



The Door Will Get Dirty!

Especially where there are children in the house, but Panshine makes doors, floors, tables, and cupboards, wondrous clean—a joy to look on. It shines everything—does

PANSHINE
the magic cleanser

Panshine absorbs dirt and grease and gets at nothing else. It makes the disagreeable pores of kitchen sink and cleaning, scouring, scrubbing simple and easy. Positively will not harm the hands.

Large 10c. At All Grocers

BIG SALES MADE BY SUGGESTION

Local Merchants Should Make It a Study.

AN ART TO BE ACQUIRED.

Arrangement of Stock and Window Display Part of General Scheme. Best Salesmen Know How Diplomatically to Suggest to Purchasers. Catalogue Houses Use Pictures.

If there ever was a concern on the face of this earth that has studied the theory of suggestion it is the retail catalogue house.

In its early beginning it fooled railroad men and miners workers, securing names and addresses in some way or another, after which it forwarded each individual a nice brass watch, finished in gold. However, it was cautious, never sending a watch to the prospective customer on credit.

The railroad man or woodsman never ordered the watch, and of course a mistake happened.

According to the mail order man, it was wrongly addressed, but the watch was there at the express office, and if he would take it and pay for it a large reduction would be made.

This suggested to the prospective purchaser that he was in need of a watch, "got him," and if he did not have the money to pay for it he would borrow the necessary amount or draw on his salary account.

The power of suggestion soon convinced the wily mail order man that he was on the right track, and he then branched out into furniture, clothing, machinery, hardware and other lines of manufacture.

Great Power of Suggestion.

It is very probable now that a large proportion of merchandise sold is through suggestion. If people bought only the bare necessities of life, only what they actually need, there would be but few business houses and civilization would halt.

The power of suggestion is what builds up great business houses and keeps the world on its progressive march.

Advertising is one of the most powerful and at the same time easiest methods of suggestion. But there are many others very much akin to the popular conception of advertising.

Therefore it behooves the merchant who would be successful and to be numbered with the progressive of his kind to study well the theory and practice of suggestion. Its ramifications are many and varied.

Make a Good Impression.

It is not alone in the preparation of copy for newspaper, circular or other printed forms for advertising that this principle of suggestion must be observed and followed out.

While it is all important to observe the rules of suggestion in getting up such copy, the idea should be carried into every feature of merchandising.

The handling of good merchandise and square dealing, accommodating store policy suggest to a customer that he has found the right place to trade, and he is not liable easily to forget his first impression.

The arrangement of stock, the window display, the attitude of proprietor and clerks toward customers, deliveries, methods of collections—in fact, every action suggests to the naturally receptive mind of a purchaser and brings him back again.

On the other hand, the neglect to observe all these things implants a suggestion in the mind of the public that cannot be overcome, even by offering glittering bargains.

Suggestion an Art.

Some of the best salesmen in the business are those who know how diplomatically to suggest to purchasers something else that would be to their advantage to buy.

This sort of suggestion is a kind of art and unless used with the finest tact and discretion is liable to make a bore of a salesman.

The retail catalogue house system is cautious. However, there is no law against exaggerating pictures when one confines himself to an actual description of the article. This is where the mail order house system covers itself.

The pictures are suggestive to the prospective buyer.

The description of the article contains Latin phrases, trade terms and language that is foreign to many consumers and is not understood by them.

An illustration of picture book buying through mental suggestion our readers might profit by reading the following poem, which illustrates the folly of buying mail order house trash:

He owned a retail catalogue house car. To ride in it was heaven. He ran across a piece of glass—
"Hi, \$1.95!"

He took his friends out for a ride. "Was good to be in." The carburetor expired a leak—
"Hi, \$4.95!"

He started on a little tour. The finest sort of fur. He stopped soon quick and slipped his gear—
"Hi, \$20.51."

He spent his little pile of cash. And then he snatched a peek. "It'll put a mortgage on the house And take five more more ride!"

Violet tinted varieties of white potatoes are the highest in nutritive value.

The man in love with his own voice is never an ardent admirer of the phonograph.

AFRICAN WILD DOGS.

Hunt in Packs and Even Attack Human Beings.

The famous "Red Dog" of South Africa hunt in packs like hounds and show the most marvelous intelligence in bringing down the fiercest game.

They are strong, powerful creatures, measuring about two feet in height at the shoulder, and having long and slender limbs. The head particularly resembles that of the hyena, the muzzle being pointed and black, and the ears large and prominent. The tail is moderately long and bushy.

These wild dogs are true hunters, the packs sometimes numbering several hundred individuals, seeming to be governed by a regular system of espionage. When at rest about the hollows and caves in the rocks in which they live, certain ones act as sentinels, lying on the outskirts of the pack, watching for game.

Does a herd of antelope approach, the signal is given from half a dozen mouths, the whole family of hunters spring into activity, and in a moment are off pell-mell, certain dogs taking the lead as officers. As they come in sight of the herd of antelopes, a yelping cry arises from hundreds of throats, and the race begins in earnest, the frightened animals dashing away with the speed of the wind.

At first the antelopes easily distance their pursuers; but the wild dogs rush on with the same regular pace, and as a leader becomes tired, he immediately falls back, another rushing to the front, taking the lead, and assuming command. This is kept up until the end, the dogs gradually gaining upon the herd, until finally one or more fall behind.

The stronger dogs now rush to the front and form a line, separating them from the main body, the intention being to divide the stragglers from the herd; and in accomplishing this, much ingenuity is exercised by the wild hunters, that wheel around them, and drive them, if possible, toward their caves or homes in the rocks.

The separated antelopes, ignorant of this device, dash away, the wily dogs following at their heels, and spreading out, often forming a half circle, until finally their homes and the immediate vicinity of their homes and young, a dash is made, and the wild yelps they rush from all sides upon their victims, leaping upon them and dragging them to the earth, where they are soon dispatched, dragged to the great natural kennel and devoured.

The dogs rarely attack human beings, seemingly understanding that they are not able to cope with them.

On one occasion, however, a party of travelers were attacked by a troop so large that it was not deemed advisable to fight them, and the horses were given rein and dashed away, the howling pack in full pursuit. A fall or misstep in the clearing would have been fatal.

The horses were directed toward a clump of trees half a mile distant, and for the first time gained perceptibly upon their followers; but gradually the dogs crept up until they were finally close upon the horses' heels, and by howls and yelps endeavoring to divert those in the rear from the main party, after their usual fashion. A volley from the muskets of the travelers, however, put a stop to this manoeuvre, and shortly pursued and pursuers dashed into the grove and underbrush.

Here word was given to take to the trees, and reining in their horses the riders deserted them, springing from their backs into the limbs.

Some of the horses started away, followed by part of the troops; but by a determined fusillade from the muskets of the party the rest of the dogs were beaten off—not, however, before one horse was killed, while those driven away by the pack were never heard from.

India's Cave Paintings.

The earliest paintings in India are those which decorate the Jogmari cave in the Himalayas Hills, Orissa. These paintings are supposed to date from the second century B.C., and in any case they cannot be later than the first century B.C. The interest in these paintings is very great, but they lie in remote jungles, difficult of access.

In view of the importance attaching to them, however, steps will probably be taken here long to secure a complete set of these historical works of art before time, and perhaps, vandalism have entirely obliterated them. The suggestion has been made that, with a view to securing copies, an archaeological expedition should leave for the Jogmari caves either this cold weather or next.

Natives Rescued.

Adrift for eight days in a canoe, without food or water, two West African natives were rescued by the Kinfauns Castle. The liner reported receiving a wireless message from Sierra Leone, Africa, requesting that a sharp lookout should be kept for a number of canoes blown out to sea by a tornado. The same afternoon she sighted a canoe containing two natives, who had been adrift for eight days without food or water. The natives went readily mad with delight on being rescued 120 miles from the place whence they had been blown.

British "Movies" Popular.

A writer in The Westminster Gazette, discussing the enormous development in the "movie" trade, says there is no sign of any diminution in Britain in the race for building picture theatres. At the present moment there are about 6,000 theatres of this kind in the British Isles, the provinces being that as generously catered for as London, Leeds, for example, with a population of 450,000, has no fewer than sixty-one picture halls, representing a total seating accommodation for 31,000 persons.

The opening of a new canal in June will enable ocean vessels to reach Brussels.

Pure turpentine will evaporate from white paper, leaving no trace, if adulterated, it will leave a spot.

JAP-A-LAC
—the Wonder-Worker

A TIN of JAP-A-LAC will work wonders in your home. It will make that old table, or chair, or radiator look like new. It will put a beautiful new finish on that badly-scratched floor, whether it be hard wood or soft.


JAP-A-LAC is not a "varnish" in the ordinary sense of the word. It varnishes, stains, enamels—in one process; and it gives a "finish" to any household article that no mere varnish can give. Don't throw it away—"JAP-A-LAC" it!

Always put up in Green Tins bearing the name "GLIDDEN"

Next time you are passing your local hardware store, drop in and get a JAP-A-LAC color card and a copy of the little book, "A Thousand and One Uses of JAP-A-LAC."

In Kingston
JAP-A-LAC IS SOLD BY
H. W. MARSHALL
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The Glidden Varnish Co., Limited, Toronto.




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The very best for use in ill-health and convalescence. Awarded Medal and Highest Points in America at World's Fair, 1893.

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is a rational preparation that has the hearty support of the modern physician. It is a superb brain and nerve tonic that successfully combats the depressing effects of sudden and unseasonal changes in temperature which exhaust the most robust unaided organism.

Prepared from the rich juice of selected Oporto grapes and extract of Peruvian Cinchona Bark. ABSOLUTELY NO ALCOHOL OR OTHER INGREDIENTS ARE ADDED.

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BIG BOTTLE ASK YOUR DOCTOR ALL DRUGGISTS

Spring Millinery

Our millinery department is now in full swing, and you can buy your hat for cash or on the credit system.

Some of the very best designs from New York and Paris. Big stock to pick from.

Ladies' Suits, all sizes, from 22 to 42.

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The new spring shoes are here, and with such an endless variety of new models as we are showing in both high and low cuts we are sure we can please you. We hope for an early visit when we will be pleased to show you the shoes.

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THE HOME OF GOOD SHOES

After highly "seasoned" foods, purify your breath—aid your digestion with

Clean—Pure—Healthful **WRIGLEY'S SPEARMINT**



Some tasty vegetables are odorous. Many highly seasoned foods are not easily digested. This pure mint leaf juice purifies the breath and gives digestion aid in delicious form. It helps saliva besides. And your teeth are brightened and preserved—"over-eaten" feelings are relieved—by this inexpensive pocket companion that's so good for you.

Be SURE it's Wrigley's

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WRIGLEY'S SPEARMINT PEPSIN GUM

BUY IT BY THE BOX

of twenty packages. It costs less—of any dealer—and stays fresh until used.

Chew it after every meal

THE FLAVOR LASTS

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