

FINISHES, etc.

BEGIN

What the paint you want money, and at the longest time.

WILLIAMS

It's a pure lead. It's mixed thoroughly by powerful machinery. It's the longest time. It depends on the surface to be painted.

OF GOOD PAINTING AT

ARE CO., Ltd. Agents.

Mail.

Premiums we give every day. You—Premiums change for tags.

Supports realize every article we tag; therefore tag or coupon.

In doubt we visit to those not a continual tag and coupon.

Tobacco Co. (Canada) Ltd.

Long Ago

Have come and passed, class work in

ring

in style. The quality fabrics and workmanship are as stylish as long as you

Strang,

St. John's.

parts and difficulties, both in connection with their long hours of work and in the matter of housing, because they appreciate the fact that work on their parts and accessories is of vital importance to the British Army. Their work is of real value, and they can feel that by their exertions they are helping the troops in the front line.



# EXTRAORDINARY VALUE-GIVING

In every Department Friday, Saturday and Monday.

Use good judgment—in other words, attend this ALL-IMPORTANT SALE.

## LADIES' KID GOVES.

Extra fine Kid, in very pretty Tan shades, 2 pearl Dome fasteners; our regular \$1.60 line. Friday, Saturday and Monday 1.44

## A New Shipment of Boys' American Felt Hats—39c.

Soft crushable Felt, the kind we have been asked for over and over again, in shades of Grey, Crimson, Brown, Green, Navy and White, etc.; nice stylish shapes for the boys; under-priced. Friday, Saturday and Monday 39c



## Art Sateens.

5 pieces of handsome Art Sateens for furniture covering or screen making, in fact very suitable for drapes or quilt covering, too—38 inches wide; assorted grounds with handsome floral designs. Reg. 33c. Friday, Saturday and Monday 28c

## Roller Towelling, 5c. per yard.

10 pieces of White Towelling with Crimson stripe, bought Job; very soft finish. Special Friday, Saturday and Monday, per yard 5c

## MEN'S HALF HOSE.

25 dozen of fast Black and Navy Cashmere Socks; values up to 40c. per pair. Friday, Saturday and Monday 30c

## CHILDREN'S HOSE.

A new stock of Black and Tan fine ribbed Hose for Boys and Girls, to fit from 2 years up to 14; all sizes; one price. Friday, Saturday and Monday, per pair 15c

WHAT IS THE WEATHER MAN GOING TO GIVE US TO-DAY?

TORONTO, Noon. Moderate winds, mild and showery to-day. Friday—Strong N. W. winds, showery. ROYER'S, Noon. —Bar. 29.30; ther. 56.



## WOMEN'S HOSE.

30 dozen of Ladies' mid-weight fast Black Spring Hosiery; full length, extra value. Special Friday, Saturday and Monday 25c

## WOMEN'S CASHMERE HOSE.

A very fine range in plain and ribbed; others with all-embroidered ankles, and others again in Dark Tan shades. Reg. 60c. Friday, Saturday and Monday 49c

## Job TOWELS, 5 cts. each.

Some of these slightly damaged; all pure White Turkish make; they're small, but a convenient size. Special Friday, Saturday and Monday each 5c

## MEN'S SOFT COLLARS, 2 for 23c.

The season is here for this make of Collars and we are beautifully supplied in White, Cream and Pale Blue; others in plain stripes, perfect fitting fronts with attachments complete. Reg. 15c. Friday, Saturday and Monday 2 or 23c

## Footwear Specials.

### PATENT LEATHER PUMPS.

These are very stylish this year. Pawn Cloth uppers, buckle front, high heel; very dainty summer footwear finished in rood grade patent leather; half sizes. Reg. \$3.00. Friday, Saturday & Monday 2.79

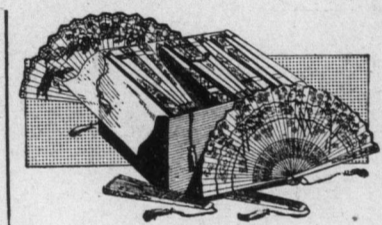


### LADIES' BLK. SATIN PUMPS.

Very stylish, dainty shape, with Black rosette in front; high heel; sizes 3 to 6, including half sizes. Special Friday, Saturday and Monday 1.89

### Children's Boots.—77c.

A very nice line of these in good wearing Dongola, buttoned; size 3 to 6; 90c. values. Friday, Saturday and Monday 77c



### FANS, 10c. each.

Dainty little fans, exactly like cut, strongly made and finished in Japanese style, with sixteen inch sweep, nicely flowered. Special Friday, Saturday and Monday 10c

### DUCHESSE SETS.

4 piece Sets, for Bureaus and Toilet Tables, strips of White Linen and Torchon Lace; very dainty. Regular 50c. Friday, Saturday and Monday 35c

### Special Curtain Net Value.

4 pieces of pure White Curtain Net, 52 inches wide; a nice lot of floral designs, in good strong Nottingham Lace. Reg. up to 28c. Friday, Saturday and Monday, per yard 24c

## What You Save on One Purchase HELPS BUY ANOTHER!

### STAIR CARPETS.

3 pieces of Tapestry Stair Carpet, 12 inches wide, nice bright shades, bordered. Our regular 80c. values. Friday, Saturday and Monday 68c

### SIDEBOARD CLOTHS.

Pure Linen, Cream shade; size 14 x 54; real Torchon Lace border; hemstitched and eyelet work centre. If you want a good article, you get it here. Reg. \$1.40. Friday, Saturday & Monday 1.09

### CENTRE CLOTHS.

To match the pure Linen Side Board Cloth; same make with eyelet worked centre; size 15 x 24; wear for a lifetime. Reg. 80c. Friday, Saturday & Monday 62c

### QUILTS, \$1.42.

32 only of White and coloured honeycomb Quilts; size 2 x 2 1/2 yards; knotted fringe edge. Our regular \$1.60 line. Friday, Saturday & Monday 1.42

### BUTCHERS' LINEN.

80 yards of superior quality, 40 inches wide, nice sheer surface; ideal for fancy work. Reg. 35c. Friday, Saturday & Monday 30c

### WHITE HOLLAND.

34 inches wide; nice even cloth. See this value. Our regular 17c. line. Friday, Saturday and Monday 15c

### SILK MUSLINS.

In pretty shades of Pale Blue, Pink, Navy, Cream, White and Black; 40 inches wide, extra fine quality. Reg. 24c. per yd. Friday, Saturday and Monday 20c

### MANTEL DRAPERY.

11 inches wide, pretty Green and Crimson grounds with stamped scroll running through it; all new stock. Reg. up to 24c. Friday, Saturday and Monday, per yard 19c

### GLASS MEASURES.

Jug shape, indispensable to the housewife; measures from 1/2 cup to full cup; also from 2 oz. to 8 oz. Special Friday, Saturday & Monday 9c

### Teddy Bears, 59c.

The child's most cherished plaything, large Teddys, too. Regular \$2.00 size, being 22 inches high, strongly finished and jointed, with big brown eyes. Special Friday, Saturday and Monday 59c

### SIDEBOARD CLOTHS.

Stamped ends for working; plain cotton make, hemstitched border; size 16 x 48. Reg. 40c. Friday, Saturday and Monday 32c

### TRAY CLOTHS.

Fine White Damask; size 18 x 27; floral border and spotted centre. Reg. 20c. Friday, Saturday and Monday 18c

### The "SIMPLEX" Egg Beater and Cream Whip

Simple to work, and specially adapted for whipping Cream, for coffee, egg-nog, custards, puddings and sauces, etc. 1 1/2 pt. size. Special Friday, Saturday & Monday 19c

### BORATED VASELINE.

I tube form, contains 10 per cent. Boracic Acid; a valuable remedy for catarrh and useful wherever an antiseptic ointment is indicated. Friday, Saturday and Monday, per tube 10c

### CARBOLATED VASELINE.

Contains 1 1/2 per cent. Carbolic Acid; a valuable antiseptic dressing for wounds, cuts, bites of insects and barbers' itch; in tube form. Special, Friday, Saturday and Monday 10c

### MEN'S NIGHTSHIRTS.

Made of extra fine English Twill, pure White, nice loose-fitting collar and short cuffs; generously cut, and have a very soft finish. Good \$1.30 value. Friday, Saturday and Monday 1.15

### MEN'S SCARFS.

New Arrivals, 35c. Wide end style, in a host of plain and fancy mixtures; a lot of pretty spot effects; new styles for Spring wear. Reg. 40c. Friday, Saturday and Monday 35c

### BOYS' SWEATERS, 69c.

A new lot just to hand to fit boys of all ages; Navy and White striped, Navy and Crimson striped, and others in plain shades of Navy, Crimson, Brown, Green and White. Reg. up to 80c. Friday, Saturday and Monday 69c

### Men's and Boys' Shirts, 49c.

50 doz. Men's and Boys' All-over Negligee Shirts, slip-over and coat styles; a lot of nice stripe effects, soft bosom and laundered cuffs; perfect fitting. Special, Friday, Saturday and Monday 49c

### Stair Pads.

22 inches long by 8 deep; nicely padded and covered all over with cotton, rounded edge to fit stairs snugly. Special Friday, Saturday and Monday, each 10c

### Special 5-cent Values.

- Safety Pins, strong, 3 doz. for 5c.
- Common Hairpins, 8 pkts. for 5c.
- Rubber Nipples, 2 for 5c.
- Hooks and Eyes, 1 gross for 5c.
- 8 oz. Nursing Bottles 5c.
- Monkey Brand Soap, 3 cakes for 5c.
- Mending Wool, 15 cards for 5c.
- Black Beauty Stove Polish, large tin 5c.
- Nutmeg Graters (tin) 5c.
- Tinned Porks, 3 for 5c.
- Tinned Spoons, 3 for 5c.
- Nail Brushes, each 5c.
- Oil Feeders, each 5c.
- Cork Screws, each 5c.
- Gilt Collar Studs, 1 doz. on card for 5c.
- Envelope, business size, 50 for 5c.
- Writing Pads, 5 for 5c.
- Crimped Hair Pins, in box; asst'd 5c.

### A Few 10-ct. Specials.

- Tin Cullenders, each 10c.
- Aluminum Drinking Cups 10c.
- Kitchen Wall Brackets 10c.
- White Frame Mirrors 10c.
- Milk Jugs, each 10c.
- Sugar Basins 10c.
- Sand Pails, Galvanized 10c.
- Japanned Dust Pans 10c.
- Pot Covers, large size 10c.
- Egg Cups, 7 for 10c.
- Mendets—mends everything 10c.
- Peerless Gloss, per bottle 10c.
- Peroxide of Hydrogen, 4 oz. bottle 10c.
- Wood Pipes, assorted 10c.
- Assorted Brooches 10c.
- Assorted Hat Pins, good quality, pair 10c.

## Spring is the Stepping-Stone TO SUMMER - TIME!

And the thoughts of lighter Apparel and Finery occupy the minds of the gentler sex. Our Showroom Teems With the Latest.



### "MILITANT" MIDDY DRESSES for GIRLS.

These are very stylish little Dresses, and made to fit girls from 6 to 14 years; quite a variety of makes, White with Tan Saxe, Black and White Plaid, Khaki, Pink and all White, pocket, fine kilted skirt. Something different about them from other dresses. The materials are all that could be desired and the styles are striking. Reg. up to \$2.20. Friday, Saturday and Monday (any size) 1.89

### Children's BONNETS, 32c

Dainty little Bonnets for the little ones in fancy straw, lined with Pink and Sky Blue, strings and trimmings to match, rosettes at side; others in White Lawn and Ratine, embroidery and lace trimmed with colored ribbon, rosettes at side. Special, Friday, Saturday and Monday 32c

### CAMISOLES.

A Job Lot, made of White Lawn, trimmed with Torchon Lace around neck and sleeves; draw string at waist. Special Friday, Saturday and Monday 10c

### COLLAR SUPPORTS.

A lot of dainty Supports for the new style collars; stickings for the popular "Medici"; six supports on each card; another make "La Petite" for lace collars, made of extra fine wire; all one price. Friday, Saturday & Monday per card 7c

### LADIES' COLLARS.

The most approved styles, all brand new stock, "Peter Pan," "Medici" and a lot of turned down makes. See the assortment. Friday, Saturday and Monday 13c

### Big BLOUSE Special FOR THIS WEEK.

New Arrivals by S. S. Stephano.

The shipment we were waiting for; a prettier lot of Blouses we have never handled. They show White Lawn, Ratine, Striped Percales, Pique, Striped Muslins; some with White collar and cuffs, buttoned in front with pearl buttons and turned down collar; a full assortment of sizes. See these as early as possible; the best values yet and the prettiest styles we have ever shown. Values up to \$1.50. Friday, Saturday and Monday 94c

# War News.

## Messages Received Previous to 9 A.M.

### FRENCH GAINS.

PARIS, via St. Pierre, May 12. North of Dixmude, the Belgian troops, who had succeeded in throwing a bridge across the right bank of the Yser, were fiercely attacked on Monday night by three German battalions, but the Belgians repulsed the latter and inflicted on them heavy losses, capturing fifty prisoners. Another Belgian division gained ground south of Dixmude.

East of Ypres the British troops were again attacked, the enemy allowing the asphyxiating cloud to pass over, being sheltered by masks recently adopted. They then opened fire on the enemy from machine guns and rifles at close range, completely annihilating the German columns which were advancing in closely formed ranks.

Our success north of Arras was extended to-day. During extremely fierce fighting opposite Loona, and after a desperate struggle and in spite of fierce cannonading, we captured a large German defence work and an entire system of trenches at Cheval on the Loos-Vermeilles Road. Further south we have taken by storm the Grand Port and the Chapel of Notre Dame de Lorette. This position, strongly defended for many months by the Germans, who had converted it into a regular fortress, was overwhelmed, surrounded and captured by our troops this afternoon. Without stopping we pushed vigorously forward, throwing the enemy back between the Chapel of Notre Dame and Ablain St. Azaire. All the trenches south of the Chapel fell one after the other in our hands, and in them we found several hundred corpses.

The Germans debouching from Ablain then counter-attacked, but their counter-attack was completely smashed, and we immediately assumed the offensive and progressed in the direction of Souchez sugar refinery. At Cercany the surrounding of the German positions was pushed forward, and we captured several plots of houses in the eastern part of the village, taking fifty prisoners, including an officer. We also progressed towards the woods to the east of the village. The enemy's communications between Cercany and Ablain-les-Bains are growing gradually precarious. After a fierce struggle we captured the cemetery at Neuville St. Vaast, which was strongly fortified by the Germans. We then progressed southeast of this village, which we are overwhelming westward and eastward.

### Pure Piracy,

### SAYS COL. ROOSEVELT.

Syracuse, N.Y., May 7.—When informed to-night of the sinking of the Lusitania, Colonel Theodore Roosevelt made the following statement to The Associated Press: "I can only repeat what I said a week ago when, in similar fashion, the American vessel Gulfight was destroyed off the English coast and her captain lost his life. I then called attention to what I had said two months previously, when the Germans established this war zone and announced that with mines and submarines they would commit the deeds that since they have committed; and that these deeds could be regarded otherwise than as pure piracy."

OUTPOST FRIENDS and Customers will please note our new address, No. 282, Duckworth Street. We have vacated our old premises 140 Water Street. CHESLEY WOODS—may 3, 1915

MINARD'S LINDIMENT USED BY PHYSICIANS.