

"That is the best selling taking 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

We Need the Room

Don't fail to take advantage of our Wall paper sale this week. 5c Paper, sale price this week 31/20 8c Paper, sale price, this week..... 50 15c and 20c Paper, sale price, this week..... 121/20

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

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

J. M. THOMSON. CONSCIONATION CONTRACTOR MANAGEMENT MANAGEMENT CONTRACTOR CONTRACT

EASY ON THE HANDS AND CLOTHES 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. Richards Pure Soap



Good judgment, when exercised by intending purchasers, will turn at once to the facts which

HEINTZMAN & CO. **PIANO**

(Made by ye olde firme of Heintzman & Oo., 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.

PAINS, LIKE THE POOR, ARE ALWAYS With Us.—That portion of man's life which is not made up of pleasure is large. By composed of pain, and to be free from pain is a pleasure. Simple remedies are aways the best in treating bodily pain, and a safe, sure and simple remedy is Dr. Thomas' Eclectric Oil. You cannot do wrong is giving it a trial when required.

Equare mile the death rate averages now has 29,386 stations and outsta- ward, ten yards. Then a crash and and American liberty by compelling 16 per 1,000. Where there are over 90 tions, 6,750 men and 6,039 women misto the square mile the death rate inslonaries, 70,735 native laborers, 13,her high, and then let her down. AnEdmund the Martyr died for his peoinstruction and an income of \$18,695,- Easy to Take

> 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 Ciarence.

SHIP IN GRIP

Newfoundiand Coast.

SEALERS GRIM FIGHT FOR LIFE

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

Capt. Robert A. Bartlett, of the Peary Black Head Cliff it was. Arctic ship Roosevelt, who is now in of that stanch vessel for another at-

tempt to reach the north pole. Sitting in a cozy corner in a Brookyn club today, the man who had taken it without delay. his ship farthest north had not a word to say of the Roosevelt's squeeze along the "ice foot" into Lincoln Bay; of forward until, with a shout of joy, it the struggle foot by foot through the was discovered that astern of the Vera, shifting floes of Wrangell; of the fight between the hull and the cliff, had as a man fighting for life for Beachy formed hard, level ice. Head; of the ship cracking in the grip | From the bridge to this ice the men of huge icy jaws-of all the hardships of the sealer made their way. Here and perils sufficient to fill the lifetime they paused, hardly knowing what to

He at first even refused that story, but ers and was swallowed. 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

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. for a craft of her size, and it weighed her down below the usual line of flota-

out of the harbor for the open sea. It went again on the grinding rocks. was a beautiful day. But the waters When she rose again she was a frayed, were jammed with ice. It was a fight spineless, shapeless hulk. Down she from the start — steady bucking, crashed on the black crags, and the crunching, grinding, full stop; then a waves ran in, bearing bits of matchrush full speed ahead, a crash; another wood—the dark shape of the Leopold ship's length gained. Seven hours had had disappeared. elapsed when the brave boat completed the three miles, beyond which lay the figures were wending their way across 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: his vessel past Cape Breton and St. Pierre Miquelon, finally entering the

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 dining the other night with some the leeward drift would not set at friends in Scotland where acquaintnaught the headway down the coast. ance had only just been made. But he wanted to hear the sound of was pressed by the host to give her that Cape Race bell, though. So did opinion of some liquor of a wonderful everyone. The sealers huddled in age. whispering groups on the deck, looking inquiringly at an officer or a sail- sented to taste it, when the entertain-

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

"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 timeplece it came-a loud, rending, grinding crash, and then a lifting and quivering which told the

"All hands on deck. . . Loose the 8 to 13 that should astonish the world. topsall!" These two commands hurtled from the bridge in rapid succession, in the developing of the Anglo-Saxon while as the chief officer headed the race have taken place in this East Aneraft dead for shore the signal full glian town. Where 100 to 150 people live to the The American Board of Missions gine-room. The sealer bounded for fore laying the foundation of English

Easy to Operate Hood's Pills

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 Thrilling Tale of Wreck on waited for orders. The launching or boats in that paste-like ice which smothered the waters was out of the question. And so the captain ordered the sealers to take their pokers 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 va-

There came a pause in the wind, a sudden lift in the storm, and Capt. Bartlett, amidships, saw through the gloom the outlines of a wreck, grim and ghostlike, dead ahead, not 50 yards New York, May 12.-This is a true away. He looked again, and then recstory of the loss of the sealer Leopold ognized the wreck of the steamship last month on the deadly southeast Vera, which gave up her life under coast of Newfoundland, as told by Black Head Cliff two years before. So

He knew it to be a sheer promontory, this city to superintend the fitting out 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

Bridge Reached Wreck.

The bridge, therefore, was pushed

of a dozen sailors, he would say not a do. The cliff towered over them, and ahead was the ice-clogged surf and All these things to him are as a tale the reefs. They looked at the Leopold. that has been told and forgotten, just She had gone clear over on her staras he is trying to forget the recent loss board side, with her for yards resting of the Leopold, which went to pieces on a shoal. The rocks worried the while he was taking her to the sealing starboard side out of her, and the cargrounds in the Gulf of St. Lawrence. go tumbled and splashed into the wat-

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.

was up in Newfoundland preparing for Hauling 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 On March 6 the sealer was in St. glddiness, meant instant death, but Johns harbor, having taken on sealing the chance had to be taken. And they supplies, coal, provisions, and camping took it in the darkness, with the hurrioutfits. She carried tremendous weight cane all about, and succeeded to a man. As Capt. Bartlett, the last man from the ship, and the last man from the tion. In addition, she had 105 seal bottom of the cliff, seized the hand clubbers; for once on the sealing ropes, he turned toward his vessel a grounds—which in the gulf lie between last look. As he did so a swell caught latitude 42-48 north—work on the thin her, and with cargo out, tossed her ice must be done quickly, and pelts high. She landed on her beam and must be gathered by many hands, if a struggled to right herself, like a satisfactory cargo is to be obtained. wounded animal trying to rise. An-At 1 o'clock the sealer was headed other swell tossed her, and down she

Ten minutes later a thin line of dark 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 of society, making everybody laugh. But the person who He had to take his boat down the it concerns the Duke of Portland, Lord coast until Cape Race had been cleared, Portalington or Lord Portman, the when he could head northwest, taking only noblemen 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 port 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 Throne, which has the best sources of

society information.

After demurring some time she conor as he hurried past, but venturing er smilingly continued: "Now, I want you to give be your unbiassed opin-

"Well," she said, "If you want know exactly what I think, it reminds me rather of furniture polish." Upon this the host turned from her in great dudgeon and conversed with her no more that evening. The next day she found how particularly unfor-

tunate the remark had been, when a friend whom she accompanied to dinone of the Blanks, a family of house- Manhattan. furnishers?"

PAGEANT IN OLD TOWN

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

Newmarket, England, May 13.-Bury St. Edmunds, a town near here, that hitherto has failed to win the attention master that the swell had lifted the history and majestic ruins entitle it, to which an extraordinarily interesting

then another. A sinister swell lifted John to sign Magna Charta. There Sir ple, and Richard Coeur de Llon prayed before 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 & INGRA

THE WEATHER TODAY.

THE SATISFACTORY STORE

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 Hand-

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Embroidered in Colors

Embroidered in colors and white, in fancy

designs, cross bar, lover's knot, French

knots, etc. All have neat narrow hemstitch-

Our Greatest Handkerchief Value

Yet, at a Small Price

Ladies' pure linen, narrow hemstitched

ed borders, quantity limited.

Excellent values at these low prices.

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,

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 est grade Chiffon Swiss Taffeta, soft "sleek" edged, twill silk serge; outside covers of the same material. Two prices, each.....

......\$4.00 and \$5.00 \$2.50 per yard.

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 highfinish, which is fascinating. Double width, 44 inches. Black only at \$2.75. (Ivory

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

THE TONIC OF HEALTH

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

==FERROZONE==

THE GREAT FOOD TONIO

It supplies oxygen to purify the blood, phosphorus to develop the brain,

surpass FERROZONE. Instantin effect, lasting in results, no medicine

can benefit as much. You'll eat, sleep, think and feel better by using

Ferrozone is sold everywhere in 50c boxes, or six for \$2 50. By

mail to any address from N. C. Polson & Co., Hartford,

FERROZONE, which is a true tonic. Try it-now.

Conn., U. S. A., and Kingston, Ont.

FERROZONE contains exactly what your run-down system lacks.

No combination of strength-giving, life-sustaining. elements can

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

Dundas Street.

giving services and costumes free. If this mighty cast were to be paid the! pageant would cost half a million dol-

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

Suffolk at the time of the Reforma-To boom Bury there has been enlistcurate in the smallest particular.

The poster designed by Bryan Shaw \$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 enginbeen retained for the construction of occasional visitations of frost. a tunnel under the River Seine from has already prepared plans and sub- ing for it by night to be poaching. ner, said to her: "Don't you know he is under the North and East rivers and alcohol, and lower than the lowest

them strong and vigorous

iron to harden the muscles.

There is an enormous number of small landholders in Egypt, 5,000,000 acres being culivated 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 beautiful French Burl Weber Upright Plano, 7 1-8 octaves, 3 pedals, colonial style, all improvements, at \$285, payable \$6 per month. Other dealers in London will ask you \$375 for a piano as only herd of wild cattle now in Great good as this one. Heintzman & Co., Britain-which were introduced into 217 Dundas, corner Clarence. 23tf

The latest industrial possibility discovered in Florida is the commercial ed the genius of a great English arproduction of camphor. The camtist, Docre Adams. This distinguish- phor tree has been grown there as a ed academician has painted designs for follage plant and curiosity. During the costumes from ancient manuscripts the last year a number of trees in and everything will be historicaly ac- different parts of the state were placed at the disposal of the Department of Agriculture experts. From (whose picture of "Our Lord" fetched 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 er of the Pennsylvania, New York and have been abandoned for orange cul-Long Island Railroad Company, has ture, owing to the danger incident to The French law treats the frog as

Rouen to Havre. M. Jacobs, who if it were a fish, and declares all fishmitted them to the French officials, A Swedish inventor thinks the price has had charge of the entire work of of alcohol made from peat will be less the big Pennsylvania railroad tunnel than one-half of the present price of price of refined petroleum.

ORIGINAL CHOCOLATE High as the Alps in Quality, Highest in Public Esteem. Lamont, Corliss & 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 Advertiser JOD Telephone 175

