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## VOL, X. No. 174



Germans Continue Effort To Creep Forward To Ypres
Evidently Are Strong Despite Appalling Losses-Admit 12,000 Killed in Battle in That Section - Boast of Arrival at Calais in Three Days

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Russian War Office Denies Assertion of Great Defeat and Shows Situation in a Different Light
Stretching The Truth

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THE EVENING TIMES AND STAR, ST. JOHN, N. B. TUESDAY, MAY 4, 1915


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Three Canadian Brigades
Held Back 100,000 Germans
Official Story of One of Greatest Feats of Arms World Has Witnessed-Losses of Canadians Admitted to be Nearly 6,000-705 in Ranks Killed

CANADA IN THE WAR
Hix Mus


## One eyelet missing

the only fault in 5000 pairs of Invictus Army Boots

In the Canadian publie's intelligent sense of fairness, I make the following statement
I maintain that the prblic has the right, when its fathers, sons and brothers, are fighting to defend prineiple of this nation, in a distant country, to know something
are, for those men; therefore, it will be of interest to know that:

The firm of Geo. A. Slater, Limited, did not supply a single pair of boots for the members of the Contingent, neither did we supply any boots to the Government, for use by the Militia previously. Late last October, however, we received an order for 5,000 pairs of army ankle boots, for which we were
 tached. Please bear this in mind, an unblemished record, except for one small eyelet.
I did appear before the Committee on Boot Enquiry, but solely in the capacity of a boot mamufact urrer desirous of rendering what service he could to the public, with information based on 39 years of
experininec.
. Every one of the five thonsand pairs made by us, was constructed with the finest of skililed work
igma has attuched itself to the name of every boot and shoe manuftacturer in Canade, reegridese hhether it was, or was not, deserved. In taking the public into my confidence, I desire to point out that his coneern, its methods and its product, are based on honesty of purrose, and never, knowingly, has there been sent out from this factory, a boot that will not meet the high standard quality test, set by us
in making Invietus Shoes. ,
1 write this in defence of our own principle, which is to deal squarely with our customers, be they avernment or individuals. The standard of quality is the same to all, although I regret to say this firm rinciple, we felt that it was absolutely essential to the soldiers' comfort, to have boots made an pecial patterms, which it was neccessary for us to order specially, to properly fill our contrect.

We still point with pride to the few army boots that we made, every pair of which carries the name "IIvietus.". Theey will not only redound to the credit of this org.

> Wa. arolater Prestdent, Goo. A. Slater, Limited and having no connection whatoover with ny other shoe concem in Canade

Montrall, May 1, 1915

## Invictus Boots



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Reduction Sale

of Dressy and Trimmed Hats For
Ladies Ladies, Misses and Children
Bmart stryes in Buak and Colors, trimmed with ostrioh



Marr Millinery Co, Ltd.
SPRING FASHIONS
 We have just reecived a heow stock of We absolutely guarantee fit and works
nanshibip. Call and Examine at the The American Cloak Mfg., Co. Phono Math 32 Dock Stree


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Normana Brand Fish


GILBERT'S GROCERY


THE EVENING TIMES AND STAR. ST JOHN, N. B... TUESDAY, MAY 4, 1915


