



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



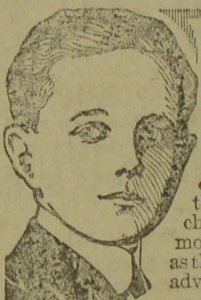
T. H. Estabrooks Co., Limited
St. John, Toronto, Montreal, Winnipeg, Calgary, Edmonton

Red Rose Coffee is as
generously good as Red Rose Tea

GEOGRAPHY AS IT IS TAUGHT IN GERMANY

The following is from stenographic report taken in German school in January, 1914, six months before the war started.

Teacher—"Where do we live?"
Pupils—"We live in Europe."
Teacher—"What is your Fatherland?"
Pupils—"Germany is my Fatherland."



Why
not give your
boy and girl an
opportunity to
make their home
study easy and
effective? Give
them the same
chances to win
promotion and success
as the lad having the
advantage of

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SPRINGFIELD, MASS.

Teacher—"Who is our landesvater?"

Pupils—"Emperor William II. is the
father of our country."

Teacher—"Why is he called landes-
vater?"

Pupils—"Because he rules the Ger-
man 'atherland.'"

Teacher—"No."
Pupils—"Because he cares for the
land and its people as if he were the
father."

Teacher—"Germany is shut in by
many other lands. What country is
to the west?"

Pupils—"France."

Then follow questions to draw out
the fact that France is a republic, with
a president elected for a few years,
whereas Germany has a kaiser who
rules for life and is succeeded by the
crown prince. Next the boundaries
of France are taken up and then the
teacher switches to past history:

Teacher—"What wars did Napoleon
I. wage?"

Pupils—"The wars against Prussia
100 years ago."

Teacher—"What wars did Napoleon
III. conduct?"

Pupils—"The Franco-Prussian war
in 1870."

Teacher—"Have the French and
Germans gotten along well together?"

Pupils—"No; they have had many
wars with one another."

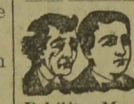
Teacher—"Yes; now we must study
and find out more about this country
because we may have trouble in the
future with them."

Then the teacher drills them that
the French rivers are the Loire,
Rhône, Garonne, Maas, Mosel and
Seine. Next he makes them remem-
ber the mountains in the east of
France are the Alps, the Jura, the Ar-
gonnes, the Vosges and the Sevens.
The lowlands reach from the Pyre-
nees to Belgium.

Teacher—"What is the best train
for Paris?"

The pupils did not reply.

Teacher—"The best train for Paris
passes through Hanover, Cologne and
Brussels."



Wood's Phosphorine,
The Great English Remedy.
Tones and invigorates the whole
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in old veins, Cures Nervous
Debility, Mental and Brain Worries, Despon-
dency, Loss of Energy, Palpitation of the
Heart, Failing Memory. Price \$1 per box, six
for \$5. One will please, six will cure. Sold by all
Druggists or mailed in plain pkg. on receipt of
price. New pamphlet mailed free. **THE WOOD
MEDICINE CO., TORONTO, ONT.** (Formerly Windsor.)



The New Fall

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COLLAR**

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SEPTEMBER FOURTH,**

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to supply the great demand for office
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comes of perfect health. IMPERIAL BEEF IRON AND WINE
is a nerve food and a body builder. There is nothing "just as
good." Price 75 cents.

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The Quality
Drug Store

WRIGLEY'S



**To
Somebody—
Somewhere at the Front—**

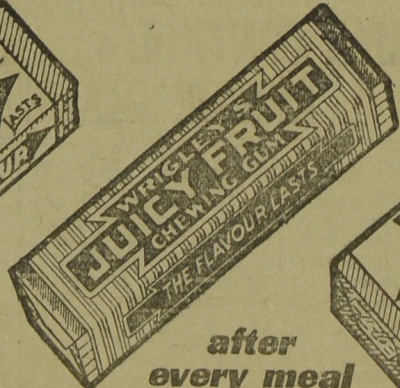
Every day boxes from home are going to
the boys in the trenches. And of the
things they get, a great prize is **Wrigley's**,
the Gum with Lasting Flavour.

It takes the place of food and drink in
case of need—which is often. It keeps
spirits up—gives vigour and vim. A
packet in the pocket lasts a long time.

**The Flavour
Lasts**



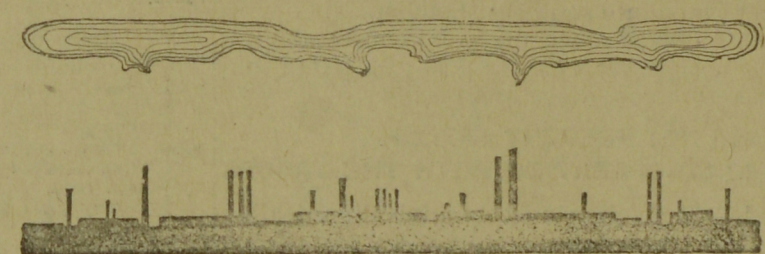
Chew
it



after
every meal



Made
in Canada



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-produc-
ing 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, supersti-
tion, 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 Cana-
dian 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.