

# "SALADA"

The First Tea ever put on the market with a protected selling price printed on the packet—E240

## OF INTEREST TO WOMEN.

### TO CLEAN YOUR FURNITURE.

The problem of keeping furniture perfectly clean without by any chance injuring the finish of the wood is a problem that sometimes causes careful housewives not a little concern. For it is a fact that highly finished furniture ought not to be washed with soap and water and yet unless we wash things with soap and water we do not feel that they are perfectly clean.

There is one nice thing about willow and reed furniture which has deservedly become so popular within the last decade, and that is that it takes to water like the proverbial duck. In fact, water is the natural habitat of the plant from which the reeds are taken.

#### Use the Hose.

The best way to wash reed furniture is to have it well washed with the hose and if you have a house of your own just have the reed chairs set out on the lawn some day when there is enough sunshine in the air to make short work of drying them.

Have them washed briskly, making sure by the use of a strong force of water that it goes into each crack and crevice.

If there are varnished portions on the seat or arms of the chairs, take pains that these portions are dried immediately with a cloth. Let the reeds take care of themselves.

#### Oil in the Water.

Not all housewives know that water, if mixed with a little oil and if used not in excess, cannot harm even fine furniture. A dining table that is used with doilies or runners ought always to be cleaned in this way.

Have a nice heavy flannel cloth ready and measure out a quart of boiling water in a pan or small pail. Then accurately add one tablespoonful of turpentine and three times as much linseed oil. Mix as well as possible and drop in the cloth.

With this cloth rub over the top of the table. When wetting the cloth again see that the mixture is stirred for the oil naturally rises to the top.

## CASTORIA

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of *Dr. J. C. Hutchinson*

## AN IMPORTANT JUDGMENT

(Shoe and Leather Journal.)  
The following is a memorandum of the judgment delivered by the Supreme Court of New Brunswick on June 22nd, 1917, in the case of John Palmer Co., Limited vs. Palmer-McLellan Shoe Pack Co., Limited.

Briefly the facts are as follows: The plaintiff, John Palmer Co., Limited, was incorporated in 1901 and took over the business which had been carried on for many years prior to 1901 by the late John Palmer. The business consisted of the manufacture of oil tanned "shoepacks," moccasins and shoes, and the goods manufactured by the John Palmer Co., Limited, were claimed to have a special excellence and were known to the trade as "Palmer's Shoepacks," and were generally sold and purchased as such.

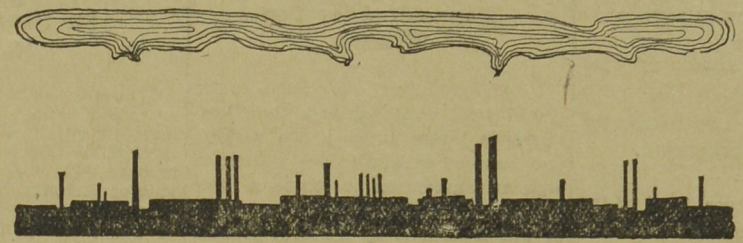
The defendant company was incorporated in 1912 under the name Palmer-McLellan Shoe Pack Co., Limited, for the purpose of carrying on the same class of business. The new company erected a factory at Fredericton, N. B., where the John Palmer Company's factory was located, and commenced business.

The plaintiff company complained that by reason of the use by the defendant company of the name "Palmer" upon trade marks, in its corporate name, and by calling its goods "Palmer's," confusion had arisen and mistakes had been made, etc.

The action was tried before Chief Justice (now Sir Ezekiel) McLeod, of the Chancery Division of the Supreme Court in July, 1916, and judgment was given in the following October in favor of the John Palmer Co., Limited, restraining the defendant company from using the name "Palmer" as a trade mark or part of a trade mark and from in any way representing the defendant's goods to be "Palmer's" or "Palmer's" manufacture.

The defendant company appealed from this decision to the Appeal Division of the Supreme Court and judgment was given on June 22nd, 1917, sustaining the judgment of Sir Ezekiel McLeod, but varying the phraseology of his decree so as to make clear that the use of the defendant's corporate name was not enjoined.

The effect of the judgment is that the defendant company is not allowed to use the name "Palmer" as a trade-mark or part of a trade-mark, or for the purpose of representing the goods manufactured by it as "Palmer's" goods, nor it is allowed to advertise or sell its goods as "Palmer's" or "Palmer's" make of goods.



## 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 603 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

## 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, strengthen you physically and give you the vivacity that comes of perfect health. IMPERIAL BEEF, IRON AND WINE is a nerve food and a body builder. There is nothing "just as good." Price 75c.

**C. Fred Chestnut** - The Quality Drug Store  
572 QUEEN STREET.

## COFFEE TO GO TO ENGLAND AGAIN

Rio Janeiro, July 12. — The British government has proposed to Brazil through the ministry at London a plan under which exportation of Brazilian coffee to England may be resumed. The British decree of February providing for the limitation of imports into the United Kingdom cut off coffee among other things, dealing a heavy blow to Brazil. The government some time instructed its minister in London to urge Great Britain to reconsider its action. The British government now informs Brazil it is disposed to consent to the importation of Brazilian coffee on two conditions. First, that the coffee be transported in German ships, confiscated by Brazil. Second, that the ships also carry certain other food products. The Brazilian foreign minister has instructed the minister at London to reply that Brazil, although willing to ship other food products cannot agree that coffee shall be carried exclusively in confiscated German ships.

Miss Molla Bjurstedt is known as the "iron woman" of tennis.

Wholesale Dry Goods and Woolen

## House Furnishings For Spring

Lace Curtains  
Scrim Curtains  
Curtain Muslin and Draperies of all kinds  
Cretonnes and Casement Cloths  
White Bed Spreads  
Towels, Napkins and Table 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.

## It's Your Duty!

A DUTY TO YOURSELF--TO YOUR WIFE--TO YOUR CHILDREN--

To Provide a Healthful and Pleasant Home

A Life of Pleasure is Assured when you have your home Heated and Plumbed throughout.

IF WE DO IT - ITS GUARANTEED AND RIGHT

**D. J. SHEA & SON**  
Carleton Street



## Help Canada Maintain Her Financial Freedom!

Do Your Share towards Financing the War with Canadian Savings Rather than with Outside Capital.

THE problem of meeting the enormous cost of this war is twofold. Not only must Canada get the money—most of it, of course, as loans—but she must get as much of it as possible here in Canada.

We can carry the war-debt if the bulk of the interest goes to Canadians, and so is used again in the country's development. But it will be a serious matter for us if a large proportion of the interest has to be sent outside the Dominion.

For the sake of our own and our children's future this drain on our resources must be avoided! Canada's financial freedom can and must be maintained! An average saving of 15 cents a day, invested by each man, woman and child in Canada in War Savings Certificates, would enable us to carry the whole cost of the war. To approach this average, hard work, thrift, self-denial and sacrifice are required of every citizen.

For each \$21.50 you lend the Government now, you will receive \$25.00 in three years—or you can get your money back at any time. Certificates are issued in denominations of \$25, \$50 and \$100, and may be purchased at any Bank or Money Order Post Office.

The National Service Board of Canada,  
OTTAWA.