## The St. Zipn Standard

## GERMANS LOST MORE THAN TWO HUNDRED THOUSAND

> French Army Again Forces Back Huns

Despite Desperate Tenacity of Teutons Army of France Registers More Gains Near Cerny and Hurtebis.
BRITISH NOT ACTIVELY ENGAGED ON THE FRENCH BATTLE FRONT

German Losses Along the Aisne, Including Killed, Wounded and Prisoners Probably 235,000 Men-Twenty Thousand HunPrisonersTaken


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Lloyd George Not Sure, How-
War Will be over This Year,
GROWING SUPERIORITY
$\$ 60,000,000$ Surplus silff ghelit to Meet War Expense
In Powerful Address Hon. Arthiur Meighen Declares Budget Speech Most Inspiring Ever Given to Canada.
FREE WHEAT ANDFLOUR
NECESSARY AT PRESENT TIME OVER THE TEUToNs. Reduction in British Ship ping Created New Condi-
Emphasizes Need of Food
Economy- Necessary to
Overcome U-Baat Menace.
tion Which Made Order in Council Advisable
-Hon. Mr. Pugsley Attempts to Make Political Capital.

## Neefegity

## WST IOW

Rt. Hon. Mr. Balfour Eager to Make Entire Situation Matter of Popular Knowledge.
MLLITARY AND NAVAL PLANS
WILL BE AN EXCEPTION
Entente Representatives and United States Officials in Complete Accord.

Washington, April 27 -Conferences
between France's war counill in tho
United States and $A$ merican officials
between France's war councill in the
United states and $A$ merican official
on the part this country will play
on the part thls country will play
in thew ar against German autocracy
today were well under way.
Sulps Incresingsly appear as tho
great neeessity in the war
great necessity in the war. as tho
Mr. Belfour, it wes stated. is eazer
Mr. Baltour, it was stated, is eazor
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## 7 <br> NORWEGLIMIS LOSE Mill HIG CMIF

Twenty-five Sunk by Germa Submarines Since Feb. 1 Seven Men on Stegg Lost.

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## SETIE RIISH FSiJIE, SIIS LIOTO-EEOMBE

Wants Ireland Peaceful-Rejoices United States With Entente-Must Econemize on Shipping Until Way Found to Overcome Submarine Scourge.

## YoURS ENJOY

and



## Out Today

New Victor Records for May
Three New Records of the Famous

 Mischa Elman-Violinist
 Oonderful Dance Music-W
One-Steps, Fox Trots Eno
 4

 Soondial in Popuar Music

Hear them at any "lis Master's Voice" dealers
Berliner Gram-o-phone Co.
\% \% Lenoir Street "His Master's Voice" St. John Dealers PIANO CHEND KI ALLAN'S PHARMACY, OHN FRODSHAM,
Royal Hotel, King street e A. McMILLAN,
Wholesale Distributor
prtince


If you have a heart that feels for suffering and desperate need -
Save some Belgian child giving starvation by Belgian Relief Fund Jas. He Frink, Treas of Pro. mitteo, St. John N. B.



## Let the Public Know <br> WHAT YOU ARE and WHAT YOUR BUSINESS IS

 A flash in the pan is of little use to your busi-ness. You must ceep your name continually be-
fore the public eye, so that when they are ready
to buy they will know where you er
USE THIS RELIABLE

## USINESS DIRECTORY

You can keep your name-your business, your
address, and your telephone number constantly before the buyers' eyes by using this Disectory.
Arrange today-Phone Main 1910 and have our representative call and explain.
 MARITME CHIMNEY CLEANING,
RPAIRING \& BULLING CO,
FIRE INSURANCE.

\section*{安. <br> | S. |
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BRIIISH MIND FFEICH MRE AGIIN WINIEEAS

King George's Men Take important Positions Be tween Roux and Gravrelle and Near Arras Cambrai Road - French Capture Severa Trenches.

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## What President Wilson Expects of Each Citizen

the United States Stesponsibility for the outcome of the war is brought home to every man and women of Whole-hearted sedervices, President Wilson's appeal to entist in the great civilian army, without whose portant "This plea to the American people," declares the Washington Evening Star, "is the most important "thore yet eliverer in the battle of preparedness," and the Philiadelphia North American
remarks that "never before in history has a nation received so sobering a summons at the beginning
of a War, In THE LITERARY DIGEST for April 28, the leading article gives a complete description of that are under way to increase the cultivation of the land, the proposals to solve the problem of a
scarcity of farm labor, and numerous other activities. While Germany hails with delight the Peesi-dent-blo appeal, seeing in it a declaration of weakness because of a lack of supply of foodstuffs, no Pedbloode American who reads this artile will for one moment be convinced that there is anv truth in
Professor Wygodzinski's statement in the Dusseldorf General Anzeiger, that "on the American wheatProefsesor wygorzinski's statement in the Dusseldorf
field the war will be decided in our (Germany's favor.,

How the Canadians Smashed the Hindenburg Line T. R.'s Plan to Beard the Kaiser What England Expects as Our Duty Psychology of the "Hunch"
Psychology of the "H
Venison for All of Us
Automatic Railway Stop is Comin The Work of American Artists in Recruiting Galsworth's Welcome to
Boy Police of New York

Other articles of scarcely less importance in this number of "The Disest"
"The Digest"-For People Who Are Not Afraid of the Tru'h The Battle for France Our War--Fleet of Wood
Orgy of Destruction that Follows a German Victory by the Watch on the Western Front Germany's Submarine Effort Donkey-Back Wireless for warers
German Singers and German Music
in this number of "The Digest" are




An Unusually Good Collection of llustrations, Both Humorous and Educational
April 23ih Number on Salé Today-All News-dealers-10 Cents





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THE STANDARD,



Don't judge the Marguerite by its price. Its worth more.

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| ARCHITECT. harold a. Allen, Architect, 35 Cranston Ave. Phone, M. 2891-21 | A. E. TRAINOR, Custom Tailor <br>  ${ }^{2}$ Goode Called For and polliversed Princess St. .. Tel. Main 1618-4 |
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| SINDERS AND PRINTERS. <br> Modern Artistic Work ORDERS PROMPTLY FILMED. THE MCMILLAN PRESS, |  |
|  | M. T. COHOLAN, Merchant Tailor, 681 Main St. Phone M. 2348-11 |
|  | CONTRACTORS. |
| IZZARD'S BAKERY. Home-Made Bread. Buns and Rolls a Specialty. <br>  | E. O. LEAHEY, Contractor, <br> Protection St., W. E. Phones, olifee, W. 100; House, W. 275 |
| GIBBONS' QUALITY LOAF <br> Pure, Clean and Wholesome, <br> Eats Like Cake. <br>  | KANE \& RING, General Contractors, 85 1.2 Prineo William stren Phono M 270941. |



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## FIRE SALE NOW ON

 OEONE DAY LEFT $\$ 0$ BRANDIES, ETC. WHICH MUST BE SOLD
## Comeau \& Sheehan

 75 Prince William Street
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## SILENCE

The perfection of Studebaker manufaciure is responsible for the smooth punning
of Studebaker gears and moving parts. Correctness of design and the correct mait terial for each vital part, together wint the At possible to secure even greater standards on ccuracy than ever befor
In the Series 18 Studebaker Cars notice ble vibration has been eliminnated, and this pecause the Studebaker Motor has been im
proved, refined, perfected into one of the best automobile motors on the market today The Studebaker is the most powerful car orr
the market within hundreds of dollars of its the ma

Come ip and ask for demonstration,
40 H. P. FOade-in-Canada"............ $\$ 1375$
50 H. P. SIX ............ $\$ 1685$
${ }^{2}$

The Lounsbury Co, Ltd, Newcaatlo N. B.
J. CLARK \& SON, LIMITED,
E. P. Dykeman, Local Manager.


## Maxwell <br> The World's Greatest Motor Car Value '890

Endurance-a sterling quality that enables a motor car to travel thousands of miles, day after day, over good roads and bad, with little or no trouble to its owners.

Maxwell endurance is an inherent part of the car, put there and kept there by the materials, the care, the workmanship and the general policies of the Maxwell Institution.

A Maxwell stock car holds the world's endurance record- 22,022 miles without a motor stop, without repairs or readjustments.

And remember this - Maxwell Service is a vital part of the Canadian Maxwell Organization.

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\begin{array}{cc}
\text { Touring Car } \$ 890 & \text { Cabriolet } \$ 1235 \\
\text { Roadster } & \$ 870
\end{array} \quad \text { Town Car } \$ 1300
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CENTRAL GARAGE
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THE STANNDARD, ST. JOHN, N. B. APRIL, 28, 1917,


## Experience



Prices Effective April 195



 Willys Sirx





Back of this season's new Over-
land Big Fours and Light Sixes are a direct line of nine preceding models from which they They directly continue the line of name stand in the public mind for integrity of value.
Overland policy has steadfastly
sustained that integrity of value in the car throutegrity of value service in the hands of owners. Over three hundred thousand of
these cars are now in use and the helpful suggestions of their owners and of the more than our thousand dealer and fac sold and served them, are largely responsible for the balanced greatness of this season's Big
Fours and Light Sixes.
J. A. PUGSLEY \& CO., DISTRIBLTORS Phone M. 1969 - 45 Princess Street ical excellence, their admitted tire, fuel and oil economy make them worthy of the confidence further enhance

They are dominant values, cars of proven dependability and sterA

As long as we have them for de$\$ 1380$ for the Light Six -thereand $\$ 1435$


HEVROLET
The Chevrolet has the famous valve-in-head
motor which means fuel economy and power. This alone would justify your choosing the Chevrolet in preference to any car selling for less than $\$ 1000$, yet there are many other
exclusive features to augment your decision. See the Chevrolet before you buy your car. CHEVROLET MOTOR COMPANY
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Their new beauty, their perfected
easy riding qualities, their easy riding qualities, their
proven sturdiness and mechanwe enjoy, that they will still
embody the wisdom of the in building cars of this type. livery before May 1st, the prices
are $\$ 1190$ for the Big Four, are $\$ 1190$ for the Big Four,
$\$ 1380$ for the Light Six-there-


## The St. Jolyn Standard



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BRANDRAM-HENDERSON'S ENGLISH HOUSE PAINTS

100\% Pure Guaranteed
Oil, Turpentine, Erushes, etc. M. E. AGAR, 51-53 Union St. Phone Maln 818 ST. JOHIN, N. B.

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For carryins the Lomd Nothing Can Excel LEAIHER BELTING

## D. K. MCLAREN, Limitep

 s4 Prines Wm. St ..... P. O. Box 702
## Canada Brushes Win

Most Modern Equipment, Skilled Workmanghip an
and Best Selected Materials enable us to produce Best Selected Materials enable us to produc
Superior Grade Brushes, which, we feel. uperior Grade Brushes, which, we
will meet your entire satinfaction.
Our Solid Backod Housohold and Dandy Brushes are daily winning preference, and we would especial STRAIGHT COMPRESSED VARNISH BRUSH so made that it absolutely will not fises

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Boits, Bridge Work and Fire Escapes Prition street


## SHELVING

Nice Dry Hemiock
A'most free from knots,
(Cheaper than pine.)
8 in , planed 4 sides $23-4$
9 in . planed 4 sides, 3 c . ft
10 in , planed 4 sides, 3
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## Social Notes of the Week

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FREDERICTON N

JOHNSON'S
Orders by 'Phone Sent C. O.D. 'Phone Main 2848.

## SPECIAL TEN DAY'S SALE OF UP-TO-DATE

\section*{Ladies', Misses' and Children's} Ready-to-Wear Garments dies and Skirts; also special bargains listed belowe smart Style Middies with large cape collar, two pockets Special Plain White Middies, large collar and belt White Skirts, new styles White Skirts, with stripes and large checks and spots New Crepe de Chene and Silk Waists, all shades | $\begin{array}{c}\text { Sillk Hose } \\ \text { First quatity, all } \\ \text { shades, } \\ \text { Only 48c. }\end{array}$ | $\begin{array}{c}\text { Silk. Hose } \\ \text { Seconds } \\ \text { Only 25c. }\end{array}$ | $\begin{array}{c}\text { Cotton Hose } \\ \text { All Shades } \\ \text { Good Quality } \\ \text { Only 24c. }\end{array}$ |
| :---: | :---: | :---: | Separate Skirts in Tweeds and Serges Silk Sweaters, in all shaaes rushed Wool Sweaters at Raincoats, extra special Ladies' and Misses' Suits, Ladies' and Misses' Suits, all good styles and mate................ Prices from $\$ 3.50$ to $\$ 14$ adies' Coats, checks, stripes and corduroy | $\begin{array}{c}\text { Corset Covers. } \\ \text { Regular Price, } 35 \mathrm{c} . \\ \text { Sale Price } \\ 4 \text { for } \$ 1.00 .\end{array}$ | Sale Prices,Gowns. <br> $\$ 1.35 .$, | $\begin{array}{c}\text { House Dresses. }\end{array}$ |
| :---: | :---: | :---: | 8.00 and $\$ 9.75$ | Underskirts. |  |
| :---: | :---: |
| Sale Prices from 65 c . to $\$ 6.25$ | Overall Aprons. |
| Sale Prices 49c. and 69 c. |  |

Special for Saturday Morning Only-12 BLACK SILKUNDERSKIRTS will be put on sale at $\$ 1.65$ each三A. A O M Corner Mill and Union


## Bringing Up Father




Qude Dick' Cat With ti Childre wy por Kaue nim bix in
 Nome mind wiomo

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when days are wet and pavements sloppy, is a good pair of rubbers.

The sure guide to a good pair of rubbers-the guarantee of protection and service-is one of these Trade Marks:
"JACQUES CARTIER" - "GRANBY"
"MERCHANTS" - "DATSY"
"MAPLE LEAF" " "DOMMION"

Canadian Consolidated Rubber Co. Limiter

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Classified Advertising

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| Handsóme | WANTED. |
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| Freehold |  |
| Residence |  |
|  | T. S. SIMMS \& Co. Led. FAIRVILLE, N. B. |

BOYS and GIRLS
WANTED

| who have been advertising in the classified coumns of the Standard under "Smith" and "M.F. D." kindly send their name and address to this office. We have a number of replies which we shall be glad to send them. <br> GIRL WANTED between 19 and 25 , one who is a good writer and of good education. Apply giving full particulars to Box 30 , care of Standard. <br> WANTED - Undergraduate nurse, St. John County Hospital, East St. John. <br> WANTED-Principal for Carleton County Grammar School at Wood- stock. Apply stating salary, references and experience to $\mathrm{E} . \mathrm{K}$. Connell, Secretary. <br> FOR SALE <br> FOR SALE-One second-hand $100-\mathrm{H}$. P . brick set tubular boiler in good condition. J. A. Marven, Limited, Moncton, N. B. <br> FOR SALE.-Farm 200 acres at Waterville, three miles from C. P. R. station, Hartland. Good dwelling granary, hoghouse, well and icehpuse. 800 bushels grain, 185 barrels potaterms if desired. For further particwick street, Fredericton, or call I. D. Stokoe, Waterville, Carleton countr, |
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"THE PRINCE WILLAM'
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## ROYAL HOTEL

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WINES AND LIQUORS.
RICHARD SULIIVAN COMPANY.
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## MISCELLANEOUS


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## F.C.WESLEY CO



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3est Quality
Reasonable Price Wholesale and Rotai
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Tel. 42. 5 Mill St.

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Hereegre Related Facts and Fancies Concerning the she is Aways Reay -Activites of Individuals and Organizations, the
Home, Fashions and Other Matters.


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It Pays to Shop Where You Can Get the Most for Your Money-That's at

## WILCOX'S MONTH-END SALE

We have Men's, Women's and Children's Clothing of all kinds at special prices for our Month-End Sale that ends Monday, April 30th.

Read on, it pays to read and study, that's how you find out where to get the most for your money.



Charlotte St. Wilcox's

Corner Union


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## When You Paint Your Home

BE sure to foly a paint that measures up to highest standard in
Appearance Durability and Covering Capacty. If it lacks these qualtiles, you'll be disappointed in the job and soon will
have to do it over again. Run no risk. Be certain of the result before spending your
money. Use

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Our authorized agent will gladly give you color
cards and prices. Or you may write our Service cerds and prices. Or you may write our Service
Droartment direct, for advice on your painting

ROBERTSON, FOSTER \& SMITH, LTD.
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## Aqua Vitæ

WHISKY-the liquor distilled from grain and malt, probably originated among the Celtic inhabitants of Scotland, as the Life." It was first known as AQUA VITAE and used only as a medicine; it was first used as a drink in Scotland in the XVII. Century.

WHYTE and MACKAY SCOTCH stands out in strong relief amongst the many brands offered for sale on this market, as it is invigorating drink of quality, flavor, strength and purity.
For your health's sake use WHYTE \&
MACKAY's.
At your dealer's.

MARITIME DENTAL PARLORS

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MARITIME DENTAL PARLORS

A New Dress For Your Home
Cover the scare of wear and tear on walls and floor all re-tinted-a floor varnished-a hall painted-a chai SPIC AND SPAN FINISHES
everyuing you want to "do over"
"NEU-TONE", the washable sanitary, soft tone
Wall Finish, in pleasing tints. "WOOD-LAC". Stains make soft wood look like "MARBLE-ITE" Floor Varnish-for hardwood Aloors. Won't mar or turn white. hard, Shines easily.
"SENOUR'S FLOOR PAINT"- the hard-drying
paint for the floor that wears, and wears, and wears. paint
"VARNOLEUMM ' ' brightens up and protects Oil
Cloth and Linoleum.


W. H. THORNE \& CO.

Just a Word in Your Ear!
To remind you that Red B~ll Ale and Porter
will always be found nourishing, refreshing and of verygreat value as body-builders.


In convenient cartons for shipment anywhere

MADE IN ST. JOHN

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Clyde Leavitt Interviews
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Forests of Province.

## With a view to snterosting the au thorthe ite active coopperaton for the conservation of the forests or the 













LIDUOR STOEKS
HRE NERY LIBHT III ST. JOHII NOW IS Klute James E. Green, Travellin Passenger Agent, Advised
That His Brother Leo Fell That His Bro
on April 9th.

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Around the City

## Paint and Brush

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Only Two Men on the Hono Roll-General News of the Military Units

Canadian Engineere


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## See what we are Offering Today in TRIMMED HATS

Specially Priced, at \$2.00 and Up Special Prices Throughout Store Today Marr Millinery Co., Limited


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THE MODERN WALL FINISH

-Because of tho naturco of tis ingrealients it highy sanitary.
Kaltoremine Brusheses. in the composition of MURESCO InJurroue
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## tically Closed - Lumber Shipments Likely to Be

 Shipments Likely to BeHandied Here This ${ }^{\text {Sum }}$ Sum-










## TELEPHONE COMPHMY

HANING BUSV TIME

| RIBBON SALE-SPECIAL VALUES. <br> Velvet Ribbons, 3 ln. wide. .............. 15c. yd. <br> Silk and satin back; all eolors. Fancy Ribbon Bandings, $11-2$ to 3 In. wide. <br> Special prices, $\ldots \ldots \ldots \ldots .$. 10c. and $^{15 \mathrm{c} .} \mathrm{yd}$. Plain and Fancyy silk Ribbons. 5 in. wide, only 15 c. <br> (Ribbon Department, Annex.) | HOME JOURNAL PATTERNE <br> Are absolutely the best on the market, and aro Arow the only first-class Patterns which are beling sold for 10 c . and 1 se . They gative the best satisfaction for the least <br> money, New styles now on sale. <br> (Annex.) |
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| Manchester Robertson Allison, Limited |  |

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    R.G.\&F.W.

