MC 2035 POOR DOCUMENT

The Encyclopaedia Britannica, 11th Edition

Is a clearing house of modern thought, knowledge, and achievement, through which the layman can pass his doubts and difficulties, with the certain assurance that no reasonable demand for information that he may present will be dishonored.

The work has all the comprehensiveness of an ideal library, the quick accessibility as to contents of an ordinary dictionary, and (in the convenient India paper, flexible leather-bound format) the unprecedented quality in a work of reference of being as easily handled as a magazine. Its necessity as a resource is measured by the helplessness of even the most learned man alive in the face of the vast complex of things knowable, and its value in use by the thoroughness with which everything that can possibly interest a civilized people has been traversed and indexed by the experts who wrote it. If every other book in the world were destroyed it is not too much to say that, so far as essentials are concerned, it would be possible to reconstruct the human story from its pages; and as in the event of such an unthinkable catastrophe the Encyclopaedia Britannica (Eleventh Edition) would thus be the one work which civilization could least afford to lose, so in the case of the individual it is the best, in fact the only, remedy for the disabilities imposed by his enforced ignorance of all but the most insignificant fraction of the whole of recorded knowledge.

Of all kinds of loneliness, loneliness in a crowd is the most depressing, and of all kinds of ignorance, the ignorance of the modern man which is the outcome of his necessary intellectual isolation is the most humiliating.

The special torture of Tantalus was not merely that he was condemned to perpetual thirst, but that in the midst of an abundance of water he was unable to drink, and it is the similar misfortune of the man of to-day that between himself and the streams of knowledge springing up in every direction around him there is interposed a barrier which the very richness and variety of modern intellectual life only serve to render the more intolerable. Every intelligent person has an instinct amounting to a profound conviction that, while the special training and elaborate mental equipment of the expert are something manifestly his own, his conception and viewpoint can be shared if only they are intelligently interpreted. What irritates and baffles him is the discovery that if he tries to translate this belief into practice the information he seeks is usually so scattered in source, so diffuse in form and so technical in expression that even the resources of well-furnished bookshelves avail to help him very little. The more valuable the contents of a technical library, the less as a rule has it to offer to anyone outside of the limited circle to whom its volumes are addressed.

It is primarily as an instrument of record and research constructed by the leading specialists themselves for lay use that the new Encyclopaedia Britannica is offered by the press of the University of Cambridge as a complete solution of the problem of the man who is desirous of being of his age as well as in it.

In its pages 1,500 representative experts chosen solely on the ground of pre-eminence in their respective fields have co-operated to break down the intellectual isolation of the general reader by presenting him with an exhaustive account of human achievement to 1910 in which he will find what he seeks and understand what he finds. Vast as is the sum of human knowledge, it is finite, and it has been found possible to exhaust its essential contents within the compass of 27,000 quarto pages of 1,500 words each, and at the same time to preserve an encyclopaedic arrangement by which, with the further aid of an index volume containing 400,000 references, any isolated item of information is instantly accessible. And in this co-operative achievement of modern international scholarship nothing has been abated of the high standard observed by specialists writing for specialists. To the expert the book will prove fruitful of suggestion even in the field he knows so well, besides fulfilling every demand he may make on it for the vastly greater region which lies beyond the limits of his special knowledge. In the effort to produce a work of universal reference suited for all classes of users, no sacrifice has been permitted of the great tradition for exhaustive treatment with which for 140 years the name of the Encyclopaedia Britannica has always been associated. It is the organization and not the spirit of the work itself that has been changed.

As further extending its usefulness as an instrument of popular culture the editors of the 11th Edition consider that the innovation of India paper logically completes on the material side a refining process by which an aggregate of knowledge estimated to be twice as great as that contained in the 9th Edition has been brought within the cover of 28 volumes.

It is not altogether easy to realize that a thin, flexible volume, occupying one inch of shelf room as against almost three, not only contains 25 per cent. more reading matter than the bulky quarto of the Ninth Edition, but also excels it in durability. Indeed, in this respect, the substitution of India for ordinary paper is reminiscent of the change in structural work from stone to steel. While in every way the superiority of the latter material is incontestable, to an old-fashioned engineer accustomed to the massive masonry of years gone by it must always come a little hard to associate the slender lines of a modern bridge with the idea of increased permanence and added strength.

Advance-of-Publication Prices Soon to be Withdrawn.

All subscribers who register their applications before May 31 will effect a very substantial saving and will acquire the foremost work of reference at a price which has never before been possible.

Vols. I. to XIV. are now being delivered to early subscribers, and Vols. XV. to XXIX. are expected to arrive from England shortly. Complete publication will, therefore, shortly be effected, and the "advance-of-publication" terms must be withdrawn on May 31 next.

NOTE.—Those who possess copies of previous editions of the ENCYCLOPAEDIA BRITANNICA (now out of date) are requested to advise us of the fact, clearly indicating which edition they possess (giving name of publisher and number of volumes), and if they wish to purchase the new edition they will be informed how they can dispose of their old editions at a fair valuation.

The New Edition is sold direct to the public and through the leading booksellers.

No Agents or Canvassers are employed or recognized.

TEAR OFF THIS CORNER AND MAIL PROMPTLY.
CAMBRIDGE UNIVERSITY PRESS,
Encyclopædia Britannica Department,
Royal Bank Building, 10 King St. E., Toronto.
Please send me your illustrated catalogue, with specimen pages on India paper.
NAME . . . . . .
STREET . . . . . .
TOWN . . . . . .
St. J. T. 8-Can

WAR TO THE DEATH ON HOUSE FLY

Why it is a Deadly Foe and How it May Be Combatted—Greater Enemy to Mankind Than the Rat

(Toronto Mail and Empire.)

Long ago The Mail and Empire called attention to the formidable indictment of the house fly by British and American medical men, and since then this journal has watched with great satisfaction the general awakening of the people of Toronto to the dangers of this pest. We can even look forward to the time predicted by Sir James Crichton Browne, the eminent sanitary authority, when an aged parent will take his child to the British Museum there to show him the only surviving specimen of the house fly. According to Sir Ray Lankester we know enough now to abolish all epidemic disease within fifty years if we would perseveringly put into general practice the preventive measures ready to our hands. One of the first of them would be the destruction of the fly, which is a greater enemy to mankind than even the rat.

Unparalleled in Nature

It is along this line that Dr. Hastings writes in the Canadian Home Journal. He gives a history of the fly from the time the egg is laid until the winged messenger of disease emerges to perform its mission of destruction. he ideal breeding ground for the fly is stable refuse. The female fly's instinct teaches her that the warmth of this decomposing matter is necessary for the hatching of the eggs, while the matter itself nourishes the larvae once the eggs hatch. The hatching process consumes from eighteen to thirty hours, and the resulting larvae or white maggots undergo two moults before attaining full size, the third coat being of a reddish color. Dr. Hastings says that the change from larvae to fly is without parallel in the animal kingdom. By means of an inflated sac on the top of its head the larval envelope is burst, and the full grown fly appears in eight or ten days from the time the eggs were laid.

Counting the Flies

A generation of flies is produced in a little more than a week, and it has been calculated that one. Wintered-over fly is capable of producing progeny numbering 14,067,792,000,000,003, roughly speaking. A female fly lays between 125 and 150 eggs at a time, and repeats the operation from six to twelve times in a summer. August and September are the favorite breeding months of the fly, untold trillions being born in these months in order to provide a sufficient number to survive the approaching cold weather, and produce the flies for the next generation. The legs of the fly are covered with microscopic hairs, on which germs find lodgement. The habits of the insect do the rest. It is an unwearied prowler, and if any food is left unprotected, flies will crawl over it, depositing bacteria by the thousand at every step. Apart from this mechanical method of spreading disease, the tiny fly specks have been found to contain hostile germs.

More Deadly Than Bullets

The case against the house fly has been built up mainly on the battle-fields of the past fifteen years. Observations were made by United States surgeons at the time of the Spanish-American War, when fewer than 300 Americans were killed in battle, while nearly 5,000 died of typhoid. The earlier idea was that impure water was largely responsible for the typhoid, but a British surgeon who was with the troops in South Africa declared that the house fly would convert a single case of enteric due to bad water into an epidemic. It was noticed that when the cold nights killed off the flies there was an instant diminution in the number of fresh cases. The remarkably low death rate from typhoid in the Japanese army was achieved by the sanitary measures enforced, which deprived the flies of their necessary breeding grounds.

Preventive Measures

Dr. Hastings recommends that all refuse from house and stable should be removed twice a week, and until removal should be kept in air-tight tin receptacles. If this double rule were followed we might get rid of our flies in a single summer, for they cannot breed except in filth. The campaign, however, would have to include the country districts as well as the cities. It is in the former that the worst sanitary conditions obtain, and apart from the larger centres, the operations of local boards of health are not very effective. In the ordinary farm-yard the stable manure is likely to remain undisturbed for a year, and one barn-yard could hatch more flies than the rest of the country could use.

BROTHERS KILLED IN AEROPLANE FLIGHT

Sebastopool, May 2—(Canadian Press)—The military aviator Matievitch and his brother were killed yesterday while making an aeroplane flight.

IN PARLIAMENT

Ottawa, May 1—After a couple of hours' preliminary talk on the comparative figures of emigration from and emigration to the United States, apropos of a mild attempt, led by the leader of the opposition, to show that the exodus to the States had by no means stopped, the commons today got back to the reciprocity debate.

The Liberal side of the case was practically closed by Mr. Turriff, who in a trenchant speech of forty-five minutes, gave the western farmers' view of the economics of reciprocity, quoted irrefutable facts and figures as to the net results of the agreement in dollars and cents to the men of the prairies, and wound up with the statement that from the political standpoint the best thing that could happen the Liberal party would be to have the Conservatives continue their present policy of fighting the agreement unto the bitter end.

"If you do," he said, "I am positive there will be a good many of you who won't warm a seat in the next parliament."

And immediately after the challenge was taken up by Mr. Sharpe, of Lisgar, Manitoba, who with a bluntness and frankness that his leader did not venture upon last week, declared: "The Conservative party in this house will not allow this agreement to be voted on until it has been submitted to the people."

MARKED GROWTH OF SHIPPING IN GERMANY

Mercantile Marine Greater by Million Tons Than in 1901—Growth of Country as Industrial Power Chief Cause

Hamburg, May 1—The striking growth of Germany's mercantile marine is best shown in net tonnage, the difference between 1901 and 1910 being more than a million tons, and the number of steamships growing from 1390 to 1950.

Among the causes given for the development are the steady tide of emigration, the transformation from a comparatively small producing country to one of the leading industrial powers of the world, the large supply of cheap and excellent seamen, the geographical situation, and the special freight rates on goods sent from the interior of Germany for shipment over sea.

One explanation sometimes advanced is the policy of shipping subsidies, but this assistance is not considered an important factor by such an expert as Mr. Huldermann, the general secretary of the Hamburg-American line.

In an interview with Robert P. Skinner, the United States consul general here, who has been collecting data in connection with German shipping matters for report to his government, Mr. Huldermann said that Germany was doing very little in regard to paying subsidies with the exception of the expenditure of $1,904,000 per annum for the assistance of the lines running to the far east, East Africa and Australia.

The point is also made that stress should not be laid on the indirect subsidy, such as the export rates allowed on land shipments, as those tariffs are not restricted to goods intended only for German steamers but apply without discrimination to all goods intended for over seas.

In this connection, however, Mr. Skinner has observed that the real benefits of the tariff are enjoyed almost exclusively by the German liners, and in addition the special rates serve the purpose of diverting to Hamburg and Bremen business which would otherwise go forward via Rotterdam, Antwerp and other non-German ports. He has been unable to determine whether the German cargo boats have opened up new markets, and if so whether such markets have stimulated ship building.

The prosperity of the nation's mercantile marine may be measured in part by the annual reports of the North German Lloyd and Hamburg-American lines, which show increased dividends. Present conditions, however, have given serious thought to some of the leading men in Germany's transportation.

The opinion has been expressed that the excessive building of ships throughout the world without any necessarily intelligent prevision, and the systems of transportation generally, are not calculated to reassure. That section of German shipping which largely depends upon the continuance of emigration to the United States would be greatly affected also by restrictive legislation in America.

The fact is well worth noting in German shipping that the fleets are engaged in a larger measure than might be understood in an entirely non-German carrying trade—such as the boats running between the United States and Mediterranean ports, and between the United States and the West Indies and South America.

According to Mr. Skinner's estimate, the factors at the back of this non-German trade have been "German skill and enterprise coupled with foresightedness, and made possible also by the comparatively low cost of the ships and the cheapness of the labor supply."

FOR SKIN IRRITATION

I Guarantee Relief—Your Money Back if Not Satisfied

I have an ointment possessing extraordinary power to permanently relieve all forms of eczema, skin eruptions, pimples, blotches, ringworm, acne, tetter, scaly scalp, hives, all forms of itching and irritation caused by insect bites. Its power to soothe ulcers, sores and wounds is very pronounced.

I am so positive that Rexall Eczema Ointment is unexcelled for overcoming these ailments that I sell it with my personal promise that it will not cost the user anything unless it does every way gives satisfaction. I also do not make promises and in no way obligate the purchaser. You must admit that I could not afford to make such a broad liberal guarantee, except I am certain I could substantiate my claim.

Rexall Eczema Ointment is a grayish-white, pleasant smelling antiseptic, cooling, healing salve that is strongly germicidal. It destroys the germs that penetrate the skin and cause eczema and other tormenting skin ailments. A remedy must do that to be effective, for in no other way can such diseases be overcome.

Rexall Eczema Ointment is ideal for the treatment of skin irritations peculiar to children, for barber's itch, and for sore itching feet.

It is positively the best remedy we know of, and I urge you to try it at my risk. Two sizes, 50c. and $1.00—The Rexall Store. Chas R. Wasson, 100 King street.

Saved Life by Rolling

New York, May 2—Presence of mind saved Mrs. J. Monroe from being burned to death in her home on the River road, in Yonkers. A lamp which had been filled too full of oil exploded, and her clothing caught fire.

Relatives who were in the room became panic stricken and fled. Mrs. Monroe, keeping her nerve, threw herself on the floor and rolled back and forth as rapidly as she could. The blaze was quickly extinguished, and she escaped with slight burns. The apartment, however, caught fire, and engines had to be called.

Hay's Hair Health

Restores Color to Gray or Faded hair—Removes Dandruff and invigorates the Scalp—Promotes luxuriant, healthy hair growth—Stops its falling out. Is not a dye.

$1.00 and 50c at Drug Stores or direct upon receipt of price and dealers name. Send 10c for sample bottle.—Philo Hay Specialties Co., Newark, N. J., U.S.A.

REFUSE ALL SUBSTITUTES

For Sale and Recommended by E. CLINTON BROWN

COLOSSAL STATUE OF KING GEORGE

His Majesty Will Overlook Festival of Empire—Fifty British Giants and Other Novel Features for Great Occasion

London, May 1—A promising young sculptor, Arthur Rogers, A. R. C. A., is now engaged upon the creation of a colossal bronze statue of King George V. This, mounted upon a lofty pedestal, will stand at the summit of the main steps leading to the grounds of the Crystal Palace. Thus His Majesty will seem to be always overlooking the Festival of the Empire. The king will be represented wearing his coronation robes and holding his sceptre in his hand.

50 British Giants

The announcement that a gigantic display of physical culture and gymnastics would be given at the Crystal Palace in connection with the Festival of Empire caused a giant with a grievance to walk into the office of the Entertainments Department. "Why cannot you give a 'display of the tallest men of the empire?'" he asked, and was told that the department would be pleased to arrange the function if a big brigade of Britons could be got together. The caller, who stands 6 feet 4 1-2 inches in height, went off in high glee, and worked with such a will that he quickly got together a band of seventy men all over six feet tall. The loftiest to date stands 6 feet 9½ inches, and the most ponderous has a chest measurement of 54 inches. One man standing exactly seven feet, called at the festival offices.

Armored Knights

The council of the Festival of Empire has secured 300 horses, which will figure in the Pageant of London and Empire. Others will be obtained, but this first big batch is required for rehearsals which are now being conducted. The animals are mostly of a fairly heavy type for the use of knights in armor. Sixty grooms have been engaged to attend to the steeds in specially erected stables in the grounds. A well known gentleman has offered to ride the streets of London clad in a full suit of real gleaming armor, and accompanied by squires and others in mediaeval costumes. Further, on certain days, other mounted pageanteers will form picturesque groups at the principal London railway stations.

Searchlights Over London

The council of the festival has decided to have two searchlights, each of 20,000 candle power, on the north and south transepts of the Crystal Palace. Tests are now being made to ascertain whether or not a hill interferes with the north lighting seen in the lower lying parts of London. If any obstruction is discovered the northern searchlight will be thrown from the top of the centre transept. To operate these searchlights at a height of 200 feet, special motor generators are being installed, and the beams will be seen for twenty-five miles around.

Twelve other search-lights, of rather less power, have been fitted in order to make the pageant ground as bright by night as it is by day. More than 40,000 electric lamps will be employed in order to outline the six colonial buildings, while the principal kiosks will be treated in the same way.

A Novel Dish

Among the activities of the hospitality committee is included the entertainment of the over-seas forces, colonial soldiers sent to this country to attend the coronation. Probably on June 12 a thousand men will go by special trains to the Crystal Palace. Sir Abe Bailey, K. C., M. G., has consented to bear the cost of the luncheon, and, in order to provide what may be described as an empire dish of venison he has cabled to South Africa for sixty-five sprig-bok to be sent over.

GOOD REASONS

For Demanding the Original Remedy, Newbro's Herpicide

If you knew it, you would not willingly accept counterfeit money. Instead, you you would probably raise a disturbance and seek some means of redress.

Why then accept a preparation said to be "just as good as Newbro's Herpicide?" You know this is a counterfeit, an imitation of the real thing. You want the original dandruff germ destroyer, Herpicide, and you can get it, too, if you insist.

Redress is always possible in such an instance. The most effective method is to trade where you get what you ask for and no suggestions offered.

With the death of the dandruff germ the hair stops falling and is permitted to resume its natural growth and beauty. Such results follow the use of Newbro's Herpicide. It stops itching of the scalp almost instantly.

A counterfeit article is never "just as good." Herpicide is sold and guaranteed by all druggists.

Applications may be obtained at all good barber shops and hair dressers.

Send 10c. in postage for sample and booklet on the care of the hair to The Herpicide Co., Dept. R., Detroit, Mich. E. Clinton Brown, special agent.

MEN AND RELIGION.

A meeting of the general committee of the Men and Religion Forward Movement was held last night in the Y. M. C. A. building, Rev. G. A. Kuhring presiding. During the evening the following resolution was passed: Resolved that this meeting express its approval of the Men and Religion Forward Movement, and feels that it would be of great advantage to our city to be identified with the movement as one of the ninety central points; and

Whereas the committee of eleven appointed at the meeting held in St. David's church in November last has not been able to effect as yet the organization of the committee of 100; therefore

Resolved that the matter be referred again to the committee of eleven to complete as promptly as possible the organization of the committee of 100 and that only those be appointed on the committee who consent to act. The Men and Religion Forward Movement contemplates an effort to bring in men and boys to the service of Christ. It will be taken part in by all the churches, the Y. M. C. A. and the other religious organizations of the whole continent, and will extend from September, 1911, to May, 1912.

MISERABLE WITH STOMACH TROUBLE

"FRUIT-A-TIVES" BRINGS THE HAPPINESS OF HEALTH

"Fruit-a-tives" cures Stomach Trouble because it cures the Liver, Kidneys, Bowels and Skin.

Indigestion, etc., is not usually the fault of the stomach itself. The bowels are irregular—the kidneys are weak or strained—the skin is inactive—and consequently the blood is impure. It is the impure blood that really makes bad digestion.

"Fruit-a-tives" purifies the blood by making all the vital organs active and healthy—which in turn relieves the stomach. Take "Fruit-a-tives" if you want to get rid of all Stomach Troubles and faults of Digestion.

50c. a box, 6 for $2.50, trial size, 25c. At all dealers, or from Fruit-a-tives Limited, Ottawa.

Hawker's Nerve and Stomach Tonic

The Great Invigorator

Try a course of this Wonderful Remedy, it will

Tone Up Your System
Restore Your Shattered Nerves
Restore Your Appetite

Price 50c per bottle, 3 bottles for $1.25. All Druggists. None genuine unless carton bears No. 1295

Manufactured Solely by
THE CANADIAN DRUG CO., Ltd
St. John, N. B.

FIVE PEOPLE ARE DROWNED IN UPPER ST. JOHN RIVER

Scow Ferry Cable Breaks and Three Men and Two Boys Are Swept to Death—G. T. P. Workman Killed

Edmundston, N. B., May 1—Five people were swept to death this evening in the St. John river as the result of the breaking of a wire cable which held a scow boat used as a ferry between the Canadian and American sides of the river. The list includes:—

A Frenchman named Hebert.
A Frenchman named DuFort.
An unknown man.
Two lads named respectively Masbovitz and Phillips.

About 7 o'clock the men and boys with a man named Daigle embarked on the American side and were crossing the river when the cable broke and the wire striking the scow swamped it. All the occupants were thrown out, but Daigle managed to cling to the scow until he was rescued, although in an exhausted condition. The others were thrown some feet from the scow and were swept down the river. The accident was seen by a number of Edmundston residents and an alarm was given.

Masbovitz was a Hebrew lad, while Phillips is a son of the former C. P. R. station agent here. Both boys were about 15 years of age.

The Frenchmen DuFort and Hebert had it is believed, been working on the American side of the river.

George Bebard, in the employ of the G. T. P., at Baker Lake, fell from a trestle on which he was working, fracturing several ribs and sustaining internal injuries He was taken to the hospital at St. Basile where he died tonight. He belongs to Notre Dame, P. Q., and leaves a wife and children.

OBITUARY

William Barry

John Barry, Rockland Road, has received word of the death of his brother, William, in Portland, Me. He is survived by three sons, James, John and Herbert, at home and two daughters, Margaret, at home, and Mrs. Donovan, of Bangor. Interment will take place in Petersville, where Mr. Barry formerly resided.

Daniel Slocum.

The death occurred at Waterborough, Queens county, yesterday, of Daniel Slocum a life-long resident of that place. He was seventy-three years of age and was widely known throughout the district, and his death will be regretted by many friends and relatives. He leaves five sons and five daughters, also a brother and two sisters. Three of the sons are at home, Frederick W., the eldest, is in Apple River (N. S.), and C. W. Slocum, of St. John, is a son. Two of his daughters are Mrs. Robert Kennedy, of Young's Cove, and Mrs. F. Granville, of Newcastle. The other three are in the United States. Mr. Slocum's eldest brother, William, died about a month ago. The funeral will take place at Waterborough on Wednesday afternoon.

Mrs. Thomas Downie

Mrs. Thomas Downie, of Harvey, died suddenly there on Sunday. Her husband works in Fredericton, and she was alone with the children at the time they went to her room and found her dead. Dr. Atkinson pronounced heart disease the cause of death. She was twenty-nine years of age and was formerly Miss Anderson of Waterside.

Leland Covey, a 10-year-old boy of Brattleboro, Vt., has fed birds at his dining-room window all winter. He has placed food, suet and butternuts on a plate and chickadees, nuthatches and sparrows have come daily for their meals.

PILES Dr. Chase's Ointment is a certain and guaranteed cure for each and every form of itching, bleeding and protruding piles. See testimonials in the press and ask your neighbors about it. You can use it and get your money back if not satisfied. 60c. at all dealers or EDMANSON, BATES & CO., Toronto.

DR. CHASE'S OINTMENT.

BICYCLES
BICYCLE SUNDRIES
at Cut Prices BICYCLE MUNSON
Send for Cut Price Catalogue. 249 Yonge St. TORONTO