

"SALADA"

Is Really, in Sober Truth, the
Cleanest and Best Tea Sold—

Black, Green or Mixed Sealed Packets Only.

A Most Important Room

With every fixture fastened permanently in its position, the Bath room, once completed, becomes a part of the house. It should therefore be carefully planned and equipped with fixtures which will retain their beauty and efficiency for an age.

The fixtures we use are reliable and the work guaranteed. Ask for an estimate of installing.

D. J. SHEA & SON

Carleton Street.

'Phone 563

Imperial Beef, Iron and Wine

When you are tired, fatigued or over-nervous, IMPERIAL BEEF, IRON AND WINE is the best tonic. It will quiet your nerves, give you physically and give you the vivacity that comes with perfect health. IMPERIAL BEEF, IRON AND WINE is a nervous food and a body builder. There is nothing "just as good." Price 75c.

C. Fred Chestnut -
572 QUEEN STREET.

The Quality
Drug Store

Wholesale Dry Goods and Wool

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Drap-
eries of all kinds
Cretonnes and Casement
Cloths
White Bed Spreads
Towels, Napkins and Ta-
ble Linens
Oilcloths and Linoleums
Carpets, Rugs and Squares

Prices Lowest Possible. Goods sold to the Trade only.

Vassie & Company, Ltd.

WHOLESALE DRY GOODS and WOOLENS
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

BLOOD AND IRON POLICY TO SAVE RUSSIA

Petrograd, July 24.—A blood and iron policy will be put into effect if necessary to save Russia, by the government of Premier Kerensky, to which unlimited power has been granted. In an interview today the premier said:

"Relying upon the confidence of the masses and the army, the government will save Russia and sustain unity by blood and iron, if argument and reason, honor and conscience, are not sufficient. The situation at the front is very serious, and demands heroic measures; but I am convinced the organization of the state is sufficiently vigorous to be cured without a partial amputation."

WAS A NOTED EDUCATOR

London, July 24.—Alfred Mosely, for many years prominent in educational matters, died Sunday at his home, West Lodge, Hadleywood, Barnet. Mr. Mosely at the time of his death was head of the national education commission. He was well known in America, having visited there many times in connection with work as an educator. He was born October 13th, 1855.

GERMAN GAME IS THWARTED

American Training Camp in France, July 23.—German aerial squadrons apparently have persistently sought to locate the American troops since their arrival here, but without the slightest success to date. Counter squadrons have been so watchful and energetic that the Germans have been unable to approach the encampment and have been beaten off each time they crossed the French line.

YOUR CHILD

will not suffer with sunburn or heat rash if you use Zam-Buk.

The Superintendent of S. A. Fresh Air Camp at Clarkson's, Ont., says: "We always keep a supply of Zam-Buk at our Children's Camp. We use it constantly for sunburn, insect stings and bites, as well as for cuts, bruises and sores, and believe there is nothing to equal it."

Zam-Buk is especially suitable for a child's tender skin, owing to its purity of composition. It contains absolutely none of the coarse animal fat or harsh mineral drugs found in ordinary ointments. All dealers, 50c. box.

Zam-Buk

In the Balance

"In acute disease or sudden injury the steady, constant drinkers' chances of recovery are diminished 50 per cent."—Professor Gilbert Barling, F.R.C.S., Vice-Chancellor of Birmingham University.

IT was at the bedside of a very sick man. The physicians gravely watched the struggle between Life and Death. All depended upon the heart. Could it cope with the crisis? Life hung by a thread. The thread snapped. The newspapers said he died of pneumonia, and so he did. But the physicians remarked, "Too bad he used alcohol, or he could have passed the crisis."

Yet this man was no drunkard—just a moderate drinker; he could "take it or leave it alone just as he liked" and all the rest of it; was a highly respected citizen, and a staunch supporter of "British Liberty" (to have his drop when he wanted it).

Here's the tremendous significance of his case: He always voted true to his convictions. Moderate drinkers form a large proportion of the vote upon which the Traffic depends for existence. In fact, in many communities the moderate drinkers hold the "balance of power."

Help to Enforce Prohibition

When, after the war, the people vote for or against permanent Prohibition the moderate drinker may turn the scale as he wills.

Prohibition is on trial. The moderate drinker of the class mentioned is needed in the fight for vigorous enforcement—the means to permanent victory—and who is more likely to be indifferent? Would that all the moderate drinkers in New Brunswick could thoroughly realize the seriousness of even slight acquaintance with John Barleycorn. Prohibition would be assured forever!

In the name of common sense why will intelligent men vote for such a curse! Think of thousands of good citizens being the Traffic's main political support by voting "wet."

Will the moderate drinkers take the responsibility of killing Prohibition after the war? We think decidedly not. But we want their help **now**—to **enforce** the laws and thus make freedom a certainty.

Use your influence with every moderate drinker you know. Help to enforce Prohibition.

Dominion Temperance Alliance

NEW BRUNSWICK BRANCH

DONALD FRASER
President
Plaster Rock, N.B.

REV. THOS. MARSHALL
Vice-President
Fredericton, N.B.

REV. H. C. ARCHER, Executive Secretary
Fredericton, N.B.

W. G. CLARK
Treasurer
Fredericton, N.B.

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The Red Cross Nurse
says to you:—

"Alcohol, by lowering resistance,
nine times out of ten, makes it
just so much harder for the patient
to recover."

\$25.00 FOR \$21.50

BUY
WAR SAVINGS CERTIFICATES

ON SALE AT
BANK OR ANY MONEY ORDER POST OFFICE
TAKE YOUR DOLLARS FIGHT AT THE FRONT!

Economy

Many people think they are saving money by buying cheap tea, forgetting that it is not the cost per pound but the cost per cup that determines a tea's economy.

You may pay 5 or 10 cents more per pound for Red Rose Tea than for common tea. But because Red Rose Tea is a blend of Indian-Assam teas with Ceylons, consisting of the choice tender shoots and buds—the parts of the tea plant that yield the largest amount of liquor and the finest flavor—one-third less is required in the pot to make the same number of cups.

The cost per cup between Red Rose Tea and common tea is then practically the same. But the flavor—what a difference.

And this distinctive and delightful flavor and rich strength is protected by the Red Rose sealed package. No air, odors or dust can get in to injure Red Rose Tea's splendid quality and economy.

Order a package from your grocer.

In sealed packages only.



T. H. ESTABROOKS CO., LIMITED
St. John Toronto Winnipeg Calgary

Red Rose crushed coffee is as generously good as Red Rose Tea and just as easy to make. 3

Are You Your Country's Partner?

Save and Invest in "Canada Unlimited"

"A great struggle still lies before us."

Sir Robert Borden.

To defend your freedom—your family—your right to live secure from intolerable Prussian despotism—Canada is paying a heavy price in blood and treasure.

Are you paying your share?

Are you a real and active partner in Canada's tremendous effort? Are you devoting your money as freely as thousands have devoted their lives?

This is no time for careless indulgence, but for earnest thrift and systematic saving. Invest every dollar you can spare in Canadian War Savings Certificates. Take an active interest in Canada's stern struggle now, and thus become a worthy partner in her unlimited future after the victory is won.

War Savings Certificates are issued in denominations of \$25, \$50 and \$100, to be repaid in three years at full face value. They cost \$21.50, \$43 and \$86 respectively, at all Money Order Post Offices and Banks, thus yielding over 5% interest. Should you need it, you can get your money back at any time.

THE NATIONAL SERVICE BOARD OF CANADA,
OTTAWA.

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