COMING EVENTS

SCHUBERT CHOIR—FIRST REhearsal Tuesday evening next. Smith's Music Hall.

TOO LATE TO CLASSIFY

MEN WANTED for different departments of work. Apply Superintendent Brantford Cordage Co. M|16

GIRLS WANTED to operate spinners and ballers. Experienced can make big money. Apply Superintendent Brantford Cordage Co. F|16

GIRLS WANTED. Apply Barber Ellis Ltd. F|4

WANTED—Lady assistant for Dental Office. Apply between 1 and 3 p.m. Wednesday. Dr. Elliott's Dental Parlors, corner George and Dalhousie St. F|2

METAL POLISHERS WANTED, with experience on silverware. Steady position at good wages. Roden Bros., 345 Carlaw Ave., Toronto. M|10

GLASS CUTTERS WANTED — Experienced smoothers on tableware. Steady employment. Roden Bros., 345 Carlaw Ave., Toronto. M|10

WANTED—Steam fitters, pipe fitters and helpers. Highest wages. Apply Purdy Mansell Limited, Massey-Harris plant. M|4

TO RENT—Three rooms for working men. Apply Courier, Box 312. T|4

FOR SALE—Don't fail to be present at J. M. Anderson's sale of new furniture at 152 George street Tuesday afternoon. See Advt. A|51

LOST—Military wrist watch on Sunday evening between 45 King St. and G.T.R. station. Finder kindly return to 49 King St. Reward. L|4

FOUND—On Wednesday the 25th small sum of money found on counter. Owner can have same at the store. C. B. Heyd. F|51

FOR SALE —New red brick 1½ storeys, 7 rooms, large verandah, unoccuped. Easy terms. 73 Brant St. R|10

WANTED—Blacksmith and woodworker. Apply A. Spence and Son, Colborne St. N|W|4

LOST—Murray, Nelson or Alfred Sts., lady's closed gold watch. Reward at Courier. L|6

WANTED — Smart Boy to learn trade: good wages to start. Apply Courier.

DIED

HAY—In Hamilton General Hospital on Sunday morning, Sept. 29th Katherine Clarissa Stock, beloved wife of Mr. James B. Hay, formerly of this city. The remains will be brought to Brantford Monday afternoon and the funeral will take place on Tuesday from the residence of Mr. E. W. Cameron, 26 Park Ave. to Greenwood Cemetery. Service at 3.30 o'clock.

CRONK—In Brantford on Sunday morning, September 29th, Sadie Bell Crooker, beloved wife of Mr. J B. Cronk. Funeral takes place on Wednesday, October 2nd from the residence of her father, Mr. Wm. A. Crooker, 57 Brock St. to Mt. Hope Cemetery. Service at 2 o'clock.

BERRY— In Brantford, Monday morning, September 30th, William P. Berry, aged 68 years. Funeral service at the late residence, 195 Park Ave., on Tuesday evening at 8 o'clock. The body will be taken to Guelph via G.T.R. on Wednesday morning. Interment in the Union Cemetery on the arrival of the train Kindly omit flowers.

Guelph papers kindly copy.

H. S. PEIRCE & CO.
Funeral Directors and Embalmers
successor to H. S. Peirce
75 Colborne Street
Prompt and courteous service, day and night. Both phones 200
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Williman & Hollinrake
Phone 167—2 and 4 Darling St.
Opera House Block
814-816 Colborne Street

Children Cry
FOR FLETCHER'S
CASTORIA

HUN AIRMEN SHUN ALLIES

"Won't Fight Unless They Outnumber Us," Writes Flight-Lt. Saunders

Writing to his parents, Mr. and Mrs. Fred Saunders, 11 Centre St., Flight Lieut. Saunders says:—

"I suppose you are enjoying very nice weather at home now, or you should be, away over there where there is no war on. My idea as to fine weather and yours are a little different since I have started doing jobs. When we get tired of patrolling we pray for rain. I have been hoping for an hour it would rain to-night so I would not have to go over on a job. I have been doing about five hours a day in the air lately and expect to keep on with it for some time. It is really too long. That is two and a half hour jobs. I generally feel very tired and fed up when we get back to the drome after a long, tiresome job.

"I haven't been in a good scrap with the Huns yet. We have dived down several times on formations of his scouts but they immediately dived away from us into the clouds. They won't scrap unless they greatly outnumber us. I barely missed a shot at a keen two seater this morning. My flight commander suddenly dived. I was a little late in following him, but when I got my nose well down I saw the old Hun down there with the other chaps firing into him. I just about had my sights on him when the formation turned away and I had to follow them. It wasn't safe to leave the other fellows because there was a bunch of enemy scouts just above us in the sun. It doesn't pay to straggle with them about you. That is what they are waiting for.

"I saw something very pretty this morning. We were flying all over the place to dodge Archie. He was shelling us pretty heavily and they were coming much too close. We got over on top of a cloud and changed our direction so he couldn't find us. We were then about fifteen thousand. I happened to look down under me. There on the cloud was a very large circle, just like a rainbow, only the circle was complete. In the very centre of the circle was the shadow or silhouette of my machine. It is very often seen, but is very pretty. All inside of the ring is colored like a rainbow.

"I have had a few looks into the front line from a few feet up, but really think I prefer life in the flying corps. Several times we have been returning from the lines just about dusk, and it's some sight to see our shells bursting all along and behind the lines. One time I saw the little spits of flame from the rifles in the trenches. There are always great varieties of different colored lights going up. One would think it was a great twenty-fourth of May celebration. However, all this has something to do with pushing the old Hun back and winning the war.

(Signed) Your Son.

Wanted
LABORERS
P. H. SECORD & SONS LIMITED.
133 Nelson Street.

W-A-N-T-E-D
People that have been pronounced incurable to know that we are curing the worst diseases after all other methods fail. No drugs, no knife used. Let us prove it for you. Dr. E. L. Hanselman, Chiropractor, 222

FIRE! FIRE! FIRE!
$2,000 Loss
Many fires are caused by smoky chimneys and furnace pipes. Let us clean yours today.
'PHONE BELL 1365.
Brantford City Window Cleaner

For Excellence in Optical Service
For Guaranteed Satisfaction and for Prices that are Fair to the Buyer go to
Ward Simpson
Druggist 28 Market St. Optician

To The Editor of The Courier

MAYOR AND THE COAL QUESTION

To the Editor of The Courier:

"All the world hates a coward," and therefore it is quite unnecessary for me to reply at any length to the lying effusion which appeared in the Expositor during my absence from the city. As a matter of fact, the letter itself carries its own answer. Even a child in the primary class can figure the cost of the city coal and show that we have surplus of nearly $1000, instead of the imaginary deficit pictured by the "elongated gatherer of unconsidered trifles," signing himself "Call a Cop." When a letter writer resorts to the subterfuge of signing a fictitious name, it is a safe bet that he is not only the possessor of a cowardly heart, but that his statements are false. In this particular instance there would be no need to "call a cop"—an ordinary mouse trap would answer the purpose quite satisfactorily.

The Expositor's editorial, in which an attempt is made to justify the publication of a report that had not passed the committee stage (a report that was acquired by subterfuge on the part of its reporter) is really too ridiculous for words. A newspaper is perfectly within its rights to publish any report on the public files, and no objection has ever been taken to such a course, but as a matter of ordinary decency, it could easily have waited until the council had passed the same. This is the procedure observed on all committee reports, and the fact that the rule was not followed in this instance is further proof that the report was obtained by underhand methods. That motto "First in Everything," seems to have outbalanced the better judgment of the acting editor. I am quite sure the editor-in-chief was not aware of the circumstances, because I had a promise that no undue publicity would be given re. Brantford's coal supply until we had received our winter's requirements. The people of this city know quite well that the items appearing in The Expositor from time to time re. our coal, resulted in Windsor and other Ontario cities making a protest, and consequently added greatly to our problem of getting supplies. The Expositor can certainly do just as it pleases. A daily newspaper has the strength of a giant, but there is no reason why it should use that strength to the detriment of the people it pretends to serve. I leave it to any citizen of Brantford to judge whether it is helping the coal situation any by the publication, day after day of idle rumors re. our fuel supply.

As a matter of fact, Brantford is by long odds better off for fuel this winter than any city or town in Canada, and The Expositor knows that to be a fact, yet not one word of commendation for the work put in during the first eight months of the year. The motto seems to be, "If you can't knock, then don't boost." If that suits the Expositor's idea of public service, then "go to it." A newspaper holds the whip-hand, there is no question of that, but the public have a sense of sportsmanship, and big stick methods do not appeal to the average citizen.

I regret exceedingly that such an uncalled for attack should have been made while I was absent from the city. I have never asked for anything but a square deal, and have always been ready to meet my traducers face to face. Business circumstances have made it necessary for me to accept a position on the road, and consequently for the next few months I cannot give my whole time to civic business. I have already given practically eight months of close attention to civic matters, and have succeeded in providing this city with a considerable quantity of coal and wood. It has meant an enormous amount of work, and at the end of the month of August, (after nearly every other civic official had had a holiday) I asked to be given a month, stating that I was tired out. Before taking leave, I showed the fuel statement to the different aldermen of the board, and asked if they wished to take it into consideration before my leaving or let it wait until my return. In every instance, it was agreed that it should stand. I shall be absent for another two weeks, and on my return will give a complete report of all fuel matters, (financial and otherwise), and The Expositor or any any other newspaper will be quite welcome to publish same just as soon as the council has passed upon it. I dropped in for the week-end for the purpose of speeding up deliveries to the soldiers' wives and mothers. It is through no fault of mine that this coal was not delivered some time ago, and the criticism of a few "political tricksters," under the guise of nommes de plume does not worry me any. The soldiers and their dependents have learned to appraise these people at their true valuation, and are not all deceived.

I shall have a few interesting facts to state re. that Echo Place letter on my return. I shall not make any "veiled inference," as seems to be the custom of certain letter writers. I shall state facts and state them emphatically over my own signature —not any "hidden hand" tricks for me.

In the meantime the soldiers' homes will get their coal just as fast as the Standard Coal Company and the city trucks can deliver it, and if any of them are without fuel, they will be supplied from the city yards with sufficient to "carry on," until their regular order is delivered—this applies to either coal or wood. There has been an imaginary complaint at the mixing of pea and chestnut coal. It is true that on the Waterous square we were obliged to dump three cars of pea coal on top of about sixteen cars of chestnut. We had no other place to put it at the time, and there is no justification for any complaint. As a matter of fact, pea coal is a mighty good thing to mix with chestnut. It is free burning, and there is an entire absence of clinkers as in the larger sizes. The city coal is all an A1 quality. Any citizen is privileged to go and look at it, and there need be no home without coal. It is not hand-picked by any means, but many other cities would be mighty glad to have it. Hamilton, for instance, reports 7000 homes without a bucket full. The same applies to hundreds of other places.

Let us have a square honest deal on the fuel question. I state most emphatically that Brantford is better off than any other city in Canada. I have given eight months of effort to this problem without one cent of expense to the city. Other cities have from two to three men engaged in the work. It is all very well for a few irresponsible sore heads to circulate insidious propaganda—a Hunnish trait—but I challenge any man or woman, or The Expositor, for that matter, to state on its responsibility, that there has been any transaction in connection with either coal or wood that has not been open and above board.

The final report will show that we ahve not only averted emergency in this city, but that we have not lost one cent of the city's money.

Mr. Bunnell and Mr. Kerby have arranged that during my absence, emergency cases will be cared for on receipt of order from either Ald. Burrows or Mr. William Glover.

(Signed) M. MACBRIDE, Mayor.

P.S.—It is only right that I should acknowledge the fact that The Courier has kept its promise to refrain from publishing anything pertaining to our fuel supply. This action has been of great assistance to us in our endeavors to get supplies shipped to the city.

M. MACBRIDE.

EMPHASIZED IMPORTANCE OF ARMY SHOES

Illustrated Lecture Given in Brant Theatre This Afternoon

The utilization of the camera and film as a means of education upon any particular subject is a very modern and up-to-date idea, based upon the facts that the eye can absorb and transmit to the brain a story of any incident or transaction, portrayed by the moving picture better and more impressively than the same thing retold in the old way by type or voice. The moving picture is to all intents and purposes life itself, and upon the art of the photographer and his ability to preserve the dramatic and life-like features of the scenes produced depends the success and impression made.

The United Shoe Machinery Corporation has seized the film and camera as aids to educating the public up to an appreciation of the value and importance of the shoe industry on the continent, and also as a part of the service they are giving to the industry itself. The latest film the company has been showing is "The Making of the Pershing Shoe," the American Army Shoe. It was shown for the first time in Washington a few weeks since, and last week in the military camp at Jacksonville, Fla., it was seen by nearly 10,000 soldiers in as many exhibits.

Mr. John F. O'Connel, the Publicity Director of the United Shoe Machinery Corporation showed this film at noon to-day in the Brant Theatre at the meeting of the Ontario Shoe Manufacturers, and as in Washington and Jacksonville, the audience had an opportunity of learning how a purely industrial film, whose details have been skilfully assembled and its scenes shown in a series of developments may be made as drastic and gripping as any movie drama with its corps of heroes, villains, comedians and vampires.

The pictures were preceded by a brief talk by Mr. O'Connell, who has solved the problem of condensed and compact interest and were accompanied by a rapid-fire talk of explanation, that added very much to the pleasure of the audience.

"The Making of the Pershing Shoe" is only one, and the latest, of this valauble contributions of service in this form and one that the trade generally have found as beneficial as pleasure-giving.

Mr. O'Connell said in part:

"Napoleon, the greatest soldier of his age, declared he won more of his battles with the legs than with the arms of his soldiers. The great military truth that emerges from this epigram is this—that ability to make long and swift marches is an army's best asset.

"Ability to march is dependent on the sound condition of the soldiers' feet: and since good feet mean good soldiers and good shoes mean good feet, capable of withstanding the rigors of the road or the tests of the trench, the industry that makes good army shoes is a potent element in organizing victory. All else being equal the best shod army is the victorious army; and unquestionably the Allied armies are the best shod in the world.

"The Pershing Shoe, its trench model, is the shoe of the American army. Nothing better is made, for into its construction have gone the best thought, experience, ingenuity and skill of soldiers, surgeons, manufacturers and shoe operatives and these working harmoniously together, have with the best machinery in the world, combined to produce one of the vital instrumentalities with which we will secure victory and make democracy a living palpitative enduring principle of a civilization, whose corner-stones are freedom, humanity and reverence for God and religion.

"The purpose of this film is to show you the Pershing Shoe in the making, to give you a practical illustration of the patriotic work of the Army of Peace, the army behind the machine, whose efforts must supplement those of the men in the field, and whose skill and sweat in the shop is as necessary as the valor and sacrifice of the trench, if victory is to crown our labors."

"The armies over there are the hammers, pounding the enemy into defeat and submission; the peaceful armies at home from the Gulf to Hudson's Bay—the men behind the plough, behind the ship riveter, behind the shoe machinery—are the forces that supply the motive power that drives the battle hammers. One army is as vital as the other; they stand or fall together; both are essntial to democracy and victory. If one fails then all fails. United in purpose and effort we conquer and win; divided we fail—and fall.

"Not the least of the divisions of the Army of Peace is the shoe industry, and to you captains of that army I want to show the Soldiers of Peace in action.

"To show you how, where and by whom the Pershing shoe is made, as this film will, represents a process of selection and elimination, the selection of features that are salient, the elimination of processes that are non-essential to dramatic interest.

"You manufacturers understand, of course, that he who visits a factory and see and learn at first-hand the processes and operations that enter into the making of a shoe fails of his purpose. The noise, movement, bustle, the "orderly confusion" of the factory, balks the visitor's attempt to concentrate and defeats his aim.

"This film is designed to remove this difficulty; the factory as a whole is eliminated; attention is concentrated on the successive operations that lead to the completed shoe and the individual machine, the individual operative, the individual operation, is isolated from all others and a simple, connected, dramatic, continuous story of the Pershing Shoe is the result.

"What the United Shoe Machinery Corporation aims in this as in other films in its service work, is to interest the consumer as well as the dealer and manufacturer in such a way that the whole industry is benefitted by the friendly spirit stimulated and the knowledge given that the ordinary shoe the man in the street wears represents an expenditure of time, effort, wealth and material undreamed of in his philosophy. Our film service is one of our contributions to the general good of the industry.

Millinery and Ladies' Ready-to-Wear. | J. M. YOUNG & CO. Quality First | Dress Making and Ladies' Tailoring

New Silks, New Dress Materials and Coatings

New Fall SILKS
Duchess Satins, Paillettes, Taffetas, Pussy Willows, Poplins, Crepe Suitings, 36 to 40 inches wide, in all the leading shades for Fall wear, also a big range of plaids, checks and stripes for separate skirts or combination, one-piece dresses. Prices range from $3.50, $3.00, $2.50 to $2.00

New Broadcloths
New Venetians
New Poplins
For Suits, Coats, One-piece Dresses. These materials are the most correct weight, and comes in shades of taupe, nigger, navy, Russian, and burgundy, 54 inches wide, and prices range from $6.50, $6.00, $5.50 to .. $4.50
Also we are showing a fine range of Tweed Suiting. Priced at per yard, 5.00 to $2.50

Veyella Flannels
Veyella Flannels, 31 inches wide, in plain and fancy stripes, for blouses, middies or children's dresses. Big range of colors, etc. Special at $1.25

Fox Cheviot
Guaranteed fast dye and shrunk, 54 inches wide, in navy all-wool cheviot, extra heavy weight. Special Sale Price $5.00

Skinner' Satin
Guaranteed for Wear
36 inches wide Skinner's Lining Satin, in several shades. Special at $2.75
Burton's two-season Sateen, 36 inches Special at $1.75

Fall Coatings
Fall Coatings in Chinchillas, Tweeds, Blanket Cloths and Serges, 54 inches wide. Special at $5.50 to $3.00, and $2.50

Plush for Coats
Salt's and Lister Plush, 48 to 50 inches wide, elegant quality. Special at $10.00 to $7.50

Velvets and Corduroys
Costume Velvets, chiffon finish, twill back and fast pile, 27 inches wide, in black and colors. Special at $2.00
22-inch Costume Velvet, in full range of colors. Special Sale Price $1.25
Corduroy Velvet, 27 inches wide, in heavy and medium cord, in all the wanted shades. Special at $1.50, $1.25, $1.00 and 85c

J. M. Young & Co.

Music and Drama

"EVERYWOMAN"

"Everywoman," on its third annual engagement at the Grand on Saturday, proved as popular as on its first appearance in this city. The play itself, and its allegorical significance, are known to almost everyone, and the majority of those in the audience on Saturday afternoon and evening were witnessing the production for the second or third time, and enjoying it the better because of more thoroughly understanding it. The vicissitudes of Everywoman in her quest for love were portrayed by a capable cast, comprising practically the same personnel as last year. The scenic effects were as striking as usual, and the entire production at least on a par with former years.

AT THE GRAND

If you don't believe that "fairies" still exist, and that they still bob up at unexpected moments, and do the most unexpected things in the most unconventional way, you can be convinced by going to the Grand Opera House, next Wednesday night, to see "Daddy Long Legs."

Cinderella was a real person who stole away from her kitchen drudgery to attend the ball and dance with the prince. Any child with imaginative qualities can tell you so much, and many a grown-up with the same enviable qualities can verify the statement. So that, after all, it is no strain upon the imagination when "Judy," the heroine of the play, is abruptly transferred from her duties as a drudge in the orphan asylum, to an atmosphere of happiness and love, and all the things that she dreamed of, as girls will dream whether in the sculleries or the drawing rooms.

If there remains a bit of your youthful fancies and understanding of the "once-upon-a-time" sort of thing, which made your childhood the glory time of your life, you will not wish to miss the opportunity of seeing "Daddy Long Legs."

"HEARTS OF THE WORLD."

In all 120,000 feet of film are exposed in making David W. Griffith's supreme triumph, "Hearts of the World," which comes to the Grand Monday, Tuesday, Wednesday and Thursday, October 7, 8, 9, 10, but only 120,000 feet are shown on the screen. As Mr. Griffith and his camera man spent days and days cutting this precious film—every inch of which was a drop of blood cut out of his heart—the great producer had the saddest period of his life. Every turn of the crank represented the realization of his life, the greatest picture ever made and to have to cut it down to an evening's entertainment—was like cutting off the ears of his favorite child.

NO INSTRUCTION.

By Courier Leased Wire

Washington, Sept. 30.—The American charge d' affaires at Sofia received no instructions from Washington to use his good offices in connection with the Bulgarian armistice, Secretary of State Lansing said in discussing the report from London that the charge accompanied the Bulgarian delegates to Saloniki.

Children Cry
FOR FLETCHER'S
CASTORIA

TURKEY NEXT

By Courier Leased Wire

London, Sept. 30.—Strong belief exists here this afternoon that a peace offer from Turkey is imminent.

TWO LOCAL MEN KILLED

PTE. R. WEAYMOUTH

Mrs. Weaymouth, who is employed in the Marne Cafe, Dalhousie street, received official word today that her husband, Pte. Ralph Weaymouth, some weeks ago reported missing, is now officially listed as killed in action. Pte. Weaymouth went overseas with a battalion from Barrie, and was transferred to the Mounted Rifles before going to the front.

PTE. T. MALONEY

Mr. and Mrs. Maloney, 87 St. George street, received word on Saturday that their son, Pte. Thomas Maloney, had been killed in action. The young man was twenty-three years of age, unmarried, and a member of the 125th battalion at the time he went overseas.

Missing, believed prisoner.

Mrs E. Jackson, 37 Duke St. has been informed that her son, Sergt. Royal Jackson, previously reported wounded August 8th, is believed to have been taken prisoner when wounded. Further inquiry is being made by the Red Cross, London, England. Pte. Jackson went overseas with the 84th. battalion in the early summer of 1916.

BLAZE IN WINNIPEG.

By Courier Leased Wire

Winnipeg, Sept. 30.—Damage to the amount of $250,000 was done to the building and stock of C. S. Judson Company Saturday. The insurance amounts to $150,000. The stock of agricultural implements and machinery was valued at $190,000. The building was owned by the Motion Plow Company.

The fire started from an unknown cause.

WATCH
Thursday and Friday Papers for FREE Package to
VELNOR SHAMPOO
IN CONCENTRATED FORM