

To obtain the full, rich flavour of

Red Label "SALADA" TEA

make it with freshly boiling water and then let it stand for 6 or 7 minutes before pouring. This will give great strength—but sweet strength.

There are 300 cups in a pound of RED LABEL

Ask your grocer for it.

Dainty Toilet Delights

In the Three Flowers group of cosmetics, ladies may find their favourite odour in the various aids to the perfect toilette.

Vanishing Cream
Face Powder
Boudoir Compact
Twin Compact
Face and Hand Lotion
Talcum
Toilet Water
Skin and Tissue Cream
Skin Sachet
Cleansing (Cold) Cream
Rouge
Lip Stick
Perfume

All perfumed with the delightful scent of THREE FLOWERS, and each article daintily packaged, making suitable vacation gifts, and appropriate dressing table requisites.

To get the genuine, make sure it is

THREE FLOWERS

R. G. McDONALD, Ltd., Water Street.

Bon Marche Anniversary Sale!

RECOGNIZED TO-DAY AS THE CHEAPEST STORE IN TOWN.

We have only 20 Men's All Wool English Tweed Suits, bought at a sacrifice from a manufacturer. These have three great essentials: Cut, Make and Finish of the best. We ask you to come in and see them.

Only \$12.80 a Suit.

Also 20 Boys' and Young Men's Suits of the same material.

Only \$9.80 a Suit.

Our Tweed Pants in a variety of shades and designs, cut and workmanship guaranteed. An ideal line at

\$2.35 a Pair.

The same factory had for disposal a large quantity of Men's Working Shifts. They come in Khaki, Blue, Light and Dark, Black, Grey and Striped. All prices, from

68c.

We lead the City of St. John's for Value!

BON MARCHE.

Medical Association Convention

(Concluded.)

The pathology of preventive medicine opens a far larger field than of curative medicine. Consider one point alone. While the Great War was on we had an opportunity to take a physical census of our population, and we found only one man in three fit for general service. Of the enormous number of rejections, over 200,000 in Canada alone, 90 per cent. were unfit because of disabilities which should have been discovered and could have been remedied in childhood.

The relation of the doctor to the public is much more complex to-day than ever before. The public are demanding more from the profession. They are supporting hospitals, sanatoria, clinics, district, school and health nursing services, and kindred operations to an extent difficult to realize. So much is the public contributing to the cost of all this health work, it is rather surprising we have not heard more of State Medicine.

Several years ago Sir Arthur Newholme published an article entitled: "The Increasing Socialization of Medicine," which in its concluding paragraphs undertakes to summarize the obligations of the profession in this ever enlarging field of preventive medicine. I cannot do better than to quote him freely. He says: "It is, I think, clear that the State will year by year take an increasing hand in medical matters. It is useless, even if it were desired, to attempt to oppose the inevitable and the eminently desirable trend towards vastly increased utilization by the state of medical science in the interests of humanity. It is for physicians to guide the course of events and to insure that no plant is sown which will afterwards need to be uprooted; that no development is permitted which will hinder the fulfilment of our ideal. Personal hygiene forms a rapidly increasing part of public health work; hence it is indispensable that all forms of public medical service shall be linked up with the public health service and controlled locally and centrally in accordance with this. This may imply, and in England it does imply, the urgent need of reform and reconstruction of local as well as of central public health administration; but to attempt to separate medical from public health provision is to repeat the blunders which, despite skilled advice to the contrary, have been made on two great historic occasions.

A complete service, adequate to the needs of the community, cannot be secured by a session's legislation. It must grow as the result of steady advance. The motto in growth might well be, "First things first." What are the medical services which are provided too sparsely at the present time and for which the masses of the population cannot afford individually to pay, except possibly to a fractional extent? There can be no doubt as to the answer. What is the most urgently needed is the provision of hospital beds, for every patient who can be more satisfactorily treated in hospital than at home. Next to this comes the provision of gratuitous medical services, (e.g., maternity and infant consultations, eye, throat, ear, skin or venereal disease, tuberculosis, X-Ray Departments) preferably linked around a hospital, where patients can be sent by private practitioners for an expert opinion, or in certain cases may present themselves independently. And as important as either of the preceding desiderata, is the provision of a complete nursing service, on which each private practitioner can call for assistance as required, payment, if any is exacted, being on the easiest possible conditions, and not made compulsory.

Then he concludes.—There is needed a reconstruction of the training of each medical student, which will make preventive medicine in its widest sense an integral part of his training, and will ensure that before he begins practice he has definite instruction in the application of the whole of his knowledge to preventive purposes. The past conception by the public in the relation of medical men to the community—apart from the special case of medical officers—has been mistaken. The doctor has been regarded as a help when serious or acute incapacitating illness occurs, but he has but seldom had the opportunity of giving advice in the earliest and more controllable stages of illness. His training has been conducted on the assumption that his chief role should be on present lines, with the result that most medical practitioners enter into practice with a too scanty knowledge of hygiene and preventative medicine, and have to learn slowly and in belated experience the influence of environment on the health of their patients. The teaching of medicine should be much more largely physiological and hygienic than at present, and such subjects as food values, the hygiene of infancy and childbirth, the physiology of breast feeding, and the influence of environment on the health of their future patients should be the subject of special training—especially in regard to housing, feeding, clothing, and conditions of work. Were this done, the ideal condition, in which each medical practitioner becomes a medical officer of health in the range

of his own practice, would approach realization.

Many medical practitioners already fulfil this ideal. It would often be realized were it not for the excessive work which many are obliged to undertake. In the early history of public health in England, poor law medical officers, attending the impoverished in their dwellings and familiar with their home conditions, became part of the medical officers of health. But this attempt to combine prevention and treatment proved unsuccessful, because these officers visited only a small proportion of the dwellings of the poor, because they were not trained in preventive work, and because the good seed of preventive work was choked by the increasing demands of lucrative private practice. In connection with the future of general medical service, curative as well as preventive, it is not beyond the range of human ingenuity to provide schemes for district medical officers (health and clinical) adequately trained in public health work, and linked up closely with the hospital and dispensary unit for their area.

This will cost money, but sound health is our greatest personal and national asset, and disease is always more expensive than health. "Who winds up days with toil, and nights with sleep" had "the forehead and vantage of the King," if the latter suffers in body and mind. The real wealth of a nation does not consist in its money, in the volume of its trade, or in the extent of its dominion. These are only valuable in so far as the help to maintain a population—and not only a portion of it—of the right quality; men, women and children possessing bodily vigor, alert mind, firm character, courage and self control. This idea can never be realized unless and until the medical men of the future train themselves for and devote themselves to their essential share in its fulfilment, and while keeping this ideal in view see to it that every step taken is one which will be consistent with the complete scheme of the future.

To accomplish these ideals to the greatest possible extent, constitutes, in my mind, "The Ethics of Medical Organization."

PEARS'
Used in
the best
circles.

Forty Bodies Taken From Ruins of Once Gay Dancing Resort

DEBRIS REVEALS STRANGE STORIES, AS SEARCHERS FIND VICTIMS OF DISASTER—MARRIED MAN FOUND IN DEAD ARMS OF ANOTHER WOMAN—GIRL'S PASTHETIC FATE—POLICE SHOOT LOOTER—THE INVESTIGATION OF THE DISASTER BEGINS.

Boston, July 6.—The forty-fourth body was taken from the wreck of the Pickwith Club, once gay night resort, at five-twenty this morning, just fifty hours after the throng of "Night before the Fourth" revellers were flung down and buried with the collapse of the building.

All night long the search had gone forward. Under the concentrated glare of dozens of arc lamps an army of men had patiently brick by brick, stick after stick, worked their way down through the mass of debris, pausing now and again to lift another unfortunate.

By this morning, they had found the bodies of nearly all who had been reported missing. The body of Miss Edith Canley was brought out pitifully bruised. In her dress they found the money for which she smiled away the broad handings of the guests that she might realize her hope of marriage and a home.

Frank Tillo and Neddo Flanagan, who had won many local ring battles, were found. Inspector Benjamin Alexander, of the Boston police, who had thought to add another arrest to the several made at the club, died in the wreckage. Some of the bodies found were of persons paying their first visit to the club, others were those of habitués. Johnnie Scates and John Duffey, for the last time had wandered singing between the tables while drinks were pressed upon them and silver showered on the dance floor.

The debris whispered a strange story. One man, his wife's picture in the pocket over his heart, was found in the dead arms of another woman. Once and again a workman picked up a bottle of spirits or whiskey unbroken by a force that wrecked so many lives.

There remained much work to be done. There were several untouched pockets that might hold bodies. Early last night the discoveries came in quick succession, so that the total of known dead rose rapidly from 19 to 27. Then the work was more difficult. It took sometimes an hour to extricate a body after it was located. Great masses of foundation stone pressed down upon them and had to be lifted by derrick.

Practically all of the bodies have been identified by the throng which has gathered at the mortuary ever since the catastrophe. At no time have the streets about the scene been clear of watchers. Yesterday the police shot one man and arrested three others whom they said they found looting the cloakroom of the

Complete Change of Programme Star Movie To-Day.

James Kirkwood and Anna Q. Nilsson, Tully Marshall, in a Picture of Gambling, Whirling, Drinking and Living.

PONJOLA

In Ten Parts—It's a First National Attraction.

Her Dangerous Path

A Tense Gripping Story.

LARRY SEMON, in one of his Comedy Riots.

Coming, Direct from Boston for a limited engagement,

The Keppie Kid

(Only Ten Years of Age), in Singing and Acrobatic Dancing Numbers.

THE NEW CHRYSLER FOUR

WALTER P. CHRYSLER TELLS ABOUT IT.

Far ahead in power, speed, fuel mileage, beauty; in safety, ease, and complete and perfect roadability. First car of its price with the option of hydraulic four-wheel brakes.

88 P.C. MORE POWER THAN OFFICIAL RATING.

"When I say that for the second time—now in the Chrysler Four as notably as in the Chrysler Six—Chrysler engineering has gone far ahead of prevailing practice, this is what I mean in practical results:

"The new Chrysler Four engine has an official S.A.E. rating of 81.08 horse-power.

"Yet it actually delivers 88.5 horse-power—88 per cent. more power—certainty and performance than its official rating."

"Mr. Chrysler how do you get such extraordinary performance in a four-cylinder car?"

"How is it done? By uniform distribution of the fuel to the cylinders, by complete combustion, by perfect valve action, by providing for the most efficient operating temperature.

"You can drive this car all day long under heavy load, or at top speed, and the engine will not over-heat. The ample capacity of the cooling system, the generous water-jacketing of the cylinder walls and valve ports, are a sure safeguard.

"And for engine lubrication we use the positive, full-force feed which sends a continuous flow of oil under pressure to all main bearings, and through drilled passages in the crankshaft, to the connecting rod bearings.

"We believe it is well worth the cost to have a cushion of oil at these points, rather than the metal to metal contact and the rapid wear which are the common results of splash oiling.

BETTER LUBRICATION WITH NO MORE OIL.

"Nowhere in the Chrysler Four engine is lubrication left to the uncertainty of the older splash method. For example, from the connecting rods, oil is sprayed directly to the piston skirts and cylinder walls—a point which ordinarily is poorly lubricated by oil mist or splash from the crank-

case. A special oil-proof ring on each piston serves to keep oil out of the combustion chamber. The engine gears are constantly bathed in a positive and direct flow of oil.

"All in all, the engine is far more efficiently lubricated and there is no increase in oil consumption. "Another important result which has its foundation in the special selection of materials and in fine workmanship, is the very unusual quietness of Chrysler Four engine operation. I believe there has never been a four which delivers its powers so smoothly and sweetly."

"How have you disposed of the vibration which many engineers call the bane of the four-cylinder engine?"

"We balance all rotating parts, and all reciprocating parts. The crankshaft is heavy and rigid. The pistons and connecting rods are light.

"The parts which revolve—crankshaft, clutch hub, and flywheel—are all dynamically balanced to limits of a small fraction of an ounce. Then the connecting rod and piston assemblies are matched to the hundredth part of an ounce.

"But Chrysler engineers do not stop there. They go full length to isolate even the slightest trace of vibration.

"They mount the front end of the engine on a floating platform spring. The usual rigid bolting of the engine to the chassis frame at the front end is entirely lacking.

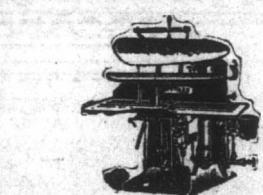
"Then the fastenings of the rear engine arms to the chassis have rubber bushings and pads interposed so that there is no metal-to-metal contact, literally cushioning the engine on rubber at that point.

"These two unusual practices mean complete insulation against vibration of the engine in the chassis frame.

"There is no chance for rattle or tremor to reach the body of the car or its occupants; and we are confident that no four-cylinder engine has ever before been so smooth in its operation.

CHRYSLER MOTOR CORPORATION, DETROIT, MICHIGAN.

MARSHALL'S GARAGE, DISTRIBUTORS.



That Suit Looking
Shabby?

No money for a new one? Never mind. Bring in all your old clothes. We will make them look like new.

AND KEEP THEM LIKE NEW

at a surprisingly low cost. Our method is the one used by the valets of the Elites, the

HOFF-MAN.

W. H. JACKMAN,

39 Water Street, West,

St. John's, Nfld., Phone 795.

A few wide-brimmed hats are seen worn with formal afternoon frocks. A frock of tucked Georgette crepe is posed over a slip of printed crepe de chine.

MINARD'S LINIMENT USED BY PHYSICIANS.



RICHARD HUDNUT
THREE FLOWERS COMPACT
Wash Face and Mirror
Meets the requirements of those wishing an individual beauty powder.
Supplied in all Popular Shampoos.

ASTHMA!

Spread Minard's on brown paper and apply to the throat. Also inhale. Quick relief assured.



that of a man, was partially identified later as Francis Driscoll, said to be a labor organizer.

A frock of white satin is trimmed with deep fringe of white twisted cords.

Dyeing, Dry Cleaning.

All kinds of Ladies' and Gent's Garments cleaned and dyed, also repairing. All goods called for and delivered.

J. J. DOOLEY,
Corner LeMarchant Road
Phone 1488. and Lime St.
July 16, 1925.