

"That is the best selling Baking Powder in my Store"

"Practically every order I get for Baking Powder calls for St. George's."

"Most of them are not 'first-time' orders either."

"They come from customers who have tested St. George's—who have proved its purity, its quality, its economy."



St. George's Baking Powder

is a daily source of satisfaction to good cooks. It makes baking easy—and never disappoints.

It is so easy to prepare dainty meals with our Cook Book as a guide. Directions are so clear—and quantities exact. Write for a free copy. National Drug & Chemical Co. of Canada Limited, Montreal.

WOODS' FAIR

Big Values in Wall Papers for This Week

Thousands of rolls of choice papers, this year's patterns, to be cleared out.

We Need the Room

Don't fail to take advantage of our Wall paper sale this week. It will pay you.

5c Paper, sale price this week	3/20
8c Paper, sale price, this week	5c
10c Paper, sale price, this week	5c
15c and 20c Paper, sale price, this week	12/20

Thousands of rolls, all new designs, suitable for parlors or halls, with 18-inch border. Worth from 20c to 25c. Sale price, this week, per roll.

We also carry a complete line of Varnishes, Stains, Enamels, etc. at popular prices.

J. M. THOMSON.

EASY ON THE HANDS AND CLOTHES

WASHES EVERYTHING WASHABLE

FREE—Mail us five Richards Pure Soap wrappers and ten Richards Pure Soap advertisements from any paper, and we will send you a beautiful souvenir.

Richards Pure Soap Co., Woodstock, Limited, Ont.



Richards Pure Soap

Attention London Advertiser when answering this advertisement.

HEINTZMAN & CO. PIANO

(Made by ye olde firm of Heintzman & Co., Limited)

to be the best. This piano is used and approved of by the ablest musicians on all great occasions. We make terms so that every home can use one of these celebrated instruments.

HEINTZMAN & CO.
JOHN A. CRODEN, Manager
Cor. Dundas and Clarence Sts.



Where 100 to 150 people live to the square mile the death rate averages 46 per 1,000. Where there are over 90 to the square mile the death rate increases to 24 per 1,000.

PAIN, LIKE THE POOR, ARE ALWAYS WITH US—That portion of man's life which is not made up of pleasure is largely composed of pain, and to be free from pain is a pleasure. Simple remedies are always the best in treating bodily pain, and a safe, sure and simple remedy is Dr. Thomas' Electric Oil. You cannot go wrong in giving it a trial when required.

The American Board of Missions now has 29,386 stations and outstations, 6,750 men and 6,033 women missionaries, 70,782 native laborers, 13,349,908 communicants, 1,129,892 under instruction and an income of \$18,909,748.

First-class Pianos to rent by the month or evening, from \$3 up, per month, and six months' rent applied on purchase price. Heintzman & Co., 211 Dundas, corner Clarence.

SHIP IN GRIP OF ICY JAWS

Thrilling Tale of Wreck on Newfoundland Coast.

SEALERS GRIM FIGHT FOR LIFE

Craft Goes on Hidden Reef and Entire Crew Have to Climb Cliff to Safety.

New York, May 12.—This is a true story of the loss of the sealer Leopold last month on the deadly southeast coast of Newfoundland, as told by Capt. Robert A. Bartlett of the Peary Arctic ship Roosevelt, who is now in this city to superintend the fitting out of that stanch vessel for another attempt to reach the north pole.

Sitting in a cozy corner in a Brooklyn club today, the master who had taken his ship farthest north had not a word to say of the Roosevelt's squeeze along the "ice foot" into Lincoln Bay; of the struggle foot by foot through the shifting floes of Wrangell; of the fight as a man fighting for life for Beahmy of the ship cracking in the grip of huge icy jaws—of the hardships and perils sufficient to fill the lifetime of a dozen sailors, he would say not a word.

All these things to him are as a tale that has been told and forgotten, just as he is trying to forget the recent loss of the Leopold, which was told to pieces while he was taking her to the sealing grounds in the Gulf of St. Lawrence. He at first even refused that story, but later consented, upon condition that the pronoun "I" should not appear once.

Capt. Bartlett commanded the Leopold. He is not a writer nor a talker, and he has a living to make. So, before the Roosevelt was dismantled he was in Newfoundland preparing for a battle with the ice, which in the early spring tears loose from Labrador and goes thundering down the coast. The sealer was owned by Baird, Gordon & Co., of Halifax.

Carried 105 Sealers.

On March 6 the sealer was in St. John's harbor, having taken on sealing supplies, coal, provisions, and camping outfits. She carried tremendous weight for a craft of her size, and it weighed her down below the usual line of flotation. In addition, she had 105 seal clubbers; for once on the sealing grounds—which in the gulf lie between latitude 42-48 north—work on the thin ice must be done quickly, and pelts must be gathered by many hands, if a satisfactory cargo is to be obtained.

At 1 o'clock the sealer was headed out of the harbor for the open sea. It was a beautiful day. But the waters were jammed with ice. It was a fight from the start—steady bucking, crunching, grinding, full stop; then a rush full speed ahead, a crash; another ship's length gained, and the waters clapped when the brave boat completed the three miles, beyond which lay the open water off Cape Spear.

It was 8 o'clock when the Leopold steamed into open water. As she rounded the cape the heavens, which all afternoon had been of clearest blue, and, after sunset, studded with stars, suddenly became black. The wind began to moan from the southeast, and inside of fifteen minutes half a gale, accompanied by blinding snow, was assailing the coast bitterly.

Capt. Bartlett's problem was this: He had to take his boat to the nearest coast until Cape Race had been cleared, when he could head northwest, taking his vessel past Cape Breton and St. Pierre Miquelon, finally entering the gulf.

Black Night of Storm.

It was the blackest night Capt. Bartlett ever knew. Fifty fathoms ahead there was nothing to see; nothing but a black void against which the bullet rush of snow produced the vaguest impression of movement.

Midnight came and passed. Capt. Bartlett had long known that the vessel was making in all the time on that dreaded tangent line; but now the fact began to thrill through the ship like a clammy breeze. The master was not really worried, because he thought that the leeward drift would not set at naught the headway gained on the coast. But he wanted to hear the sound of that Cape Race bell, though. So did everyone. The sealers huddled in whispering groups on the deck, looking inquiringly at an officer or a sailor as he hurried past, but venturing no questions.

Where was that bell? It was time that the notes began to drift to them through the secondary lapses into silence which sometimes characterize high winds. Capt. Bartlett and his mate, William Wilcox, were on the bridge, and every minute that passed told these two experienced navigators as it told no other man on the vessel that a tragedy which is old as mankind is old was setting its grim scenes for another act.

"All's well," came the voice from the lookout on the topgallant forecastle head.

"All's well," echoed the man on the upper topsail yard.

Struck on Hidden Reef.

Capt. Bartlett looked at his watch. One-thirty o'clock. And then before he could replace the timepiece it came—a loud, rending, grinding crash, and then a lifting and quivering which told the master that the swell had lifted the vessel clear of the hidden reef.

"All hands on deck. . . Loose the topsail!" These two commands hurried from the bridge in rapid succession, while as the chief officer headed the craft dead for shore the signals full speed ahead sounded down in the engine-room. The sealer bounded forward, ten yards. Then a crash and then another. A sinister swell lifted her high, and then let her down. An-

other one lifted her and dropped her on the stony fangs below. Still another swell raised the vessel, and this time she fell back on her starboard beam.

Men Waited for Orders.

There was little excitement, according to Capt. Bartlett. The men just clung to whatever was handy and waited for orders. The launching of boats in that paste-like ice which smothered the waters was out of the question. And so the captain ordered the sealers to out of their poles and "prizes" and spear planks and make a bridge. But a bridge to where? The darkness was suffocating, so to speak; the men seemed shut in a narrow vacuum.

There came a pause in the wind, a sudden lull in the storm, and Capt. Bartlett, amidships, saw through the gloom the outlines of a wreck, grim and ghostlike, dead ahead, not 50 yards away. He looked again, and then recognized the wreck of the steamship Vera, which gave up her life under Black Head Cliff it was.

He knew it to be a sheer promontory, rising 300 feet above the surf, which lashed its base. But, sheer as that cliff was, he knew that every man on the Leopold had to make the base of it without delay.

Bridge Reached Wreck.

The bridge, therefore, was pushed forward until, with a shout of joy, it was discovered that stern of the Vera, between the hull and the cliff, had formed hard, level ice.

From the bridge to this ice the men of the sealer made their way. Here they paused, hardly knowing what to do. The cliff towered over them, and ahead was the ice-clogged surf and the reefs. They looked at the Leopold. She had gone clear over on her starboard side, with her fore-yards resting on the starboard side of the reef, and the cargo tumbled and splashed into the waters and was swallowed.

One of the men discovered a number of ropes depending from the top of the cliff to the base. A beneficent government had placed them there in view of just such an accident.

Climbed 300 Feet to Safety.

Hanging themselves by their hands, digging their feet in any protuberance they could find, man after man worked up a sheer height of 120 feet, whence the remaining 180 feet of ascent were more sloping. A slipping of the fingers on the rope, the slightest weakness or dizziness, meant instant death, but the chance had to be taken. And they took it in the darkness, with the hurricane all about, and succeeded to a man.

As Capt. Bartlett, the last man from the ship, and the last man from the bottom of the cliff, seized the hand ropes, he turned toward his vessel a last look. As he did so a swell caught her, and with cargo out, tossed her high. She landed on her beam and struggled to right herself, like a wounded animal trying to rise. Another swell tossed her, and down she went again on the grinding rocks. When she rose again she was a frayed, spineless, shapeless hulk. Down she crashed on the black crags, and the waves ran in, bearing bits of matchwood—the dark shape of the Leopold—her disappeared.

Minutes later a thin line of dark figures were wading their way across the hills to Broad Cove.

JOKE ON A PEERESS

Deaf Guest Floors Nobleman's Wife by Unexpected Reply.

London, May 13.—A delicious story is going the rounds in society, making everybody laugh. But the peeress made it known refuses to tell whether it concerns the Duke of Portland, Lord Forthallington or Lord Portman, the only nobleman whose names begin with "Port."

A peeress was receiving a visit from neighbors in the country, when the conversation turned on household matters and the hostess remarked:

"I never allowed meat to go into the kitchen. It is only putting temptation in the way of the cook."

Her astonishment may be well imagined when a visitor, who was rather deaf, exclaimed: "I am sorry to hear it. I never knew your husband was that sort of man."

There is another vouched for by the Thorne, which has the best sources of society information.

A well-known English peeress was dining the other night with her friends in Scotland where acquaintance had only just been made. She was pressed by the host to give her opinion of some liquor of a wonderful age.

After demurring some time she consented to taste it, when the entertainer smilingly continued: "Now, I want you to give me your unbiased opinion."

"Well," she said, "if you want to know exactly what I think, it reminds me rather of furniture polish."

Upon this the host turned from her in great disgust and conversed with her no more that evening. The next day she found how particularly unfortunate the remark had been, when a friend whom she accompanied to dinner, said to her: "Don't you know he is one of the Blanks, a family of house-furnishers?"

PAGEANT IN OLD TOWN

Bury St. Edmund's to Celebrate Notable Historic Events.

Newmarket, England, May 13.—Bury St. Edmund's, a town near here, that hitherto has failed to win the attention to which an extraordinarily interesting history and majestic ruins entitle it, proposes to have a pageant from July 8 to 12 that should astonish the world.

Some of the most interesting events in the developing of the Anglo-Saxon race have taken place in this East Anglian town.

There the barons took their vows before laying the foundation of English and American liberty by compelling John to sign Magna Charta. There Sir Edmund the Martyr died for his people, and Richard Coeur de Lion prayed here setting out for the Holy Land.

The people of the whole County of Suffolk under the guidance of Louis N. Parker, a dramatist, are preparing to put Bury St. Edmunds into the front rank of European show-places. Two thousand actors will take part in the seven episodes of the pageant. They are East Anglians, and every one is

SMALLMAN & INGRAM

THE WEATHER TODAY. THE SATISFACTORY STORE

Muslin Underwear Specials

Second Floor.

100 White Underskirts at 85c Each

Made of good quality cotton; tucked muslin flounce of embroidery over cotton foundation; full style gathered band. All to be sold at, each.....**85c**

Your Money's Worth In This Lot

Hubbard style Nightgowns; made of good quality cotton; tucked muslin yoke; trimming of muslin frills around neck, sleeves and down the front. Selling at only, each.....**50c**

25 Dozen Ladies' Drawers

Made of good English Cotton in sizes 23, 25 and 27; trimmed with 5-inch hemstitched tucked ruffle. Special price, each.....**25c**

See the New Allover Laces for Fancy Waists, East Main Floor.

Ladies' Colored Umbrellas

Near Main Entrance.

Plain Boxwood handles, coverings of navy silk and linen with wide tape edge. At only.....**\$3.00**

Plain and Gold-Trimmed Boxwood Handles

Coverings of green, brown and navy, tape edged, twill silk serge; outside covers of the same material. Two prices, each.....**\$4.00 and \$5.00**

If you live out of town, use our Mail Order Department. Information or samples by return mail on request. We pay safe delivery charges on purchases of \$5.00 and up within a radius of 200 miles of London.

SMALLMAN & INGRAM, 149, 151, 153 and 155 Dundas Street.

giving services and costumes free. If this mighty cast were to be paid the present would cost half a million dollars.

Parts are to be played by 200 peers and peeresses and many other members of the county families. A chorus of monks (all clergymen) will chant melodies specially composed by C. G. Harold Shann, a local musician. The suits of armor and all the beautiful dresses are being made in the neighborhood. The leatherwork is fabricated from the tanned hides of the famous wild Chillingham cattle—the only herd of wild cattle now in Great Britain—which were introduced into Suffolk at the time of the Reformation.

To boom Bury there has been enlisted the genius of a great English artist, Deane Adams. This distinguished academician has painted designs for the costumes from ancient manuscripts and everything will be historically accurate in the smallest particular.

The poster designed by Bryan Shaw (whose picture of "Our Lord" fetched \$6,000 at last year's academy), has made a sensation in artistic and advertising circles. It is pronounced the most effective poster ever done by an Englishman.

Charles M. Jacobs, consulting engineer of the Pennsylvania, New York and Long Island Railroad Company, has been retained for the construction of a tunnel under the River Seine from Rouen to Havre. M. Jacobs, who has already prepared plans and submitted them to the French officials, has had charge of the entire work of the big Pennsylvania railroad tunnel under the North and East rivers and Manhattan.

There is an enormous number of small landholders in Egypt, 5,000,000 acres being cultivated by over 1,000,000 landowners, of whom 6,000 are Europeans, owning on an average a little over 100 acres.

Special—\$285—Special

For the next 30 days only we will sell a beautiful French Burt Weber Upright Piano, 7 1/2 octaves, 2 pedals, colonial style, all improvements, at \$285, payable \$8 per month. Other dealers in London will ask you \$375 for a piano as good as this one. Heintzman & Co., 217 Dundas, corner Clarence. 221f

The latest industrial possibility discovered in Florida is the commercial production of camphor. The camphor tree has been grown there as a foliage plant and curiosity. During the last year a number of trees in different parts of the state were placed at the disposal of the Department of Agriculture experts. From these 30 pounds of camphor gum were produced. This, upon refining, proved to be in every way a perfectly satisfactory substitute for the Oriental article. It is declared by the department's plant experts that the camphor tree can be grown to advantage in many parts of Florida which have been abandoned for orange culture, owing to the danger incident to occasional visitations of frost.

The French law treats the frog as if it were a fish, and declares all fishing for it by night to be poaching.

A Swedish inventor thinks the price of alcohol made from peat will be less than one-half of the present price of alcohol, and lower than the lowest price of refined petroleum.

THE TONIC OF HEALTH

Must be more than a stimulant—must be a food as well.

The "Best" Tonic is FERROZONE, which is both a food and a tonic; it aids digestion, promotes assimilation and converts food into blood, muscle, bone and nerves. No wonder it builds up the weak, makes them strong and vigorous.

FERROZONE

THE GREAT FOOD TONIC

FERROZONE contains exactly what your run-down system lacks. It supplies oxygen to purify the blood, phosphorus to develop the brain, iron to harden the muscles.

No combination of strength-giving, life-sustaining, elements can surpass FERROZONE. Instant effect, lasting in results, no medicine can benefit as much. You'll eat, sleep, think and feel better by using FERROZONE, which is a true tonic. Try it—now.

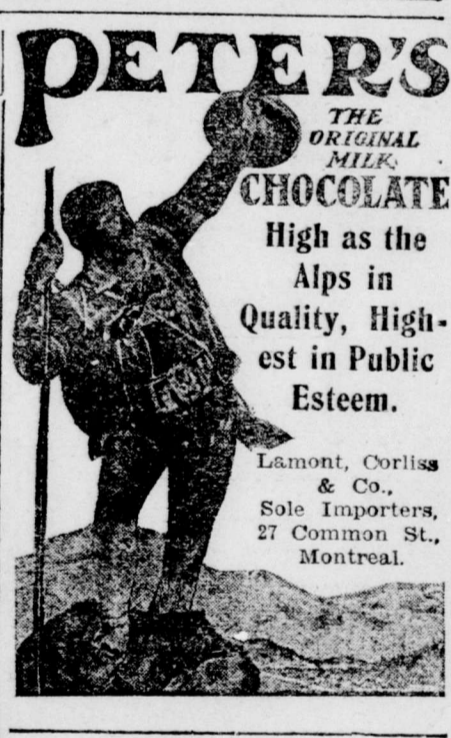
Ferrozone is sold everywhere in 50c boxes, or six for \$2.50. By mail to any address from N. C. Poison & Co., Hartford, Conn., U. S. A. and Kingston, Ont.

PETER'S

THE ORIGINAL MILK CHOCOLATE

High as the Alps in Quality, Highest in Public Esteem.

Lamont, Corliss & Co., Sole Importers, 276 Common St., Montreal.



Composition

Is that part of printing which pertains to the arrangement of the type:

We claim to do this a great deal better—more artistically—than the majority of printers.

A trial order will be convincing.

The Advertiser Job Telephone 175

Every Woman

is interested and should know about the wonderful MARVEL Whirling Spray. The new Vaginal Hygiene. Best—Most convenient. It cleanses naturally.

Ask your druggist for it. If he cannot supply the MARVEL Whirling Spray, send stamp for illustrated book—sent. It gives full particulars and directions in relation to its use.

WINDSOR SUPPLY CO., Windsor, Ont. General Agents for Canada.

