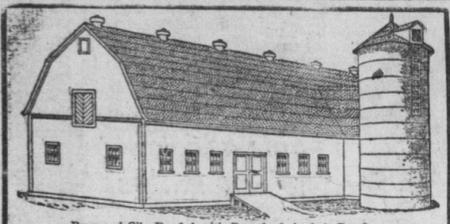


You will get infinitely better results in liquid draw from an infusion of Fine Tea, than you can from a greater quantity of "Just Ordinary Tea",

"SALADA"

Tea is fragrant and Delicious, of uniformly high character, Rich in the Cup, and therefore the most economical of all Teas.



Barn and Silo Roofed with Brantford Asphalt Roofing. Resists Fire, Sheds Water, Wears Long

Flying sparks and embers from a burning building often cause roofs near by to catch fire, especially in a dry, hot season. Under like conditions, roofs covered with

Brantford Asphalt Roofing

are in no danger from flying embers, because any that fall on Brantford Asphalt Roofing die out harmlessly. Build a bonfire on a roof of Brantford Asphalt Roofing and the fire will not spread and the boards underneath the roofing will be protected in a surprising manner.

If a fire starts in the interior of a building Brantford Asphalt Roofing acts as a retardant and keeps the fire from spreading. Fire chiefs and insurance companies endorse its use in the most congested cities.

Brantford Asphalt Roofing does not absorb water, but sheds the heaviest rain with ease. Acid proof and alkali proof. Reliable, durable, economical. Three weights—60 lb., 70 lb., 80 lb. per square.

Brantford Rubber Roofing is the same quality as Brantford Asphalt, but has a smooth, rubbery surface instead of the sand. It is particularly suitable for verandah decks and floor coverings. Three weights—40 lb., 50 lb., and 60 lb. per square.

Standard Mohawk Roofing is made of the same materials as Brantford Asphalt Roofing, but is lighter in weight. A thoroughly reliable roofing at a low price. Tested for years and has given entire satisfaction. Sanded on one side. One weight—40 lbs. per square.

Mohawk Rubber Roofing The same quality as Standard Mohawk but with a smooth surface. Used for all classes of temporary work—sheds, bunk-houses, camp sites, even dugouts in the trenches. 45 lb., 45 lb., and 55 lb. weights.

Leatheroid Roofing Slightly lower quality than Mohawk Rubber. Used for same purposes. 45 lb., 45 lb., and 55 lb. weights.

Samples of any of these roofings and prices will be furnished on request.

Brantford Roofing Co. Limited
Head Office and Factory, Brantford, Canada
Branches at Toronto, Montreal, Halifax

DRINK DALLEY COFFEE
"The Most Delicious Drink"

FINE FLAVOR - GREATER STRENGTH
BUY THE BEST—AND ENJOY YOUR COFFEE MORE. A SPECIAL BLEND OF CAREFULLY SELECTED COFFEES, ROASTED BY IMPROVED PROCESS. IN 1 LB. AND 1/2 LB. AIR TIGHT TINS. NEVER SOLD IN BULK.

IDENTIFIED BY THIS MARK OF QUALITY. COFFEE, BAKING POWDER MUSTARD, DRESSING, EXTRACTS.

THE F. F. DALLEY CORPORATIONS, LIMITED, HAMILTON, CANADA

THAT STUBBORN COUGH
—whether from a fresh cold, Bronchitis or Asthma—will readily yield to

NADRUCCO Syrup of Tar
with Cod Liver Oil Compound

This dependable cough medicine gives quick relief when the throat is sore or irritated. It heals the inflamed membranes; loosens the phlegm; and completely cures the most stubborn cough. Its pleasant, agreeable taste makes this excellent remedy particularly suited to children. Keep a bottle always in the house.

Sold by all good Druggists—35c.
MANUFACTURED BY
National Drug and Chemical Company of Canada, Limited.

INCORPORATED 1855

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CAPITAL AND RESERVE \$8,000,000
98 Branches in Canada
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WATERLOO Branch, E. Haberer, Manager
BRIDGEPORT Branch, O. Geiger, Manager

Letters to NewsRecord

A REPLY TO MR. MCKAY'S LETTER.

To the Editor:

In Tuesday's issue of your esteemed paper, Mr. J.F. MacKay moralizes on the virtues of moderation and of personal liberty. What he seems to be mostly concerned about though is the matter of indulgence in alcoholics. In contrast to his effusion is the book written by Vance Thompson in which he takes up the question of the moderate drinker.

We have all met this important person, the moderate drinker. Never a person who sang the praise of wine and abused the "unscientific twaddle" of the enemies of alcohol but who quoted scripture and who knew of esteemed and learned personages who lived "to be within four months of a hundred" and "never drank less than a bottle of port every day of his life." This is the famous moderate drinker. You meet him everywhere. Sometimes he is indeed old; much more usually he is young; but there is one extraordinary thing about him—always he is going downstairs. Always he is getting away from that ideal state of his; and if you meet him to-morrow or next month or next year, he has ceased to be, in some appreciable degree, as moderate a drinker. This is not an assumption. It is a fact.

The New York Sun editorially said, "the evils of moderate drinking have not been established to the satisfaction of any but a few reformers," and then with less irony continues, "what does seem to be pretty well established is that few of those who drink can be classed as moderate drinkers." Bernard Shaw has pointed out that as many "people seem to prefer the boozey sort of life" so "society is organized to suit boozey people." Life insurance officers used to accept this situation and as late as 1840 in many cases even later, obliged total abstainers to pay a premium because "they were thin and watery and mentally cranked in that they repudiated the good things of God as found in alcoholic drinks."

But three quarters of a century has swept the cobwebs of medical and financial ignorance from the minds of the heads of life insurance companies, among others.

At the convention of the presidents of Life Insurance Companies held in New York in 1914, the chairman of the Central Bureau of Medical-Actuarial Mortality Investigation representing forty-three companies and covering the records of over two million policy holders, made a report in which he classed moderate drinkers as "decidedly unsafe and exhibiting a higher mortality than total abstainers." The report (published in the Outlook) furthermore said, "With regard to men who have used alcoholic beverages daily, but not to excess, the experience of the company was divided into two groups: (a) men who took two glasses of beer, or a glass of whiskey, or their equivalent a day, (b) men who took more than the foregoing amount, but were not considered by their companies to drink to excess. The mortality in the second group was fifty per cent greater than in the first." These are plain facts, Mr. Editor, and for fear of trespassing upon your space it would be interesting to hear more from "big business" as presented by the great Life Insurance Companies.

The defenders of booze even to the extent of the "moderate drinker" are fighting a losing battle. The relationship of "boozey" makers and the Hun has been pretty clearly established in the exposure in the U.S. during the last year. Henry Ford will take drinkers of alcoholics out of his plant and try to reform them and if he can't get them to quit, removes them. The Railroad Companies employ only non-drinking men. So do many other large business concerns. The Ameri Car and Foundry Company have gone so far that they will employ no man who ever signed a liquor dealer's application for license, showing thus a smacking kindness for the thing, even though he does not drink it himself. These and hundreds of other companies, organizations, etc., are lining up with the economic law and with the best thoughts of the day.

How long can the moderate drinker face successfully this battle line? Our British leaders in industry are greatly exercised lest they lose out their alcoholic handicap against a competition that excludes "boozey." Even a prize-fighter like "Fess Willard" writes smashing arguments for total abstinence from alcoholic drink.

It is well known that the baseball players are total abstainers if they wish to be successful like "Bry" Cobb, Collins Barry and "Home Run Baker." The press almost everywhere reads like an old fashioned temperance exhortation.

And so on could the tale unfold. The world is entering the sober way of life. And the moderate drinker must be about and march with it—or be left behind, among the defectives, the uneffectives, exiles from their generation.

Mr. MacKay has mentioned the Lutheran church. Read what Martin Luther says in his "Table Talk": "Whoever first brewed beer has prepared a pest for Germany. I have prayed to God that he would destroy the whole brewing industry. I have often pronounced a curse on the brewer. All Germany could live on the barley that is spoiled and hopped into city who read your paper and it is wrong for those fellows to get the impression that moderate or

MAGIC BAKING POWDER

The use of the ordinary kinds of baking powder is not attractive to the woman that regards purity and nutrition as important factors in home baking. Women are coming more and more to realize that Magic Baking Powder is the perfect baking powder and that foods containing it have increased nutritious value.

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MAGIC BAKING POWDER
CONTAINS NO ALUM

any other kind of alcoholic drinking is harmless. Too many moderate drinkers now are the one-legged man in the race. We must see to it that our boys get a fair shake in life. Society is no longer "organized for boozey people." The entire social fabric is trying to clean away the alcoholic dust and rust which have clogged and befouled and hampered it, so that young men are no longer thrown on the trash heap by alcohol and there await death to compassionately take them when economically there is no place for them.

Re personal liberty as mentioned by Mr. MacKay that will hold for another time.

Thanking you for your valuable space, I am
Yours
Edgar D. Heist.
Kitchener, March 21, 1919.

CLAIMS THERE IS A SLUM

To the Editor:—The people living near the Lang tannery hereby invite the citizens of Kitchener to come and see the slum in the streets, caused by its using the streets as a backyard. I claim it is a nuisance and a disgrace to the city, which will make a bad impression on strangers visiting the vicinity.

Yours truly,
PETER SAUGEL
SOCIETY NEWS

Mr. Ford Kump spent Sunday in Toronto.

Mrs. Campbell is the guest of her sister, Mrs. Alexander Miller.

Miss Elaine Robinson has returned home after a pleasant visit with Mrs. Wurster, Detroit, and Mrs. McLaughlin, Windsor.

Mrs. Charles Mills spent this week in Toronto, and on Monday was a guest at a St. Patrick's Luncheon and bridge, given by Mrs. George Gooderham, St. George Street, and on Tuesday, a luncheon at "The Hamber" where Mrs. Forbes Godfrey was hostess, on Wednesday a bridge given by Mrs. Price, wife of Lt.-Col. Price, and Thursday a reception in the Speakers' Chamber, Parliament Building, where Mrs. McCarry and Mrs. Lucas were hostesses.

Mrs. Metcalfe was the hostess of a pleasant evening on Saturday, in honor of her sister, Mrs. Anthes, of Montreal, who is spending a holiday



When you tell your family that the Marmalade in the jar was made with



they know they are going to have a treat.

The Lantic Library is three little booklets telling how to make preserves, desserts and other good things with Lantic Sugar. We send it free, but please enclose a 2c. stamp to pay postage.

Atlantic Sugar Refineries, Ltd.
McGILL BUILDING, MONTREAL.

Dr. and Mrs. Roy Bier, of Toronto, are spending the week-end with Mr. and Mrs. T. W. Simpson, 19 Margaret Ave.

Mrs. A. Lockhart is enjoying a visit of several weeks with Chicago friends.

The Misses Bruce were the hostesses of a very successful meeting of the Waterloo Presbyterian Ladies' Aid Society on Thursday afternoon, at "Carrick House" which was packed to the doors with old and new members, as well as several visitors, who greatly appreciated the true spirit of hospitality extended, which made the afternoon a very happy and enjoyable one for all.

Mrs. J.H. Webb presided at a short business session, when several important matters in the interests of the work of the Society received attention. The hostesses were ably assisted at the Tea hour by the members of the young ladies' Bible Class, who were most attentive in looking after the guest.

WORLD-WIDE FORWARD MOVEMENT

An Open Meeting of the Princess of Wales Chapter I.O.D.E., will be held in the Dominion Rubber System Rooms, 125 King W., on Thursday afternoon, March 27th, at 3.30 o'clock to hear Mrs. G. Smith of St. Catharines Educational Secretary of the Imperial Order of the Daughters of the Empire speak on Reconstruction work. All the members of the three Chapters in the in Waterloo, the Woman's Canadian Club, and all Twin-City ladies interested in this progressive movement are very cordially invited to be present.

HOCKEY RESULTS

Exhibition
St. Patricks 5, Cleveland 2.

Absorption Process

Makes Faces Young

Success at last has come to scientists who for years have sought some method of removing the outer veil of facial skin in cases of snaggly complexion, which would be both painless and harmless. The new process is so simple, so inexpensive, the wonder is no one had discovered it long ago. It has been applied and demonstrated that common mercuric wax (sold by druggists in ounce packages) entirely removes, by gentle absorption, the wrinkled, fissured surface skin showing the youthful, rosy skin beneath. The wax is applied at night like cold cream, and washed off in the morning. The absorber also clears plugged pores, increasing the skin's breaking capacity and preserving color and natural beauty of the new skin. A simple and harmless wrinkle-remover which has also proved quite successful in making a mole at home in a jar. All one need do is to dissolve an ounce of powdered mercuric in a half pint of witch hazel and bathe the face in the solution once a day for awhile. After the very first application the finer lines disappear and the deeper ones soon follow.

Future Prosperity
CANADA'S future prosperity depends chiefly on the efforts and thrift of her citizens. Those who save, provide the means for rapid reconstruction, and the enlargement of their country's industry and commerce.

THE CANADIAN BANK OF COMMERCE

KITCHENER BRANCH W. H. COLLINS, Manager
BADEN BRANCH W. H. COLLINS, Manager
WATERLOO BRANCH R. H. EDMONDS, Manager

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should be on intimate and friendly terms. They can be mutually helpful.

The Bank of Montreal is always glad to give to its customers, the benefit of its financial experience and knowledge.

J. J. BENSON, Manager, Kitchener Branch.

Sewing Machines
Cleared at Less Than One Third Reg. Price

We are going out of the Sewing Machine business and are willing to sacrifice for cash, twelve (12) only of the famous White Sewing Machines, each one a different style, some with vibrating shuttles and others with Rotary heads; made with high arm drophead, quarter cut oak woodwork, self threading shuttle, automatic hobbin winder, and fitted with a full set of attachment and guaranteed for ten (10) years. Ranging in prices from \$23.35 to \$46.65. See window display, on sale Monday.

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UNDERTAKERS AND EMBALMERS.
Edward Class, Undertaker and Funeral Director.
Day Phone store, 942.
Night phones, 362W and 1307W.

Lippert & Waldschmidt
Undertakers
Best Equipment
Reasonable Prices
Cor. King and Young.
Phone 870
42 College. Night phone 231

City of Kitchener
Applications will be received by the undersigned up to 5 p.m. of April 3rd for the position of roadmaster of the Corporation.
Applicants must state salary desired. Duties will be defined by the City Engineer.
A. H. Millar.

Grand River Railway
New Train Service.
Daily except Sunday.

Commencing MONDAY, MARCH 24TH, the first GRAND RIVER RAILWAY car southbound from Kitchener will leave at 6.05 A.M., making the following connections:
At Galt with CAN. PAC. RY. train No. 20 at 6.55 A.M., arriving at Toronto at 8.40 A.M., at Hamilton 8.10 A.M. and Buffalo 12.20 P.M.
At Galt with L.E.&N. RY. train No. 4 at 7.00 A.M., arriving at Paris at 7.28 A.M., Brantford at 7.42 A.M., Waterloo at 8.21 A.M., Simcoe at 8.34 A.M. and Port Dover at 8.50 A.M.

ALSO
GRAND RIVER RAILWAY car leaving Galt at 11.10 P.M. will run through Kitchener arriving there at 12.00 P.M., after making connection with L.E.&N. RY. train No. 39 which arrives at Galt at 11.00 P.M. DO NOT OVERLOOK THIS SERVICE.

For further particulars apply to
A. J. Roos, C.P.R. Ticket Agt.
or
M. W. Kirkwood, C. J. Whitney, General Manager, Gen. Pass. Agt., Galt.

You're Overhauling Your Car?
Then you will need valve grinding compound, gear compound, motor oils, washers, cotter pins, and small repair parts of various kinds. We can supply you.

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Phone 377.