

THREE IN SUTTON FAMILY RESTORED TO HEALTH

By Lydia E. Pinkham's Vegetable Compound.
Rather a Remarkable Record

Others Also Benefited

Campbellford, Ontario. — "I was feeling very run-down, always tired, no ambition for anything. I suppose I should not have been at work, but I could not afford to stay at home, only now and then. Last spring my mother was very sick and a friend told her to take Lydia E. Pinkham's Vegetable Compound. She was feeling better after the first bottle and she wanted me to take it too. So my sister, mother and I took it until we were all well. My sister and I work in the woolen mill, and we feel every one who says she is not feeling well about the Vegetable Compound. We cannot praise it enough for it has done us as much good. You may use this letter if you like, for I would like every woman and girl to get the benefit that we got." — GRACE SUTTON, Campbellford, Ontario.

The injurious effects of hard or heavy work on a young girl cannot be overestimated. She cannot afford to stay at home, yet she is often unable to lift heavy articles or to stand on her feet for long hours. What can she do? Lydia E. Pinkham's Vegetable Compound is a dependable medicine for girls and women. Let it relieve you of that feeling of nervous strain which comes at certain times.

South Vancouver, B.C. — "I was always skeptical of all so-called patent medicines and have heretofore hesitated to use any of them. For over eight years I was troubled with irregular menstruation, feeling very sick, I had terrible cramps, fainting spells, and dragging-down pains, and in bad two or three days every month, with conditions growing worse gradually. Lydia E. Pinkham's Vegetable Compound was very highly recommended to me; in fact, I was urged to try it, and I did. I feel very thankful that at last I took the step that has helped me so much. At first I could hardly credit the results, as I came almost to the door, every month. I can truthfully say that for the last four months I have suffered no inconvenience nor pain in that respect. I tell every one of the good results obtained, and I shall be pleased to answer questions as to the wonderful benefits derived from the Vegetable Compound." — Mrs. G. E. LEWIS, 288 47th Ave., South Vancouver, B.C.

The experience of Mrs. Lewis should help other women. She tells you how she used to feel and the wonderful results she has obtained from Lydia E. Pinkham's Vegetable Compound.

For sale by druggists everywhere.

THE PRICE WAR IN THE MOTOR IS LIKELY TO MEAN CHEAPER CARS IN CANADA AND THE U. S.

(Literary Digest.)

In a sure enough war the public, like the woman in the play, pays and pays. But in the so-called trade war among the manufacturers of low priced automobiles, which seems, despite repeated denials from the generals in command, to be under way, the public appears to be the gainer. Nobody, one gathers from Detroit and New York newspapers, is going to dominate the small-car market without knowing that he has been in a fight. Under the spur of competition, begun by the announcement of the new Ford, the makers of automobiles, particularly those in the low-price field have extended themselves as never before. "And so," remarks the Brooklyn Eagle, "with the opening of automobile shows in New York, Chicago, and Detroit in the first three weeks of the New Year, the long-heralded automobile war gets under way. And what a grand war it is for the public!" The reentry of the Ford organization, observes the New York American, "has forced cuts in the price and improvement in the product of all low and medium priced cars. Moreover, the competition has spread to the highest range of cars, for each make is in competition with the grade next above it."

The New Ford.

It is, however, in the better known makes of low-priced cars that the competition is keenest. The new Ford models, at prices ranging from \$345 to \$570, were put on the market in December. A month later the General Motors Corporation, a combination of seven automobile-producing companies slashed Chevrolet prices from \$10 to \$50 a model—for a bigger and better car. Following that came a challenge from the Willys-Overland Company, makers of the Whippet car, in the form of price cuts ranging from \$90 to \$200 per model, thus for the first

time in the history of the industry meeting Henry Ford on his own ground. Two or three days later William C. Durant made the battle for leadership in the small-car field a four sided affair by announcing a new model Star and reducing prices so that, with one exception, all models will sell for the same price as the corresponding Ford types.

General Motors, makers of the Chevrolet, and Henry Ford have disclaimed any intention of entering into a trade war, but these statements, says an automobile writer in the New York World, "are regarded as polite gestures of business." The prices of the Star, Whippet, and Chevrolet cars, we are reminded, speak for themselves. According to the Philadelphia Record:

Momentous Situation.

"Not since our foremost industry sprang into being a quarter of a century ago and began its amazing revolution of our existence has there been in it a more momentous situation than now presents itself. Just as its meteoric development was due largely to that master industrialist, Henry Ford, so the current expansion results to a great degree from his initiative.

"When, a year ago, perceiving that his 15,000,000 cars had about exhausted their market, Mr. Ford turned his vast resources to the creation of a more modern type, the challenge was unmistakable.

"The whole industry was profoundly stirred; but it was stimulated, not depressed. Engineering skill and business vision set themselves to achieve a readjustment, not by wage cuts or luxurious refinements of product, but by radical improvements in design, lowered production costs and reduced prices. The result is the contest of huge forces now under way, exemplified in an array of cars of surpassing merit.

"Assurance is given that the contest does not imply a disorganizing price war. Rather it is a reflection of sound betterment of industrial processes, resulting in economies and efficiencies in the benefits of which the consumer shares. At any rate, it looks as though the buying public is going to face temptations more seductive than ever before."

"The effect of this four-sided war on other low-priced cars," explains the Chicago Journal of Commerce, "can not be predicted. But this can be prophesied: The automobile buyer will get more for his money than ever before." As the New York World recalls, in an editorial headed "The Auto Show":

"There was a time when the man of modest means, on learning that this exhibition had opened, peeped at his bank balance, sighed and decided that it was no place for him. This year, however, things are a little different. "It is an ill price war that does not have silver reparations for somebody."

General Motors, says a United Press dispatch from Detroit, "claims to have made one car in every four built in the United States in 1926; one in every three in 1927, and its 1928 program calls for maintaining—or even exceeding—the 1927 proportion." On the other hand, the New York World announced on January 10 that in the five weeks following the announcement of the new Ford models, the Ford Company booked retail orders for 727,000 cars. In a Chicago Journal of Commerce article, Glenn Griswold makes the point that "Mr. Ford may sell all the cars he can manufacture at his Dearborn plant this year, and still leave General Motors the opportunity to sell more Chevrolets than it ever sold before."

Almost without exception, the automobile companies have laid out programs to increase their output, notes Walter Boynton in a New York Times article. They have rearranged old buildings and erected new ones, scrapped old tools and equipment, and bought new and improved machinery. According to this writer:

"Principal expenditures by manufacturers at the home plants or at important additional assembly plants are, conservatively speaking, estimated at between \$300,000,000 and \$325,000,000. Of this amount, the report is that \$18,000,000 was put into getting the Ford plants ready, and the bulk of this sum was spent in 1927. Retooling for the new line resulted, according to a Ford

official, in the expenditure of \$50,000,000.

"A minimum of \$37,000,000 was spent by the General Motors corporation in 1927. This went for the expansion and improvement of manufacturing properties in Detroit and the neighboring cities of Pontiac, Flint, and Lansing. Every vehicle division of the corporation begins the new year with increased production facilities."

In a New York Journal of Commerce article we learn that—

"In terms of value, the automobile is now probably the lowest priced commodity in the American market. The automobile dollar in terms of 1914 values is now worth around \$1.15, while the cost-of-living dollar of today in terms of values in 1914 is worth around sixty cents. Cars manufactured today have infinitely more value in them than they had a few years ago, because of savings effected through more economic production methods and improved machinery.

"In the last twenty years more than thirty million passenger-cars have been produced for domestic consumption in the United States. Of the total more than twenty million are still in use. Never has the American public been more interested in individual transportation facilities. No less than one-tenth of the entire national income is expended for automotive transportation. The annual wholesale value of motor-vehicles and parts alone amounts to around \$4,000,000,000."

Big Revival Looked For.

W. W. Jermaine, Washington correspondent of the Seattle Times, observes that "experts in the Department of Commerce look for a big revival of the automobile business in 1928." And he goes on:

"These men believe the early months of 1928 will find the number of unfilled orders for motor-vehicles far greater than ever before in automobile history. It is predicted that they will be large enough to offset the decline of production in 1927. And, too 1928, it is said, will witness the largest replacement demand thus far recorded.

"If that should prove to be the case, they fore-see the profitable employment of the resources of the iron and steel, plate-glass, upholstery, leather, aluminum, nickel, and other industries, a large part of whose products go into the production of automobiles. Moreover, there is promised full employment for the 3,300,000 workers directly employed in turning out motor-cars and trucks, and the 400,000 who produce accessories and tires.

"It may not be generally known that the automobile factories, when operating, as was the case from 1923 to 1927, consume 14 per cent. of all the iron and steel turned out in the country, 50 per cent. of the plate-glass, 63 per cent. of upholstery leather, 11 per cent. of hardwood lumber, 25 per cent. of aluminum, 13 per cent. of copper and lead, 21 per cent. of tin, 28 per cent. of nickel, and 85 per cent. of rubber. Anything which keeps the automobile business going helps bring prosperity to numerous other branches of industry.

"Judging by the experience of recent years, there will be spent during 1928 for motor-cars and their operation something like \$10,000,000,000, which was the average value of the country's farm crops for each of the last four years. Of that amount, \$2,175,000,000 will go for gasoline and lubrication, \$1,500,000,000 for repairs, labor and garage charges, \$810,000,000 for tires and replacements, and \$155,000,000 for repair parts and supplies.

"The new year, therefore, will continue the automobile industry as the leader of American industries in the value of its output."

H. I. Phillips, who conducts a humorous column in the New York Sun, apparently was inspired to write the following one-act "play" after reading some of the announcements of the leading low-price-car manufacturers:

The Car of The Future.

"The Time is about 1935. (The action, or whatever you call it, takes place in the office of a maker of one of America's most popular automobiles.)

"Magnate—Well, what's the latest from the Ford Company? Have you been able to get any information on the new 1937 model?

"Scout—Yes. It will be a twelve-cylinder 500 horse-power car, and will sell for \$11.75 at the factory.

"Magnate—Good heavens! That's \$2.34 under last year's car.

"Scout—It's \$2.35, to be exact, sir.

"Magnate—Are you sure this price is accurate?

"Scout—The list price of all closed models will be \$11.75, beyond question, excepting the De Luxe Suburban Brougham, which I understand will sell for 30 cents more.

"Magnate (resolutely)—Well, as long as Ford keeps turning out cheaper cars, we will have to meet him at his own game. We will turn out a fully equipped closed car to sell for \$9.98, delivered!

"Scout—Can we do it?

"Magnate—We may have to make it \$9.99 if we put on balloon tires and hydraulic brakes, but I think it can be done for \$9.98. And do you know what we'll do with our open models?

"Magnate—We'll produce a nine-colored runabout to sell for \$6, or three for \$15. The day when one car was enough for a family is over. Every member of a family should have not only a separate car, but a car for every day in the week."

Bill—That's a terrible fit. What's the matter with your tailor?

Tom—Nothing. You see I'm a bit ticklish!

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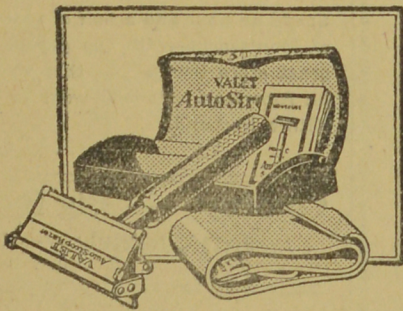
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