

TRY IT IN THE TEA POT. 'T WILL SIMPLY WALK AWAY FROM JAPAN'S.

"SALADA"

NATURAL LEAF GREEN TEA

The Most Delicious Green Tea in the Wide World

25 Cents Per Pound

MAILED LEAD PACKETS ONLY NEVER SOLD IN BULK.

Refuse Substitutes

TRAVELLING.

BRAND TRUNK RAILWAY SYSTEM

VICTORIA DAY

Single First-Class Fare

Good going Tuesday, May 23rd, and returning on or before Thursday, May 25th, 1905.

REDUCED FARES

\$46.30 to Pacific Coast

Until May 15th, 1905.

Second Class Colonist Fares From Kingston to

Seattle, Victoria, Vancouver,	\$46.30
Portland, Trail, Rob-	
son, Spokane, Denver,	43.80
Anacosta, Butte, Helena, Salt	
Lake, Colorado Springs,	43.30
San Francisco, Los Angeles	48.05

Correspondingly low rates to other points.

J. P. HANLEY,
Cor. Johnston & Ontario Sts.

KINGSTON & PEMBRROKE RAILWAY

IN CONNECTION WITH CANADIAN PACIFIC RAILWAY.

\$46.30

Tickets on Sale Until May 15th, 1905.

Second-Class FROM KINGSTON.

Very Low Rates to many other West-end Points.

Particulars at K. & P. and C. F. Ticket Office, Ontario Street, Kingston, Ont., or F. A. FOLGER JR., Gen. Supt., Ottawa, Ont.

ALLAN LINE LIVERPOOL and LONDON DERRY

ROYAL MAIL STEAMERS

From Montreal, From Quebec, Victoria, May 12, 8 a.m. May 12, 7 p.m. Hawaiian, May 19, 4 a.m. May 19, 2 p.m. ITALIAN, May 26, 9 a.m. May 26, 7 p.m.

RAILWAY

Very Low Rates to many other West-end Points.

NEWLANDS ARCHITECT. OFFICE

Second floor over Mahood's drug store, corner Princess and Bagot streets. Entrance on Bagot street. Telephone 608.

MURPHY & SON ARCHITECT. MER-CHANTE Bank Building, corner Brock and Wellington streets. Phone 212.

THE FRONTENAC LOAN & INVESTMENT SOCIETY. (ESTABLISHED 1863.)

President—Sir Richard Cartwright

Money loaned on City and Farm Mortgages. Mortgages purchased and interest allowed.

C. McGill, Managing Director, 97 Clarence Street, Kingston.

WILSON'S FLY PADS

KILLED SUDDENLY WITH SEVERAL THOUSAND OTHERS

WILL HAVE TO EAT CROW.

The Ones Who Bring in Smallest Number.

Special to the Whig.

Bloomington, Ill., May 13.—Central Illinois farmers and hunters are rounding up for the annual crow and hawk hunt, which is conducted each May by sportsmen of Kane county. To-morrow and Monday are the days set aside for the hunt this year, and it promises to be the biggest affair of the kind ever pulled off in this state. Each crow killed will count for one point in the competition. Butcher birds will count three and hawks will count five points. The hunters are forming in two squads, and each will endeavor to produce the greatest number of points. The shoot will conclude with a banquet, Monday evening, and the side that is defeated will be required to eat cooked crow.

The doctor admits that the patients are an ill-assorted lot.

THE BEST HOT WEATHER MEDICINE

SALE TEN MILLION BOXES A YEAR

Cascarets

CANDY CATHARTIC

THEY WORK WHILE YOU SLEEP

PREVENT ALL SUMMER BOWEL TROUBLES

DRUGGISTS

NEWS OF CHURCHES

THE VARIOUS DOINGS IN THE RELIGIOUS WORLD.

Chinese in Japanese Colleges—Increase in Church Membership—A Gift of \$14,500 to Build a Girls' School.

Baptists talk of uniting Fifth avenue, Madison avenue and Epiphany churches in New York and building a \$1,500,000 temple.

Rev. D. McLaren, Alexandria, son of the Rev. Dr. McLaren, Toronto, has been elected moderator of the Presbyterian synod of Montreal.

Rev. J. D. Ferguson, at the Stratford Presbytery, handed in his resignation as pastor of Burns' church, Zorra.

Rev. George Brown, pastor of the Methodist Tabernacle, Belleville, has been invited to remain another year, and has had his stipend raised \$200 per year.

There is a home in New York City in which thirty-five deaf-mutes live. They are engaged in many lines of Christian work.

An effort was made to secure Rev. J. L. Gilmore, pastor of the Olivet Baptist church, Montreal, for one of the theological chairs in McMaster University, but failed.

Eugene Stock is expected to visit America in March, 1906. He has been invited by the committee of the Student Volunteer Movement to attend its meeting in Nashville.

Rev. F. E. Howitt, rector of St. George's church, Hamilton, refused to consider the call from the Stone church, St. John, N.B. His salary will be raised from \$1,200 to \$1,500.

The Rev. John McNeill has accepted an invitation to go to Constantinople (forwarded by the British and American missionaries there) to attend the convention for the deepening of spiritual life.

Rev. Mr. Wallace, Oakville, to whom a call was extended by St. James' Episcopal church, Stratford, has declined to accept. This is the third

Seven Sutherland Sisters' Hair Grower

GREW THIS HAIR



Ottawa, Ont., April, 1905.

Dear Ladies—I had lost all my hair, the top of my head being entirely bald for three years. After using your hair preparation for three weeks my head was covered with a new growth of hair. Now my hair measures about thirty-six inches in length and is improving all the time. I find the Hair Grower a fine dressing as well as a tonic and can recommend it to all.

Yours truly,
MRS. G. B. NORTON
30 Cambridge St.

For sale at all druggists, two sizes, 50c. and \$1.00 per bottle.

SEVEN SUTHERLAND SISTERS' SOLE PROPRIETORS
Canadian Office 11 Colborne St., Toronto
J. H. Bailey, Foreign Manager
Recommended and Sold by
Geo. W. Mashood, druggist, corner of Bagot and Princess streets.

GILLET'S ABSOLUTELY PURE CREAM TARTAR.

Nearly all goods in this line at the present time are adulterated and in fact unfit to use.

GILLET'S is used by the best bakers and caterers everywhere.

REFUSE SUBSTITUTES.

GILLET'S costs no more than the inferior adulterated goods.

REFUSE SUBSTITUTES.

E. W. GILLET COMPANY
TORONTO, ONT.

Ernest Schelling, a Swiss pianist, pupil and protégé of Ignace Paderewski, who was married, on May 3, to Miss Lucy How Brainer, a noted New York beauty and divorcée.

minister called by St. James' church who has declined since the church was vacated by Bishop Williams.

The colleges of Japan now have some 5,000 Chinese students who are receiving an up-to-date education. They will return to China as missionaries of Japanese civilization. Since Japanese civilization is not yet quite the same as Christian civilization.

The following notice appeared on the notice-board of a London chapel a few days ago: "Next Sunday evening the Rev. — will deliver his farewell sermon, and the choir will sing an anthem of thanksgiving, especially composed for the occasion."

At the conclusion of the London revival, Mr. Torrey, said that over five thousand five hundred persons of all classes and creeds had publicly announced their conversion, while thousands of others had privately acknowledged conversion and changed their mode of living.

The American Baptist Missionary Union is raising a fund for half a million dollars for educational work in heathen lands. Dr. William Ashmore, the eminent missionary to China, now in his eighty-first year, has given ten thousand dollars toward it.

The British Wesleyan Methodist church, this year, reports its largest net increase in membership in over twenty years, the figures being 10,705 full members, 11,874 on trial, and 4,367 junior members additional. While the increase is to some extent due to the great movement in Wales, there is noticeable throughout the whole country a general upward tendency.

At one of the missionary meetings during the Episcopal convention at Boston, Bishop Ferguson, of Liberia mentioned the plan to build a girls' school on St. Paul's river and asked that the Liberian government has contributed \$1,000 toward the school. A week or two later the bishop received a letter, and in the letter a cheque for \$14,500 to build that school.

Mrs. Mary L. Allen has been working alone for five years among the Nama Kroos, a savage people on the west coast of Africa. Four different missionaries had been successively driven away by them. Mrs. Allen was not sent out by any missionary board, but she relied upon prayer for support. In a thatched hut for a home, she taught daily from twenty to forty natives. During famine, she gave the women and children what food she had, but much of the time she had for herself only wild grass and a little rice. During an attack of the Bushmen, her hut became a refuge for the queen of the Kroos.

Have no equal as a prompt and positive cure for sick headache, biliousness, constipation, pain in the side, and all liver troubles. Carter's Little Liver Pills. Try them.

Protests are being made in Australia against the wholesale destruction of kangaroos and opossums that is going on.

Some people are so lucky they can't even get engaged without having it broken.

ERNEST SCHELLING



A Swiss pianist, pupil and protégé of Ignace Paderewski, who was married, on May 3, to Miss Lucy How Brainer, a noted New York beauty and divorcée.

ADVERTISING TALKS.

Byron G. Moon writes on "Trade Marks and Retail Trades."

NO. 29.

The course of the retailer in business has been gradually following out the same lines as that of the jobber. Where the retailer ten or twenty years ago bought his goods any place he wished, and sold them under any name he desired, he is now buying trade-marked goods and selling them because of a definite demand, created by the manufacturer.

The personality of the retailer is becoming more and more subordinate to the service given his trade by the use of advertised brands, instead of giving his customers the idea that he is having goods made especially for his individual store. He is not obliged to sell goods whose merits are practically unknown to the purchaser and guaranteed only by his personality.

The retailer is in business for a living and for profit. For this reason it does not matter whether, as a retailer, he sells one manufacturer's line of goods or another's. It is entirely a question of whether my trade calls for the goods I have to sell and whether the goods when sold give satisfaction and cause the purchaser to remember my store in the future.

In the past three months, I have probably called on a hundred retailers in order to find out why they sell one brand of collars in preference to another. The answer received from practically every one of these dealers has been, "I sell 'The Jones' collar because it is advertised, and because it is known and called for by name. I sell it because of a trade which I have established for this particular line of goods, and I will continue to sell them as long as the majority of my calls are for the collar I have in stock."

Many retailers have told me that they have increased their collar trade every year for ten and twenty years. Retailers who sell goods which have told me the same thing. Why is it that practically all dealers in such towns have increased their collar business? One important reason must be that collars have been advertised. This advertising has educated the consumers who have been educated to believe that a neat collar is an important part of proper dress. For this reason, the collar consumption of today is hundreds of times larger than it was but a few years ago.

The situation among retailers then, is that they are doing a larger business now than ever before, because of the educational features in advertising by the manufacturer for the various articles they sell. There is possibly not so large a profit now as there was ten or twenty years ago, but the retailer finds that advertising has practically already sold the goods when the prospective buyer comes to his store, where formerly it was necessary for him to create the demand and make the sale when the prospective buyer called. We now find the condition such that the consumer practically knows before he ever comes into the store, just what he wishes. As a result, though the profit is smaller, the sales are more quickly made, more people want to buy and hence larger profits come to the retailer.

You can, as a retailer, however, make use of the personal trade-mark to good advantage in connection with the goods you sell. My suggestion to any energetic retailer is to have a trade-mark and put it on every article he sells if he can possibly do so. Do not make this trade-mark the only one; do not try to make it predominant, but use it in connection with the trade mark of the manufacturer. If your selection from the advertised lines of manufacture are first class, you will find the manufacturer's trade-mark will assist you in selling the goods provided the consumer has been taught through advertising the individual merits of your goods. You will

also find that your own trade mark in connection with those popular lines of goods, stamps your business as most staple and reliable.

If the trade-marks of some of the goods you sell are not already popularized by the manufacturer, you can use your own trade-mark on them to advantage, since the same confidence is given to buyers of the un-advertised goods, that is already given with those lines advertised.

By following out these suggestions it does not mean that they are less important or less individual in your retail business. Your personality in the retail trade can be strongly impressed through your advertising clerks in the manner in which your clerks wait upon your customers, and in the general appearance of your store.

In your advertisements, see that your trade-mark is shown from time to time and see that you tell the readers of your local papers just what your trade-mark means and why it is used.

At all times remember that the best for the money is none too good for your trade. Remember that it is much easier to work along lines of least resistance; that every article of value known to your trade has cost the manufacturer many dollars in publicity. Remember that you want a pleased trade, and that the easiest way to satisfy customers is to sell them what they want.

By combining your local mark with that of the manufacturer in the manner suggested, you will be establishing a confidence in the minds of your local patrons in a much stronger fashion than you possibly could by using either your trade-mark by itself, by selling without a trade-mark at all, or by trying to compete single handed with advertised brands.

Chamberlain's Cough Remedy the Very Best.

"I have been using Chamberlain's Cough Remedy and want to say it is the best cough medicine I have ever taken," says George L. Chubb, a merchant of Harlan, Mich. There is no question about its being the best, as it will cure a cough or cold in less time than any other treatment. It should always be kept in the house ready for instant use, for a cold can be cured in much less time when promptly treated. For sale by all druggists.

They are never alone that are accompanied by noble thoughts.—Sir Philip Sydney.

Asparagus is said to be the oldest plant used for food.

Bedfast for Three Years With Inflammatory Rheumatism

HELPLESS AS AN INFANT—NOW WALKS WITHOUT CRUTCHES.

Wonderful Recovery Of John McCullough, Of Uzbridge, Ont.

The Clafin Chemical Co., Windsor:

Gentlemen—It is with much pleasure that I send you this testimonial regarding the wonderful benefit I have derived from the use of "Bu-Ju" Kidney Pills. I have been an invalid for nearly three years with inflammatory rheumatism, and was bedfast until about six months ago, when an old friend of the family called to see me, and left me some of his "Bu-Ju" Kidney Pills. I have been an invalid for nearly three years with inflammatory rheumatism, and was bedfast until about six months ago, when an old friend of the family called to see me, and left me some of his "Bu-Ju" Kidney Pills. I have been an invalid for nearly three years with inflammatory rheumatism, and was bedfast until about six months ago, when an old friend of the family called to see me, and left me some of his "Bu-Ju" Kidney Pills.

Tea-time Any Time, if—

Yes, if there is "Red Feather in your cup" it will be tea-time any time. Its refreshing never comes amiss. Red Feather Ceylon Tea is "a tea of flavor." It is packed, never in lead, but in moisture-proof and germ-proof packages, parchment-lined. Black, Green or Mixed, at one price per pound—40c.

Get Red Feather in your cup

Red Feather Tea

Corticelli SPOOL SILK

For dressmaking and family sewing Corticelli Silk is the best silk made. For hand or machine use it has no equal. Corticelli Silk runs smoothly in the needle; it is always even in size and always full length and full strength. Ask your dealer for "Corticelli," and refuse all substitutes.

Corticelli Wash Silks....

are put up in patent holders, which prevents waste by tangling or soiling; keeps each shade separate, and automatically measures a correct needful. Recommended as the only proper way to put up filo and floss silks, and used by art societies everywhere.

Corticelli SKIRT PROTECTOR

is of firm and even texture. When soiled, a sponge or brush makes it clean again, and no damage done. It has peculiar wearing qualities and perfectly straight selvage. For sale everywhere.

Corticelli SPOOL SILK

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CANADA'S RIBBON HEADQUARTERS

The vastness of the volume, the rarity of the variety, the beauty of the pattern, the fineness of the weave, the richness of the finish, all these have gone to make up a world-wide, renowned Ribbon Department, namely EATON'S.



Fancy Openwork Ribbons in plain colors, 5 inches wide, elegant quality for neckwear especially. The shades are white, cream, pale blue, turquoise, pink, cardinal, yellow, orange, tawny, Nile, brown, navy and black.

25c Quality Special Price .18

Plain and Fancy Ribbons in liberty satins, taffetas, black and white satins, and fancy umbrines. Ribbons for millinery, neckwear, hair bows, sashes, etc.; 4 to 6 inches wide. Your choice of any at per yard .25

Satin Baby Ribbon, faille back, three-quarter inch, 2c yd.

By ordering through our Mail Order Department you have the selection of the city store to choose from. All orders are carefully filled, and if the goods are not satisfactory you have the privilege of exchanging them for other goods or the cash. Send for our catalogue—it's free.

THE T. EATON CO. LIMITED
TORONTO CANADA

T. W. BOYD & SON, MONTREAL.

FREE

SPORTING GOODS CATALOGUE

We send our 300 page—illustrated catalogue free on receipt of 10c. in stamps to help pay postage. No matter what your sport is you should have a copy.

While if you can choose your equipment for field or indoor sports, for summer or winter, just as well as by calling at any store, and cheaper, as we make special prices for our catalogue goods and our trade too large we can sell you almost as cheap as some dealers pay for their goods. Here are a few leading lines: BICYCLES and accessories, BASKET BALL, Lacrosse, Football, Golf, Tennis, FISHING TACKLE, Guns, Rifles, Revolvers, Ammunition, Traps, Targis, HATS, Hockey Socks, SKIS, Skis, Toboggans, Punching Bags, RUBBER SLIPERS, Camping Equipment, FIELD GLASSES, WATERPROOF.

T. W. BOYD & SON, 1683 NOTRE DAME STREET, MONTREAL, P. Q.

PRIZES

STATES

\$50.00 SPECIAL PRIZE IS OFFERED TO EARLY COUNTERS

Counting is perfectly free. Good counters can coin dots into dollars, will not last long. Make hay while the sun is in counting and money besides. Of course there are no many. That is why a will be given away free to the best counter. On count and plan, the better your chance for the 257 prizes.

Counters you register the surer you are of winning the big free prizes. Anybody having three and may enter additional counts at 25 cents each. The more counts you register the surer you are of winning the big free prizes. Anybody having three and may enter additional counts at 25 cents each. The more counts you register the surer you are of winning the big free prizes. Anybody having three and may enter additional counts at 25 cents each.

Accompany All Subscriptions.

SUBSCRIPTION BLANK

NAME _____

ADDRESS _____

CITY _____

STATE _____

Send me _____ months subscription for _____

in accordance with your offer in the _____

MY COUNT ON DOTS.

My plan of counting on a separate sheet with your name and address plainly _____

Indianapolis, U. S. A.

COOKING

getting an Oil Stove to do summer months? If so, it is our stock and get our Blue Flame Oil Stove

is very economical in the these stoves bake just as our kitchen range and you a hot stove in the warm

Them to You.

LAWRENSON

King Street.

IRON, COPPER, ETC.

AL CO., TORONTO.

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