

They all say the same about
St. George's Baking Powder

"Dozens of my best customers have put St. George's to the test."
"They have tried it for Biscuits and Doughnuts—for Cakes and Pies—for Muffins and Pancakes."
"And they agree that St. George's can be depended on—that when they do their share of the baking right, St. George's makes the lightest, whitest, tastiest pastry and cakes and biscuits—in a word, that it is the best Baking Powder they ever used."
"And my customers are pretty fastidious people, too."

You will find our new Cook Book a ready help every day. It contains all sorts of recipes and useful hints for Good Cooking. Write for a free copy. National Drug & Chemical Co. of Canada, Limited, Montreal.

WOODS' FAIR Seeds! Seeds!

Spring is here, and the time has arrived for seed buying. It pays in various ways to procure what you will require as early in the season as practicable. It is also wisdom to get the best kind. Let quality rather than quantity be what you aim at, and do not try and get cheap seeds. Buy May Northern Grown—the best for all climates. We sell them, 3 packages..... 50

New Glassware

Table Tumblers, 3 for	10c
Covered Butters	15c and 25c
Covered Sugar Bowls	15c and 25c
Cream Jugs	10c and 15c
Large Berry Nappies, 15c and 25c	
Small Berry Nappies, 3 for 25c	
Spoon Trays	10c and 15c
Cake Stands	25c and 35c
Vases	10c and 15c
Vinegars	10c and 15c

Woodenware

Salt Boxes	10c and 15c
Bread Boards	15c
Rolling Pins	15c
Pony Wash Boards	12c
Mops	15c
Chair Seats	10c
Bake Boards	45c and 50c
Willow Clothes Baskets at	50c and 65c up to \$1.00
Ironing Boards	60c to \$1.25
Sieve Boards	35c and 50c

J. M. THOMSON.

If You Consider Food Value, You Will Surely Use "Beaver Flour."

First of all, "Beaver Flour" is a BLENDED flour. It is the heart of the finest wheat in the world. It contains all the food elements of two distinct soils—two different climates. The muscle-building Gluten—the brain and bone making Phosphates—the fattening Carbohydrates—are all perfectly balanced in

Beaver Flour

None of the health and strength forming elements have been extracted or injured by bleaching or electricity. The grade of wheat used requires no artificial treatment.

BEAVER FLOUR supplies all the wheat that is food, in its most nutritious form. Bread, Biscuits, etc., are valuable, nourishing foods when baked of BEAVER FLOUR.

Tell your Grocer you must have Beaver Flour.

Dealers, write us for prices on Feeds, Coarse Grains and Cereals of all kinds. T. H. Taylor Co., Limited, Chatham.



PURITY FLOUR

THESE ARE THE REQUISITES of tasty, wholesome bread—a good oven, good sense, and PURITY FLOUR. Absolutely the best Household Flour obtainable, because it is produced by the most skilled milling from the very choicest Western Canada Hard Wheat.

Full of nutriment and always dependable in the baking, PURITY FLOUR makes the best bread with least trouble.

SOLD EVERYWHERE IN THE GREAT DOMINION
WESTERN CANADA FLOUR MILLS CO. LIMITED
MILLS AT WINNIPEG, GODEFRICH AND BRANDON

BRYCE'S WELCOME BY UNCLE SAM

Britain's Plenipotentiary Most Cordially Received at Washington.

Washington, April 29.—No ambassador or plenipotentiary to this country, or to any other country, ever received a more cordial welcome than James Bryce. The attentions he has received from all classes and in all parts of the country are unprecedented. If his official duties had permitted him to accept all the invitations that have been sent him, every day and almost every hour since he landed at New York would have been occupied by official and personal courtesies. This has been a tribute to the man as well as to the nation he represents. Other ambassadors have been warmly welcomed, but none so cordially as Mr. Bryce.

Mr. Bryce is not a stranger in the United States. He has been here several times before and had many acquaintances and personal friends among our scientific and literary men, our statesmen and politicians. He has written a standard work upon this country. His "American Commonwealth" has probably been quoted as an impartial authority upon American institutions as much as any other book ever published. In his comments and criticisms upon our national institutions and customs he has shown an understanding that has seldom been attained by a foreigner. Few Englishmen, although they are supposed to be our cousins, have ever been able to perceive and appreciate our national characteristics so distinctly and so thoroughly as he.

There is another reason why we should be partial to the Bryces, although it pertains to the French and German embassies equally well. Mrs. Bryce is half an American, a sort of stepdaughter of Uncle Sam. She was a Miss Ashton, daughter of Thomas Ashton, of Forthbank, near Manchester, England, and her mother was Miss Wheelwright, daughter of William Wheelwright, originally of Boston, whose statue will be found in both Chile and the Argentine Republic, and he was the father of their foreign commerce and their internal improvements. He built the first railway in Chile, and the first in the Argentine Republic, and founded the Pacific Steam Navigation Company, which has one of the largest fleets of any company in the world, and for many years had a monopoly of the traffic between England and the west coast of South America. It continues to run a fortnightly steamer between Panama and Liverpool by way of the Straits of Magellan.

AYLMER HORSE SHOW

Brought Out Splendid Exhibits of Good Animals.

Aylmer, April 29.—Mr. E. C. Monteith, the new manager of the East Elgin Fair Association, must have been gratified by the large attendance at the horse show here on Saturday afternoon. Sixteen very fine horses were shown, and a large number of the farmers made a critical study of them, evidently looking for sires likely to produce good types of horses for them.

Only registered animals were allowed to compete, and of the ten entered for competition the awards were made as follows by the judge, Mr. Wm. McClelland, of St. Thomas:

Draught horses—Taband, a Percheron, first; Imperial Roselle, Clydesdale, second.

Light horses—Jubilee Chief, hackney, first; Guelph Performer, hackney, second; Blue Bonnet, hackney, third. All shown by Alva St. Clair, of the Jubilee stock farm; Collinton, a standard bred, fourth, exhibited by Joseph Grantham, St. Thomas.

Diplomas were awarded Farthing, a thoroughbred, in charge of W. H. Smuck, and King Melrose, carriage entered by Alvin Parker. A protest was entered against the last award.

It is to be hoped that the fine weather of Saturday is a good omen, and that the exhibition next fall will be granted as good weather as prevailed last year.

MCGARRY ACQUITTED

Buffalo Financier Declared Not Guilty of Murdering Partner.

Buffalo, April 29.—"Not guilty" was the verdict returned tonight by the jury in the case of Aloysius S. McGarry, who was charged with murdering Josiah Ross, the aged manufacturer.

The jury was out three hours and twelve minutes. Five ballots were taken. The first stood seven for acquittal, one blank, and four guilty. The second and third showed but little change, but on the fourth all but one voted not guilty.

The final ballot, acquitting McGarry, was taken about 9 o'clock.

Josiah Ross was found dead in the office of his Niagara street manufacturing establishment on March 18 with a bullet in his head, under circumstances pointing to suicide. The police and the medical examiner were at first of the opinion that Ross killed himself, Mrs. Ross and others placed information in the hands of the district attorney which resulted in McGarry's indictment on a charge of murdering the old man.

McGarry was a junior partner, but it was claimed that he had not paid for the stock which gave him an interest in the firm.

The defense sought to prove that Ross committed suicide.

G. B. BURLAND DYING.

Montreal, Que., April 29.—Word has been received here from California that G. B. Burland, the millionaire president of the British American Bank Note Company is dying there of heart trouble. Mr. Burland is 73 years old.

When "sweets" lose their sweetness—and "substantials," their charm—there are always MOONEY'S PERFECTION CREAM SODAS to coax back the appetite.

Do YOU know how good they are?

WOMAN TEACHERS' GUILD

Matters of Interest Considered at the Regular Monthly Meeting.

The Woman Teachers' Guild held its regular monthly meeting in the library on Saturday, and a large and enthusiastic gathering greeted the speaker, Miss Harriet Johnston, of Toronto.

Miss Johnston is the only lady representative on the new advisory council, and her paper gave many practical suggestions for the work of the guild, based upon the experience of the Toronto association, which has been active during fifteen years, and is now consulted when changes of any importance are under consideration.

A brief synopsis of the duties of the advisory council was given, and numerous questions were answered. The women of the Province may congratulate themselves on their representative, a quiet woman, combining sound common sense with a gift of humor. The London teachers were delighted to have this opportunity of meeting Miss Johnston.

During the afternoon a communication from the Montreal Protestant School Board was read, outlining the plan the teachers of Montreal have adopted as a memorial to Miss Maxwell. It consists of a cottage extension to the hospital maintained by the schools there similar to the Toronto Hospital. It was decided to open a subscription among the teachers.

Three representatives, the president, the secretary, and Miss Boon, were appointed to the public playgrounds committee.

Other matters of vital interest to parents and teachers were also considered, and the teachers hope to be able to co-operate with the parents towards the amelioration of some of the present day evils.

The meeting closed with the National Anthem.

Advertiser Correspondence

Separate System Necessary.

To the Editor of The Advertiser: Some more discussion about city water supply. As I advocated some time ago the artesian well and pumping direct into the city main as the easiest way of obtaining a perfectly healthy drinking water. Filtration may be all right for cities where the authorities are unable to obtain any other kind of water. After we have been using filtered water for some time we will be treated to half-page display advertisements, the same as are running in the Montreal daily papers at present, extolling the virtues of water from special springs and bottled will all due care to cleanliness for drinking purposes. One great trouble here is the uncertainty of the insurance rate as it affects the mercantile area only. There is only one solution to have a permanent reduction in the key rate. That is, this city must sooner or later install a separate high-pressure system for fire protection purposes, if you will, for manufacturing purposes. Pittsburgh has done it. Montreal will shortly follow, and so will all the big cities. This is the right time for London to put in such a system, we should be prepared for any emergency.

If the water commissioners or No. 3 committee will only take a trip to Buffalo they will see an ideal system of this kind, which will meet all requirements, and at a very moderate cost. In Buffalo they have water pipes of special size for fire only, to stand high pressure, laid from the bay to certain districts in the city. When a fire takes place an alarm is sent to the bay, and the fire tug attaches to the main leading to the particular district where the fire is, and in a few minutes there is a pressure in the pipes of over 230 pounds, something like equal to four or five fire engines attached to each hydrant in use. This system has worked so well, that instead of using the fire tug, they have placed a hundred-horsepower gas engine at each main. We could do the same here by laying a high-pressure main from the river at Wellington street, say up to and in the business and mercantile area. What would be better than gas engines would be to use electric pumps, using Niagara energy. It would only take an instant to start the pumps going.

We will have to install a high-pressure system sooner or later, and I think that now is the time to make a start.

H. A. STEVENSON.
London, April 29.

A New-Style Soap.

Have your clothes washed with the new soap—the pure "Olive Oil" Laundry Soap. No grease of dead animals in it. No destructive resin. Nothing but pure, cleansing, curative olive oil. No deodor. Ask for it. Five cents a bar.

50 Cents Per week.

Will buy a handsome Cabinet Organ. Large assortment always on hand at \$10, \$15 to \$25, thoroughly renovated and money refunded if not satisfactory. Helatman & Co., 217 Dundas, corner Clarence.

BROKEN SLEEP MORNING TIREDNESS

Unable to sleep indicates starved nerves, and weak blood. You'll never be well till the system is better nourished—that's sure.

What you need is a nutritive tonic like FERROZONE, which vitalizes and enriches the blood, fortifies the nerves, instills new energy into worn-out organs. At once you feel better. Your spirits improve, and day by day you gain in strength and power.

FERROZONE ALWAYS CURES.

No remedy removes that gone, exhausted feeling like FERROZONE. In every case it completely cures the cause of sleeplessness and restores the sufferer to robust health in a short time.

Use FERROZONE and your sleep will be as restful and sound as an infant's. In the morning you'll feel capable and ready for the day's toil. Don't lose the sound, vigorous health FERROZONE is sure to bring you. Get FERROZONE today and beware of substitutes.

Ferrozone is sold only in 50c boxes or six boxes for \$2.50, at all dealers, or by mail from N. C. Polson & Co., Hartford, Conn., U. S. A., and Kingston, Ont.

SMALLMAN & INGRAM

THE WEATHER TODAY.
Unsettled; showery.

THE SATISFACTORY STORE

Ladies' Suit and Coat Sale

Note the Reductions

Wednesday Morning, May 1
Take Elevator—Second Floor.

35 Tailored Suits—Eton and Cutaway Styles. Made of serge, tweed, homespun and worsteds. In cream, light and dark gray and fawn. All this season's styles. Some exclusive, and range in price from \$15.00 to \$21.00. All go at one price..... **\$12.50**

Come early and get first choice.

25 only Ladies' Spring Coats. In box, semi and tight-fitting styles—in covert cloth and tweed. Prices from \$4.50 to \$7. All go at one price..... **\$3.50**

Here's a description of some of them:

6 only Suits—Light gray small check worsted; coat double-breasted cutaway; trimmings of strappings of cloth and buttons; mercerized lining; skirt 7-gore, with inverted free pleats; strappings to match coat. Sizes, 34, 36, 38 and 40. A \$21.00 suit for only..... **\$12.50**

5 Suits—Cream Panama cloth, hair-line check, of black or green. Eton coat with Gibson shoulder; trimmings of braid and buttons; skirt free pleats on front gore; box-pleats finished with buttons forming trimming on side gore. \$18 value for only **\$12.50**

Another Style—Eton coat of tweed, in light fawn check; trimmings of silk braid and buttons; coat silk lined; skirt 7-gore, free pleats; side gores pleated and trimmed to match coat. A very smart style. A \$17.00 suit for only..... **\$12.50**

Special News From Belt Counter

White Wash Belts 25c—These are embroidered on pure linen, in three different designs, with plain or fancy gilt buckles. Special, 25c.

Other White Embroidered Wash Belts, with pearl buckles. Each..... **50c**

See Counter Display—Opposite Elevator.

Black Goods, "Priestley's"—Repeat orders just received. Black Wool Voiles..... **85c**. Black Wool Voiles..... **\$1.25**.

SMALLMAN & INGRAM,

149, 151, 153 and 155
Dundas Street.

The Natural Beauty Aid
The only "treatment" a woman needs, to make her complexion beautiful—and her hands soft and white—is the daily use of

"Royal Crown" Witch-Hazel Toilet Soap

It cleanses the skin by stimulating the pores, and dissolving and carrying off all excretions of the skin. The perfect complexion soap. 3 cakes for 25c.

Ask your druggist for "Royal Crown" Witch-Hazel Toilet Soap.

EPILEPTIC FITS A Terrible Affliction

There is nothing more frightful in a happy home than to have one of its members instantly seized with a dreadful attack of Epilepsy or Fits. The many grateful letters from such homes, after the use of Elixir Kosine, the remarkable remedy for the dread ailment, testify to the real merit of the preparation.

It is a meritorious article, and is sold on a guarantee plan that deserves your confidence. It contains no alcohol, cocaine, morphine or opiates, and is equally efficacious for young and old. Price, \$1.50. Mail orders filled by the Kosine Company, Washington, D. C., or C. McCallum & Co., corner Dundas and Richmond streets, London.

THERE ARE MANY BAKING POWDERS

MAGIC

THE LIGHT OF THE KITCHEN

BUT THERE IS ONLY ONE
MAGIC BAKING POWDER

It is Pure, Wholesome and Economical
SOLD IN ALL SIZES.

E.W. GILLET COMPANY LIMITED
TORONTO, ONT.

WHY DON'T YOU RIDE TO WORK? when you can buy a

CLEVELAND RAMBLER BICYCLE

For

\$38.50

Positively the best bicycle sold in Canada today.

Westman's Hardware

121 Dundas St., and Market Sq.



A TREAT

That will make the children happy can be selected from our stock of Delicious Old-Fashioned Stick Candy, Taffy, Chocolates, Bon-Bons, Caramels, Creams, Peppermints, Winter-Greens, etc.

Olympia Candy Co.

186 Dundas Street. Phone 473

COWAN'S CAKE ICINGS

Prepared, ready for use.

CHOCOLATE, PEARL PINK, LEMON, ORANGE, MAPLE, ALMOND, WHITE, COCOANUT CREAM, ready to use, and perfect.

The Cowan Co., Ltd., Toronto