

## HORSE RACING

## TO BE LIMITED

London, April 27.—The Times says that horse racing in England is to be cut to the narrowest limits with a view to saving foodstuffs which are now diverted to the racing stables. The proposed restriction amount to a virtual suspension of racing for the period of the war.

## BIG LEAGUE GAMES

## National.

At Philadelphia—Phila. 5, N. Y. 1.

At Pittsburgh—Cincinnati 5, Pitts. 3.

## American.

At Detroit—Detroit 2, St. Louis 1.

At Chicago—Cleveland 2, Chicago 1.

## International.

At Baltimore—Baltimore 7, Buffalo 4.

At Newark—Newark 3, Toronto 1.

At Richmond—Montreal 6, Rich. 4.

Success in life consists in growing a tomato which really looks like the one on the front cover of the seed catalogue.

## PERSONAL.

Hartland Observer: R. L. Phillips, of Fredericton, dealer in Ford cars, was doing business here on Tuesday. Miss Violet Turvey, Shore street, is spending two weeks in St. John, the guest of Mrs. James Coe.

## IN THE DEAD OF NIGHT.

In the dead of night, when pain was severe and doctors distant, when some loved one seemed to be threatened with serious consequences, have you ever caught up, with a sob of thankfulness, a bottle of your favorite family remedy? We don't know what you consider your favorite family remedy, but if you had a confidence inspired by the knowledge that it had been successfully serving humanity for more than 100 years, then it must be Johnson's Anodyne Liniment. And you were doubly fortified, for you had, in Johnson's Anodyne Liniment, a preparation not only powerful and penetrating in cases of bad sprains, strains, muscular rheumatism, any ache, pain, or soreness, but also one you could safely and unhesitatingly administer inwardly for sore throat, coughs, colds, cramps, chills and like ailments, when necessary to have its wonderful healing and soothing qualities, go direct to the seat of an internal trouble. It is rightly termed "an angel in disguise."

FACTS SHOW STONGLY THAT  
ADVERTISING LOWERS PRICESec-Treasurer Sullivan of Association of  
National Advertisers Names Articles  
Actually Cheapened by Publicity

(Boston Record.)

The rising cost of living is the great universal hardship of the present day. So great and so many have these rises been that few people stop to realize that there have been any exceptions to the general rule. But the fact is that there have been numerous exceptions and all these exceptions belong to the same great class—that of nationally advertised goods.

The present agitation of the high cost of living has led to some investigations which have brought out a lot of facts hitherto unknown to the public. Some of the most important work in this line is being done by the Association of National Advertisers, an organization of 260 of the leading advertisers of the country. Mr. Sullivan, the secretary-treasurer of the association, has given out some vitally important facts concerning the relation of advertising to selling cost.

"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices, dies hard. But the business man knows better. He knows that selling goods is a job for which no matter what the goods or what the selling methods. And he knows that anything which creates demand on a large scale, thus making selling easier, is bound to reduce selling costs and thus help to reduce prices."

## Better Than Argument.

"Evidence is better than argument. Facts are better than theories. Let me quote examples:

"The makers of a famous photographic camera, when they began advertising 28 years ago, made one camera which took a 2½ inch picture and which sold at \$25. Today they make a far better camera which sells for \$10. Another which took a 4x5 picture sold for \$60; today they sell a far better one for \$20.

"A prominent hat manufacturer has by means of advertising reduced his selling cost seven cents per hat. Result, the buyer gets a hat of better quality at no increase in price. This despite increased cost of raw material and workmanship.

"When the manufacturer of a famous breakfast food specialty began advertising, his goods sold at 15c a package. Today the package is 50 p.c. larger and the price has been reduced to 10 cents. Advertising did it, the same causes producing the same results.

## Big Advance Here.

"Twenty years ago a nationally advertised shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20 p.c. more soap is sold in a handsome nickel box at the same price.

"Then take the most conspicuous example of them all, the automobile business; and compare the \$5000 or \$10,000 cars of 10 years ago with the equally good cars of today, selling for a fraction of the money.

And so on through along list. In every case the manufacturer either has been able to lower the price or improve the quality at no increase in price.

How has he done it? By means of advertising, which has created demand on a larger scale and thus permitted production and distribution on a large scale. Result—Improved manufacture.

## AMERICAN SCIENTISTS

## ARRIVE IN PARIS

Paris, April 27.—A commission sent by the American National Research Council to study applied science in relation to the problems created by the war in England and France, has arrived here. They were received at the railroad station by Pierre Bouteux, representing the Minister of War.

The American commission referred to is made up of six prominent American scientists, whose visit to France and England is for co-operation between the scientists of these two countries concerning the problems arising from the war.

ing efficiency and reduced selling costs. And all of this in the face of a steady increase in the cost of labor and raw materials which, with advertising eliminated, might in many cases have doubled the price of the goods.

"A triumph of economical marketing" is the only possible verdict for advertising in the face of these facts.

## ITALIAN MISSION TO AMERICA.

Will be Headed by Duke of Abruzzi, Head of the Navy.

Rome, April 27.—Although the Italian mission to the United States has not yet been officially appointed, its chief members have already been decided upon. They include the Duke of Abruzzi, cousin of the King and Admiral of the navy, who will be the head of the mission. Senator William Marconi will also be a member.

## TURKS MOVING BACK.

Further Retirement Has Taken Place in Mesopotamia.

London, April 27.—A further retirement of the Turks in Mesopotamia for a considerable distance north of Samarra, recently captured by the British, is reported by General Maude. The 13th Turkish corps is entrenching in the foothills of the Jebel Hamrin ridge between the Tigris and the Diale, and the British are in touch with it.

## WOMEN'S AILMENTS

Come From the Heart and Nerves.

Young girls budding into womanhood who suffer with pains and headaches, and whose face is pale and blood watery, will find Milburn's Heart and Nerve Pills build them up.

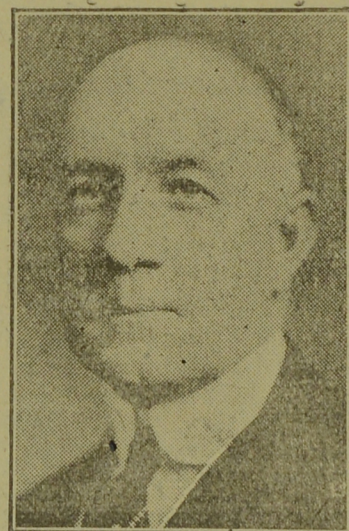
Women between the ages of 40 and 50, who are nervous, subject to hot flashes, feeling of pins and needles, smothering feeling, shortness of breath, palpitation of the heart, etc., are tired over this trying time of their life by the use of this remedy.

Milburn Heart and Nerve Pills have a wonderful effect on a woman's system, making pains and aches vanish, bringing color to the pale cheek and sparkle to the eye.

The old, worn out, tired out, languid feelings, give place to strength and vitality, and life again seems like living.

Mrs. Alfred Winter, Castor, Alta., writes: "I would like every woman who is suffering from nerves or heart trouble to know how much Milburn's Heart and Nerve Pills have helped me. For two years I kept a hired girl, and was doctoring all the time. After having taken four boxes of your pills I am able to do all my own work. I would especially recommend them to women between 40 and 50, as at that time they are more liable to be far from well. One of my neighbors knows how they helped me, and she is now using them."

Milburn's Heart and Nerve Pills are 50c., or three boxes for \$1.25, at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Ltd., Toronto, Ont.



HENRY D. REID,  
Vice-President and Treasurer of Reid Newfoundland Co., St. John's Dry Docks.

THREE VITAL QUESTIONS  
Are you full of energy, vital force, and general good health? Do you know that good digestion is the foundation of good health? Pains and oppression in stomach and chest after eating, with constipation, headache, dizziness, are sure signs of indigestion. Mother Seigel's Syrup, the great herbal remedy and tonic, will cure you.

AFTER  
MEALS  
TAKE

MOTHER  
SEIGEL'S  
SYRUP.

AND  
BANISH  
STOMACH  
TROUBLES

At all Drugists, or direct on receipt of price, 50c. and \$1.00. The large bottle contains three times as much as the smaller. A. J. WHITE & CO. LIMITED, Craig Street West, Montreal.

## THE CHALMERS MOTOR

IS A MASTERPIECE.

Its low gasoline consumption is wonderful. Its performance is superb. Its graceful lines and beautiful finish are pleasing to the eye. Let your next car be a CHALMERS.

Wm. C. BURTT, Fredericton N.B.  
625 QUEEN STREET

Call and see our

## Massey Silver Ribbon Bicycles

Which have just arrived. We have also just received a large shipment of Bicycle Sundries and accessories, which include TIRES, of the BEST MAKES, SADDLES, CHAINS, PEDALS, and everything needed on the Bicycle. BICYCLES CLEANED and REPAIRED by Expert Workmen. Prompt attention given to Typewriters, Locks, Keys, Cash Registers and all fine machines.

E. T. LANGILLE

PHONE, 334-41

345 QUEEN ST.

## SEEDS

No. 1 Timothy

No. 2 Timothy

Mammoth Clover

Alsike Clover

Red Clover

at lowest market rates

G. W. HODGE

## Custom Tailoring

THE NEW IMPORTATIONS for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

WE ARE ALSO PREPARED to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Co. of Toronto, the largest Military Tailoring Co. in Canada.

WALKER BROS. MERCHANT TAILORS.

QUEEN STREET, WEST END.

Wholesale Dry Goods and Woollens

House Furnishings  
For Spring

Lace Curtains  
Scrim Curtains  
Curtain Muslin and Draperies of all kinds  
Cretannes and Casement Cloths  
White Bed Spreads  
Towels, Napkins and Table Linens  
Oilcloths and Linoleums  
Carpets, Rugs and Squares

Prices Lowest Possible. Goods sold to the Trade only.

Vassie &amp; Company, Ltd.

WHOLESALE DRY GOODS and WOOLLENS  
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

F. B. Edgecombe Co., Ltd.

Mail Ads Will  
Bring You Results