Make The Teapot Test

Put "SALADA" TEA in a warm teapot-pour on freshly boiled water -- let stand for five minutes---and you will have the most delicious

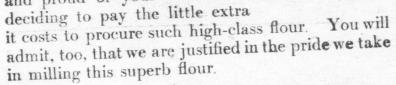
cup of tea you ever tasted.

that makes Ceylon Tea the beverage of delight. In sealed lead packages ONLY.

BLACK, GREEN or MIXED

You will be proud of the bread you'll make with PURITY FLOUR

AFTER seeing a batch of H big, gold n-crusted, snowywhite loaves, that you have baked from PURITY FLOUR, you will, indeed, be proud of your cooking-abilityand proud of your wisdom in deciding to pay the little extra





"More bread and better bread"



PURITY FLOUR is milled exclusively from the best Western hard whea the world's finest. Morethanthat, PURITY FLOUR consi ts entirely of the high-grade portions of the wheat. The low-grade portions are separated and excluded during the PURITY proces of milling. Such high-class flour, of course, expands more in the baking. It makes "more bread and better bread."

It makes lighter, flakier pastry, too, if you just take the precaution to add more shortening. On account of its unusual strength PURITY FLOUR, for best results, requires more shortening than ordinary flour.

Progressive dealers, everywhere, sell PURITY FLOUR and take pride in recommending it.

Add PURITY FLOUR to your grocery list right now. 106

Western Canada Flour Mills Company, Limited, Phone 795, Care of Central Storage and Exchange Company, 334-336 Clarence Street.



CITY WILL NOW PROTECT ITSELF

Bylaw To Be Prepared to Prevent the Excavation of Streets.

ENGINEERS WANT A JOB

Many Applications Received for an Assistant to City Engineer George W. Wright,

A bylaw, governing excavations in London is to be prepared by City Sollcitor T. G. Meredith, at the suggestion of Ald. Moore, of the board of works in order to protect property from such operations as have marred the vicinity of the Anthistle pit in the

is to prevent the owner of a piece of land from excavating over his frontage line to the sidewalk or into the streets or neighboring lots.

Many applications for the position of assistant city engineer have been received, a great number being in the hands of Engineer Wright. The board did not consider the matter at last night's meeting, but decided to leave the matter in abeyance for a time. City Solicitor Meredith advised the poard that a grant of \$100 to the Chelsea Green Land Company, to assist in maintaining the bridge at Adelaide street south, cannot be made, as it would entail an admission of liability A New Walk.

Dundas street property owners askd that a new cement sidewalk be ing erected on the burned area between Richmond and Talbot streets. neeting of the city council today. Harvard and Yale streets, City En-

ineer Wright reported, are to graded immediately. The question of performing the work asked for by the residents of Weston street, was again Mr. Fred Lawrason asked that

tile drain be placed on Adelaide street under a Pere Marquette siding that crosses into McClary's foundry. cresent the storm water is diverte into Mr. Lawrason's property. will be taken up in the consideration

of the storm water plans. Tenders for gravelling and contruction of cement sidewalks in Londen during the coming summer, are to be called for without further de-The board has decided to construct no more cement street crossings in London, as it has been found that such crossings are more liable

Brick Crossings. Brick crossings only are to be laid

a the future. A deputation from the West London Boosters' Association put in an appearance, but decided to defer the conference concerning the embankment until next meeting. The West board as to the proper place to com- tains of momentary immortality. mence the permanent works on the

oreakwater this year. It is claimed that there is not last hour. a crossing on this street, between Dundas street and Blackfriars.

CORRESPONDENCE

Reply to Englishman.

To the Editor of The Advertiser: Referring to "Cheery Englishman's" letter in last night's issue of your paper, while quite agreeing with some of his remarks. I cannot pass his remark about the treatment of Englishhis fellow-Britishers, the Scotch and Irish, without comment, as think the Englishmen have themselves entirely to blame for the treatment they receive. If they would come scendent in the noonday. The germ out to this country to learn its ways, out here and bragging how they do tight compartment of the Anglo-Saxon things in England, "When in Rome brain. Why leave it there inert till do as the Romans do."

London, April 23.

Lifeboats and Things. To the Editor of The Advertiser:

Sixteen hundred people plunging er loc into an icy grave two miles deep with a mighty ocean liner for a rough grips the attention and we stop the "pittable scramble" and open our eyes money that are spent in drink, let us to say about commercialism, because idea of the intensity and tapfally will it's a good time, and profitable, to which race poisoning is proceeding.

which race poisoning is proceeding.

"In Caen, where for six years I was any smart things, while the grim text is on the order paper, and the world's connected with the faculty of letters, ters," into thinking that absurdities are confined to ocean liners, and formurderers. get that the world aboard steamships the eleventh hour, and "Nearer, My its advance?"

BAD BLOOD CAUSED ABSCESS

perience to prove to Mrs. Hattie Hall that she had let her health run down.

In a letter from Schenoct 200 Mrs. Hattie Hall brutality of condemned souls. Go to In a letter from Schenectady, N. Y., the wharves, It is even werse there, she says: "I was forcibly reminded The laborer hardly eats now. He never that my sysetem needed renovating, changes his clothes, and rarely washes and that my blood was out of order, by the fact that an abscess formed in my side a short time ago, and required treatment for several weeks. "Under the regular use of Vinol to enrich and purify my blood and nation build up my strength, this was soon healed, and my general health very

much improved." year to put your blood in good order by the use of our delicious cod liver a year in drink is it not time for us by the use of our delicious cod liver a year in drink, is it not time for us and iron remedy without oil, Vinol. to wake up, before it is too late and It enriches the blood by adding the special control of and from remedy without oil, Vinol. It enriches the blood by adding iron and thus frees it from its impurities.

Vinol is wonderfully strengthening and vitalizing for all who are rundown and weak, and we guarantee it to give perfect satisfaction. Anderson & Nelles, druggists, also people.

W. T. Streng, druggist, London, Ont.

RHEUMATISM YIELDS TO ZAM-BUK

Read This Lady's Experience

Just at this season many people find hemselves suffering from aches and pains of rheumatism, sciatica, etc. For these, Zam-Buk is a sure cure,

Mrs. Mary Harman, Wheatley, Ont., writes: "I had rheumatism very badly. It affected my right arm and leg and was so bad that I could not put my hand to my head or behind me. I was quite helpless, could not do my work, and could not even dress myself, but had to be attended to like a child. The rheumatism in my leg was so bad that at times I could hardly walk.

"Naturally I tried various remedies,

but they seemed to do me no good. A friend advised me to try Zam-Buk. I obtained some, and had it rubbed thorages into the affected rubbed. oughly into the affected muscles. Before the first box was used I was very much better. I could move around the house with ease, and dress myself, and needed very little personal attention. I continued with the treatment, rubbing Zam-Buk in thoroughly every day, and in a few weeks' time the rheumatism was driven completely out of my system. The cure was permanent, too, and since that time I have never been troubled with rheumatism." It is just as good for skin injuries and diseases, eczema, scalp sores, eruptions, piles, cuts, burn, bruises, scalds, etc. All druggists and stores, 50c box, or by mail from Zam-Buk Company, Toronto, for price.

to pay our good money for; and every where we prefer amusement to safe-ty. One cannot always be thinking 'morgue." Lifeboats at their best are depressing, reminding us of the comaid in front of the buildings now be- ing shipwreck and our probable need of them, and should be hidden away somewhere in the coal bunkers until The matter was sent to the special the iceberg looms, or like Baldie Mc-Sporrin's coffin, put in the pantry and used for a bread box. Why should we not be reckless here, as we are everywhere, and why blame the steamship companies for giving us what we order? Are we not equally reckless of alcohol and of tuberculosis? Sixteen hundred lying comfortably in a warm bed of tuberculosis does not strike the imagination, but it is just as serious, and more painful. One doesn't light cigarettes in these cases and smoke while the lights go out, and the band doesn't play, and one is assured of proper burial in orthodox soil where worms, not fish, will fatten; but just the same I've heard people say it was

the very devil. The tennis court and its multitude of kindred on land, baseball, football, basketball, billiard ball, dancing ball, and other ball, bridge, euchre, "peed," politics, high finance and commercial sm in general — all save us from smothering-not death, but ennui, and the contemplation of death; from life and the horror of life; they save our nerves and enable us to smoke cigarettes while the airtight compart ments are filling with the Atlantic Amusements are but life gear of another order-constantly in demand. In them we forget our mortality and the ment until next meeting. They are the foundation desire to confer with the inevitable iceberg. They are the foundation

One wishes, if it were practicable, that the Anglo-Saxon man might face Several street crossings will also be life as he faces death—that he could especially along Wilson ave-live up to the solid manhood of his is claimed that there is not last hour. Millionaires assisting women or the steerage to the boats merit the admiration of the gods, but why build a steel wall around the tennis court? Are we to be men only when we die? Life to some of these women was a pitiable gift; but it was given. It was noble to save them from the jaws of death. It is equally noble to save them from the jaws of life. Noble and infinitely less risky. A cork belt to the slim child of the Titanic city; lifeboats for the tuberculosis victims of life's grim steerage, and a bulletor a lemon-for the coward who at tempts to rush the boats and climb life and power on the writhing wrecks of human misfortune. A thing of beauty in the hour of death; tranalready sown-not of reason but of in would be far better than coming stinct-hidden away there in an air the iceberg rips the plates? Would not be a good idea to "Be British all the time?" Man the lifeboats. Man also the tennis courts and the swimming pools.

Two Millions of Dollars.

To the Editor of The Advertiser. In view of the immense sums of wide and say "awful" which is all very listen to what Mr. Mabilleau, leader proper, like taking off your hat at a of the great French co-operative funeral. We hear that the life-saving movement, has to say of the condiequipment is weefully inadequate, and tions they have got into in France equipment is weefully inadequate, and tions they have got into in France, the world raises its eyebrows, and smart people think out smart things to Normandy and Brittany, he had no to say about commercialism, because idea of the intensity and rapidity with "In Caen, where for six years I was

eyebrows arched, and senate commit- I was horror-stricken. With the aid tees sit to the solemn harvest of facts. In the momentary flash light, while clans, I drew up causative charts of horror holds our pupils wide, we get Normandy, The evidence showed a glimpse of the absurd excess of tena glimpse of the absurd excess of ten-nis courts, ballrooms, swimming pools, check the downward movement, this province will, in fifty years, be a desetc., and delude ourselves, poor "crit- province will, in fifty years, be a des-

immediately of those who know the world that it is everywhere else, leaving its heroism and pretty things till ism. Is anything being done to stay They raised their arms to heaven and replied in stricken On liners as everywhere we get tones: The plague advances steadily. what we want what we are willing It has gone so far that one can hardly tinually increasing number of imbeciles and criminals. In some places a half. in others two-thirds of the conscripts cannot be accepted on account of some physical weakness. One cannot imagine a more dreadful sight than that of young soldiers at the railway How Vinol Saved Mrs. Hall. stations returning home when their stations are over. No jolly song himself. He has neither money nor time for those things. He only

"'But,' I asked, after hearing these things, 'why don't you cry out to the 'What's the use? No one listens. and besides it's too late. There is no

possible help for us now. With a city the size of Hamilton active co-operation of all the Christian

H. ARNOTT, SEN.

A FACTORY OVERMAKE TROUSER SALE Saturday-564 Pairs

The overmake of one of Ontario's exclusive trouser makers, bought at sweeping reductions for cash. Marked at prices to clear them out in twos and threes. These will be on sale Saturday.

\$1.68

Trousers that were made to sell at \$2.75 and \$3.00 per pair. Hip and watch pockets, well tailored. Come early.

\$1.98

\$3.25 and \$3.50 values. Hip and watch pockets, assorted patterns. Hand tailored.

\$3.50

Peg and semi-peg and regular styles. Belt straps, hip and watch pockets, standard \$5.00, \$5.50 and \$6.00 Trousers.

Four Big Suit Specials for Men \$7.20, \$10, \$14, \$18

Values that are helping to pile up our big records of Suit selling. See that you take ad-

Blue and Black Suits \$9.80, \$12.50, \$14, \$16

Fine Furnishings

240 dozen Handsome Spring Shirts, in fine silks, soisette, madras, dimity and cambrics, regular and separate collars. All the new shades are here. Tans, grays, helio, gray and white, 68¢, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00 to \$3.50.

NECKWEAR-THREE LARGE SHIP-MENTS THIS WEEK.

SPRING AND SUMMER HOSE. Onyx silk, New York's best. Silk lisle, fine cashmere and cotton, 10e, $12\frac{1}{2}e$, 15e, 20e, 25e, 35e, 50e, 75e, \$1.00.

Hats! Hats! Hats!

Exclusive New York Hats, personally selected for the young men's trade.

Another Big Purchase in Boys' Suits \$5 Suits Going at \$3.90

The fit, the style and the quality of our Boys' Suits are creating quite a furore of favorable comment among the mothers of

BOYS' 35c GUARANTEED STOCKINGS -We have the maker's authority to replace at his expense any pair not satisfactory. Special25¢ BOYS' KNICKERS-Saturday special. 25¢ BOYS' FANCY BUSTER SUITS

.....\$2.98, \$3.78, \$4.00

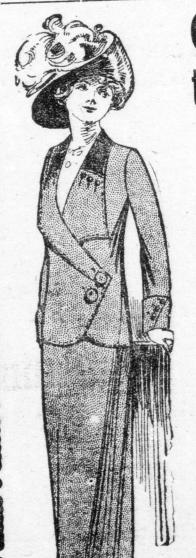
Work Goods

Work Mitts-The best values in London. Bricklayers' Mitts, 4 pairs for 25¢ Firemen's 50c Mitts, 3 pairs for \$1.00

Overalls and Work Goods

London's Best \$1.25 Union-Made Overalls-London's Best \$1.00 Blue Stripe Overalls. London's Best 75c Blue and Black Overalls.

R. H. & J. DOWLER



Greatest Opportunity of the Year for Coat and Suit Buyers

Decided PRICE REDUCTION on Ladies' and Misses' Apparel. Friday and Saturday we will place on sale a beautiful collection of Tailored Suits, comprising every desirable model, in panamas, serges, whipcords, broadcloth and novelty mixtures, in plain tailored and trimmed effects. Every Metropolitan Suit we sell means a well pleased and satisfied customer. Materials are all wool, highgrade trimmings and linings, best workmanship and finish. These are specially priced at

\$9.85

\$13.95

\$17.95

Stylish Long Coats LADIES' COATS, in all-wool

MISSES' COATS, in serges, and fancy mixtures, made with the large shawl or sailor collar, trimmed with colorings to match; very popular models.

materials, in blue, black and mixtures, made both with the shawl or notch collar, trimmed with self or plain tailored. These are very attractive styles, specially priced at

\$6.75, \$7.95, \$9.95

\$8.95 \$6.50 \$14.95 \$12.00

We have also marked down our SKIRTS, DRESSES, WAISTS, RAINCOATS and UNDERSKIRTS for FRIDAY & SATURDAY

232 Dundas Street The Bargain Store. LOOK FOR STAR SIGN OVER DOOR.

OCEAN STEAMSHIPS. New York, April 25.—Arrived: Prinzess, rene, from Genoa, Pannola, from Flume; Santa Anna, from Marseilles.

Baltimore—Arrived:Rhein, from Ete-

men. Philadelphia—Arrived: Ancona, from Genoa, Carthaginian, from Glasgow.

Boston-Arrived: Laconia, from Liverueenstown-Arrived: Carmania, from New York.

Avonmouth—Arrived: Royal Edward, from Halifax.
Plymouth—Arrived: Bleucher, from New York; George Washington, from

rrived: Ascanla, from Portwed: Menominee, from Antwerd Philadelphia Bordeaux . . rved: Hudson, from New