

Agrees With Weakest Stomach Dr. Slocum's Great Tonic and Disease Destroyer

PSYCHINE (PRONOUNCED SE-KIEN)

Readily Cures Indigestion, Stomach, Catarrh of the Stomach and All Digestive Disorders.



MRS. E. V. BLAISDELL, Arnprior, Ont.

Hale and Hearty at 70.

Arnprior, Ont., Sept. 16, '04.

Dr. Slocum, Limited:

"It's twenty years or more since I used PSYCHINE, and I WHITE these words, not to gain publicity, but that suffering and ailing humanity may learn of its great merits. I had felt weak and miserable for a long time; had no appetite or couldn't obtain proper sleep. Was unable to work or enjoy life. People said I was so old my constitution was breaking up, but fortunately, through using the Dr. Slocum's medicine I have proven this false. PSYCHINE is the only remedy I ever took that agreed with my stomach, which was exceedingly weak. Twenty years have passed since my recovery, and I am now eighty-nine years old, and so strong and well I work all summer in my garden.

"MRS. E. V. BLAISDELL."

More than half the battle for health is in finding the right remedy. When nature warns you with the following symptoms, don't delay, but use PSYCHINE (SE-KIEN) at once. It is the only safe and positive cure for coughs, colds, wheezing in the chest, pains in the lungs, sore throat, distress after eating, indigestion, catarrh of the stomach, pleurisy, pneumonia, in grippe, bronchitis, consumption, early decline, and all chronic or wasting conditions.

PSYCHINE is pronounced SE-KIEN.

For sale by all druggists at \$1 bottle. For further advice, information, or free trial bottle, write or call at Dr. T. A. Slocum, Limited, 179 King St. West, Toronto, Canada.

TRIAL BOTTLE FREE.

Superfluous Hair De Miracle

Removed by the New Principle, De Miracle

It is better than electrolysis, because it does not hurt or produce a new growth. Better than wax because it does not burn, and does not irritate the skin under the hair. Better than depilatory, because it is not poisonous, and does not cause blood poisoning, or produce eruptions, which is so common with depilatory. It does not break the hair, thereby increasing its growth.

Electrolysis, wax or depilatory are offered you on the basis of the operators and manufacturers. De Miracle is the only method which is endorsed by physicians, surgeons, dermatologists, medical journals and prominent magazines.

De Miracle must be used in plain soap-water on a piece of \$1.00. It will do all that is claimed for it. Do not send for it in plain, sealed envelopes, upon request. Write for it today to De Miracle, CHEMICAL CO., 40 Queen St. West, Toronto. For sale by THE SIMPSON COMPANY, LIMITED, TORONTO, CANADA.

TO THE PUBLIC:

HAVING PURCHASED THE BUSINESS of the Clarified Milk Co. of Kingston, it is my purpose to make some changes of very material interest to consumers. After April 1st, our milk and cream will all be "Pasteurized" and served to customers in sealed bottles. It is now considered by the best authorities that milk for family use should be pasteurized and that it should be delivered in sealed bottles. We hope by a courteous service and strict attention to quality to merit liberal patronage from the people of Kingston.

THE KINGSTON MILK DEPOT, 77 Queen St. West, Kingston, Ontario. T. J. POLLEY - Proprietor

SANITARY PLUMBING

When you are in need of plumbing or heated work of any kind, we can give you what you want at prices that will suit you with workmanship and material guaranteed to be the very best. We make no charge for estimates on plumbing or heating work.

A. J. JAMIESON, PHONE 287

FOR REAL ESTATE OR INSURANCE

Consult with Geo. C. H. before buying at 95 Clarence street.

ADVERTISING TALKS

No. 25. Educational Advertising

By Byron G. Moss, the Well-Known Advertising Expert. THESE TALKS WILL BE A PERMANENT FEATURE OF OUR SATURDAY EDITION.

Bargain day and special sale advertising is that class of publicity which takes advantage of general demand already created and attracts because of price. Selling goods because of attractive prices is a necessary part of every business because it is the means of bringing new buyers to your store. The advertising which increases the purchases of your present customers must be of a different nature. It must educate; it must affect the desires of your trade; it must make their necessities more numerous.

Educational copy is responsible for the enormous increase in both manufacturing and retail business. This creative advertising has made the breakfast food, mineral water, coffee, cereal, meat sauce, salad dressing and a hundred other table necessities. The first collar factory was established but seventy-one years ago. Custom tailors have been known in the United States but three or four generations. Tailor power, tooth paste and many other toilet preparations have sprung into daily use. The bicycle, automobile, piano player, and talking machine, are examples of numerous unknowns until a few years ago.

Invention was the beginning, but educational advertising whether through salesmen, newspaper advertisements, or magazine copy was the medium that made known these articles and their distinctive merits. Educational advertising by the manufacturer has placed two packages in the hands of every home where formerly there was one, two bottles on the boulevard table where but one was thought necessary before. It has placed the motor and touring car beside the carriage in every complete stable.

Educational advertising by the retailer has not been so strong a factor in the enlarging of his business as it has for increasing that of the manufacturer. One reason for this is readily attributed to the fact that the retail store is the house through which the manufacturer's article reaches the consumer.

There are, however, nearly as many, if not more, possibilities for creative advertising by retail stores as by manufacturers.

As an example of such advertising and its results, it is a well known story among advertising men that a certain New York newspaper which had been publishing regularly the advertisements of John Wamaker, kept thirty thousand of its circulation through Wamaker advertisements through some misunderstanding between this famous retailer and the publishers, were withdrawn from this newspaper's columns.

By reading some of Wamaker's advertisements one can easily see why this number of families demanded Wamaker's goods. The copy is distinctive and says things that enlighten the reader. The present magnitude of this store will give a good idea of the result.

Whatever other advantages Marshall Field may have had in earning his present title, "Prince of Retailers" it must be conceded that the attention taken by his advertising department in preparing copy which told things and at the same time left the best impression as to the high standing of Marshall Field's goods and methods, was in a large measure responsible.

You ask me now what you can place in your copy that will educate. It's a big question, the possibilities of which, in a large measure, be thought out by yourself because of your knowledge of present conditions in your particular line of business.

The desire for many articles sold by grocers can be enlarged by appealing to the taste sense, by working your advertisement in such a way that the reader can imagine she tastes their delicious sweetness. Here names of fruit and the price cannot accomplish this.

When advertising articles of dress for children, appeal to the sense of pride mothers should have in dressing boys and girls properly.

The dry goods men should certainly have little instructive talks; that tell of the proper styles and dictates of fashion for different occasions.

The haberdasher should show the practical uses of the articles he advertises, their wearing qualities and proper dress. The restaurant man can appeal to family trade by advertising his sanitary methods in preparing his foods, the saving of work by the housewife and the question of saving in living expenses.

The jeweler can show the style and propriety in wearing a stick pin with the man's cravat and tell how different styles of pins will look with different kinds of ties.

And so in every line of business appeal to those senses which increase the variety of the customer's desires; give talks that will make the family of lesser means want these things the people of wealth consider necessities.



The giant soldier who guards the entrance to the royal palace is walking in the garden of the royal palace. The soldier is a member of the famous Grenadier Guards, from which the protectors of the person of the czar and czarina are drawn. It is the crack regiment of the Russian army, and the sovereign himself is its chief.

The Worst Kind. After Pile have existed for a long time and passed through different stages, the suffering is intense—pain, itching, throbbing, tumours form, filled with irritating with black blood.

Symptoms indicating other troubles may appear to a thoroughly Pile-sick person. This is when Dr. Leonard's Hem-Roid, the only absolute Pile cure, brings the results that has made its fame.

It will cure the most stubborn case in existence and a bonded guarantee to that effect goes with each package. It is to be had for \$1 at the drug store, or from The Wilson-Eyle company, Limited, Niagara Falls, Ont.

A Young Admiral. The Marchioness of Donegal, who was Miss Violet Twining, of Nova Scotia, expects to visit America this year with her two-year-old son. The child is the sixth Marquis of Donegal, and bears the name Arthur Edward Donald St. George Hamilton Chichester. He has also the hereditary distinction of being Lord High Admiral of Lough Neagh, which gives him the right to wear a uniform similar to that of the king.

Smart Weed and Belladonna combined with the other ingredients used in the best porous plasters, make Carter's S. W. & B. Backache Plasters the best in the market. Price 35c.

TREASURE IS NOW DUST.

Bank Notes Buried Redeemed by Uncle Sam.

Chicago Chronicle. The money counters in the United States treasury were startled one day by the appearance of a remarkable looking "fat man," who entered the treasury and told a strange tale. He said he was an Ohio farmer and did not believe in banks, and so had buried his money in the ground for safe-keeping. He had dug it up, and was horrified to find that it was slowly turning to dust, as notes will when long buried.

Panic-stricken, he gathered the disintegrated money into an old pillow-case, bound it around his waist beneath his clothes and started for Washington.

He travelled part of the way on horseback and part of the way by train. During the journey he never once took off the pillow-case. He even slept with it on. The officials of the treasury department found it difficult to make him part with it. He did not want to go with a clerk to an hotel for fear the clerk might see the money, but he was finally persuaded for him to disrobe in the office he had finally to submit.

They got the money at last, and the condition of it was so bad that Mrs. Leonard, an expert, had to be called to decipher it. So great was her skill that the farmer lost only a few hundred dollars out of \$19,000.

Faithful Employee Is Appreciated

Albany Evening Journal. An interesting item comes from Rochester, regarding Edward Kane, a Pullman porter, for several years running on the night trains on the New York Central between Rochester and New York. Kane was taken ill several weeks ago and is now in the Presbyterian hospital at New York. The fact of his illness being known by a prominent business man in Rochester, he immediately made it known to other business men, with the result that \$250 was raised among people who have travelled with Kane, and forwarded to him at the hospital.

This incident proves two things. First, that there are everywhere employees who are faithful to the company employing them, and courteous to the travelling public, and, second, that the average American traveler does appreciate good service and courteous treatment, and is ever ready to show his appreciation.

What Have We Done.

We shall do much in the years to come. But what have we done to-day? We shall give to each a lonely life. But what did we give to-day? We shall lift the heart and dry the tear. We shall plant a hope in the place of fear. We shall speak the words of love and cheer.

But what did we speak to-day? We shall be kind in the after-while. We shall bring to each lonely life a smile. But what have we brought to-day? We shall strive to truth a greater birth. And to steadfast faith a deeper worth. We shall feed the hungering souls of earth. But whom have we fed to-day?

We shall reap joys in the by-and-by. But what have we sown to-day? We shall build mansions in the sky. But what have we built to-day? We shall give to each a better life. But here and now do we still our task? Yes, this is the thing our souls must ask. "What have we done to-day?"

Tree's Strange Crop.

Arizona Republican. There is a curious sight in the fork of an umbrella tree in Washington street, between Fourth and Fifth avenues. It is a fine growth of wheat almost ready to come out into head. The stalks are nearly two feet long and the blades broad and healthy looking. It was at first thought that this growth consisted of shoots from the tree, but on closer examination it was found to be wheat. It has no foundation of earth, or if there is any it is so hidden by the growth as to be invisible. The wheat grains in some way found lodgment in the crevice of the bark and have probably had no other earthly bed than that formed by dust which during the dust storms of the summer was blown there.

Compare The Relief.

If you have been accustomed to using ordinary liniments try Smith's White Liniment the next time and see how much quicker it relieves and cures. It belongs in a class by itself, and yet costs less than the common kinds. Cures rheumatism, neuralgia and all external injuries. Big bottle 25c., at Wadd's.



FOR several weeks we have been using large space in this paper to tell you about Dr. Chase's Nerve Food and Dr. Chase's Kidney-Liver Pills, how they act on the system and why they are so successful in the cure of disease. Today we produce the proof in the form of some letters which have just reached us from Prince Edward County, Ontario:

These letters appeal more especially to persons who have passed the prime of life and who find it difficult to keep the vitality up to the high-water mark, and so avoid pains and aches and derangements of the bodily organs.

Mr. Lawson's health became entirely shattered and broken up about a year ago, and eminent physicians, with whom he doctored for six months at great expense, declared they could do nothing for him. How thoroughly he has been restored by Dr. Chase's Nerve Food is best told in the following letter:

Had Resigned Himself to Death.

GEORGE W. LAWSON, a farmer living near Coneseon, and well and favorably known throughout Prince Edward County, Ont., writes: "About one year ago I was taken sick and felt myself falling every day. I consulted and doctored with several eminent physicians, but received no permanent benefit. In fact they told me they could do nothing for me except to afford temporary relief, as it was a general breaking up of old age. My nerves were exhausted, and my whole system completely broken up. "I was just at death's door, and, thinking my time to die had come, I gave up hope and resigned myself to fate. At this time my wife read in the papers about some of the wonderful cures being brought about by Dr. Chase's Nerve Food, and I began using it. "This treatment helped me from the first, and I continued to keep it up for six months, when I was fully restored to health. To-day I am a well man, and made so by Dr. Chase's Nerve Food at a trifling cost. All this in spite of the fact that I spent a large sum of money with physicians only to be pronounced incurable. Though in my seventy-fifth year, I feel as well as I did at twenty, and can walk as smartly as any of the boys."

Mrs. Lawson's ailments were of a different nature and required different treatment. For years she had suffered greatly from rheumatism, resulting from habitual constipation and kidney disease. Her complete cure was effected by Dr. Chase's Kidney-Liver Pills.

Suffered from Rheumatism.

MRS. GEORGE W. LAWSON, Coneseon, Ont., writes: "It is a pleasure for me to state that Dr. Chase's Kidney-Liver Pills made a well woman of me, completely curing me of constipation, rheumatism, stomach troubles and all very severe kidney trouble after years of suffering. I am now sixty-eight years of age and very grateful for what Dr. Chase's Kidney-Liver Pills have done for me and for the remarkable cure of my husband by the use of Dr. Chase's Nerve Food."

We have been told by a resident of Coneseon that these are the most remarkable cures that have been brought about in that vicinity for many years, and Mr. and Mrs. Lawson are most enthusiastic over the remarkable results they have obtained by the use of Dr. Chase's medicines.

Endorsed By the Justice of Peace.

F. O. BEECH, Justice of the Peace and ex-Warden of Prince Edward County, Coneseon, Ont., certifies: "George W. Lawson is a well-to-do farmer, well known and influential in this and adjoining counties. Both he and Mrs. Lawson are members of the Methodist Church here. I have read over their statements of cure by the use of Dr. Chase's medicines and believe them to be truthful and correct."

We have on file in these offices thousands of such letters as these from sincere, grateful people, who feel that they owe health and happiness and in many cases life itself to the use of Dr. Chase's medicines.

This is the evidence we offer you, and we believe there can be no stronger proof of the exceptional merit of these great discoveries of Dr. A. W. Chase, the famous Receipt Book author.

These medicines are for sale by all dealers, and will be sent postpaid on receipt of price by Edmondson, Bates & Co., Toronto. Dr. Chase's Nerve Food, 50 cents a box; 6 boxes for \$2.50. Dr. Chase's Kidney-Liver Pills, 25 cents a box; 5 boxes for \$1.

\$1,000 Will be donated to charity if the above testimonials are not genuine and correct and on file in these offices.

MME. EMMA EAMES

Stays in New York as Long as Possible.

Special to the Whig. New York, April 1.—Emma Eames is sojourning in New York as long as possible. She would willingly remain here all summer were it not for two important members of her family who happen to be at her home in Italy. They are two youthful dachshunds who could not be brought to this country. Their mother, who has been in Mrs. Eames' possession a long time, is here, but it was decided that the young ones would be safer at home. That is one of the chief reasons why the soprano, who would like to spend the summer in her own country, will return in April to Italy. She has rented her Paris house until the first of May, but will remain there until June before beginning her two months' holiday at Val-lambroo.

Ante Up!

Chicago Chronicle. If you make a little bluff, Make good; and stuff, Ante up the price; and stuff, Make good; Failure every where in life, Be a live one in the strife, Do the best you can in life, Make good.

Lever's Y-Z (Wise Head) Disinfectant Soap Powder is better than other powders, as it is both soap and disinfectant.

Advertisement for Bristol's Pills. For Torpid Liver, Dizziness, Sick Headache, Constipation, Biliousness. TAKE Bristol's Pills. Safe and quick. Do not gripe. Never Fall. The safest and most reliable Household Medicine known. SEE THAT YOUR DRUGGIST ALWAYS GIVES YOU BRISTOL'S Sugar-Coated Vegetable Pills.

REASON WHY YOU SHOULD

Red Rose Tea

Because it is put up in... These packages protect you in weight and quality. No article of food is so absorbent of the odors etc., etc., usually mixed together in an ordinary tea chest—is very light. The Red Rose Tea is all the original flavor and fresh package and smell its fresh. Packages of Red Rose and uniform in quality. T. H. ESTABROOK BRANCHES: TORONTO, KINGSTON, OTTAWA, MONTREAL, QUEBEC, HALLOWELL, BANGOR, BRISTOL, LONDON, NEW YORK, PHOENIX, SAN FRANCISCO, SAN DIEGO, LOS ANGELES, PORTLAND, SEASIDE, SAN JOSE, OAKLAND, SACRAMENTO, STOCKTON, SAN LEANDRO, SAN MARINO, SAN RAFAEL, SAN GABRIEL, SAN JUAN DEL RINCON, SAN CARLOS, SAN PEDRO DE MACORIS, SAN PABLO DE LOS BARRIOS, SAN PABLO DE LOS SEBASTIANES, SAN PABLO DE LOS ANDES, SAN PABLO DE LOS ANDES, SAN PABLO DE LOS ANDES.

THIS WEEK

Display of Brass and Iron BEDSTEADS. Something artistic and strong. The following to close out at a low price: 3 Brass and Iron, low ends. 2 Solid Brass, in Colonial pattern. 4 Brass and Iron Children's Cots. Spring and Mattresses to fit the above. BABY CARRIAGES NEXT WEEK.

JAMES REID, The Leading Undertaker, Princes Street, Kingston.

Advertisement for X-ray and Love Polish. The Polish that won't wear off. Sold only at Strachan's hardware.

NOW IS THE WINTER OF YOUR DISCONTENT

If you are trying to get room but get out of poor coal. Ours is hand-screened and uniform. A one-ton order will bring you a large lot of DR. SLABS for sale.

Booth & Co. Phone 133.

Summer School LANGUAGES

For particulars, address M. Robertson B.A., Violet, Ont., instructor in German in Queen's University having recommendations from several of the leading educators of 1894.

GARDINER Insurance and Real Estate. Right Companies at Lowest Rates. 151 Wellington Street.

TRIS A filamented—tasty, wholesome nourishing crackers.