

## 3 MONDAY MORNINE






 tion at Somain FRENCH VICTORY IN CHAMPAGNE:
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his turned out toobe a brilitint French escoccese. The The enemy began the
fighting by exploding. mine bebind the first line of the French

 Final Assaults on British H
Appearance of Forlorn Appearance of
Hopes. TRY TO BURN TOWN Use of Incendiary Shells Prob
ably Means Abandonment of Plans.

## Tire Protection

## Let the Fortified Tire

 Span Your Way Over Trouble

## The Long, Hard Way

Years ago, when we were little and weak, wo
started building a super-tire at Bowmanvile is now called the Goodyear Fortified Tirve.
Those early years were hard. Some men doubted our ability to build the best in tires. But the to
place, as you know, is never casy place, as you know, is never easy.
We knew our ideas on tire huilding mere dif We knew our ideas on tire building were right.
We forged ahead in spite of keenest competition. Our sales and prestige grew, as men learned of greater tire mileage.
To-day Goodyears hold the throne in Tiredom. From small beginnings we have grown to big pro-duction- the largest in Canada. Men bought
last year in numbers, more than one Goodyear tire for every car in Canada. Think what a tire must do to dominate like that.

## Not Trouble-Proof

We don't claim the impossible-a trouble-proo
tire. Mishap and tire. Mishap and misuse come to every tire
some time. But Goodyears average best. They never could hold the lead unless they were true, as you know.
 These are super-quality tires.
materialsalone,but in features. protect you in five exclusive
ways. They cost us thousads ways. They cost us thousands
Tests which can't be disputed prove that these features save
tire users tens of thousands.

Fortified Tires FiveExclusiveWays Goodyear Fortified Tires
protect you in five exclusive protect $y$
ways:
One combats rim cutting,
 How Can You Hesitate? Note the place which Goodyear
nolds here -the highest place in
Tiredom .
Moote its userss and endorsers-
 sales last year werfe2
than the year before.
They hew they have averaged best
 in the most

One means safety. These tires are held on by an $\qquad$ Aate you fair to yourself when
yail
falit to prove out what is known unstretchable tire base, in which we vulcanize
four flat bands of 126 braided wires

They will mean to you tire content. If you want these new
prices and these better tires any dealer can got them for you
Goodyear Service Stations-Tires in Stock


## GE

## ONSERIOUS CHARGE

## 品 <br> \section*{QU}

Too

Men gumients, One Canadian and One Russian.

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## Just Suits My Needs Building Up the System <br> This is the Way Thousands of Women Are Speaking of Dr. Chase's Nerve Food. <br>  <br>   <br> 




## －NEWS OR SPPCCIAL INTEREST TO．WOMEN

Notes of Women＇s
$\because$ World $\because$
SGARBORO BEACH PARK
AGAN IN FULL SWNG <br> \title{
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䍚diern <br> <br> TODAY <br> <br> TODAY <br> Redferns Limited Will Reopen <br> for their well－known
} High－Class Business With an Entirely New Stock
A Feature of the Opening will be An Exhibition
of the New
Summer Gowns and Millinery
YOU Are Invited
Redferns Limited
282 Yonge Street

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## MADE IN CANADA

Make your＂Meat＂Canadian Wheat－but be sure it is＇the whole wheat prepared in a digestible form－that＇s what you get when you eat SHREDDED WHEAT the food that puts you on your feet．It is not what you eat，but what you digest that makes muscle，bone and brain． SHREDDED WHEAT is a complete food for build－ ing the perfect human body．Ready－cooked and ready－to－serve．


## MEMORIAL SERVICE VERY IMPRESSIVE Least Tribute Paid Memory of Mr．Mr． Rogers and F．A．Pank Aearan． STRONG ADDRESSES

Sinking of Eusitania Charac terized as a Most Diabolical























Polly and Her Pals


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THE
TMPERIAL $\begin{aligned} & \text { OILL } \\ & \text { Limited }\end{aligned}$
COMPANY
branches in all cities.


For a practical roof of permanent attractiveness roof with Brantford
indestructible slate.

With a base of Pure Asphaltum and a coating of crushed natural rock, applied under great pressure, these slates are
proof against fire, lightnind heat proof against fire, lightning, heat, cold and wet. They give all the protection of natural slate or tile, with-
out undue expense. They last indefinitely and retain their handsome appearance

## Brantford

## Asphalt Slates

although so little higher in price, are superior to the old
wooden shingles at every point. They will not curl or split or warp, come loose, rot, get ugly and weather-stained, or catch fire.
They never need painting or coating, expense or'atten-
tion of any kind. They save you money on insurance tion of any kind. They save you money on insurance pren Bollet Free-Ask for a

Booklet Free-Ask for a cop.
Brantford Roofing Co., Limited
Brantford, Canada
The only roll roofing plant in Canada controlled entirely by Canadian Capital


Kitchen Ranges and Grate
Fires Were Very Popular Yere Very Pop
Yesterday. CHURCH BLOWN DOWN Morley Avenue Methodist But No One Hurt.


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PILE DRIVER SANK.

 MAKING PROVISION

FOR IDLE ENGINEERS
Minster of Labor Writes Society
Regarding Work for Men Unemployed.




officers and soldiers at the front all testifying to the good wearing qualities of the Ames Holden McCready boots.

When the question was raised concerning the quality of the Canadian soldiers boots, Ames Holden McCready Limited placed themselves IMMEDIATELY upon record, by writing to the Government, as desirous of having the mos thorough investigation of the matter The appointment of a Parliamentary Com mittee and the official enquiry followed It occupied several weeks' time. The Committee stopped at nothing in their efforts to get at all the facts.
This Company purchased the best leather and supplies available in Canad and spared no expense in manufacturin the boots. All our invoices, and sho and manufacturing records were produced before the Pariamentary Committee for their inspection and information We had nothing to hide and were prouc of the boots which were furnished to the Government.
THE AMES HOLDEN McCREADY BOOTS CAME OUT OF THE ORDEAL UNSCATHED.
The Committee reported to Parliament that the boots supplied by this company substantialy complied with the sample, that no paper or other frauduient sub stances had been employed in their manufacture and that all charges involvin the integrity of this company or of the boots supplied by them had been abundantly disproven by the sworn evidence
The report, which was adopted by Parliament, was A COMPLETE VINDICATION FOR AMES HOLDEN McCREADY LIMITED.

In bringing these facts prominently before the people of the Dominion, Ames Holden McCready Limited are actuated own good name-which noeds no their cation with the thousands of Canadien who wre fomilior with this or Canadians its products-but also that of any and important Canadian industry, which has been unwarrantably aspersed.

## AMES HOLDEN McCREADY LIMITED

MONTREAL - TORONTO - WINNIPEG - ST, JOHN EDMONTON - VANCOUVER - DE LORIMIER - ST. HYACINTHE





## Baseball <br> Leafs Open at Island Today <br> CoIf Cancel Canadian Championships

## DOUBLE HEADER ON SUNDAY RAII

 Leafs Come Home FronNewark With Even Break
-Royals Beat Grays. -Royals Beat Grays.

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of the sea







Leafs Lost the Game By Boots in Eighth五

| Golf Ffxtures Off <br>  <br>  <br>  <br>  <br>  |  |
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| ponents, and retired fully deserving to en- ter the second round. |  |
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## EATON'S

ON SALE TODAY
All That is New in Clothing for the Motorist Motor Dust Coats

$W$ large variety, including all that is new-ChamThe colors run mostly to Holland and grass liner fabrics. silver and the darker greys, khaki and tizs. Sizes 12.00 24 chest measure. Prices from 2.00 to lar priced lines that are splendid value and correct in style A Holland shade limen effect, single-breasted, that but tons close at chin, with military collar and hinge tab acioss shade chambray. Priced at . Srey and a brownish grey stripes of blue and a light and shade, with inne threa stripes of bue, and a light grey in herringbone weave.
These have full sweep to skirt and half belt at back. Splendid choosing at this price. A grey chambray, a
covert finish in fawn a khaki
 style, except very neat in appearance arid smartly finished ing with button; wind shield in sleeves. Price. .....5.00 salt mixture weave, and a khaki with fine twill finish; similar to illustran tion. Some have breast pocket, all with wind shield. Od Warer prices in very choice colors, handsomely finishto slip on when engaged in any busagesess that will soil your
suit. They come in the to are single breasted, buttoning close up, with military col-
lar. Sizes 34 to 44 Priced lar, Sizes 34 to 44. Priced at.................1.5

Smart Chauffeur Suits













T. EATON C?
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That Son-in-Law of Pa's
:-:
:-: By G. H. Wellington




STRAWBERRIES WERE THE CANADIAN BANK ABUNDANT AGAIN OF COMMERCE


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A. J. Pattison, Jr, e Co
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## Buy Melnitro and Vipond



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C.O. MERSON \& CO.

Porcupine Jegal Cards





woak on war munitions.


17 13 MONDAY MORNING

## Note These Remarkable Values at Simpson's for Tuesday

Summer Dresses in Great Array The newest cotton fabricl in the latest modes. Tuecing's display will
include meny novelty as well as plain styles-a beautiful variety in whito
and colored effects.

Silks, Dress Goods, Wash Goods








Rare opportunities for Big Savings for Early Custom-
ers Tomorrow. These items on sale at 8.30 a.m. Be prompt if you want to secure: any of them.
 HANDSOME HAT.
Of fine Milan, real hair, Panama, tulle and
leghorn; all trimmed in very nove beads, wool, ostrich, in wery novel ways with
ber black paradise.
Some we Some are of of fur feit with wr urperk braradise.
horn, or have soft tulle brimp with horn, or have sofft tulle brim, with crown and
wing of black velvet. materí free trimming

## Gloves and Hosiery <br> whitemen's 20 -inch Silk Gloves, black



 Phone order
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## Exclusive Corsage for Women

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| SPECIAL FOR TOMORROW, $\$ 3.00$ "LA REINE" MODEL FOR $\$ 2.00-129$ only, novelty silk strip breakable side steels, four garters, bust draw cord, silk embroidery trim, sizes 19 to 26 inches. Regu |  |
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Special Prices on Wanted Furniture Ematent ine





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 Natan
Wilton and Summer Rugs and Linoleums




STORE HOURS, During May, Including Sat-
urday, 8.30 a.m. to 5.30 p.m.
Men's Raincoats at $\$ 5$ to $\$ 15$-5 Every One Exceptional Value


## LINENS FOR WEDDING GIFTS

 or for Bridal Showers





The Robert Simpson Company, Limited $=5=$

