

nt Theatre
Attractions all Week
Monday and Tuesday and Wednesday
World Renowned Opera
Star
Madeline Farrar
Created by Wallace Reid
Ed. De Mille's Spectacular Production
"The Woman God Forgot"
Jeannie MacPherson
Showing in Ontario
Th Roland and Frank Mayo
Series of soul Gripping
man interest pictures
"Price of Folly"
ing Every Monday,
day and Wednesday
CESS PAUKAI
er Royal Hawaiians
-PEOPLE-
y Singing, Dancing
and Music
ing Thursday Friday
and Saturday
1st Episode Serial
"Hidden Hand"
ing Doris Kenyon,
Lewis, Arline Pret-
d Mahlon Hamilton
AE MARSH
IN THE
yn Super-Feature
Beloved Traitor

turday, March 16
VILSON
IN A NEW
MILITARY SONG PLAY
"THE FISH 15"
BY
THEO. BURT SAYRE
ALL SONGS NEW
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DRUG STORE

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Maple Leaf"
Daisy"

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Limited
MONTREAL

RETALIATION

It is To-day the Only Means of Combatting Hostile Activity—How the British Snipers Came Into Their Own.

The British soldier has never taken kindly to sniping. The idea of deliberately shooting down an unsuspecting man is wholly foreign to his nature. At the start of the war he knew little or nothing about the subject, with the result that the German sniper at first had things pretty much his own way. The German came on the scene fully trained and equipped. He operated under the most favourable conditions for successful sniping—undeveloped trench systems, broad unexplored No Man's Land, abundance of natural cover—and he took the fullest advantage of his opportunities. The number of times his name received mention in unofficial casualty reports during the early months of the war was simply appalling.

The natural reply was the British sniper. Retaliation is the only means of combatting any hostile activity. Gradually the British sniping sections developed. The Jaeger was driven from No Man's Land and forced to take refuge behind steel-plate and concrete, and his notorious faded away. The Briton is a slow starter, but a sure stayer. Once embarked on a sniping career he soon attained to a pitch of efficiency before which the best of the enemy sharpshooters broke, and to-day the unfortunate German infantry are being repaid ten-fold for the havoc wrought by their Jaeger brethren at the beginning of the war. The Briton does not like the work. But for the activities of the German sniper when the latter had no organized opposition, sniping would not be the deadly scientific method of warfare which it is to-day.

A council of war is taking place in the sniping officer's dug-out. The evening "stand-off" has just been finished. Aeroplane maps of the sector are being carefully studied, and the officer is speaking earnestly to the men assembled.

Five men are present besides the officer. They are the super-snipers of the section, men who hunted the Jaeger before snipers were officially recognized as a regimental unit, and who from the experience of many months campaigning in the Salient have now garnered a store of sniper-craft, which no German can equal. Three of them were present at the trench on Moos. One of them, the Corporal, saw his wounded son shot down by an enemy sniper, after the ill-fated fighting near the Pett. Bois in the spring of 1915. The officer always calls them into consultation when any important project is on hand, for the section is managed on the lines of brotherhood, with those most worthy as its council of elders.

Half-an-hour has passed, with picks and shovels, the six set out for the firing-line. Their task is finished with the first flash of dawn. A small sap has been dug from the firing line to a slight rise in No Man's Land, and here a four-looped sniping post has been made, cunningly camouflaged with the careful skill of men who know that their lives depend on their expertness.

The rise at best is only a foot or so above the level of the parapet. But in the low levels of Flanders, an elevation of a foot may represent the difference between observing and being observed, and from the loopholes of the sap, the snipers command the upper portion of the German main communication trench. The aeroplane maps had given the sniping officer the hint, and now six German soldiers walking in the ten yard stretch between their firing line and the first traverse, or showing themselves above the parapet at the further reaches of the trench are at the mercy of his men.

A German working party is coming up the trench. Their progress can be traced by the shovels and mattocks appearing above the parapet.

"Hold your fire till the trench in front is full of them," said the sniping officer quietly. "You and I,

Corporal, will take the fore-half. Hagarty and Saunders cover the rest. Be ready to switch on to the heads behind the traverses."

Around the nearest traverse into the exposed portion of trench swings a German officer. The rays of the early morning sun sparkle on the shiny peak of his cap, and lights up his red, healthy face. Behind him come a string of grey-blue figures, burdened with trench tools and material. The front line parapet creeps to the officer's neck as he leads the party forward. Behind him the trench is a wriggle with waving spades and heads.

"Fire" whispers the sniping officer. The reports of the rifles cut short the word of command. The Corporal's first shot takes the German officer in the forehead and he disappears beneath the falling forms of his men. Before the Germans in the rear of the party realize what is happening a scattered volley files their heads away from the parapet. Four of them who escape, come blundering round the traverse and sprawl over the forms of their fallen comrades. Four shots ring out and they cease their sprawling. The German officer at the rear of the party crawls cautiously out of the trench to see what has happened to the van. Before he has crawled a yard a bullet stretches him lifeless across the parapet.

The surprise has been complete, and the working party is annihilated. From the sniping post the British snipers can see a dishevelled grey-blue mass in the trench, like a heap of sand bags dislodged, by shell from the parapet. The black peaked cap of the dead German officer shot at the head of the column has fallen from his head, and but for the shiny bald spot in the centre of his close-cropped crown, he would have been indistinguishable from the dull grey sandbagging on which he lies. The cries of dismay from the survivors are fading away down the trench.

The four snipers crawl back to the firing line. It has been the greatest sniping success of their career, but no sign of jubilation shows in their attitude. "That's dead," says the old Scottish corporal—the man who saw his wounded son sniped down by the Pett Bois.

Rippling Rhymes

THE WAR LORD.

The War Lord talks no more of art, or paints his own punk pictures; no more he makes his pictures smug, with far fetched praise or strictures. The War Lord talks no more of song, or points out poets' folly, or shows where Schiller got in wrong, or how a heavy poet's line is wrong. The War Lord hasn't talked for moons of music, as a matter, nor shows how Handel's labored times were simply a disaster. The arts are having quite a rest, that once he tore to tatters; the War Lord in his bright tin vest, must tend to other matters. His men are weary of his war theorems, and they're striking a ignoble peace they're yearning for, and this keeps William hiking. His sub campaign is falling flat, so flat the press bewails it; the War Lord, in his ordered hat, must find out just what ails it. The Russians seem disposed to flirt, and won't stand hunched a minute; the War Lord, in his post-war shirt, must see what bug is in it. Americans are now in France, to do some heavy fighting; the War Lord, in his iron panes is worried, at this writing. Too worried, and too full of awe, to spring for public gulping the countless things he doesn't know of music, books, and sculpting.

Children Ory FOR FLETCHER'S CASTORIA

LADY'S HOUSE DRESS.

By Anabel Worthington.



Surely this trim house dress is quite salutary and pretty enough to wear at any time. No. 8,532 would be very attractive in a figured lawn with a trimming of ruffling on collar and cuffs. The waist has the popular side-closing which forms a square neck. A round collar with a slight roll finishes the neck. The short sleeves are a comfortable working length, but those who prefer them may have the long sleeves gathered into cuffs. The three good skirt is gathered all around to the slightly raised waist line. Every house dress needs pockets, and these are finished and turned back to form a trimming.

The lady's house dress pattern No. 8,532 is cut in six sizes—36 to 48 inches bust measure. With long sleeves the 36 inch size requires 4 1/2 yards 36 inch material, with 3/4 yard 36 inch contrasting goods and 2 yards trimmings.

To obtain this pattern send 15c to the Courier, Brantford. Any 2 Patterns for 25c.

SIDE TALKS
G. RUTH VANCE CANON

SHOULD EVERY WOMAN KNIT?

"Do you think everyone should knit, no matter how poorly they do it or how much they hate it or what else they are doing for the war?"

Apropos of my article on knitting and what a splendid thing it was to see the women of the country lining up with their knitting needles, a letter friend has written that pertinent question at me.

"Of course, I don't. She Gives Organizing Ability. One of the women whom I admire from the bottom of my heart for her share in the work that we touch a needle. She is a business woman, practically the head of a large factory. She works about twice as hard as the average woman and yet out of her precious leisure she has managed to find time to help organize her whole town into a compact unit for service of all kinds. And then hang down this instead of saying, 'That is enough, I have earned a good rest,' she accepted the most exciting and harassing of all employments, that of corresponding secretary of this organization.

Her genius lies in that line. Of course, it would have been folly for her to knit instead of doing-organizing. She Gives Brain Work. Again I give a married woman who is unskilful at any work done

with her hands, but reasonably clever at brain work. She has taken a half-time position, doing stenography and is going to give part of the proceeds to buying wool for her friends to knit and toward 'adopting' a French baby or two. I call that perfectly fair. Other women give their time as chauffeurs or for riding from house to house soliciting funds for one purpose or another. Needless to say no one should criticize them. The thing is to do what you can do best, what is needed most, and all you can of it. When one hears of people who are doing absolutely nothing, one wonders what they are made of. Surely not flesh and blood.

It is not our intention to give any detailed account of these various annual hay and pasture crops and are therefore of secondary importance as compared with hay or pasture crops of a perennial nature, such as alfalfa, clover, timothy, etc. There are districts, however, especially in the Prairie Provinces, where annual hay and pasture crops are rather important. This is especially the case where the supply of natural prairie hay and pasture is scant, and in districts where an account of high precipitation cultivated perennial hay and pasture crops yield comparatively small returns.

Hay and Pasture

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When it comes to the question of what kinds of annual hay and pasture crops are likely to prove most profitable, we would first of all give this advice: Do not take a chance with crops that are not sufficiently well-known.

Especially during the last few years, a number of southern forage plants have been widely advertised as gold mines for Canadian farmers. Their wonderful yields and excellent qualities in general have been vividly described and, as a result, quite an interest has been taken in them. The forage plants referred to are the ones that are claimed to be in the south, but when they are grown as far north as Canada, their yielding powers are generally sadly disappointing. Some of these may have some value in certain very restricted localities, and may be used for special purposes, but generally speaking their general usefulness is very limited.

It is our opinion that at present we cannot afford to take any gambling chances with crops that we are not sure will prove successful. And really, there is no necessity for doing it, as there are a large number of annual crops that are known to be excellent for pasture in Canada. Sufficient to mention that various grain crops, such as timothy, are especially as supplementary hay and pasture crops, either alone or mixed with peas or vetches. For certain districts and under certain conditions, varieties of alfalfa may be used for hay, especially when spring sown crops for some reason or other have failed to catch satisfactorily, and as a pasture crop, it is one of the most profitable annual crops for all round purposes.

In cases in which there is some doubt as to what kind of annual hay or pasture crop is likely to give the best results under certain conditions and for certain purposes, please write Central Experimental Farm, Ottawa, or the nearest Dominion Experimental Station.

TULELA WOMEN'S INSTITUTE. The regular monthly meeting of the Tulela Women's Institute was held on Tuesday, March 5th, at the home of Mrs. R. W. Henry, the president in the chair.

The meeting was opened by singing the opening ode and repeating the Lord's prayer. The secretary for Red Cross gave a very encouraging report. A quilt was donated to the institute, tickets for which are on sale, the proceeds to be given to the Red Cross.

Mrs. W. C. Livingston thanked the ladies for 27 pairs of socks, which were sent to the shock shower for the French soldiers. Mrs. Kurlay gave a splendid talk in the interests of the Brantford Hospital Aid, of which many of the ladies are members. Money was given out to be sold for the G.W.V.A. fund. Vocal solos were given by Miss A. Heath in her usual pleasing manner.

A paper on the work of the McCull Mission was given by Mrs. McFarlane. The meeting was brought to a close by all singing 'God Save the King.' The next meeting will be held at the home of Mrs. R. Greenwood, Tulela Heights.

LOAN TO BRITAIN

By Courier Lensed Wire. Washington, March 12.—Great Britain to-day was given another credit of \$200,000,000 by the United States treasury. A credit of \$15,000,000 was also extended to the Cuban Government to assist it in war preparations. Both loans were made at the new interest of five per cent. These credits raised the total of loans for the Allied Governments to \$4,949,000,000 distributed as follows: Gt. Britain, \$2,520,000,000; France, \$1,440,000,000; Italy, \$550,000,000; Russia, \$325,000,000; of which only \$187,000,000 has been paid; Belgium \$93,400,000; Serbia \$6,000,000; and Cuba, \$15,000,000.



We Offer You Perfect Sight

If your vision is at all impaired, we remedy the majority of eye-trouble quickly, because we are experts on the human eye, and understand optics thoroughly. Let us fix you up with correct glasses, the sort that help your sight and do not strain it. We carefully adjust lenses to suit old or young sight, and our charges are reasonable.

HARVEY Optical Co.
Manufacturing Optician Phone 119
521 Market St. Open Tuesday and Saturday Evenings.

HER DAUGHTER WAS SAVED FROM OPERATION

Mrs. Wells of Petersburg Tells How.

Petersburg, Va.—For two years my daughter suffered from a bad case of kidney trouble, and pain in her right side; at times she was so bad she could not get any work. For two years she was attended by the best physicians here, and she would have to be operated on. I suggested Lydia E. Pinkham's Vegetable Compound, and she took it. At first she refused to take it, but finally consented. From the very beginning it helped her, and now she is getting well, and can do any work. —Mrs. W. D. White, 222 North Adams Street, Petersburg, Va.

If every girl who suffers from kidney trouble, headache, stomach trouble, periods, backache, or other troubles, would only give this famous vegetable compound a trial, they would soon find relief from such suffering. For special advice, write to the Lydia E. Pinkham Medicine Co., Lynn, Mass. The result of your trial will be sent you free.

POWER SITUATION ACUTE
By Courier Lensed Wire. London, March 12.—The power situation remains acute over the decision of the London Electric to go out of business April 1, 1,800 light companies, and sixty power units are affected as a consequence. The Helena Costume Company, which heats a large number of buildings, denies the report that it was moving to Toronto, but there are reports that a number of other concerns are considering removal to the provincial capital. The Hydro-Electric has done nothing in the case as yet and the city is endeavouring to make a deal.

FRENCH OFFICIAL
By Courier Lensed Wire. Paris, March 12.—Heavy artillery fighting occurred in front of La Bompelle and in the region of Avocourt. The French official communication says to-day's official communication in Bourlaine we repulsed a strong raid in the region of Momet. The enemy suffered severe losses and left many prisoners including one officer in our hands. On the remainder of the front the night was calm.

SPECIALS FOR THIS WEEK

CUT FLOWERS		POTTED PLANTS	
Carnations	65c	Daffodils	45c
Narcissus	60c	Tulips	50c and 65c
Tulips	65c and 75c	Cyclamins	50c and 65c
Daffodils	75c	Hyacinths	20c to 40c
Peonies	30c	Freesias	30c
Sweet Peas	35c		

W. Butler
322 Colborne St. Bell 1329, Auto 402.
The Veteran Flower Store. All orders given prompt attention.

Children Ory FOR FLETCHER'S CASTORIA

Public Service!

Some people believe that advertising merely takes business away from one man and hands it to his competitor. They think that if everybody stopped advertising, business would go on just the same, and things would be cheaper.

It sounds plausible. But it is not true. Advertising is, of course, much used as a competitive weapon, and a very powerful one. Any method of selling advertising, show windows, clerks, travelling men, gets business that without the selling effort would have gone to some other firm.

Most of us believe that competition is a good thing. It keeps down prices. It keeps up quality. It makes business men more eager to give the public good service. Any economical method of competition ought therefore to be regarded as of benefit to the public.

And the economy of truthful advertising purely as a competitive method has been clearly demonstrated in many great industries over a period of years.

The main question, however is: What does advertising do besides stimulate competition?

Advertising is like the railroad, the trolley, the telephone, the school—a creator of human activity. It is a force for the wider and quicker dissemination of information. It brings within our ken things that we never knew existed, or never thought we wanted. It teaches us to want things a little beyond our grasp and to work a little harder in order to get them. It is like the rifle that the modern Tom Sawyer saw in the window. He had intended to loaf all summer, but he wanted that rifle. In order to get it he had to have money. To get money he went out and painted fences and ran errands and mowed lawns. The knowledge that there was a rifle that he could have, if he worked for it, made him a producer instead of a dependent.

Advertising creates new desires. These create new demands. Demands create new markets.

It makes possible new products, new ways of doing things, a better national life.

We Canadians believe in a constantly advancing civilization. We believe that people ought to keep on trying to live a little better and to have a little more comfort, a little more convenience, and a little more ambition. Because our philosophy includes these tenets, we also believe that whatever shows people the way and arouses their ambition to possess—and to produce in order to possess—is a public service.

It is upon that basis that advertising—truthful advertising—has come to be not primarily a weapon of competition, but primarily a means of constructive public service.

One of a series of Advertisements by Associated Clubs of the World.