

PALMER-McLELLAN FOOTWEAR

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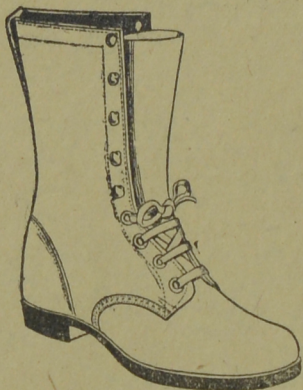
ALLIES BUYING FOOTWEAR IN FREDERICTON

Palmer McLellan Concern Have Sent One Shipment and Booked More.

Fredericton, April 11.—(Special)—Fredericton is now supplying footwear for the allied armies in Europe. A large consignment of oil-tanned footwear manufactured by the Palmer-McLellan Shoe Company at its factory in this city, was shipped last week from St. John by steamer Metagama. Other shipments are to follow. The Canadian militia department has repeatedly been urged to adopt footwear of this type but so far has not consented.—Daily Telegraph.

the vicinity and La Bassé British "eye" other narrati office yesterday. "It is a though a mor action at Ne has made no in any, quite active, while selves securely "Looking back months, it is gradual weak resistance on the offensive action with an imm This is the the enemy has does does no the resistance German has that with t posal on th to avenge th has been thre tions prevail German line the impres tion is Referr ing on durin

Has Gone to



THE WAR

The Most Enduring Working Boot

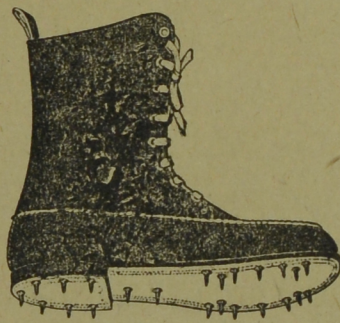
THAT SKILL CAN MAKE OR MONEY BUY

WE NOW MANUFACTURE A BOOT FOR EVERY PURPOSE AT A PRICE FOR EVERY PURSE

PALMER-McLELLAN

FREDERICTON, N. B.
JOHN PALMER, Manager.

Stream Drivers Purchase Your Footwear By Mail.



PALMER'S SPECIAL OIL TANNED SKOW-HEGAN 10in DRAW STRING DRIVING Pack \$5.00

Delivered by Mail or Express, all charges prepaid, made with reinforced counter, and shank with heavy double nailed sole of best quality sole leather that will hold any style of caulk.

Send in your orders at once and be ready when the driving starts. Send us \$5.00 stating size, and your order will be filled by return mail.

Special Prices to Dealers

John Palmer Co., Ltd.
Fredericton, N. B.

Makers of the Famous "Moose Head Brand" and "Palmer Brand"

The Oldest and Largest Manufacturers of Oil Tanned Footwear in Canada

How to Care for Your Complexion

There is no truer saying than that "beauty is only skin deep." Good features lose their charm under a sallow or blotchy skin and poor features are glorified by a beautiful complexion. A very useful toilet booklet entitled "Your Complexion" has just been issued by Nyal's and contains many helpful health and beauty hints, including proper methods of massage. It can be had for the asking at the Nyal Agency Drug Store and you should call or telephone for it. Among other things it points out is that diet, sleep, ventilation, and a thousand other things we cannot escape are continually warring against our complexions. Get a 25c or 50c jar of Nyal's Face Cream and convince yourself of its cleansing and refreshing and beautifying qualities. It is greaseless, oxygenated and quickly absorbed by the skin, leaves no shine, and gives a pleasant, smooth, cool sensation, quickly removing the irritation produced by wind and weather. 119a All Nyal preparations are justly famous and none more so than Nyal's Face Cream which we unhesitatingly recommend. Call or telephone us for your copy of this book which contains most valuable information.

Hunt & MacDonald, Druggists, 596 Queen Street, Alonzo Staples, Druggist, 100 York Street, Fredericton.

WILLING TO PAY FOR LOSS OF KATWYK

London, April 20.—The German government's willingness to make reparation for the sinking in the North Sea last week by a German submarine of the Dutch steamship Katwyk is indicated in a Renter despatch from Amsterdam. This message says semi-official announcement was made at The Hague that the German government, acting on its own initiative, sent the following declaration to the Dutch government:

Neither the German government nor the German naval authorities, as is self-evident, had the intention of attacking a Dutch vessel. Notwithstanding this, the German government believes it possible that, owing to an unfortunate accident, the Katwyk has been torpedoed by a German submarine.

"At once, after the event became known, the German government ordered an inquiry and requested the Dutch government to send to Berlin an official report on this subject which can give enlightenment. If inquiry proves that the Katwyk has been sunk by a German submarine the German government will express, unhesitatingly, its sincere regret and offer full compensation."

The man who grumbles because the electric lights are too dim always hates to be reminded that Abraham Lincoln acquired his knowledge by the light of a smoky torch.—Puck.

German Peace Efforts Futile Until Big Defeat

"Germany does not want peace terms discussed just at present," writes A. Fitz-Maurice in a late issue of The Paris Figaro. "The proper time has not arrived yet, according to the organs of the German chancellor's office, but this does not prevent the government's secret agents from making periodical attempts to find suitable mediators. We have noticed their activities ever since the battle of the Marne and although they have been rebuffed time and again this seems not to have discouraged them. They are in evidence everywhere, now at Washington, then at Rome, then again at The Hague.

"In one place they have tried to show how advantageous a separate peace would be to France. Germany does not wish France any harm. No, indeed! It admires France and could almost love it! In another quarter their proposition has concerned an immediate peace treaty between Russia and Austria, based on the cession of Galicia to the former power and the return of Bosnia and Herzegovina to Serbia.

"Still another peace arrangement has been rumored about, the parties to it being the Allies and Turkey. The Sultan is supposed to have declared himself willing to lay down arms on condition that Turkey be allowed to retain what is left of its European possessions and that the attempt to force the Dardanelles be abandoned forthwith. The straits would henceforth be open to merchant vessels of all nations without any discrimination. As mediators the Pope and President Wilson are most frequently mentioned as the alleged sponsors of the various peace schemes.

"There is only one of its enemies with whom Germany never talks of making separate peace and that is England. In one of its outbursts of frankness, which have become quite frequent lately, The Cologne Zeitung uttered a few days ago the significant remark:

"Peace is impossible as long as England, which makes war at the expense of her Allies' blood, refuses to agree to it."

"It is true that England spurns any peace offers in the present situation, but the same is also true about Russia and France. It might be well for Germany to realize that it is only

in Berlin that signatures don't count and treaties are considered mere scraps of paper. On September 4 last Great Britain, France and Russia made an agreement to carry on this war in unison to its end and to conclude peace, also in common, only after a complete victory. This treaty will hold, and it has a bearing on Austria and Turkey no less than on Germany.

"If, however, one of the Powers fighting on the German side should acknowledge defeat and cease hostile operations, the Allies will, of course, discontinue their attacks on it, but no peace negotiations will be opened anyway until the whole war is over. And it will be only at the conclusion of the definite treaty which is going to readjust this map of Europe that the ultimate fate of such a Power will be decided, at the same time that the indemnity chargeable to each of the defeated nations will be settled and the benefits, territorial and other, of the victorious Allies will be apportioned.

"In order to reach this goal the Allies are exerting all their resources in perfect unanimity and without keeping jealous count of one another. Assuredly Great Britain does not conduct this war with the blood of her Allies, as The Cologne Zeitung contends. It has set up a formidable army, which has by no means said its last word yet and which will soon be at least doubled. It is destined to take great part in the decisive battle which is impending, and this certain success of which is foreshadowed by the recent actions at Verdun and Neuve Chapelle.

"Our resolution is irrevocable. It aims at peace in Europe and this cannot become possible—before Germany is irreparably defeated. And it will be."

Anybody's face should stop a car. If a word to the wise is sufficient few men are wise.

A woman's watch is usually more ornamental than useful.

Much unnecessary talk manages to escape from a tiny mouth.

Probably the most important woman's club is the rolling pin.

The daughter of a poker player is supposed to inherit her shyness.

WOMAN'S BEST MEDICINE

Mrs. Kelly Advises all Women to Take "Fruit-a-Tives"

HAGERSVILLE, ONT., AUG. 26th, 1913.

"I can highly recommend 'Fruit-a-tives' because they did me an awful lot of good and I cannot speak too highly about them. About four years ago, I commenced taking 'Fruit-a-tives' for a general break-down and they did me a world of good. I bought a good many dollars' worth, but it was money well spent because they did all that you claim for them. Their action is so pleasant, compared with other laxatives that I found on my pleasure, as well as health, in taking them. They seemed to me to be particularly suited to women, on account of their mild and gentle action, and I trust that some other women may start taking 'Fruit-a-tives' after reading my letter, and if they do, I am satisfied the results will be the same as in my own case!"

MRS. W. N. KELLY

"Fruit-a-tives" are sold by all dealers at 50c. a box, 6 for \$2.50, trial size, 25c, or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

Ottawa, April 20.—The post office department has issued a warning that it will not permit evasion of the stamp tax through firms arranging for the delivery of accounts bills, circulars etc., other than through the mails. The act provides a penalty of \$20 for each letter unlawfully carried, and matter of the character stated, whether in open or sealed envelopes is a letter within the meaning of the act. A firm may deliver letters through an employee, but through no other medium but the post office.

All such letters conveyed, received, collected or sent in contravention of the post office act will be seized and the offenders prosecuted.

Too often the stork lights on a man's roof when the wolf is at his door.

Anyway, Eve wasn't constantly nagging poor old Adam about other women.

A young man would rather owe money to his father than to his "uncle."



THE ROAD TO THE RIGHT.

YOU'VE met at least one of those few good old souls, who are constantly getting the worst of it when shopping, who don't believe in advertising. A hundred disappointing and instructive experiences have failed to teach him their plain lesson.

When he bought his first watch he was beguiled into buying one without a known name or a trustworthy guarantee. That watch—a poor timekeeper—cost him dearly by reason of missed appointments and missed trains, and for frequent repairs. Yet he paid the price of a good watch.

It is the same story with regard to his underwear, his shoes, and his fountain pen.

This good old soul's case is not unique. Many of us, if the truth be confessed, resemble him; we allow ourselves to be sold merchandise with an unknown brand or trade mark instead of buying merchandise which is well known to us through the medium of advertising. In slang language, we get "stung" pretty often.

In most of these cases we have ourselves to blame, for "the road to the right" thing to buy has been made plain by advertising.

There is no good reason for passing by the known thing, soundly guaranteed, to buy a dubious article, which, quality for quality, cannot be cheaper than the known, branded article.

"It is better to be sure than sorry."

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 cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

MONEY LABELS.

Now is the time to order your money labels. We can supply you with colored stock for \$1.75 a thousand or \$1.25 for five hundred. Send in your orders at once.

DR. DeVAN'S FEMALE PILLS Reliable medicine for all Female Complaints. \$5 a box, or three for \$10, at drug stores. Mailed to any address on receipt of price. THE SCORELL DRUG CO., St. Catharines, Ontario.

PHOSPHONOL FOR MEN Restores Vitality; for Nerve and Brain; increases "grey matter." A Tonic—will build you up. \$3 a box, or two for \$5, at drug stores, or by mail on receipt of price. THE SCORELL DRUG CO., St. Catharines, Ontario.