## BRANTFORD DAILY COURIER.

## FRESH ENEMY TROOPS ON WEST FRONT

## Wanted

 otearnog Business.
Apply




## Enemy Draws on Last Reserves to Fill Huge Losses

 RISSIAN SOCALLISTS NSSST ON PATTCCPATING IN CONFERENEFour Fresh Cerman Divisions on Aisne ALLIED FORCES VIGOROUSLY Front Used to Replace Fallen Troops, Which Exceed all Estimates--Progress Made in Chevreux Region




May Day Special || M. YOUNG May Day Specials of Seasonable Merchandise
We want to make May one of ur Susiest months. Read over every item, and then come and see the values, and note the low prices!
 Taffeta Silk Skirts $\$ 6.50$
 =aximass6.50
Housedresses $\$ 1.59$

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May Day Specials in Embroidery

| Embroidery |  |
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|  | Children's Midde |
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|  | cismo |
| per yard $\ldots$. .................. 5c | child |
| 2 Big Millinery Specials | Hed |
| ( Trabe Trimmed Milinery, all this seasers's $\$ 2.49$ |  |
|  | at special prieses. |

Tailor Made Suits

Tailor Made Suits at

Separate Coats

CHIDREN COATS

May Day Specials at Dress Goods Dept.


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## MAY

Habituai Silk, \$1.00

## 36 in. wide White Habituatui Silk fo Middies

$\$ 1.00$
 $\begin{aligned} & 36 \text { in. Wide Black Duchess Statins , recommended } \\ & \text { for wear and worth to-day } \$ 2.00 \text {, special at.. }\end{aligned} \$ 1.50$
$\qquad$ May Specials in Whit
Wancy Voiles, nice cloths, Mace Voilers, 36 and Fancy Voiles, nice cloths, lace Voiles, 36 and
40 inches wide, special price, yard............29c Extra special value in plain White Cotton Voile, 38 in.
wide, wworth 30 to to sic yard,
special
White yard y
 Middy Tuill and Poplin Suitings, 36 inches wide
special at, yard. . . . . . . . . . . . . . . .

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Black Taffeta at $\$ 1.50$
 Georgette Crepe at $\$ 1.50$


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$\longrightarrow$ May Specials in The Bedding Department $A$ Good Time to Save Money on Blankets, Comforters, Sheets, Etc, as prices will be much Higher.

Summer Comforters Special



Flannelette Blankets at $\$ 1.50$ Pair
White or Grey Flann
Special at, per pair..



Wool Nap Blankets at \$3.50 Pair
White Wol Nap Summer Blankets, nice soft lofty finish, will sell at
$\$ 5.00$ pair, special, pair
$\$ 3.50$


Brown's
9 Gt
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| OGILVIE, LOCHEAD \& CO. |  |  |
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|  |  | Excellent Suits |
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| Guaranteed Waterproof Raincoats Special Bargain, $\$ 7.50$ for $\$ 3.85$ |  |  |
|  | \$1.50 Silk Poplins 98c yd. |  |
| (eater |  |  |
|  |  |  |
| Children's Trimmed Hats 75 c to $\$ 2.00$ Each |  |  |
|  |  |  |
|  |  | Staple Department Bargains |
|  |  |  |
| PARASOLS |  | 36 inc |
|  | BLOUSES <br> An Unusual Offering |  |
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|  | $\begin{array}{ll}  \\ \hline \end{array}$ |  |
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| Specials From the Hosiery Department | Sweater Coats | c |
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|  | at prer 75 | SEE WINDOW DISPLA |
| OGILVIE, LOCHEAD \& |  |  |


| $\text { FARM WORK ON THE SABBATH. } \left\lvert\, \begin{aligned} & \text { L } \\ & \text { The food problem has become one } \\ & \text { of the greatest and most vital } \end{aligned}\right.$ |  |  |  |
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## Splenc

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rgains in OLEUMS

Misses' es



Half Price and Less
this lot consists of travellers SAMPLES AND MANY LINES FROM
OUR OWN STOCKS 50 c and 75 c . 75cto 1.50 . 1.50 t 02.50 25 c 49 c 89 c
Come in and see the display-you'll be Come in and see the display-you'll be
agreeably surprised at what you can secure at a small price during this sale.
 E. B. CROMPTON \& CO. Limited



## Women's Apparel

 AT A MONEY-SAVING PRICEPETER ALEXANDER STANDARD BRED SIRE--PETER THE GREAT Will Make the Season at No. 15 Oak St.
West Brantford
 good headed. has sthe speed, gait, manners, con
qualty
to make a truly
Terms $\$ \$ 25$ to Insure
Tel. 1586 LOU JOHNSON, Manager

## SUTHERLAND'S

All colors and sizes of

## WINDOW SHADES



Ok. Devar's FEMALEPH
CHOSPHONOL COR MEN


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Maloney
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Huttons Mot
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| We Can Assury You |
| :--- |
| Prompt Service |



THE COURIER, RRANTFORD, CANADA, FRIDAY, MAY 11, 1917.





## 㿫

in the nation's honor, heed, Accuit yourselves like men. As workers on the land, do your

## THE CRISIS

France, England and Italy in peace times did not depend up their breadstufs W. Wits hasese sources slosed, the crisisis of the are fed. Eeveryone in Great Brition has been put on limited rations Meat is prohibited one day aed.

Bread has gone to 28c per four-pound loaf in England, for the first time since the Crimean War
Lord Devonport, British Food Comptroller, proposes taking hooarding.
vice. Forty million men, less the casualties, are now on active ser-
Twenty million men and
service in other war activities
In the last analysis the land is bearing this burden.
One million tons of food-carrying ships have been torpedoed
Germany's hope for victory is in the starvation of Britain through the submarine.
Canadd's sons will have died in vain if hunger compels the
The land is waiting-the plough is ready-will we make
The plough mightier than the sword?
World-Hunger Stares Us in the Face
David Lubiin, representative of the United States to the Iu ternatioual
ernments - reports officially to of Washington that the food grains of the world on March 31 st, , 1917 , showed a shortage of
150, oono,000 bushels below the amount neeessary to feed the world until August, 1917. He declires it is sesond question the
unless a greater aereage is put to
crop in 1917
there will be WORLD-HCNGER before the 1918 crop is harvested. The failure of the grain crop, in the Argentine Republic,
which is ordinarily $a$ great grain-exporting nation, resulted in which is ordinarily a great grain-erporting nation, resulted in
an embargo keieng placeet, in March, 1917, upon the export of grains from that country to avert local famine.
The United States Department of Aqricilture, in its official report, announces the condition of the fall wheat crop
(which is two-thirds of their total wheat crop), on April stit 1911, to bo the poorest ever recorded, and predicts a yield of
$244,000,000$ bushels below the crop of
1915. The 1916 crop was poor. Even with favorable weather, the wheat crop of the
United States is ikely to be the smallest in thirty-five years, not more than $64 \%$ of the normal crop.
Under date of April 10th, Ogden Armour, esecutive head of products, stated that unless the United States wishes to walk do-
liberately
into a a
 is world-wide. European production is cut in half, the Argen-
tine Repubic has suffered droughts. Canada and the United
tital


## We Must Produce More Food

## Famine and World-Hunger Are On Our Threshold

People are starving to-day in Belgrium, in Serbia, in Poland, Ancenia, in many quarters of the globe: wespread every day






A 15 -year-old Girl at Work
 Food Production is the Greatest Problem the World Faces To-day
Owing to destruction by submarines, ocean ships are searee.
It is sumble casier to protect shipping between Canada and It is much easier to protect shipping between Canada and
England than on the longer voyages from India or Australia.
 Britain as from India, and four times as many as from Anstralia.
There oroce, every ton of food stufts grown in Canada is worth to the erotherland two tons grown in Indidia or four tons grown in

Why the Call to Canada is So Urgent If this coutrty does not raise a big crop this year, not only
will the people of Canada suffer, but the Motherand and her

 our whole national and international structure must be built and
maintained. The farmers know that they are the last reserve, and that the soil on which crops are grown is the strategie ground on
which wars are decided. To their care is entrusted the base of
supplies.

To enable the farm to do the work two factors are essential. The fret is for no man. The econd is tabor. Many done at once. Na Nater
 Many are afraid to increase their ancreage beceune hesessary faeat they
would not te able to cultivate and harvest an unusual crop after they Would not be eable to cultivate and harvest an unusual crop after they
had raised it. $f$ theey are to oo the work that is essential for them to doo the last man in each city, town and village must be mobilized at
once.
Every man not on Active Seryice can help. In every city,
town and vilage are men who, by their training on the faym, by their viage are men who, by their training on the farmor or
by
them work Carm work. These can render no greater service to the Empire
at the present time than by answering the call of the farm Com athe peresent tume than by answering the callo the tarm. Cap
af farm experience to stand to oenar shin the wayld not allow their lac
of fay
Can the employer render a more signal service in tlis crisis
than by ecouraging these men to help the farmer to cultivate
exery every availabberere, and by making it easy for them to go evt Ontario's farm lands are waiting-the implements are ready
-the equipment is complete-the farmer is willing-all he needs is labor.
So short
is the world's food supply that without increasel production many in Canada mostg go hungry, and even with enol-
nously inereased production we cannot expect cheap food. The world is waiting for our harvest. If paace should be declared within a year, the food contation pires must be met. This will absorb a large part of the world We do not know when this war shall cease. It is endless-it engh who thought about it and its possible time of conclusiow haree months-six months, we said; nine months, a year, w dreary and sanguinary length, and there is
how long this gizantic struggle may yet last
"the "The line which the British Empire holds agains "the Germans is held by those who WORK ON TH
"LAND as well as by those who fight on land and sea. "it breaks at any point it breaks evervyhere. In the face
"of the enemy the seamen of our Royal naval and mer
 "of our Empire hold our line firstly. You workers on land


 with all your strength?
So, for the honor of Canada's soldiers in France-and frem
the glory of our New-born Nationhood-let t be said of Ontariw kitizens that, in the hour of our greatest need, their response wa orthy of their sons.

CITY TREASIVE

Organization Of Resources Committee, Parliament Buildings, Toronto



CITY TREASIURER BUWELL DELIVERS A SPIENOD AND FORCFEUL AODRESS


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This is The Greatest GuaranteeWeCan Offer You!

## Satisfaction

IN MATERIAL-You have an almost unlimited choice, backed up by quality and stylish design

## Satisfaction

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## Satisfaction

 IN WORKMAN-SHIP-There has to be this in a suit that will give you complete satisfaction. We pride ourselves on the rigid inspection and standards on what the life of the suit depends on.See Our Window Display

We Give You Satisfaction Because
Our Satisfaction Depends on Yours


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## THIS WOM <br> TO THIS M



## Fourteen

 THE COURIER, BRANTFORD, CANADA FRIDAY, MAY 11, 1917.
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## HOW TO KEEP WELL

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RUSEZKY REMOVED
CARDINALS
ARE COMING t. Louis Team Surprise o
Season in the National Season in the Na HUGGins MADE GOOD And Has Amalgamated Club Which Lo



















Custom Tailored Clothes at Less Than the Ready-Made Price

Perhaps you have often wondered a definite mathematical estimation

why such a wide difference exists in $\begin{aligned} & \text { of value-but by his estimation of } \\ & \text { the prices charged by tailors for } \\ & \text { what he feels you are willing to am- }\end{aligned}$ the prices charged by tailors for made-to-measure clothes
In most of other lines of business there is a standardized price
for a standardized value. But can you price-a universal price-for a high-
grade custom tailored suit?
Brown, who has a small tailoring business, ekes out a fru-
gal existence by making clothes to order at $\$ 30$ to $\$ 35$.
Jones, located perhaps in the same able to sell his clothes at $\$ 40, \$ 45$ or $\$ 50$. For Jones is a remarkable salesman
Seemingly, the aver age tailor charges whatever he can suc-
cessfully, get. He sets his prices, not by iably pay.
This is a very valuable theory for the ldeal tailor-this charge whatever can reputation will bring But the Tip Top Tail ors are upsetting that theory all ove Canada.
More men are finding out each day they can now buy high-class custom tailor suit made to their meas ure from a great wholesale tailoring ardized price for a standardized value. Huge sales volume-argin-that is the answer to the amazing $\$ 16$ custom tailor ng to the men of thi ing to the
Dominion.

## TIP TOP TAILORS A. CHAIN OF STORES FROM COAST TO COOASTE 68 COLBORNE ST., BRANTFORD <br> Every Gament Merde to Measuri

If you are not convenient to one of our stores-write to Head Office, 256-258 Rich mond St., West, Toronto, for our patented self-measurement form, style book and
samples of cloth. We guarantee perfect satisfaction by mail.

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MNE SWEFPRSS Whar WIH Deai Made up of Dail and PerilCLEARING THI Story of the Hero Who Combat I









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## COURIER "Classified" Advertising Pays



## BRIT

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