



Mr. William Jones, Trapper, of Oba, Ont., had a very badly frozen heel cured by Zam-Buk. Writing to the proprietors he says: "While on a long tramp I got one of my heels very badly frozen. By the time I got back to my shack the pain was intense. Fortunately I had some Zam-Buk on hand and applied it freely. The relief I felt was wonderful. I persevered until Zam-Buk had drawn out all the pain and soreness and the swelling had disappeared. I am glad to say that I have had no trouble with it since."

If you suffer with that very painful ailment—chilblains—you will find nothing so good as Zam-Buk. Also for chapped hands, cold sores, cold cracks, eczema, old sores, blood-poisoning, piles, cuts, burns and scalds Zam-Buk cannot be equalled. All dealers or Zam-Buk Co., Toronto, 50c. box, 3 for \$1.25.



#### "The Fall of the Romanoffs"

### CHICAGO IN GRIP OF A BLIZZARD

Chicago, Jan. 7.—Chicago began to dig itself out of the drifts today after one of the worst blizzards in its history. The wind, which blew 60 miles an hour, abated this morning. There was scarcely a block in the outlying districts without its stalled automobiles, high in the snow, waiting to be shovelled out. Days must elapse before the streets are again in normal condition.

### IT SERVED HIM RIGHT

"Ah, bandages," said the cigar store keeper. "Years ago I learned never to ask any personal questions."

"In that case, you'll have to listen," said the bandaged man, sadly as he lit up. "When I went home a few nights ago my wife was going around with a knowing grin that I knew meant she'd probably saved \$7 on a winter's hat by buying a feather that cost \$20 to decorate the old one, or perhaps she had sold a pair of my best trousers to the rag man for 50 cents. And whatever it is, I'm expected to cut capers of joy all over the place—even when she buys a cotton tablecloth with petticoat lace on it from a peddler for \$15 when she could have got the same thing for \$2."

"Well, this particular night she smiled all through dinner, but not a word could I get out of her. It was a big surprise, she said, and she begged me to wait and see! Gosh! I was surprised!"

"After dinner she conducted me gleefully into the living room and I flopped down in my covered arm chair and stretched out as usual. Then I looked around to see the surprise, but things were just the same. I could smell something, however, and it was not pleasant."

"Been buying a new kind of perfume?" I asked. "Because if you have I must confess, even though it hurts to say the words, it's fierce!" She'd been standing in the middle of the room tickled to death over her surprise that I was so slow to see, but when I made the remark about the perfume she went into our bedroom and started to cry. Oh, yes, as you suggest, I was a brute."

"I'd worked pretty hard that day and was in no mood for coaxing her

### "THE FALL OF THE ROMANOFFS"

#### FIRST TRAIN CROSSES BRIDGE

(Canadian Press direct wire.)

Quebec, Jan. 7. — The first regular passenger train of the Canadian Government Railways crossed the Quebec bridge on Sunday afternoon on way to this city from Moncton. The train, which is due in Quebec union depot at 10.50 daily, was four hours late arriving only at 3 o'clock. The first crossing of a regular passenger train over the structure was made without incident and traffic, both freight and passenger, is now in full swing by way of the bridge. The regular L.C.R. train for Montreal leaves the Quebec Union station at 3.45 in the afternoon over the bridge.

#### "The Fall of the Romanoffs"

out of the weeps, so I pulled one of your 10 centers and applied the match. That's the last I remember."

"I do, however, have an indefinite recollection of sailing up toward the ceiling and coming down with a thump. Some time later I really woke up with these decorations on my head."

"For the love of Mike, man, what happened?"

"Oh, nothing much! Instead of sending it out, my wife had cleaned my tapestry arm chair with gasoline and when I lighted my cigar the blamed stuff sort of resented it."

"Heavens! I'll bet your wife was heartsick."

"Not her. She said it served me right for smoking."

#### "The Fall of the Romanoffs"

#### Cook's Cotton Root Compound.

A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

The canners of the United States will have to fill close to 7,000,000,000 tin cans in a year to feed the army and navy. This number of cans, allowing five inches as the length of a can, would stretch 553,000 miles or more than 20 times around the earth.

#### Girls! Use Lemons! Make a Bleaching, Beautifying Cream

At the cost of a small jar of ordinary cold cream one can prepare a full quarter pint of the most wonderful lemon skin softener and complexion beautifier, by squeezing the juice of two fresh lemons into a bottle containing three ounces of orchard whites. Care should be taken to strain the juice through a fine cloth so no lemon pulp gets in, then this lotion will keep fresh for months. Every woman knows that lemon juice is used to bleach and remove such blemishes as sallowness, freckles and tan, and is the ideal skin softener, smoothener and beautifier.

Just try it! Get three ounces of orchard white at any pharmacy and two lemons from the grocer and make up a quarter pint of this sweetly fragrant lemon lotion and massage it daily into the face, neck, arms and hands. It naturally should help to soften, freshen, bleach and bring out the roses and beauty of any skin. It is wonderful to smoothen rough, red hands.

THE VALUE OF ADVERTISING in all cases must be based on the return for the outlay. No better opportunity in this respect can be found in this locality than

### THE DAILY MAIL

This paper has a special value to the local advertiser, as the majority of its readers are in this city and the immediate surrounding country.

Our Advertising Rates will be found decidedly reasonable in view of the results.

#### PEOPLE READ

OUR

#### ADVERTISEMENTS

They are trying to buy as wisely as they can. It is necessary they should.

They are eager to know what the local merchants have to offer, and good live advertising is interesting reading to them.

Most of our enterprising business men have already realized this fact and their advertising appears regularly in the Mail.

If you are not a regular advertiser in the DAILY or SEMI-WEEKLY MAIL, you are overlooking an opportunity that no business man in this locality ought to be too busy to appreciate.

#### THE AD. AND THE MAN.

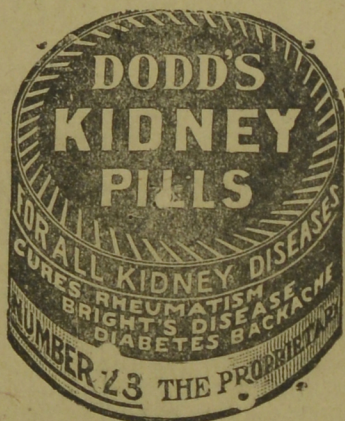
By James J. Montague.

He saw the ad from day to day  
And muttered: "I envy it;  
The stuff may be just what they say,  
But I'm not going to buy it."  
As time wore on he made remarks  
It would not do to mention,  
For he was mad because that ad  
Was forced on his attention.

But in a week, or two, or three,  
He said: "There's no denying,  
The way that ad gets hold of me,  
The stuff may be worth trying"  
For just about a fortnight more  
He dared mere words to win him.

And then the ad completely had  
Aroused the spender in him.

Next day he drifted in a store  
And quietly expended  
A few big iron dollars for  
The stuff the ad commended.  
He found it filled a long-felt need  
Its excellence surprised him,  
And now he's glad because the ad  
So deftly hypnotized him.



### "THE FALL OF THE ROMANOFFS"



#### WHICH?

"This bulk tea is the best I could buy at the price, Mrs. Brown, but I believe you will like Red Rose better."

"We use Red Rose at home and like the rich flavor. My wife says it goes further."

Hundreds of grocers are making statements somewhat like this.

They have sold Red Rose Tea for many years and have found the quality so good that they use it in their homes.

Most grocers naturally like to make an extra profit on their bulk tea, but they cannot help recommending Red Rose Tea because they know it's worth the price.

They know it goes further because it consists chiefly of the teas from Assam in Northern India, the strongest, richest teas grown anywhere in the world.

Red Rose tastes better and goes further.

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

## Sound Advice

THE best information obtainable at present indicates plentiful supplies of raw sugar for the year 1918, and, PROVIDED THAT SHIPS ARE AVAILABLE to transport the raw sugar, everybody should be able to obtain a reasonable supply.

This is a great big "IF" however, to overcome, and therefore it would be safer for consumers and dealers to make plans only for eighty to ninety per cent of last year's consumption.

It will be well on in February before any large supplies of raw sugar reach Canada, and in the meantime the supply will be limited owing to the small stocks on hand.

During 1917 this Company has operated its Refinery continuously, the only interruption being two days at Christmas time. We believe this record has not been equalled by any refinery in the United States or Canada.

These sugars are available in three different grades, under the names of



Light Yellow  
Brilliant Yellow  
Dark Yellow

Such sugars as these have a pronounced flavour all their own that adds richness to everything for which they are used.

Try "LANTIC OLD FASHIONED BROWN SUGAR" for Cooking and Cereals and on homemade bread for the kiddies. Its rich deliciousness and melting goodness will induce you to USE IT DAILY.

For sale by all first class grocery stores in any quantity. The Red Ball Trade Mark appears on each 100 lb. bag and your

grocer will be very glad to show you that the sugar you are getting is out of a "LANTIC" bag.

We thank our friends, the people of Canada, for their generous approval of the quality of our Products and the liberal share of their patronage given us during the three years of our existence.

We assure them that in the future the same high standard of quality will be maintained so that our Red Ball Trade Mark will always be recognized as the "SEAL OF PURITY".

### ATLANTIC SUGAR REFINERIES LIMITED.

Montreal, Que.

St. John, N. B.