### The Public Confidence Is Fixed. . .

Every customer knows full well before making an investment that the value justifies it.

INCOMPARABLE! THAT'S ALL. Sealed lead packets. Never sold in 25c, 30c, 40c, 50c, 60c.

## - The Face -Behind the Mask

A Romance.

"Will your highness have the goodhess to hold your tongue?" inquired the queen, with much the air and look of Mrs. Caudle, "and allow me to ask this stranger a few questions uninterrupted? Sir Norman Kingsley, how long have you been above there, listening and looking on?"

"Madame, I was not there five min-utes when I suddenly, and to my great surprise, found myself here."

"A lie!—a lie!" exclaimed the dwarf, furiously. "It is over two hours since I met you at the bar of the Golden

Crown."
"My dear little friend," said Sir
Norman, drawing his sword, and
flourishing it within a inch of the royal nose, "just make that remark again, and my sword will cleave your pretty head, as the cimetar of Saiadin clove the cushion of down! I earnestly assure you, madame, that I had but just knelt down to look, when I discovered, to my dismay, that I was no longer there, but in your charming

"In that case, my lords and gentlemen," said the queen, glancing bland-ly around the apartment, "he has witnessed nothing, and, therefore, merits

but slight punishment." "Permit me, your majesty," said the duke, who had read the roll of death, and who had been eyeing Sir Norman for some time, "permit me one mo-This is the very individual who slew the Earl of Ashley, while his companion was doing for my Lord Craven.
Sir Norman Kingsley," said his grace,
turning with awful impressiveness to
that young person, "do you know me?"
"Quite as well as I wish to," is-

wered Sir Norman, with a cool ad rather contemptuous glance in his di-"You look extremely like a certain highwayman, with a most vil-lainous countenance, I encountered a few hours back, and whom I would have made mince-meat of if he had not been coward enough to fly. Probably you may be the same; you look that or anything else.

"Cut him down!" "Dash his brains at!" "Run him through!" "Shoot him!" were a few of the mild and pleasant insinuations that went off on every side of him, like a fierce volley of pop-guns; and a score of bright blades flashed blue and threatening on every side; while the prince broke out into another shriek of laughter,

nat rang high over all. Sir Norman drew his own sword, and stood on the defense, breathed one thought to Leoline, gave himself up for lost: but before quite doing soto use a phrase not altogether as ori-ginal as it might be—"determined to sell his life as dearly as possible." Angry eyes and fierce faces were on every hand, and his dreams of matri-mony and Leoline seemed about to terminate then and there, when luck came to his aid in the shape of her most gracious majesty the queen. Springing to her feet she waved her scepter, while her black eyes flashed as flercely as the best of them, and

her voice rang out like a trumpet-tone. "Sheathe your swords, my lords, and back every man of you! Not one hair of his head shall fall without my permission; and the first who lays hands on him until that consent is given, shall die, if I have to shoot him myself! Sir Norman Kingsley, stand near, and fear not. At his peril, let one of them touch you!"

Sir Norman bent on one knee, and raised the gracious hand to his lips. At the fierce, ringing, imperious tone, all involuntarily fell back, as if they were accustomed to obey it; and the prince, who seemed tonight to be in an uncommonly facetious mood, laughed again, long and shrill.

aughed again, long and shrill.
"What are your majesty's commands?" asked the discomfited duke, rather sulkily. "Is this insulting interloper to go free?"
"That is no affair of yours, my lord duke!" answered the spirited voice of the queen. "Be good enough to finish Lord Gloucester's trial; and until then I will be responsible for the til then I will be responsible for the safekeeping of Sir Norman Kingsley." "And after that he is to go free-eh, your majesty?" said the dwarf, laughing to that extent that he ran the risk

of rupturing an artery,
"After that, it shall be precisely as I please!" replied the ringing voice; while the black eyes flashed anything but loving glances upon him. "While but loving glances upon him. "While I am queen here I shall be obeyed; when I am queen no longer you may

All grocers sell Tea, but all Teas are not the same. Some are good and some are not We have had a great many years' experience, and after carefully studying the productions of all the countries we recommend the use of

### Pure Indian or Ceylon.

Make your Ten in an earthen pot, use boiling water, let it draw seven minutes. Buy our 25c or 35c Indian or Ceylon.

do as you please! My lords," (turning her passionate, beautiful face to the

hushed audience), "am I or am I not sovereign here?"

"Madame, you alone are our sovereign lady and queen."

"Then, when I condescend to command, you shall obey! Do you, your highness, and you, lord duke, go on with the Earl of Gioucester's trial, and

I will be the stranger's jailer."
"She is right," said the dwarf, his fierce little eyes gleaming with a maignant light; "let us do one thing be-ore another; and after we have setthe discrete, and after we have settled Gloucester here, we will attend to this man's case. Guards, keep a sharp eye on your new prisoner. Ladies and gentlemen, be good enough to resume your seats. Now, your grace, continue the trial."

"Where did we leave off?" inquired his grace, looking rather at a loss, and scowling vengeance dire at the hand-some queen and her handsome pro-tege, as he sank back in his chair of

"The earl was confessing his guilt, or about to do so. Pray, my lord," said the dwarf, glaring upon the pallid

prisoner, "were you not saying you had betrayed us to the king?"

A breathless silence followed the question—everybody seemed to hold his very breath to listen. Even the queen leaned forward and awaited the answer eagerly, and the many eyes that had been rivited on Sir Norman since his entrance, left him now for the first time and settled on the pris-oner. A piteous spectacle that prisoner was-his face whiter than the snowy nymphs behind the throne, and so distorted with fear, fury, guilt, that it looked scarcely human. Twice he scarcely human. opened his lips to reply, and twice all sounds died away in a choking gasp. "Do you hear his highness?" sharply inquired the lord high chancellor, reaching over the great seal and giv-ing the unhappy Earl of Gloucester a rap on the head with it. Why do you

"Pardon!" exclaimed the earl, in a husky whisper. "Do not be-lieve the tales they tell you of me. For heaven's sake, spear my life!" "Confess!" thundered the dwarf, striking the table with his clenched fist, until all the papers thereon jump-

ed spasmodically into the air-"con-fess at once, or I shall run you through where you stand." The earl, with a perfect screech of terror, flung himself flat upon his face and hands before the queen, with such force that Sir Norman expected to

see his countenance make a hole in the "Oh. madame, spare me! spare me! spare me. Have mercy on me as you hope for mercy yourself!"
She recoiled and drew back her very

garments from his touch, as if that touch were pollution, eyeing him the while with a glance as frigid and pitiless as death.

"There is no mercy for traitors," she coldly said. "Confess your guilt and expect no pardon from me." "Lift him up!" shouted the dwarf, clawing the air with his hands, as if he could have clawed the heart out of his victim's body; "back with him to his place, guards, and see that he does not leave it again!"

Squirming, and writhing, and twisting himself in their grasp, in very uncomfortable and eel-like fashion, the earl was dragged back to his place, and forcibly held there by two of the guards, while his face grew so ghastly and convulsed that Sir Norman turned away his head, and could not bear

to look at it.
"Confess!" once dwarf in a terrible voice, while his still more terrible eyes flashed sparks of fire—"confess, or by all that's sac-red, it shall be tortured out of you. red, it shall be tortured out of you. Guards, bring me the thumb-screws, and let us see if they will not exorcise the dumb devil by which our ghastly friend is possessed!"

"No, no, no!" shrieked the earl, while the foam flew from his lips. "I confess! I confess! I confess!"

"Good! And what do you confess?"

"Good! And what do you confess?" said the duke, blandly, leaning forward, while the dwarf fell back with a yell of laughter as the success of

his ruse.
"I confess all-everything-anything only spare my life!"
"Do you confess having told Charles. King of England, the secrets of our kingdom and this place?" said

the duke, sternly rapping down the petition with a roll of parchment. The earl grew, if possible, a more ghastly white. "I do-I must! but oh! for the love "Never mind love," cut in the in-

exorable duke, "It is a subject that has nothing whatever to do with the present case. Did you or did you not re-ceive for the aforesaid information a large sum of money?" "I did; but my lord, my lord, spare—"
"Which sum of money you have concealed," continued the duke, with another frown and a sharp rap. "Now, the question is, where have you con-

cealed it?"
"I will tell you, with all my heart, only spare my life!" "Tell us first, and we will think about your life afterward. Let me advise you as a friend, my lord, to tell

### HEART-SICK.

There are a great many people who have heart sickness, who have no chronic derangement of the heart. When the stomach is diseased it may affect many other organs, and produce all the evidences of diseased heart, diseased liver or kidneys, or disease in some other organ.

The inexperienced practitioner treats the wrong disease, and hence the constant statement of Dr. Pierce's correspondents: "Doctors could not help

Doctor Pierce's Golden Medical Discovery cures diseases of the stomach and or-gans of digestion and nutrition. It increases the assimilative powers, and purifies and enriches the blood. When diseases of organs remote from the stomach are caused by the stomach, the cure of the stomach results in the cure of the other dis-

eases, in heart, lungs, liver, kidneys, etc.

"Six years ago my stomach and heart troubled me so much I had to do something, as the doctors could not help me," writes Mrs. S. A. Knapp, of San Jose, California, Box 392. "I went to San Fraycisco and had treatment for catarth of the stomach, and was better for some time, then it came back. I then used Dr. Pierce's Golden Medical Discovery and 'Pleasant Pellets.' These medicines cured my stomach. I do not have the pain and indigention as I did. It is very hard for me to tell you what I suffered before I commenced taking your valuable medicine. I recommend it to all the sufferers whom I meet."

To cure constipation use Dr. Pierce's

at once, and truthfully," said the duke, toying negligently with the thumb-

"It is buried at the north corner of the old wall, at the head of Brad-shaw's grave. You shall have that and a thousandfold more if you only par-

(To be Continued.)

fatters of Vital Importance to Their Industry Discussed.

Necessity of Keeping Factories Clean-Use of the Tester-Officers for the Year Chosen.

Stratford, Ont., Jan. 19 .- The most sucful convention in the history of the Cheese and Butter Association of Western Ontario came to a close yesterday afternoon. Resolutions were adopted. looking to the erection of a new dairy building on the Toronto exhibition grounds, the placing of the main roads of the country in the junguiction of the county councils, better arrangements for the management of the dairy exhibit at the Industrial Exhibition, and the amalgamation of this association and the Eastern Ontario Cheese and

dent, R. M. Ballantyne; first vice-president, A. Wenger; second vice-president, James Connolly; third vice-president, J. N. Paget; directors, G. H. Barr, Geo. E. Goodhand, Robert Johnston, A. F. MacLaren, M.P., M. Morrison, John Brodie, Harold Eagle; auditors, J. C. Hegier, J. A. Nellis; representatives to Industrial Fair, Harold Eagle and R. M. Ballantyne; to Western Fair, T. B. Millar and I. W. Steinhoff.

of some remarks on the growth of the dairying industry said that the export of cheese last year amounted to \$18,-000,000, while that of butter amounted to \$6,000,000. The butter industry was coming to the front. Three years ago it was \$3,000,000. He made a reference to the name of the association, and suggested a change back to Western Onta-

profitable season in 1900.

Regarding instructors, a number first-class men were appointed, namely: James Morrison (third year), C. O. Lutten, Geo. McDonald and A. Smith. The board was in a position to make Fairs for their dairy departments. An dustrial Fair on condition that the association have improved accommoda

showed that the total receipts for 1896 amounted to \$4,999 95, while the expenditure amounted to \$3,962 58, leaving a balance on hand of \$1,037 37. The report was adopted.

INSTRUCTORS REPORTS. The instructors' reports made by Messrs. James Morrison, C. O. Luton and George McDonald, on the work of their season's inspection in cheese factories, showed that an improvement was noticed in the condition of milk received, as well as a better quality of cheese made. A small proportion of the factories have put in either ice boxes or sub-earth ducts; in either case good as in separator creameries.

PRACTICAL HINTS.

Thomas Ballantyne, in and communicated them to cheese. Re-ferring to the butter industry, he said that to compete with Australian butter in the old country markets we had to produce a superior article. That they were now doing so was an es-tablished fact. He advised them not to store their butter; it was not like wine, it did not improve with age. Get it into the market as quickly as possible,

cheese, there was no reason why they should not be of the best. They had his command.

Dr. Bryce gave a very able address, showing the relation of hygicalic laws to the manufacture of butter and their homes, in their factories, on the steamboats, etc., and there was no reason why Canadian cheese and but-



## THE ANNUAL WHITE FAIR

This sale means reliable goods at very lowest prices quoted this season. The best materials, style and workmanship are guaranteed in every garment placed in this sale. You'll be sure to save money by taking advantage of this Great Sale, for the prices herein disclose great saving possibilities, and the values cannot be matched anywhere-in fact, it's a sale planned to eclipe all past records here or

elsewhere.

Women's Gowns

Good Muslin Gowns, trimmed with muslin frill, edged with lace .... Fine Muslin Gowns, yoke tucked, box plait, rolling coller and sleeves trimmed with deep cambric frill,

Butter Makers' Association.

The following officers were elected for the ensuing year: Honorary president, Hon. Thomas Ballantyne; honorary vice-president, John Prain: president B. M. Rellantyne; first vice-president of the president of the pre

President Harold Eagle, in the course

rio Dairymen's Association. The directors' report showed that the past season had not been profitable to cheese and butter manufacturers, whose income is derived from commissions on quality, instead of value produced. Owing to the long drought the production was small. On the other hand, the very high prices obtained have in the case of the patrons offset the loss from small production. The high price ruling in the fall will have a tendency to en-courage farmers to increase the pro-duction. If so, the maker may, with average weather, look forward to a more

ncreased grant was made to the in-

The report of the secretary-treasure

good results were obtained. Most of the factories were reported in clean condition, but some are yet too dirty. A number of fines were made for tam-pering with the milk. Very few factories adopt the system of paying for milk according to quality. Whey tanks are kept in better condition than formerly. Mr. Arch. Smith, who reported his work in giving instruction in cheese factories and creameries, claimed that a good season was experienced in his northern district. He complained that necessary improvements in creameries are not being made. He complained that the butter made in cream-gathered creameries was not so

plots of land and planting them with a mixture of peas and oats, and every 12 days thereafter sow another half-acre, course of an address, said he was the only one present who assisted in the and thus have a rotation of green crops and keep up the supply of milk in case formation of the Western Dairymen's of drought. He gave illustrations from Association at Ingersoll in 1868. He his own factory to show that his system was productive of good results. Two had always assisted in doing what he could to advance the interests of dairy-ing in this country, and white it was true the dairy industry had made great patrons had the same number of cows of equal milking qualities, and the lot that were fed this green fodder proprogress in Ontario, he hoped to see it make still greater progress. In the duced about 4,000 pounds of milk more than the others. Mr. Shearer gave early days they did not receive the numerous illustrations showing whereencouragement from the government that they received today. Canadian cheese, he said, was of the best, owing in his scheme was a superior one.

Dr. James Fletcher spoke on the into the fact that we had never adulter-ated our cheese. Referring to the pracsect enemies of fodder plants. Indian corn would give better results per aore than any other fodder. To grow the tice of carrying whey back in the same cans in which the milk was brought to the factory, he regretted that much of this was still going on throughout the country. From his own personal knowledge and observation, he knew latter well the ground should be steadily cultivated to retain moisture. Weeds breed crops. that as good a quality of cheese could not be obtained where the whey was green and bran, one pound to twenty pounds, was a capital mixtaken back in the milk cans. If you are going to feed pigs, feed them, and dan't send your milk to the cheese factory. One of the principal lessons to be learned from the past was cleanpeared last year, which did much harm. The pea weevil was producing an enormous yearly loss. The pea seed should be treated before being sown. should be treated before being sown.

A sure remedy for weevil was to take
a barrel of coal oil, put into it five bushels of seed. Take three ounces of
bisulphide of carbide, put this in a
pan, place, the pan over the barrel containing the seed, then put two sacks
heavily saturated with water over the
barrel and leave it for forty-eight
hours. A very poisonous gas would be liness, cleanliness, cleanliness. was most sensitive and delicate; the weather affected it, it absorbed smells,

for it deteriorates all the time.

A. F. MacLaren, M.P., showed that from 60 to 70 per cent of the people of this country depended on agriculture for a living. The fisheries produced from \$23,000,900 to \$24,000,000; mines, \$27,000,000 to \$24,000,000; mines, \$27,000,000 to \$24,000,000; \$37,000,000 to \$40.000,000; forests, \$80,000-600; resources of Ontario from produce and crops, \$280,000,000. Taking it in the Dominion, it amounted to over \$600,000,000. Referring to butter and

### **Umbrellas**

See our line See our line at.....\$1 00 See our line

Fine Muslin Gowns, Mother Hub-bard, tucked yoke and trimmed tucked yoke, insertion and deep embroidery trimming, well made and finished with finishing braid.

marches, ballads, two-step, waltzes.
"I've Scratched You Off My List."
"Louisiana Lize." "Dixie Lou."
"I'se a Lady." "Chinee Cake Walk."

"Irish Cake Walk."
"Darktown After Dark." "Merri Waltz." "La Susanna Waltz."
"The Dixie Kid."

### Ladies' Underwear

Ladies' Wool-Pleated Vests, long sleeves, trimmed neck and open front, full fashioned; worth 40c; sale price ..... Extra heavy Wool-Pleated Undervest, long sleeves, shaped, trimmed neck and open front, full This is grand value at 50c. We have only 50 left, and these we will close out on Saturday and Monday, as long as they last, at only 1 adies' Medium-weight Wool-Pleat-

Brand Vests; one special lot,

with deep embroidery, good value 75c
Fine White Muslin Gowns, heavily
trimmed yoke, with insertion and
deep frill of embroidery, at ..... 90c
Fine Lonsdale Gowns, corded and

low neck, two rows insertion all over embroidery, and trimmed with deep frill of open embroid-

Five thousand pieces of the newest Sheet Music, direct from American publishers; sentimental, comic, coon and patriotic songs, cake walks,

"Nigger, You Won't Do." We're Britons None the Less. Sire.

extra value, were 40c; sale Saturday and Monday, only...... 230

ter should not be the best in the British

market. He believed it was. The best cows should be used. He would like to

see more ice boxes in the cooling room,

on Saturday nights and Sundays. This

was a growing practice in Canada, but it tended to keep the best men out of

the factory. They were entitled to their Sunday rest and should have it.

Patrons often think that the tester is

not right or that it is not properly operated. In Vermont every man who

operates a Babcock tester has to be

licensed

licensed by the State Agricultural College. It is time that something of

this kind was done in Canada, for there

were people doing testing who were not

capable to do it, and there was apparatus used that was not suitable. In-stead of the test being used increas-

ingly, its use was steadily lessening, in Ontario. That was a point that ma-kers should attend to. Many factories'

utensils were not kept clean, and yet these makers found fault with the pat-

Mr. W. C. Shearer, Bright, spote on "The Benefits of Soiling Cows in Summer." He advocated taking half-acre

should be kept down or the would caterpillars destructive to Let the field be free in

the antumn. A good mixture of paris

ture to kill worms. A new insect ap-

hours. A very poisonous gas would be thus formed, which would destroy the weevil. Like fruit spraying, every ten cents spent in spraying meant dollars

in fruit. The pea moth could be killed by sowing the grain early. The army worm could be driven away by

a strong mixture of paris green and water sprayed where the worm was expected. Worms could be kept off cabbage by wrapping the plants in a

newspaper when planted, so as to have

two inches of the paper above the ground. The speaker, in conclusion, dwelt on the advisability of the far-

and sub-earth ducts in all factories. Prof. Dean, of the Onjario Agricul-tural College, Guelph, deprecated the practice of making butter and cheese

See our line See our line at ..... See our line

### Women's Skirts

Extra Fine Lonsdale Underskirt, double Spanish frill, underneath frill trimmed with fine honiton point lace, and top frill trimmed with honiton point insertion, Swiss insertion and tucks and deep frill of honiton point lace, also dust frill of Lonsdale; a beauty at \$1 50

Fine Lonsdale Skirts, deep Spanish frill, with a 9-inch open embroidery frill and insertion, also Lonsdaie dust frill, at ..... \$2 00 Fine Lonsdale Skirts, with deep ruffle, trimmed with cording, tuck-

ing, insertion and embroidery, at \$1 75 Fine White Muslin Skirts, full skirt, with 9-inch embroidery frill, tucked and insertion, at ......\$1 35

Fine White Mu .in Skirt, with wide embroidery edge on umbrella ruf-

### Table Mats

One hundred Table Mats, three and four to the set, oblong, round and square; regular price 35c and 40c per set; special sale on Saturday and Monday, only 15c and 19c a set.

### Underwear

Thirty-five suits of Men's Undershirts and Drawers, Jaeger, fleecelined, extra heavy, all sizes; regular price 50c, sale price 39c each, 

Regular 75c Underwear, 50c each, or, per suit ..... 95c Regular \$1 Underwear, sale price, Boys' Underwear, Shirts and Drawers, heavy fleece-lined; regular

price 50c; sale price, your choice.. \$5c

### Granite

150 Oblong White Enamel Pudding Dishes, 4 inches deep, regular Granite Teakettles, sizes 8 and 9; regular price \$1 00 and \$1 50; we have only 25 of these for the special sale; your choice ...... rea and Coffee Pots, three pints: 25c ones for ...... 19c 

### Snow Shovels

We will have 20 of the celebrated Arctic Snow Shovels on sale Saturday morning; these are made of the very best steel; suitable for stable, snow and general use; handle firmly and strongly attached; sale price only ...... 32c

### Women's Drawers

Lonsdale finish, cluster tucks and styles, well made, trimmed with embroidery, insertion and finishing braid ..... 73c

### China

Special Bargain Table-Greater bargains than ever on our 5c, 7c, 10c and 15c tables. Side Dishes, Bowls, Cream Pitchers, Cups and Saucers, Dinner, Breakfast and Tea Plates, Cake Plates, Salads.

Women's Corset Covers Of white cotton, neck edged with styles, square and high neck embroidery, trimmed with neat em-

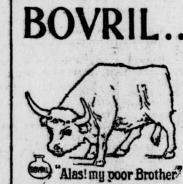
bon, puffed sleeve trimmed with

lace; a handsome corset cover:

special ...... \$1 00

USE

The Most Durable on the Market. For Sale Everywhere.



For Lunch, For Supper, When Sleighing, When Skating,

After the Dance,

After the Theatre

BOVRIL is Delicious and Instantly Invigorating.

# CORDAGE

.... WHEN IN THE MARKET FOR ....

Manilla Rope,

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Binder Twine. Sisal Rope,

Hide Cord. Lath Yarn,

ASK FOR PRICES. Hobbs Hardware Co.

LONDON, ONT.

ty. There had not been supplied any dress on "The Curing and Boxing of scientific officer to find out the best means of sanitation. He advised the bell spoke on "Dairying and Road Re-