

THE CLOTHING EVENT OF THE SEASON

AN UNPARALLELED DEMONSTRATION IN CLOTHES VALUES HITHERTO UNHEARD OF

We are the Newest Store, with the Newest Methods—Our Policy is of the aggressive kind. We have decided to come in touch with thousands of NEW CLOTHING CUSTOMERS. We are satisfied to pay for the privilege. We have therefore inaugurated A ONE WEEK'S SALE and prepared for the occasion an immense stock of NEW, CRISP CLOTHES, JUST OUT OF FASHION'S NEST—tailored by the best skilled tailors—Artists—in the most sanitary factories in this country.

1-4 to 1-2 Price Reduction Reigns

Throughout whole Men's Clothing Department, the very Best Men's and Boy's Clothes are offered for one week only at one-quarter to one-half regular prices. Be up and doing, for we have garments for every man and all his requirements and fancies. Clothes for all Boys, both big or small.

Men's Suits

Thousands of Men's Fashionable Suits to be sold at \$7.50, \$9.50, \$10.00, \$12.50, and Gradually up to \$20.00

Values are a Real Education in Economical Buying of MEN'S CLOTHES of Class and Character.

MEN'S STYLISH SUITS

AT
\$5.90
REGULAR
\$10.00

Made of good quality imported Tweeds, absolutely the season's newest designs, in medium and dark shades, guaranteed well made and good fitting. Real value, \$10.00. In all regular sizes, as long as they last, **\$5.90**

Top Coats at Rock Bottom Prices

AT
\$6.90
WORTH
\$10.50

Men's Stylish Spring Top Coats, made of good quality English Tweed Mixtures in the newest greys, also an elegant line of fine Black English Wool Vount Coats, with silk facing, truly values not obtainable at less than \$10.50. Clothing Week Special **\$6.90**

Higher Grade Top Coats at Specially Reduced Prices

MEN'S FASHIONABLE SUITS

AT
\$8.90
VALUE
\$13.50 to \$15.00

Here are values that will create a sensation. In this lot we have included real All Wool English Worsteds, Scotch and English Tweeds, in all the newest and most wanted shades. Every garment really well tailored, and guaranteed perfect fitting. Sizes are complete. Suits intended and sold regularly at \$13.50 to \$15.00. Clothing Week Sale **\$8.90**

Black and Blue French Tweed Suits

AT
\$11.90
COST
\$17.00

No paper argument can be put forcibly enough to convey the truly marvellous value of these Suits now offered. We had a large quantity of these Suits made in order to bring them down to sell at \$17; whereas the regular value is \$20.00. To make this sale linger in the memories of the fortunate buyers we have decided to let 100 of these Suits go at this Sale **\$11.90**

RAINCOATS RADICALLY REDUCED

\$3.90

Value \$7.50 and \$8.50

Raincoats that will withstand wet weather. Real rubberized Coats, colors grey and drab, made and proofed by the best English process, including a large line of Paramatta Coats, rubber interlined. Values \$7.50 and \$8.50. Special Sale Price—

\$3.90

Better Grade Raincoats

Made in Chesterfield and Raglan styles, Wool Paramatta, in the new drab and olive shades; \$13.50 value at

\$7.50

TRULY TAILORED TROUSERS

\$5.00 to \$7.50 Value for
\$2.98

Sizes, 32 to 36 measures; all regular lengths. This lot consists of 500 pairs Trousers of finest quality imported Worsteds, made in semi-peg styles. The shades and patterns are unexcelled for beauty and good taste, and qualities are unequalled at less than \$5.00 to \$7.50 per pair. Special Clothing Week Sale

\$2.98

TREMENDOUS TROUSER SALE

Men's Tweed Trousers, good quality, well made, good fitting in several desirable new shades; value \$2.00 Clothing Week Sale **\$1.19**

Boys' 2-piece Suits, D. B. Coats, strap and buckle pants to fit boys from 8 to 16 years regular price \$4.50 to \$8.50 our price \$3.00 to \$5.50

Boys' Norfolk Suits, to fit boys from 4 to 15 years, regular price \$4.00 to \$8.00, our price \$2.75 to \$5.00

Boys' 3-piece Suits, S.B. and D.B. to fit boys from 10 to 18 years regular price \$6.50 to \$10.00 our price \$4.50 to \$6.50

Boy's Clothes Section

YOUNG MEN'S SUITS
A special line of Young Men's Suits, prices from \$10.00 to \$15.00 our opening price \$6.00 to \$10.00

OVERALLS
Good strong Overalls with bib and Jumpers to match regular \$1.50 price per suit 98c.

Men's Overalls and Jumpers, regular \$1.00 suit, our price per suit \$1.50

Our gents furnishing is right up to the mark and we guarantee 25 per cent. reduction on these goods.

Jacques for CLOTHES of QUALITY. One weeks selling that no good dresser can afford to miss. We have a lot more bargains but space will not allow us to enumerate them.

JACQUES

THE BIG STORE, directly next door to the Barker House, Queen Street.

MOTHER'S DAY MAY 12 TO BE CELEBRATED

(Brooklyn Eagle)

Next Sunday, May 12, will be Mothers Day. The movement for celebrating the second Sunday in May as Mothers Day, began in 1908 and has had a remarkable growth. It is still vigorous. Last year Mothers Day was celebrated in each of the United States and in and in some of its possessions. The Governors of Porto Rico and Hawaii are among the Mothers Day vice presidents. The day was observed last year in the Provinces of Canada, in Mexico, South America, Africa, China, Japan and some of the islands of the sea. The Mothers Day leaflet has been printed in ten different languages as well as the languages of other foreign countries.

The circular which is sent out every year in the interest of the observance of Mothers Day the world over, has this to say in advocating the cause: "A day that has shown that it has heart and living interest for all classes, races, creeds, native and foreign-born, high and low, rich and poor, scoffer and churchman, man, woman and child, is Mothers Day. The common possession of the living world is a mother. Every one has or has had—a mother."

"The marvellous growth of Mothers Day in a few years to a national and international day can be attributed to the heart and living interest it possesses for almost every home and every person of a mother-loving heart, in this and other countries."

A simultaneous observance in every part of the world—on the second Sunday in May—to exalt motherhood and the home in a way that will add to personal domestic and national uplift was the object of the originators of this movement which has reached such vast proportions. It has been termed a thank offering of grateful sons and daughters of all lands for the mothers and fathers whose goodness has blessed their lives. It has been called a personal day. Not one on which to honor the mother or father of some great man in history, but a day for you to honor those of your home—especially the mother who in your heart is "the best mother who ever lives." It is, says another advocate, a day for men and women—big boys and girls—as sons and daughters to honor themselves by showing gratitude to the parents who watched over them with tender care in childhood days.

It is becoming the custom for Governors of States, especially in the West, to issue a proclamation urging their people to observe Mothers Day. Governor Vessey of South Dakota in one of his proclamations said: "Probably never before was a movement inaugurated which in such a short time has attained national recognition."

Governor Penniwill of Delaware echoed this thought in his Mothers Day proclamation when he said: "Perhaps no movement in so short a time has taken firmer hold upon the nation's consciousness and thrilled its way to public appreciation than the national observance of Mothers Day."

W. E. Glascock, Governor of West Virginia, in his proclamation, said: "A beautiful custom of setting apart one day in each year to pay tribute to our mothers should not be abandoned or forgotten. Our says of youth may be over, and the closer ties that bound us to our mother may have been loosened, but not a link in the chain of affection that bound her heart to ours, has been broken, and we think of mother today as we think of mother today as we always did—the sweetest, noblest and best of all God's creatures."

Notwithstanding these very cordial endorsements of the movement for celebrating the second Sunday in May as Mothers Day coming from members of the male sex, when the head of one of the heads of a patriotic society of women was appealed to for support, no answer to the appeal was forthcoming. But the movement did not lack for friends. Every year as it rolls around witnesses a still wider dissemination of interest in Mothers Day.

THE WHITE CARNATION THE BADGE

Everybody is requested to wear a white carnation on next Sunday, the day selected for the observance of Mothers Day. It is the badge of those who believe in a world-wide celebration and that by encouraging an interest. In the movement men and women will be made better.

The Mothers Day International Association is steadily gaining membership and support throughout the world. Their address is 2031 North Twelfth Street, Philadelphia. The founder of the organization was Miss Anna Jarvis.



Wood's Phosphorine

The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins. Cures Nervous Debility, Mental and Brain Worry, Despondency, Sexual Weakness, Emissions, Spermatorrhea, and Effects of Abuse or Excesses. Price \$1 per box, six for \$5. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. Your pamphlet mailed free. The Wood Medicine Co., Toronto, Ont.

N. B. REPRESENTED

AT BISLEY MEET

Ottawa, Ont., May 9—The Dominion Rifle Association today announced the official lists of the Bisley team as follows:

Commandant, Lt. Col. J. D. O'Grady, 90th Regiment, Winnipeg.

Adjutant, Lt. Col. Chas. F. Winter, A.A.C., Quebec.

Lieut. J. A. Steele, No. 1 Company C.A.S.C., Guelph.

Sergeant J. W. Battershall, 90th Regiment, Winnipeg, City Engineer Office.

Cor. A. Rutherford, Quebec, 2nd Q.O.R., 110 Bay Street, Toronto.

Pte. H. Auld, 20th Regiment, 358 Bannatyne Avenue, Winnipeg.

Lieut. A. M. Blackburn, 90th Regiment, Winnipeg.

Capt. J. C. Selater, 68th Regiment D.F.O.R., Vancouver.

Pte. A. B. Mitchell, 19th Regiment, 59 Concord Avenue, Toronto.

Sergeant E. McInnis, F.A.L.H., Cherry Valley, P.E.I.

Sergeant J. H. Armstrong, 66th Regiment, Halifax.

Corp. J. B. Regan, 101st Regiment 566 Second Avenue, Edmonton.

Sergeant J. Stoddart, 91st Regiment, 439 Main street, Hamilton.

Sergeant Major W. L. Dymond, R.C.R., Halifax.

Sergeant W. A. Smith, the G.G.F.G., 185 Bolton street, Ottawa.

Sergeant Major E. M. MacDonald, 5th C.G.A., 738 Dallas Road, Victoria.

Corp. G. Mortimer, 90th R.R., 32 Joan of Arc street, Quebec.

Lieut. A. B. Maggs, 1144 Haro street, Vancouver.

Sergeant F. F. Richardson, 5th C.G.A., 550 Dallas Road, Victoria.

Capt. R. H. Kennedy, 78th Regiment, Picton.

Lieut. E. L. C. Forster, 3rd F.C.E., 359 Cooper street, Ottawa.

Pte. W. H. McPherson, 78th Regiment, St. John's, N.S.

Waiting men: Pte. W. Davidson, 90th Regiment, Winnipeg.

Sergeant W. Marsden, 90th Regiment, Winnipeg.

Corp. G. Copping, 3rd V.C.R., Montreal.

ALABAMA UNDERWRITERS MEET

Mobile, May 10—An important gathering of insurance men—the Alabama Fire Underwriters Association—convened in annual session here today with many members in attendance, in addition to a considerable number of prominent insurance men from outside the State. The business today was largely of a routine character after the opening address of President Clennon. The proceedings will conclude with a banquet tomorrow night.

INTERCOLLEGIATE ATHLETICS

Chicago, May 10—The season of intercollegiate track and field sports in the middle West will reach its zenith tomorrow, when virtually all of the leading institutions will engage in dual meets that will test the prowess of their best performers and go far towards determining who's who in this branch of college athletics. The teams of Wisconsin and Chicago will contest at Marshall Field, Nebraska and Minnesota will meet at Lincoln, and Kansas and Missouri at Columbia.

PAIN IN MY BACK IS ALL GONE

Since I Got a Box of Gin Pills

CHURCH ST., CORNWALLIS, N.S.
January 23rd, 1911.

"About a year ago, I was suffering so much with a dreadful lame back and hips, that I could not stand up straight. I was informed by a friend about GIN PILLS. I got a box. It helped me immediately. I have taken about twelve boxes and the pains in my back and hips are all gone. I cannot speak too highly of the wonderful effects of your GIN PILLS."



B. C. DAVID.
Liniments and plasters won't cure Lame Back—because they never reach the part that is causing the pain. The whole trouble is with the Kidneys and you must cure the Kidneys in order to stop the pain. GIN PILLS cure weak, sick, strained Kidneys as nothing else will. GIN PILLS drive away the pain every time—or your money promptly refunded. 50c. a box, 6 for \$2.50. Sample free if you write National Drug & Chemical Co. of Canada, Limited, Dept. B.N. Toronto. MANGA-TONE BLOOD AND NERVE TABLETS help pale, nervous women to get well. 50c. a box. 99

BIG BANK MERGER ON TAPIS.

Toronto, May 8—The News this evening will say that the greatest banking merger not only in the annals of Canadian banking, but perhaps in the history of the world, is being consummated, according to information received by The News this morning. It is understood that provisional papers have been signed, and that only the formal ratification of the shareholders of the banks concerned is needed to give Canada the third largest bank in the world.

The first step in the big merger will be the taking over of the Union Bank by the Bank of Montreal. When this purchase is completed, the enlarged Bank of Montreal will amalgamate with the new Royal Bank, (Royal and Traders). The final product will be an institution with an authorized capital of at least \$39,000,000, and a paid-up capital of \$32,377,920.

The authorized capital will be nearly four million dollars larger than that of the Bank of France, which now stands at 182,500,000 francs, or \$32,222,500, and within four million of the Reichsbank of Germany with a capital of 180,000,000 marks or the equivalent of \$42,857,000.

ADVERTISE IN THE MAIL.

CAROLINAS OBSERVE MEMORIAL DAY

Chapelton, May 10—Throughout North and South Carolina, today was observed as Memorial Day, in honor of the memory of the Confederate dead. In all of the principal cities and towns of the two States business was largely suspended. The graves of the soldier dead were decorated with flags and flowers and exercises were held under the auspices of the United Confederate Veterans and kindred organizations.

MINISTER PRAISES ZAM-BUK

Tells how it Cured his Wife's Bad Sore

When Everything Else had Failed

Rev. Henry J. Munton of Blackfalds, Alta., writes: "My wife had a very bad sore foot, which it seemed impossible to get anything to heal. The sore would heal to a certain point and then fester again, and so on. I procured a box of Zam-Buk and after persevering with this herbal balm for some time the sore was completely healed."

"We are so grateful for this cure and Zam-Buk acted so differently to any of the other numerous remedies we had tried that I thought you ought to know of this case. I have since recommended Zam-Buk to several of my parishioners, and it always gives satisfaction."

Another instance in which Zam-Buk proved of unequalled value is told by Mr. N. L. Gerry, of Brandon, Man. He says: "I had my left foot run over by a wagon loaded with wheat. The foot was very badly crushed and my little toe and the next toe were laid open. I applied Zam-Buk and only had to miss work for two days. Zam-Buk healed the wound so quickly that on the third day I was able to put on my boot and walk to my work. In a very short time my toes were quite healed and the foot is now as sound as ever thanks to Zam-Buk."

Just as good for chronic sores, ulcers, piles, blood poison, burns, scalds, eruptions, eczema, and all skin injuries and diseases. 50c a box at all druggists and stores, or Zam-Buk Co., Toronto. Try Zam-Buk Soap, too, 25c. per tablet.