

Reduce Your Fat Without Dieting

There is no formula for fat reduction... Friends tell friends—doctors tell their patients...

TRY MAGNESIA FOR STOMACH TROUBLE

It Neutralizes Stomach Acidity, Prevents Food Fermentation, Sour, Gassy Stomach and Acid Indigestion.

Doubtless if you are a sufferer from indigestion, you have already tried pepsin, bismuth, soda, charcoal, drugs and various digestive aids...

But before giving up hope and deciding you are a chronic dyspeptic just try the effect of a little bisurated magnesia...

Take a teaspoonful of the powder or two compressed tablets with a little water after your next meal...

You will find that provided you take a little bisurated magnesia immediately after a meal, you can eat almost anything and enjoy it without any danger of pain or discomfort...

A poor excuse is worse than none. Too often there is a sting back of honeyed words.

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.

PROMPT BILLS BRING PROMPT COLLECTIONS.

Sending out our bills on the last day of the month instead of anywhere from the fifth to the tenth of the following month has increased our collections about 15 per cent.

"Formerly we made the mistake of letting the bookkeeper make out the bills at times when there was no more pressing work on hand for her."

"In the first place when the customer receives the statement promptly on the first day of the month it conveys the impression that we are operating strictly on prompt pay."

"On the second place, most persons live on salaries, and money in general is more plentiful around the first of the month than at other periods."

"We simply call up the customer, remind him of the debt, and ask him to tell us when to expect payment."

Despite their courtesy, brings payment much quicker than sharp threats of legal action.

BARGAINS LURE WOMEN

"What's the big idea, friend? All those dames crowdin' into the lobby of that men's clothing store across the way, so early in the morning?"

"Search me," replied another early riser. "Guess there's a bargain sale or something 'bout it."

Had these men followed the newspaper advertisements of Bruslar & Co., men's outfitters, of Reading, Pa., they would have known that a remnant sale of ends of shirting from this store's custom department was to take place at 6 o'clock in the morning.

Such sales are advertised weeks ahead and invariably attract a host of women to the store on the day of the sale, no matter what the hour.

The most recent of these sales was staged at 6 a. m. and long before that hour women began crowding their way up to the store's entrance.

"LISTEN FOR THE BELL"

No defunct store, to be covered without having the knockout laid out to him listened for the going with more eagerness than did crowds of shoppers who took advantage of a novel sale feature staged in Elmira, N. Y., this summer, by Tepper Brothers' department store.

The firm installed bells all through the different sections and advertised that whoever bought goods worth twenty-five cents would be given the articles free whenever the bell would ring in that particular department.

The bells sounded at irregular intervals, and no one could justly claim when and where the next bell would clang. All that could be done was to stay on the job and shop until all possible needs were satisfied.

The twenty-five-cent limit, it moved almost every article of that price out of the store during the day.

In each instance where a person had just paid the twenty-five cents as the bell rang, Tepper Brothers refunded the money. It was interesting to note the banner attendees at the sale, and the public is ready for its repetition as often as the firm wishes to stage it.

Merchants who have studied the plan say that it is invaluable to sell small lots of goods that move slowly. Odds and ends of which just a few are left can be disposed of, with only an occasional refund to follow.

ICE WATER PLUS CLEANLINESS.

The Hon. Ton, a specialty store in San Francisco, scored a hit when it took the water cooler out of the floor. It made shoppers ask where the cooler was. Then some one pressed a button and a maid appeared with a tray of lily cups and thermos bottle and some paper napkins.

A window such as that used by R. H. Macy Company can never fail to boost the sales of summer goods. It may be repeated indefinitely with variations at will, but it always pulls.

Another window which pulled results for Strawbridge & Clothier in Philadelphia was one which sold not so many trunks and suitcases themselves as the use for these things.

The only equipment needed besides the trunks, suit cases and valises, which were piled up in profusion was a back curtain on which was painted the train room gates with the trains beyond. The sight of a grip or trunk does not necessarily excite the desire of ownership.

At Brockville on Friday afternoon, when her son, Lieut. Howard B. Walton, D.C.M., late of the 5th Canadian Mounted Rifles, C.E.F., was united in marriage to Miss Gladys Martha Renshaw, Montreal.

Mr. and Mrs. A. W. Jackson, Brockville, announce the engagement of their eldest daughter, Evelyn Maude, to Willard H. Row, Brockville, the marriage to take place early in October.

Mr. and Mrs. W. B. Warren, Lansdowne, announce the engagement of their daughter, Lulu Annette, to Kenneth B. Shipman, the marriage to take place the latter part of September.

Rev. W. H. Green, rector of the Anglican church at Richmond, Ont., has been appointed to the incumbency at Almonte, succeeding the Rev. Charles Seddington.

"I WOULD HAVE SAVED \$15,000"

Charles Norwood Regrets He Did Not Know Of Tanlac Fifteen Years Ago.

"Just ask the boys at the C. & A. round house, where I work; they all know what an awful fix I was in and can tell you that this Tanlac has made a new man of me."

"I can easily figure out," he continued, "where if I had had Tanlac fifteen years ago it would have saved me right around one thousand dollars a year, which is a pretty snug little fortune."

"For the last fifteen years I haven't been able to work more than half the time, at best. When I did work my earning capacity was much cut on account of my poor health and for a good many years I couldn't work at all."

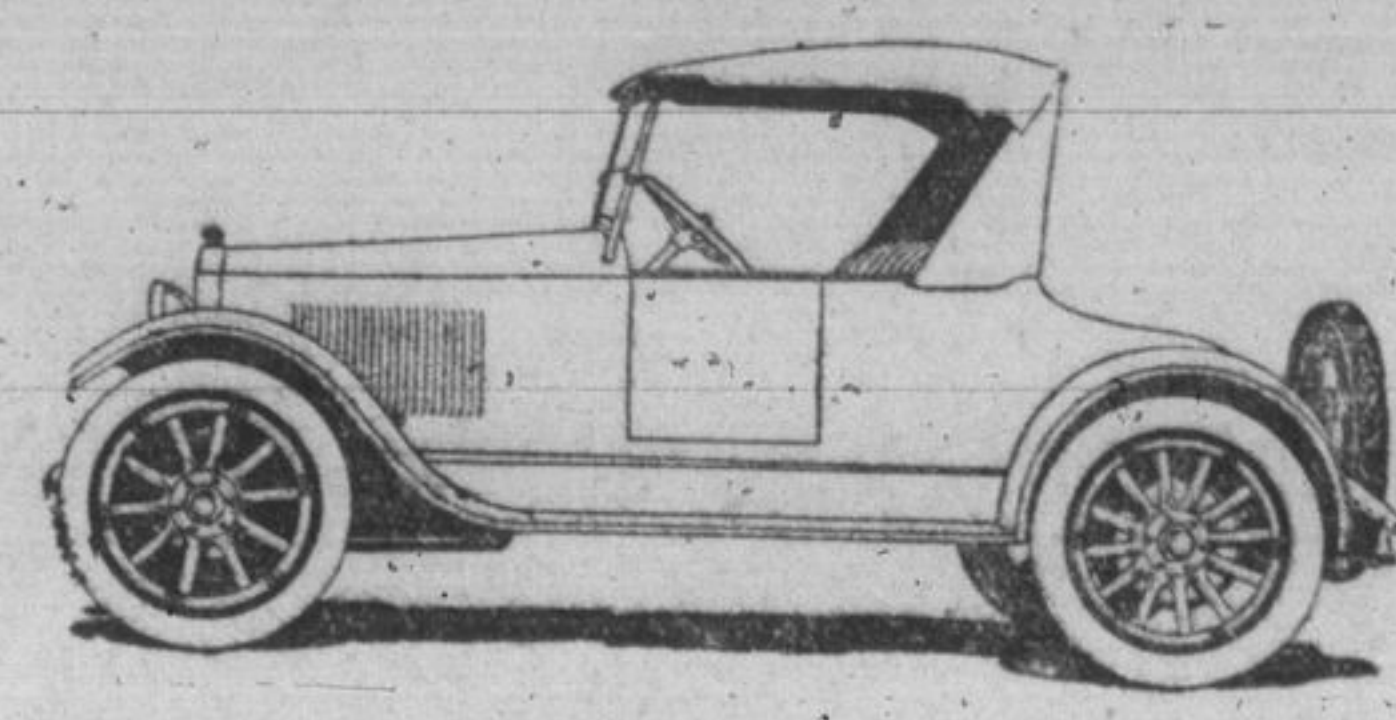
"I got to reading the statements about Tanlac and some of the testimonials described my case so well that I commenced taking it myself and oh how I wish I could in my life and never suffer the least bit afterwards."

"I quit my job it took me some time every morning to get out of bed, the pain in my kidneys was so great and I almost went distracted with pain and misery. My back hurt me so bad I could hardly move or turn over in bed."

"I got to reading the statements about Tanlac and some of the testimonials described my case so well that I commenced taking it myself and oh how I wish I could in my life and never suffer the least bit afterwards."

Tanlac is sold in Kingston by A. P. Chown, in Plevna by Gilbert Ostler, in Battersea by C. S. Clark, in Fernleigh by Ervin Martin, in Ardock by M. J. Scullion, in Sharbot Lake by W. Y. Cannon.—Adv't.

CLEVELAND SIX \$2150. Announcing the CLEVELAND SIX \$2150. THE NEW CLEVELAND SIX IS HERE—the car that automobile dealers have been waiting for and talking about for two years past.



THE NEW CLEVELAND SIX IS HERE—the car that automobile dealers have been waiting for and talking about for two years past. It is the 1919 achievement of motordom, bringing new qualities, new ideals, new excellence into the light car field, and at a price which will please countless thousands who care for the better things of life.

You will admire and wonder at this new car, for the industry has offered no other like it. You will be delighted with its grace and style. You will marvel at its power, speed, quietness and comfort. Truly, here's the car that will dominate the whole light car field.

TOURING (five passenger); ROADSTER (three passenger); SEDAN (five passenger); COUPE (four passenger).

FAIR and COLLIER

Distributors, Chandler and Cleveland Motor Cars. 207 PRINCESS STREET. PHONE 1818.

A SQUARE DEAL TO EVERY MAN. Great Clothing Event. SUITS DELIVERED FROM HOBBERLIN'S BY AIRPLANE. Thursday, Sept. 25th. AEROFIELD, END OF VICTORIA STREET. A shipment of Suits will be made by airplane from the House of Hobberlin, Limited, Toronto, to— The Veterans Clothing Company. The airplane will land at the aerofield at the end of Victoria street and the shipment will be received by Mr. D. C. Spears, president of the Veterans' Clothing Co. Souvenir postcards will be given away to spectators. Special Values. MADE-TO-MEASURE SUITS AND OVERCOATS. To celebrate this great event and during the Kingston Fair we are offering special values to take this opportunity of securing your Suit and Overcoat.

BEECHAM'S PILLS. When your head aches, it is usually caused by your liver or stomach getting out of order. These "sick headaches" quickly disappear as soon as the stomach is relieved of its bilious contents. Right your stomach and regulate and tone the liver with Beecham's Pills, which rapidly improve conditions and promptly Help Headache.

THE ONYX SHOE. THE new autumn styles as introduced by the Onyx Shoe, have an individual charm that will appeal to women of discriminating taste. The ONYX SHOE. Is skilfully and comfortably constructed of fine, close-grained leathers, cut from selected portions of the hide. The beauty of its finish is indicative of its quality and of the sturdy wear you may expect and will get from every pair of shoes bearing the Onyx trade mark.

LIFT OFF CORNS! Doesn't hurt a bit! Sore corns lift right off with fingers. Magic! Costs few cents! Drop a little Freezone on that touchy corn, instantly that corn stops hurting, then lift it right off with the fingers. Why wait? Your druggist sells a tiny bottle of Freezone for a few cents, sufficient to rid your feet of every hard corn, soft corn, or corn between the toes, and callouses, without soreness or irritation. Freezone is much talked of discovery of the Cincinnati genius.



Sandy Grant the Candidate. Belleville, Sept. 24.—The Liberal-Conservatives of East Hastings met in convention on Monday at Plainfield for the purpose of selecting a candidate for the next provincial election. The result was that Sandy Grant, the present popular representative was the unanimous choice. James Dryden, an ex-warden of the county, received a nomination, but retired in Mr. Grant's favor. The meeting was largely attended. Alex. C. Tosh and Miss Christina Bond were united in marriage at Almonte at the home of the bride's parents, Mr. and Mrs. Geo. Bond, on Wednesday. Dr. W. G. Hamilton, Westport, has been appointed a coroner.