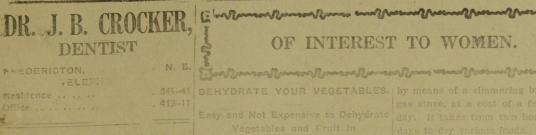
THE DAILY MAIL, FREDERICTON, N. B., WEDNESDAY, AUG. 8, 1917

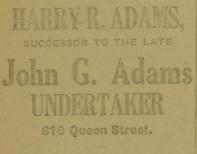
PAGE SEVEN



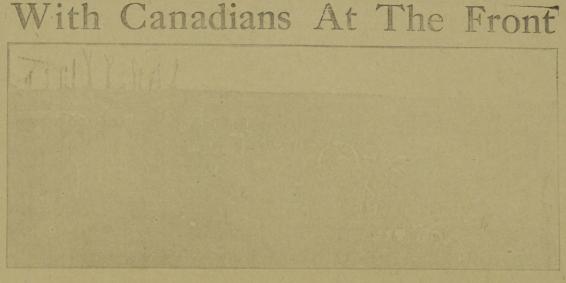
W. J. IRVINE, Gueen Street. OFFICE HOURS-10 a.m. to 1 p.m.;

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DR. L. R. DAVISON



School Book Notice





The great British advance in the West .- Yet another instance of a crucifix escaping injury from shells.

MODERATE

DRINKERS

The Peril

of the Moderate Drinker

Like the contemptible German Spy who lived upon our friendship while all the while he was stabbing in the dark, Alcohol in moderate doses is poison. Of course you know that the lining of your stomach is just as sensitive as the ball of your eye. Just try putting a drop of whiskey in your eyeball -keep on doing it off and on for years-think of the result!



FREDERICTOR

 will be supplied on approaction.

 There is a great demand for young

 men and women to take the places of

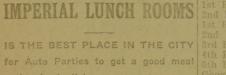
 Mose who have gone to the firing line.

 Address

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 N B.

State of the places of books sold by the Department, and the prices at which they are to be soid by Deathersite



- or lunch at all hours.
- 2. Don't forget the place-

64 CARLETON STREET

G. FRED CROWLEY PROPRIETOR

EXTRA STRONG CELERY PLANTS CABBAGE AND CAULI-FLOWER

CUT FLOWERS and POTTED PLANTE At Reasonable Prices.

All Telephone orders will receive our prompt attention.

Ada M. Schleyer **FI ORIST**

A.D. Thomas SUPT. SCHOOL BOOK DEPARTMENT. Fredericton, N. B., August 2nd, 1917. WANTED WANTED-Peeled Spruce and Bal-sam Pulpwood. Correspondence in-vited. Address Fraser Limited, Ed-mundston, N. B.

Geometry, 1 to 4.... 40c.

WANTED — To buy hardwood any lengths. Highest cash prices paid. Thos. Fulton.

WANTED — A second class female teacher for school district No. 3. Ap-Charlotte Street ply stating salary to Charles E. Con-nors, Cork Station, York Co. 1wk

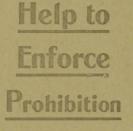
If you want to know what is going on in the system of the moderate drinker, look at a man who is dead drunk. Scientists say the only difference is that the drunkard reaches the climax quicker than the tippler. The effects are alike; the first thing Alcohol destroys is the mental power of defence against the appetite for drink. All drunkards begin as moderate

Above the falls of Niagara there is a point in the current where each man's strength can yet take him back to safety. Beyond that invisible point he is lost. No man knows where lies that invisible line in his make-up, where ends his ability to say, "I can" or "I can't" stop drinking

gation — economic, sociological, medical, ethical - the Insurance Companies ought to know. They declare that Alcohol, even in the smallest quantities, is a destructive **poison.** They turn away hundreds of thousands of dollars' worth of business on the strength of their knowledge. Taking two million policy-holders as a test they know that the teetotaller lives much longer than the moderate drinker; "the man who occasionally gets tight suffers a death rate just one-half greater than strictly temperance men. Other men who drink more than that, but still not enough to bar them from insurance, show an appalling mortality of almost double that of men who were never intro-

Every man and woman in this province shares the responsibility for the proper enforcement of Prohibition-not the officers of the law alone. Your duty is clear.

.



No matter where you live, whether the Canada Temperance Act or the new Prohibitory Law operates in your district, you are urged to use every legitimate means within your power to heartily support and aid the officers in their sworn duty of enforcing the law.

Dominion Temperance Alliance

NEW BRUNSWICK BRANCH

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