## SAVAGE IIGHTING ON FRENCH FRONT

German Attempts to Advance on Extreme Tip of Salient Driven Into French Positions Have Been Fruitless and Enemy Has Been Driven Back---British Repulse the Enemy North of the Scarpe, But Are Forced to Retire South of the River.

ACTIVITY ON FRENCH FRONT
MAY START COUNTER-ATTACK
German Energy Near Arras May Be New Drive or Defensive Operation Intended to Stop British Blow From North Coincident With That Begun By French.





# E 

 Stofe Remains Closed All Day Today --- Good FridayThese Goods on Sale Saturday

## Listen To This, Men! Threo Easto Syocial in <br> Men's Suits, Topcoats and Raincoats

And when this quality combines with this price they're not going to be left long on our hands-probably an hour or two will suffice to clear the entir? lot.
Only 100 Suits. The greater number are from our factories and are
made from short ends. of fancy worteds and tweeds; only two or three suits
of a color or pattern. Others are semples from a manufacturing firm. All
are priced for brisk, early selling. They come in many greys, rich shades of
browne and olives, in fancy weaves; checked patterns and
stripes, single-breasted 3 button sack styles, with good quality
linings and trimmings. Sizes 36 to 44 . Special, each .......

"Old Sol" Is Driving You Out of Your Heavy Overcoat

Into One of These Natty Spring Overcoats
Right there with the punch and vigor essential in a smartly-tailored garment. They'll be appreciated now, when the winter overcoat has become suffocatingly stuffy.-for their lightiness of fabric as well as smartness of cut.

Belted styles for young men in grey or brown mixed tweeds, short and close-fitting with belt all round, patch pockets and medium length lapels. Sizes 34 to 42. Price.

The Chesterfield, about 43 inches in length, the back shaping slightly to figure, has fly front and flap pockets, made from a cheviot coating in dark grey; linings of fine twill. Sizes 35 to 44.

Slip-ons in fawn or grey mixed patterns, Donegal effect Tweeds
and brown herringbone stripe, the back drapes full from shoulders and lapels are medium length. Price
18.00

The Admiral, a box-back coat without vent in back, has slash style pockets and soft roll lapels, comes in fawn or grey soft tweed coatings, also slip-ons in mid-grey with shot mixtures of green; very pleasing designs. Price .

Oxford and Dark Grey Chesterfields and Slip-ons, beautiful softfinished materials, tailored in best grade workmanship and handsomely finished throughout. Price

Slip-on and the young man's belted models, made from durable stylish Donegal effect tweeds in light greys. Smart walking lengths have split style sleeves with cuff. Quarter lined through body; also a close-fitting button-through model in a brown mixed tweed. Sizes 33 to 42. Price

A rich mixture in a light brown tweed is styled in a young' man's belted design, fits close to form, has inverted pleat down back and an all-round belt with metal buckle. Then there are the loose cosy fitting slip-ons in Donegal effect tweeds in fawn or grey mixtures with medium length roll lapels and close-fitting collar, lined through sleeves with fancy silk shot mixture. Sizes 33 to 44. Price ... 18.00

At $\$ 20.00$ the "Admiral," a single-breasted model with full boxy back, has slash style pockets. A brown with mixture of grey and green, a slip-on in a green with a sho mixture of grey and a pretty fawn tweed with a grey mixture. All are new in style and very smart appearing.

The Admiral also in a rich fawn and a decidedly new weave in grey. They are tweeds in fancy mixtures, the whem shash pock and soft roll lapels. Priced at

## Burberry's 'Blighty Tweed' Topcoats \$40 Each

Burberry's Spring Topcoat is made from the new Blighty Tweeds, "woven by wounded soldiers," and much in demand in London by stylish dressers. They come in the fashionable rough weaves in olive, grey and brown fancy mixtures, styled in Burberry's easy, comfortable models, drape full from the Engish raglan style shoulders. May be wom buttoned close up, with tab across throat; slash style pockets with silk
windshield. Price . . . . . $\mathbf{4 0 . 0 0}$
ford and Dark Crey Clever Cheteff 1 length 42 inches, with fy front and slightly shaped to the figure, with lapel of medium length, are shown in many qualities. Prices in sizes 35 to 46 are priced at from . . . . . . . . ... ............... 12.50 to 22.50

Chesterfields with hand-built shoulders, collar and fronts, made from English cheviot coatings in rich soft finish in both Oxford and the darker greys, lined throughout with 30.00

Young Men's Slip-ons in shot mixtures in brown shades, have split sleeves with cuffs and natural width shoulders-also a short box back model without vent in back. This comes in an olive with just a tinge of grey, in smooth soft-finished material, smart styles for spring. Sizes 34 to 42. Price.

## Tweed Raincoats of Fine Quality

Stylish and neat-fitting Raincoats that have the appearance of a spring over coat, in cheviot finished materials, a self shade of brown and a strike fith . Sizes 35 to 44

Two very striking coats, one a light grey, the other a brown mixture in ruth woven tweed' ffects, have grey rubber sheeting on inner side and are lined rough woven tweed effects, have grey fhoulders, the lapels are convertible, have
half way down; styled with Raglan shold slash pockets and full box back. Price.

Many others are to be had in shades of greys and browns, the newest terns, self shades checked patterns and mixtures with plain linings. Prices $\mathbf{\$ 1 1 . 5}$ $\$ 12.50$ and $\$ 15.00$.
T. EATON CO




## With you, milk, at first thought may seem an unimport-

 ant item. With us, on the other hand, milk is our whole concern. We think of nothing else for 365 days in the year.If you gave milk one-hundredth of the thought we naturally give it, you would realize more vividly what we have for so long been telling you:-
-that milk used copiously is the very foundation of good health.
-that milk contains nourishment of a kind that makes it the ideal, patriotic substitute for meat, and other foods needed by the allied armies, -
-that using more milk-drinking it instead of tea or coffee, making more dishes that include milkis the one sure way of reducing high food costs.

Can you afford to slight the advice of doctors, the Allied War Chiefs, the greatest food experts?

It is so easy to start getting the health and economy, the patriotic diet, that milk affords.

Phone the Farmers' Dairy. Double your usual order. Gain the full benefit of this richer milk that comes from Ontario's finest farms.
-that is scientifically pasteurized in the up-todate dairy that is our pride.
-that is so uniformly good that it warrants your regular use, especially since it costs no more than ordinąry milk.

Two ways:---Stop our salesman

In many instances information has been furnished by members of the public which has led to the cancellation of exemptions obtained by false or misleading statements. Further co-operation of this character is invited. The Government regard it as the Duty of all loyal citizens, not only to the Country, but to the men at the front, to assist in this way in securing. reinforcements on a just and legal treated as strictly confidential and will receive the fullest investigation.

CHARLES J. DOHERTY,
Minister of Justice.
Correspondence should be addressed to C. Lesslie Wilson, Registrar under the Military Service Act, Toronto, Ontario.



## Labatts

A New Pleasure for Total Abstainers
 malt beverage may now make up for
mith then loot time with Las all the tonic, health-giving.
drink wich hen
strensth-building qualities of a barle-and-hop strength-building qualities of at
brew with less alcoholic content.
Non-drinkers will be surprised and delighted Non-dinkers
with a fritst rial of Latat's Old Brew. Try it for
your appetite - it your ap bracing.

## Bld Lonuonlirem

JoHN LBBATT, Limited, Brewing Since 1832 LONDON, Ont., and No. 4 St. Helen St., MONTREAL


## IMPERIAL BANK <br> OF CANADA

CAPTAL PAD UP $\$ 7.000 .000$ RESERVE FUND $\$ 7.000 .000$
PELEG HOWLAND. PRESDENT.
E. HAY, GENERAL MANAGER HEAD OFFICE : TORONTO
Careful attention to Current accounts and efficient service in the making of collections are assured to Merchants and Manufacturers.

MAIN OFFICE : 32 Wellington Street E.




## Baseball Cinte in New Interational $\cdots$ .Hockey Vancouver 8 . Fandball Phelan 2 International $\because \because$ HOCREV Toronto $1 \because$ IARAOAL Mehr 1

TORONTO, JERSEY CTTY, ROCHESTER

STYLE HEADQUARTERS
Where sariefy 9 ram Cllothres are Sold
You Will Find Here a Complete Showing of Society Brand Suits and Topcoats for Spring.

$\mathrm{S}_{\text {weaves, hand tailored. smartest styles and }}$ weaves, hand tailored. Society Brand Glen wors in plain and herringbone weaves-the season s popular suit fabrics, in pure worsteds. Navy Blue, Myrtle Green, Russet Brown, Heather shades and Iridescent effects.
Sizes for any figure--styles for any ageclothes for YOU--Society Brand Clothes.

$$
\$ 25 \text { to } \$ 50
$$







Floor Hock

ONLY ONE TEAM IN FOURTH CUP GAME Blue Shirts Outclassed in Al Departments - Beaten

 Now















EASTER NECKWEAR and COLLARS GLOVES -HOSIERY est Designs and Colorings are ready for Your Inspection.

ED. MACK,
'Clothiers To All Mankind' EASTER NECKWEAR EASTER CLOTHES Your Easter Hat,Too

COME IN: Look around. What
you want is here. Whether it's a
Suit, Topcoat, New Hat or a New Tie. The assortment of Neckwear
is unusu
 correct. Colors and styles that bewwilver yo have what's
Fom the
sombre shades to the most striking effects. Wonderful tange of Silk and Cambric Shirts by, best known makers:

## Suits, Topcoats Start at \$18

 all the new block sin hatr for "now'$$
\begin{aligned}
& \text { ED. MACK, Lanriz } \\
& 167 \text { YoNGE STREET M, Op. } \\
& \text { Open Saturday till } 9 \text { p.m. }
\end{aligned}
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NORTH END OUTTPT
WILL BE STRONGER
WAHORNE AND DOYIE
IN PREENOLY CONTEST

ED. MACK,



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 Tix Mase ,


TO-DAY'S ENTRIES REYNOLDS HANDICAP At Hot Springs, Wher Dursch and Obert



## SPECIAL

 ForSaturdayStylish Suits masterfully tailored in high-grade woolens and ready for immediate wear for the last minute buyer at

## ${ }^{5} 25-{ }^{5} 30-{ }^{-5} 35$

These are good values for the intrinsic quality offered. You will be well p'eased with the Styles of these Suits, and their excellent wearing qualities will prove the sane economy of your purchase.

Special Values in Made-to-Measure
Suits and Light Weight Overcoats Suits and Light Weight Overcoats
for Saturday and Monday.

## The House of Hobberlin, Limited <br> 1 YONGE ST.













Hix



## Favorites Have Good Day at Havana Tra

$\qquad$

MA'S CERTAINLY A GOOD PROVIDER AT PA'S EXPENSE.


:-: BY G. 11. Wellington


Montreal and Hat OCEAN LIMITED (Daily Excep Saturday)

## 

MARTTME EXPRES
 Rrive halifaX isoliowing day) Tlikets and tlesping car roservations STEAMSHIP TICKETS

 A. F. WEbster : ON, 53 Y Yien strut The Melville-Davis Steamship and Touring Co, , Umitided

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## $\sqrt{\text { WILSONS "TheNational Smoke" }}$ $\left.\begin{array}{ll}2 \\ 0 & 5 \\ 5 & 4 \\ 4\end{array}\right]$

Your, ufailing enioyment of the "Bachelor" cigar is due to.

That Son-in-Law of Pa's



 - Hel Winted






The Fifteenth Annual Report of the Directors of

## The Great WestPermanent LoanCompany

## Head Office



STATEMENT OF ASSETS AND LIABILITIES

$$
\begin{aligned}
& \text { at December 31st, } \\
& \text { ASSETS. } \\
& \text { Mortzagoo on Real Estate and Properties aco } \\
& \text { cloure }
\end{aligned}
$$

| Mortgages on Real Estate and Properties acquired by Fore- <br> Stocks and Bonds, at cosi, Whth interest acorued <br> Loans on stocks and other securities <br> Owing by Imperial Canadian Trust Company on quarter inter- <br> Sundry in Head Office Building and Site <br> Charter and License Account <br> Commission and Expense Suspense Account <br> Cashiture and Fixtures, Head Office and Branches <br> Cash on Heposit, Royal Bank of Canada, Winnipeg 228.265 .83 <br> Royal Bank of Canada, London, Eng Bank of Scotland, London, Eng. ... <br> LABBLITIES. <br> Capital Stock Subscribed <br> Interest Accrued on Capital stock "B; <br> Unclaimed Dividends $\ldots$...................... 1918 <br> Deposits and Accrued Interest Debentures and Accrued Interest <br> Loan Repayments $\ldots \ldots$ Mor $\ldots \ldots . .$. <br> Sundry Accounts Payable <br> Reserve Fund <br> Contingent Reserve Fund |
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WINNIPEG, MAN.

The Great West Permanent Loan Company



\section*{| PROFIT AND LOSS ACCOUNT |
| :---: |
| For Year Ending December 31st, 1917. |}

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\begin{array}{|c}
\text { Trancerred to Contingent Reserve Prana } \\
\text { RESERVE FUND. }
\end{array}
$$

NEWRAY IS STRONG
ON ACTIVE DEMAND



## Our Valuators' Position



The valuator does not receive any commist


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guidance of the Manasemen and he Bord


It addition


Thatornal Irust Compaty


## Record of Yesterday's Markets

 Record of Ye SHOWING EXCELLENTALTER MARKET HOURS



HERON \& CO.

Standard B
Matin $272 \cdot 22$.Hin mix mixJ. P. CANNON \& CO.
$\xrightarrow[\text { LOUIS J. WEST \& CO. }]{ }$General Tone Fairly Steady, B
Some Specialties React
WEAKNESS AT CLOSE
Stocks canceled in\%



PAGE FOURTEEN

## Easter Saturday At Simpson's

 "Arrow," "Forsythe," and"Lang"Shirts, New Designs ${ }^{\text {A Special Purchase Sale Tomorrow Morning }}$,

All New Designs---Sizes 14 to $17--$ Regular Values $\$ 1.50$, $\$ 2$ and $\$ 2.50$
You will note that this is a sale of three unsurpassed makes-a special purchase of perfect, fresh new goods-regular stock lines from the "Arrow," "Forsythe," and "Lang shirt factories which readily command on all other regular selling occasions either of these prices- $-\$ 1.50, \$ 2.00$ or $\$ 2.50$. The materials in them are extremely handsome, in the season's newest patterns-fancy and cluster stripes, in fast colorings of blue, helio and also black--including many two-tone effects. They are all coat style, some with double French soft cuffs, others with laundered stiff cuffs. It will pay you to purchase you summer supply from this sale. Sizes 14 to 17 . On sale Saturday, 8.30 a.m., at $\$ 1.29$, or four for $\$ 5.00$.

A Big Sale of Men's New $\$ 6.00$ Silk Shirts at $\$ 3.98$ "Arrow" and "Forsythe" brands; 600 shirts in
I1. We purchased the lot at a speciat price con Cal. We purchased the lot at a speciał price con
cession; thus we are enabied to offer them Satur-
day at this extremely low price day at this extremely low price. In the lot are all
the newest and most handsome designs in stripes
and colored effects two and three-tone colorings. and colored effects; two and three-tone colorings.
They have double French cuffs. Sizes 14 to 18 .
Regular $\$ 6.00$.

## VISITORS TO THE CITY

are cordially invited to make use of this store's facilities in every way that may enhance their comfort and pleasure. The conveniences a and Telegraph Station in the Basement, Information Desk and Branch Postoffice on the Main Floor
Dine in the Palm Room. Breakfast, 8.30 to 11 o'clock. Dinner, 11.30 STORE CLOSED ALL DAY TODA

## Sale of Men's Spring Overcoats

## Saturday $\$ 13.95$

This lot is composed of the season's most popular models: The Trenicher with belt all around; the English slip-on, with natural shoulder, close-fitting collar and full back; and the standard Chesterfield. Materials are exceptionally good, plain grey and black all-wool cheviots and vicunas; English and Canadian fancy tweeds, in grey and black, brown and grey mixtures, and Donegal ef fects; also some novelty shades in brown and heather mixtures. They are wel
tailored, and perfect fitting. Regular $\$ 18.00, \$ 20.00, \$ 22.00$ values. On sal Saturday morning, while they last, $\$ 13.95$.

## Splendid Opportunities in the Women's Sections

## SATURDAY

The Day of Days for Buying

## Millinery

A New Shipment of New York
Sample Hats Will Be Ready Tomorrow


Easter Hats--\$5.00, \$6.50, \$8.50, $\$ 10.00, \$ 12.50$
The last shipment of the kind went out so fast that doubtless many
omen missed getting one of the hats it contained. They will be glad to women missed getting one of the hats it contained. They will be glad to There are tailored, semi-tailored and dressy desizis det new braids- sometimes, alone, some times in combination with georgette
or tulie. Flowers and fruit dot the crowns, border the brims, or enweath he crowns-quills at jaunty angles, novelty orraments, and feather
mounts or cire ribbon in chic bows give a smart finish. All the new color

Trimmed Hats at $\$ 8.50$ Misses'Smart Hats $\$ 6.00$ Such smart hats are these, with a A chic simplicity, smart style and
host of styles for either matron or
miss. In fact, every one is differ. ent, thus making them impossible. $\begin{aligned} & \text { hats very attractive at the moderate } \\ & \text { price for which they will sell Sat- }\end{aligned}$ orription. There are pokes, high-crowned
arday.
There is a splendid variety of the
ailles, bricornes, hats with pretty
foll rolled brims and hats with broad
flapes
flat brims. on the diessier hats, and wings, strsas, and somf brame braids in hand
ond
quills, fruit and novely ornaments made designs. All the new shades,


ThomersimiPson chani

HugeSale of Misses'and Women's Easter Suits at $\$ 27.50$ Comen intotion wontern Essesi, and women

## A Splendid Variety of Styles and Materials

 Coats-Tailored, rippled, pleated and smartly pointed, with clever pockets, button trin mings, shawl and novelty collars and dressy stitchings.Skirts-Draped, straight and panelled. Materials-Serges, poplins, gabardines. Je Wosm Colors-Navy,
green and black
Women's Smart Dresses, $\$ 18.50$ Regularly Priced at 522.50 to $\$ 30.00$



Women's Easter Coats Popularly Priced $\$ 25.00$ from New York, and excellent copies of highher-priced
New York models; pleated styles, with broad bett, and
tailo tailored coats with button trimming.
The noveity poskits and shawl or square collars, with
over-collars. are attecti.e Materials serges, velours, cheviots an
shades. Priced at $\$ 25.00$

## Women's Novelty

Skirts \$12.95


Special Values Saturday in
Misses'Coats, $\$ 25$


Misses' Easter Coats at $\$ 16.50$



Misses' Spring Coats, $\$ 10.50$
Serviceability and chic style combine
make these tweed coats excellent value their low price. They are made in in raglan style with large convertible coliars and
deep pockets. Finished with button trim-
ming. $\$ 10.50$.
Misses' Taffeta Frocks, Saturday, $\$ 25$ Popularly Priced at $\$ 35$ A noteworthy frock-buying opportunity Saturday offers to young women a variety of
lovely imported taffeta frocks at way below their regular value. The taffeta is of a soff, heavy, lustrous quality, in a host of new spring shades. One is
in stunning long-waisted effect, with trimmings of Oriental but.ons. Another is richly emin stunning long-waisted effict, with trimmings of Oriental buttons. Another is richly em-
broidered with silik and wooden beads. And so on Each is wonderful value Saturday, at
$\$ 25.00$.

