

*You pay the same war tax  
on a pound of cheap, poor tea  
that you pay on Red Rose.  
In other words you pay 10¢ war  
tax on a cheap tea which will  
make perhaps 150 cups to the  
pound and you pay the same  
10¢ tax on a pound of Red Rose  
which easily makes about 250  
cups.*

*You will find today more  
value, more economy, more  
real satisfaction in Red Rose Tea  
than ever before.*

*It is truly a war time tea.*

T. H. Estabrooks Co.

LIMITED  
St. John, Toronto, Winnipeg, Calgary  
Canadian Food Control License No. 6-276



IF  
HAIR'S YOUR PRIDE  
USE HERPICIDE

That air of refinement, that illusive charm  
which beautiful hair gives is now within the  
reach of every woman.  
If you have longed for a preparation that would actually stop falling  
hair, rid your scalp of dandruff and transform unsightly and unruly hair  
into lustrous beautiful tresses, you will certainly find it in

## Newbro's Herpicide

Even the sensation of the first application will absolutely convince you.  
Herpicide is an indispensable requisite of every household where personal  
pride and cleanliness reign. Herpicide stops that annoying itching of the  
scalp, strengthens the hair roots and promotes health, vigor and luster of  
the hair undreamed of before.

MEN: If your face smarts after shaving—apply  
a little Herpicide while your face is wet. Just  
try it. Tell your barber about it.  
Herpicide for Mother, Father, Sister and the  
boys.

CAUTION: The high tax on alcohol, due to the  
war, has caused a flood of watery hair dressings  
that keep the hair damp and sticky and chill the  
scalp by slow evaporation. The stimulating and  
antiseptic action of alcohol is absolutely necessary  
and Newbro's Herpicide (containing 40 per cent.  
alcohol) will be kept up to the standard regardless  
of the cost.

Do not delay, buy a bottle TODAY.

Sold by Drug and Dep't Stores  
Applications at the Better Barber Shops

Don't Wait—Send 10 Cents for  
Sample and Booklet To-day  
The Herpicide Company, Dept. 164B,  
Detroit, Michigan.

Please find enclosed 10 cents for  
which send me sample bottle of  
Newbro's Herpicide, also a booklet  
on the care of the hair.

Name .....

Address .....

City .....

State .....

"The National Smoke"

# WILSON'S BACHELOR

As good a cigar as can be made by hand from the  
finest imported Havana tobacco by expert workmen.

**3 for 25¢**

ANDREW WILSON & CO. TORONTO AND MONTREAL

## SOCIETY NEWS

Gen. Currie's inspiring  
message to the Canadian Sol-  
diers at the beginning of the  
Spring offensive.  
To those who fall I  
say: You will not die  
but step into immor-  
tality. Your mothers  
will not lament your  
fate, but will be proud  
to have borne such  
sons. Your names will  
be revered forever by  
your grateful country."

Mr. and Mrs. George Stewart  
and Mr. and Mrs. J. Christopher  
Husther, jr., attended the Grant-  
Thompson wedding in Toronto on  
Saturday last.

The many friends of Mrs. Devitt,  
Sr., mother of Mrs. L. J. Breithaupt,  
will regret to learn that under an  
X-ray examination of her injuries,  
by Dr. John Parry of Hamilton,  
it was found that her limb was  
fractured. She is now making favor-  
able progress towards recovery.

Mr. and Mrs. George C. H. Lang,  
motored to Toronto on Monday.  
Mrs. Connolly of Montreal, accom-  
panying them.

Mrs. Connolly of Montreal is the  
guest of her daughter Mrs. Jerome  
Lang, for a few weeks.

Mr. and Mrs. Montith Hall, left  
on Thursday, for their summer home  
in Muskoka.

Mr. W. Schiedel Waterloo, spent  
Sunday with his parents, returning  
to Niagara Hospital on Tuesday.  
Mr. Schiedel's many friends will be  
sorry to know, that he has been  
suffering from a severe attack of  
rheumatism. He hopes for a complete  
recovery, at an early date, to enable  
him to proceed to France.

Misses Lilian and Edna Breithaupt,  
are spending a short time in Buffalo.

Mrs. L. J. Breithaupt and Miss  
Catherine Breithaupt spent a few  
days in Toronto this week.

Mrs. Montith Hall and a party  
of friends, motored to Hamilton on  
Tuesday.

Mrs. Mackay of London is the  
guest of her parents, Mr. and Mrs.  
Ross "Bon Accord," Queen, North.

Mr. and Mrs. Mumford are spend-  
ing a few days this week with the  
latter's parents, Dr. and Mrs. Lackner  
before leaving for their home in  
Winnipeg.

Miss McLaughlin of Toronto, and  
Miss Krueger of New York are the  
guests of Mrs. Kartman Krug.

Mrs. August Lang, entertained a few  
friends to afternoon tea, on Thursday  
in honor of Mrs. Connolly of Montreal.

Mrs. Ward Cutler is the guest of her  
mother Mrs. Snyder, Queen North.

Mrs. Broderick of Toronto, and Dr.  
and Mrs. Godwin of New York are  
the guests of Mr. and Mrs. George  
C. H. Lang, "Eastlawn."

Mrs. Crerar of Hamilton, was the  
guest of The Princess of Wales Chapter  
of The Daughters of the Empire on  
Thursday of this week. She was  
guest of honor at a luncheon at the  
Grand River Country Club, where  
covers were laid for twelve. After  
luncheon the company adjourned to  
the Club Rooms of the Dominion  
Rubber System, where Mrs. Crerar  
gave a splendid address. A number  
of returned soldiers were present on  
invitation, and given an address of  
welcome, read by the Regent Miss L.  
W. Bruce of Waterloo, and each of  
whom were the recipient of a gold  
piece which was presented to them by  
Mrs. Martha Bowly.

## SIDE TALKS BY RUTH YERGEN CAMERON

IF HOUSES COULD WRITE.

What wonderful books we should  
have, if houses could write the stories  
of their lives!

Having concluded an interview with  
the order man, I lingered on my back  
door stoop, the other morning, enjoy-  
ing my stolen moments the more, doubt-  
less because a dozen reproachful tasks  
awaited my rising and going inside.  
The air was rich with the fragrances  
of spring and the May sunshine lay  
sweet on the green fields and on all  
the houses, little and big, scattered over  
the countryside.

As I sat there, idly looking at them,  
that thought came to me.

The Little White Bungalow Would  
Write of Married Life.

The little white bungalow, where  
the C's used to live, for instance. What  
a story of married life it could write!  
What a typical tale of two high spirit-  
ed, intense young people who alternately  
found they could not live with, and  
could not live without, each other.

I remembered the stray tales we used  
to hear of the night that she threw her  
wedding ring into the river and the  
night she took a dose of poison. (This  
story became public property because  
her husband had to wake a neighbor  
at midnight to telephone for the doc-  
tor and the neighbor, a surely bech-  
lor being awakened with the cry, "I want  
to use the telephone. My wife has  
taken poison," succinctly advised "Go  
home and give her another dose.") I

am afraid that that little house how-  
ever would have a hard time market-  
ing its story for it did not have the  
conventional happy ending.

A Dramatic Tale by The Big House.  
And then the big house that used  
to belong to the A's before they lost  
their money in the panic of nineteen  
seven, and it was brought by their  
poor relatives who had been saving  
money tortoise-like while the hare  
spent it. If that house could tell all  
that it knew, I am sure we should have  
an interesting volume.

And next to it is the rambling green  
house where Mrs. Graham and her  
married daughter lived until they  
quarreled about something (the neigh-  
borhood never could find out what)  
and the daughter went away and has  
never come back, and Mrs. G. has lived  
alone these seven years. That house  
surely could tell at least one interest-  
ing story.

Wouldn't You Buy These Books?

Just think what a volume of short  
tales the old yellow house could bring  
out, about the dozen or more families  
that have lived there from time to  
time—stories sad and stories happy  
of their births, their deaths, their re-  
manes, their ambitions, their trage-  
dies!

Look down your street, or out a-  
cross your countryside, reader friend,  
and endow the houses you see, there,  
with literary ability. Don't you think  
you would like to read the stories they  
might write?

Mrs. Purvis, was the hostess of a  
delightful afternoon tea, on Thursday,  
in honor of Mrs. Mumford, Mrs.  
Towers and Miss Snyder of Waterloo.  
Mrs. Lackner poured tea. Dainty  
refreshments were served.

There have been very few social  
functions of late owing to the many  
calls for patriotic work and this de-  
lightful reunion of old friends was  
thoroughly enjoyed by those who had  
the honor of being guests.

Next Sunday will be observed as the  
day set apart by the Government for  
national prayer and intercession on be-  
half of the Allies, and it is hoped that no  
one will neglect attending at least one  
of the services which will be held in all  
the churches in the city.

Miss Ruth Seydickier of New York  
and Miss Rose Minahan of Albany  
are the guests of Miss Kathleen Lang  
"Eastlawn."

Miss Whitaker of Brantford is the  
guest of Miss Catherine Breithaupt.

Miss Nelda Blankstien is spending  
the weekend at Burlington Beach.

Mrs. Simpson of Winnipeg is re-  
newing old friendships in the Twin  
City.

Miss Williams, School, spent a  
pleasant afternoon, on Tuesday, at  
Mr. and Mrs. William Breithaupt's  
cottage on the Grand River.

Among the out-of-town guests for  
the wedding of Miss Helen Murray  
to Captain Frank Stewart Park, C.A.,  
M.C., on Wednesday at Toronto  
were: Doctor and Mrs. J. R. Parry  
and Doctor and Mrs. R. Y. Parry  
of Hamilton; Mr. and Mrs. M. L.  
Parry, of Buffalo; Doctor and Mrs.  
K. P. Harrison and Mr. R. A. Harri-  
son, of Dunnville; Senator and Mrs.  
Gordon and Miss Gordon, of North  
Bay; Mr. and Mrs. W. A. Cockburn,  
of North Bay; Mr. and Mrs. L. J.  
Breithaupt and the Misses Breithaupt  
of Kitchener; Mr. and Mrs. Russell  
Hewitson, of Brantford.

A very large and appreciative audi-  
ence assembled in the Library Hall,  
Waterloo, under the auspices of the  
St. Quentin Chapter to hear Captain  
Baker, a returned blind soldier, speak  
on the Blind in Canada. His  
remarks were very interesting and  
educative. Captain Baker showed  
how the magnificent work done at  
St. Dunstons for the soldiers who  
have lost their sight has awakened  
a wide interest all over the world,  
and how Canada was not only inter-  
ested in the Blind soldiers, but in  
the civil blind too. The problem  
was a national one. Mr. John Harper  
performed the duties of Chairman in  
a very pleasing manner and on  
motion of Dr. Hilliard, sec. by Dr.  
Webb a very hearty vote of thanks  
was tendered Captain Baker. The  
meeting closed with the national  
anthem.

While in town Captain Baker was  
the guest of Mr. and Mrs. E. Froude  
Seagram.

Miss Margaret Bruce was the guest  
of Galt friends over the week end.

Mr. and Mrs. Albert Boldue and  
son Norman, Allan St., Waterloo,  
are spending the holiday with their  
daughter, Mrs. Lautenschlager in  
Toronto.

LIKE A PRESENT

Purchasing a piano through the  
"Factory to Home" plan of Mason &  
Risch Limited, 34 King St. W.,  
Kitchener Ont. is like making your-  
self a present of the middleman's  
profit. You save this added expense.  
An illustrated booklet, with full part  
iculars will be promptly mailed you  
on request.

Rich Yet Delicate—  
Clean and Full of Aroma.

# "SALADA"

is blended from selected hill-grown  
teas, famed for their fine flavoury  
qualities. Imitated yet never equalled.



At the Roma Mon. Tues. Wed!



MABEL NORMAND  
JOAN OF PLATTSBURG  
GOLDWYN PICTURES

Normand Mabel; born Atlanta,  
Ga. Studied art in New York, be-  
coming model through necessity, by  
signing Goldwyn contract. Re-  
introduced in Goldwyn's "Dodging  
Million." finds herself greater favor-  
ite in high comedy with dash of drama  
where she continued in comedy, direc-  
tion D.W. Griffith scoring huge  
success in "The Diving Girl." Went  
to California, where she appeared with  
Star. Monday Tuesday and Wednes-  
day.



## PERFECTION

Before the Perfection label can go on,  
twenty-one foremen and inspectors are  
held responsible for perfect stemming  
of perfect Sumatra wrappers, perfect maturing  
of perfect Havana fillers, perfect shape,  
perfect weight and size, perfect color, and  
perfect maturing in the wood.

Infinite Care is the price of Perfection.  
S. DAVIS & SONS, Limited,  
MONTREAL.

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regularity. If our delivery boys are careless, or if the mails are  
missing, we can adjust the faults, if we are advised of them. Do  
not think that we are annoyed or that it troubles us to hear from  
you.

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Sternly Utilitarian I

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against harsh wind  
sunshine; it should