



"Thrice is he armed who takes a box of Moir's."

The skilful general avails himself of every possible advantage. Likewise, the careful suitor remembers that one of his best aids is "sweets to the sweet."

Let a box of Moir's be your ally—the finest chocolate delicacies that ever delighted the heart of a girl.

MADE IN CANADA

MOIR'S
CHOCOLATES

Willard at Baltimore.

Claims being made that New Champion is 33 years old.

Baltimore, Md., April 10.—Jess Willard made his first public appearance as heavyweight champion of the world at the Lyric Theatre in Baltimore, last night, and was received with wild ovation.

In the introduction of Willard, Tom Jones, his manager, announced that regardless of credit due to Willard or himself, the heart must be born in a fighter. The first preliminary of three rounds between Jim Savago and "Tex" O'Rourke was a friendly affair.

Willard then appeared with Hemple, which was also harmless, but displayed the signal fact that Willard does possess the agility in footwork as well as defensive tactics.

Willard will appear in Philadelphia before a club to-night, but expects to get through there before 9 o'clock and leave for New York by a special train, which is due to arrive there in time to have him appear in the ring at 11 o'clock.

Willard's Age and Name.

There is quite a discussion in the U. S. papers as to the age of Willard, and it is being placed at 33. One journal quotes from the birth and marriage records as follows:

Jess was born Dec. 29, 1881, in Potawatomi County, Kan., and on March 13, 1907, when Jess married Miss Hattie Evans at Leavenworth, Kan., he gave his age to Probate Judge Johnson as 25 years. Of course that was before Jess had any idea of entering the ring. When he took up boxing he chopped off five years.

A Kansas City despatch says that tomb-stone records show that M. B. Willard, father of the champion, died Oct. 29, 1881. This was about two months before the birth of the future champion.

A man in Denver who claims to be a distant cousin of Willard, says the pugilist's correct name is Arthur Buttingham. This supposed cousin explains that about 10 years ago "Jess" or Arthur, whichever it is, was one of the principals in a private boxing bout near Cripple Creek with a miner, unnamed now for the reason that when the 10 was counted the miner not only failed to get to his feet, but upon examination it was found that he was dead. The authorities are said to have gotten wind of the affair and made matters so uncomfortable for Arthur or "Jess" that he was forced to seek a change of scenery and also to acquire an alias.

It is never economy to buy cheap eggs.

Quick Help for Strains and Sprains Wonderful Relief in One Hour

Are Herb and Root Extracts in this Liniment Give it Marvelous Power.

RUB ON NERVILINE.

You'll be astonished at the rapid relieving action of "Nerviline." Its effectiveness is due to its remarkable penetrating power—it strikes deeply, sinks to the very core of the trouble.

Nerviline is stronger, many times stronger, than ordinary liniments, and is not greasy, ill-smelling or disagreeable. Every drop rubs in, bringing comfort and healing wherever applied.

You would scarcely believe how it

In Lady's Boudoir.

By GWEN SEARS.



CHEST DEVELOPMENT.

To enlarge or develop the chest one must increase the actual size of the lungs, or, in other words, to expand their unused portions. One should frequently inhale long and deep breaths, followed by slow exhaling exercises.

One should also take a lesson from children and indulge in hopping, skipping, jumping a rope, or running. Such movements cause deep respiration, also bring into action such large masses of muscles as those in the legs and thighs which demand large supplies of blood circulation and quick action of the heart to supply it, these exercises require deep inspirations, the lungs are thus stimulated to activity, their size is increased, which in turn expands the chest.

Breathing exercise which may be practiced with benefit is taken as follows: Lie flat on a couch or floor, extend the arms over the head; in this position inhale deeply through the nostrils while counting ten; hold the breath an equal length of time and then slowly exhale through the lips.

Nearly every movement of the arm calls into action certain chest muscles, but many of them are not sufficiently vigorous to cause development. Standing, feet slightly separated and resting both arms from the side until they reach an angle of about seventy-five degrees, palms turned inward; the arms are then carried slowly backward and downward, at the same time turning the palms so that the thumbs point forward and down, and then backwards and down, as the arms describe a circle, finishing at the side.

This movement may be repeated ten to fifteen times to begin with, but as the muscles become accustomed to the strain the number of times to repeat may be increased.

Design all your frocks with simplicity as the keynote and you will be in fashion.

War News.

Messages Received Previous to 9 a m

OFFICIAL.

LONDON, April 23.

The Governor, Newfoundland: The French Government reports German counter-attacks on Hill 60 have definitely failed.

Near St. Eloi the French have carried two successive lines of trenches, which formed an embarrassing salient in their positions. Fifty prisoners were captured, and many German dead were left on the ground.

The Indian Office reports Turkish forces, retreating in Lower Mesopotamia, attacked by turncoat Arabs. Their retreat was turned into a rout. The enemy's casualties are now estimated at six thousand.

HARCOURT.

ST. PIERRE BULLETIN.

PARIS, via St. Pierre, April 22.

Near Langemarck north of Ypres, the British repulsed two attacks on height 60 near Zwarteleen. German counter-attacks failed. The fierceness of these counter-attacks can't be explained unless it's the wish to compensate for the defeat of the Imperial German Staff. The enemy's losses are much higher than indicated in yesterday's figures.

In Rheims section, artillery duels. In Argonne, at Bagatelle pavilion, a German attack not very important, was repulsed near St. Mihiel. In Apremont we captured by assault two consecutive lines of trenches at a place known as "Tete de Vache." This point formed a salient in our positions worrying us seriously. A great number of German corpses were left on the ground, and we made prisoners. In Alsace we continue to advance on both banks of the Pech. North, we occupy a tributary of the Focht and the Wurms; south we have reached Schleissloch, thus advancing eastward in the direction of Metzeral.

TORPEDOING STILL GOES ON.

LONDON, April 23.

The trawler St. Lawrence was torpedoed yesterday in the North Sea, two members of her crew being killed.

A LONDON BUDGET.

LONDON, April 23.

With battles developing near Ypres, in Flanders, reports of a prospective naval engagement in the North Sea, and preparations for advancing for the commencement of a combined naval and military attack on the Dardanelles, or some other vital spot in Turkey, the people of Europe are highly expectant. Of these three anticipated events, only one has actually reached fulfillment, that of the battle near Ypres.

That a severe engagement has taken place in this part of Flanders is confirmed by official reports, but these are so contradictory in their claims, that the actual result of the preliminary fighting is not known.

To those outside the War Office of the belligerent nations, it would appear, however, that following their loss on Hill No. 60, and their failure, after repeated attempts, to recapture it, the Germans have commenced an offensive from the northeast against the Anglo-French line in front of Ypres, which was the scene of such bloody battles last autumn, also against the Belgian line farther west.

The Germans claim that with a rush they drove the Allies back to Ypres Canal, taking 1,600 British and French prisoners and a number of guns.

The French account admits that the Allies had to fall back, but it states this was due to the use by the Germans of asphyxiating gas bombs, and Sir John French confirms this.

Paris asserts that with counter-attacks the Allies took many German prisoners, and that the Belgians repulsed the attacks launched against them. It is believed here that these operations are but the commencement of another battle in Ypres.

Although the despatch received from Holland to-night gives rumour that the Germans are about to fall back on the Liege line in order to have troops ready for possible use against Italy, should she join the Allies, it is considered more likely in military circles here that the Germans will give battle where they are, preferring to be first to attack, having learned from recent experiences, that it is difficult to hold even the strongest positions when extremely heavy cannonade is directed against them.

Fighting continues in Woerwe, and here also both French and Germans claim successes. The French in this region are seemingly still on the offensive apparently determined to make another attempt to squeeze the German wedge which has it apex at St. Mihiel.

The prediction of a naval battle in the North Sea, which is based on re-

ports from Scandinavia of activity by warships, and the prohibition of shipping between England and Holland by the British Admiralty, and the announcement that the German high seas fleet has several times lately been out in the North Sea without encountering British ships, are incidents of the war that are calling forth much discussion.

The only news from the Aegean Sea comes from Athens and the Greek Islands. It is to the effect that firing is heard on times in the vicinity of the Dardanelles and Smyrna, also in the Gulf of Saros, where it is declared the Allies have made a landing in the vicinity of the Turkish port of Enos.

There have been reports of Zeppelin airships making their appearance along the northeast coast of England, but these reports lack confirmation. No bombs have been dropped on the coast towns, and it is thought probable that if Zeppelins have again been along the North Sea coast, it was for the purpose of reconnoitering for the German fleet.

Field Marshal Sir John French, Commander-in-Chief of the British force in France and Belgium, communicates the following under today's date:

"Yesterday evening the enemy developed an attack on the French troops on our left in the neighborhood of Bixchoote and Langemarck, on the north of Ypres salient.

"This attack was preceded by a heavy bombardment, the enemy at the same time making use of a large number of appliances for the production of asphyxiating gas. The quantity produced indicates a long and deliberate preparation for the employment of such devices, which is contrary to the terms of the Hague Convention, to which the enemy subscribed.

"The false statement by the Germans a week ago, to the effect that we were using such gas, is now explained. It obviously was an effort to diminish neutral criticism in advance.

"During the night the French had to retire from the gas zone, overwhelmed by fumes. They have fallen back to the Canal in the neighborhood of Bosinghe.

"Our front remains intact, except on the extreme left, where our troops have had to readjust their line in order to conform with the new French line.

"Two attacks delivered during the night on our trenches, east of Ypres, were repulsed.

"Fighting continues in the region north of Ypres.

"This morning one of our aviators, during reconnaissance which he completed successfully, damaged a German aeroplane and forced it to descend.

"Our Flying Corps has brought down another German machine near Messines."

ARE THEY OUT OF HIDING?

BERLIN, via London, April 23.

The German Admiralty to-day gave out the following statement: The German High Seas Fleet has recently cruised repeatedly in the North Sea, advancing into English waters without meeting sea forces of Britain."

GERMANS REPORTED FALLING BACK.

THE HAGUE, April 23.

It is rumoured in military and diplomatic circles here that the closing of the Belgian and Dutch frontiers to traffic of all kinds, outward and inward bound, is connected with important German troop movements in Belgium. It is hinted in various quarters in the Hague that the Germans are about to fall back on the Liege line, thus relieving a number of troops for possible use against Italy, in the event of that country intervening in the war. There is no confirmation of the rumor.



"Get That Cough Before It Gets You."

Why are you still suffering from that miserable "cough" that you have had for such a long time?

Try Phoratore Cough Cure!

Price 25 cts.; postage, 5 cts. extra. Prepared only by

DR. F. STAFFORD & SON,
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Manufacturers of

The S. Specialties.

Stafford's Liniment.

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Why not Pay the Trifle?

No one knows where the fog-shrouded iceberg is floating till, perhaps too late, it is seen under the vessel's bow. Most vessels escape, only a small percentage are lost, but to the owners concerned the loss is overwhelming—unless it is spread over all vessel owners through insurance. Then it means only a trifle to each.

No one knows when a death will occur in the business world. But it is sure to come occasionally, and it may hit your firm next. Why not pay the trifle now and make absolutely sure that your business will continue no matter what happens?

The Canada Life Partnership Protection Policy

is the ideal means of securing safety and permanence for your business. Our paper, Canada Life Echoes, for April has an illustrated article on the subject which will interest you. It's free for the asking.

Herbert C. Cox,

President and General Manager.



C. A. C. BRUCE, Manager, St. John's, Nfld.

THE CRESCENT PICTURE PALACE

PRESENTS AN ALL-FEATURE WEEK-END BILL.

"The Wiles of a Siren,"

A great Kalem feature in 2 reels.

"SUNNY JIM AT THE NORTH POLE"—Sunny Jim tries to find the North Pole with "Shep," his dog. He doesn't find the Pole, but he saves an express train from being wrecked and is now a hero.

"CIRCUS TIME IN TOYLAND" and "A TANGO TRAGEDY"—Are two fine comedies.

"QUANTILL'S SON"—A war drama. In the war the son opposes his father; the boy is taken prisoner by his father but escapes, going to his wife and baby. His father finds him; at the sight of his grandchild he relents and leaves his son unmolested.

The usual extra pictures at the Saturday Matinee. Send along the children, the Crescent staff will look after them.

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GOLD MEDAL FLOUR is not artificially bleached or whitened chemically nor adulterated in any way whatever. Its color is a rich, creamy white—not a flat artificial white. Absolutely Wholesome. Every Package Guaranteed. FOR SALE BY GROCERS.

GOLD MEDAL FLOUR

Sold Wholesale. In Store and to arrive. S. I. ANDERSON, Agent, 165 Water St.

A Good Contest.

Packed to the doors again last night, Mr. Ballard Brown and Miss Madge Locke are the most popular artists that have ever appeared here. Their reception each night is wonderful. They are both artists of the first water. The competition arranged by the great Ballard Brown is beautifully conducted. The first prize \$5 was won by Mr. McGrath, 2nd, \$3 by Mr. Clark, and Mr. Bailey won the third; all were very good and the audience was delighted. Today the children will have their trial when three prizes will also be offered. There are quite a number of

names; five cents for everybody all over the house "Ours" in the West End crowded out.

COCHRANE ST. CHURCH (College Hall).—The congregation of the above Church are fortunate in having secured the services of Rev. George J. Bond, L.L.D., for their Missionary Anniversary. He is an expert in everything pertaining to Missions and in forceful eloquent language he portrays conditions as they exist today on the mission field. Dr. Bond will preach at the College Hall at 11 a.m. and in the afternoon will address a special meeting of the Sunday School. In the evening at 6.30 there will be a platform missionary meet-

ing, over which Hon. R. A. Squires will preside. Dr. Bond will give the address. Special music has been prepared for these services and visitors will be welcomed.

WITH THE ADVENTISTS. At the Cookstown Road Church, Sunday evening, Elder Wm. C. Young will take for his subject: "Why the unspeakable Turk has not been driven out of Europe before this time."

Just arrived another large shipment La France and Satin Laundry Tablets. Ask your grocer about them.