MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B., MONDAY, MAY 3, 1915

Tailors to His Majesty :: "The Man"

Moving Into Long Pants

E'RE GROWING—In one short year "Mill-to-Man Tailoring Service" has grown so fast that we are compelled to move into more commodious premises at

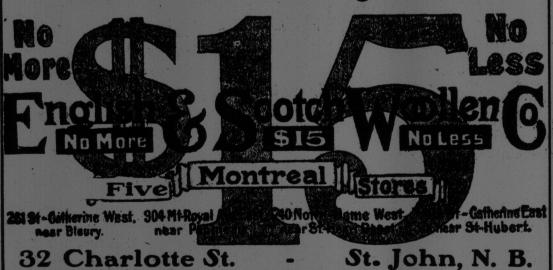
32 Charlotte St

Men of St. John quickly appreciated the fact that "Mill-to-Man" means \$25 and \$35 clothes value for \$15 - No More, No Less.

We invite your inspection of our wonderful range of Spring and Summer Fabrics in the best of British Woollens. We want every man in St. John to visit us in our new store.

New Spring samples are in readiness for mailing, together with our style book, self-measuring chart and tape. Mail—as well as personal service—fully guaranteed. Write today to 415 St. Catherine Street East—Montreal.

"Mill-to-Man Tailoring Service"



CROSS TO FARMERS

Asked to Contribute For Hospital Beds—Quebec Farmer's Daughter Sends 550 as First Response The following appeal is made to the larmers:

"Our country, with its Allies, is wasing's great war for justice, for the enjoyment of their rights, for continued and growing freedom, and for the maintunance of its pledged word of honor, Much destruction and decolation are being caused. Lives are being lost by the thousand. Canada's first contingent is now in the thick of it. Some will fall sick; many may be wounded; some will pay the last full measure of devotion to their country and its cause.

"The Red Cross Society at Ottawa."

Asked to Contribute For Hospital Beds of the William of hospital bed with the lives of stricken soldiers, none can pray too much, do too much, or give too much. "I appeal to farmers to send me sum for striction and desolation are being caused. Lives are being lost by the thousand. Canada's first contingent is now in the thick of it. Some will fall sick; many may be wounded; some will pay the last full measure of devotion to their country and its cause.

"The Red Cross Society at Ottawa."

Pr. S.—This morning, as I send this out, I have received, in advance of the date suggested, the first contribution, with the lives of nations and in the lives of stricken soldiers, none can pray too much, do too much, or go provides one additional hospital bed with the giver's name and all Kidney troubles, purely resident to ward the growing reader as the war goes on. The life of the country and its cause.

"The Red Cross Society at Clause."

For each sold excellent and the lives of nations and in the lives of

sition to help very greatly. Their business does not suffer from the war. Prices

12 - TWELVE CANADIAN STORES -12

of nearly all farm products have gone

ing and suffering and achieving have put aside, for the time, all their thoughts and plans for individual welfare, comfort and precedents. But they are precedents of heroic sacrific for our country and its cause, for our principles and ideals that they may be upheld.

"Farmers, individually as well as You see, Nerviline has the power—it's about five times stronger than ordinary made is Nerviline. Forty years of great success proves this.

The best family pain-remedy ever made is Nerviline for the best family pain-remedy ever made is Nerviline. Forty years of great success proves this.

For emergent ills, when the doctor isn't handy, there is nothing better than drive out congestion, inflammation or the following the following the following the family pain-remedy ever made is Nerviline. Forty years of great success proves this.

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BRITISH HONOR SERBIAN PRINCE



General Sir Arthur Paget leaving Palace at Nish after having conferred the Order of the Bath upon the Serbian Crown Prince at Nish on March 19th last.

Terms Arranged by the Allies, Says Report From Rome

Was Covered With Boils.

Could Not Get Rid of Them Until She Used BURDOCK BLOOD BITTERS.

Tire Protection

Let the Fortified Tire Span Your Way Over Trouble

Years ago, when we were little and weak, we' wrinkled fabric.

Started building a super-tire at Bowmanville. It is now called the Goodyear Fortified Tire.

Those early years were hard.

Those early years were hard. Some men doubted our ability to build the best in tires. But the top place, as you know, is never easy.

We made mistakes—what successful men don't? We knew our ideas on tire building were right.
We forged ahead in spite of keenest competition.
Our sales and prestige grew, as men learned of greater tire mileage.

To day Goodyears hold the throne in Tiredom. From small beginnings we have grown to big production—the largest in Canada. Men bought last year in numbers, more than one Goodyear tire for every car in Canada. Think what a tire must do to dominate like that.

Not Trouble-Proof

We don't claim the impossible—a trouble-proof tire. Mishap and misuse come to every tire some time. But Goodyears average best. They never could hold the lead unless they were true, as you know.

These are super-quality tires. Not in materials alone, but in features. We protect you in five exclusive ways. They cost us thousands extra yearly.

Tests which can't be disputed prove that these features save tire users tens of thousands.

Fortified Tires **Five Exclusive Ways**

Goodyear Fortified Tires protect you in five exclusive

One combats rim cutting,

in the most efficient way

One means safety. These tires are held on by an to so many as the super-quality tire. unstretchable tire base, in which we vulcanize four flat bands of 126 braided wires.

And one combats punctures and skidding. That's our All-Weather tread—tough and extra thick, flat and smooth running, sharp-edged and resistless.

All these features are in Goodyear Fortified Tires. Not one of them is found in any other.

Third Price Reduction Yours

For the third time in two years the price of Goodyears is lowered. These reductions have saved tire users an average of 37%. Yet this third reduction comes during war times.

But we determined to keep our factory wheels moving. In spite of the new war tax, we have just doubled the capacity of our plant.

And now comes this third price reduction. You can see what faith we have in the Fortified Tire.

It's a business policy with a rare precedent in Canada's manufacturing. history.

How Can You Hesitate?

Note the place which Goodyear holds here—the highest place in

Note its users and endorsers— more than any other tire ever had. Note its growing prestige. The sales last year were 29 per cent. larger than the year before.

Note how they have averaged best. They mean less trouble, less cost per mile. The place they hold would be impossible without that. Our extra features would be folly.

Are you fair to yourself when you fail to prove out what is known

They will mean to you tire content. If you want these new prices and these better tires any dealer can get them for you.

Goodyear Service Stations-Tires in Stock

JOOD YEAR MADE N CANADA

Fortified Tires

Motor Car & Equipment Company, Limited - - St. John The McLaughlin Carriage Company - - - St. John

NEARBY TOWNS