

FOR EVENING WEAR

Full Dress Shirts, Vests, Gloves, Collars, Ties, etc.

"THE CLUB"
112 Princess St.

Rheumatic Pains

Quickly Eased By Penetrating Hamlin's Wizard Oil

A safe and harmless preparation to relieve the pains of Rheumatism, Sciatica, Lame Back and Lumbago is Hamlin's Wizard Oil. It penetrates quickly, drives out soreness, and limbers up stiff aching joints and muscles. You will find almost daily uses for it in cases of sudden mishaps or accidents such as sprains, bruises, cuts, burns, bites and stings. Just as reliable, too, for earache, toothache, croup and colic.

Get it from druggists for 30 cents. If not satisfied return the bottle and get your money back. Ever constipated or have sick headache? Just try Wizard Liver Whisks, pleasant little pink pills, 30 cents. Guaranteed.

BLACK SEA FREE TO ALL

ADRIATIC AND TURKISH QUESTIONS WILL BE SETTLED

Russian Peace Nearer—But Further Intervention by Great Britain is Not Possible.

London, Nov. 11.—Premier Lloyd George speaking at the Lord Mayor's banquet, and referring to the Supreme Council's effort at Russian peace early this year, said:

"I hope the time is not distant when the powers will be able to renew that attempt with better prospects of success."

The Premier recounted briefly the world's troubles, saying:

"Apart from Russia, the outlook is good. He spoke optimistically of the settlement of the Adriatic and Turkish questions which with Russia, he said, constituted the world's chief problems. He recalled that exactly a year ago, at the same board, he announced

THE BUSINESS COLUMN

EDITED BY MANSFIELD F. HOUSE

PERSPIRING CUSTOMERS BUY 1,000 OVERCOATS

Selling 1000 winter overcoats to Palm-Beach and straw-hatted men in early September might sound like trying to "rush" the frigid season a little, but the Hub, of Baltimore, Md., scored such a success with the idea that the entire 1000 coats were disposed of within three days—and all through newspaper advertisements almost as unusual as the season sale itself.

"The sale really wasn't planned at all," says Joseph Katz, advertising manager of the Hub. "To be perfectly frank with you, when we bought these 1000 overcoats last February, our original idea was to hold them till the winter of 1919. At that time the market skies were darkening and every live retailer was looking to his oars. Which reminds me that it might not be amiss to get away from the subject a moment, in these days of indiscriminate accusations of profiteering, and remind the dear public that if it wasn't for this far-sightedness on the part of many retailers many things would be selling for much more than ere now.

"But to get back to the overcoat sale our second thought was 'What a stunt it would be to pull off an overcoat sale in hot weather!' We had some faith in the outcome—but we may as well admit we were not as cocksure about it as we would have been about a sale of women's fur coats. The latter case had been tried before; it was an institution, and then, too, women had the bargain instinct more keenly developed than men.

"We went ahead. The first advertisement was run a day ahead of the big one giving the details. It simply carried the words:

WOULD YOU BUY YOUR OVERCOAT NOW IF WE SAVED YOU MONEY?—THE HUB

"That's all; no price; no argument. The next day the page ad appeared. It occurred to me it would be effective to compare the keen bargain instinct of women with man's indifference to ways of saving money by spending it, and so the ad began:

A woman will buy a fur coat in August because she can save money. Is man made of the same stuff? "Then the advertisement continued:

1000 WINTER OVERCOATS
Bought in February and Put Away as an Investment, Will Go on Sale at \$33.50

Anybody is entitled to change his mind. Last February we bought a thousand overcoats with the idea of putting them away; clothes were going up; looked like extra money for us. They did go up—but we've changed our mind about holding them. There was a chance to pull off a big stunt to make a thousand new friends for the store. So here we are with a January sale of overcoats in September; a sale of winter overcoats of known worth—a sale that will save the men of this town a lot of money. When we tell you that

WE'D PAY AS MUCH AT WHOLESALE TODAY
you know there's a good reason why

ed the abdication of the German Emperor. He did not believe that the few well-informed then expected that the ensuing year would bring such progress toward a settlement as had been made.

The Premier, taking up the most difficult questions left for settlement—the Adriatic, Turkey and Russia—said:

"The Adriatic question has gathered about it a deep passion, but I am confident a settlement will be found compatible with the interests and honor of our gallant allies. On the other hand, I am certain that justice will be done the nations emancipated from the Austrian yoke. The Premier declared that there was complete agreement between the allies that Turkish domination of the Greeks, Arabs and Armenians should end, and that the Black Sea should be free to all nations. "The outlook in Russia is un-

pleasant," he continued. "A few weeks ago there was a promising prospect of early issue, but today indications point to a more prolonged and sanguinary struggle. I do not believe that the Bolshevik armies are going to conquer the whole of Russia, but I dread an interminable series of swaying campaigns, devastating the country and the prosperity of the world.

ENTERS NEW BUSINESS AT 40; LEADS AT 54

Starting in the retail milk business fourteen years ago at the age of forty, after spending twenty-five years in butcher shops as a meat cutter, Edward D. Snyder, of Hazelton, Pa., has attained such a degree of success, that he has been given the title of the "Milk King" throughout the Lehigh field, and men go there from all over the state to study his methods.

His recipe is brief and to the point: "Keep your wagons, cans, bottles and help spotlessly clean; pasteurize all milk sold, and don't keep your light under a bushel basket, but tell the public the precautions you take for their safety and health."

While the above is Mr. Snyder's idea of what has been the vehicle which bore him from a mediocre salary to comparative affluence, his friends and associates add a few more contributing causes to explain how their model dairymen, who took out 130 quarts of milk and sold only eighty his first day in business, can now handle from 3500 to 4000 quarts a day, as well as other dairy products.

Chief among them they class his methods of publicity. The Snyder wagons and trucks all have the name, "E. D. Snyder," on them, and a wooden milk bottle enameled to resemble a milk can filled with the lactical product, as their so-called "cover" the whole Lehigh field, no one can see a milk bottle but that instantly the name "Snyder" is associated with it.

Mr. Snyder follows up this publicity plan with newspaper advertising. He says he can't write advertisements, and he has "readers" composed of newspaper offices, running ten to twenty to thirty lines a day every day the newspapers issue in the year. These "readers" discuss all kinds of topics connected with the dairy business, such as the presence of tuberculosis and typhoid germs, as well as measles, scarlet fever and infantile paralysis germs in impure milk; the use of the pasteurized product; the importance of getting certified milk for the feeding of babies; the comfort that the careful housewife enjoys in getting the product from a place which she can expect to be clean all the time because it is sanitary and hygienic whenever she pays it a surprise visit; and other details, all of which take up the good milk situation, which the Snyder dairy business meets.

LEMONADE FROM "WELL"

A Wichita, Kan., druggist recently doubled his sales on lemonade by having a stonecutter make a top of sandstone which he placed on a section of his counter. Beneath this he placed a stone jug in a box lined with ice. A sign, reading "Ice-cold lemonade direct from the old stone well," completed the arrangement.

Each person who secured a check drew his dipper of ice-cold lemonade from the stone well, which, after a few days' advertising, was thronged all day long.

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"The Allies gave an opportunity to the Russian people to decide their form of government, but unfortunately, no section was ready. We have given real proof of our sympathy to the men of Russia who helped the allied cause by sending one hundred million sterling worth of material, and support of every form."

He did not regret the cost, but asserted that England could not continue intervention in a dangerous civil war.

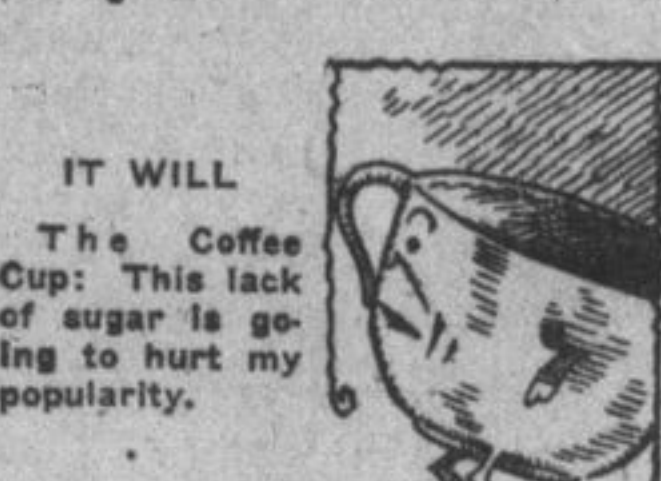
SMILES

LUELLA SAYS

PAW USED T'SAY MAW NEVER COULD TAKE A JOKE - BUT MAW SAID SHE DID ONCE - THE DAY SHE MARRIED HIM!



DIDN'T BELIEVE IT
"Agnes says she's a perfect 36." "Don't make me laugh." It must be her age she referred to, instead of her figure."



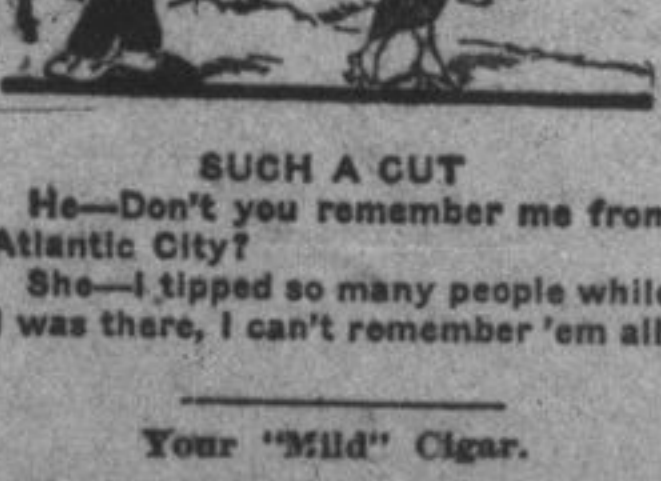
IT WILL
The Coffee Cup—This lack of sugar is going to hurt my popularity.



HARDLY FLATTERING
She—I appreciate the compliment, but I'm afraid I could never make you happy.
He—Oh, yes, you could. You don't know how easily pleased I am.



THE END
I thought you were the best of friends.
We were, until we tried to spend a month with our families in the same summer cottage.



SUCH A CUT
He—Don't you remember me from Atlantic City?
She—I tipped so many people while I was there, I can't remember 'em all.

Your "Mild" Cigar.
Strom van Lotwen, of Utrecht, has prepared another surprise for the unsuspecting smoker, says the Journal of the American Medical Association. He has made an investigation of the actual nicotine content of cigar smoke collected under conditions comparable to those that prevail in the actual performance of smoking, in which some of the products of combustion are dissipated into the air without absorption and only a part is collected in the mouth. According to the observations made by the Dutch pharmacologist, no correlation between the supposed "strength" of cigars and the toxicity of their vapors could be established.

If this be correct, it follows that the current designation of tobacco as "mild" or otherwise probably depends in large measure on factors of flavor or aroma as well as on assumed physiologic effects that it may bring about. What constituents are responsible has not been determined.

An Austrian Archduke.
Archduke Joseph of Austria, who became head of the Magyar branch of the Hapsburg dynasty on the death of his father, was very well liked in aristocratic society, but, unlike his popular and democratic father, held himself rather aloof from the general public. Like the other archdukes, he was a member of the Hungarian House of Lords; like them, he never attended sessions. He observed strictly the family rule forbidding princes of the blood to express and, indeed, to possess political opinions, and was, on the whole, regarded a rather nondescript, if amiable character. His public career began with the world war.

The Victory Loan

Should be loyally supported by every citizen.

This Bank gladly furnishes full information, and is pleased to cooperate with intending subscribers.

THE Bank of Nova Scotia

Paid-up Capital \$ 9,700,000
Reserve and Undivided Profits 15,000,000
Resources 247,000,000

DON'T think that because your stomach can digest food you are proof against indigestion. The most important digestive work is done by the bowels, liver and kidneys. Unless these are active and work in harmony, you are in danger of self-poisoning.

BEECHAM'S PILLS

Worth a Guinea a box.

Sold everywhere in Canada. In boxes, 25c., 50c.

help the bowels to functionate properly, and influence the liver and kidneys to act very efficiently.

How Much Tobacco Will My Heart Stand

A Question Vital to Every Man Who Smokes or Chews

IT MAY COST A PRECIOUS LIFE TO FIND OUT BY EXPERIMENT.

The heart of every user of tobacco bears a double burden. It does its allotted task and then fights nicotine for supremacy. As long as the heart wins he lives; when it loses he dies, but before the final victory of nicotine you pass through many stages of decline and decay and suffer many pangs. Hearts are like human beings—some are stronger than others; therefore, some hearts will stand more tobacco than others, but there is a limit to what any heart can stand. The man who puts this additional strain on his heart a dozen times a day by smoking cigarettes, a pipe or chewing tobacco—is taking a madman's chance with health and life to lose and nothing to win but the chance that he may not lose them. He is indulging in a costly habit at the expense of precious health. Ask any doctor anywhere, and he will tell you that using tobacco is injurious and that it is far better to quit the habit than to experiment to find how much tobacco your heart will stand without serious results.

But the thought of quitting is unpleasant to most men—even to those who know that tobacco injures them—and to really quit takes more will-power than they have, and many were suffering when they can voluntarily endure. To quit the habit make it easy for yourself by getting Nicotol tablets and taking them as directed. The habit really quits you, and its departure is a pleasure equal to its indulgence.

If you want to know how much easier it is to quit the habit with Nicotol than without it, go twenty-four hours without tobacco and note what an effort it costs you; then begin using it as usual and take Nicotol tablets. At the end of a week discontinue smoking or chewing for a day, and it is probable you will have no desire to resume. At least your desire will be greatly diminished, and another week or two should make it not only possible, but a pleasure, to quit.

Note—Dr. Connor, formerly of Johns Hopkins Hospital, under whose advice Nicotol has often been used, said when this statement was shown to him: "I have known Nicotol to conquer the tobacco habit in less than ten days' time, and I can therefore recommend it highly." When the doctor's statement was shown to one of our leading druggists he said: "Nicotol is truly a wonderful remedy for the tobacco habit, way ahead of anything we have ever sold before. We are authorized by the manufacturers to refund the money to every dissatisfied customer, and we would not permit the use of our name unless the remedy possessed unusual merit." Nicotol is sold in this city under an iron-clad money-back guarantee by all up-to-date druggists.

Will Anyone Else Do?

IN placing a Long Distance telephone call, users sometimes ask to speak to a particular person in the distant city, whereas it would serve their purpose equally well to talk to anyone else at that person's telephone or in his office.

"Particular person" long distance service takes from 2 to 5 times as much circuit time as a call from telephone to telephone, and the operating labor is much greater.

Oftentimes of course, "particular person" service is necessary. We suggest, however, that where possible when placing a long distance call you tell the operator that "anyone at that number will do."

The saving of time is worth while.

The Bell Telephone Company of Canada

GRAND TRUNK RAILWAY SYSTEM

AGENCY FOR ALL STEAMSHIP LINES

For information and rates apply to J. P. Hanley, C.P. & T.A., G.T. Bldg., Kingston, Ont.

CP & OS

SAILINGS—RATES
QUEBEC—LIVERPOOL
EMPIRE OF FRANCE
4 p.m. November 20th
1st, \$170 up; 2nd, \$100 up; 3rd, \$62.15

MONTEAL—LIVERPOOL
10 a.m. Cabin Third
Minnedosa Nov. 16 \$100 up \$62.50

MONTEAL—GLASGOW
St. John's—GLASGOW
Nov. 12 \$90 up \$61.25

Pretorian Dec. 10 \$85 up \$67.25

MONTEAL—ANTWERP
Societan Nov. 26 \$100 up \$70.00

War Tax \$5.00 \$3.00

Apply Local Agents
or J. Kline, St. East, Toronto.

CANADIAN PACIFIC OCEAN SERVICES

COBOURG CREAMERY

BUTTER

Ask your grocer next time for a pound.

KINGSTON PRODUCE CO.
(Distributors)
111 1/2 Brock Street.

The Cash Store

PRESERVING PEARS in baskets or by the peck. CHOICE EATING APPLES. St. Lawrence, Snows, McIntosh Reds and Wealthy Hickory Nuts, Almonds, Walnuts, Brazils and Filberts—all fresh.

1,000 fine French SARDINES; No. 1 quality 2 for 25c.

The United Grocery

138 Princess St. Phone 2407
Next to Standard Bank

That Hair Mattress

OR THOSE FEATHERS SHOULD BE RENOVATED NOW. SEE US. WE ARE EXPERTS.

Kingston Mattress Company

904 Princess Street—Phone 6379.

When you buy Postum you know its price and are sure of its quality.

Market fluctuations do not influence it, and there's a standard in flavor that does not change.

There are additional reasons why so many tea and coffee drinkers are changing to

POSTUM

"There's a Reason"

Made by Canadian Postum Cereal Co. Ltd., Windsor, Ontario.