



## YOUR MILKMAN'S FINGER TIPS ARE DANGEROUSLY FULL OF BACTERIA.

ON your milkman's hands,—unless he uses the care of a surgeon about to perform an operation,—there are millions of germs. When you remember that thousands of these infinitesimals can cluster with ease on the point of a needle, you can imagine what a milkman's hands look like under a microscope. Suppose when your milkman picks up an empty bottle to fill it at the dairy, he happens to grasp it in such a way that his finger touches the inside! Suppose when he is putting in the paper cap his hand rubs the under side! The only consolation one has is that the great majority of germs about us are not the germs of malignant disease. But some day—! Why—think of it,—in 1908 the Medical Health Officer of the city of Montreal seized and condemned 32 lids of milk cans and 68 cans themselves as being in a foul and unsanitary condition. How many of these germ-laden containers do you suppose are doing duty in St. John's undiscovered—distributing bacteria and spreading disease?

# Jersey Cream, Reindeer Milk.

**J**ERSEY CREAM is free from disease germs. The user of it runs none of the risk of the raw milk user; tubercular or typhoid infected milk has no terrors for him.

Jersey Cream is simply a rich, pure, whole milk with two-thirds of the water evaporated. No sugar—no preservatives—are added; the sterilization makes it keep. And nothing is taken from it but hot water; not one single unit of food value is lost.

Indeed, the Dominion Government food experts place the nutritive value of Jersey Cream above all other evaporated milks. They analyze it as having butter-fat at 8.05 p.c.

In Jersey Cream you get the whole milk just as it came from the cow, then sterilized and hermetically sealed so that it reaches you as pure and wholesome as it was the day it was milked from the animal. If you add the right proportion of water to Jersey Cream you obtain a rich milk on which the cream will rise naturally. It is because Jersey Cream is thus a "whole milk" that you get a richness from its use in milk dishes that you never get with any raw milk. And being unsweetened, you can use it for cooking. But it is to the cleanliness

of Jersey Cream and Reindeer Milk that we want to draw your attention. Jersey Cream and Reindeer Milk are clean because we make a business of cleanliness; from the moment the milk leaves the cow until you open the can in your home, we guard it against contamination.

When a farmer begins to sell milk to us, he has to conform to our "Dairy Rules," and to obey our inspectors. We insist upon sanitary cow stables, correct rations for the cows; we enforce hygienic milking methods, prompt and thorough aerating and cooling of the milk, and we make the farmer drive his milk to us well covered to prevent contamination from dust and heating—and in a spring wagon. And then, even after all this, every drop of milk a farmer supplies us has to pass our expert testers for quality and flavor. Every can in every batch is rigidly inspected—and what's more, the rule against milk with even the slightest taint is rigidly enforced. That's how we maintain our usually high standard.

Finally, when milk reaches our plant—where more than half the time of each employee is spent in keeping every piece of apparatus and utensils scrupulously clean the first thing that is done is to put the en-

tire contents of each can through a sterilizing process. You are beginning to realize, aren't you, what Jersey Cream and Reindeer Milk can mean in your home?

Remember to be sure to ask for **JERSEY CREAM** and **REINDEER MILK** by name—**JERSEY CREAM** and **REINDEER MILK**.

**REINDEER MILK** owes its richness, purity and fine flavor to the high quality of the milk used, and to the careful attention given to details at every stage of the process of preparation. Absolutely nothing but the best granulated sugar is added to the full rich milk of the best dairy district of Canada.



TRURO CONDENSED MILK CO., LTD.—FACTORY: TRURO, Nova Scotia, and HUNTINGDON, Que.

Sole Agents for Newfoundland, **T. A. MACNAB & Co.,** Cabot Building, St. John's.

## The Herald Holocaust.

**A Terrible Catastrophe—The Herald Building Collapses Through the Water Tank Going Through the Building—Flames Burst Out in all Directions—Heart Rending Scenes Follow—Forty Persons Meet Death by Fire, Suffocation, and Being Pinned Down by Debris—The Worst Disaster That has Ever Occurred in this City—The Firemen Worthy of Praise—Awful Scenes at the Morgue—Day and Night Hundreds of People Wait Near the Ruins in Order to see Their Dead—The Work of Years Gone up in Smoke—The Herald's Managers Not Discouraged—The Paper Still Issued.**

(From Our Own Correspondent.)

One of the worst scenes ever witnessed in this city occurred on Monday morning, June 13th, when without a minute's warning the large one hundred and fifty ton tank, containing thirty thousand gallons of water, crashed through the Herald Building, carrying death and havoc in its wake. It came with a swiftness that simply bewildered the 335 persons working in the different departments of the largest printing establishment in Canada, and was terrible in its destruction of human lives. To add to the horror of the situation fire broke out from the furnaces of the stereotype department, and in a moment the building was a mass of flames.

Within three minutes after the alarm the fire-fighters were carrying girls and men down the ladders. Every minute seemed an hour as the girls and women stood at the back and front windows waiting to be rescued.

Indescribable scenes followed. The walls and floors falling carrying human lives with them, the roar of the flames around them, twenty-five streams pouring tons of water into the burning building, the firemen regardless of their own lives rescuing some of those buried beneath the debris, made a scene the like of which has never been witnessed in this city before.

Some were killed outright. Others were probably drowned in the floods of water let loose by the broken tank, which filled the basement with four feet of water. Yet others suffered the most terrible death of all, and, after being pinned in anguish by broken timbers and beams, died by the flames.

Who these were, and how they died, was for the most part of the day a mystery which was hidden under an immense pile of rubbish, burned and broken and twisted into a chaos of entangled material, part of which is deep in water and the rest lying in smoking heaps.

The only present method of disclosing an approximate list of those who lost their lives was by finding

out who were the living, and every effort was made to do this. In some cases, as with members of the Typographical Union, this is a fairly simple matter. But the sad feature of the disaster is that it has hurried to death a number of quite young girls, who were employed in the bindery, on the top floor. And in the complete wreck of this part of the building it is stated that the books with the records of the various girls employed have been either burned or lost in the wreckage, so that the task of finding who have died will depend upon the clerical with which the list of the living can be secured.

In all the 25 years of fire fighting within the experience of Lieutenant Cavanagh, of No. 4 fire station, he probably never shed tears until today, when he missed seeing a man's life. The lieutenant says he was working in the rear of the building, where the fire was hottest, when he saw a man struggling under a pile of debris. The firemen, seeing his danger, threw a life line. The man was about to grasp it when part of a wall fell, burying him from sight. All the firemen and spectators who witnessed the awful spectacle turned away their heads. When they looked again there was no sign of life where the struggling man had been seen.

**Great Work of the Firemen.**  
The roofs were dotted with the red helmeted men, guiding the streams on the flames, for five minutes, or less after the fire broke out the rear of the building was a furnace.

The hope of saving the unfortunates who lay under the weight of debris

was given up for a time. To enter the building was futile.

All effort was concentrated on quenching the flames that were spreading to all parts of the building. Firemen stationed in every window almost at the front drove back the tumultuous flames from that part of the structure. But at the rear, where the injured lay, there was white hot heat and dripping dirty water. I was the centre of things, and except indirectly, and at the greatest risk I could not be reached.

Chief Tremblay stated that 25 firemen were employed fighting the flames, and on the rescue work. They represented 15 stations. Over 100 policemen held back the crowds, and about 30 doctors and as many ambulance assistants tended to the wounded, and were ready for emergencies.

**A Marvellous Escape.**

One of the marvellous escapes was that of an employee named Wilfred Vidal. He was engaged on the third floor when the crash came, and was precipitated with the immense tank to the basement. Instead of being instantly killed in the wreck, some of the broken beams formed a sort of arch over him, and he lay there, with a broken leg and a badly cut head; for some time, held by the wreckage, above the water which was several feet deep, and under the mass of ruins above. He was discovered by his dreadful predicament by Fireman E. C. Lamonte, who waded into his assistance. It was found that the man was so hemmed in with iron bars that it was necessary to saw them apart in order to get him out. Through several feet of water, and at imminent risk of being killed by falling walls several firemen waded in, in order to work to saw the iron away in order to rescue him.

In the meantime Father Marlin, chaplain of the fire department, was notified, and at once decided to go to render religious consolation to the prisoner. He donned the regulation long rubber boots and rubber coat and waded through to where he could reach the injured man, who seemed to be in imminent danger of death, and

save him absolution and the consolation of religion. Towards 1 o'clock the firemen managed to cut through his imprisonment, and he was pulled through, and carried through the cheering crowd to the ambulance. Although he had been pinned down for nearly three hours with a broken leg and a frightful cut on his forehead, he showed remarkable pluck, and insisted upon sitting up in the ambulance as it drove off. It is expected that he will recover.

**Some Awful Scenes.**

"It was the most terrible thing I ever saw in my life," said Miss Miller, at Miller's dining room, immediately in the rear of the Herald building, only a few feet away across the lane. "We heard the terrific crash when the building fell, and then there came the cries and groans of men and a terrible shrieking of women and girls. We could hear them shrieking for someone to come and help them, and the cries gradually dropping off to moans. Then the fire came on, and after a few minutes there was not a sound from them. It nearly drove the people here mad to hear and see it, and know that nothing could be done, as they were crushed and burnt to death. We saw one little girl in short skirts standing near the end of the building after the first crash, and could hear her crying. 'Oh, for mother's sake do come and save me.' A moment later the floor crashed down, and she went with it."

Another man the employees in Miller's restaurant saw save two girls and heard him shout, "There's another in there, and I'm going after her." He went, and then the rest of the building went down, taking him with it as well as the girl he went to save.

One girl at the rear of the building had a narrow escape. When the floor fell she was carried down with it and pinned down. She, however, kept her self-command until the firemen arrived. They succeeded in pulling her out, when it was found that she was only caught by her clothes, and she was pulled out with nothing but a few cuts, although all her lower garments were left behind her in the rescue.

As to the cause of the disaster, it was due to the sudden collapse of the big water tank perched above the building for the express purpose of furnishing protection from fire. Its weight evidently proved too much for the building, and it broke its supports, carrying everything in the rear with it on its mad rush to the ground. The appearance of the building after the disaster was remarkable. The rear portion seemed to have been razed off, floors being smashed through, and even dividing walls cut down as though by a knife, and the whole rear portion of the building dropped in a heap of ruins, in which human bodies, bricks, beams, steel work and machinery of all kinds were mingled in a chaotic mess.

A few weeks ago the building authorities reported the tank and its supports perfectly safe.

**The Injured and Dead.**

At the present time twenty-five are injured, and about forty of the missing. Ten bodies have been recovered and sent to the morgue. Some of those found are:—

1. Miss Laura Amesse, forewoman of the bindery,—Dorion street; buried on Wednesday.
2. Frank Consett, printer, 721 DeLormier avenue.
3. Pierre Quintal, 48 years, printer, 1831 St. Dennis street.
4. Unidentified body of girl, arms, legs and head missing.
5. Man burnt to crisp, unidentified, mottled metal from stereotype pot solidified in his body.

Your correspondent visited the editorial department on the morning of the disaster and left some copy of work assigned by the Sporting Editor and the Managing Director of the paper. At my request the artist of the Herald, Mr. J. B. Fitzmaurice, had made a fine drawing of a heading for my letters to your paper, and on the fatal morning a cut of it was being prepared. When things will be straightened out the cut will be sent to the People's Paper.

The work of clearing the debris goes on. Hundreds through Victoria Square and watch the work. Below fifty firemen, under the immediate supervision of Chief Tremblay and District Chief Mann work they are tearing the ruins bit by bit. It is slow, tedious work and the finding is ghastly reward. Five storeys above the light of day streams in an interrupted. In front stray timber project in threatening way, occasionally a brick is dislodged and falls low, but the work goes on heedless.

The Typographical Union of Montreal receives a sad blow in the loss of its president and twelve other members. They are among the missing and no hope is entertained of seeing them again alive. The members of Union 176 have called an emergency meeting for six o'clock on Tuesday evening at the Witness Office, at which they will consider what action they will take in connection with the fate of their comrades.

Sad scenes are enacted at the morgue. As the wagon drives up with the bodies taken from the ruins hun-



CLEAN WORKS AND PURE SOAP ARE BEHIND CLEAN CLOTHES. "CLEANLINESS" is the watchword of the Works wherein Sunlight Soap is made, and the characteristic of the Homes where it is in use. The cleaner the Works, the purer the Soap; the brighter the Homes and the sweeter the Clothes.

## SUNLIGHT SOAP

IT IS PURE

dreds visit the place to see if they could recognize the features almost burned to a crisp. At the ruins people walk up and down through the night waiting for missing ones. It will be fully ten days before all the bodies are recovered.

A very sad case, indeed, is that of little Malsie Miller, who is about to celebrate her 13th birthday, and she is anxiously waiting for her father to come home. But she waits in vain, for her father lies cold in death, and his remains are still buried in the ruins.

Mr. Duncan Miller, one of those killed in the disaster, was a compositor, working on tariffs at the Herald. He had been employed at the Herald for some years, and only recently had been re-elected president of the Typographical Union, 176. He resided on Simard avenue, and leaves a widow and three children. He was an active and respected member of Fairmount Presbyterian Church.

The loss is a heavy one to the Directors of the Herald. After years of hard work the machinery, plant and furniture of five different departments are all destroyed. Notwithstanding the insurance of nearly \$200,000 the Herald Company will lose \$100,000 if not more.

**The President of the Company Speaks**

"The one overpowering sentiment," said Mr. Brerley, "is profound grief at the disaster which has overcome us with the loss of the lives of so many of our faithful employees. We cannot find words to express our sympathy with the bereaved ones. The question of financial loss and kindred matters of that sort has sunk into insignificance in the face of such a catastrophe, which has assumed greater proportions to-night than during the day we had feared.

"So far as the management is concerned, the one mitigating circumstance to us is that during the past five years we had done everything humanly possible to safeguard the people in our building by expert architects, who reported that it would be perfectly safe, and it was erected under expert advice, and it was built on top of the building, with supports from a very strong central wall to the eastern wall, adjoining the bank building. It had been regularly inspected, and only two weeks ago was repainted and looked over.

"All other precautions against fire had been taken. We were connected by automatic alarm with the Burglary and Guarantee Company, and the building was fitted with water

curtains, fire extinguishers, etc., while this tank was, of course, part of the fire extinguishing system. We had fire escapes in the rear, and considered that these, together with access to the Imperial Bank building by the roof and the two stairways was sufficient. Of course, in this instance the tank wall was knocked out by the back, cutting off the fire escapes."

Mr. Brerley stated that already the Herald Company had asked three expert engineers, including Messrs. Ross and Holgate, to make a careful examination of the wreck to try and determine the cause of the disaster, as to which they were completely in the dark.

**Previous Fires of the Herald.**

The first fire in which the Herald figured in the remembrance of those actively engaged in newspaper work to-day took place in a building now occupied by the National Trust Company, 151 St. James street, when Mr. James Stewart was manager, and Mr. C. R. Cornell was superintendent.

The second fire occurred on the corner of Victoria Square and St. James Street, when the paper was under the ownership of Hon. Peter Mitchell and Mr. W. H. Whyte was business manager. There was only a pile of debris to mark the spot the morning after the fire, which occurred the evening of August 26, 1887.

The next business premises of the Herald was in the old Zion Congregational Church, corner of Lafour and Beaver Hall Hill. This building had been the scene of excitement during the Cavaziti riots and afterwards a theatre under the management of Billy Lytle.

In November, 1892, the Herald again suffered by fire to the extent of many thousands, but the worst came in 1896 when the home of the paper was again razed to the ground by fire. A move was made to the building on Craig street for many years occupied by Kenneth Campbell, opposite St. Francis Xavier street. Here again they suffered in 1899 and about five years ago moved to the building which was destroyed yesterday.

The Herald was published the afternoon of the fire, and will continue to be published from the Gazette building. The Star, Witness and other papers offered assistance to Mr. Brerley, and he has received many letters of regret from all over Canada for the unfortunate accident.

R. J. LOUIS GUDDIHY,  
Montreal, June 15th, 1910.

LARACY'S have just received direct from the manufacturers per "Dronning Maud," from Antwerp, Tumblers, Glasses, Decanters, Goblets and Fancy Glassware. Selling at our usual low prices at LARACY'S, 345 and 347 Water Street, opposite Post Office, may 14th.

## THE PROGRAMME OF To-Morrow's Events.

WE WILL ALLOW A DISCOUNT OF 10 per cent.

off the following goods:

- NO. 1.—D. & A. CORSETS.
- NO. 2.—AMERICAN WHITE BLOUSES.
- NO. 3.—AMERICAN WHITE UNDERSKIRTS.
- NO. 4.—MEN'S WORKING SHIRTS.
- NO. 5.—WHITE PRINCESS DRESSES.
- NO. 5.—WHITE JEAN EMBROIDERED SKIRTS.

**P. F. COLLINS, THE MAIL ORDER MAN,**  
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