

REASON No 17 WHY YOU SHOULD USE Red Rose Tea

Because it is composed of both Indian and Ceylon teas.

The tea bush is indigenous to Assam in Northern India, and botanists are of the opinion that it is the parent species of all the cultivated varieties in India, Ceylon, China and elsewhere. In a wild state, it grows to a height of fifteen to twenty feet, but the cultivated shrub is only three to four feet high.

Assam being the natural home of the tea bush, it is not surprising that this and other districts in Northern India produce the richest, most pungent teas grown in the world—teas that command higher prices than even the finest Ceylons; but Ceylon teas are very fragrant and, and seem to be specially made to blend with the richer, more syrupy tea of India. When combined, the Ceylons give point and piquancy to the liquor; the Indians, richness and strength.

The distinctive characteristic of Red Rose Tea, that rich, fruity flavor, is obtained by blending these fine Indians and Ceylons; and another very important feature of Red Rose Tea, viz., its uniformity of flavor all the year round, is secured the same way, something not possible to obtain where Ceylon or Indian teas are used alone.

The Blue Label is recommended, and unless you like very strong tea, use only three-quarters as much for a drawing as you use of other teas.

T. H. ESTABROOKS, St. John, N. B.
BRANCHES: TORONTO, WINNIPEG.



PRUDENT MEN

Buy their clothing of us, realizing that their money goes almost twice as far as elsewhere and that they get superior garments.

Top Coats and light weight Rain Coats are here in abundance. A fine lot of Trousers at tempting prices. Also Gents' Furnishings, Footwear, Trunks and Valises at rock bottom prices.

The new store at the old stand 271 and 273 Bloor Street.

ISAAC ZACKS

SEALED TENDERS, ADDRESSED TO the undersigned, and endorsed "Tender for Sewing Machine, alterations and additions," will be received at this office until Wednesday, March 15, 1905, in the amount of the tender which will be forfeited if the party tendering declines to enter into a contract when called upon to do so, or if he fails to complete the work contracted for. If the tender is not accepted, the choice will be returned.

The department does not bind itself to accept the lowest or any tender.

By order,
F. H. O'NEILL, Secretary.

Department of Public Works,
OTTAWA, February 29, 1905.

Newspapers inserting this advertisement without authority from the department, will not be paid for it.

\$2.50 CANARY FREE!

Send for the "Vital Question Book," containing the most complete and up-to-date information on all the latest and most interesting questions of the day.

BIRDSEED

Send for the "Vital Question Book," containing the most complete and up-to-date information on all the latest and most interesting questions of the day.

COTTAGE BIRDSEED, 27 St. Louis, Ont.

You may have noticed that men who oppose "socialism" have no stock in them.

SHREDDED WHEAT BISCUIT

Is a ready-cooked, whole-wheat food, made light and porous without yeast, baking powder, fats or chemicals—A natural remedy for digestive troubles.

Send for the "Vital Question Book," containing the most complete and up-to-date information on all the latest and most interesting questions of the day.

CANADIAN SHREDDED WHEAT CO., Limited, Niagara Falls, Ont.
Toronto Office, 21 Church St.

ADVERTISING TALKS

Copy—Individuality—Worn Out Phrases—Other Weaknesses.

By Byron G. Moon, the Well-Known Advertising Expert.

THESE TALKS WILL BE A PERMANENT FEATURE OF OUR SATURDAY EDITION.

You are judged largely by first appearances. Whether this comes from the arrangement of your store or the character of your advertising copy, it is just as true.

The quickest way for your salesman to sell goods is to show them. It is the same thing in your advertising. Talk of specific articles and show the goods by means of a good illustration. A poor illustration is worse than none at all. My advice to every retail advertiser is to use cuts and use them freely, but only when they properly show the article advertised.

You would not call in a hunchback to display an attractive suit of clothes. You would, instead, secure a man with a perfect figure, who would show the suit to the best advantage. Be sure that you do the same in illustrating your advertisements.

You may say the cuts would "cost too much." That is often true, but there are methods of reducing such cost. You can possibly secure what you desire from a "cut service" company. If you cannot, you probably know of a half dozen houses in your line of business in other cities. Make arrangements with them whereby you may take turns in using the cuts or have electrotypes made and divide the cost.

The first suggestions make the lasting impression. Therefore be sure that your illustration shows the pleasant side. Do not have the picture of a pair of wrinkled old shoes and then advertise that your line is not of that kind. Compare, if you will, the following two suggestions which advertise a high class cigar.

No. 1. The illustration in this advertisement is the picture of a man smoking a cigar, which, to judge from the expression on his face, is very delightful. The copy begins, "Don't smoke a 'Stinkador.' Why not smoke our famous 'Cara Cigars,' made from the purest Cuban leaf, etc."

No. 2. The illustration shows a well-dressed young man in an easy upholstered chair, his feet on a cosy corner bench with pillow. At his side is shown a box of 'Cara Cigars,' and he leans back comfortably in his chair, blowing rings of smoke. The copy reads: "The reveries of a bachelor approach the height of perfection by smokers of 'Cara Cigars.' 'Cara' means smokers' comfort. The taste is delightful. They give the color of refinement to any den, etc."

It is probably needless to contrast the two. By advertising the cigar in the first way, the illustration and the name, which is associated with 'Cara Cigars,' would continually be in the thoughts of purchasers. The mental associations would be such that one would scarcely care to keep the cigar in an undertaking shop, nor need you tell too little about it. There is no need of your saying that your cigars are the best on earth. How do you know that they are? The housewife will be asking herself the same question. You can tell the quality and value of your cigars saying that they are the best.

Do not make your advertisement cheery. By that I mean, do not stick up two or three words in several different corners of the advertisement and expect it to be read thoroughly. If you desire your advertisement to be read, write it just as you would say it. Talk it in a conversational way. Tell the points of interest in a chatty manner that would interest the woman, or if you desire to keep the man's attention, tell it in a more concise form, and, above all, let the honesty in your store be portrayed in every advertisement that you write.

"Tenderfoot" Was Tough. Senator Dubois, of Idaho, was United States marshal here during the territorial days. A real "tenderfoot" from the east came to Blackfoot with a large roll of money to buy a ranch but fell into the hands of a well known gambler. The gambler led him to a poker game. The gambler led him to a hand and the tenderfoot raised him \$12. "It's just raise that \$12," said the gambler, showing in his money. To the astonishment of everybody the tenderfoot saw the raise. "What on earth have you got, anyway?" asked the surprised gambler. "A pair of kings," answered the tenderfoot, showing them. "Say, Bill," said the gambler, turning to a friend, with a look of disgust on his face, "tell him they're good—I can't."

Free for a Post Card

It costs just one cent for you to get relief from Kidney and Bladder Troubles. A simple request on a post card brings a free sample box of Gin Pills. We don't ask you to buy. Simply try Gin Pills at our expense, and let them prove themselves all that we claim for them. And we know the samples will do you so much good that you will voluntarily buy Gin Pills until a complete cure is effected. We intend to give away

100,000 Boxes Free of Charge

In order to show our confidence in this remedy. We know that Gin Pills will do. We have implicit confidence in their power to relieve and cure all Kidney and Bladder Troubles. We know that you have only to try them to believe in them.

Gin Pills Never Fail to Cure.
All over Canada, Gin Pills are known as a certain and speedy cure for Inflammation of the Kidneys; Gout and Rheumatism, caused by uric acid in the blood; Catarrh of the Bladder; Painful and Suppressed Urination; "Burning" Urine; Gravel or Stone in the Bladder; Bed Wetting; Pains in the Back, and all other Kidney and Bladder Troubles.

Each Gin Pill contains all the medicinal properties of one and a half ounces of best Holland gin, without the alcohol, and combined with other curative agents of recognized value.

Don't Delay—Write To-day.
Don't put this off. If you have any of these troubles, don't run the risk of Bright's Disease or Chronic Cystitis. Write for a free sample of Gin Pills, and start yourself along the road to a certain cure.

Use a post card, ask for a free sample of Gin Pills, say in what paper you saw this advertisement, and sign your name and address. Write to-day—now—

BOLE DRUG CO., Dept. J, Winnipeg, Man.

IS A VEGETARIAN.

The Food An Actress Now Enjoys.



MRS. EMMA EAMES.

New York, March 1.—Emma Eames has followed the example of Lili Lehmann, and become a vegetarian, or as near as Mrs. Lehmann is. She eats no meat but chicken and does not take that substantial food every day. Eggs, fish and fruit make up her diet. She attributes her recovery to health altogether to the treatment of a famous Paris physician and to her adoption of a vegetarian diet.

A STRANGE DREAM.

Man Saw His Future Bride in His Sleep.

On February 22nd, Edwin McTaggart and Miss Edith A. Clapp, both formerly of Belleville, were married in Vancouver.

Somehow of a romance attaches to this wedding. It is stated that early in the past year Mr. McTaggart dreamt that he was being married to a certain lady. He was fascinated with his bride and the dream left such an impression on him that he decided that if ever he met a person looking like the one he saw in his dream he would marry her if he could.

A few months afterwards he met Miss Clapp at the home of a mutual friend in Vancouver, and the moment he saw her he recognized her as the lady he had been married to in his dream. A further acquaintance convinced him that he had "met his fate," and that she was willing to be linked to him for life.

A Chicago Alderman Owes His Election to Chamberlain's Cough Remedy.

"I can heartily and conscientiously recommend Chamberlain's Cough Remedy for affections of the throat and lungs," says Hon. John Shernick, 220 So. Peoria street, Chicago. "Two years ago during a political campaign, I caught cold after being overworked, which irritated my throat and I was finally compelled to stop, as I could not speak aloud. In my extremity a friend advised me to use Chamberlain's Cough Remedy. I took two doses that afternoon and could not believe my senses when I found the next morning the inflammation had largely subsided. I took several doses that day, kept right on talking through the campaign, and I thank this medicine that I won my seat in the Council." This remedy is for sale by all druggists.

A Giant Sure.

There is a giant in London. He is a Russian named Machnow, from the borders of Persia and appears at the Hippodrome. On landing in England, he stooped to light his cigarette at a lamp post, and when measuring him for a new suit a London tailor had to climb a ladder. Machnow stands nine feet eight inches in his bare feet, and is well proportioned, his weight being over thirty-two stone. His hand measures 1 foot 7 1/2 inches.

SMITHS BUCHU LITHIA PILLS

A POSITIVE CURE FOR RHEUMATISM AND ALL FORMS OF KIDNEY AND BLADDER ILLS. AT ALL DRUGGISTS. PRICE 25 CENTS. A CURE AT THE PEOPLE'S PRICE.

PROTECTION OF THE PUBLIC



A hole PUNCHED in a Rubber indicates that it is a Factory Imperfect or Out of Style or in some way inferior and liable to prove unsatisfactory.

In order that these may be distinguished from perfect goods they are PUNCHED as indicated in illustration shown herewith.

Purchasers of Rubber Footwear should see that goods represented to them as perfect, and up-to-date, are Not Punched.

PUNCHED RUBBERS

FOR WOOL, COTTON AND SILK.

DIAMOND DYES

EASY TO USE, BRIGHTEST AND BEST.

Colors never fade in sun or washing. Avoid Other Package Dyes which will Ruin and Destroy your Goods.

Ask For The "DIAMOND," All Druggists and Dealers. TAKE NO OTHERS.

Church's ALABASTINE

is a perfect and everlasting WALL-COATING, made from a cement base, in twenty tins and white. One that HARDENS WITH AGE: is ready for use by mixing in COLD WATER, and may be re-coated whenever necessary to renew the wall surface.

NEVER SOLD IN BULK. Anyone can put it on—no one can rub it off. Write for booklet on Alabastine and how to use it. It's free.

The Alabastine Co. Limited, Paris, Ont.

YEAR 72.

New Ship

—AND—
New J

—FOR—
This W

—AT—
E. P. Jenk

OUR FEATHER HAT at \$2 will be fully received. It to your head immediately SEE IT.

SMITH B JEWELERS 350 KING ST. COMPLETE SATISFACTION WEAR AND APPEARANCE You have it in our \$6 SHOES Wear "All Military Bootm 84 Brook St. SIGN OF GOLDEN MANOR HOTEL, V

WANTED. A GOOD PLAIN COOK. Terms, 50 Johnston St.

A GOOD GENERAL S assistant or ironing. University Ave.

TO PURCHASE, SMA brick dwelling, in C Box 10, Whig office.

A COOK AND HOUSEWIFE. Salary \$3.00 per week. Apply to Mr. J. H. Jones, 101 St. John's St.

GENTLEMEN, TO String Suite made up 131 Brock street, and every style, fit and to please, pressing as promptly.

BIG WAGES FOR AD and women make it a fine business. Every family needs a good cook. Call on Mr. J. H. Jones, 101 St. John's St.

TO LET HOUSE, 80, 217 BR hot water heating at reasonable price. 249 Brock street.

PURSUED, FROM 7-room, double parlour, light, in choice location. 151 Brock St.

LOST. A BUNCH OF ASSOCIATION. Monday last, between the 5th and 6th College street, a bunch of 500 Association cards, containing names of members of the Whig office.

A GOLD BROACH, S stone, on Harris street, on Sunday man reading the Whig at 11:30. Will be found at 105 Harris street.

STRAYED OR A BLACK AND WHITE dog, from 28 one found, harbor office will be proce