

ANOTHER THURSDAY TREAT FOR YOU AT Woods' J. M. THOMPSON'S Woods' Fair

Our receiving department reports immense daily arrivals of unequalled values in goods you need, and amongst these new arrivals is a special purchase of

6 Doz. Ladies' Cotton Nightgowns

In two styles—Slipover and Hubbard—with lace or embroidery trimming. Regular value 50c and 60c each.

Remember,
six dozen
only,
Thursday.



Remember,
six dozen
only,
Thursday.

We have laid our plans, that we may please you. And to those who were unable to secure their share of our wonderful

Lace Curtains 19c Per Pair

We offer yet another chance on Thursday. Come early. On sale in wall paper department, second floor.

We recently picked up

A Bargain in Boys' Braces

And give you the benefit Thursday. 400 pairs, regular 10c line, good webbing, leather ends. Just the thing for your boys. We have no time to talk about these. COME AND SEE.

OUT THEY GO THURSDAY 15c Pair OUT THEY GO THURSDAY

SEE THE GREAT BASEMENT BARGAINS.
A visit will repay you.

Woods' J. M. THOMPSON'S Woods' Fair

HALF MILLION A YEAR TO ADVERTISE CANADA

The Organization of the Publicity Service of the Canadian Pacific and Its Ramifications in All Parts of the World.

[Montreal La Patrie.]

Canada, in spite of what is said by certain few people, who do not like the country because they have never seen it, is a land the progress of which in the twentieth century will be the wonder of the whole world. Our land is no longer unknown and no longer hear people tell us that Canada is lost in the north of America and thus ignored. It is easy to know Canada when one is travelling because there is much question of our country outside of America, and it is just to say that the Canadian Pacific has been the most important contributor to the spread of knowledge about it.

In the magnificent Windsor street building there is a small office in which some ten employees are at work under Messrs. W. T. Robson, Geo. H. Ham and Thos. Bell. This office has a budget of half a million dollars. It is there that a literature of most truly Canadian character is sent throughout the whole world, spreading knowledge of our grand and beautiful country, its resources, its advantages, its magnificent distances and its bright future. It is there that pamphlets are drawn up that are read in Yokohama as well as in London, and which go to prove to the Europeans that Canada is one of the finest countries in the world. Millions of these pamphlets are spread broadcast, additional millions are published each year and they are written in this little office.

The publicity bureau of the Canadian Pacific is a marvel of organization as are all the departments of this powerful company. Let us say at the start that all the expenses of the C. P. R. for publicity as well as for other purposes, is controlled by the president, Sir Thomas Shaughnessy. He is all powerful. One of the officers of the company recently compared the organization of the C. P. R. to that of the Catholic hierarchy. The comparison was well taken because the president occupies in the company a position closely resembling that of his holiness Pope Pius the Tenth. Surrounded by his vice-presidents (which we could compare to the cardinals of the Holy College) he directs the company. He asks for their advice, but in fact takes no notice thereof. It is he who controls the expenses and the appropriations made for publicity purposes. Every year de luxe editions are published.

STORY WAS ABSURD SAYS MILITIA MINISTER

Sir Frederick Borden Explains Source of the Newfoundland Story.

Ottawa, April 27.—The Minister of Militia, Sir Frederick Borden, has made the following statement in respect to the story published in a Montreal paper to the effect that Sir Robert Bond, ex-premier of Newfoundland, had, through a certain Harry J. Crowe, been negotiating with him (Sir Frederick), with the object of bringing Newfoundland into the Canadian federation.

"Mr. Crowe, who comes from Bridgetown, N. S., is an old friend of

lished covering cities interesting to the travelling public. Quebec is known throughout the entire world. Even the Chinese in Hong Kong have the advantage of reading pamphlets about Quebec just as the inhabitants of Quebec can learn all about the capital of China by reading literature concerning that country which the C. P. R. also publishes each year. Montreal also gets its share of the limelight for the company by reading literature about the metropolis of the province. These \$500,000 spent for publicity pay only the expenses of the office of which Mr. Robson is the manager. There are hundreds and thousands of dollars spent by the company in other quarters for the same purpose. Thus there is a publicity bureau at London, Chicago, New York, Boston, Vancouver, Winnipeg, Toronto, Yokohama, Japan, and Hong Kong, China. The most important of the foreign agencies is certainly the one in London. Moreover the company has a multitude of smaller European agents, all controlled by the London office. An observant traveler may in every city of Europe get in touch with the C. P. R. and so attain to knowledge of Canada.

The principal pamphlets now being prepared by the C. P. R. deal first with those cities of Canada which are apt to attract tourists. Then others expatiate upon the great riches of the Canadian west. It is not too much to say that a literature of most truly Canadian character is sent throughout the whole world, spreading knowledge of our grand and beautiful country, its resources, its advantages, its magnificent distances and its bright future. It is there that pamphlets are drawn up that are read in Yokohama as well as in London, and which go to prove to the Europeans that Canada is one of the finest countries in the world. Millions of these pamphlets are spread broadcast, additional millions are published each year and they are written in this little office.

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BISHOP FARTHING TO LONDON AUDIENCE

His Lordship of Montreal Speaks in the Behalf of a New Mission Church.

A very large attendance greeted Bishop Farthing, of the Diocese of Montreal, when he spoke last night in the Church of St. John the Evangelist on behalf of the new mission of the church, which has been opened at the corner of Grosvenor and Adelaide streets.

Choosing as his text Ephesians iv., 27, "We are members one of another," his lordship opened his remarks by a discussion of the unique personality of Christ. Never has there been one like him, and never will there be again. In him the perfect godhead dwells, and it is only through him that we can come into perfect relationship with God. We who are sharing his manhood may come into union with God through his Son. We are all baptized into union with the Father, the Son and the Holy Ghost, and, therefore, everyone who has been baptized has a part in that life. We need to realize that this is more than a mere doctrine, it is a fact of experience.

The creed is of value to us only when we interpret it in our lives. If it does not prove its efficiency in life, then it will soon lose its hold over men. Men are trying in these days to live a life that is divorced from religion, and this is the cause of the indifference that we notice. Our creed will be condemned unless we live the life for which that creed stands. We are not only individuals, but we are also members of a corporate life. Not only are we members of Christ. We are also members one of another.

If Jesus is in our life we will live before men as he would have lived, exemplifying the unselfish life that was his. God has no place for the idler and the person who ceases to be useful soon loses his power in that direction. We must care for congregations as well as individuals, that we may not become self-centered. Let the congregation understand that it is their privilege to help the weak.

The collection taken at the service will be in aid of the new mission, which already has a regular attendance of 50. At present it is in charge of Harry Ashley, of Huron College.

TOO MUCH CHARTERING

Senator Davis to Introduce Important Measure in the Upper House.

Ottawa, April 27.—Senator T. O. Davis will introduce in the Senate this week an important bill designed to prevent further wholesale trafficking in railway charters, which are obtained almost by secret means in Parliament each session, but of which only a very small percentage ever eventuate in actual construction of the lines authorized. Senator Davis proposes to do away altogether with the railway committees of the Commons and Senate and place the entire matter in the hands of a single committee, as now obtains in the case of industrial companies seeking federal charters. His bill provides that any company seeking a railway charter must obtain one through the Secretary of State's department, but the company must first submit a plan of the railway commission as to its bona fides and the need of the undertaking. It is getting a charter must advertise for six weeks in the newspapers covering the district through which the proposed railway route is to be built, and submit to the commission a detailed plan of the line, and must raise the necessary cash capital to buy the right-of-way and pay the cost of all expropriation proceedings. If the railway commission, after careful examination, is satisfied with the plans and bona fides of the company a certificate will be forwarded to the Secretary of State's department and then the charter will be granted in the regular course. The bill also provides that a deposit shall be made with the Government sufficient to cover the cost of the right of way and all expropriation proceedings, and if the road is not gone on within a specified time, one per cent of this deposit shall revert to the state. Another provision is that all moneys received from the sale of stock, bonds, etc., must go to the railway or else be considered as a fine and go to the public treasury.

BIG FIRE AT PEABODY.

Peabody, Mass., April 28.—Fire early today destroyed one of the large buildings connected with the leather manufacturing plant of the A. B. Clark Company. Initially burned and other, and caused much damage to surrounding property, entailing an estimated total loss of about \$125,000. A torrential rain fell on the city, and the fire departments of Peabody, Salem and Beverly, preceded by a much greater loss. Buildings of the National Leather Company were also damaged. About 175 persons were thrown out of employment by the fire.

How to Cure Fretting of Infants

MRS. EMMA E. PERCIVAL GIVES ADVICE THAT IS VERY VALUABLE.

When young children and babies continually fret and cry you can be sure in nine cases out of ten there is pain caused either by wind or acidity of the stomach.

Writing on this subject from her home in Bedford, Mrs. Percival says: "As a nurse of many years' experience I can say that nothing I know of will give such splendid results as Nerviline in four-drop doses in hot sweetened water. I once had a case with a baby that cried continually, suffered as if in convulsions—Nerviline relieved at once. I have also used Nerviline with great effect for cramps, stomach gas, indigestion and stomach disorders. For general household use, to cure the many internal ills which afflict babies, I can recommend no preparation as honest, reliable and economical as Nerviline."

Nurses, physicians, laymen—thousands that use Nerviline every day, all say its pain-subduing, health-giving properties are beyond question. Refuse any substitute for NERVILINE, which is sold in large 25-cent bottles for all dealers.

WEDNESDAY PROBS:

Fair; Cooler.

SMALLMAN & INGRAM LIMITED

RICHMOND AND
DUNDAS STREETS

Tomorrow at Linen Counter 350 Yards Roller Towelling, 7 1/2c Yard

Much larger quantities have been sold in a day at this counter, and as extra values add to the speed of the sale, these should go in less time. They are in assorted red borders, 17 1/2 inches wide, and guaranteed all pure linen. Anything further which might be said about this lot would give you no more intelligent idea of the value without a personal examination of the Towelling which will be placed on Linen Counter for your inspection tomorrow at 8 a.m. 7 1/2 cents a yard, or 13 1/2 yards for \$1.00.



A Bewildering Assortment of Pretty Parasols

Many are being selected, and wisely, for styles that are now showing, in most cases are not duplicated. Cold and backward as the weather has been, these are selling every day, and if you have not selected, do so now. Even if you have the coloring and design you want laid aside for a time, for the first few warm days, which are not far away, will make great havoc with this assortment, of which there are scarcely two alike, pick your summer parasol now while the assortment is best.

AT \$1.50—We have pretty plain colors, in olive, reseda, navy, tan, black with white, and white with black stripes; also Tub Parasols, with insertion trimming. Values are excellent. Each \$1.50

\$2.00 Styles

A very large selection at this price, and the coverings are all Silk, with neat gilt paragon frames. Navy, cadet, grey and black silk tops, with white striped border, also white with black stripe border; pongee silk and linen embroidered tops, also plain colors in navy, olive, reseda, tan and black. Each \$2.00

\$3.00 Styles

Choice styles in this assortment. Newest colorings and designs with eight ribs also the "HARUKO," 16-rib frame, in plain navy, tan, olive, grey, sky, champagne, pink, purple, white and black. Also pretty stripes in all new colors, black chiffon trimmed parasols and linen embroidered effects, neatly trimmed. Your choice for, each \$3.00

Haruko Frames, 16 Ribs, \$2.50

These are in grey stripes and plain, navy, olive, tan and reseda, also eight-ribbed, gilt frames, with fancy white striped tops and navy, olive, paeon, tan, pongee and grey striped effects; also Linen Parasols trimmed with embroidery. Your choice, each \$3.00

Many other choice and exclusive styles at \$3.50, \$4.50, \$5.00 to \$9.00
Children's Parasols, in plain and frilled effects, all colors at, each 25c, 50c, 75c, \$1.00, \$1.50 and \$2.00
SEE PARASOL DISPLAY—OPPOSITE ELEVATOR—MAIN AISLE.

ENGLAND ANXIOUS TO SEE BUDGET

Impatiently Waits to Get the Financial Plan of the Government.

London, April 27.—Considerable as was the excitement a year ago prior to the introduction of the budget in the House of Commons, it is nothing to the existing tension in the city now that it has been announced that the budget proposals will be unfolded next Thursday. That it will contain some surprises, and those of no very pleasant character, is considered a foregone conclusion. The speculation at Lloyd's becomes keener every day, and the rates covering the various risks that are held to be involved daily grow higher and higher.

Work is kept secret. Of course all this is being done on the quiet and in the dark, for the days have gone by when inside information could be obtained from which a kind of forecast, and often reliable enough, could be formed.

Perhaps the most interest centres around what are said to be the intentions of the chancellor of the exchequer respecting the coal trade, because it has become known that the Government officials have been making inquiries in the coal districts as to what effect a tax on the output would have on the industry.

Difficulties of Position. It is recognized that the chancellor cannot very well go back on Mr. Asquith's abolition of a levy on the exportation, and rumor now credits him with the intention of placing an impost on the quantity raised annually. This amounts to about 240,000,000 on the average, and a tax of 1 penny a ton would produce £1,000,000 while 3 pence would bring in more than the export duty levied by the last unionist administration. Naturally, however, any such proposal, if carried into effect, would be sure to cause a good deal of trouble, because most of the coal to be shipped this year has already been bought. As a matter of fact, not only would the coal

owners and merchants be involved, but the miners would similarly be affected, and with the difficulties to be faced in connection with the eight-hour act, which comes into operation in July, it is hard to say what might result.

The report is also current that the mining royalties may also be taxed, and in anticipation it is also said that the various organizations interested in the coal trade are already preparing for a fight.

CORRECT DRESS ON SHOW

Outfitting Firms of United Kingdom Make Display at London.

London, April 27.—To know how to dress well and fashionably is a problem difficult for many people, men as well as women. A visit to the Agricultural Hall this week helps in a way to solve the problem.

There the most eminent clothing and outfitting firms of the United Kingdom are exhibiting the latest fashions in wearing apparel of all kinds. The exhibition is designed principally to bring continental buyers into touch with British manufacturers, of whom more than two hundred are represented.

The main portion of the hall is devoted to a display of men's clothing. Straw hats occupy more space, in proportion, than anything else. They are of all shapes and styles, but fashion experts decree that the perfect straw for men this year must conform to the following measurements: Brim, 1 1/2 to 2 inches broad; crown, 3 inches high; band, 2 1/2 inches deep. Moreover, it must have rolled edges. Jagged edges are old-fashioned.

One straw hat is something of a novelty. By manipulating a cord under the band, which can easily be unfasted, the hat can be adjusted to fit the head perfectly. Tighten the cord and the hat grips the head so that a cyclone fails to remove it.

Some of the fashions show the possibilities of the revival of old English style. Dress shirts with gorgeous ruffled fronts, and cuffs and satin vests in pastel shades for evening wear may perhaps attain popularity, but another firm which is endeavoring to get smart society men to wear an evening suit of purple silk with knee breeches and white stockings is scarcely likely to experience a brisk demand—at least for the present.

No. 88

April 28, 1909

VALUE, ONE VOTE.

EUROPEAN TRIP CONTEST OF THE LONDON ADVERTISER

This Vote is Cast For

(Name of Candidate.)

As the most popular lady in District No.
of The London Advertiser European Trip Contest.

VOID AFTER 15 DAYS FROM DATE.

NEW COTTON LAND IN THE SAHARA

American Capitalists Will Attempt to Use the Oases for Growing.

London, April 27.—To discover fresh lands for cotton growing, which they believe are to be found in the fertile oases of the Sahara Desert, Allison V. York and Jordan L. Mott, of New York, are headed now for the heart of Africa with one of the largest and best equipped expeditions that even entered the black continent.

Messrs. Armour and Mott completed fitting out the expedition before they left London ten days ago. The last consignments of tents, supplies, arms and ammunition were dispatched today to Genoa, to be loaded on a ship for Tripoli.

Nearly 200 white men, including many European soldiers of fortune, have been engaged to command the army of blacks with whose aid the two Americans hope to fight their way through the Touaregs and the wild, cruel, nomadic tribes whose country is still almost the least known territory in Africa.

Armour and Mott, it is understood, decided on this dangerous undertaking after hearing of the success of consignments of John McFadden, "the English cotton king," and of several others interested in cotton, on getting from the Italian Government enormous concessions of land in Erythraea, south-eastern Egypt, where is some of the finest cotton growing land in the world.

Control Vast Area. The land obtained by Morse, McFadden and their associates covers millions of acres, extending from the Red Sea west to a line drawn through Kassala, parallel with the Red Sea coast line. The acreage is as large as that of the original grant obtained by the chartering company in Rhodesia.

So well have Morse and McFadden guarded the secret of their tremendous grant that even now it has not reached the ears of many persons outside of the Italian Government. Morse left London five days ago for Rome to settle further details in connection with his concession; his plans are progressing to put the cotton-raising scheme in active operation.

The German Emperor, whom he has often entertained aboard his yacht, is a close friend of Allison V. Armour, and formerly was his classmate at Heidelberg.

BERG. The Emperor is deeply interested in the outcome of the undertaking.

Plans for Expedition. The expedition to present plans, will strike inland with the object of reaching Ghat, the chief city of the Touareg country, 500 miles south by west from Tripoli. As 150 miles of the northern part of the Sahara must be traversed to reach Ghat, the expedition will be transported by camels from a point 100 miles east of Tammassoult. From Ghat the great caravan will go south-easterly, keeping well to the southwest side of the Tassara Mountain range, toward Lake Tchad, in which the Touaregs are some of the most fertile oases in the whole vast desert.

South of Lake Tchad the expedition will enter the domain of the Sultan of Bornu, on whose good offices Armour and Mott count. They expect the sultan to provide them with a military escort.

AIDS SPOUSE'S PARTY BY SOCIAL ACTIVITIES

Lady Granard, Formerly Beatrice Mills, Active in English Politics.

London, April 27.—Having returned from the Riviera, Lady Granard (who was Beatrice Mills, of New York), is renewing her social activities in behalf of her husband's political party. She opened a liberal bazaar yesterday at Hornsey, a London suburb, and made a little speech commending the local Liberal candidate for Parliament to the electors. She spoke with self-possession and in clear, well-modulated voice so every one could hear her. She made expensive purchases at the bazaar, and was photographed standing between the candidate and his wife.

Lady Granard looks stronger since her rest in Southern France and seemingly she intends to eclipse all her rivals as a Liberal hostess. She has arranged for a series of dinners and a little speech commending the Liberal party will be flattered by invitations to the "crushes," but only noted politicians will be asked to the dinners.

The Liberals would lack political hostesses were it not for American heiresses, of whom two others are Mrs. Lewis Harcourt, J. Pierpont Morgan's niece, and Mrs. Frederick Guest (née Philippe). The Tories, being the aristocratic party, have had the better of their political opponents socially here, but this year they lack wealthy hostesses.

This Is One of the 40,366

Testimonials received in two years:

"For two years I suffered greatly from nervous prostration, and in six months lost 28 pounds in weight. Naturally my spirits became depressed, so that I lost all hope of ever being well again, having tried many medicines without any good results.

"A neighbor who had used Hood's Sarsaparilla with the most perfect success advised me to give it a trial. I did so, and so decided was the improvement that when I had taken three bottles my health was restored. I was soon able to sleep soundly, to rise in the morning and face the day's work with a light heart. Hood's Sarsaparilla is a wonderful medicine."—Capt. J. McGlade, Kingston, Ont.

Hood's Sarsaparilla combines the utmost remedial values of more than twenty different ingredients, each greatly strengthened and enriched by the peculiar combination.

Begin taking Hood's Sarsaparilla today. 100 Doses One Dollar.