THE EVENING TIMES, ST. JOHN, N. B., MONDAY, JANUARY 3, 1910.

## More bread and Better bread -And the Reason for it

Manitoba hard wheat is acknowledged the strongest in the world—and that is the kind used for Purity Flour.

But that's not all. Every grain of this wheat contains both highgrade and low-grade properties.
In separating the high-grade parts
from the low-grade the Western
Cauada Flour Mills put the hard wheat through a process so exacting that not a single low-grade part has the remotest chance of getting more expensive to operate but it means a lot to Purity flour users—

It means that Purity Flour is made entirely of the highest-grade flour parts of the strongest wheat It means a high-class, strong flour and therefore yields "more bread

Purity may cost a little more than some flours, but results prove it the cheapest and most econom-

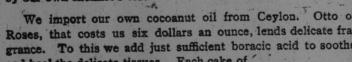


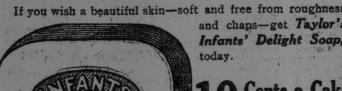
## In a Million Canadian Homes

Taylor's Infants' Delight Soap is in constant use today.

There are reasons for this

We have been soap makers 44 years. No expense is spared in procuring materials. The purity of our olive oil is proved by our own chemist's test.









### Fashion Hint for Times Readers



CINDER GREY COSTUME FOR HALF MOURNING

By Our Formula

lips as he started eagerly forward to gain this haven of cooling waters, rest, and fellowship with men.

He marveled that he had not beheld it sooner, but his one concern was to hurry there as fast as his reeling senses could direct him. A new grasp on his faculties was afforded by the sight. He knew he could traverse the distance; he knew that his power of will would sustain him to reach the goal, despite the dreadful increase of the heat.

For half an hour he plunged straight onward. At the end of that time a depression in the plain was before him. It was small; he would cross it in less than five minutes and gain its farther side. In the meantime, he must lose sight, briefly, of that precious abiding place of men.

Down the sloping side of the dry, rocky swale he hastened, and up on the opposite rise. For a moment, when he came again upon the higher level of the valley, he could see no sign of town or lake. It was there, however, slightly more to the south than he had fancied. That his brain was revolving in his skull was a thing he felt. Naturally, it turned him around.

At the end of another long period of his

# **Dress Goods Remnants** At Half Price

This great offering consists of Tweeds, Serges, Panamas, Venetians, Cashmeres, Poplins and Striped Suitings in ends from one to seven yards, will make very suitable Christmas gifts.

We have had our profit so are willing to sacrifice these remnants in order to clean up our stock.

# I. Chester Brown

32 and 36 King Square.

### **NEW MAYOR** OF TORONTO HAS 4,000 MAJORITY

Road Race at St. Catherines Ends In a Fatal

ress robbery of Nov. 4 is proving even greater sensation than the holdup itself.

