

may be deceived

by an imitation of

"ALADA"

you will not detect this imitation until it reveals it. Demand always the genuine the sealed aluminum packet, and see it, if you want that unique flavour of leaves properly prepared and packed.

erance Beverages

Water, Cronmiller's Ginger Ale, Schwepp's Gin-Juice, Unfermented Grape Juice, Carling's Ale, etc.

Hamilton & Co.
14 HOUSIE STREET, BRANTFORD

P. SOAP
Is there any good reason why you should not even TRY N.P. SOAP when so many have found it not only the best household soap, but most economical? **15¢**

Edigo Blue

are offering
Guaranteed
Edigo Blue Suit—
All Wool

and Tailored to
your Individual
Measure



\$18
Colborne St.

BRANTFORD - MADE GOODS

Give Preference and Talk for Articles
Made in Brantford Factories by Brant-
ford Workmen—Your Neighbors and
Fellow-Citizens—Who Are Helping to
Build Up Brantford. Keep Yourself Fa-
miliar With the Following:

OKE
Havana Cigars
Bouquet Cigar
straight
manufactured by
& CO., Ltd.
BRANTFORD, ONT.

Your Dealer Can Supply You
With
**BLUE LAKE BRAND
PORTLAND CEMENT**
Manufactured by
**ONTARIO PORTLAND
CEMENT COMPANY, Ltd.**
Head Office - Brantford

With New Equipment
and Expert Management
Courier Job Dept.
to do High-Class Printing Promptly

THE BATTLE OF THE SOMME

"The greatest moving picture in the world"



The eye of the camera followed the Infantry's charge under fire, even as they leaped through the trenches.

Reproduced from the Official Film of the Imperial Government

PART 1

PREPARATORY ACTION
JUNE 25 TO 30

Showing the activities before Fri-
court-Mametz. Similar action took
place along the entire British front
in Picardy.

Hidden batteries were pounding
the German trenches for five days
before the attack of July 1st.

4.7-inch guns were giving the
enemy no rest.
6-inch howitzers in action shell-
ing the German first-line trenches of
Mametz.

Canadian 60-pounders added to
the din of gun fire.

Shrapnel bursting over their trench-
es kept Germans astir.

Church service evening before at-
tack.

Firing "plum puddings" for Em-
peror Bill from trench mortars.

Bombarding Germans with 9.2-
inch Howitzers.

Shells tearing up the enemy's
deep dugouts.

PART 2

A meal in camp on the evening of
the great advance.

Moving up the troops.

Operating a 15-inch Howitzer
("grandmother") by Royal Marine
Artillery, firing shells weighing 1,
400 pounds.

Terrific concentrated bombard-
ment of German trenches the morn-
ing of the attack, July 1st, 1916.

Flying bayonets and passing
through the communication trenches
to first line.

Just before the attack. Blowing
up the enemies' trenches by a huge
mine. Wiring the crater.

Firing machine guns from parapet.
Shrapnel bursting over first-line
German trenches.

Part Three 1(c)

To-day, and Saturday The Brantford Daily Courier

PRESENTS

"THE BATTLE OF THE SOMME"

Official Moving Pictures of the British Government
with Adequate Musical Accompaniment, at the

THIS WEEK

COLONIAL

Popular Prices

One Price to all — 25c

Continuous Performance

Matinee and Evening

PART 3

THE ATTACK

At a signal along entire 16-mile
front, the British troops leaped over
the trench parapets and advanced
under heavy fire.

A sunken road in "No Man's
Land."

Advancing up a captured trench.
Rescuing wounded British Tom-
mies under fire.

Bringing in British and German
wounded on stretchers during height
of battle.

Lancashires relieved after suc-
cessful attack, bring in the first
prisoners.

Royal Field Artillery move up
through dead and dying Germans
and Devons after their glorious
charge at Mametz.

An unsuccessful German counter-
attack.

Arrival of the wounded and the
scene at the field hospital.
Part Four . . .

PART 4

Nerve-shattered German prisoners
arriving.

German curtain fire just outside
Minden Post.

Clearing battlefield of snipers.
Part Five.

PART 5

THE DAY AFTER

The wrecked German dugouts.

Views of shattered trenches and
villages, and effects of British shell
fire.

Clearing up.

Advancing the artillery.

Troops move "up" to continue ad-
vance.

CHICAGO TO NEW YORK BY AIR

Is Journey Undertaken By Aviator
Victor Carlstrom

By Courier Leased Wire.
Chicago, Nov. 3.—Victor Carl-
strom, aviator, left Chicago at 6:09
this morning on an air journey to
New York, announcing his intention
to have dinner in that city. The
start was made from the flying field
of the Aero Club of Illinois, and
Carlstrom immediately launched
upon a route due east, following the
right of way of the Lake Shore and

Michigan Southern Railroad. The
aviator expects to make the trip with-
out stop. He is carrying a sack of
mail, made up of letters from city
officials of Chicago to officials at
New York. Included are several com-
munications said to be destined for
the Deutschland at New London,
Conn.

Carlstrom has a special appoint-
ment as aerial letter carrier. His
trip is being made under the aus-
pices of a New York newspaper in
a 200 horsepower biplane.

Toledo, O., Nov. 3.—Victor Carl-
strom flying from Chicago to New
York, passed Maumee village, eight
miles south of Toledo at 8:22 a.m.

Don't think because you have taken many
remedies in vain that your case is incurable.
Hood's Sarsaparilla has cured many seem-
ingly hopeless cases of scrofula, catarrh,
rheumatism, kidney complaint, dyspepsia
and general debility. Take Hood's.

Strive to Secure Coal Supplies

By Courier Leased Wire.

Pittsburg, Oct. 3.—Frantic efforts
are being made by a number of im-
portant manufacturing interests in
the district to secure emergency coal
supplies before navigation closes on
the Monongahela River by buying
the production of independent mines
that are connected with their plants
by water transportation. Many of
the mills have their own coal mines
and in ordinary times they are able
to meet all requirements, but with
the car shortage already amounting
almost to a famine and nothing bet-
ter in sight for perhaps months, the
companies are piling up all the coal

they can secure. This situation is
further complicated by the deter-
mination of natural gas companies to
cut off all factories should the fuel
be needed to supply domestic con-
sumers. Railroads also are endeavor-
ing to increase their reserve of
fuel, some of them shipping coal
into the district from southern and
western points.

A munitions worker, John Patten-
son, was killed by a C. P. R. train at
Owen Sound.

Owen Sound council decided to
dispense with call men on the fire
brigade, and add to the permanent
staff.

**Children Cry
FOR FLETCHER'S
CASTORIA**

DRAFTING BELGIANS

By Courier Leased Wire.

Brussels, Nov. 1.—Via Berlin to
London, Nov. 2.—The compulsory
transfer of unemployed began this
week, starting in the Mons district.
No untoward incidents have occur-
ed.

A dispatch from Berlin, October
29, said the measures taken by Gen.
Von Bissing, military governor in the
occupied portion of Belgium to em-
ploy the working population of the
country were not in the interest of
the German administration, but for
the workers themselves and for the
future of Belgian finances. General
Von Bissing's purpose, it was added,
was to encourage the enlistment of
laborers in agricultural and non-
military industries, but the German
newspapers intimated plainly that
those refusing to work would no
longer be fed in idleness.

FREE CUT SERVICE

For Advertisers

The Courier is now in a position to furnish its pre-
sent and prospective advertisers with the free use of ad-
vertising cuts. The illustrations are all of modern fash-
ioned articles offered for sale by general merchants and
retail stores. The cuts are purposely made, by artists
in the business, for newspaper work and produce clear
and distinct pictures. Proofs of the sheets may be seen
at any time at the Business Office of The Courier, or in
response to a telephone call. Phone 139.