

## SONG COUPON

This Coupon, accompanied by ten cents entitles the holder to one copy of the National Songs of the Allies. If to be sent by mail add two cents for postage.

The Daily Mail,  
Fredericton, N. B.

## Smart Spring and Summer Millinery - at Moderate Prices

That the above Statement is Correct, may be readily proved by a visit to our Showrooms. You have never been presented with such inviting opportunities of Saving on Your New Hat, in the height of the Season.

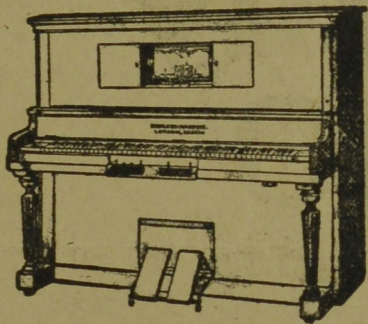
The Misses Young  
476 QUEEN STREET

## W. E. SEERY

Has Removed  
to the Pitts Building 68 York Street  
Up One Flight.

All the latest Goods to Pick From.

Clothes Cleaned, Pressed and Repaired.



A LEADER  
Sherlock-Manning  
20th Century  
PLAYER PIANO  
Sold Only By  
E. O. MacDONALD  
The Queen St. Music Store

IF YOU  
Want a Cook,  
Want a Clerk  
Want a Partner  
Want a Situation,  
Want a Servant Girl  
Want to sell a Piano,  
Want to sell a Carriage,  
Want to sell Town Property,  
Want to sell your Groceries,  
Want to sell your Dry Goods,  
Want to sell your Hardware,  
Want to sell your Millinery Goods  
Want Customers for ANY THING,  
Advertise daily through THIS paper.  
Advertising is the Highway to Success.  
Advertising brings New Customers  
Advertising keeps the Old Ones.  
Advertising will ensure Success.  
Advertising shows Energy  
Advertising Brings Results.  
Advertising is a Necessity.  
Advertising shows Pluck.  
Advertising is "BIZ."  
Advertising is Bust.  
Advertise Long.  
Advertise Well.  
ADVERTISE  
At Once.



## Amusing NOVELTIES for Boys-Girls

Magic Tricks, Jokes, Books,  
Games, Puzzles, etc., etc.

Send 10c for Catalogue and Sample Novelty. Send at Once.

Stone, Box 518 A, Fredericton, N.B.

## Doctor Said She Had Bright's Disease.

DOAN'S KIDNEY PILLS CURED HER.

Bright's disease is a term applied to one of the most serious of all diseases of the kidneys, the symptoms of which are often of a severe character.

Severe pains in the back appear at first and are followed by disturbances of the urinary organs which show that the urine contains a large amount of albumen. Dropsy is also another forerunner of the dreaded Bright's disease. On the first sign of any kidney trouble you should at once put the kidneys right by the use of Doan's Kidney Pills. The pill that cures kidney troubles only.

Mrs. C. A. Heistand, Mooswa, Alta., writes: "Last May I was taken down sick. The doctor told me I had Bright's disease. My kidneys got so bad I could not rest day or night. The doctor's medicine did not give me any relief. I used four boxes of Doan's Kidney Pills, and they put me in good shape again."

Doan's Kidney Pills are the original kidney pill, so when you ask for "Doan's" do not accept any others with similar names.

Price, 50c per box, or 3 boxes for \$1.25, at all dealers or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

When ordering direct specify "Doan's."

## ROUGH ON THE DOG.

Miss Carlson was one of the young women who determined to always have their own way in the face of all obstacles. When the conductor came along to take up the tickets and found her seated with a dog in her lap, he said:

"I couldn't allow allow my own dog to ride in here. Dogs must ride in the baggage car. I'll fasten him him all right for you."

"Don't you dare touch my dog, sir!" cried Miss Carlson excitedly. "I will trust him to no one!"

Very indignantly the young woman marched to the baggage car, tied the dog and returned. About fifty miles further on, when the conductor came through the car again, Miss Carlson inquired:

"Will you tell me if my dog is all right?"

"I am very sorry, madam," replied the conductor, politely, "but you tied him to a trunk and he was thrown off with it some time ago."—Philadelphia Record.

## WASN'T NECESSARY.

Some time ago citizens were sambling along the street of a western town when one of the pair remarked that he was temporarily a bachelor owing to the fact that his wife had gone on a vacation.

"I suppose," smilingly remarked the other, "that you write to her and tell her everything that you do while she is gone."

"Oh, no," was the rather surprising response of the first, "I don't have to."

"Don't have to?" returned the other wonderingly. "Do you mean to say—"

"I mean to say," explained the first, "that the neighbors kindly attend to it for me."—Philadelphia Telegraph.

## OUR IDEAS.

Of nothing to wear—a Charlotte Yussie.

Of nothing to wear—a fishnet union suit.

Of nothing to enter—an argument.

Of nothing to drink—bouillon.

Of nothing to wipe on—a paper napkin.

Of nothing to talk about—grand opera.

Of nothing to adopt—a fuzzy poodle.

Of nothing to read—a popular magazine story—Chicago Journal.

## THE CAUSE OF IT.

The other evening a man who lived in a big city boarding-house took his place at the table and had just started to arrange his culinary tools and napkin when he emitted a life-size growl. Instantly the landlady was on the job.

"What were you saying, Mr. Smith?" she demanded, with a sharp glance at the growler. "Is there anything wrong?"

"There certainly is, madam!" was the peevish rejoinder of the boarder. "My napkin is quite damp! What have you spilled on it?"

"Nothing at all, Mr. Smith," caustically answered the landlady. "I presume that it is because there is so much due on your board."—Philadelphia Telegraph.

## SIMILAR AFFLICTION.

A gentleman on the platform of a railway station said to a small boy: "Can you tell me what time the next train goes?"

The small boy did not answer. He merely grinned. The gentleman put his question again, with the same result. He then strode angrily away. A youth who was standing near said to the boy:

"Why did you not answer the gentleman?"

The boy laughed ruefully. "Do you think I w-wanted a l-licking? He'd th-think I w-was m-mocking him."

When she begins to realize that the Sun rises and sets every day without his assistance, the Honey-moon drinks a quart of nitroglycerine and jumps out of the window.

## Thrilling Stories of Neuve Chapelle Fight

London, April 19.—A long and thrilling narrative of the battle of Neuve Chapelle, the first detailed story yet published outside of the official despatches, appears in today's newspapers. Following are a few of the best extracts:

### SCOTTISH RIFLES SUFFER

"In a few hours of martyrdom the Scottish Rifles at Neuve Chapelle showed that they had lost nothing of the spirit which won them fame at Lucknow and Spion Kop. All their officers, save one, were killed or wounded. Lieut. Col. Diss and his adjutant falling side by side while bravely leading the first line. One hundred and fifty odd men were all their sole surviving officer, a Second Lieutenant, could collect after the German position was won, but the men remained as steady as if they were on parade, moulding themselves on the glorious example given by their officers. The Scottish Rifles showed the Germans how a Scot can handle a bayonet."

### A TERRIBLE CONNADE

Describing the great connade which prepared the way for the British attack the writer says:

"Hell broke loose, with a mighty hideous, screeching burst of noise as hundreds of guns spoke. Men in the front trenches were deafened by the sharp reports of the field guns spitting out shells at close range to cut the German barbed wire entanglements."

"In some cases the trajectory of these vicious missiles was so flat that they passed only a few feet above the British trenches. An officer who put his ear to the ground said it seemed as though the earth was being smitten, great blows with a titanic hammer."

"After the first few shells had plunged screamingly amid clouds of earth and dust into the German trenches a dense pall of smoke hung over the German lines and sickening fumes of lyddite blew back into the British trenches. In some places the British troops were smothered by earth and dust and even spattered with blood from the fragments of human bodies that went hurtling through the air."

"The upper half of a German officer's body, the cap still on the head, was blown into one of our trenches."

### A GHASTLY SPECTACLE

There was bloody work in the village of Neuve Chapelle. We captured the place at the bayonet point, which is generally grim business, in which instant and unconditional surrender is the only means by which a great deal of bloodshed can be prevented, as the attacking forces must go through, slaying such as oppose them. The village was a sight. The men say they will never forget it. It looked as if an earthquake had struck it, the chaos was so utter. The very lines of the street were all but obliterated, and hardly a stone remains upon stone. It was indeed a scene of desolation into which the Rifle Brigade, the first regiment to enter the village raced along. Of the church only the bare shell remained. The little churchyard was devastated and its very dead plucked from the graves. Broken coffins and ancient bones were scattered amid the fresher dead slain that morning.

"Of all the once fair village but two things remained intact, the great crucifixes reared aloft, one in the churchyard and the other over a Chateau."

### FIRE FROM TOMBSTONES

"The din and confusion were indescribable. Through the pall of shell smoke Germans were seen on all sides, some emerging half-dazed from cellars and dugouts, their hands above their heads, others dodging around shattered houses, others firing from windows, from behind carts and behind overturned tombstones."

"Machine guns were firing from the houses in the outskirts. In one cellar a portly German was found dancing about in an agony of fear, screaming in a high-pitched voice in English: 'Mercy, mercy—I am married.'"

"Your missus won't thank us for sending you home," retorted one of the men, who took him prisoner and his life was spared."

"A Rifle Brigade subaltern, falling over a sandbag into a German

over a sandbag into a German trench, came upon two officers, mere boys, with their hands above their heads, their faces ashen grey.

"They were trembling, and one said gravely in good English: 'Don't shoot—I am from London. They too, were spared.'

### DIRTY BUT RADIANT."

"Outside the village there was a scene of tremendous enthusiasm. The Rifle Brigade smeared with dust and blood, fell in with the Gurkhas, with whom they had been brigaded in India. The little brown men were dirty but radiant. Kukri in hand, they very thoroughly had gone through some of the houses at the crossroads and had silenced a party of Germans who were making themselves a nuisance with machine guns. The Rifle men and Gurkhas cheered themselves hoarse."

### COMPANY MOWN DOWN

"It was at the barbed-wire that a section of our artillery was unaccountably mused. The right-hand and leading Company B, got through without much opposition, but Company A, on the left, was literally mown down by machine gun and rifle fire. The men who remained alive from that tornado hardly remember anything save tearing at barbed wire with their rifles and stamping on it. Finally, the men had to lie down in the open, swept by machine gun fire and sprayed by high explosive shrapnel, while the bomb-throwers of Company A, crept through the trench captured by Company B and eventually managed to drive the Germans out."

"The Middlesex Regiment as it pressed forward to attack was suddenly swept by a diabolical fire from two machine guns posted at either end of the German trench so as to cover with a converging fire a patch of about two hundred yards in front."

### A LANE OF DEAD

"In this zone no man could live, but Middlesex did not stop. The men got as far as the wire and backed at it and tore at it till their hands were bleeding and their uniforms rent in tatters. From their starting point right up to the wire they left a deep lane of dead and dying one hundred and twenty yards long. The sight was so poignant that men coming suddenly on that bloody trail broke down and wept."

"Three times Middlesex men tried (Continued on page six.)



## 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.