

THE COURIER



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TELEPHONES.
AUTOMATIC AND BELL
—Day— Night—
Editorial 256
Business 136

Friday, October 13th, 1916.

THE SITUATION

The case of Roumania is commencing to arouse intense public interest. There can be no doubt whatever that the Huns have made up their minds, if possible, to subject that people to the same horrors as they visited upon Belgium and Serbia. It is their delight and their damnable purpose to smash any small state which dares to help withstand the Prussian monster of militarism. They realize that they cannot get away with the larger powers, and are consequently more than ever determined to wreak their bloodthirsty vengeance upon the smaller fellows. To this end they are concentrating all available resources upon King Ferdinand and his brave people. That monarch, in an interview published by the London Times, and the text of which is given in the Courier to-day over the leased wire of this paper, makes a pathetic plea to the Allies for help. The need of that was also brought up in the British House yesterday, and Lloyd George, while of course refusing to go into details, said that everything possible was being done.

The official report from Ottawa as published in this paper of last evening, with regard to Canadians fighting on the Somme front, told a story of magnificent pluck and initiative. The record also shows that for some reason the wire entanglements of the enemy had not been destroyed, so that the losses were very severe and the boys of the Dominion were forced to submit to a setback. Some explanations would certainly seem to be in order.

On the Macedonian front, the Allies maintain their progression. The Serbians have repulsed violent counter attacks, and gained a footing in the village of Brod, southeast of Monastir. The British troops have also reached the outskirts of the important town of Ceres in Greek Macedonia.

On the Somme front the British have gained more ground for possession of the Baupenne-Peronne road and the French troops have also made further advances.

The Italian forces have won substantial successes in their drive for Trieste, taking many prisoners. They are now only ten miles from the place named.

TRIBUTE TO BORDEN

Sir Robert Borden is the one man above all others in Canada, upon whom the burden of war has fallen heaviest. The Premier, from start to finish has met the responsibilities after the manner of a true statesman, and his "clear eyed purpose," as Dr. Clark (Liberal) put it, during a speech in the Dominion House, has challenged the admiration of all.

Mr. E. W. Thompson, the well known journalist and Canadian correspondent of the Boston Transcript, is also a Liberal, and during the course of a recent production he says:—

"What is staked on the issue of this war is precisely the future of mankind. If we do not know utterly beat down the Hohenzollerns, our children's children must be slaves to that dynasty; or else slaves to a militarist caste maintained to permit enslavement by the Hohenzollerns. The one path to a long or a permanent peace, and to quiet industrial existence is the way of our allied guns and men in Berlin."

"Inasmuch as Sir Robert Borden boldly put Canada on that way, and has steadily pursued that course, he appears to me to have been guided by well-informed sense and by such inspiration as may properly be termed genius. None but a great man would dare what he has done. In August, 1914—venturing to interpret the real mind of the Canadian people in such a time of confused opinion and quaking dismay, I humbly confess that he then knew by instinct, what men like myself, who at first objected to Canada's being committed to the war without a mandate from the electors, would be thinking when the time should have disclosed the power, preparedness and devility of Prussia. To do other than support him in the general election which seems to be impending would, it seems to me, be treacherous to the cause to which Canada stands engaged. To defeat him would be to testify that Canada had flunked and wished to crawl out. That would be a heavy loss to the

Allied cause; a large encouragement to Berlin."

It is most assuredly a grand thing for this Dominion that she had such a man at the head of affairs during this time of stress.

A DISAPPOINTING SPEECH.

The closer the speech which Sir Wilfrid Laurier delivered at London, is examined, the more disappointing it proves. In the first place, he devoted a large portion of his time to a political attack upon the Government, a course not seemingly unless he and his associates are about to force a general election. And if they do that, the circumstance will be to their deep stultification in the eyes of the people, for only a few months ago they were declaring that a contest during war time would be a "crime" and a disgrace.

In the second place, the ex-Premier emphasized the fact altogether too much that he is still a "pacifist," and that after the war is won by the Allies, he hopes that the Empire will revert to the military status of before the war. In plain English, that means unpreparedness on land. The Hamilton Herald (Independent), in discussing this phase of his address, very aptly remarks:—

"He is opposed to national preparation for war. He says that if Britain had prepared for war she would not have been nearly so strong financially as she is now. That is to say, if Britain had made military preparations for war she would not have been so well prepared financially for war. Here, also, the argument is unconvincing. The strong probability is that if Britain had been prepared in a military way, there would not be the terrible strain there is on her financial resources. But we would like to ask Sir Wilfrid whether, if it was right for Britain to be unprepared for war on land, it was not wrong for her to be prepared for war at sea. Why should military preparedness be wrong and naval preparedness right? And if Britain had been unprepared navally for war, it is not very probable that the British Empire would now be numbered among the things of the past, and that Sir Wilfrid would be a subject of the Kaiser?"

The truth of the matter is that the Liberal leader is altogether out of touch with the people in this matter. Fully as much so as when he contends that the German people are not to blame in connection with this awful war, but only the Prussian authorities.

The general public know better than that, and they are also most unmistakably down upon pacifist talk at this period.

NOTES AND COMMENTS
Laurier evidently still believes in unpreparedness.

Lloyd George makes the statement: "We must lay the foundations for a war extending over a prolonged period. That is the only way to ensure victory."

The dose which Constantine has had to swallow in connection with the latest ultimatum of the Allies leads to the thought that uneasy must be the stomach of such a monarch.

Premier Hart yesterday in Toronto took occasion to categorically deny that he had been offered or was looking for a place on the bench. He also added: "I have no intention of resigning the Premiership." The yarns with regard to the hon. gentleman were started by the Grits to suit their own purposes. They have not had the slightest warrant, either in fact or probability.

W. C. Mikel, K.C., of Belleville, has been retained to defend Joseph Montgomery, held on suspicion in connection with the murder of his brother near Madoc.

Port Hope voted ten years' tax exemption to the Sanitary Manufacturing Company.

STOP A COLD IN ONE NIGHT

Take
Veno's Lightning Cough Cure.

You cannot always avoid coughs, colds and La Grippe, but you can avoid letting them develop into more serious trouble. Veno's Lightning Cough Cure will stop an ordinary cough in one night if taken on the first indication of trouble. A dose in time may save you from long illness and heavy expense. Keep Veno's Lightning Cough Cure ready for use should you or your children need it. Being free from dope it is the surest remedy for children. Veno's Lightning Cough Cure is the famous British remedy and is sold in every part of the British Empire. Prices 30 cents throughout Canada.

"CANADIANS AT YPRES."

(See Store Windows)

12 Outer Covers from the 60 cent size of Veno's Lightning Cough Cure, or 24 from the 30 cent size mailed to Harold P. Ritchie and Co. Ltd., 10 McCaul street, Toronto, entitle you to a beautiful colored reproduction of this famous Royal Academy painting. The reproduction is on view in most druggists' windows.

OGILVIE, LOCHEAD & COMPANY

Piece Goods Week

and a Rousing Sale of Suits and Coats

This is an event that thousands of buyers will appreciate. The sale commences SATURDAY and continues one week. Many prices are less than wholesale---others are very specially priced. A grand chance to save on the very best of merchandise.

Just When Everybody is Thinking of WOOL GOODS Down Go Prices

\$3.50 BROADCLOTHS \$2.50 PER YARD.

52 inch fine imported Broadcloths, Chiffon finish in rich dark colors, Burgundy, Navy, Russian Green, Taupe, Grey, Alice and Black. To-day's value, \$3.50, Piece Goods Sale Price **\$2.50** only, yard

\$1.25 ALL WOOL TARTAN PLAIDS, 75c. YARD.

Splendid imported Tartan Plaids, all wool, 40 in. wide, to-day's value, \$1.25 per yard Piece Goods Sale Price, yard **75c**

85c. TWEED DRESS GOODS 49c. YARD.

Mixed Tweed Dress Goods, suitable for separate skirts and Children's Dresses, to-day's value, 85c., Special Price, yard **49c**

50c. TARTAN PLAIDS 33c. YARD

Imported Tartan Plaid Dress Goods, to-day's value 50c., Sale Price, yard **33c**

\$1.25 WIDE WALE SERGES 85c. YARD

A very special line of Serges, 40 in. wide, Alice, African, Navy, and Black, regular price **85c** \$1.25, Special Price, yard

50c. SHEPHERD'S CHECKS 35c. YARD.

Black and White Shepherd's Checks 44 inches wide, regular value 50c., Our Special Price, yard **35c**

\$1.00 IMPERATOR SATINS 75c. YARD.

Imperator Satin Cloth for coat linings, heavy weight in Black, Cream, Grey, Alice and Tan, 100 quality, Sale Price, yard **75c**

50c. BROCADE SATIN LININGS, 38c. YARD.

Brocade and striped linings, 40 in. wide, Cream, White, Champagne, Grey, Alice and Blacks, a splendid assortment. Special Price **38c** 75c., 50c. and

40c. TAILOR'S CANVAS 30c. YARD.

We have a complete stock of canvas and tailors' linens in Black, Natural and White. Our prices are 40c., 35c., 30c., 25c. and 20c. yard. To-day's values are fully 10c. a yard higher.

\$1.00 Ribbons for 35c yd.

50 pieces of Fancy and Stripe Ribbons in Taffeta and Satin, 6 to 8 inches wide in a wonderful assortment of colors and designs, to-day's values are 75c. to \$1.00, a yard. Our Special Piece Goods Sale Price, yard

35c

\$1.50 Felts 95c yd.

2 yard wide Table Felt in Black, Green, Red, Blue and Yellow, to-day's price \$1.50. Our Special Price, yard **95c**

Piece Goods Week Sees Many SILKS and VELVETS Underpriced

\$1.25 POPLIN MOUSELINE, 85c. YARD.

Imported French Mousseline Silk for dresses and blouses, 38 inches wide. Colors Rose, Navy, African, Alice, Tan, etc., \$1.25 value. Piece Goods Week Sale Price, yard **85c**

\$1.00 FANCY SATIN STRIPE SILKS 50c. YARD.

10 pieces, assorted colors and stripes, pure silk, in lovely colorings, regular value, \$1.00 yard Piece Goods Sale Price, yard **50c**

\$3.50 CHINCHILLA VELVET \$1.75 YARD

Special line for coats in Blue and Grey, and Fawn and Black, regular value \$3.50, Special **\$1.75**

\$6.50 BLACK BROCADE VELVET \$4.50 YARD.

2 pieces Black Brocade Velvet for coats, \$6.50 value, yard **\$4.50**

\$2.25 CORDUROY VELVETS \$1.50 YARD.

Extra Heavy 32 in. Coat Corduroy Velvet, in Rose and Tango, \$2.75 value. Piece Goods Sale, yard **\$1.50**

\$2.00 WIDE SUITING VELVET \$1.25

Extra good quality, silk finished Velvet for suits and dresses in Navy, Soldier Blue, Moss, Sage, Brown, Black, etc., to-day's value \$2.00, Special Piece Goods Sale Price, yard **\$1.25**

\$2.00 GEORGETTE CREPES \$1.50 YARD.

Fine pure silk Georgette Crepe, and Crepe de Chine in all the new shades, to-day's value \$2.00. Our Special Sale Price, yard **\$1.50**

\$2.00 PAILLETTE SATINS \$1.25 YARD.

Heavy pure silk Paillette in Black with green edge, to-day's value, \$2.00. Special Price, yard **\$1.25**

\$2.50 BLACK DUCHESSE SATIN \$1.50 YARD.

Heavy weight lustrous finish, Black Duchesse Satin, full 36 in. wide, to-day's value, \$2.50 yard. Our Special Piece Goods Sale Price **\$1.50** yard

Almost Like a Clearance Sale the Price of These STAPLE GOODS

20c. STRIPE FLANNELETTE 15c. YARD.

25 pieces assorted Stripe Flannelette, 36 inches wide, to-day's price 20c. yard. Piece Goods Sale Price, yard **15c**

15c. White Saxony Flannelette 13½c

22c. White Saxony Flannelette, full 36 inches wide. Our Special Piece Goods Sale Price **17c** yard

22c. Heavy Imported Stripe Flannelette, 36 in. wide. Piece Goods Sale Price 17c

45c. CEYLON FLANNELS 28c. YARD

8 pieces, 36 in. Ceylon Flannel. Special for men's pyjamas, etc., regular 45c. yard Piece Goods-Sale Price, yard **28c**

35c. KIMONA FLANNELS 25c.

13 pieces beautiful designs, regular 35c. for, yard **25c**

50c. EIDERETTE FLANNELS 35c. YARD

15 pieces reversible Eiderette, lovely, soft, warm material. Our Special Piece Goods Sale Price, yard **35c**

28c. WHITE LONGCLOTH COTTON 12½c. YARD.

500 yards fine White Longcloth, full 36 in. in. wide, to-day's value 28c. yard. Piece Goods Sale Price, yard **12½c**

30c. NAINSOOKS, 20c. YARD.

10 pieces Fine White Nainsook, 42 inches wide to-day's value 30c. yard. Piece Goods, Sale Price, yard **20c**

40c. SHEETINGS 29c. YARD.

Two yard wide Unbleached Sheetings, to-day's value 40c. Our Piece Goods Sale Price **29c** yard

85c. TABLE LINEN 65c. YARD.

5 pieces pure linen Table Damask, splendid pattern, to-day's value 85c. yard. Our Special Piece Goods Sale Price, yard **65c**

65c. DAMASK TRAY CLOTH 45c. EACH.

5 dozen Linen Tray Cloths, regular 65c. for, each **45c**

Beautiful Collection of Stamped Goods

Stamped Envelope **\$1**

Pillow Slip, pair **95c**

Stamped H. S. Pillow Cases **95c**

Stamped Scalloped Pillow Cases **\$1.25**

Stamped Nainsook Nightgowns each **\$1.25**

Stamped Towels

25 dozen assorted stamped Turkish Towels in all sizes and kinds at 1.25, 85c., 65c., 50c. and **25c**

Our stock of all kinds of stamped goods and embroidery materials is very complete.

CURTAIN MATERIALS Have Taken a Tumble

Saving of 25 to 50% on Draperies and Window Materials. See Them!

50c FANCY CRETONNES, 35c YARD

All new beautiful designs in handsome rich color combinations, extra fine and heavy quality, great assortment. We have an enormous stock of Art Draperies in all the newest shadings and patterns, a yard, \$1.25 **25c** down to

20c. CURTAIN SCRIM 15c. YARD.

White, Cream and Arab Scrim with plain and fancy borders, 36 inches wide, to-day's value 20c. yard. Special Price, yd **15c**

DOWN PROOF SATEENS.

50 pieces assorted pretty floral designs at yard, 45c., 35c. and **25c**

45c. MERCERIZED MARQUISSETTE 29c. YARD.

10 pieces White, Cream and Arab, hemstitched, double thread Marquissette, 40 inches wide, to-day's value 45c., Our Piece Goods Sale Price, yard **29c**

WHITE MADRAS MUSLINS.

Scotch Madras Muslins in large assortment at, yard, 45c., 35c. and **25c**

25c FANCY CHINTZ, 20c. YARD

20 pieces assorted designs and colorings, 36 inches wide, a very special comforter Chintz, 25c. value. Special price **20c** yard

McCALL'S PATTERNS 10 and 15c

OGILVIE, LOCHEAD & CO.

LOCAL NEWS

SOME CAPTAIN

Team No. 10, division two, captained by Mr. Chas. Roth, have secured the largest number of members for the Y. M. C. A. membership campaign just closed. This is the second year that a team captained by Mr. Roth has won this honor.

SOME SELLER.

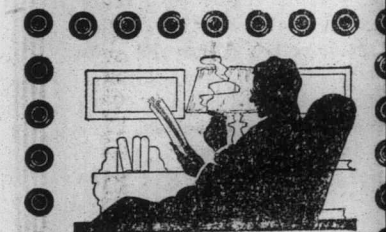
Longwood, Oct. 12.—Welby Alma of Brantford, conducted the most successful sale ever held in the parts when he disposed of the entire stock and household effects of U. S. Pierce. The valuable trotting and pacing horses were sold at good figures. Unco the head of the stable sold for \$1,000. Stephen, the paining sensation, was reserved, however. Mr. Pierce will move to London this week.

FOR BRITISH RED CROSS

In connection with the British Red Cross appeal, advertisement which appears in to-day's Courier the local committee are taking steps to hold a meeting in the public library on Monday. At this meeting committee will be appointed and plans formulated for the purpose of meeting the appeal of the British Red Cross to Canada.

BOYS' WORK CONFERENCE

The local Y. M. C. A. officials have received notification of a boys' work conference, to be held in Toronto from November the eighth to the 12th. This is only one of a series of conferences, extending from Charlottetown to Vancouver, and held from October 12th to December 10th. In the past, those who have attended these conferences were highly satisfied with the benefits derived, and returned with a new inspiration to carry on the work. Mr. J. F. Schul is desirous of hearing from any boys or men who are proposing to act as delegates from Brantford. Full particulars will be given to such persons upon their enquiry to the Y. M. C. A.



The Need of GLASSES

Strained eyes, inability to read comfortably, keeps many men from enjoying their books. My glasses will relieve the strain, remove the discomforts and make a good book seem better.

Chas. A. Jarvis

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Just North of Dalhousie Street
Both phones for appointments
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NEILL SHOES

For Tired

We would suggest properly adjusted comfort such as before.

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