

Tailors to His Majesty—"The Man"

Principle —VS— Policy

It has been said that "Honesty is the best policy"; and answered that it is the ONLY policy.

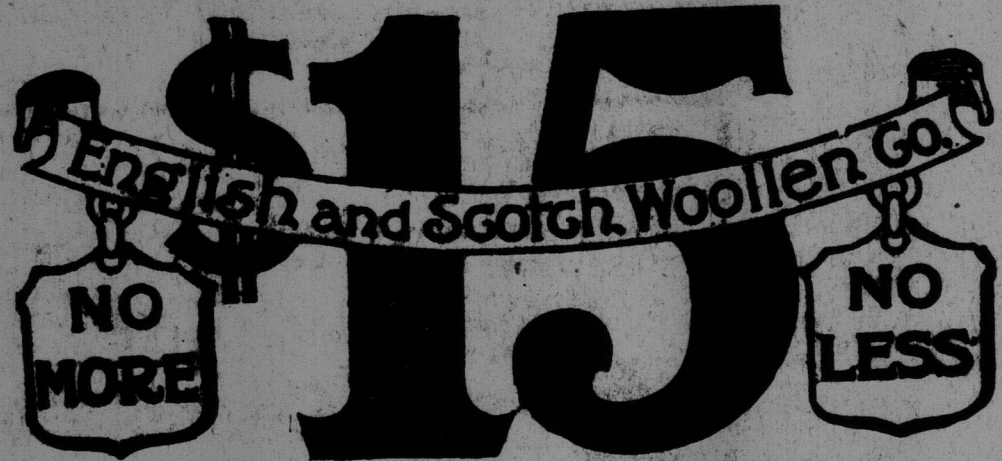
But Honesty is not a policy at all—it's a PRINCIPLE.

To amount to anything it should be part of a man's make-up—the foundation of his morals; not a scaffolding for repairs.

We'd rather have "Mill-to-Man" Clothes right than own the Universe!

And we're always found that the right fabrics, the right making, the right style, the right fit, as we give, brought the right reward!

Suit - Made-to-Measure



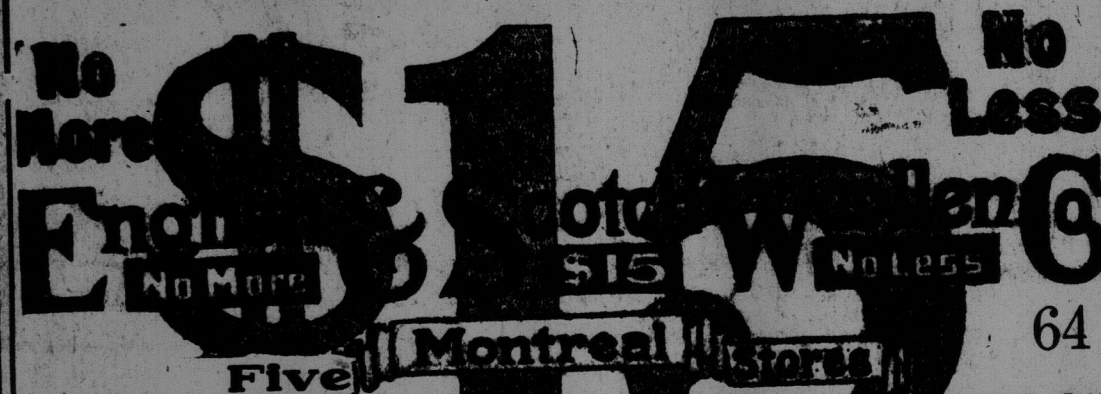
The greatest awakening in history is now in progress. Men are gradually learning by English & Scotch Woollen Co. Values, their promise, and their deeds. We're not philanthropists—but we do strive honestly to deserve your confidence, and we're succeeding famously.

Fred'k Gareau
Supt. of Branches
Maritime Provinces

Write us and we will gladly send you sample fabrics, style book and measuring chart—FREE. Address: 415 St. Catherine St. East, Montreal.

Mail Orders

Mill-to-Man Tailoring Services



32 Charlotte St. - St. John, N. B.

STORE OPEN EVERY EVENING

TWELVE CANADIAN STORES

TYPHOID RAGES IN ASIA MINOR

Seventy-five Physicians Have Succumbed to Scourge—German Families Leaving

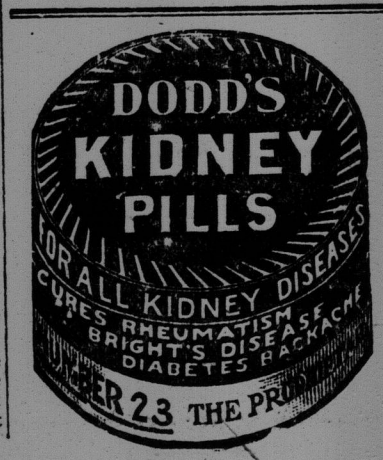
London, June 11—An epidemic of typhoid fever is raging among the troops and civilian population of Asia Minor, according to reports from Constantinople, says a Reuters despatch from Athens. Seventy-five physicians already have succumbed to the disease.

There is imminent danger that the Constantinople waterworks system will be compelled to suspend operations because of a shortage of coal, and the output of flour mills has been restricted for the same reason with the result that there is an insufficient supply of bread. The situation is said to be so serious that many German families are leaving the Turkish capital.

BRITISH AMBASSADOR IS GETTING AFTER VILLA
El Paso, Texas, June 11—H. C. Miles, British vice-consul, yesterday telegraphed Gen. Villa demanding punishment of Villa soldiers responsible for the recent killing of four and the wounding of one British subject at Turpan. The message was sent on instructions of Sir Cecil Spring-Rice, British ambassador at Washington.

THE STANDARD; THE VALLEY RY. AND THE TRANSCONTINENTAL

In view of the fact that the Standard accuses the board of trade of playing a political game in the matter of the Valley Railway and the National Transcontinental and its terminals at St. John, it may be noted that on May 3 H. A. Powell, certainly not a Liberal, advised the board to get busy. In the Standard's report of his address this appears: "He thought the railway (the National Transcontinental) would do great harm to St. John unless it became connected with this city, and he thought some arrangement should be made to connect up this line with St. John."



Guests Welcomed
Rev. Robert T. McKim, the new curate of St. Mary's church was welcomed by the congregation at an informal gathering in the school building last evening. Addresses of welcome were delivered by Rev. Dr. Raymond and David Hipwell, church warden. An address was presented to D. C. Fisher in recognition of his services as vestry clerk for fifteen years. Music was supplied by the band and refreshments by the ladies.

60 Years Old Today
Feels as young as ever
PEOPLE who are able to talk like this can't possibly have impure blood—they just feel fit—no headaches, dyspepsia or bilious disorders.
These diseases can be cured by
Dr. Wilson's Herbine Bitters
A true blood purifier containing the active principles of DANDELION, MANDRAKE, BURDOCK and other medicinal herbs.
Sold at your store age a bottle. Family size, five times as large \$1.00.
THE BRAYLEY DRUG CO., Limited, ST. JOHN, N. B.
Dr. Wilson's Herbine Bitters, in ready form cures various, reliable, harmless.

LONE SOLDIER WORKS THE GUN; COMRADES DEAD

Private H. R. Roe of Toronto
Relates Thrilling Incident
of Langemarck

THE KILTIES' CHARGE

Brilliant Work With Bayonet—
Roe and Others Braved Death
to Save Comrade in Front
of German Trenches

Private R. H. Roe, B. Co., 8th Battalion, has written a graphic description of what he knows of the Langemarck fight, and he emphasizes this: "I've witnessed one of the greatest deeds of heroism possible during those five days; one in particular I'll never forget."

"During the first day's fighting we were supported by a single battery of 4.75 (four guns), which had been brought up during the night and placed in position. "At daylight the gunners commenced firing, and kept up a continuous fire until some time in the afternoon, when the battery was put out of action, and all the gunners either killed or wounded. One of the gunners, probably the only survivor, succeeded in getting another

DRIVE GERMANS BACK NINE TIMES

Queen's Own Soldier Sends Vivid Story
of Battle—Stirring Tale of War

Private James Austerbury, who joined the Queen's Own Rifles, and left for the front with the first contingent, is now in No. 5 northern general hospital, Leicester, Eng., suffering from a scalp wound caused by gunshot.

He is a married man with one child, a little lad about two years of age, whose favorite remark is "Daddy's going to buy me a gun." If asked what he wants it for, he replies "to shoot Germans with."

Private Austerbury came to Canada from his native home in Shropshire, Lancashire, England, ten years ago, followed six months later by his wife, who is now residing in Toronto.

In a recent letter he gives a striking description of the recent fighting in which the gallant Canadian troops took so prominent a part: "I thank God that I am alive today to write these few lines. Our regiment was one of those in the terrible battle. We were four days and five nights under the most terrific shell and machine gun fire. I dare not tell you of our losses, but they are most severe. Our colonel and major were among those who were killed. It seems like a nightmare to me. The men stood their ground like a lot of veterans. The Germans wanted our major to surrender. He told them to go to H— and sent a lot of them there. The Canadians gave them no mercy, for they shot our wounded men on the ground."

"One of our companies drove them back nine times. I and some more men had to go out of the trench and carry ammunition to another trench where they were hard pressed. I never thought we should get there, the shells were falling all around us, and the ground was like a sieve with shell holes. They (the Germans) were shelling this trench then, but our men never moved. I hear only eight men came out of it when they were relieved. There were piles of dead and wounded all round, Canadians, British and French. You read about Neuve Chapelle. That was nothing to this fight. That only lasted one day, but this was on over a week. The battle was on before we went in and still on when we came out, and we were only out for eighteen hours. We had just got into bed when we had to go out again, but not to fight this time, only to dig a new trench on new ground where the enemy had been driven back."

"I shall never forget the sights and sounds at this time. I saw them bury the dead men. They put just about twenty in one of the big shell holes. An English regiment went into action just on our left before us. A lot fell in a few minutes, and some of my chums went out and fetched the wounded men in. They saved seventeen and then we went up. I cannot tell you half of what I could, but there is one thing—the Germans won't be so anxious to meet the Canadians again in a hurry."

THE A. W. PERRY HAD JUST BEEN SOLD TO MEXICANS

Alonzo W. Perry, president of the Canada Atlantic and Plant Steamship Company, said in Boston that the company's steamship, A. W. Perry, which struck on the rocks off Sambro Head, near Halifax, N. S., was on her last trip before being turned over to representatives of the Constitutionalist party of Mexico.

Details of the sale, Mr. Perry said, were completed on last Monday and arrangements were made to deliver the steamship to representatives of the Constitutionalist party at New York on June 15, after which the Perry would be taken to Vera Cruz. The purchase price, \$50,000, was deposited with the Guaranty Trust Company of New York, to be paid to the steamship company when the vessel was transferred to her new owners.

Mr. Perry said he had no definite knowledge regarding the use to which the steamship would be put, but he understood that eventually she would be armed and equipped for naval service. Mr. Perry left for Halifax to supervise the work of salvaging the ship.

It is noted for its QUALITY. No finer tea than this exquisite Old Country favorite is sold in Canada.



THE Outdoor Man especially likes a Coat with Patch Pockets. Somehow or other, they seem to suggest Polo, Golf, Tennis, Boating.

The Fit-Reform model shown above comes in a variety of patterns in harmony with the style. \$15. to \$35.

FIT-REFORM Donaldson Hunt, St. John.

Why Should You Pay The Invictus Price?

This is no time or casual careless buying—neither of shoes nor anything else.

So men and women everywhere are questioning the price of good shoes—the wise ones are likewise questioning the economy and value of cheap shoes.

As you know, Invictus Shoes cost a dollar or two more than those which copy our styles as best they can and cater to those who think only of price.

Now just why should you pay the Invictus price?

Firstly, secondly, lastly and all the time, because it is the cheapest price in the long run. Because it represents more shoe value and less manufacturing and retail profit than so-called cheap shoes. Because six or seven dollars invested in Invictus will buy more in shoe wear, foot comfort and style assurance than a larger sum invested in low price shoes. Because they are made in Canada.

To demonstrate this to yourself try a pair of the new
INVICTUS OXFORDS
"High Quality in Low Shoes at the Right Price!"

At any Invictus Agency

Great Straw HAT SALE!

These Hats are all new 1915 models, both high and medium crown.

Priced from 48c. to \$2.29
Two Special Lots at 19c. and 29c. to clear

Felt Hats and Caps in Great Varieties

- Men's Outing and Negligee Shirts. From 48c. to \$1.19
- Boys' Shirts with Soft Collar. 50c. and 75c. each
- Boys' Blouses at . . . 50c. each
- Boys' Braces, 10c., 3 pairs for 25c.
- Men's Braces, 19c. to 50c. pr.
- Men's Balbriggan Underwear. 50c., 75c., \$1.00 suit
- Boys' Balbriggan Underwear. 50c. suit
- Men's Silk Hose. 22c. pair
- Men's Cotton Lisle Hose, 75c. pair, 2 pairs 25c.
- Men's White Silk and Lustré Hose. 25c. pair
- Men's 35c. Cashmere Hose, 25c. pair
- Men's White Duck and Khaki Outing Pants. \$1.00 and \$1.50 pair
- Other Lines of Tweed and Serge Pants, from \$1.35 to \$4.50

Our Men's Clothing Department

You will always find up to the Highest Standard in both quality and workmanship. A great variety to choose from. Prices range from \$8.00 to \$22.00

Our Boys' Clothing

Carries with it that manly appearance that pleases the boys; made in two-piece, D. B. bloomers and Norfolk, both plain and yoke. Prices run from \$3.50 to \$8.00

Suit Cases, Trunks, Hand Bags, Umbrellas

You Can Save Money at Our Store. Open every evening till 9 o'clock. Saturday evening open till 11.30 o'clock

Beatty and Giggey

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