

# McCormick's Sodas

The delightful crispness of McCormick's Jersey Cream Sodas is an indication of right packing. A special cooling process after baking makes them crisp, and our special method of packing in tightly sealed boxes, lined with waxed paper, keeps them so.

Delicate, tasty, digestible and highly nutritious, McCormick's Jersey Cream Sodas contain all the elements of a pure, wholesome food at an economical price.

THE McCORMICK MANUFACTURING CO., LIMITED  
General Offices and Factory: London, Canada. Branch Warehouses: Montreal, Ottawa, Hamilton, Kingston, Windsor, Calgary, Port Arthur, St. John, N.B.



## DISTINCTIVE BEAUTY FOR BEDROOMS

The woman of today fully appreciates the part which the bed plays in mirroring the taste and refinement of the owner. This is one reason for the steadily growing vogue of "IDEAL" BRASS BEDS.

The Ideal Bedding Co., Limited  
High-grade Bedsteads and Bedding  
TORONTO

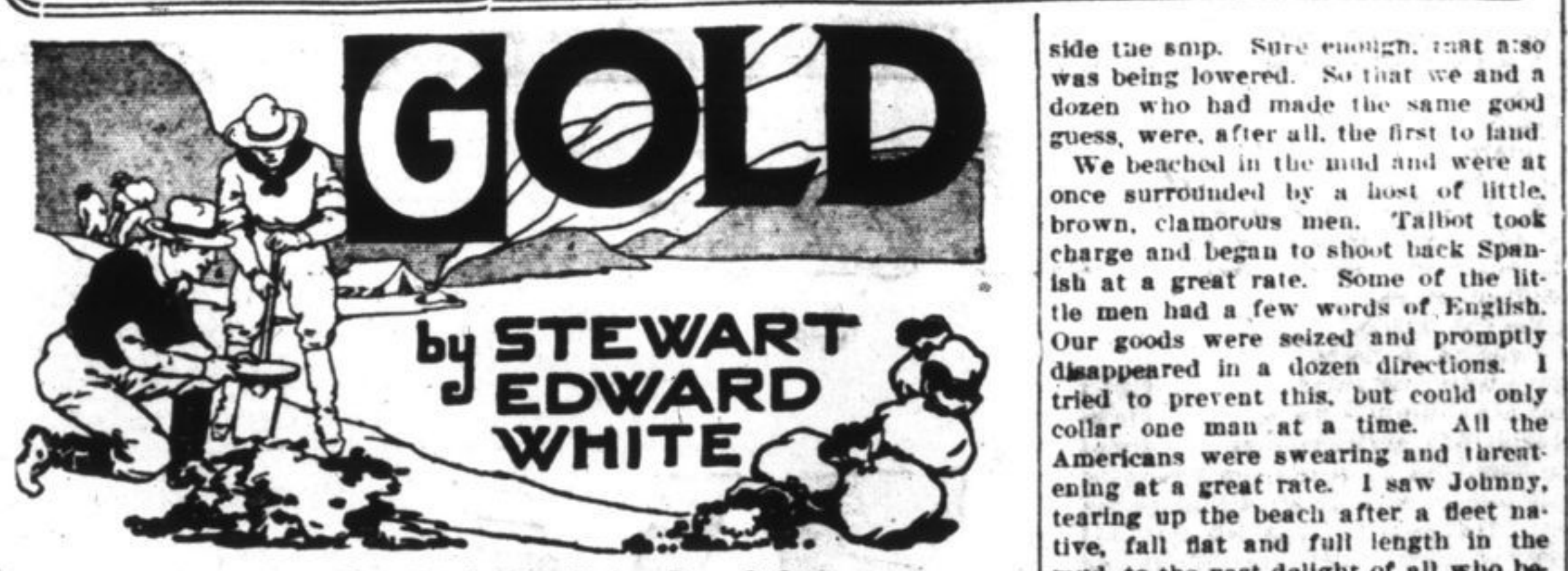
## Which do you wear?

Do you wear hosiery that fits loosely and wrinkles at the ankles and toes? — unsightly and uncomfortable. Or do you wear Mercury Fashioned Hosiery, with the slim ankles and perfectly turned toes? — not a wrinkle anywhere.



Mercury Hosiery  
Mercury Mills, Limited, Hamilton, Canada

# The Whig's New Serial Story



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CHAPTER III.  
The Village by the Lagoon.  
NEVER before nor since have I looked upon such a variety of equipment as strewed the decks and cabins of that ship. A great majority of the passengers knew nothing whatever about out of door life and less than nothing as to the conditions in California and on the way.

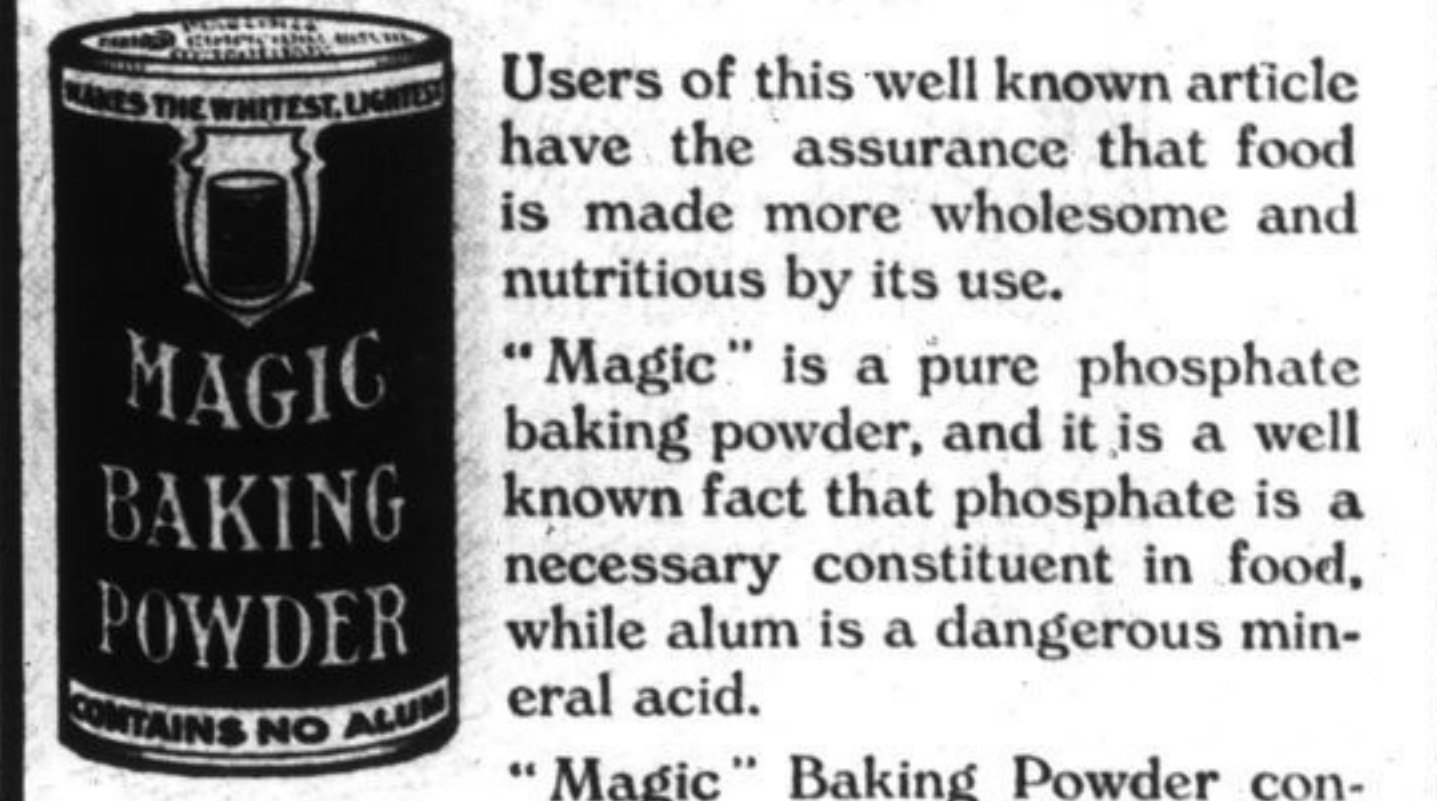


"If you had broken my arm I should not have taken you." Far, far from it. But you seem to like us. He knit his brows. "I can't explain. They are the class of cheap politician that brings into disrepute the chivalry of the south, sir."

CHAPTER IV.  
A Tropical River.  
WE returned through the town. It was now filled to overflowing with our compatriots. They surged everywhere, full of comment and curiosity. The half naked men and women with the cigars and the wholly naked children and dogs seemed not in the least disturbed or enlivened.

Talbot's earnest inquiries finally got us to the Crescent hotel. It was a but exactly like all the rest save that it had a floor. From its name I supposed it must have been kept by a white man, but we never got near enough through the crowd to find out. With out Talbot we should have gone hungry with many others, but he inquired around until we found a native willing to feed us. So we ate on an upturned hencoop outside a native hut. The meal consisted of pork, bread and water.

# MAGIC BAKING POWDER



Users of this well known article have the assurance that food is made more wholesome and nutritious by its use. "Magic" is a pure phosphate baking powder, and it is a well known fact that phosphate is a necessary constituent in food, while alum is a dangerous mineral acid.

E.W. GILLETT COMPANY LIMITED  
WINNIPEG TORONTO, ONT. MONTREAL

### Every 10c Packet of WILSON'S FLY PADS

WILL KILL MORE FLIES THAN \$8.00 WORTH OF ANY STICKY FLY CATCHER

## Mathieu's SYRUP OF TAR & COD LIVER OIL

### STOPS COUGHS

Sold in generous size bottles by all dealers.

## There is only one Krumbles.

It is the only cereal made from the whole of the Durum Wheat. It is cooked, "krumbled" and delicately toasted and has a delicious and original flavor.