# BOARD OF HEALTH AFTER

and is resorting to a method which

Milk is an ideal medium for the multiplication and growth of bacteria both the harmless and the disease-producing kinds. In the various operations through which it goes from the time it leaves the animal until it is consequed very many opportunities distributing it among customers the investment of the consequed very many opportunities.

tions through which it goes from the time it leaves the animal until it is consumed, very many opportunities for contamination occur.

Typhoid fever, diphtheria and scarlet fever are among the diseases which are fresquently spread by milk, and the history of hundreds of outbreaks of disease indicate milk as the carrying medium. In many cases hundreds of deaths have been caused by the carelessness of one person, very probably because that person did not realize or know that his action would have such hamful results. It is a well known fact that thousands of young children die every year, especially in greaticities during the warm summer months owing to dirty milk. It is estimated by competent authorities that at least 25 per cent, of the Typhoid Fever in the United States is caused by milk.

In conveying milk to market and in the preson enter the any may.

In conveying milk to market and in the preson to contaminate it in any way.

No sick person, nor any person entaged in the in the milking or hand the history of hundreds of outsease exists, should take any part in the milking or hand their advertisers carried out in their advertisers. Where econtagious disease exists, should take any part in the milking or hand their advertisers. In the indiking or hand the beause one such person may pass the disease to all those using the milk. In some places persons who have had typhoid are not allowed to take any part in the handling of milk, as they may be carriers of the disease for years after recovery.

As a rule, the division of milk it i

of milk, with the result that many new ideas have been developed with which every person engaged in the production or handling of milk should be acquainted. It is safe to say that no person wilfully does anything that will contaminate milk, but that the harm comes from want of knowledge as to the effects which will follow certain operations. Therefore it is the duty of every person concerned in the handling of milk to learn as much as possible about this subject. The person who neglects to do so, who is satisfied to follow the good old methods, is guilty of serious, if not criminal neglect, and should not be allowed by the health authorities to supply milk to health authorities to supply milk to the public.

Following are a few suggestions which will direct attention to some of the most important things to be done

if a sanitary milk is to be produced.

The cows should be healthy and should be kept clean in a well lighted and ventilated barn.

The cows should be well cleaned by brushing and if necessary by washing pertial and the should be well cleaned by brushing and if necessary by washing pertial and the should be well cleaned by brushing and if necessary by washing

be wiped with a clean damp cloth. The milker should wash his hands just be-fore milking and his clothing should be free from dust and dirt. He should milk with dry hands (not wetting them with milk, as used to be the custom).

The first few streams of milk from each teat should be discarded.

The milk pail should have a small opening at top and should be held in such a way as to prevent dust and such as way as to prevent dust and sof deaths annually fro mlockjaw ands of deaths annually fro mlockjaw.

The utmost care should be exercised the suicidal habit of cutting corns. the utmost care should be exercised to see that the milk pails and all dishes into which milk is placed are thoroughly clean. This can only be accomplished by first washing to remove milk and then writer there. then using boiling water liberally. (Warm water will not kill bacteria.) to make him dry up was to soak him."

Milk utensils, after being sterilized,
"Could you suggest some suitable" should be placed upside down in a clean room until used.

The milk of each cow should be removed immediately after milking to a clean room, separate from the stable where it should be strained through

NOTHIC

in the way of

better health

can ever come

from drinking

tea or coffee.

4 Millions of

former tea and

coffee users now

drink Postum.

The City Board of Health is grap-pling earnestly with the milk problem bound to be contaminated with dust.

#### It Works! Try It

Tells how to loosen a sore, tender corn so it lifts out without pain.

Good news spreads rapidly and druggists here are kept busy dispensing freezone, the ther discovery of a Cincinnati man, which is said to loosen

—particularly the udder.

This brushing should be done at least 30 minutes before milking time, so as to allow the dust to settle.

Just before milking the udder should be wiped with a clean damp cloth. The be wiped with a clean damp cloth. The puller should week his hands just be corn or callous.

particles of dirt, hairs, etc., from drop- and infection heretofore resulting from

"Could you suggest some suitable

badge for our Don't Worry Club?" as-

# WAR NOTE AIDS

American Publishers Hear of British Experience-Great Error Made in the Early Days of War.

(New York Sun.)

Great Britain's war advertising must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who supplied to the must commend itself to those who should be screened to keep out the "short war" fallacy and other phases of England's part in the war were related by Pomeroy Burton, managing director of the London must commend itself to those war were related by Pomeroy Burton, managing director of the London must commend itself to campaign, the censorship, the "fat

was the popular and insidious 'shor war' fallacy. These three joined hands and danced merrily along together during the early days of the war.

'After a time the 'short war' fallacy fell off its perch, the temperature of Fredericton Board of Health, the voluntary system dropped to a dangerous sub-normal and the censorship became about as popular as a dog with the mange.

Wake Up to Value of "Ads."

"Then the authorities woke up and wanted a lot of things all at once. They wanted men. They wanted money They wanted economy. They wanted all sorts of things to get ready for a long war. So they began advertising.

Mr. Burton spoke of the advertising campaign for more recruits, and how this was aided by the commercial advertisements, the war spirit running through practically all of these. He quoted current advertising slogans in Great Britain, pointing out how American advertisers could follow in the same path.

## Wanted at Home

London, May 2.- James I. McPher son, parlamentary secretary to the War Office, stated in the House of Commons today that the British commission now in the United States was considering what steps should be tak en to require British subjects of military age, ordinary and temporary resi dents of the United States, to report themselves for military duty in Great

#### INCENDARY FIRES AT AMERICAN RACETRACKS

Baltimore, Md., May 1.-A wide spread and carefully planned firebug plot against race tracks is believed to exist as the result of three mysterious fires, the last of which destroyed 34 ed fourteen horses today.

Following the second fire within month which burned stables and animals at the Belmont track near New York, flames were discovered at sev will not be postponed.

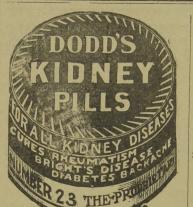
Another Fire at Belmont.

New York, May 2.—The stable of Schuyler L. Parsons and H. K. Knapp at Belmont Park was burned Monday night and the 28 race horses quartered there died in the flames.

The fire is believed to have been of incendiary origin. On April 7th six incendiary fires were set at the park and \$1,000,000 damage was done.

### BOXER WANTS RECOMPENSE FOR HIS BROKEN I.W

Minneapolis, May 2.—Because his jaw was broken in a contest decided before the Minneapolis Boxing Club, Joe Burger, a lightweight, is suing the club and its officials for damages under the workmen's' compensation act. burger alleges that he was regularly employed by the club to "work" in a boxing contest with Alvie Miller, or Loraine, O., on Feb. 9th. Miller, his "fellow employe," walloped him so hard that his jaw was fractured. He has been unable to work at his profes



NO BASEBALL IN 1918.

New York, May 1.—President Ban Johnson of the American eLague announced here this afternoon that in nounced here this afternoon that in case the war continued till next spring there would be no attempt to open the 1918 pennant season.

It is human to build a bigger circus than the builder can show.

Patiencet is a slow going virtue, but those who hae it win in a walk.

#### NEW SUBSCRIBERS

- 501 Armstrong, J. S., Res., 786
- 105-21 Carten, Mrs. W. H., Res., 225 St. John St.
- 101-11 Gunter's Livery Stable, Camp Bros., 79 York St.
- 2200-82 Jewett, John R., Res., Island
  - View. 39 Whitehead, Mrs. W. T., Res.,

N. B. TELEPHONE CO., LTD. S. B. EBBETT, Manager.

Church St.

#### Auctioneer and Commission Merchant

Progressive, up-to-date Methods of Selling. Prompt returns, which count for a lot. Satisfaction guaranteed. Your patronage solicited.

Archie MacDiarmid

482 Charlotte Street. 'Phone 353-41, at Erb's Grocery.

### CASTORIA

For Infants and Children

In Use For Over 30 Years

Signature of hat Hillhory



Palmer's

Summer Packs Or Plow Shoes Moose Head Brand"

Our Skowhegan Packs, Larrigans and Sporting Books are the leaders on the market today in this line.

The satisfaction the wearer gets from our famous "Moose Head Brand" footwear is so well known that leading dealers invariably handle them-and them only. They are roomy, durable, waterproof and comfortable.

No. 101 IS IN GREAT DEMAND FOR SPRING, SUMMER

AND FALL WEAR. Be prepared to supply this demand! Write now for booklet and prices.

JOHN PALMER CO. Limited FREDERICTON, N. B.





There is a man who makes shoes for childrenand sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown-'phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a welladvertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown-a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonomous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency.

A list of these will be furnished, without cout or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

There's a Reason"