



BENS DORP'S
ROYAL
DUTCH
COCOA

Known the world over for its purity,
quality and economy.
Its double strength appeals to all.
FOR SALE BY
T. A. ROWAT & CO., and other grocers.

Bon Ami

The Best Scouring Soap Made

A Scouring Soap
A Metal Polish
A Glass Cleaner

WOODS' FAIR

Boys' Caps, Special on Saturday, 12c

We have purchased for Saturday's selling 21 dozen Boys' Peak Caps, velvet or cloth, regular price 25c each; special on Saturday 12c
See window.

Ladies' White Silk Waists, buttoned back, front trimmed with Val, insertion and cluster tucks, short sleeves, finished with narrow cuffs and Val, insertion; sizes 32 to 40; Saturday price \$2.25

Persian Lawn Waists

Persian Lawn Waists, made in yoke style, German Val, lace, fine tucks, and panels of fine embroidery, 3-4 length sleeves, cuffs made of embroidery, and lace collar; special price Saturday, each \$2.00

WALL PAPER! WALL PAPER!

Saturday's Big Values

500 rolls of Wall Papers, pretty designs—good enough for any ordinary room; regular 5c and 7c roll; special sale price Saturday 3 1/2c
Large quantity of Beautiful Papers, suitable for dining-rooms or halls, regular 12 1/2c roll; special for Saturday, a roll 8c

Sale of Ladies' Embroidery Turnover Collars

61 dozen Ladies' Beautiful Turnover Collars, in shadow or eyelet embroidery, elegant goods; regular price 25c each; special on Saturday 15c
See in window.

Clearing of English Note Paper and Envelopes

Best Fine English Note Paper and Envelopes, delicate light blue shades; regular 15c goods; special price Saturday, 25 envelopes 7c
24 sheets paper 7c

Any Piece Music, 5c Sheet

Lots of good pieces left yet, but we must clear them out—going out of the music business, Saturday any piece in stock for 5c

Shelf Paper in all colors, 8 yards in every piece, smooth finish, embossed edge; price

..... 5c piece

Armour's High-Grade Toilet Soaps, 5c Cake

Williams' Toilet Soaps, Japco, Lilac, Heliotrope, and Empress 3 cakes for 25c

Basement for Bargains on Saturday

4 dozen Gray Enamel Water Pails, first quality, good size, Saturday price, each 33c
Get your Seeds on Saturday, Garden or Flower, 3 packages for 55c

J. M. THOMSON.

A laborer who was clearing away some rubbish from an old outhouse at Netherhampton, near Salisbury, England found seven old spoons, each of which was stuck on end in the earth. The spoons have been cleaned and are of silver and gilt. They are dated 1525, and a local jeweler has valued them at \$250 each.

IT LAYS A STILLING HAND ON PAIN. For pains in the joints and limbs, and for rheumatic pains, neuralgia and lamboago, Dr. Thomas' Electric Oil is without a peer. Well rubbed in, the skin absorbs it and it quickly and permanently relieves the affected part. Its value lies in its magic property of removing pain from the body and for that good quality is prized.

Experiments made by Father Joseph Margus of Wilkes-Barre, Pa., indicate that wireless telegraphy can be carried on through the ground as well as through the air, if deep shafts or wells are sunk for the sending and receiving apparatus.

Special—\$285—Special For the next 30 days only we will sell a beautiful French Burl Weber Upright Piano, 7-1-3 octaves, 3 pedals, colonial style, all improvements, at \$285, payable \$4 per month. Other dealers in London will ask you \$375 for a piano as good as this one. Heintzman & Co., 217 Dundas, corner Clarence. 331f

PROGRAMME FIENDS WORRY MERCHANTS

Forced to Pay for Advertising Schemes of No Value.

APPEALS MADE FOR CHARITY

Business Men Tired of Constant Contributions on Account of Social Connections.

[From the Toronto Mail and Empire, May 2.]

On checking over the various small sums paid here and there for advertisements in programmes, year books, church, school and society announcements of various kinds, the average Toronto business man finds that he has spent a sum sufficient to have paid for a year's contract for real advertising in a really good daily newspaper, where the actual returns are sure to be profitable.

Why does he do it?

For divers reasons. He belongs to a church. He and his family attend regularly and contribute their full share to its maintenance. A concert is projected, programmes are required. The committee go out to get ads enough to pay for printing and perhaps a little over. They check over the list of the business men of their congregation—and there he is. They call. It's only \$2.50 for a page. Time is valuable. "All right. Put me down for a page. Miss Jones will write out something to put in it." He knows he can't expect one cent of return, so copy is really a matter of no importance. How can he escape?

His lodge, his regiment, his favorite charity, all get after him in like manner. The "help along" argument is worked. The carverses in many cases don't really try to prove that any benefit will ever come to him as a result of the expenditure, but—"help along a good cause."

In cities like Toronto this traffic has come to be so profitable that professional fakers are making a business of getting out these programmes, and then paying the committee in charge a considerable sum in addition to the cost of furnishing so many hundred programmes. In return the committee furnishes a list of names of members who are regarded as legitimate prey.

Fourth goes the programme fiend, not to talk advertising. Oh, no. That's not his best card, and he knows it, but to get the "member" to "help along." There are tears in his voice as he presents the claims of the "good cause." They are trying to make the entertainment a great success. The committee asked him to call on Mr. Merchant to see "if he couldn't please add them by paying \$10 for the back page." (Dummy programme is here produced.)

And so he puts up the \$10 feeling that, while he may not be doing a good stroke of business, he is at least assisting the finances of some worthy institution. In many cases not a dollar of his \$10 ever reaches the treasury of that organization. The programme fiend gets it.

If a man ever allows his name to appear on one of these programme schemes he is sure to be hounded for all time by all the others.

Their name is legion, theatre programmes, horse show programmes, Massey Hall concert programmes, pure food show programmes, poultry show programmes, exhibition programmes, dog show programmes, woollen programmes, racing programmes, baseball programmes, lacrosse programmes, sporting schedule and musical curriculum, and so on and on.

In many cities the leading business men have banded together and made an agreement to withhold their patronage from the many and varied advertising schemes to which they are called upon to contribute from time to time. There is not a city in the country where the business men would not profit by making the same sort of agreement. The blood must be purified, must be given power to expel the seeds of spring fever.

Why Spring Brings Weakness

WINTER WEAKENS THE SYSTEM AND ALLOWS DISEASE GERMS TO ENTER.

Great epidemics, such as fevers, infectious skin diseases, and pestilence break out in the spring. Winter shuts out fresh air from many homes, and only a few get even a little sunshine. The blood naturally grows thin, colorless and diseased—we then easily, sleep poorly and have headaches. In this condition we are easy prey to sickness and fill the hospitals and graveyards.

You must create resistance and strength. The blood must be purified, must be given power to expel the seeds of spring fever.

Ferrozene is the only remedy. It calls back vim and energy. His body with vitality, makes every fiber sing with new-found life and health. That gnawing tiredness leaves you—Ferrozene drives it away. Sleepless nights are turned into periods of rest, and you pick up fast. Day by day your appetite improves—this means more food is transformed in nutriment that will build and energize weak or ailing bodies. The inclination to worry passes away because Ferrozene imparts nerve—tone and bodily strength that prevents depression.

Think it over—Ferrozene is a wonderful tonic, in fact it is more, because it establishes health that lasts. Thousands use it in the spring and thereby cleanse and restore the entire system to a perfect condition. You'll feel the uplifting power of Ferrozene in a week—it's bound to help you if you only give it the chance. Sold by all dealers, 50c a box, or six boxes for \$2.50; be sure of the name Ferrozene.

these fake advertising schemes disappeared entirely.

This is the cure: Turn all down promptly and firmly. Make no exceptions.

MACKLIN NOT GUILTY

Acquitted of Charges in Connection With the Brownsville Affair.

San Antonio, Texas, May 2.—The United States army court-martial found Capt. Macklin not guilty today. The court-martial was in connection with the shooting up of Brownsville by the negro regiment, in which several persons were killed. The affair conducted by President Roosevelt dismissing an entire company from the service.

ASPHALT REPAIRS AGAIN DISCUSSED

Board of Works Again Instructs Engineer Graydon to Go Ahead With Work.

Asphalt repairs again came up for discussion at the meeting of the board of works last night.

Ald. Cooper wanted to know why the work had not been proceeded with. Chairman Matthews said he had held over the matter of notifying the Warren Company to commence the work because of the fact that he wanted the matter to come before the council.

"To spend \$2,500 on the Richmond and Dundas street pavements will simply mean to throw the money away," he said. "It's not half enough."

"I understand the money was to be spent as far as it would go on the worst spots," Ald. Cooper said. "I want to see the work done before fair time."

"So do I," said Ald. Saunders.

"It's always been fair time before the work has been started in the past," Mayor Judd declared. "We should go ahead with the work now."

Day Labor No Good?

Engineer Graydon said that the pavement north of Dundas on Richmond, and west of Richmond on Dundas, are in fair shape, and need not be repaved at a great cost. The other sections are, however, in very bad condition.

"Let's have the work done before the winter comes on," Ald. Rose advised.

"I thought we could do the work cheaper by day labor than by contract," said the mayor.

"You wouldn't think so if you saw the men working for contractors on the Dundas street sewer," Ald. Cooper declared. "Men won't work now like they used to."

Mayor Judd expressed the opinion that \$2,300 judiciously spent will make all repairs that are really necessary this year.

A resolution was then adopted instructing the city engineer to have the repairs made at once, and to begin the work at the corner of Dundas and Richmond, and from there to proceed as far as the money will go with the repairs where they are most needed.

No Power to Exempt.

City Solicitor Meredith wrote the committee that the city has not the power to remit the frontage tax on sewers which are to be built through the Becher estate, the city having some time ago agreed to do this, as a part of the conditions laid down by the controllers of the estate, upon which the city was to be allowed to run the north sewer, and from the property, instead of following the circuitous and costly route of the streets.

To get over the difficulty Engineer Graydon proposed that the city give the estate a sum equal to what the sewer tax will amount to for ten years, and that the Becher property be assessed for sewer tax as soon as the sewers are laid.

The suggestion will be adopted if the Bechers are agreeable.

The tender of W. J. Anthistle to put a reinforced concrete culvert over Carling's Creek at St. George street, was accepted, it being the lowest. Mr. Anthistle is to get \$70 for the work.

The committee decided to purchase 500 feet of Para hose for the sewers department at \$1 a foot, James Cowan & Co. securing the contract. Fire Chief Clark, whose opinion was asked, recommended the Para hose.

On the recommendation of Engineer Graydon it was decided to initiate a sewer on Queen's avenue, from a point 382 feet west of Elizabeth street to a point 120 feet east of Adelaide street.

A NOTEWORTHY GATHERING

Surprise and Presentation to Mr. and Mrs. Richard Tull.

Caradoc, May 3.—The beautiful home of Mr. and Mrs. Richard Tull, 2nd con., of Caradoc, was taken possession of on Friday evening last by a large number of their neighbors and friends when the surprised couple were presented with two valuable chairs. A suitable address was read by Miss Fannie Burch, while Messrs. Geo. Stover and John Burch made the presentation. Mr. Tull warmly thanked the company for their beautiful gifts and for their kindness as neighbors and friends.

During the evening a sumptuous repast was served by the ladies of the party. Excellent music was discoursed by the Vall family band. Some fine vocal selections were also rendered by Miss Nellie Steers, assisted by her brothers, George and Edward. Mrs. G. Grigg and Miss McGugan.

Short speeches were made by Messrs. D. L. Graham, W. Vall, Geo. Swayze, Geo. Sutherland, Wm. Grigg, David Tull, Geo. Webb, John Tull and others. C. McGregor acted as chairman.

Shortly after midnight the usual votes of thanks were tendered to all who had helped to make the party so enjoyable and the singing of the national anthem brought to a close what all pronounced one of the most pleasing social events of the season.

Mr. Tull has been a very successful farmer. He has sold his farm and is retiring and will reside in Mount Brydges. He has been eighteen years

SMALLMAN & INGRAM

THE WEATHER TODAY.
Fine and Mild.

THE SATISFACTORY STORE

The Popular Kabo Corsets Are Here

We have added to our already large corset stock The Kabo—an American corset popular with Canadian women—built on scientific principles, and in many styles to suit the different figures. This is a guaranteed non-rustable corset, of which there are a great many improved features—one is the Loop Lacer, which replaces the metal eyelets. The Kabo, W. B. Nuform, Erect Form, French P. D. and Artists' Model are sold in London only at this store.



Kabo Style 667, a straight front, gored corset, for average figures. Made of light-weight batiste. Plain top, finished with narrow lace; hose-supporters attached. Price, \$1.25

Kabo Style 1043, for large, full figures. This model has abdominal reinforcement, which prevents stretching and holds the figure firmly. Made of strong coutil; top finished with heading; extra heavy web-supporters attached. Price, \$3.00



Kabo Style 719, for tall, full figures. Made of light-weight batiste; front and side hose-supporters attached. Price, \$2.00

New Lace Curtains at Last Season's Prices

Springtime is housecleaning time. You'll need some new lace curtains, no doubt. Though prices are now advanced considerably, we secured our stock before the recent rise, and they are here now for you at last season's prices.

Lace Curtains, 50 inches by 3 1/2 yards long, white and ivory, exclusive patterns. \$1.00 Pair

Lace Curtains, 52 to 60 inches by 3 1/2 yards long, exclusive styles, white or ivory. \$1.25 and \$1.50 Pair

See our great range of Cable Net Curtains at \$3 and \$3.50 Pair

Nottingham and Cable Net Curtains, 52 to 56 inch, beautiful designs, two-tone, white and ivory, \$2 and \$2.25 Pair

Nottingham and Cable Net Curtains, 52 to 60 inch, in white and ivory, two tone and Arabian. Handsome designs. Prices, per pair \$2.50, \$2.75, \$3, \$3.50, \$3.75, \$4

Very fine Nottingham and Cable Net Curtains, 54 to 60 inch; beautiful styles in white, ivory and ecru. Pair, \$4.50 and \$5.00

Special at \$2.25 pair—Lace Curtains, with ribbon and bow-knot design; beautiful lace effect; white or ivory; size 56 inches by 3 1/2 yards.

JUST IN—LINEN BOLEROS, WHITE, ECRU, SKY, PINK, BEAUTIFULLY EMBROIDERED. PRICES ONLY \$5.00 AND \$5.50. At Silk Counter.

Shop Early. This Store Closes Every Night at Six o'clock.

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

Sugar Same Price No Change Yet

Granulated; 20 lbs \$1.00
Yellow, 22 lbs.....\$1.00

Icing, per lb..... 8c

Same price by half or quarter dollar. Remember, we guarantee St. Lawrence Sugars the best made.

Choice Dairy Butter, per pound.....27c

Creamery Butter.....30c

Fresh Eggs, dozen.....18c

New Made Cheese.....16c

Old White Cheese.....20c

Sliced Bacon.....20c

Bacon in the piece.....18c

Cooked Ham.....30c

JOHN DIPROSE

TWO POPULAR CASH OR ONE-WEEK CREDIT STORES.
Dundas and Ridout Sts. Phone 356. Dundas and Wellington Sts. Phone 2261

Consult With Us Before Selecting New Carpets

The spring housecleaning will bring before your notice the desirability of brightening up the home with new carpets. Before selecting what you will require we ask you to consult

patterns that are most up-to-date. Our stock is entirely new, and is strictly first quality goods. For drawing-rooms we are exhibiting the newest two and three toned effects in soft shades of greens, blues, fawns and old rose. Fine Axminsters and

with us. Tell us the shape and size of the room; the style of decorations and furnishings, and we will show you carpets that are particularly suitable for that certain room. When you buy carpets here you will get designs that are exclusive and

Miltons in very small patterns and Oriental designs are the most appropriate for libraries and halls. One of the newest designs for dining-rooms is an elegant verdure design copied from a piece of French tapestry, small, dainty designs in Brussels give the bedroom a cheerful appearance.

A complete stock of rugs of all descriptions and sizes, including the high-class Orientals.

H. P. LANG & CO., Limited

124 Dundas Street