

AN IDEAL RESIDENCE CITY.

KINGSTON is an ideal residence city, but the average man and woman thinks first of it as "a cheap place in which to live." This conclusion is right. Toronto and Montreal people frequently acknowledge that Kingston's market leads as the cheapest place in Canada at which to purchase fine, fresh produce. This is owing mainly to the fact that the market-gardeners and farmers have no long hauls to make, have but little toll to pay, and enjoy the use of good roads. This all conduces to make the cost of living very reasonable. Think of it! One can obtain board in the city as cheaply now as in 1884-5, or nearly so. The rates have not been advanced in proportion to the cost of living in other cities.

Not the least of the many attractions in Kingston is that she has always had up-to-date dry goods stores. Competition has been keen, with the result that the average article is lower in price here than in Toronto or Montreal. The surrounding towns and countryside have taken advantage of this, and a splendid "outside trade" has developed. In a recent interview with the dry goods merchants some interesting facts were elicited. Pondering on the revelations made, one was constrained to ask: "Why do so many students pass from six to nine months of each year in Kingston without taking advantage of the opportunities to economize in many lines?" What are these advantages? Take underwear for an example. Many of the goods, sold as imported manufacture, were really made in Canada by the Watson Mfg. Co., of St. Catharines, and the C. Turnbull Co., of Galt.

Men's furnishings are sold cheaper in dry goods stores than by the regular men's outfitters. Why? Simply because these departments in the big dry goods stores have a larger turnover of goods within a given time, and can be much more economically worked than in a store devoted entirely to one line of goods. A sensible explanation, isn't it?

Once students hesitated about entering a dry goods store for men's furnishings. But with the advent of special gentlemen clerks to look after them that feeling is rapidly passing away. John Laidlaw & Son, Princess Street, have a staff of gentlemen clerks to look after these departments. This firm has made rapid strides during the past four or five years in all lines. They are now making a special effort to reach the student class.

Where could a student better economize than in his living expenses? Most young men are eager for a pair of new kid gloves. At Laidlaw & Son's they can buy a standard English kid glove, retailed elsewhere at \$1 to \$1.25, for 75c. a pair. Why? Because this firm imports large quantities direct. Another of this firm's great specialties is a natural fleece-lined nightgown. The front, neck and cuffs are finished with Roman satin; it is full size and guaranteed to be unshrinkable. It costs only 99c. No student need shiver in a cold bed this winter. Neither have the interests of lady students been neglected by Laidlaw & Son. College cushions, ribbons, cords, etc., are there in profusion. The cost of living, so reasonable in Kingston, can be rendered still more so for the student if he is thoughtful enough to grasp such opportunities as we have briefly outlined.