE

in up-to-date designs in Walnut. Rugs—Linoleum—Curtains. We carry the best assorted stock in the country.

Our prices are very reasonable.

Victrolas and Victor Records
A complete assortment always on hand.

T. F. HARRISON CO., LTD



10 Day Sale of

Ladies' Umbrellas

We are offering a discount of 15 Per Cent on all our stock of Ladies' Umbrellas.

No article is more serviceable either as a gift or for one's own use, and this is an opportunity to procure the finest and latest types at a considerable saving.

Wedding Rings—Marriage Licenses

SMITH BROS. JEWELERS

Limited
Established 1840
King Street Kingston

WOOD

Sawed in Stove Lengths
BOOTH & CO.,
Phone 133
Foot West Street

THE MERCHANTS' COLUMN

Edited by
MANSFIELD F. HOUSE
(Copyright.)

In this column, which appears every Monday, Wednesday and Saturday, will appear news and short articles of special interest to merchants, their salespeople and business men and women in general. All phases of store management—buying, accounting, advertising and retail salesmanship—will be dealt with, not theoretically, but by descriptions of methods actually in use by successful merchants.

THESE SIX MERCHANTS SAY IT PAYS TO SPECIALIZE.

Operating in her advertised belief that "The Successful Dealer Must Be a Specialist," Clara D. True, of El Paso, Tex., opened "The First Excelsior Apple Store in the South-west." She sells nothing but apples and cider, but she sells them by the cartload where other dealers sell them by the peck.

Clara thinks of apples in terms of trainload lots, not barrels. She's got the public thinking about them and her in the same way and she has the apples, so "there's nothing to it." Her success is due to the fact that she gives an unusual service in the wide selection she offers and that in the idea itself she has seized upon most striking advertising material, which she has handled in an individual way. A typical example is from a recent announcement:

"Have taken New Mexico apples this year and made them a formidable rival to the famous apples grown in the northwest fruit section."

Miss True does not waste any time singing the praises or arguing the merits of the New Mexico apple. She just makes a flat news statement of what she has done with it, and lets the reader draw conclusions.

Clara has attracted attention, aroused curiosity and created a desire to buy, all in that one sentence.

A Shirt-Built Success.

When a Chestnut street, Philadelphia, haberdasher got tired of doing a mediocre sort of way, just getting a reasonable share of the Chestnut street trade, and tired of the chances of some one of his rivals getting an inch or so ahead of him—he determined to specialize himself out of mediocrity.

He didn't hunt for a novelty to handle. Novelty are good for little temporary specialties, pullers for regular lines. He wanted to keep his business stable, so he chose the most staple line he had, shirts. He threw everything else out of his store to make way for more shirts, and he made it a point to have every kind and style of shirt on hand that a man could come in and ask for.

His business immediately stood out in contrast with those of the usual Philadelphia haberdasheries. Men came to him first for shirts they couldn't get elsewhere, and became regulars with him for regular lines of shirts because one always has that safe, contented feeling of having missed a good bet when one deals with a specialist.

Iron Pipes and Oranges.
The Eker Company down in Texas specializes on nothing more or less than iron pipe. Each season, when the farmers are planning their irrigation systems, the company holds a big sale of pipe. Naturally it offers the farmers every size and type they possibly can desire.

The Clinax Grocery, in Salem.

If All Played Out, Try This Prescription

When that overpowering weariness and a fever-rested feeling comes over you, it shows some serious disorder is undermining your health. The cure is simple. Build up the system and nourish the body back to health by pure wholesome blood.

The one sure means of doing this is with Dr. Hamilton's Pills. They are a marvellous aid to appetite—convert all you eat into nutriment and tissue-building material. Thus a weak body is supplied with new nerve fibre, hardy muscle and firm flesh. Lasting good health is sure to follow. If you really want to get well and stay well, use Dr. Hamilton's Pills, 25c per box at all dealers.

ON SALE TUESDAY

Cosmopolitan

"America's Greatest Magazine"
At The College Book Store.

Specials at the Unique Grocery and Meat Market

- Prime Western Beef.
- Spring Lamb.
- Cooked Meats.
- Pickles and Relishes.
- Fruit and Vegetables.

C. H. PICKERING
490 to 492 Princess Street
Phone 580

Premium Grocery

Fresh Seasonable Fruits of all kinds arriving daily.
Tomatoes, Cucumbers, Radish always on hand.

D. B. GAGE & SON

254 Montreal St.
The Premium Store
License 5-3979
Phone 5499

Mass., has not given up its general lines to go in business on the same basis as Clara D. True, but it does specialize in oranges. The following is a typical announcement which illustrates the manner in which it keeps its "orange drive" going. "Oranges slicing must be firm, solid and juicy. That's the kind we're offering." The next time perhaps there will be a few words on the proper kind of oranges for making marmalade.

Battles, the Philadelphia florist, has made his business different from that of most other florists in the city by specializing on jardiniere and various kinds of containers for flowers and flower pots. Others do this too, of course, but none of them carries the specialization to the extent that Battles does. He claims that, his trade in such articles is merely accessory to his flower business. It is. But his display of beautifully blended colors and shapes in pottery and glassware is so big and the selection so wide that so far as the customer is concerned, at least, the sale is of the container-plus-the-flowers, as often as it is of the flowers-plus-the-container.

The Heister Floral Company, of Boston, also specializes in this manner, quoting two prices on its flowers, one with and one without the container.

"PENNIES, PLEASE," IS NOW A RETAIL SLOGAN.

The penny problem has been quite an annoyance for the majority of small retail stores ever since the luxury and other federal taxes have made the odd-cent price the rule rather than the exception. There is a strong tendency for these smallest coins to flow outward over the counter much more rapidly than they flow inward.

A Philadelphia tobacconist has solved the problem by little signs on his counter, on the walls and over the cash register of which the following inscriptions are typical:

"Pay us in pennies, if you can."
"We're glad to get pennies."
"Have you got five pennies for a nickel?"

"We need pennies to make change." It works very well. Most men, says the proprietor, are really bothered by these small coins. The accumulation of pennies in their pockets, but simply through habit or the mistaken notion that the store doesn't want to be bothered with them, or that it "looks cheap" to count down two nickels or a dime, they all let them continue to accumulate in their pockets, when as a matter of fact, the cash register is hungry for them.

The signs serve another good purpose that I didn't think of when I put them up," the proprietor continued. "They generally bring out some little comment of surprise or humor on the part of the customer. That gives us the opportunity for a cheerful word or two ourselves on something not quite so dead as the weather. The cheerful word or two has a great deal to do with winning steady patronage, but believe me, you commence to feel silly and uninteresting when you have remarked that it is a pleasant day to about ninety-eight people in succession."

PERILS OF PEACE NOW INCLUDE BUTTER-BOMBS

How'd you like to be beamed by three pounds of butter?

That was the first thought which popped into the heads of residents of Allentown, Bethlehem, Easton and the surrounding country when the Allentown, Pa., Advertising Club announced in full-page advertisements that an aviator hired for the occasion, would drop some \$500 worth of premiums from the clouds in order to boost "Trade Day" in June.

The copy stated that a diamond ring, coffee, tea, butter and other necessities of life would come down from the airplane and pepper the Lehigh Valley, thus announcing to everyone that Allentown merchants were real live wires and that the stores contained values far superior to those in any other neighboring cities.

But immediately protests began to pour in.

One man in Easton protested violently against being subjected to the danger arising from a "butter bomb." "Three pounds of butter," he wailed, "dropped from that height wouldn't go well on the head!"

Stroudsburg people said that they didn't particularly wish to have their front yards decorated with coffee, and Bethlehem maintained that flour or tea would add nothing to the beauty of their township.

To each and every one of the protestants Allentown replied calmly: "Don't be worried—we're not going to drop groceries on you from a thousand feet in the air. We'll only drop checks which will be accepted in payment for the goods mentioned."

So the Lehigh Valley heaved a sigh of relief—and admitted that "You have to hand it to Allentown for being live."

FIGURATIVELY SPEAKING

A person's address and his manner are his display window.

His mind and his heart are the stock he carries.

Sometimes we find that a man with a splendid stock is a poor window-dresser.

And other times we find a veritable window artist who has used mighty poor judgment in stocking up his shelves.

Hon. W. L. Mackenzie King, new leader of the Opposition, has established his headquarters at the Victoria Museum building where Parliament sits.

Agents of the U. S. Justice Department are investigating reports of the destruction of fish food by dealers along the Atlantic coast to keep up prices.

PROBS:—Tuesday, winds; fine, generally warm.

Announcing the readiness of the Fall and Winter collections of new and exclusive designs in

Styles and Fabrics

of exceptional distinction.

Our Fall Modes

are unsurpassed in attractiveness and beauty and an early call will be appreciated.

Fashion Lights for Fall Reflected in

Women's Suits

Beyond the horizon of mid-summer appear brilliant fashion lights for fall and Suits in our Salon have brought their reflection.

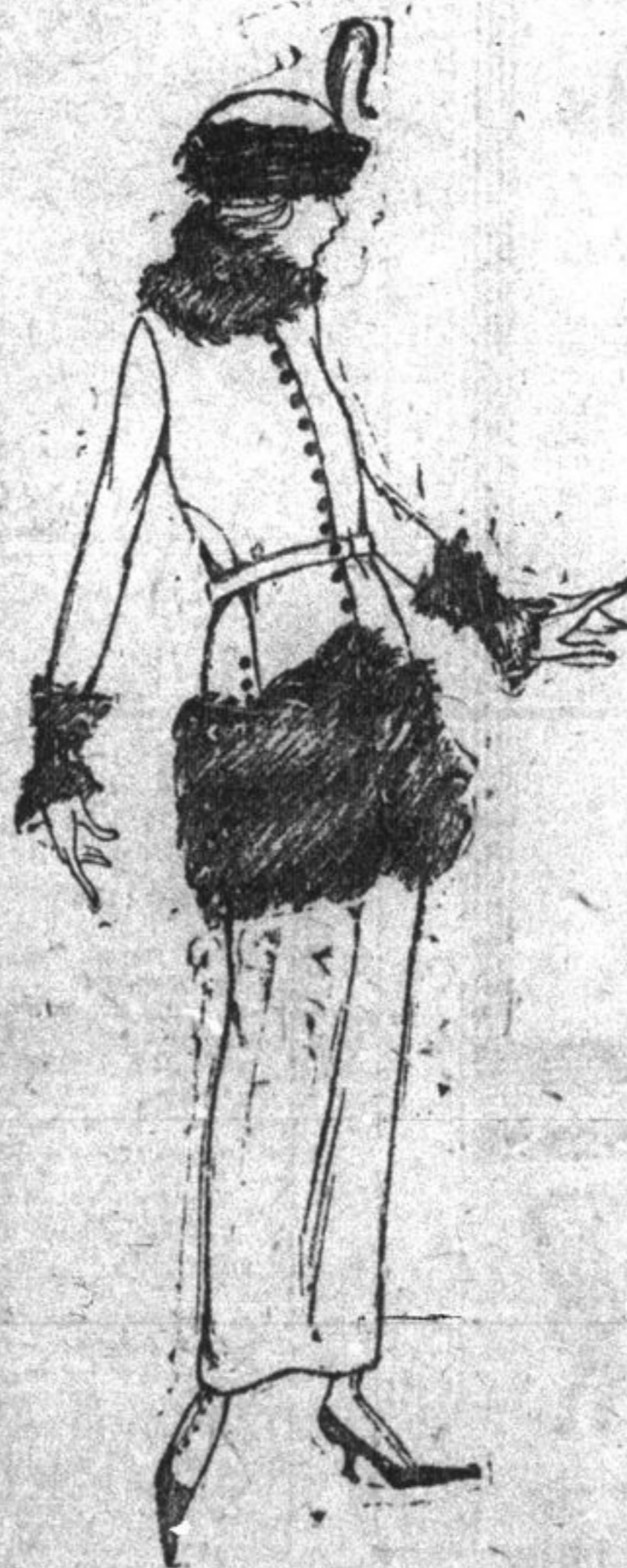
The styles are exceedingly smart, fashioned in graceful slender lines

with novel pocket arrangements and trimming. Some are elaborately embroidered or fur trimmed.

The materials are French Gabardine, Silvertone, Velours, Broadcloth, English Tweed mixtures.

The colors are new Brown, Taupe, Burgundy, Navy, French Grey.

Priced \$35.00 to \$100.00.



Women's Fall Coats

A choice assortment of distinctive, unusual modes in Fall Evening Wraps, Motor and Dress Coats full of beauty, grace and richness are on display. They herald highly interesting, new style notes and assure us like the Suits that Fashion has, indeed, cast off the shackles of war-time instruction.

In festive garb she reappears bedecked with fur and rich trimming.

The novelty material of the season is Silvertone, while closely following are Divetyn Velours, Bolivia Cloths, Kittens' Ear Cloth, Broadcloths, Salts Seal Plush; priced \$25.00 to \$85.00

Steacy's - Limited