

New Fresh Goods arriving for Fall and Winter trade. Canned Vegetables and Fruit of all kinds. Canned Pickles and Relishes of all kinds. Raisins, Currants, and Peels of all kinds. Figs, Dates, Prunes and Dried Fruits. Our stock of Fresh and Salt Meats are the best in the city.

C. H. PICKERING
490 to 492 Princess Street
Phone 130

EMPIRE GROCERY
High Grade Groceries, Fruits and Vegetables, Cooked and Uncooked Meats.

LEWIS ORR
820 King St. Phone 349
License No. 8-2746

TALKING MACHINES
All makes of Phonographs cleaned, repaired, adjusted. Parts for all makes supplied. expert workmanship, moderate charges, quick service.

J. M. FAIRICK
149 Sydney St. Phone 2056

DR. A. W. WINNETT
DENTAL SURGEON

Begs to announce that he has resumed his practice, corner Johnson and Wellington Streets, Kingston. Telephone 363.

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

2 BIG BARGAINS
70c. Red Rose Tea 50c.
25c. Clark's Pork & Beans 18c.

Bon Marche Grocery
Cor. King and Earl Streets.
License No. 8-27149
Phone 1844

U.S.L. Storage Battery
DISTRIBUTOR AND SERVICE STATION
DON. M. CRAIG
Expert Storage Battery and Self Starter repairs. All size Batteries for all cars.
207 PRINCESS STREET, WINDSOR BLOCK
PHONE 1818. HOUSE PHONE 1683W.

NEW YORK FRUIT STORE
CHOICE CALIFORNIA FRUIT

BARTLET PEARS	40c to 60c a doz.
PEACHES	30c to 50c a doz.
PLUMS	20c to 40c a doz.
ORANGES	20c to 60c a doz.
BANANAS	20c to 50c a doz.

Goods delivered to all parts of the city.
314 Princess St. Phone 1405

GOOD VALUES
AND A CHOICE SELECTION OF BEEF, PORK AND LAMB, AT HO OD'S

BEEF		LAMB	
Round Steak	25c	Fronts	25c
Steak	30c	Hind Quarters	30c
Porterhouse Steak	35c	Lamb Steak	20c
Chuck Roasts	25c	Frankforts	25c
Steak Roasts	30c	Head Cheese	20c

ALSO A NICE LOT OF SPRING CHICKEN.

HOOD'S MEAT MARKET
COR. EARL AND BARRIE STREETS. PHONE 407

LADIES' SAMPLE TWEED COATS
REGULAR \$35.00; SPECIALLY PRICED FOR ONE WEEK ONLY \$6.98 to \$9.98

JOS. B. ABRAMSON
257 PRINCESS STREET. PHONE 1283J.
Our rent is low—our prices are low.

SUFFERED DAY AND NIGHT
The Tortures of Dyspepsia Relieved By "Fruit-a-tives"

LITTLE BRAS D'OR, C. B.
"I was a terrible sufferer from Dyspepsia and Constipation for years. I had pain after eating, belching gas, constant headaches and did not sleep well at night. Finally, a friend told me to try 'Fruit-a-tives'. In a week, the Constipation was corrected and soon I was free of pain, headaches and that miserable feeling that accompanies Dyspepsia. I continued to take this splendid fruit medicine and now I am well, strong and vigorous". ROBERT NEWTON.
50c. a box, 6 for \$2.50, trial size 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

G. WASHINGTON
PREPARED COFFEE
made in the cup at the table. All size oans in stock.
Prompt Delivery.

D. COUPER
241-3 Princess street. Phone 74

FOR SALE
OVERLAND CAR (5 Passenger) In Good Condition
ROBINSON & WILTSHIRE GARAGE
239 1/2 Bagot St. Phone No. 177

The Cash Store
138 PRINCESS STREET
FRESH FRUITS ARRIVING DAILY — PEACHES, PEARS AND GRAPES.
A carload for Fair Week. We have also a consignment of pure Clover Honey, in all size packages.
The United Grocery
138 Princess St. Phone 207
Next to Standard Bank

The death took place at Calgary on Saturday of Ophelia Mills, daughter of the late William Mills, ex-mayor of Renfrew, and wife of H. E. Lyon.

THE BUSINESS COLUMN
EDITED BY MANSFIELD F. HOUSE

ADVERTISING GOODS RATHER THAN PRICES

When asked the secret of the tremendous volume of business done by the Wanamaker stores during every holiday season for years, W. K. Hotchkiss, formerly advertising manager for "W.", silently opened a copy of a December newspaper and pointed to one of the announcements which was spread across an entire page. At first glance there wasn't anything very distinctive or out-of-the-ordinary about the copy—just a long list of articles, with the price of each. Not a word of description or a particle of what is known as "selling talk." But the list was divided and subdivided, with headings which read "For Mother," "For Son," "For Daughter," "What a Man Would Appreciate" and the like. Under each heading appeared some two score suggestions at prices ranging from fifty cents to many dollars.

In answer to objections that this use of space merely to list a few of the items in the immense store was wasteful, the master-merchant would reply that the thing which worried most people around Christmas was "what on earth shall I give so-and-so?" Men, particularly, have very little time in which to shop, and those who can spare the time do not care to wander around without any fixed object in view. They prefer to have a definite goal, with at least an approximate idea of the amount which their purchases will cost. Hence the Wanamaker lists have proved highly successful—not only in attracting new trade to the stores, but also in moving lines in certain departments, lines which are emphasized by appearing at the head of the various sub-divisions of these shopping lists which feature goods, rather than their prices or quality.

DEALER PHOTOGRAPHS AUTO STUNTS AS ADS
St. Louis has an enterprising and resourceful automobile branch manager. He took the advertising reins in his own hands, rather than use out-and-dried plate matter that happened to be sent in.

Here is his unique and rather hair-raising scheme: A photographer, a car and a driver were sent around St. Louis to every steep grade and "impossible" road barrier that might be imagined. That automobile was made to do things that no manufacturer would ever ask of a car. But the things it did were dare-devil test stunts that went to prove this particular automobile was well-nigh invincible. The photographer stood on the side lines and snapped these feats of hazard.

For example, the driver deliberately drove his car up a long, tedious flight of stone steps in Forest Park. Everyone in St. Louis knew of the stairs, had puffed up them and knew how steep they were. If an automobile could ascend this granite handicap it could do anything on earth within reason.

Three-column newspapers space was used to reproduce the photograph and a bit of descriptive matter. Each ad photograph was numbered, with a suggestion that the reader save them as they were issued, completing a remarkable series of twelve.

CAN BUY CANDY BY YEAR
The Kaufman store of Pittsburgh, Pa., has an ingenious candy club whereby one may leave an order for one month, three months or one year for sweets. Thus the busy man can leave an order for a box of his favorite sweets that will be sure to reach his home regularly. This is billed to him at the end of the month and paid for as would be any other article charged to his account.

"MISSING CUSTOMER'S" LETTER A PULLER
One morning, about the first of the month, the good customers of a Fresno, Calif., clothing store were tipped off to a special sale put on by the dealer. And the tip appeared to come not direct from the clothing himself, but from one man in the town who could not come. And the sale was a success. In the envelopes received by the patrons of the store was a six-page folder. On the cover was the printing: "THE ONE MAN WHO CANNOT ATTEND WALTER HAMILTON'S SUMMER SALE"

As the man opened up the folder he saw on the first inside page a picture of a man in convict's uniform peering through the bars of a cell. Then opposite this portrait and on the remaining two inside pages was a letter with the following to say:

Pale Cheeked Women Told About Restoring A Rosy Complexion
A few years ago the girl with pale drawn cheeks scarcely knew what to do in order to restore her fading appearance. At that time there was a blood-food medium made that really would put color and strength in systems that were more or less worn out.

To-day it's different. The blood can be quickly nourished, can be made rich, red, and healthy. All you have to do is take two Ferrozone Tablets with a sip or two of water after meals. The effect is almost magical. Mothers, look at your children. Are they ruddy and strong—do they eat and sleep well, or are they pale weak, and anemic? FERROZONE will rebuild them. Take your own case—is your blood strong and rich? Have you that old time strength and vigor, or are you somewhat under the weather? FERROZONE will supply the strengthening elements you require. It is a blood-forming, nourishing tonic that makes every ailing person well. FERROZONE is a marvellous remedy, it contains in concentrated form certain rare qualities that especially fit it in cases of anaemia, poor color, thin blood, tiredness, and loss of weight. Every day you put off using FERROZONE you lose ground. Get it today, sold in 50 cent boxes by all dealers.

To The Electors Of Frontenac

Ladies and Gentlemen—
If you believe my services to the County merit your support I ask your votes and influence.

Election Day October 20, 1919.
Anthony M. Rankin

PROVINCIAL ELECTION

Having been unanimously chosen as the standard bearer for the United Farmers' Association for South Frontenac, at the convention held on September 20th, I respectfully solicit your votes and influence to help elect me as a member of the Ontario Legislature.

WM. FAWCETT.
ONTARIO ELECTIONS, 1919

Dr. W. Spankie

INDEPENDENT CANDIDATE FOR FRONTENAC

In accordance with and supporting the Farmers' Platform in its entirety, I respectfully solicit the votes of the electors.

For Superfluous Hair Use DELATONE
The Leading Sale for 10 Years
QUICK—SURE—SAFE—RELIABLE
Use Fresh as Wanted
Ask Your Dealer — He Knows

Our discretion, sometimes, depends largely upon how much there is in it for us.

Sir Henry Drayton
Minister of Finance

Will be at the Central Union Campaign Headquarters, Daily Standard Office

TO-NIGHT
FROM 8 TO 10 O'CLOCK

All citizens are cordially welcome

To the Electors of the City of Kingston and Village of Portsmouth

Ladies and Gentlemen:—

Having been presented with numerous signed petitions asking me to offer myself as a candidate for Kingston in the Dominion Election for the unexpired term of the present parliament, I hereby offer myself as a candidate and, if elected, will do all in my power to represent worthily the city of my birth.

H. L. DRAYTON

PURE ICE CREAM

SERVE IT FOR LUNCHEONS, DINNERS AND SUPPERS
Most modern machinery used in making our Ice Cream—the ingredients are the best—nothing but pure cream used.
Prompt delivery to all parts of the city.

Superior Ice Cream Parlor
204 Princess St. Phone 648
McLaughlin's Old Stand

An Ice Box
For Year 'Round Service is a Present Day Necessity

Health statistics absolutely prove that an Ice Box is a household necessity for the good of the family's health all year around. Better take this precaution and safeguard your food before it's too late. Here is a complete assortment of Ice Boxes in all sizes and styles at moderate prices.

STEVENSON & HUNTER,
Phone 55 85 and 87 Princess street.