

Full of Flavour "SALADA" TEA

So why accept exhausted bulk tea.



BEGIN HERE TODAY.

Mr. Charles Abingdon, a well-known and successful business man, is a great admirer of "SALADA" tea. He has been drinking it for many years and has found it to be the most refreshing and healthful beverage he has ever used. He has also found it to be a great help in his business, as it keeps him alert and energetic throughout the day.

GO ON WITH THE STORY.

Right after the tea was served, the door opened and a woman entered. She was dressed in a simple, practical manner, and she looked as if she had just come from a long walk. She approached the table and looked at the tea with interest.

One of the women, who had been sitting at the table, looked up at the newcomer and said, "That's a nice dress. It suits you very well." The woman smiled and replied, "Thank you. I like it very much. It's simple and comfortable, and that's what I need at this time of my life."

"I'm speaking from Victoria Station, Mr. Innes," she said. "Go ahead." A very old-looking woman visited Mr. Innes in his chambers this evening. She was beautifully dressed, but wore the collar of her fur coat turned up about her face, so that it was difficult to see her. But somehow I think she was an Oriental.

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Then he saw that several current periodicals were placed invitingly in the rack, as well as a box of very choice Egyptian cigarettes.

Lighting a fresh cigar, Nicol Brinn drew a copy of the photographs of more or less pretty actresses with apparent contentment. He had finished the "Sketch" and was perusing the "By-stander" when the car having climbed a steep hill and swerved sharply to the right, he heard the rustling of leaves, and dimly that they were proceeding along a driveway.

He replaced the paper in the rack, and took out his watch. Consulting it, he returned it to his pocket as the car stopped and the light went out. The door, which, with its fellow, Nicol Brinn had discovered to be locked, was opened by the Oriental chauffeur, and Brinn descended upon the steps of a shadowed porch. The house door was open, and although there was no light within:

"Come this way," said a voice speaking out of the darkness. Nicol Brinn entered a hallway the atmosphere of which seemed to be very hot.

"Allow me to take your hat and coat," continued the voice, gliding along a dark passage, and presenting an inner door being opened, he found himself in a small, barely furnished room where one shaded lamp burned upon a large writing table.

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Tested Recipes

Chocolate Cookies

To make delicious chocolate cookies cream one-half cup of shortening, add gradually one and one-half cups of sugar and then two eggs, well beaten. Melt two squares of chocolate over hot water, add one-fourth cup of hot water to the melted chocolate and add it to the first mixture. Dissolve one teaspoon of soda in one-half cup of sour cream; beat into the cookie mixture; add one teaspoon of vanilla; then stir in the flour, sifting one-half teaspoon of salt with the first cup. About five cups of flour will be needed to make the dough so that it can be rolled fairly thin. Bake cookies in a quick oven (375 degrees F.) for about ten minutes. The recipe makes six dozen.

Red Man Cookies

Beat two eggs, add one cup of sugar, two squares of chocolate melted, one-half cup of butter and one-half cup of flour. Flavor with one teaspoon of vanilla and stir in one cup of broken nut meats. Bake in a well buttered square pan for about thirty minutes in a moderate oven (350 degrees F.) while hot, cut in two-inch squares with a hot knife. This recipe makes sixteen squares, and words simply fall us to try and tell how good they are!

Apple Cake

Sift two cups of flour, four teaspoons of baking powder, one-fourth cup of sugar and one-half teaspoon of salt. Blend with this one-third cup of shortening and stir in two-thirds cup of milk and one-half cup of applesauce. Spread over the bottom of a shallow buttered pan. Add one and one-quarter cups of apples and press the quarters into the dough. Drizzle well with sugar, sprinkle liberally with cinnamon and mix cream and sugar for the top. Bake in a moderate oven (325 degrees F.) for twenty-five minutes.

Sour Milk Cake

One cup of sugar, 2 tablespoons of butter, 1 cup of flour, 1 cup of milk, 1 cup of sour milk, 1 egg, 1/2 teaspoon of baking powder, 1/2 teaspoon of salt, 1/2 cup of raisins. Cream butter and sugar, add the flour and then sifted raisins, and then add the sour milk in which the soda has been dissolved. Beat well and bake in two layers in a moderate oven (350 degrees F.) for about twenty-five minutes.

Chocolate Mocha Butter

3 Tablespoons of melted butter, 1 cup of confectioner's sugar, 1 tablespoon of strong cold coffee, 1 tablespoon of cocoa, 1/2 cup of milk. Cream the butter and add the cocoa and then sifted raisins, and then add the sour milk in which the soda has been dissolved. Beat well and bake in two layers in a moderate oven (350 degrees F.) for about twenty-five minutes.

Dutch Cake

2/3 cup sugar, 1/2 cup shortening, 1 egg, 1/2 cups flour, 2 1/2 teaspoons baking powder, 1 cup raisins. Mix in the order given and bake forty-five minutes in a moderate oven (350 degrees F.) when done make holes in the top and pour over it a filling made of 1 egg well beaten, 2 1/2 cup sugar, 2 teaspoons cinnamon. Beat them well together, and when poured over the top of the cake make sure that it runs down into the holes. Return to the oven for three or four minutes. The cake may be used as a coffee cake, although it is principally a dessert.

Molasses Cake

1/2 cup shortening, 1 cup molasses, 1/3 cup sour milk or buttermilk, 1 teaspoon soda, 1 egg, 2 1/2 cups sifted flour, 1/2 teaspoon salt. Melt the shortening, add the molasses and stir thoroughly blended. Dissolve the soda in the sour milk and add to the first mixture, stirring well. Then add half of the flour and then in the egg, beating well. Add the rest of the flour and the spices. Beat for five minutes and bake in a greased and floured loaf pan or in muffin pans. One-half cup of nut meats or raisins may be added.

Maple Nut Pie

This pie is rich but wonderfully good. Mix together one cup of milk and one cup of maple syrup, add one beaten egg, one tablespoon of flour, one tablespoon of corn starch dissolved in the last two in a little of the cold liquid before adding to the other ingredients and one-half cup of chopped nut meats. Cook in a double boiler constantly until thick and serve, thickening fifteen minutes longer. Sprinkle with whipped cream.

Chemung Brown Betty

This "dissected" Brown Betty is a variation of the standard recipe and has a distinctly richer flavor which is very pleasing. Cut dry bread into cubes and fry for a minute or two in hot butter. Slice apples very thin and sprinkle with brown sugar and cinnamon. The alternating layers of bread and apples in a buttered baking dish, making the top layer of bread; dust the top liberally with sugar and cinnamon and bake in a moderate oven (325 degrees F.) until the apples are thoroughly cooked. In testing this recipe we found that moistening the ingredients slightly with milk improved it.

Princess Secures Record Moose Head

Princess Michel and Princess Sturdza, of the Rumanian legation, Washington, with their big game trophies secured during a hunt on the borders of Jasper National Park, Alberta, Canada. Princess Sturdza is shown holding the record moose head, with a spread of sixty-one inches, the largest ever taken by a woman and one of the record heads for that district. The party also secured mountain sheep and mountain goats' heads, which are shown in the photograph, and intend returning another year to hunt grizzlies. — Canadian National Railways photo.

Arctic Islands Preserve

The area of wild life preserves set aside for the benefit of natives by the Department of the Interior, in the Northwest Territories, Canada, has been extended by taking in all islands north of the mainland between the 60th and the 14th degrees of latitude. This large area is now known as the Arctic Islands Preserve.

Advertising is National Asset

Enables Various Sections to Learn of Others

AT ADVERTISING CLUB

Can Help Unite British Empire, Speaker Believes

The important role played by advertising, and merely as a means of marketing goods, but as a factor in national life, as a means of cementing different units of a Dominion and bringing its far-flung members better to understand one another's problems, needs and aspirations, and in bringing the members of an Empire closer to each other so that they also might better understand each other's position on questions affecting the welfare of the whole community, was the theme of a address by Ald. Theodor Morgan, delivered at the weekly luncheon of the Advertising Club of Montreal recently.

He urged the great responsibility that developed on the advertising man, in view of his great opportunities for doing valuable educational work. The national advertising man was the only man in Canada whose production could be the eyes of every reader in Canada practically at the same time. The advertiser could carry messages to people who would probably never be reached through other channels.

Advertising was more than a means of promoting business, Ald. Morgan said. The vast resources of Canada were still little known to the outside world. With all Canada's many national differences and disputes, Canadians had one thing in common, the desire to promote and develop Canada's industry and agriculture. The work of the national advertiser was almost the only educational work that reached all Canada at once. No editorial writer, for instance, could hope to reach all the readers in the country, as they could in the old country. This threw a great responsibility on the national advertiser.

Canada's need of immigration was well known and admitted. The B.P.M.P. had made it possible for the immigrant to settle in the most remote parts of Canada without the least fear of danger, yet few Canadians knew anything about it. That was because in the past only the mistakes of government were widely advertised, the merits of the country were never advertised to the extent of nationwide advertising. The British Navy was one of the greatest agencies for the advertising of Canada, British and British institutions.

The nation had to depend largely on the printed page for information. People could not often travel 200 miles to see the other fellow and find out what his goods and products were. Advertising therefore, in its meaning, was a business together.

Use of Enthusiasm. If the enthusiasm of the young Canadian nation was wisely used, it would go far toward solving her present problems and put her on a par with world leaders in her own country. The thing Canadians should be proud of is not in the past, but in the future. It was the duty of Canadian to think of Canada as a unit and of the Empire as a whole. And it was the duty of the national advertiser to help inform and educate the people of the country. This sense of duty was a great factor in the increased economic life of the nation.

Every province had made some contributions to the life of the nation, but some had done more than others. The country needed the help of the national advertiser to help inform and educate the people of the country. This sense of duty was a great factor in the increased economic life of the nation.

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