



Seal Brand Coffee

Meets The Certainty of Satisfaction

"Seal Brand" is more than a name. It is both a trademark and a guarantee. It is the trademark of the largest distributors of high-grade coffee in the world—who guarantee the quality of every pound of coffee they sell.

Make sure that your coffee will be rich and delicious and appetizing, by always buying guaranteed coffee—like "Seal Brand."

In 1 and 2 pound sealed tins—never in bulk. At all grocers.

CHASE & SANBORN
MONTREAL 110

MADAME'S WARD
BY PAULINE BEVERLEY.

"I wanted to see her," he repeated, now looking back at me, with a deep color creeping up under the clear pallor of his dusky skin. "Perhaps I shall be able to do so tomorrow."

"Oh, yes, I should think so," I answered, carelessly. "She'll be visible then, no doubt, if it's anything very important."

"It is," I received a letter this morning which renders it necessary for me to decide at once whether I return to Jamaica or remain in England. I must see her before answering it. You understand, I see. Good-bye for the present, then."

Of course, I understood, and I could not help showing that I did, as I unconsciously felt when I confessedly gave him my hand, and started off toward Redpots again. Confound the fellow, I thought, taking me into his confidence in such a fashion. So we were not at the end of the "pickle," yet, it appeared. He was going to communicate matters now a little more than they were already, complicated, bad luck to him! I wished St. George

Advertiser Patterns
DESIGNED BY MARTHA DEAN



Girls' One-Piece Dress—A Neat Model for School or General Wear—\$578.

Dresses for growing girls should be serviceable as well as attractive. The model here, patterned by the advertiser, is of mohair or serge with yoke facing and collar of tucking or embroidery. The square yoke collar gives breadth to the figure. The plaited panel effect in front and back is most stylish. The pattern is cut in five sizes, 4, 6, 8, 10, 12 years. It requires 2 1/2 yards of 44-inch material for the 8-year-size.

A pattern of this illustration sent to any address on receipt of ten cents in stamps or silver.

PATTERN DEPARTMENT OF THE ADVERTISER.

Please send above-mentioned pattern, as per directions given below, to

Name

Street Address

Town

Province

Measurement—Bust Waist

Age (if child's or misses' pattern)

CAUTION—Be careful to enclose above illustration and send size of pattern wanted. When the pattern is sent, it may be. When in waist measure, 22, 24, 26, or whatever it may be. If a skirt, give waist and length measure. When for child's pattern, write only the necessary to write "inches" or "years." Patterns cannot reach you in less than one week from the date of order. The price of each pattern is 10 cents in cash or in postage stamps.

PATTERN DEPARTMENT, LONDON, ONTARIO.

at Jericho, or Jamaica, which would have suited me quite as well just then. I turned in at the gates of Redpots a good deal more miserable and out of temper than I had been when I left Mount Chavasse.

Dr. Yorke was at home, the servant who admitted me said, but added that he had a patient with him just then. No doubt, I would be at liberty directly, if I would wait. I said I would wait, and decided to do so in the hall, since from there I could keep my eye upon the door of the surgery. I had not been there a minute when it creaked and opened to let out Lotty Wilde, looking as pretty as a little Red Riding-hood, with a scarlet cloak on, and a puffed hood of the same color drawn over her dark curls. The little cry she gave at the sight of me brought Yorke to the door, too. He started as he saw me, and then came out and shook hands.

"I thought I should see you today, Ned," he said, as Lotty, dropping her demure little courtesy, took her departure by means of a side door.

"Come into my den. There's no one there but the skeleton, and you can say whatever it is that you want to say, and I the same."

But, when we got into the room, and I had initiated him in dropping into one of the big chairs by the fender, it seemed that we were both tongue-tied. Yorke sat staring blankly at him, wondering how I could best contrive to tell him about Fraser Froude. Pale, gloomy, and miserable enough he looked, but obstinate and angry, too, and I began to see that Miss Natalie Orme had contrived to rouse a temper as fiery and to instill a pride as resolute as her own. Even if she were ready to speak now, it would want more than a few soft words to mollify Roger Yorke. And now, between these two who should have been together, there loomed in my mental vision the tall, stiff figure, the white face, the watchful keen black eyes, and the cold perpetual smile of the master of Holme-deane. It was in this very room that Yorke only a few weeks ago had blurted out to me the story of his love for Ned; and now things were in this precarious pickle. I thought of it as I glanced about me, and my heart sunk lower and lower. Roger, looking up, caught my eyes, understood, and gave a short bitter laugh.

"You're thinking that I'm a bigger fool now than I was then, eh, Ned? Well, you're right. I had made a fool of myself then—a thing which any man can do when he likes; this time, anybody has made a fool of me—that's all the difference. No more, is it?"

"For goodness' sake don't talk in that way!" I said, helplessly, feeling unable to say anything else.

"Why not? It's only to you. What does women tell, though, don't they?" "Lies," I repeated.

"Not them, at any rate—I don't see much difference. What else do you call it?"

"Not that," I returned, feeling relieved that here at least there was something upon which I could speak out, and speak energetically. "It's enough to make you say so, old fellow, of course—or to say anything, for that matter—upon my honor you're wrong there."

"How do you mean?"

"In thinking that Natalie was either speaking or acting a lie in saying that she loved you and in behaving as she did. The only lie there has been is in pretending that she doesn't—the little simpleton!"

"Did she tell you to say that?" he asked, turning upon me quickly.

"No, I was obliged to admit awkwardly."

"Of course not. She played the game as long as it pleased her, and then dropped it. Well, she is the first woman to whom I ever gave the chance of making a fool of me, and—well, with a deep breath—"she shall be the last!"

"It's she that's made a fool of not you," I retorted, "she loves you, sort of love, you see, Ned, my boy. It's too changeable, eh? Well, I shall get away from here."

"What do you mean?" I cried, startled, and recalling old Dizzart's words of the preceding night. "Get away?"

—and as quickly as possible. You don't suppose I mean to stop in this confounded place, do you? No, I've had about enough of Whitteford to last me for the rest of my life. It strikes me, Ned, I'm off."

to him before going away; but now, when he himself introduced Froude's name, I felt my face redden, and knew that I looked like a fool. Yorke's eyes were too keen not to see it, and for a moment he started and stared at me. Of course I only reddened more furiously and looked more stupid, if that could be. "I see," he said, slowly—"I see. No need for me to wait, eh, Ned? Which of them is it?"

"Froude," I answered, blurring out the name, and anxious, now that the plunge was made, to get it over. "It was only last night, after you had gone, and upon my word, Roger, I think she must have been half-crazy when she did it. She screamed and fell down in a dead faint directly after telling me."

Well, I said that, and a great deal more, enlarging upon Ned's hysterical state and wild talk when she told me, and also upon her eagerness to see him again, before that interview with a mysterious someone at the gate in the park fence had poisoned her mind and aroused her passionate temper against him. Blunderingly I reiterated over and over again, as earnestly as I felt, my firm conviction that, despite everything, the willful little damsel's love for him would be complete and as strong as his for her. I repeated, too, as many as I remembered of the thousand and one shy, loving speeches of which I had performed been the only recipient. But I might as well have held my tongue. Well as I had thought that I knew my friend, I found that he had more obstinacy and sternness in his nature than I had fact, that he had nothing to take with me but his reiterated resolve to get out of Whitteford as soon as possible.

(To Be Continued.)

GREAT OIL TANK BURNS; LOSS HALF A MILLION

Twenty Million Dollar Plant of Standard Oil Company Was Imperilled.

New York, Dec. 30.—A fire which threatened to destroy the \$20,000,000 plant of the Standard Oil Company at Williamsburg, Brooklyn, was got under control after a ten-hour fight this morning. The blaze started with an unexplained explosion in one of the 30,000-barrel storage tanks, and a vat-man turned in an alarm, and routed out the emergency night force, which set about emptying the forty other tanks scattered about the plant, which occupies two large blocks.

The firemen prevented the blaze from spreading beyond the tank where the explosion occurred. They suffered severely from the cold. Every building in the plant is covered with a heavy coating of ice this morning, the deluge of water poured on by the firemen having frozen as it fell. The loss is about \$500,000.

A CRAMPTON WEDDING

Miss Rosa Howe becomes the bride of Mr. Chas. M. Rickard.

The home of Mr. and Mrs. R. J. Lowe, of Crampton, was the scene of a very pleasant event yesterday, being the marriage of their only daughter, Miss Rosa Lillian, to Mr. Charles Miles Rickard. The bride was charmingly arrayed in a gown of white tulle and lace, with a white tulle veil, and wore the conventional bridal veil. She entered the room leaning upon the arm of her father, who was playing the piano. The groom, who was dressed in a tuxedo, followed her. The ceremony was performed by Rev. W. Knowles, M. A., of Avon, under a beautifully constructed arch of evergreens and mistletoe. After the ceremony, the guests, to the number of 35, repaired to the drawing room, where a sumptuous wedding breakfast was served. The presents were both costly and numerous, showing the popularity and esteem in which the young couple are held. Mr. and Mrs. Rickard have gone to points west on their tour, and their many friends join in extending congratulations.

DR. BEAMAN DEAD.

Ottawa, Dec. 30.—Dr. Wm. C. Beaman, one of the leading physicians of the city, died rather unexpectedly this morning. He had been ailing for several years, but trips to Europe and South Africa it was thought had restored his health. He was taken suddenly in bed this morning, and died in a few moments. Dr. Beaman was born near Ottawa, and was a graduate of Queen's. He was a member of the city council and board of health for four years, being first elected in 1901.

DOCKS BURNING.

New Orleans, Dec. 30.—It is reported here that the docks at Galveston, Texas, are burning. The report is being investigated.

LIQUIDATOR NAMED.

Toronto, Dec. 30.—Mr. J. J. Langley has been appointed liquidator of the National Press Company, which is to be wound up on the application of W. A. Spence. The assets and liabilities of the concern are not yet known.

ELECTRICAL SUPPLY CO. LOOKING FOR MERGER

Recent Competition Has Proved Unprofitable to Three Big Concerns Involved.

Toronto, Dec. 30.—The World says: Mergers in connection with some of the large companies have turned attention to the electrical supply interests, and it is now asserted that the leading electrical machinery construction companies are making overtures for an amalgamation.

The three large Canadian electrical supply concerns are the Westinghouse Company of Hamilton, the Allis-Chalmers Company of Montreal, and the Canadian General Electric Company of Toronto.

Recent competition among these companies in which tenders were given to have lost money to the concern which has obtained the contract, and has evolved the idea that the combination of electrical supply interests would be beneficial to these companies. It is rumored that there is already an effort under way to assimilate the large electrical interests into one whole and thus avoid future cutting of prices.

Besides the British preference works harm to the electrical manufacturing interests, so much harm, in fact, that drastic measures are called for on the part of the financial institutions behind many of the companies.

FARMS GROW BY MILLION IN DECADE

U. S. Holdings Worth Thirty Billions—Values Are Nearly Doubled.

Chicago, Dec. 30.—An enormous increase in the value of U. S. farm lands and livestock during the last ten years is revealed by an investigation conducted by the Orange Judd Farmer of Chicago, co-operating with eastern agricultural journals.

According to the report of the investigators the land in farms, with their buildings, implements and livestock, is today worth almost thirty billions of dollars, his is 44 per cent more than 1900. The figures for the latter year show an increase of about 25 per cent over the previous decade. Present values are two and one-half times the farm values 30 years ago. No such increase in agricultural land values has ever before known in the history of the world in any country.

Nearly one million new farms have been created in the United States during the past ten years. This increase is as great as the previous decade, though the relative proportion is less. The number of farms has increased in the north Atlantic states 6 per cent, in the south Atlantic states 9 per cent, in the central states 17 per cent, in the west central states 10 per cent, in the south central states 15 per cent, and in the mountain states 10 per cent.

The increase in the number of farms in the states of the old south is probably the most noteworthy feature of the movement, and will probably be maintained for the next ten years. It is substantial evidence of a more diversified agriculture, and reveals the cutting up of large estates into smaller holdings worked by owners or tenants.

Taking the United States as a whole, there are now almost three times as many farms as in 1870 and 2,000,000 more than so recently as 1850.

BACK TO ENGLAND.

London, Dec. 30.—Elliott Saunders, an Englishman, brought here two years ago by the Salvation Army, and who is to be sent back to England, as he has found shifting around the States and here found himself in a bad way. He was found last night, and is now in the hospital.

WIRES STILL DOWN.

St. John's, Nfld., Dec. 30.—The telegraph lines are still down as a result of the recent storm. The steamer Home, which arrived from Labrador today, reaching a tempestuous passage through the Straits of Belle Isle, which is now filling with Arctic ice. Seals are numerous in the straits, and 700 have been taken in Battle Harbor this week. This is said to be a good spring fishing. The board of trade, at a meeting last night, decided to establish a big cold storage plant next spring. Premier Morris attended the meeting.

COMMISSION DEOS GOOD WORK IN DES MOINES

Dr. Chester W. Millar Tells of Progressive Civic Government in Western City.

Dr. Chester W. Millar, of Des Moines, Iowa, an old school friend of Inspector C. B. Edwards, B. A., was in the city today, and while visiting Mr. Edwards was seen by an Advertiser reporter.

Dr. Millar spoke in glowing terms of the success of the city government of Des Moines under a new system. The city is at present governed by a commission in place of aldermen.

Members of the commission, as heads of departments, and are held responsible for their acts by the citizens. The mayor receives \$3,600 a year and the commissioners \$3,000. The success of the system is clearly evidenced by the phenomenal growth of the city in the past few years. In 1900 the population was 62,000, while today it numbers 105,000.

NEWS FROM EMBRO

Marriage of Miss Maggie McCormick and Mr. Edwin Marshall.

Embro, Dec. 29. Mr. H. Ross, of Lockwood, Sask., has arrived here on a visit to relatives in the vicinity.

Miss Barbara Ross spent Christmas in Ingersoll, where she attended the funeral of her cousin, the late Mrs. (Rev.) McDonald.

Mr. Robert B. Ross, of Calgary, is visiting at his home here.

Mr. and Mrs. A. E. Campbell and little daughter Julia spent the holiday with Woodstock friends.

A quiet wedding took place at the manse on Wednesday afternoon, Dec. 22, when Mr. Edwin Mitchell and Miss Maggie McCormick were united in marriage by Rev. James Barber. Mr. and Mrs. Mitchell will reside on the third floor.

Mr. and Mrs. James McBurney are in Westminster attending the golden wedding of her sister, Mrs. Beag.

Misses Ada and Irene Kirkpatrick, of Woodstock, are holidaying with their grandmother, Mrs. J. McCurdy.

Mr. W. W. Murray, of the C. P. R. construction camp, at Port Hope is receiving acquaintances in the village.

Mr. and Mrs. John McLellan are spending the holiday season at Mrs. McLellan's parents' home in Ingersoll. Dr. and Mrs. Green and children are visiting with Woodstock friends.

Dr. and Mrs. G. A. Sutherland and son Bruce spent Christmas in Ingersoll.

Miss May Cody, of the Rockland school, is spending the holidays at her home here.

Mrs. J. H. Davies, of Woodstock, spent a day in the village recently.

Mr. and Mrs. Duncan Bain and little daughter Isabel, of Woodstock, are visiting Mrs. Bain's mother, Mrs. Hugh Munro.

Miss Mary Jane Gunn and Mr. Chas. D. Gunn, of Detroit, are spending the holidays with their parents, Mr. and Mrs. Hugh M. Gunn.

Misses Mabel McDonald, of Toronto, and Belle, of Woodstock, are visiting their mother, Mrs. H. L. McDonald.

Miss Mabel McKinnon is the guest of Tweed friends.

Mr. S. Finlayson, of the Traders' Bank, is holidaying at his home in Glenora.

Dr. and Mrs. John Matheson, of St. Marys, paid a flying visit to friends here on Tuesday.

Miss Davidson, of the public school staff, is visiting at her Peterboro home.

Mr. and Mrs. H. E. Fair and children are the guests of friends in London.

Mrs. Clarke and children, of Scarborough, spent the holiday with her mother, Mrs. Angus McKay.

Mr. Charles D. Vannatter, of Burlington, spent Christmas at his home, Messrs. Chas. Porter, of St. Thomas, and Roy, of the Traders' Bank, Ingersoll, were visiting at their home for Christmas.

The grand Scotch concert which has been looked forward to for some time was held in the town hall under the auspices of Knox Church Ladies' Aid Society. The hall was taxed to its utmost to accommodate the large audience which greeted Miss Jessie McLachlan. Miss McLachlan has always been a favorite with Embro audiences, but her singing on this night surpassed all other occasions. The remainder of the programme was furnished by Mr. Alexander, humorist, of London, and the quartette, consisting of Messrs. Wm. J. Campbell, Jas. Matheson, W. A. Ross and Wm. McKay. The chairman for the evening was Dr. John Matheson, St. Marys.

The following gentlemen were nominated on Monday: For reeve, George M. Creighton and A. E. Campbell; for councillors, Thomas Holohan, J. H. Williams, John Douglas, D. R. Ross, James Boles, D. M. Sutherland, Dr. Green and W. H. Beaver, Messrs. J.

THE GREAT

Stock-Reducing Sale Starts Monday



In the year's programme of merchandising movements our January Stock-Reducing Sale is the most important of all. It's the greatest economical bargain event of the year. This month we take stock, and as we have moved inventory day to a date a week earlier than previous years, the time is short in which to reduce the stocks in the different departments. However, we combat this circumstance by GREATER REDUCTIONS IN PRICES THAN EVER. Every department in the store is affected, and we can save you money on any Drygoods want you have. Watch Monday's papers for particulars of this big bargain event.

GRAY & PARKER
Phone 1182. 150 Dundas Street.

THE Famous Rayo Lamp

Once a Rayo user always one

The RAYO LAMP is a high grade lamp sold at a low price. There is nothing that costs more but there is no better lamp as any price. The Burner, the Wick, the Chimney, Holder—all are vital things in a lamp; these parts of the RAYO LAMP are perfectly constructed and there is nothing known in the art of lamp-making that could add to the value of the RAYO as a high-grade device. Suitable for any room in the house. Every dealer everywhere. If not at your, write for descriptive circular to the nearest Agent of

The Queen City Oil Co.,
Limited.

BRAIN FAG

is the result of over-work, over-strain, of the mental powers, or protracted anxiety or care.

Its symptoms are loss of nervous power and general tone of the system, irresolution, mental gloom and despondency.

WILSON'S INVALIDS' PORT
(A la Quina du Perou)

—A Big Bracing Tonic

promptly relieves from prostration, nervousness, lack of energy, vigor and activity. Especially good for keeping the brain clear and active.

Dr. R. W. BUCKER
Port Arthur, Ont.

"I have prescribed 'Wilson's Invalids' Port' and have used it personally, finding it an excellent tonic as well as a very palatable one. I have no hesitation in recommending it."

All Druggists. BIG BOTTLE Everywhere. 71

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PATENTS
STAR 575, 10 King St. W.
Toronto, Ont.

The most spectacular fire ever witnessed in the oil industry was at one of the Dos Bocas wells in Mexico. About 60,000 barrels of oil were burned up daily for nearly two months. The flames rose to heights of 500 to 1,400 feet.