

# BRITISH ATTACK THE ENEMY ON A WIDE FRONT

British headquarters in France, May 3.—Another of the continuing British attacks was launched against the Germans early this morning. Hard fighting is in progress under a warm spring sun. There has been no rain for more than ten days now and the battlefields at times are enveloped in dust.

The attack was on a wide front. At Bullecourt the British took another bite into the Hindenburg line just north of its point of junction with the Drocourt-Queant switch.

Good progress was reported in the direction of Fresnoy, just east of Arras, which was captured last Friday by the Canadians. The Germans have delivered strong counter attacks at several places, principally against Gavrelle and towards Loos.

## East of Arras.

The British attacked in the wacker hours preceding dawn this morning, striking at the German positions east of Arras. The infantry assault was de-

layed until half an hour after the half moon had gone down. The night was clear and the almost ceaseless flashes of the guns gave definite shape to the shadowy outlines of the salient points.

The British desired to gain complete mastery of dominating positions, from which their artillery would be able the more effectively to devastate fresh troops which the Germans continue to throw in.

There was the usual tornado of fire from weapons of all calibres, then the creeping barrage, working with absolute punctuality at the order to the men to go forward was snapped forth simultaneously down miles of British trenches.

Thousands of crouching figures formed into regular waves for the advance. Then came the inevitable deadly rattle of machine guns and rifle fire and the crashing and bursting of bombs as the infantry reached the parapet of the first enemy trench.

## Slants of Humor

### Juvenile Reasoning

Trouble had come to a Washington nursery, and when the mother entered it was to find Charlie in tears.

"Why are you crying," she asked. "Because Louis slapped me."

"But why didn't you slap him back?" asked mother, who evidently believed in a policy of retaliation.

"Because then it would only be his turn again."

### A Merry-Go-Round

An employee of a real estate office had been sent by the house agents to take an inventory of the drawing-room furniture of a mansion in their hands.

He was so long about the task that at last the woman of the house went to see what was taking place. She found the man slumbering sweetly on a sofa with an empty bottle beside him. It was evident, however, that he had made a pathetic attempt to do his work, for in the inventory book was written:

"One revolving carpet."

### Nothing

A Northerner, riding through the West Virginia mountains, came up with a mountaineer leisurely driving a heard of pigs.

"Where are you driving the pigs to?" asked the rider.

"Out to pasture them a bit."

"What for?"

"To fatten them."

"Isn't it pretty slow work to fatten them on grass? Up where I came from we pen them up and feed them on corn. It saves lots of time."

"Yaas, I s'pose so," drawled the mountaineer. "But what's time to a hawg?"

The Russians they sure put a Nick in The creed of divine right of kings. Here's hoping the Germans will kick in With an overdue Bill, by jings!

### Doubtful Compliment

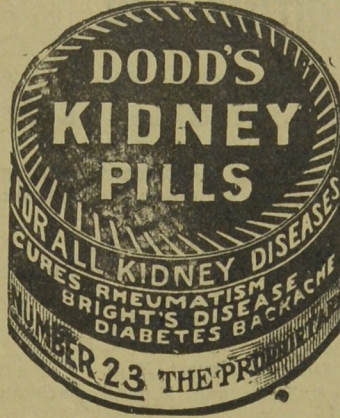
First Artist—I received a magnificent tribute to my skill the other day at the exhibition.

Second Artist—Indeed, what was it? First Artist—You know the picture, "A Storm at Sea?" Well, a man and his wife were looking at it, and I overheard the fellow say, "Come away, my dear; that picture makes me sick."

Peggy—Daddy, what did the Dead Sea die of? Daddy—Oh I don't know, dear. Peggy—Daddy, where do the Zepplins start from? Daddy—I don't know dear. Peggy—Daddy, when will the war end? Daddy—I don't know. Peggy—I say, Daddy, who made you an editor?

### The Kaiser and the Chancellor

The Kaiser and the Chancellor Were walking hand in hand; They wept like anything to see Such quantities of land. "If all the world belonged to us," They said, "it would be grand."



### NO BASEBALL IN 1918.

New York, May 1.—President Ban Johnson of the American League announced here this afternoon that in case the war continued till next spring there would be no attempt to open the 1918 pennant season.

## NEW SUBSCRIBERS

- 501 Armstrong, J. S., Res., 786 Brunswick St.  
105-21 Carten, Mrs. W. H., Res., 225 St. John St.  
101-11 Gunter's Livery Stable, Camp Bros., 79 York St.  
2200-82 Jewett, John R., Res., Island View.  
39 Whitehead, Mrs. W. T., Res., Church St.

## N. B. TELEPHONE CO., LTD.

S. B. EBBETT, Manager.

## Auctioneer and Commission Merchant

Progressive, up-to-date Methods of Selling. Prompt returns, which count for a lot. Satisfaction guaranteed. Your patronage solicited.

## Archie MacDiarmid

482 Charlotte Street. Phone 353-41, at Erb's Grocery.

## CASTORIA

For Infants and Children In Use For Over 30 Years

Always bears the Signature of *Dr. H. H. Fletcher*

## IT'S NOT NECESSARY

to endure the disfigurement of pimples and blackheads. Zam-Buk will rid you of them.

Mr. Henry Holmes of Shellbrook, Sask., writes: "There is nothing can equal Zam-Buk as a skin healer. My face was literally covered with pimples and blackheads, but the persistent use of Zam-Buk has entirely rid me of them, and my skin is now quite clear and smooth." Zam-Buk is composed exclusively of herbal extracts and vegetable oils, and is 100% medicine. That is why it is so successful in cases of chronic skin trouble.

There is nothing can compare with Zam-Buk for eczema, running sores, blood-poisoning, bad legs, piles, burns, scalds and cuts. All stores, 50c. box, 3 for \$1.25.

# Zam-Buk

To remove mildew from the covers of morocco and roan leathers, obtain a tin of ordinary vaseline and rub well into the leather with a piece of soft rag. Then leave for a time and afterward rub lightly over again with a soft rag.

## THE WHEAT MARKET.

Chicago, May 3.—Opening wheat quotations, which ranged from 1 to 5½ cents higher, with May at 2.75 and July at 2.22 to 2.25½, were followed by an additional jump of 1 cent above initial top figures, and later a succession of sharp set-backs and recoveries.

## CANADIAN TROOPS ARRIVE IN ENGLAND

Ottawa, May 3.—It is officially announced through the chief press censor's office that the following troops have arrived safely in England:

Battalions, 229th Moose Jaw; 232nd Battleford, 181st Brandon, 214th Saskatoon, 221st Winnipeg, 216th and 234th Toronto. No. 2 section skilled railway employees, drafts for horse artillery, field artillery from Winnipeg, Regina, Calgary and Kingston; infantry for the 210th, 231st and 256th Battalions; the medical corps cyclists. Newfoundlanders, nava details.

## NEWFOUNDLAND'S LEGISLATURE.

Meeting Overdue and Premier Morris Still in London.

St. Johns, Nfld., May 3.—The Newfoundland Legislature, which ordinarily convenes about the middle of February, has not yet begun this year's session, because of the absence of the Premier, Sir Edward Morris. Premier Morris is attending the colonial conference in London and it is not known when he will return.

Well informed parliamentarians express the opinion that the session will not open before June 1 and that it will be brief, as most of the members of the Legislature are connected with the fishing industry, which at that time will be at its busiest season.

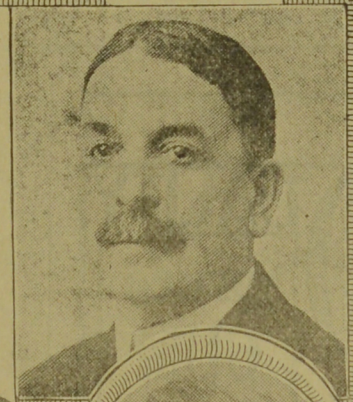
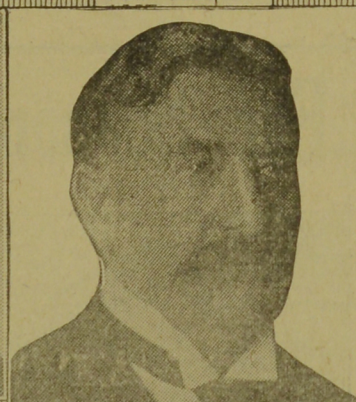
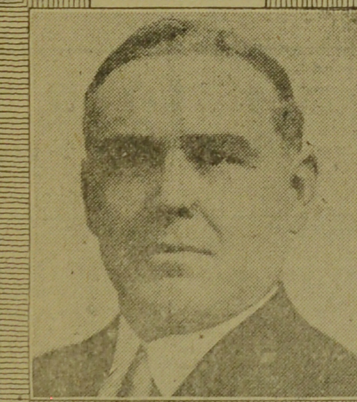
Grocer—The boy you recommended won't do at all. Customer—What's he been up to? Grocer—I gave him a notice to stick up, "All the delicacies of the season will be found inside," and he pasted it on the rubbish barrel.

## TWENTY FIVE YEARS ON THE JOB

R. PRESTON

C. E. McPHERSON

F. W. RUSSELL



C. E. McPHERSON, assistant passenger traffic manager, Western Lines of the C. P. R., was born at Chatham, Ontario, June 7, 1862, and was also educated there. He entered the service of the Grand Trunk at Toronto in 1876. He was with the company at various places until 1881, when he entered the service of the Chicago, Rock Island and Pacific Railway as general agent for Canada. He joined the Canadian Pacific Railway, September 1, 1886, as general travelling agent, with an office at Montreal, and the following year he was appointed district passenger agent at Boston, in charge of the New England States and Maritime provinces. On absorption of the New Brunswick Railway in 1890 by the Canadian Pacific Railway he was made assistant general passenger agent at St. John. He was transferred in the same position to Toronto in 1895. In 1899 he was appointed general passenger agent, Western Lines, at Winnipeg. In 1910 he was appointed assistant passenger traffic manager at Winnipeg.

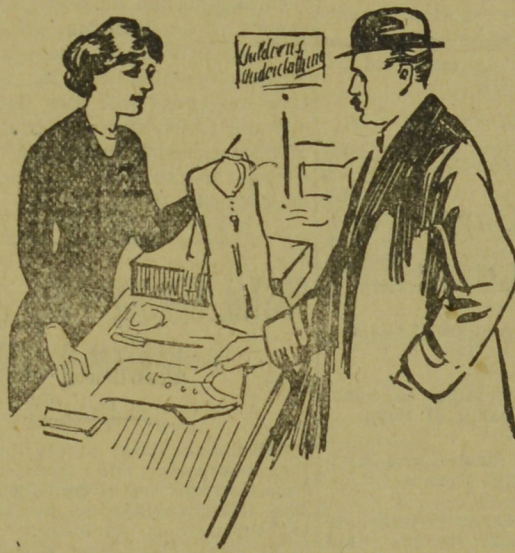
FRANCIS W. RUSSELL, land agent, C. P. R., Winnipeg, was born at Hastings, England, Dec. 19, 1864. He was educated at private schools in

England. He came to Canada in 1885 and entered the land department of the Canadian Pacific Railway, Aug. 8, 1885. He was general clerk in the land department from 1885 to 1899. He was chief clerk from 1899 to 1912. He was appointed land agent of the company in Winnipeg, Feb. 1, 1912, which position he still holds.

JACOB L. DOUPE, chief surveyor, C. P. R. Western Lines, was born in Toronto, September, 1867. Educated in Winnipeg public schools and St. John's College, he graduated from the University of Manitoba in 1887. He entered the Canadian Pacific Railway service as assistant engineer on construction in June, 1890. He became surveyor of the land department in May, 1891, and was appointed assistant land commissioner in September, 1900. He became general townsite agent in March, 1912, and chief surveyor of Western Lines in August, 1912.

R. PRESTON, asst. superintendent of motive power, Western Lines, C. P. R., was born at Toronto, July 28, 1863. He entered railway service in 1877. From 1878 to 1882 he was a machinist apprentice connected with Toronto, Grey and Bruce Railway, later absorbed

by the C. P. R., 1882 to 1884, machinist, C. P. R., Winnipeg, and Toronto, Grey and Bruce Railway, Toronto. 1884 to 1887 he was a machinist in the employ of the C. P. R. at Toronto; 1887-1890 he held the position of locomotive foreman at Havlock, Ont. From 1890 to 1894 he was locomotive foreman at London, Ont. 1894 to 1897 locomotive foreman Smiths Falls, Ont. 1897 to 1898, locomotive foreman, Montreal; 1898 to 1901, locomotive foreman, Toronto; 1901 to 1903, master mechanic, Lake Superior Division, North Bay, Ont.; 1903 to 1909, master mechanic, Ontario Division, Toronto; 1909 to 1914, master mechanic, Manitoba Division, Winnipeg. Since 1914 he has been assistant superintendent of motive power, Winnipeg.



# How Brown Learned How.

There is a man who makes shoes for children—and sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown—phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown—a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonymous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.