

"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.....	3/4c
8c Paper, sale price, this week.....	5c
10c Paper, sale price, this week.....	6c
15c and 20c Paper, sale price, this week.....	12/4c

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.....15c

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, Ont. Limited

Richards Pure Soap

London Advertiser when answering this advertisement.

HEINTZMAN & CO. PIANO

(Made by the old 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 48 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 aware the best in treating bodily pain, and a safe, sure and simple remedy is Dr. Thomas' Electric Oil. You cannot do wrong in giving it a trial when you are in pain.

The American Board of Missions now has 29,336 stations and outstations, 6,750 men and 6,039 women missionaries, 79,735 native laborers, 13,349,908 communicants, 1,120,802 under instruction and an income of \$18,696,748.

First-class Pianos to rent by the month or evening, from \$2 up, per month, and six months' rent applied on purchase price. Heintzman & Co., 217 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 staunch vessel for another attempt to reach the north pole.

Sitting in a cozy corner in a Brooklyn club today, the man 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 Beachy Head; of the ship cracking in the grip of huge icy jaws—all 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 went 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 to appear on condition that the pronoun "I" should not appear.

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 up 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 sealers; 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 pots 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. Seven hours had elapsed when the 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 down the 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 down 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 hurled from the bridge in rapid succession, while as the chief officer headed the craft dead for shore the signal full speed ahead sounded down 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. Another 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.

SMALLMAN & INGRAM

THE WEATHER TODAY. Fine.

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.

New Styles Daintily Embroidered Ladies' Handkerchiefs

Center Aisle.

30c Each—A beautiful selection of dainty embroidered pattern in colors, on fine, sheer lawn, narrow Hemstitched Handkerchiefs.

18c and 15c Each Embroidered in Colors

Excellent values at these low prices. Embroidered in colors and white, in fancy designs, cross bar, lover's knot, French knots, etc. All have neat narrow hemstitched borders, quantity limited.

Our Greatest Handkerchief Value Yet, at a Small Price

Ladies' pure linen, narrow hemstitched borders. 4 for.....25c

New Fancy Leather and Elastic Belts Now Opened—Notion Dept., Center Aisle

What Is Dressier Than a Good Black Chiffon Taffeta Silk?

Always retain their appearance, never change color, have that smart look not found in many other kinds.

\$2.75 per yard and worth it, our highest grade Chiffon Swiss Taffeta, soft "sleek" finish, which is fascinating. Double width, 44 inches. Black only at \$2.75. (Ivory \$2.50 per yard.)

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

giving services and costumes free. If this mighty act were to be paid the elegant 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, Doore 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.

PETER'S THE ORIGINAL MILK CHOCOLATE

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

Lamont, Corlies & Co., Sole Importers, 27 Common St., Montreal.

Composition

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

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

A trial order will be convincing.

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. O. Polson & Co., Hartford, Conn., U. S. A., and Kingston, Ont.

The Advertiser Job Telephone 175

Every Woman

is interested and should know about the wonderful MARVEL Whirling Spray

The new Whirling Spray. Best of all. It gives full particulars and directions in valuable 15c booklet. Write for it.

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

Easy to Take Easy to Operate Hood's Pills

Because purely vegetable—yet their effect prompt, healthy, satisfactory.