

Miss Montgomery's New Book

RAINBOW VALLEY

By L. M. Montgomery

Author of "Anne of Green Gables" RAINBOW VALLEY is full of splendid wholesomeness, delectable humor and pure romance.

PRICE \$1.60.

At Uglow's



Satisfaction Always

Comes from wearing STEWART'S Glasses.

If you are not getting satisfaction try our service. We examine your eyes and make your glasses.

J. J. STEWART, OPT. D.

"Sight Specialist" Opp. Post Office Kingston

"The House of Better Glasses."

Vanity Cases and Silk Bags

We have a few of each of these new lines left and to clear have marked at special prices.

Vanity Cases \$5.00 Silk Bags \$2.75

Kinnear & d'Esterre

JEWELERS 100 PRINCESS ST.

Ocean Steamship Ticket Agency. C. S. Kirkpatrick

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.

DISSATISFACTION ISN'T POSSIBLE WITH THIS PLAN

The third day after a patron of the Von Breton-Rothwell Optical Company in Los Angeles, Calif., has been wearing a pair of glasses fitted by one of the store's experts he or she receives a letter that reads like this: "We take this means of thanking you for your recent patronage and trust that your new glasses are entirely satisfactory."

"It is just possible that your mounting may need readjusting after a few days' wear, and if so call on us at any time, for which service, of course, there will be no charge."

"After realizing the benefits of properly fitted glasses we hope you will recommend us to your friends as they may need glasses also."

This letter is sent out regardless of the fact that the patron has been assured several times during the transaction that he or she is to come in—not "come back"—should the glasses not start off just right.

"The complaints we dread," said a member of the staff, "are those we do not hear—the ones that are told to a neighbor, or even a competitor. Glasses, like anything else that requires a careful fitting and adjusting, may give a bit of trouble after the first day or two. By that time the patron can tell whether they are just right or not. We cannot be on the ground when this little difficulty starts—so we always have a letter there to speak for us."

In this way, we tell our customers talking for us rather than against us, and a big portion of our business comes through the recommendation of friends and relatives.

A feature of the case in which the firm's glasses are sent out is the little numbered slip, asking the finder of a pair of glasses to return them to the store.

This, a member of the firm said, brings in many pairs of glasses. The records show the address of the owner, so, if he fails to call for them, he is notified. This service is also an advertising help and a very acceptable plan of putting the firm's name on the glasses' case.

STORE LIBRARY HELPS SELL BABY CLOTHES. Even though Hazleton, Pa., has a \$150,000 library building, maintained by the taxpayers, the first of Peter Deisroth Sons has entered the same field, with a free library for all mothers and expectant maternity cases.

A reference sheet covering the feeding, clothing, care and rearing of children, together with their diseases and other matters of interest has been opened in the Deisroth store and women may patronize it whether they buy there or not. They are given accession cards by the clerks and by signing them can take home any book they wish and keep it for two weeks.

The service is appreciated by men and they acquire the habit of patronizing the baby department at Deisroth's as the need for various articles develops.

NO BAN ON "SHIMMIE" FOR WINDOW DOLLS. The "shimmie" dance, interdicted by the police at public resorts and banned by the patronesses of private affairs, was put on in Hazleton, Pa., as an advertising stunt in a "baby window" display by Frank Mackie, decorator of the Peter Deisroth twin department stores, serving most effectively as a crowd magnet and creating widespread interest that reflected directly in the amount of business done by the Deisroth stores.

Mackie took a life-sized doll, dressed in the latest fashion, and placed it in the window, stood it up in the front of a window and wired up an electric vibrator under the doll's belt. When he switched on the current there was some "shimmie" movement and the crowds that gathered halted traffic.

appeared one Wednesday recently in the local papers:

Woman's Union in St. Charles. It was stated on good authority this morning that a woman's union is to be started in the Fox river valley. Rumor has it that the Norris boys, Bert and Cal, are the prime movers in the proposition. They refused the Beacon reporter any information on the subject this morning.

The very next day another reading notice, equally puzzling, appeared: Statement to the Public. Reports circulated in St. Charles yesterday that we were in trouble with the authorities in regard to the formation of a woman's union are absolutely false. We believe our plan will be endorsed by Judge Landis and Judge Hoover and we will give the by-laws of the union to the public tomorrow and let the people judge for themselves.

BERT C. NORRIS, CAL. W. NORRIS. According to promise Friday there appeared in large display space in both of the local papers the following copy, surrounded by a heavy black border: ARISE, WOMEN! STRIKE-By-Laws Fox River Local No. 1.

Whereas, We, the wives of wage-earners in the Fox river valley, have worked hard for our husbands (from fourteen to sixteen hours per day) and have done the baking, sweeping, housecleaning, taken care of his babies and of him, the biggest baby of all, and requiring more care and attention than all the rest, and

Whereas, Our husbands have their work where they meet other men and joke and gossip and little events happen that vary the monotony of life, and

Whereas, We have to stay at home and work and seldom have a chance to leave the house and therefore want the home convenient, comfortable and one to be proud of, therefore

Be it resolved, That we, the women of the Fox river valley serve the following notice upon our husbands at once: Date.....1919. I, Mrs. _____, being the true and loving wife of Mr. _____, do hereby serve notice upon him, my husband, that from this date, I refuse to cook or bake for him, the following article (entered in this space his favorite dish) _____ until he has furnished me with the following article of furniture _____ from the quality store of C. E. Norris & Sons at either St. Charles or West Chicago, Ill. Upon presentation to me of a receipt, showing the purchase of above article, counterbalanced by either the president of this society, Bert C. Norris, or the vice-president, Carroll W. Norris, I promise to resume the cooking of the above-named article of food and to use extra care in making it palatable and to give it just the right flavor.

(Signed) Mrs. _____ The royal emblem of this society shall be a kitchen cabinet. Women—Join the W. W. N. F.—We Want Nice Furniture. The "union" was the means of selling a number of pieces like kitchen cabinets and washing machines, according to Bert Norris, the man who conceived the idea of it and wrote the copy.

"While it was in a way a kind of joke there was a mighty good sermon written into that copy," said Mr. Norris, "and a lot of old 'hard shells' saw the point and came during the next few days and bought things that their wives had been wanting for a long time. Some of them were kind of sheepish over their sudden decision to buy things for their wives to lighten housekeeping duties, but most of them took it good-naturedly, the way we intended it, and we actually had some fellows come in and buy stuff and then thank us for 'waking them up.'"

Death at Kepler. The many friends of Henry Alexander Lindsay regret to hear of his death in Kingston General Hospital on September 2nd. Deceased had been suffering only a short time previous to his removal to the hospital two weeks ago. He was born forty-six years ago at Lake Umbagog and was a son of the late Samuel and Maria Lindsay. Of late he had resided on his farm at Kepler. In religion he was a Methodist. His sudden death has cast a gloom over this vicinity and has meant the loss of a kind, loving husband and neighbor.

The funeral, which was in charge of James Reid, Kingston, was largely attended, showing the high esteem in which the late Mr. Lindsay was held by all who knew him. The service, conducted by Rev. Mr. Charlesworth, Rev. Mr. Stafford and Rev. Mr. Ralph, was held at his late residence on Thursday. It was thence to Sydenham cemetery for burial. The pallbearers were his six brothers, Robert and John, Sydenham; William, Inverary; Rev. Samuel, Pembroke; Rev. Harvey, Shawville; and Rev. Edward, Montreal. Beside his sorrowing widow, he leaves to mourn his loss two adopted children Lena and Willard; six brothers and four sisters, Mrs. William Nichols, Sydenham; Mrs. James Freeman, and Mrs. Stanley Freeman, of Yarker, and Mrs. William Dean, Inverary.

Mrs. Joel Earl, Prescott, celebrated her eighty-seventh birthday at the home of her daughter, Mrs. Westlake, on Thursday. The aged lady is in good health. Edward Lavigne, Glen Walter, ended his life by shooting himself. It is supposed that the young man had become despondent over continued ill-health.



Ladies' Brown Kid Laced Boot

High tops—high heels—plain toe—a real smart looking Boot—sizes 2 1/2 to 7—reasonably priced at\$7.50

Abernethy's Shoe Store

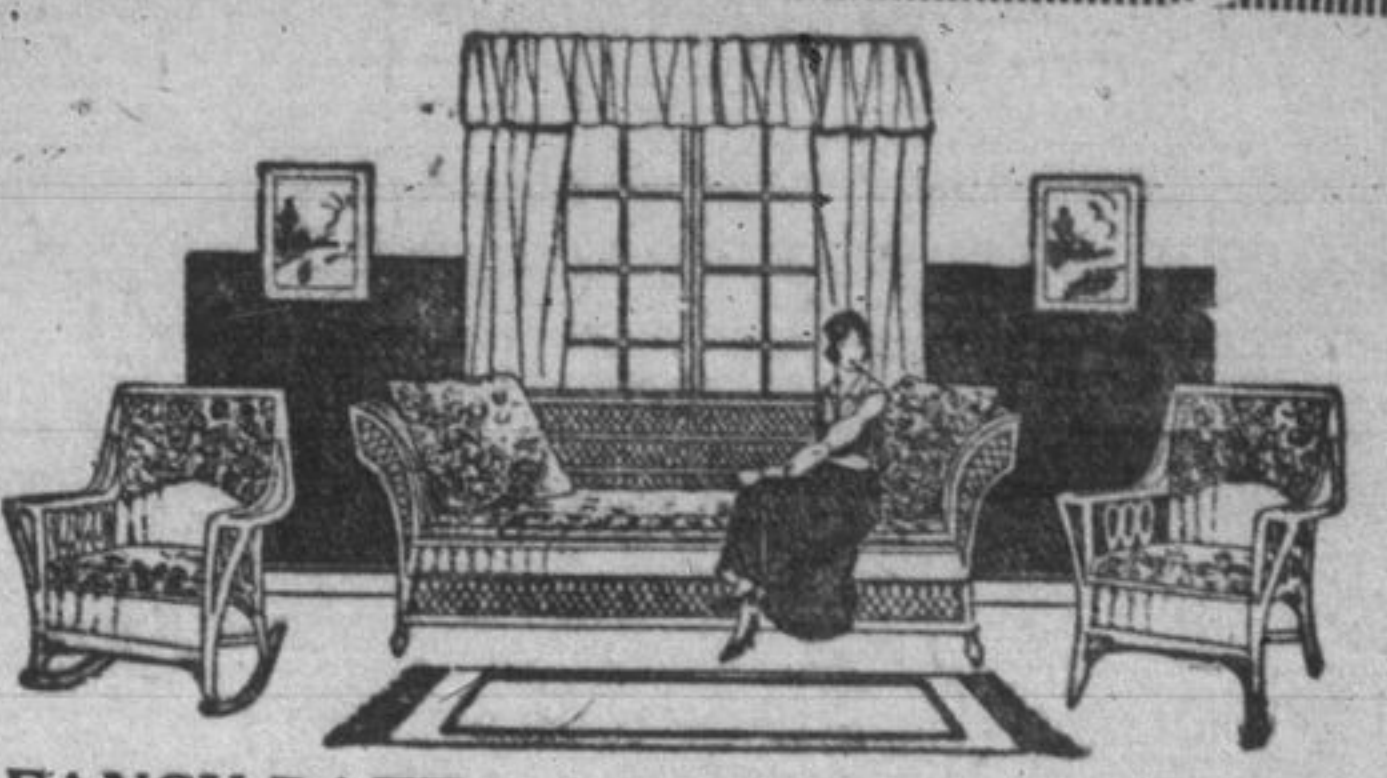


NEW ARRIVALS IN FALL HATS

Smartly styled models for men. Every hat represents a style approved by fashion. In soft hats, dark greys, greens and browns are very popular, and besides these we have many other beautiful shades.

—New Derbies. —New Caps. —New Hats for Children. Come in and try some on.

CAMPBELL BROS. Kingston's Largest Hat Dealers



FANCY RATTAN, COOL AND INVITING for living room, lawn, or porches; upholstered in cretonnes or tapestry; settees, arm chairs and rockers; it enables you to furnish in artistic way at moderate prices.

Phone 147 for service, as a full staff of upholsterers and cabinet makers are at your service.

JAMES REID Phone 147 For Service

Steamer Brockville Bulletin

SEPT. 8th—14th. Monday, Sept. 8th—Special trip to Millford. Tuesday, Sept. 9th—Regular trip to Amherst Island, 5 p.m. Afternoon excursion cancelled. Wednesday, Sept. 10th—Running from Picton to Napanee. Thursday, Sept. 11th—Regular trip to Amherst Island, 6 p.m. Friday, Sept. 12th—Regular trip to Alexandria Bay, 2 p.m. Saturday, Sept. 13th—Special trip to Alexandria Bay, at 2 p.m. Sunday, Sept. 14th—Regular trip to Alexandria Bay, at 2 p.m. TELEPHONE 189 FOR INFORMATION.

Kingston—Cape Vincent Ferry

BY S. S. MISSISQUOI—DAILY. Leave Kingston 6.30 a.m. and 1 p.m. Returning leaves Cape Vincent at 9.40 a.m. reaching Kingston at 11.40 a.m. Leave Cape Vincent 4.30 p.m. reaching Kingston at 6.30 p.m. Round trip tickets \$1.25, with a 50c. rebate on return trip, having a lovely outing for 15 cents. Tickets good to return on date of giving nearly 4 hours in Watertown and returning to connect with steamer leaving for Kingston. For information, phone 2125, Rockport Nav. Co., Ltd. Automobiles carried: small \$1.00, large \$4.00. Space reserved.

DIRECTORY FOR RETURNED MEN, APPLY For employment information. For Land Settlement, general matters, advise: Bank of Toronto Bldg., cor. King and Brock streets. For Vocational Courses, Industrial Re-training: Merchants Bank Bldg., cor. Brock and Wellington Sts. For medical treatment, surgical appliances: Golden Lion Block. For Pensions: Bibby Block, Princess Street

WE SELL ON EASY TERMS Ladies' Suits, Dresses, Skirts, Men's Suits, Overalls, Underwear, Jewelry, Suitcases, etc. N. Morris, 374 King St.

Took's Cotton Root Compound. A safe, reliable, vegetable medicine. Sold in three degrees of strength—No. 1, 2, 3. No. 2, 50c. per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Genuine Wholes.)

CRYSTAL BOTTLING WORKS AGENTS FOR

St. Lawrence Ale & Porter Also manufacture all kinds of soft drinks. We deliver to all parts of the city. Special attention given lawn socials and picnics.

A. Tyo, 475 Princess Street Phone 645

FOR SALE

4 houses; all modern; well located; good investment. Telephone 703 J. O. HUTTON 67 Clarence Street, Kingston

Reminders For Auto Owners

OILS We have in stock the proper Oils that are recommended by McLaughlin Motor Car Co., Chevrolet Motor Car Co., Ford Motor Car Co. Don't use any old kind. USE the kind that is recommended by the maker of your car.

ACCESSORIES Our accessory department is well worth looking over and we stock everything that is new and worth while. TIRES Our stock of tires and vulcanizing department is the largest and best in Eastern Ontario.

MOORE'S "Where They Rebuild Old Tires" WELLINGTON STREET KINGSTON, ONT.

SPECIAL

Men's Box Calf Bluchers with Leather Linings—a serviceable Fall Shoe\$4.95

Allan M. Reid, SHOE STORE 111 Princess St. Kingston

Clogged Nostrils Open Breathing Made Easy, Catarrh Cured!

New Method Very Successful.

It is a new method of treatment, that of medicated air, and cannot fail to be beneficial. It goes wherever air can go, thus reaching all the affected part. It purifies as by fire. Simply breathe in the disease germs. Catarrh is a non-poisonous and healing agent; it therefore acts upon the mucous tissues of the throat nasal passages, and bronchial tubes, destroying all microbe life, and at the same time heals up all the inflamed parts.

As a cure for Catarrh, Bronchitis, Asthma, La Grippe; as a strengthener for the throat, Catarrh cannot be equaled. It is a guaranteed cure, and is highly endorsed by prominent physicians who use Catarrh in their practice. Catarrh is a non-poisonous, consisting of a beautifully polished hard rubber inhaler and sufficient Catarrh for two months' use, price \$1.00, smaller size 50c. at all dealers.