

THE BRIGHT WAY

SHOE POLISHES

BLACK WHITE TAN

YOUR SHOES NEAT

CO. OF CANADA LTD. HAMILTON, CANADA

HERLAND'S

HAROLD BELL WRIGHT'S NEW BOOK "When a Man's Man"

25

L. Sutherland

SHIRTS!! SHIRTS!!!

ADDBENT HAS

ed from England, some of the best have ever handled, made especially for med man. You men who find it hard to live long enough, step in and look them

OADBENT

ad Haberdasher—4 Market St. for Jager Specialties, Ely's Neckwear, Plular Underwear.

ad bent for your Furnishing needs.



Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916.

- assis . . . \$450.00
- about . . . 475.00
- ring Car . . . 495.00
- apelet . . . 695.00
- vn Car . . . 780.00
- an . . . 890.00

f. o. b. Ford, Ontario

J. MITCHELL

55 Darling Street

SWEDEN CLAIMS AN ADVANTAGE

Diplomatic and Exporting Circles in London Think They Scored on Britain

By Special Wire to the Courier.

London, Aug. 19.—Swedish diplomatic and exporting circles here regard as a victory for Sweden in her opposition to British blockade measures the promulgation of the new British order covering exports to Sweden, under which a Swedish trade commission guarantee against re-export of the goods and their products is required.

According to these authorities Sweden informed Great Britain early in the negotiations on the subject that she was quite willing to give government backed guarantees in regard to anything shipped from the United Kingdom in recognition of the right of Great Britain to regulate the destination of her own products, but at the same time positively declined to give officially or permit her citizens to give any undertaking covering imports from other nations.

The Swedish law against Sweden giving such guarantees individually was so strictly enforced that British exporters appealed to their government which instituted the negotiations which have been concluded by recognition of the Swedish contention through recognition of the Swedish trade commission guarantee.

THOUSANDS OF MEN REQUIRED FOR HARVESTING IN WESTERN CANADA

Thousands of men are required to help in the great work of harvesting the Western crop. The task of transporting to the West this great army of workers will fall to the lot of the Canadian Pacific Railway.

Excursions from points in Ontario to Manitoba, Saskatchewan and Alberta will be run, and special trains operated, making the trip in about thirty-six hours, without change or transfer.

"Going Trip West," \$12.00 to Winnipeg.

"Returning Trip East," \$18.00 from Winnipeg.

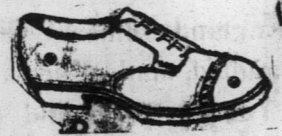
Consult C. P. R. Agents regarding transportation west of Winnipeg.

GOING DATES

August 17th and 31st.—From Toronto-Sudbury Line and East, but not including Smith's Falls, or Renfrew, also from Main Line East of Sudbury to, but not including North Bay.

August 19th and September 2nd.—From Toronto, also West and South thereof.

Further particulars from Canadian Pacific Ticket Agents, or W. B. Howard, District Passenger Agent, Toronto.



KEEP KOOL

If your feet are comfortable, you can laugh at the weather man.

Cool as the Lake Breeze

OXFORDS

for every member of the family.

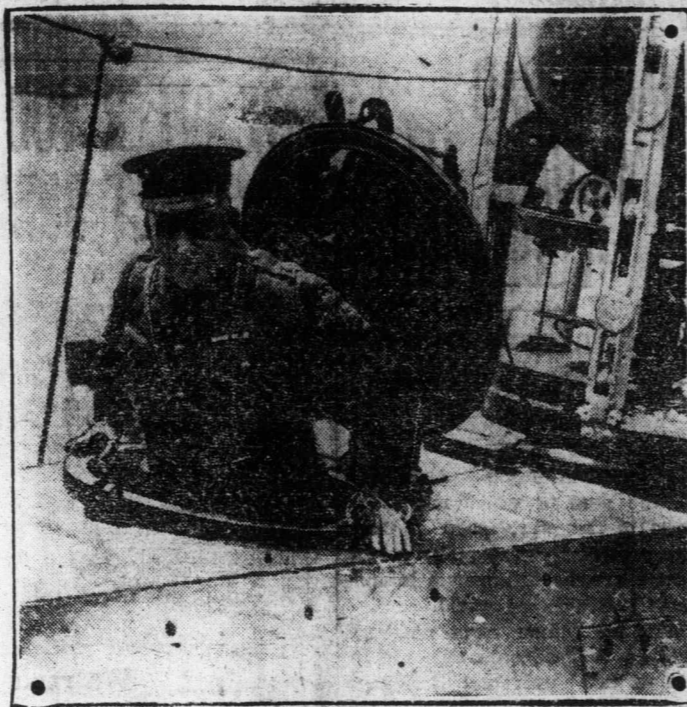
And dress the little ones in cool garments and, above all, get a pair of

BAREFOOT SANDALS for their comfort

Better Shoes and Better Service.

COLES SHOE COMPANY

122 COLBORNE ST Both Phones 474



SIR SAM IN A HOLE AT LAST. Official British photo showing the Canadian Minister of Militia, "The Canadian Idol," as he is described in the United States papers, making an inspection of a submarine on the Thames, London.

MAGNIFICENT SPEECH BY SIR GEORGE FOSTER

(Continued from Page Fourteen)

pire of to-day and that, ultimately, greater Empire of the future, and build for that; and even we will have our reward as we go on, and future generations will rise up and call us blessed. These neutral countries are no doubt important commercially; but they have not spilled an ounce of their blood; they have not spent a dollar of their money in all the terrible hell of war which on thousands of miles of front has harried the sons of the Empire and left its long trail of fearful consequences to be borne and combated by many a generation to come. Neutral countries are reasonable; if they are not they ought to be. And this one consideration can be urged with just force before neutral countries: "You have not paid in blood or money; we have. And we who have suffered have now to reconstruct ourselves; and if we reconstruct ourselves we must be allowed to say how. Whilst dealing reasonably with you we must be just to our own."

Then with reference to our attitude towards the Allies. What is bringing this war to a successful finish? Gradually, little by little, after long delays, the Allies are now able to work in unison. They've pooled their issues; put themselves into it regardless of sacrifices, worked together. But think of the tale of the war. There lies Belgium torn, bleeding, outraged, looted. There lies Serbia, a country without a people. There lies Poland, in a vortex of want pitiable in the extreme. A large part of France has been devastated. When the war is over these nations are to be built up, and it is absolutely necessary to the Allies that their trade relations towards each other shall be placed upon a more favoured basis of treatment and co-operation than that of the neutral.

The Enemy: Let Him Repent

Lastly we must define our attitude towards the enemy. Does that need many words? Sometimes I think No; sometimes I think Yes. Make no mistake; right in your midst, in cherished Britain and in every outpost of the Empire, there are men, and not a few, who will meet you with this statement: "When the war is over we cannot, of course, cherish hatreds. The world is, after all, one family. We shall need what Germany can give. Germany must be allowed to regenerate and rebuild. Let things when peace comes go on as before." There are men, not a few, who are striving for that to-day, and who will strive for it to-morrow. And you have to be up and wide awake in order to counteract that influence. I am not an apostle of the doctrine of hate. But I have a memory. I propose to keep it. I am not going to forget what the Germans have done in ignoring sacred pacts, in tearing up treaties, in outraging the humanities, in wholesale looting, cruel and ghastly barbarity, and in that, worst of all, treachery to the sacred claims of friendship and hospitality, under cover of which they wrought their infamies. These are things I do not propose to forget. Do you? The revelation that has been made of the German heart and the German purpose in these two years of war is my sufficient guarantee for demanding, that, for this generation at least, German goods, German wares, German partnerships, German businesses, and Germans themselves shall be excluded from the pale of the British Empire. Give them a good, long time to repent, but be sure they do repent, and in sackcloth and ashes, before they ask to be admitted into the community of decent civilizations. Up to that time justice to ourselves and to our Allies designates our attitude.

A final word. To win this war we had to get together, think together, work together, and fight together. It has been worth it all, and is leading to certain success. After peace comes there will be all the greater necessity for getting together, working together, thinking together with one common ideal and one common purpose. Let me impress upon you again the burden of the trust that has come into our hands. We cannot divest ourselves of it. It is a trust we hold for British traditions, British history, and British civilization, which for a thousand years and more has been a great uplifting influence in the world. The world is young yet, and there is just as much need of this great civilizing influence in the future as there has been in the past. On our shoulders lies the responsibility. If we do our duty the Empire trust will

VON MACKENSEN! THE NEW CHIEF

Organizer of Eastern Drives Now Reported Commanding in West.

SOMME DRIVE IS SERIOUS.

Germans Realizing It Must Be Stopped or Disaster Will Come.

By Special Wire to the Courier.

New York, Aug. 19.—The Journal yesterday had the following from Paris:

A complete reorganization of the German forces on the west front from Flanders to Alsace has been effected. It was learned to-day from an authoritative French military source, Field Marshal Von Mackensen, who commanded the German campaign in Russia a year ago in May, and subsequently through Serbia, is now in supreme command except only over the forces of the Crown Prince at Verdun.

One Supreme Command.

The reorganization of the western front has been modelled after that recently accomplished on the eastern front where Field Marshal Von Hindenburg was placed in supreme command over all the German and Austrian forces with the exception only of those in southern Galicia directly under the Austrian crown prince, Archduke Charles.

Reinforcements Coming.

Reinforcements of all available reserves from the training camps in the interior of Germany have been brought to the Somme front and a great addition in heavy guns and other artillery has also been made to the defensive apparatus. This was done at the urgent instigation of General Von Mackensen, who now has his personal headquarters behind the German lines on the Somme, probably at Cambrai.

Closely associated with Von Mackensen and acting directly under him have been assigned Generals Von Arnim and Von Gallwitz. These two men were Von Mackensen's chief lieutenants in the Russian campaign of 1915.

Scared of the Drive

The regrouping of commands on the western front by the German general staff is believed here to be an acknowledgement of the threatening success of the Anglo-French offensive at the same time, a sharp rebuke to the German generals heretofore in command in the west, chief of whom was General Von Buelow.

The New Grouping.

The present grouping of commands is now believed to be the assignment of General Von Gallwitz to that part of the western front from Flanders to the Somme. On the Somme, General Von Mackensen is himself directing the German defense, while General Von Arnim is believed to be assigned to the Champagne and the Argonne. The German crown prince remains in command at Verdun and General Von Buelow is believed to have been shifted to the command in Alsace and Lorraine.

SIR WILFRID IS ILL.

By Special Wire to the Courier.

Ottawa, Ont., Aug. 18.—Sir Wilfrid Laurier is unable to make definite engagements for several weeks. He is in the care of his tentist.

Every 10c Packet of **WILSON'S FLY PADS** WILL KILL MORE FLIES THAN \$3.00 WORTH OF ANY STICKY FLY CATCHER

Clean to handle. Sold by all Drug-Gists, Grocers and General Stores.

SEALING PAYS OFF NEWFOUNDLAND

Kentucky Man Claims One Ship Gathered in \$15,000 Worth.

New York, Aug. 19.—Sealing in the ice fields off Newfoundland has been very profitable this year, says Dr. Reverdy V. W. Estill of Louisville, Ky., who has returned from a five weeks' trip to the sealing grounds. Dr. Estill says the Steamer Fortzell, which he sailed gathered about \$15,000 worth of pelts and oil. The Fortzell was the hospital ship of the fleet of ten sealers and was the first to carry a medical officer as the sealers formerly depended upon the services of a drug clerk or male nurse to care for cases of snow blindness, cuts, ice bruises or beri-beri.

QUIET, SAYS BERLIN.

By Special Wire to the Courier.

Berlin, Aug. 18.—Via London—Today's army headquarters statement regarding operations on the eastern front records no operations of major importance. It says: "Apart from a minor but lively engagement west of Lake Nobel (60 miles northeast of Kovel) which has not yet come to a conclusion, only unimportant advance post encounters took place."

THORPE RECALLED

Milwaukee, Aug. 18.—James Thorpe, Indian outfielder, obtained by Milwaukee American Association from the New York Nationals last spring, was recalled to-day. He will report at the end of the season.

WHETHER you drink beer for its food and tonic properties—or—because you like it—the best beer for you is

O'Keefe's Pilsener Lager

"The Light Beer in the Light Bottle."

MAY BE ORDERED AT 25 COLBORNE ST., BRANTFORD.

ECHO PLACE NEWS

(From our own correspondent)

Mrs. Frank Smith, little Miss Celest and Master Harold, are spending a month in Stratfordville. Miss Marion Moyer and Miss Beatrice Betchel are the guests of Miss Irene Gullen, Grimsby.

A party of friends arthes rheschrd Mr. Frank and Mr. Kenneth, with a party of friends, are canoeing, via the Grand River, to the Lake.

Mrs. Robert Hamilton spent a couple of days in Hamilton this week.

Mr. Murray Smith spent Civic Holiday with his parents in Burgessville.

Mr. and Mrs. Harding visited Pt. Dover this week.

Mr. and Mrs. W. Comfort, of St. Catharines are the guests of Mr. and Mrs. J. L. Barnes, Hamilton Road.

The Misses Helen and Muriel Smith are visiting relatives in Burgessville and Holbrook.

Mrs. S. Fick, Locke Road, is entertaining Miss Bessie Ferguson and Miss Josie DeBoit, of Buffalo.

Miss Violet Homan has secured a position at Niagara Falls.

Mr. and Mrs. Thornton and daughters were Sunday visitors at the home of Mr. Murray Smith, Locke Road.

Mr. W. Moyer, Hamilton Road, received a letter from his son Percy, saying he was still in hospital but doing nicely.

Mrs. G. Smith, Mrs. B. Smith and Miss Jennie spent Tuesday with Mrs. Mott, West Brantford.

Mr. and Mrs. H. Craddock are enjoying a motor trip through the States.

Mrs. J. G. Tullock is on the sick list.

Mrs. George Bennett and Master George, of the city, visited Mrs. Geo. Smith on Thursday, of this week.

Mr. and Mrs. Gillen entertained Mr. and Mrs. J. Gillen and family, of Brantford, Thursday.

The Women's Institutes are collecting old papers for Red Cross purposes. Any one who has any to dispose of, if they call up Mrs. J. J. Burke, papers will be called for.

Miss Annie Harding was the guest of her brother a couple of days this week.

Mrs. George Smith and Miss Jennie are spending the week-end at Grimsby Beach.

NORWAY TAKES ACTION

By Special Wire to the Courier.

Berlin, Aug. 19, by wireless to Sayville.—Norway has taken official action regarding armed merchantmen, according to an Overseas News Agency message, which says: "The Norwegian minister of justice has instructed the police in Norwegian ports to find out whether incoming merchantmen are armed and, in case they are, to order an investigation by the military authorities before giving such vessels permission to leave."

Your Dollars Go a Long Way



—In the Hands of The Belgian Relief Committee.

NEVER before has relief work been done on such a huge scale, or with anything approaching the efficiency with which it is being carried on in Belgium. Faced with the appalling task of feeding a starving nation, the Belgian Relief Commission has done magnificent work.

Scores of the ablest and highest salaried business men of the English speaking world have given their time free, to perfect the organization and carry on the work.

Operating expenses are phenomenally low. Business methods are applied to every feature of buying, shipping and distributing food—and accounting for every dollar.

The result is that millions of Belgians are being fed at an average cost of around \$2.50 per family per month! Compare that with your own meat bill and you will begin to realize what it means.

But even this provision is possible only through the generous and sustained contributions of thousands of people. Canada has been doing nobly, as she should. Many have been regularly giving enough to feed one—or several—Belgian Families. How many can you afford to support?

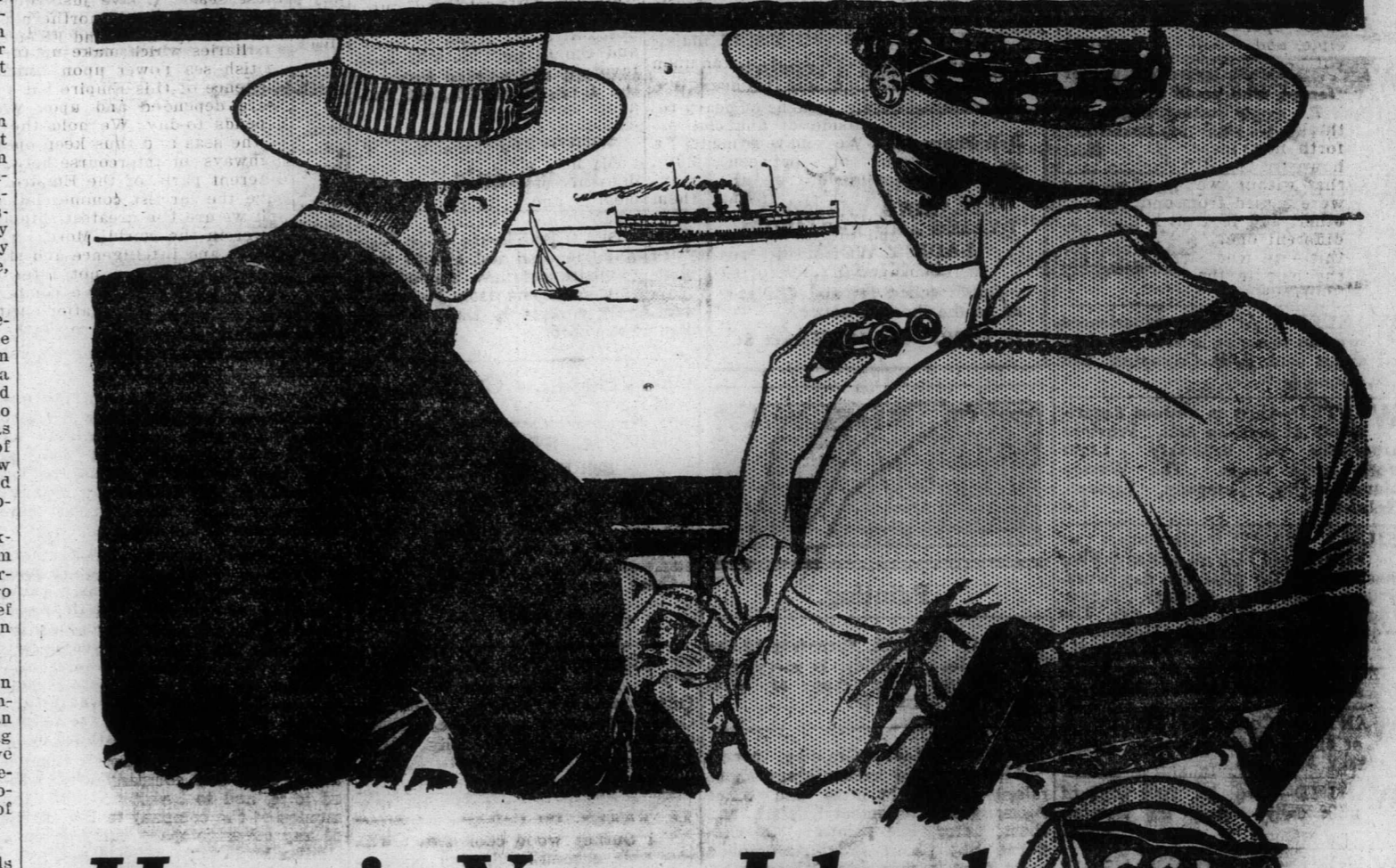
Whatever you feel you can give, send your subscription weekly, monthly, or in one lump sum, to Local or Provincial Committees, or

Send Cheques Payable to Treasurer **Belgian Relief Fund** 59 St. Peter St., Montreal.

\$2.50 Feeds a Belgian Family One Month.

Advertising

is the foundation of all successful enterprises—and a good advertiser recognizes the value of a good medium! Try **Courier Classifieds**



Here is Your Ideal Vacation Trip

A new variety of scenery every day—every mile of it intensely interesting, every phase of it comfortable by reason of the splendidly appointed boats.

First, it's the broad expanse of Lake Ontario, then the blue of the St. Lawrence waters, dotted with those wonderful islands. Then you "Shoot" the Rapids. Finally on to Montreal, Quebec and the far-famed Saguenay. All for \$47.00 (return fare, meals and berth included.)

A boat every day at 3.30 from Toronto to Rochester, Thousand Islands, Montreal, Quebec and the Saguenay.

At this season of the year the boats are always full on Friday and Saturday. So if you wish to avoid the crowds, take the trip in the early part of the week.

CANADA STEAMSHIP LINES, LIMITED

See Local Agent, or write J. V. Foy, A. G. P. A., Yonge St. Wharf, Toronto.