

THE DEMAND

Is increasing enormously
Can we tell you the
Reason Why?

"A Trial Package will bring Enlightenment"

"SALADA"

CEYLON TEAS "ARE DELICIOUS TEAS"
BLACK, MIXED OR NATURAL GREEN
SEALED PACKAGES ONLY REFUSE SUBSTITUTES

WESTERN ONTARIO NEWS

SUPPLY OF TIMBER
GONE AT LUCKNOW

This Season Will Mark Passing
of Sawmill in Northern
Town.

Factories are busy

Question of Developing Power From
Either Maitland or Saugeen
Rivers Will Be Gone
Into Shortly.

[Staff Correspondence.]

Lucknow, Jan. 18.—This season, in the opinion of Reeve Mitchell, will mark the passing of Lucknow's last sawmill. Mr. Mitchell, who has been in the lumbering business for years, and now controls the business in Lucknow, is of the opinion that the industry which was formerly the mainstay of Northern Bruce is played out.

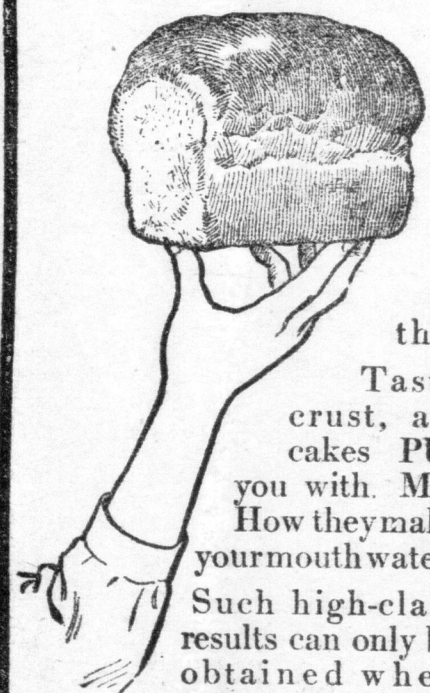
"This is about the last year I shall be able to run," he told The Advertiser today. "This winter will about clean up the country, and we shall have to get into Algoma for our hardwood and pine. The furniture factory here is now importing almost all of its lumber, and I am at present manufacturing the last of the maple."

Famous for Hardwood.
Of course, all the pine in the vicinity of Lucknow has been gone for many years, but this district has long been famous for its supply of hard maple, which, quality for quality, far

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

Be Fair. Buy a sack
or barrel before judging
PURITY FLOUR

SOME people have attempted to judge PURITY FLOUR before knowing the facts about it—before using it. So we ask you to be fair and to buy a sack or barrel of PURITY FLOUR and give it a thorough try-out before attempting to arrive at a judgment.



Look at the beauty and loftiness of the golden-crust, snowy-crumbed loaves, fit for a king. Count them and see how many more of them PURITY yields to the barrel than ordinary flour does.

Taste the creamy, flaky pie crust, and the deliciously light cakes PURITY FLOUR rewards you with. My!

How they make your mouth water!

Such high-class results can only be obtained when using a flour consisting exclusively of the high-grade portions of the best Western hard wheat berries.

And remember, that, on account of its extra strength and extra quality, PURITY FLOUR requires more water when making bread and more shortening when making pastry, than you are accustomed to use with ordinary flour.



PURITY FLOUR

"More bread and better bread"

Buy a bag or barrel of PURITY FLOUR. Test it for a week. Then pass judgment.

Add PURITY FLOUR to the grocery list right now.

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

ALL DOGS MUST BE
KEPT LOCKED UP

Fear Rabies in Aylmer District
After Recent St. Thomas
Outbreak.

[Special to The Advertiser.]
Aylmer, Jan. 18.—On account of the presence of rabies in the county, the mayor, H. H. Wright, has published a notice, notifying all owners of dogs to keep them from running at large.

The fire completely destroyed the frame residence of George Marshall at Stratfordville Monday afternoon last at 5 o'clock.

The fire was caused by an explosion of gas in the cellar. The house was valued at about \$2,500 and is a total loss. The contents were saved.

Miss A. Warttig, of Port Stanley, is the guest of Miss E. Trim.

The public school board met for the purpose of organization, and the transaction of general business. All the members were present except Trustee W. C. Bingham.

E. A. Miller was re-elected chairman and J. L. Lambert secretary-treasurer.

Trustee J. Y. Smiley (chairman), J. L. Lambert and W. C. Bingham form the supply committee, and Trustees E. S. C. Miller, E. C. Miller and W. C. Bingham form the management committee.

Visitors—For January, J. Y. Smiley and J. L. Lambert, and for February, C. Monteith and Thomas Hammond; for March, E. A. Miller and W. C. Bingham.

AGRICULTURAL SOCIETY
HAD A GOOD YEAR

Reports Presented at Meeting
in Ingersoll Were Most
Satisfactory.

[Special to The Advertiser.]

Ingersoll, Jan. 19.—The annual meeting of the Ingersoll, North and West Oxford Agricultural Society was held yesterday afternoon. The attendance was only fair, owing to the inclement weather, but a lively interest was manifested in the success of the society.

The annual statement of the secretary-treasurer was submitted, and adopted as read. The total receipts of the year were \$1,134.39, and the total expenditure \$1,153.10. There are more than enough outstanding subscriptions to balance the statement.

It was decided to hold the next annual exhibition on Tuesday and Wednesday, Sept. 17 and 18, when it is confidently expected that success greater than ever before will be achieved.

The following officers were elected: Honorary directors—Mayor Coleridge, Dr. MacKay, E. W. Uren, Chas. White, M. C. Elliott, Geo. Batcheller, S. C. Rappley, T. R. Mayberry, Donald Sutherland, C. L. Wilson, H. Gregg, H. F. Boyse.

President—David Robinson (re-elected).

First Vice-President—J. B. Thompson.

Second Vice-President—James Raymond.

Directors for Ingersoll—R. A. Skinner, A. Mitchell, Chas. George.

North Oxford Directors—Geo. Uren, Wm. Colyer, F. Foster.

West Oxford Directors—E. A. Sage, E. S. Dodge.

Dereham Directors—Richard Wilson.

Auditors—James Mayberry and E. H. Huggill.

It was decided to continue the field crop competition for another year, and to engage department judges for horses at the coming exhibition.

STRATFORD IS AFTER
C. P. R. CONNECTION

City Council Will Take Matter
Up at Once With the
Officials.

[Special to The Advertiser.]

Stratford, Jan. 19.—Stratford still has great hopes that the C. P. R. will go ahead with new work here.

At a special meeting of the city council last night the following committee was appointed to interview Mr. Leonard of the C. P. R. at Toronto on Jan. 23, and arrange with him the best possible proposition for C. P. R. entrance to Stratford, this proposal to be submitted to the people. The committee consists of J. H. Gordon (president of the Board of Trade), W. J. McCully (president of the Merchants' Association), Ald. Frame (chairman of the railway committee of the council), and George McLagan (chairman of the railway committee of the Board of Trade).

ULSTER WOMEN ENTER
THE HOME RULE FIGHT

Fifty Thousand Issue Fiery Appeal for Help From Their English Sisters.

Belfast, Jan. 18.—Fifty thousand women members of the Ulster Unionist Associations have issued today a fiery manifesto to their sisters in Great Britain, asking them to defeat the home rule bill.

The Duchess of Abercorn presided at the meeting of the council of the Ulster Unionist Associations, which adopted the appeal to the women of Great Britain. In the course of a speech she said:

"We will not have home rule, and if we are thrown out of our heritage we shall stand by our menfolk, resisting to the uttermost the domination of a rebel parliament in Dublin."

The manifesto declares the Unionists' determination to hold Ulster for the empire, and asserts that home rule "will reduce the whole country to the rage and riot which are found in Ireland only in those districts where the rule of the National League is supreme."

BEEKEEPERS MEET

[Special to The Advertiser.]

Guelph, Jan. 18.—Beekeepers from all over the district attended a most interesting illustrated lecture on "The Present and Future of Beekeeping," given by E. R. Root of Medina, Ohio.

Mr. Root's talk was of great practical value, and during the address he entered a cage in which was a swarm of bees, and showed how to handle them without being stung.

GREAT OPPORTUNITIES
FOR SATURDAY SHOPPERS

There is no time like the Annual Stocktaking for rooting out the odds and ends in all departments. During the last few days every dollar's worth of merchandise in this store has been handled and listed for stock inventory, and anything in the shape of broken lines and odds and ends which may have missed the eye of the merchandise man during the pre-stocktaking sales, or perhaps many lines, though broken, he had not the nerve to sacrifice—thought too good. Many of these in listing have been severely dealt with, and customers who have been attending the sales of the last ten days will know what to expect Saturday, when many additional clearings will be added to the already long list. We particularly draw the men's attention to the clearing of Turnbull's and Ellis' Underwear, \$2.00 to \$2.50 finest lines, at \$1.39, broken sizes and ranges, and Men's Fur Coats, and remind ladies of the Millinery clearance and Half-Price Sale of Ladies' Misses' and Children's Winter Cloth Coats.

All Ladies', Misses' and
Children's Winter
Cloth Coats Half Price

\$4.50 TO \$40.00 COATS,

Sale Price \$2.25, \$20

Ladies' Ready-to-Wear—Second Floor.

Final Clearing of
Trimmed Millinery

98c and \$1.98 \$2.39

Ostrich Feathers, 15c and 29c

Second Floor.

Every Coat listed at half price, and now on sale. The entire stock to choose from. Tweeds, Beavers and Serges, all this season's styles, and with our winter only just beginning, adds much to the importance of such reductions, as greater would not be expected on the last day of winter. Those who come first will get best coats, and a deposit will hold your choice if you are not prepared to purchase tomorrow. Imagine stylish \$10.00 Coats for \$5.00, \$20.00 Coats for \$10.00, and \$40.00 Coats for \$20.00. The price you pay now is the amount you save.

Stock listing in this department has rounded up the balance of trimmed felts, etc., also all shapes, ornaments and hat trimmings, feather sprays, wings, etc., which have been priced ridiculously low in order to clear every dollar's worth of merchandise in this section quickly.

The cost of the shape or the amount of trimming is no consideration now, as it is, in this department more particularly, our set rule that nothing shall be left over from one season to another, hence these sweeping reductions.

Saturday in the Men's Store

From the standpoint of quality never since this Men's Store was opened have such high-grade goods been offered at such reductions. We speak particularly of Turnbull's "Ceetee" and "Ellis" Brand Underwear, the finest grades manufactured in Canada. In three years we have not had a broken-price sale of these goods. Tomorrow all broken lots will be cleared; also Tiger Brand, Watson's and Penman's goods. All odds and ends must go. Boys' Sweater Coats and Men's Fur and Fur-Lined Overcoats are on the programme for Saturday.

Ceetee Underwear \$2.00 to \$2.50. Sale price \$1.39



Every man who wears this brand will be fortunate if he finds garments in his size amongst this broken assortment. Our winter season we figure about over, and everything left will go at above price Saturday. You will find all sizes from 32 to 44 in the assortments in both Ceetee and Ellis brands (unshrinkable), regular \$2 to \$2.50. Get your supply while they last at \$1.39

Combinations, size 36 to 42, to clear, suit \$2.78

Tiger Brand, Watson's, and Penman's Odds and Ends .. 69c

All broken lines in above brands, Shirts, and Drawers. Splendid qualities, ranging up to \$1.25, to be cleared at .. 69c

Boys' Underwear, Fine Wool, 43c

A clean sweep of all Boys' Fine Woollen Underwear, Shirts and Drawers, worth up to 85c, for ages 5 to 15 years, to be cleared Saturday, at per garment .. 43c

Final Clearing of Men's Fur and
Fur-Lined Overcoats

This is the opportunity of the year for a Fur Coat. Come early and get the pick.

4 ONLY FUR COLLAR, QUILTED LINED OVERCOATS, sizes 40 and 42. Sale price .. \$11.95

BLACK DOGSKIN OVERCOATS—Sale price .. \$13.75

3 ONLY FINE COON COATS, \$75.00; sale price .. \$58.50

\$85.00 and \$90.00 Fur-Lined Coats, sale price .. \$69.00

2 ONLY \$125.00 Fine Fur Lined, Otter Collar and Russian Black Rat Lining; sale price .. \$89.00

Also Fur Caps, Collars and Gauntlets at greatly reduced prices.

MEN'S OVERCOATS CLEARING AT .. \$5.95, \$9.75 and \$13.75

BOYS' OVERCOATS, CLEARING AT .. \$4.98

CHILDREN'S OVERCOATS, CLEARING AT .. \$2.95

BOYS' SUITS, CLEARING AT .. \$2.25, \$3.95 and \$4.95



Boys' and Men's Sweater Coats and Children's Toques

Here is one of the best items listed for Saturday, but unfortunately they are not in large quantities, and certainly will not be enough for all who will be after these, and we hope that those who cannot come early won't be disappointed if all are sold, as we expect they will be at an early hour. We cannot avoid these disappointments. When stocks are sold down to a few odds and ends they must be cleared, and all have equal chances, as none are sold before the opening hour the day of sale.

Children's Long Toboggan Toques, regular 50c, sale price, each .. 19c

15 only Boys' Sweater Coats, fine qualities, \$2.00 and \$2.25. Sale price .. \$1.19

Men's Coat Sweaters, edged with double band all around, in all the popular colors, in sizes 36 to 44. Regular \$3.00 and \$3.50 lines, all grouped to clear Saturday, at each .. \$2.25

Richmond Street Section—Come Early Saturday.

AFTER THE MATINEE
Lunch in the Restaurant and
Enjoy the Musical Programme.

SMALLMAN & INGRAM
LIMITED

CORTESE ORCHESTRA
Saturday Afternoon, Main Floor
Balcony and Restaurant.