

Tailors to His Majesty -- "The Man"

# Moving Into Long Pants

**WE'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.

Mail Orders

"Mill-to-Man Tailoring Service"

No More **\$15** No Less

English & Scotch Woollen Co.

Five Montreal Stores

261 St. Catherine West. 304 St. Royal. 40 No. George West. 400 St. John. 400 St. John. 400 St. John. 400 St. John.

32 Charlotte St. - St. John, N. B.

12 - TWELVE CANADIAN STORES - 12

### APPEAL BY RED CROSS TO FARMERS

Asked to Contribute For Hospital Beds—Quebec Farmer's Daughter Sends \$50 as First Response

The following appeal is made to the farmers: "Our country, with its Allies, is waging a great war for justice, for the protection of small nations in the enjoyment of their rights, for continued and growing freedom, and for the maintenance of its pledged word of honor. Much destruction 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 will be wounded; some will pay the last full measure of devotion to their country and its cause. "The Red Cross Society exists to succor the sick and wounded in war. The need of Red Cross service is great and growing greater as the war goes on. The price of progress towards lasting peace is very, very dear. It cost lives, homes, health and much besides. Canada's part in the process of payment, through giving for Red Cross work, is necessarily light and easy, even when all have given to the extent of really feeling it. "The soldiers and sailors pay the price exacted by the desolating struggle from week to week. What they paid in blood and did in sacrifice a month ago was not enough for them. Shall we say it is not enough for us? What they are doing and suffering and achieving have put aside, for the time, all their thoughts and plans for individual welfare, comfort and precedents. But they are proud of their heroic sacrifice for our country and its cause, for our principles and ideals that they may be upheld. "Farmers, individuals as well as

through their institutes, clubs, and cheese-and-butter factories, are in a position to help very greatly. Their business does not suffer from the war. Prices of nearly all farm products have gone up. While labor is scarce there is time to think of the boys at the front and to send the Red Cross Society a gift to be spent for the sick and wounded. "Farmers are generous in sentiment and generous in giving when their hearts and heads point the way. This is a case when they do so point clearly, persistently and urgently. In this crisis, in the lives of nations and in the lives of stricken soldiers, none can pray too much, do too much or give too much. "I appeal to farmers to send me sums from \$1 to \$50, during the first week in May. Every \$50 provides one additional hospital bed with the giver's name over it. By sending me about \$10,000, you would serve your country well, bring credit to yourselves, and make all of us very proud of you. For the sake of the wounded boys, make the gift substantial. It will be an investment towards the recovery of some

Canadian soldier who stood in our stead that our cause might be upheld. "Faithfully your friend, "JAS. W. ROBERTSON, "Chairman, "Red Cross Society at Ottawa." P. S.—This morning, as I send this out, I have received, in advance of the date suggested, the first contribution, viz., \$50, from the daughter of a Quebec farmer. "Where the farmers are in touch with a local branch of the Red Cross Society, it is desirable that their contributions should be sent through the local branch. "A New Discovery, "Father Morrice's Remedy for Rheumatism and all Kidney troubles, purely vegetable. No Cure—No Pay. All drug stores. Price 50c. "To store silver place in a cardboard box a layer of ordinary flour, then lay the forks and spoons upon it, and cover thickly with flour. They will remain quite bright for any length of time. "J. W. R."

### SPLITTING PAINS IN THE MUSCLES DRIVEN OUT QUICKLY BY "NERVILINE"

Rheumatic Pains Go—Suffering Ceases—Cure Comes in Even Chronic Cases "For aching bones and sore muscles nothing will soothe away the pain like Nerviline. Give Nerviline a trial. See how fast it will liberate your lame back, how quickly it will cure neuralgic headache, how fast it will break up a bad cold or ease a sore throat. "The best family pain-remedy ever made is Nerviline. Forty years of great success prove this. "For emergent ills, when the doctor isn't handy, there is nothing better than the 50c. family size bottle; trial size 25c., all dealers or the Catariszone Co., Kingston, Canada. "You are safe in using Nerviline. Just

rub it on—it won't blister or burn, and can do nothing but good. "Whenever there is pain or suffering Nerviline will go and will drive it out. It penetrates to every cell of a sore muscle; it sinks to the heart of every stiff sore joint; it searches out the pain of rheumatism quickly. "Give Nerviline a trial. See how fast it will liberate your lame back, how quickly it will cure neuralgic headache, how fast it will break up a bad cold or ease a sore throat. "The best family pain-remedy ever made is Nerviline. Forty years of great success prove this. "For emergent ills, when the doctor isn't handy, there is nothing better than the 50c. family size bottle; trial size 25c., all dealers or the Catariszone Co., Kingston, Canada. "You are safe in using Nerviline. Just

### 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.

### AGREEMENT WITH ITALY?

Terms Arranged by the Allies, Says Report From Rome

Rome, May 3.—From persons in close touch with the war situation as it affects Italy is obtained information which indicates that the government has arrived at an understanding with Great Britain and France concerning the terms upon which Italy will enter the war, if she eventually decides to do so. This information is unofficial. The agreement is described as follows: "First—A provision for concerted military action. Italy will refrain from hostilities during the present stage of desultory trench warfare, which would enable Germany and Austria to concentrate a large part of their forces against her. She will time her blow to synchronize with a general effort by all the opponents of the central empires now in the field. "Awarding of Territory "Second—An understanding concerning the territory to be awarded to Italy in the event of victory. "Third—A provision that after the war an alliance shall be formed between Italy and the present Triple Entente, of Great Britain, France and Russia. "It is intimated that at the outset Great Britain was not disposed to make terms with Italy, but that Italy finally declined to consider joining the allies without first having reached a definite agreement with them concerning boundary readjustments after the war and permanent assistance from the allies. Italy is said to have received powerful assistance from French diplomacy in reaching the desired understanding on these points. "Foreign Minister Sonnino is credited with the ability to hammer home as forcefully as any other man in the country Italy's determination to insist upon realizing her territorial aspirations. He is said to have resisted obstinately the diplomatic efforts of Prince von Burlew, the German Ambassador, while insisting that Trent and Trieste are Italian by race and history and must be returned to Italy. "Challenge to Germany "Prince von Burlew still is striving to induce Austria to make concessions and

prevent Italy from becoming one of the belligerents. "A member of the government, on the other hand, when asked whether any agreement had been reached with the central empires made the significant reply: "Nothing has been done and nothing will be done." "Use Rexall Orderlies for Chronic Constipation; they are gentle in action, mild and natural. Sold only by Rexall Drug Company Limited, The Rexall Store, 10c., 25c. and 50c. boxes. "Ebony Swells Minarets." t. f. Well chosen gymnastics should be a part of each day's programme, for by strengthening and developing the muscles they will give poise to the system and power of control to the brain. Exercises that strengthen the spinal cord and help to control balance are required for steady nerves.

### Was Covered With Boils.

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

When the blood becomes impure the first symptoms which manifest themselves are a breaking out of the various forms of skin trouble such as boils, pimples, abscesses, ulcers, etc., and the only treatment you can use is some sort of a good blood cleansing remedy which will put the blood into a perfect condition, and thus eliminate all the different poisons from the system which cause these different eruptions to occur. "The best blood cleansing remedy on the market to-day is Burdock Blood Bitters. All we ask you is to try it and be convinced. Thousands have used it during the past forty years, and have nothing but praise for its curative powers. "Mrs. John Fitzgerald, Plantagenet, Ont., writes: "I am one woman who cannot speak too highly of Burdock Blood Bitters. I was covered with boils, and could not get rid of them. I was advised by a friend to try B.B.B. which I did, and I can truthfully say that it completely cured me. I have never had a sign of a boil since." "See that our name appears on both the label and wrapper as there are many imitations placed on the market which are said to be "just as good." "Burdock Blood Bitters is manufactured only by The T. Millburn Co., Limited, Toronto, Ont.

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# Tire Protection

## Let the Fortified Tire Span Your Way Over Trouble

### The Long, Hard Way

Years ago, when we were little and weak, we started building a super-tire at Bowmanville. It is now called the Goodyear Fortified Tire.

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 ways:

One combats rim cutting, in the most efficient way that's known.

One means safety. These tires are held on by an unstretchable tire base, in which we vulcanize four flat bands of 126 braided wires.



GOOD YEAR MADE IN CANADA Fortified Tires

One saves needless blow-outs. Our "On-Air" cure prevents the countless blow-outs due to wrinkled fabric.

One—a patent method—reduces by 60 per cent. the risk of tread separation.

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

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 Tiredom.

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 to so many as the super-quality tire.

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

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

### NEARBY TOWNS

- Lounsbury Co., Ltd. .... Bathurst
- A. E. Alexander & Son, .. Campbellton
- Samuel Laughlin, .. .. Campbellton
- William Gallop, .. .. Dalhousie
- Henry La Forest, .. .. Edmundston
- C. W. Patiquen, .. .. Norton
- H. Wilfred McPhail, .. .. Perth
- Algonquin Garage, .. .. St. Andrews
- Boyd Bros., .. .. St. George
- T. J. Mercer, .. .. Sussex
- W. M. Montgomery, Jr., .. Woodstock, N.B.
- R. S. Corbett, .. .. Woodstock, N.B.