## RUMBS <br> <br> CANADIAN LOSSES WERE HEAVY <br> <br> CANADIAN LOSSES WERE HEAVY BUT THER DEEDS WILL GO DOWN BUT THER DEEDS WILL GO DOWN IN HISTORY AS BRAVEST OF WAR

 IN HISTORY AS BRAVEST OF WAR}
# CANADIANS STEM GERMANS' ADVANCE WII TEMPORARILY LOST GROUND IN BRILLIANT COUNTER ATTACK <br> \author{ TAWA, April $25 .-$ The Duke of Connaught, Covernor-General of Canada, has received a message from King ind made by the Canadians at Langemarck, and sympathizing with Canadians in the heavy casualties sustained. 

}

Names of the Officers and Men Who Fell at Langemarck Will Be Writ Large on the Empire's Scroll of Honored Dead.
arire division was in the ficiting
Some of the Best Officers in Canada Have Been
Killed in Greatest Battle in Which Canadians Ever Have Participated.


LIST OF'CASUALTIES

First Battalio
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| Majo D. Wounob. |  |
| Capt. R. A. S. Allen, Salmon Arm, B.C. Lieut. W. Fitzpatrick, Pipestone, |  |
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## CONGRATULATIONS <br> The Canadians Performed Most Brilliant and Valuable Service.-Sir John French. <br> Gallantry and Efficiency of Troops Thrills AH

## BATTLE'S SECOND STAGE IS APPARENTLY ENDED VICTORY IS DECISIVE

Exchange of Official Messages Indicates That Canadians Are Now in Undisturbed Possession of Field

The second stage of the second battle of the Yser is apparently
nded, so far as the Canadians are concerned, with the recovery of ended, so far as the Canadians are concerned, with the recovery of
the territory lost in the German surprise attack on the French north
of Ypres with the use of asphyxiating gas bombs, for last night word the territory lost in the German surprise attack on the French north
of Ypres with the use of asphyxiating gas bombs, for last night word
came to Ottawa of the congratulations sent to General Aldersond commander of the Canadian division, on the gallant conduct of the
Canadian troops and their service to the general allied cauce. it is
As the time for such felicitations comes after a battle, it is in
 "IDONT EXPECT TO RETURN HOME'

## CAPT. GEO. RYERSON

 KILLED IN ACTION|  |  |
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| $\begin{gathered} \text { Rose From Priyate to Com- } \\ \text { mission and Was Effi- } \\ \text { cient Officer. } \end{gathered}$ | Lt. Arthur Belonged to Gren adiers and is a Graduate of R. M. C. |
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| terans of South Africa Before Going. | 5imem |
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| CRISIS IN GREAT LOST GROUND BRITISHREPEL |
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# What Goodyear Means 

An Unusual Story of a Canadian Industrial

## Of Special Interest to Motorists, Truck Owners, Motorcyclists and Manufacturers

 How it grew from a small room to a large plant. Four-man pay-roll is increased to 800-man

Goodyear Houses, Carlisle Ave. Bowmanville-


This Service, Too, Is Yours

## GOOD YEAR MADEEN CANADA

 users. get the benefit of reduced prices. To give the utnost at the lowest
fair margin of rrofit has always been the Goodyear standard Through.
out the Dominion the number of satisfied users is rapidly incureass
ing. The sales last year were 29 per cent. greater than -ooked Serious Till
fanadian Troops
anccess stories such as this. We are but one of the innumera
industries that have struggled up from cmall beginnings.
and

## THE GOODYEAR TIRE \& RUBBER COMPANY

## - mondar mornive

## 90 per cent is lost

It is a startling statement that of all the money paid by a leading life company to beneficiaries in seven years, $90 \%$ of it had been spent or lost. Yet that was proved by a careful investigation to be the case.

## THE CANADA LIFE <br> WILL PREVENT THIS LOSS.

Through our Continuous Monthly Income policy your beneficiary will have absolute certainty of an income of, say, $\$ 50$. monthly, which cannot be tampered with by foolish or designing advisers.

This income is guaranteed for at least 20 years, so that should the beneficiary--presumably the wife--ide, it will continue till the youngest child is of age.

There are a number of features which make this
ideal policy. Booklet No. 283 tells interestingly the ideal policy. Booklet No. 283 tells interestingl about them. A post card will bring it to you.

H́erbert C. Cox,
President and General Manager:

| $\begin{aligned} & \text { CANADIAN } \\ & \text { CASUALTIES } \end{aligned}$ |
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## Doctor Said Sciatica-. <br> Rheumatism---Lumbago

## But He <br> Dr. Chase's Kidney-Liver Pill



## "DOCTOR's BLEND" <br> TOBACCO

will not injure the nerves because all impurities are carefuliy removed bv a special distiming process in the course of manu.

UNITED CIGAR STORES


## TO THE CANADIAN MANUFACTURER

## Will You take a Solo Part?

 F this Made-in-Canada movement is to have 1 permanency and be something more than aconvenient chorus-it can only be accomplished by the individual manufacturer giving publicity to his own product.

The people of Canada stand ready to support you! But your nessage to them must be specific and individual, As one publisher puts it-
"The tendency of many new advertiser
and even some of the older ones, is $t$
stay with the chorus rather than to tak stay with the chorus rather than to tak individual solo parts for themselves."
You may be manufacturing an article that has never been advertised. Do not imagine that it cannot be advertised. The mere fact that you are selling it shows that it supplies a want.
Our business is to advise manufacturers as to whether they can adver tise-to show them how to advertise-where to advertise-and by what
methods. We cover the whole field of advertising effort. methods. We cover the whole field of advertising effort. Call in J. Walter Thompson Co. Correspondence invited.

## - J. Walter Thompson Co. Limited

Advertising Agents
Lumsden Building, Toronto
Phower-Main 329 and 330


Join "the live-a; little-longer movement" by cutting out heavy, indigestible foodsthe kind that harden the arteries and put the liver out of business. SHREDDED WHEAT supplies all the material needed for building the perfect body and for keeping the mental and physical powers at top-notch efficiency with the least tax upon the digestion. It is readycooked and ready-to-servealways the same quality, always the same price.




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## BASEBALL Tatision＊SOCCER


City Leaguers Battle Twelve Innings to Tie

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## BOSTO



CUBS AND REDS GO
FIFTEEN INNING

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SHEFFIELD UNTED WONENGLISHCUP

Defeated Chelsea by Thre Goals to Nothing－Old Country Soccer．


| Saturday Scores |
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| Of T．\＆D．Games |



## EATON＇S



Men＇s Suits Priced at About the Value of the Materials，$\$ 7.00$ worsteds，in stripe，check and fancy mixtures，in greys， browns and black，and white．Smart single－breasted models，
well tailored and trimmed．Sizes in the lot 35 t 44 ．Mon－ well tailored and trimmed．Sizes in the lot 35 to 44 ．Mon－
day，for 8.30 rush selling ：．．．．．．．．．．．．．．．．．．．．． 7.00



## War Portraits Free

We have prepared a handsome little ookset containing miniature of the men who are directing affairs for the Allies in the European

It is as dainty a little book as ever you saw．
It fits nicely into the vest pocket or wallet and enables one to visualize a personality nows columns of the daily papers．
While the limited supply lasta we will send a copy
of this sourenir poitree to anyone who will fill in
and return the coupon below． Name．．．．
Occipation
HE IMPERIAL LIFE Assurance Company of Canada HEAD OFFICE－TORONTO

Branches and Agents in all important centres


THE R．C．Y．C．HAVE OVER HUNDRED MEMBERS IN ACTIVE SERVICE IN WAR

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Major Higginbotham and Ad utant Warren in List nual General Meeting．
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## WrCHWOOD MET THER WATERLOO

Queen to Stop Successful Career．

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Perfectly Simple－Simply Perfect

Having perfected a chassis that repre－ sents automobile finality in all essentials
of design，the Reo designers and en－ of design，the Reo designers and en－
gineers now devote their attention year gineers now devote their attention year
by year，to possible details of improve－ ment and possible reduction in price．
The improvements for 1915 are many and notable．The＂refining＂process has evolved a car distinctive in appearance； $3^{1 / 2}$ inches larger than last year＇s Reo； a car of luxurious appointments and un－ usual riding comfort．
Increased facilities and greater purchas－ ing power have brought about a reduc tion in price．
ANDERSON LIMITED， 477 YONGE

But，basically，it is the same superb Reo The jumped into the lead four years ago． as chassis is fundamentally the same constant experimenting to attain simpli－ city，accessibility，strength and power．
The underlying principles of this new Reo are those that have sold the car to over 40,000 critical motorists
The perfect simplicity of the Reo has won for it the leading place among the world＇s moderate－priced cars．This year we have added the little details of luxury and refinement that／enable a Reo owner to say of his car＂It＇s Perfect．＂

## ST，AGENTS FOR TORONTO




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## Nou The Robert Simpson Company, Limited

## A Club To Provide the Setting for the Perfect Home Life

The Home Lovers' Club at Simpson's is designed to make easy the immediate enjoyment of a fully equipped home

## The Sample Sale of Exceptional Furniture

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larly 820.00 mahogany, massive "Colonial" design. Regu-
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 873.0imer Wagon, solid dahatogny. "Adams" design. Regularly Dinmer Wagon, soiid mathogny,
larly 837.00 . Sample Sale price, $\$ 18$

 \$160.00. Sample Sale price, $\$ 80.00$.



 Heall Table, in mahogany. Regularly $\$ 52.50$. Sample Sale
price, $\$ 262.25$. Sample Sale e price, $\mathbf{\$ 1 3 . 2 5}$. "Adams" design. Regularly $\$ 25.75$.

Drapery Needs for Summer on Sale Tuesday

## $=5=2=2=-2=2$

 $=2=-2=5=25=$ Specially Priced Floor Coverings Tuesday



Electric Lighting Fixtures
Electric Lighting Fixtures


Toilet Goods Half Price




188 Leather Bags


## HITMPSON DRUG:

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Consult the Club Secretary. 4th Floor
66.00. Sample Sale price, $\$ 33.00$. Extension Dining Table, quarter-cut fumed or golden oak
45 -inch top, extending to 6 ft,, round pedestal. Regularly $\$ 18.50$ Sample Sale price, $\$ 12.65$.
Dining-room Chairs, quarter-cut, fumed or golden oak, five
side and one arm chair. Regularly $\$ 17.50$. Sample Sale price, 12.85.

Parlor Suite, in mahogany, settee, arm chair and arm rocker, 27.00 .

Parlor Suite, solid mahogany, settee, arm chair and arm
and rocker, seats and backs in silk tapestry. Regularly $\$ 46.00$. Samp
Sale price, $\$ 34.00$.
Arm Chairs and Arm Rockers, upholstered all over, imitation
leather. Regularly $\$ 8.00$. Sample Sale price, $\$ 4.95$ each. Arm Chir, mahogany, "Sheraton" design, upholstered Arm Rocker, in mahogany " "Colonial", design. Regularl 39.0. Sample Sale price, $\$ 19.50$. "Jacobean" design. Regularly
Gate Leg Pable, in fumed oal,

Extension Couch Bed, frame angle steel, springs woven stee wire, mattress filled with cotton felt and covered in green denim,
with valance. at front and both ends. Regularly $\$ 9.75$. Sample Sale price, $\$ 6.95$. Dresser, mahogany finish, "Colonial" design. Regularly
27.00, ample sale price, $\$ 21.75$. Library Table, quarter-cut fumed oak, centre drawer and
oookshelves at each end. Regularly $\$ 20.50$. Sample


Jewerry


 and


Linens and Staples for Summer
$\qquad$

## Women's Colored Silk Hose



## Excellent Boots at Sale Prices






Exceptional Prices on Summer Wear for Men and Boys


ForSpring Showers andSummer Rain GOOD WATERPROOF COATS FOR MEN
 $\$ 5.00$


## $\$ 10.00$


Picture Framing

 and
Photo Supplies


## Eyeglasses and

 Spectacles $\$ 1.25$


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| Home Needs On Sale in the Basement, FOR HARDWOOD FLOORS. |  |
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## TUESDAY'S GROCERY LIST



Pinest Canned Beans, Goldon W
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Finest Canned Haddie. Per tin




The Robert Simpson Company, Limited


[^0]:    Breakfast in the Palm Room-Club
    Menus-Excel.
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