

I wonder what's
wrong with
my Tea?

My! This certainly
IS good
Tea

The woman on the left bought some "cheap" tea. You can see she's not pleased. She's sorry now she tried to save a few cents by buying the "cheap" tea.

How different with the woman on the right. The fragrance of her tea tells her how good it is. She paid a few cents more for Red Rose Tea than the other woman paid for her "cheap" tea—and besides Red Rose will prove more economical in the end!

Because of the rich flavor and vigorous strength of the Assam teas of which Red Rose chiefly consists, it will make 250 cups to the pound, or about a fifth of a cent a cup. So cheap that the very poorest can afford it, so good that the rich can find nothing better.

Kept Good
by the
Sealed
Package



T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

Red Rose Coffee is as
generously good as Red Rose Tea

REMARKABLY GOOD RECORD

Twenty-Second Battalion Has Won
Fame for Canada and for Quebec.

Montreal, Oct. 25. — The return to Canada of a number of wounded men of the 22nd French-Canadian Battalion, now under Lt.-Col. T. L. Tremblay, at the front, has revived interest in this heroic corps. The men with the beaver hat badge are still in the front line and nobly doing their part.

It was at Courcellette on Sept. 15 1916, that the 22nd Battalion lost over half its men and 17 officers out of 21. There Lt.-Col. (The Major) L. J. Daly-Gingras, Adjutant, was severely wounded and won his D.S.O. The corps made one of the most spirited and successful attacks in the history of Western front fighting, driving the enemy from formidable positions in record time.

The 22nd Battalion was raised at Montreal by Col. F. Gaudet who, after serving five months as commander in the trenches, was taken to England to be technical adviser to the Minister of Munitions. He had been in Canada superintendent of the Dominion Arsenal at Quebec. In command now is Lt.-Col. T. L. Tremblay, a graduate of the Royal Military College at Kingston. A-19.

ACADIA UNIVERSITY WOLFVILLE, - Nova Scotia.

Departments
Arts and Sciences. Applied Sciences. Theology.

Degrees
B.A., B.Sc., B.Th., M.A., and certificates in Engineering admitting to third year in best technical schools. First year in Medicine, Law, and Theology given as Privileges in Arts course.

Equipment
Largest undergraduate faculty in Maritime Provinces. Three new and splendidly equipped Science Buildings.

Expenses
Expenses light, and over \$1,000 given in prizes and Scholarships yearly.

Send for calendar to
GEORGE B. CUTLER, B.B., M.B., President.
Next term begins Oct. 3rd, 1917.

ACADIA LADIES' SEMINARY WOLFVILLE, - Nova Scotia.

The Aim.—To prepare Girls and Young Women for Complete Living.

The Courses.—Twelve, including College Articulation, General, Music, Art, Expression, Household Science, Business.

The Faculty.—Twenty-four Teachers of Fine Personality and Special Training.

The Equipment.—Modern and First Class in every respect.

The Location.—Unexcelled, in Evangeline Land.

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Rev. E. T. DeWOLFE, B.B., Principal.
Next term begins Sept. 24th, 1917.

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A Residential School for Boys and Young Men.

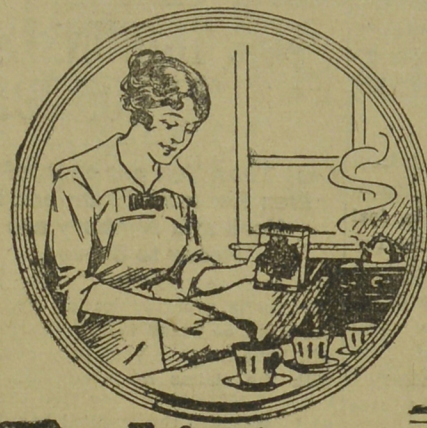
Eighty-ninth Year.

Courses.—Collegiate, Manual Training, Business, Special Courses.

Features.—Modern Residence, Good Equipment, Ideal Location, Splendid Environment, Experienced Teaching Staff, Moderate Cost.

For Illustrated Catalogue of Information apply to
Principal W. L. ARCHIBALD,
WOLFVILLE, - Nova Scotia.

Next Term opens Sept. 24th, 1917.



Enlist Your Kitchen in the War!

"The kitchen must help as well as the workshop and the trenches"

Mr. Lloyd George has said it!

What does he mean?

He means you must know and practice real thrift—make every dollar you spend on food serve your family and your country. Banish those things which are wasteful and substitute real foods.

Lovers of tea and coffee must realize that these beverages are in no sense of the word food, but merely pleasant, slightly stimulating drinks, which, by the way, are soaring in price!

Thrift Suggests Serving Cocoa

It is a scientific fact that a cup of Cowan's Perfection Brand Cocoa contains more actual food value than a cup of beef extract, bouillon, or chicken soup.

Economies like Cowan's Cocoa render the diet more delightful, while saving money. And the saving effected in household expenses will enable you to help win the war another way—by Purchasing War Certificates!

For \$21.50 you can buy at your nearest bank or

Post office a War Savings Certificate for which in 3 years' time the Government will refund \$25.00.

Remember every food economy you practice helps to defend the brave boys at the front.

Cowan's Perfection Brand Cocoa can be purchased from all good dealers throughout Canada. Economy also suggests your choice of Cowan's Maple Buds, Queen's Dessert, or Milk Chocolate Bars as the ever welcome confections.

Ask for Cowan's ACTIVE SERVICE Chocolate; just what our soldiers in the trenches appreciate. Specially manufactured to meet their needs.

COWAN'S COCOA

"Perfection Brand"

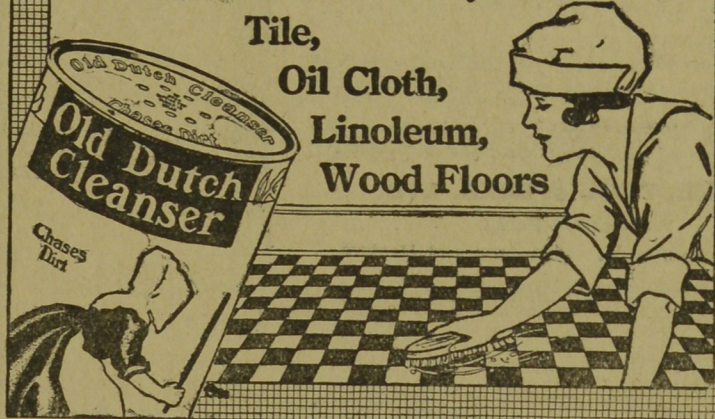
MADE IN CANADA

91

Old Dutch

Makes scrubbing quick and easy. Don't wear out your back and your temper. Just let Old Dutch clean your

Tile,
Oil Cloth,
Linoleum,
Wood Floors



FREE The Lantic Library of Delicious Sweets

—a book on each of the following subjects:

PRESERVING
CAKES & CANDIES
DESSERTS

Sent free for a Red Ball
Trademark, cut from bag or
top panel of Carton.

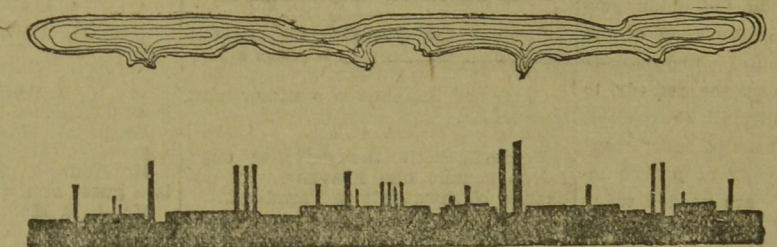
In making these sweet dishes, LANTIC PURE CANE SUGAR should always be used. You can trust its purity and quality to give you the best results for preserving, cooking and on the table. Ask your grocer to send LANTIC SUGAR in the original package.

2 and 5 lb. cartons
10, 20 and 100 lb. sacks
Atlantic Sugar Refineries, Limited,
Power Building, Montreal.

Lantic
Sugar

"Pure and Uncolored"

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THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE
OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 803 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.