

Try the flour that holds the confidence of thousands of home-cooks

THE present huge demand for PURITY FLOUR shows the confidence in which it is held by thousands of home-cooks.

Those who have used PURITY FLOUR have come to believe in it. They look on PURITY as a friend. They feel they can trust it implicitly, because each and every lot of PURITY FLOUR has always been uniform—always up to the high standard of quality that has made it famous.



Wouldn't you, too, like to use a flour you could always rely on? Wouldn't you like to feel certain that your bread, cakes, and pies were going to turn out exactly right? That's just how you'll feel when you become a user of PURITY FLOUR—the confidence-creating flour.

PURITY FLOUR gives high-class results, because it consists exclusively of the high-grade portions of the best Western hard wheat.

On account of the extra strength of PURITY FLOUR please remember, when making pastry, to add more shortening than an ordinary flour requires.

PURITY FLOUR

"More bread and better bread"

Make your next flour order spell P-U-R-I-T-Y F-L-O-U-R. It costs slightly more, but it's worth the difference.

Add PURITY FLOUR to grocery list right now.

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

HYDRO-ELECTRIC CUTTHROAT RATES

Charge Is Made That Contracts Are Made at All Sorts of Prices in London.

HELENA FRANCHISE UP

Board of Works Once Again Recommended That Contract Be Given a Year's Agreement.

Charges that the electrical department in their pursuit of customers offer all sorts of rates, were made on Thursday evening at the meeting of the board of works by Ald. Robinson and others. The discussion arose over the application of the Helena Costume Company for a franchise to cross certain streets, which was again for consideration.

"What are we going to do with this question?" asked Ald. Robinson. "We cannot do anything further than send on our former recommendation," said Ald. Blandford. "This matter was sent back to us to make arrangements for heating the central station, but the arrangements for this year have been made. I move that we grant it for one year, in accordance with the act."

"The sale of electricity is the point at stake," said Mr. Graham. "The Helena Costume Company is in direct competition with us, and they are securing the cream of the business. If it were not for that we would grant the request, as it would be a good thing for the citizens."

People in Favor. "Everywhere I go I find people in favor of granting the company the franchise," said Ald. Robinson. "I find little opposition anywhere."

"I find very little," said Ald. Coles. "I find a great deal," said another. Mayor Graham said he would grant the franchise.

"The commissioners have been approached to have a fixed schedule of rates, so that there would be no friction," said Ald. Robinson. "The Helena Costume Company would agree on any schedule satisfactory to the commissioners, and furnish a bond to adhere to it strictly. The city men are offering all sorts of prices, and apparently follow no schedule. I know of three rates. One man is getting his light for 1.8 a kilowatt, and the rest are paying 4.5 cents a kilowatt. One man is getting his place lighted for \$10.80 a month when he used to pay \$40 on a meter. When questioned as to the low rate, Mr. Glanville stated that a mistake had been made in the figures. I think that an arrangement could be made that would be satisfactory to all parties."

"It is a mistake to allow such competition," said Ald. Moore. "They are cutting each other's throats without any necessity."

Franchise For a Year. However, the discussion was not exactly to the point, and on the motion being put, it was recommended to the council that the franchise be granted for one year.

City Engineer Wright submitted a bill for \$1,449.04 for the board's portion of the cost of the Victoria Park lighting system. He stated that the lighting agreement was for the council to give \$1,000 towards this work, and that amount was placed in the estimates. Now they were asked to pay over \$400 additional. On motion of Ald. Coles, Ald. Robinson will take the matter up with Chairman Pocock of the commission.

F. B. Clarke and John Hodder, Pall Mall street, addressed the board, and objected to a pavement on that street for the accommodation of the C. P. R. The matter was laid over until the next meeting.

Cromwell Street Again. Ex-Ald. James Donnelly appeared before the committee, and asked what was being done in reference to opening Cromwell street. He declared that it was time something was done to remove the disability under which the residents of that district were suffering.

Ald. Robinson reported that the matter was in the hands of City Solicitor Meredith, and a definite statement would be made in the near future. Objection was made by Ald. Moore and Ald. Coles to the selection of a site on Thames street for the city workshop. It would mar to a great extent the scheme to beautify the river banks, and would not be anything to the London Bowling Club's grounds.

After some discussion it was decided to secure a suitable site elsewhere, and the committee will investigate shortly.

Some minor matters of business were disposed of. Those present were: Ald. Robinson (chairman), Ald. Coles, Ald. Moore, Ald. Blandford, Mayor Graham, City Engineer Wright, and Secretary Baker.

TRUST "BUSTING" IN THE FAR NORTH

Warrants issued for the Arrest of Leading Alaska Businessmen.

Juneau, Alaska, Feb. 15.—Telegraphic warrants were issued yesterday for the arrest of seventeen businessmen, prominent in affairs of Alaska and the Pacific coast, on four indictments returned by the federal grand jury that has been investigating the alleged violation of the Sherman anti-trust law in connection with the control of wharf facilities at Skagway.

The following were indicted: J. H. Young, president of the Alaska Steamship Company; J. C. Ford, president of the Pacific Coast Steamship Company; C. E. Houston, head of the Pacific Coast Coal Company; A. L. Berde, formerly vice-president and general manager of the White Pass and Yukon Railroad Company; Charles E. Peabody, formerly an official of the Alaska Steamship Company; John H. Bunch, traffic manager of the Alaska Steamship Company; E. C. Ward, superintendent of the Pacific Coast Steamship Company; F. E. Billingshurst, W. H. Mansen, Ira Brownson, J. W. Smith, J. G. Cushman, W. B. King, V. I. Hahn, and G. H. Higbee.

The grand jury investigation began three weeks ago. The principal witness was Max Keith, vice-president and general manager of the Humboldt Steamship Company, an independent line.

It is charged that the North Pacific Wharves and Trading Company, the Pacific and Arctic Railway and Navigation Company, the Pacific Coast Coal Company, and the Canadian Pacific Railway Company, formed a combination to monopolize the transportation facilities at Skagway.

Last Call in Our Great Winter Sale---Odd Lines Overcoats, Suits, Underwear AT HALF PRICE

A great clean-sweep finish in every department. Our original prices, too, were from ten to twenty per cent lower than any other store in London. Being the largest cash buyers of Clothing in Western Ontario, and not confined to the output of any factory or wholesale, we constantly receive the full benefit of the keen competition among the best makers in all lines for a large slice of our trade.

48 All New Overcoats, Half Price and Less

\$10.00 Overcoats for.....	\$4.68
\$12.00 Overcoats for.....	\$6.00
\$15.00 Overcoats for.....	\$7.50
\$20.00 Overcoats for.....	\$10.00
\$25.00 Overcoats for.....	\$12.50

BIG BARGAINS FOR LARGE MEN—14 only Black English Melton Overcoats, sizes 40, 42, 44 and 46; \$28.00 Coats for \$16.50; \$22.00 Coats for \$12.80; \$15.00 Coats for \$9.80; \$12.00 Coats for \$6.80.

1,200 Trouser Bargains

182 pairs \$5.00 Tailor-Made Trousers.....	\$3.50
100 pairs \$3.50 Trousers.....	\$2.50
75 pairs \$2.50 Trousers.....	\$1.98
250 pairs \$1.50 Trousers.....	\$1.19

Final Bargain Flourishes From Our Furnishing Department

Dent's \$1.00 Gloves, lined.....	68c
\$1.00 Oblong Mufflers.....	68c
50c Neckwear.....	25c
35c Neckwear.....	17c
50c Long Knit Motor Scarfs.....	29c
45c Ohio Make Braces.....	19c
Boys' "Winner" Stockings.....	19c
10 dozen Assorted 50c Neckwear.....	25c
15 dozen \$1.00 Shirts.....	58c

Warm Underwear Bargains

Penman's \$1.00 Heavy Rib Wool.....	75c
Penman's \$1.25 Blue Trim Wool.....	58c
10 dozen 50c Flat Rib.....	25c
Boys' 35c Fleece Undershirts, only.....	19c
Penman's Red and Black Pure Wool \$1.50 Shirts and Drawers.....	98c
Tiger Brand \$1.00 Black Goods.....	58c
50c Heavy Wool Hose, 3 pairs.....	\$1.00
35c and 25c Heavy Wool Hose.....	19c

SUITS AND SPRING TOP COATS MADE TO MEASURE—Our new spring samples received, 20th Century Bench-Tailored. The most exquisite designing and expert workmanship turned out on the continent. 1,000 cloths to select from.

R. H. & J. DOWLER, Limited

LONDON.

THREW HER BABY THREE STORIES

Policeman Caught Precious Bundle Then Brought Mother Safely Down.

New York, Feb. 15.—A five-gallon can of gasoline, which Joseph Goldstein kept in his tailor shop at 354 Bushwick avenue, Williamsburg, to clean clothes, burst and flames spread throughout the three-story brick tenement in which many families were housed.

The most frightened of all was Mrs. Rosie Goldstein, wife of a salesman, whose home with her two children was on the top floor. She looked from her kitchen window and saw flames pouring from the window and saw smoke pouring from the window. She rushed to the door and tried to dash for liberty down the stairs. By the time she had entered the hall-way and the smoke and fire drove her back. Crying for help she ran through the kitchen and then through the front room. She ran on through the closed window with the baby in her arms and jammed her way through the jagged hole in the pane of glass to the fire escape.

"Don't jump!" cried the crowd that had collected on the sidewalk. "I'll get you!" called Policeman Frank Kane. "Wait there!"

"But the woman would not wait. Leaping over the rail of the fire escape, she could not make up her mind and finally impulsively tossed the baby to the crowd below. Kane held out his arms and caught the bundle. The quilt, which had been wound tightly about the child, held the package dropped into the fire escape. The baby, in its arms, didn't even whimper.

Then Mrs. Goldstein was climbing over the rail ready to jump with Lena, her eldest.

"Wait!" again shouted Kane. She drew back.

Kane tossed the baby to a man in the crowd and dashed on the stairs. Smoke women's rooms, threw open the broken window, and dragged her and the child back into the burning room. He took the mother, struggling, when she saw the baby in his arms and threw the child up on top of her. Then shutting his eyes he made his way through the door and to the sidewalk.

He felt his way along to the stairs and down with them. Smoke almost suffocated him. Mrs. Goldstein cried wildly with hysteria, and fought to get away. She could not loosen the vice-like grip of the bluecoat, and he managed to carry her to the sidewalk.

By that time the woman was sure she had escaped. She was sure she was safe, and the woman was sure she was safe.

STRATHROY LIBRARY MUST SEEK NEW HOME

Board Has Received Notice to Vacate the Premises That Are Now Being Used.

[Special to The Advertiser.]

Strathroy, Feb. 15.—The public library board have received notice to vacate the premises they now occupy, the store having been leased to another party. Some difficulty is being experienced in finding a suitable place.

L. S. Cuddy, son of Principal L. W. Cuddy, High street, was successful in passing his second year examination in connection with the Law Society of Upper Canada.

Mr. and Mrs. S. Lethbridge, of High street, entertained sixteen couples from London, friends of Miss Lella Lethbridge, their daughter, last night. The parties came out on the 8 o'clock train and returned on the 8 o'clock train.

Mrs. D. W. Laughlin, of Montreal, and Mrs. Frances E. Young, of Toledo, Ohio, are the guests of Mrs. W. R. Howell, Adelaide street.

A leap year valentine party was held at the home of Dr. A. S. and Mrs. Thompson, West Front street, last evening, in honor of the doctor's two nieces, Misses Mary and Margaret Thompson, of Grand Rapids, who are visiting here.

Philo Hamby, son of John Hamby, made a brilliant record at his first-year examination in McMaster University, Toronto, taking a high standing in every subject.

WAY TO GAIN FLESH

There is only one way for thin, weak persons to gain flesh and strength and that is to eat and digest more food.

"But that's just the trouble," says one. "I don't want to eat at all and the doctors say it does more harm than good to eat what I don't want."

That is true. The thing to do is to get an appetite and good digestion. Miss Henrietta Huber, of the Bronx, N. Y., says on this subject: "I was very weak and had been for several months, so I thought I ought to take Vinol to gain strength. Since taking Vinol I have gained over 15 pounds in weight and my appetite is good. Now I am as strong as ever."

This is a remarkable case, but there are thousands of others, proving that our delicious cod liver and iron remedy, Vinol, is a certain body builder and strength creator. If you are weak and thin, you should by all means give yourself the benefit of Vinol for it will build you up and make you strong. We guarantee it to do this.

W. T. Strong, druggist, also Anderson, & Nelles, druggists, London, Ont.

You Need A Tonic

Mr. Business or Professional Man!

Excessive and constant mental occupation, protracted anxiety or care, continual work in the stuffy atmosphere of the office, causes rapid loss of nervous power, mental gloom and depression. YOU need a tonic and the very best preparation to be had on this market is

WILSON'S INVALIDS PORT

(A la Quina du Pérou)

It will promptly relieve prostration, nervousness and debility, renew energy, vigour and activity—it is the first and simplest preparation to tone up the entire system.

In sickness or health, in business or pleasure, in prosperity or adversity, the benefit of Wilson's Invalids Port is beyond comprehension, until you have actually experienced the glowing invigoration it generates.

Dr. J. DUNFIELD, Petrolia, Ont., says: "I have used 'Wilson's Invalids Port' and have pleasure in recommending it as a tonic of rare quality for debilitated patients. It gives tone to the stomach by increasing the appetite and very greatly assisting digestion. I believe that it would alone cure many cases of 'run-down' constitutions unaided by any other medicine."

Jno. Dunfield M.D.

BIG BOTTLE 100 ASK YOUR DOCTOR

On Monday a joint meeting of the Women's and Farmers' Institutes will be held in the town hall, afternoon and evening.

Mrs. (Dr.) Homer Bebbins, of Aylmer, will give a short address at the afternoon meeting.

A short musical programme will be given in the evening.

Mr. F. J. Mackay, principal of the public school, has been suffering for a week past with a severe attack of appendicitis. His condition is causing some uneasiness.

Conley Addison and son Austin, of Holbrook, visited relatives here recently.

Mr. Wilson, of "Thamesburg," organizer of the C. O. F. spent a few days with friends here recently.

Mrs. H. McCollow, of "Thamesburg," visited relatives here recently.

John Kent and family were recent guests of George Kent, near Summitville.

Your Executor

In considering the selection of an executor, it will be well to remember that this company never dies; is never incapacitated for immediate action; is never absent from its place of business, nor too engrossed in personal affairs to give proper attention to its trust duties. Its officers, moreover, are always available for consultation during business hours.

We invite you to confer with us at your convenience upon this subject.

FOUR OFFICES

442 Richmond St. Market Square. 366 Talbot St. London. London. St. Thomas. Regina, Sask.

CANADA TRUST COMPANY

It is True Economy

to use the highest grade of sugar like

St. Lawrence Sugar

It is brilliantly white and sparkling—looks dainty and tempting on the table—and goes further because it is absolutely pure sugar of the finest quality. Make the test yourself. Compare "ST. LAWRENCE GRANULATED" with any other.

The St. Lawrence Sugar Refining Co. Limited MONTREAL.

THE STATUS OF QUEEN'S

Bill To Make It a National Institution Comes Up Today.

Ottawa, Feb. 15.—A good deal of interest attaches to the consideration tomorrow of the bill to remodel the constitution of Queen's and change it from a denominational to a national university. One clause in which interest is taken, declares the university to be a work for the general advantage of Canada. By the federal jurisdiction for about 30 years. Originally Queen's was owned by that branch of the Presbyterian Church known as the Old Kirk. When Presbyterian union

occurred in 1875, Queen's was established on a semi-independent basis, the legislation incorporating the Presbyterian Church of Canada and reorganizing Queen's being provincial. Litigation ensued which resulted in the provincial acts being declared ultra vires, and church and university sought and obtained confirmatory acts from the Dominion Parliament. Two subsequent Dominion acts have dealt with Queen's, so that it has repeatedly been dealt with by this Parliament. Another matter which is causing trouble is the resistance offered to it by the Jewish community. One clause declares that the university "shall in every respect be national and undenominational in its character and management," while another says "The university shall continue distinctly Christian, but no religious test or qualification save the profession of Christianity shall be required of or appointed for any officer, trustee, member of council or official of the university." The Jews assert that this would bar them from holding posts in the institution.

Shiloh's Cure quickly stops coughs, cures colds, heals the throat and lungs. 25 cents.