

NEWS FROM NORFOLK COUNTY

SIMCONIAN LAID TO REST IN DETROIT

Late Daniel Jeffrey Interred There—Other News From Simcoe

Simcoe, March 13.—From our own correspondent.—The remains of the late Daniel Jeffrey, a well-known Simconian, who died suddenly in Detroit on Sunday, aged about 76 years, will be interred there today. That was the purpose of a telegram received here early Monday morning by the son, Andrew Jeffrey here. Deceased was visiting his daughter, Mrs. Harry Mabey, of Detroit, and was apparently in good spirits till the call came. About one year ago, Mrs. Jeffrey, while visiting the Mabey, died also rather suddenly.

Mr. and Mrs. Andrew Jeffrey left for Detroit on receipt of the news.

From Overseas.
Pie. J. Ashley Hodgson, signaller, writes that he expects to cross to France soon. He was in the 5th division in England. Ashley preached in the old home town of South Shields, England, and in the former church of the family, taking as his text, "All things work together for good," and he assures his parents that he has unbounded confidence in the text. He enlisted here with the former 123rd, aged about 17 years.

Set. Ernest Wilson, formerly of Stanley street, has been for some time training recruits at the base in England.

Pte. Fred Fall is of for leave of absence to Scotland, and will then go to Liverpool and await his turn for passage home. Fred has kept abreast with duties at home and noted even the January municipal elections.

Dr. Bessie Culver has now well-nigh completed the course of lectures covering the St. John's Ambulance Corps work.

Dr. McIntosh pursued this work before going overseas, and several members of his classes who had taken all the examinations, desired to have a brush up on the work. Dr. Galt was being quietly working this patriotic work, for months, and claims to have enjoyed it exceedingly.

Press Photographs.
Rev. S. E. Sharp, B.A., B.D., of Simcoe, is in town for a couple of days.

J. J. Agat got through his work as crown prosecutor at Belleville last week, securing among others a conviction and \$500 fine for sedition. The accused had spoken disloyally, but to no greater extent than a few others about home have done. Mr. Agat left for Hamilton yesterday morning, where he is fulfilling another professional engagement.

Mr. W. F. Kolbe was over to Port Rowan yesterday. Simconians will learn with regret that through indifferent health, Mr. Max Rubin has decided to dispose of his entire stock by auction and go out of the clothing business. Mr. Rubin was unable to find a purchaser with sufficient capital to take over the business.

Obj. Buis of News.
The easterly wind during the week and brought back the ice into the Bay at Port Dover, but there is such activity aboard the tugs, as gives evidence that the fishermen expect to get out soon. On Monday teams drove across the ice to Long Point from Port Rowan. They were hauling drilling equipment for the drilling of gas wells on the Point, and the operations of drilling will begin at the

SIMCOE AGENCY

The Brantford Courier
55 Peel Street.
An Excellent Local Advertising Medium.
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JANITOR WANTED

Applications in sealed envelope for the position as janitor of St. Paul's Church, will be received by Mr. J. M. Hodgson up to the 15th inst. Enclose references.

extreme east end of the point as soon as a bar can be secured to the drills. The Dominion Natural Gas Co. has leases for the entire south shore.

The ice at Port Rowan is still 18 inches thick. It measured 27 inches during early February.

MISSING WOMAN

Continued from page one
police to-day, and led to the discovery of the body by the husband and son of Mr. McIntyre. Mrs. McIntyre, who had been in poor health and addicted to melancholy for some time, left her home between the hours of three and five o'clock yesterday morning, when her daughter, who was watching by the bed of the older woman, fell asleep. The matter was reported to the police, but search all day yesterday failed to locate her.

This morning, East ward residents noticed a hole in the ice on the canal near the Murray street bridge, such as might have been caused by a falling body. The matter was reported to the fire hall, and the life boat was taken to the scene, but although the ice was broken for a wide radius, and thorough search made, nothing was found.

Mrs. McIntyre is a woman of fifty-eight years.

IMPROVEMENTS AT AQUEDUCT

By Courier Special Wire
New York, March 12.—When racing followers visit the Aqueduct track this spring they will find that many improvements have been made. One of the most important is a new club house, replacing the old dilapidated affair. Racing came back so strong last year that the old club house proved far too small to accommodate the crowds. The track itself with its exceptionally long stretch, is the best on the Metropolitan circuit in many respects. Every move of the horses can be seen at all stages of the race. The sandy soil drains very quickly after a fall of rain and the track is one of the fastest in the country.

EASY TERMS

We must make a clearance of a number of 5 and 6-octave organs and a few square pianos. We need roomy beds and tables easy to move. Very low and terms cash. H. J. Smith and Co.

The Chatham Board of Trade endorses daylight saving, urges development of peat as fuel, and favors prohibition of the use of bacon and the limitation of the quantity of beef.

The idea to render unsinkable the steamer Lucia, came to its inventor, W. T. Donnelly, while he was in the dry dock at Prince Rupert, B.C., he told the Canadian Mining Institute at Montreal.

At the Winnipeg general hospital, a male infant weighing 1 lb. 10 oz. is now nearly five weeks old, is kept in an incubator, being fed with an eye-dropper, and sleeps most of the time in his cozy cotton batting nest.

Hamilton, Ont., March 12.—The boycott by the Jewish women of London, Ont., against the Jewish butchers, who proposed raising prices, was.



YOUR SICK CHILD IS CONSTIPATED! LOOK AT TONGUE

If cross, feverish or bilious give "California Syrup of Figs."
No matter what ails your child, a gentle, thorough laxative should always be the first treatment given. If your little one is out-of-sorts, half-sick, isn't resting, eating and acting naturally—look Mother! see his tongue is coated. This is a sure sign that his little stomach, liver and bowels are clogged with waste. When cross, irritable, feverish, stomach sour, breath bad or has stomach-ache, diarrhoea, sore throat, or hot colds, give a teaspoonful of "California Syrup of Figs," and in a few hours all the constipated poison, undigested food and sour bile gently moves out of his little bowels without griping and you have a well, playful child again.

Mothers can rest easy after giving this harmless "fruit laxative," because it never fails to cleanse the little one's stomach, bowels and sweeten the stomach and they dearly love its pleasant taste. Full directions for babies, children of all ages and for grown-ups printed on each bottle.

Beware of counterfeit fig syrups. Ask your druggist for a bottle of "California Syrup of Figs," then see that it is made by the "California Fig Syrup Company."

INVITED TO BECOME THE KING OF FINLAND

Prince Oscar, fifth son of the Kaiser, whom the Finns want for their King.

HEAVY BOMBARDMENT

Continued from page one
any time since they took position there. American shells have obliterated at least five groups of dugouts and trench lines which had been set up by the enemy in preparation for an attack.

Fires back of the German lines were also caused and a number of explosions were heard.

The American troops on the Toul sector again raided the German positions, penetrating to the second line. No prisoners captured but a number of the enemy were killed by shell and rifle fire.

Along the Chemin des Dames the crew of a German raider, which fell at Amiens Monday night was made prisoner by American soldiers. The German later was turned over to the French.

FRENCH OFFICIAL

Paris, Tuesday, March 12.—Following is the text of the communication issued by the French war office to-night:

"In the Argonne and in the Vosges the artillery fire was intensified. The bombardment was violent in the Champagne, especially in the region of the Monts.

"In the Woëvre an American detachment carried out with success a raid into the German trenches south of Ri-cœur."

"Aviation: On March 11, three German machines were destroyed by our pilots and a fourth was damaged severely. During the night of March 11-12 three enemy bombing airplanes were brought down by the fire of our anti-aircraft guns."

ITALIAN OFFICIAL

Rome, Tuesday, March 12.—Lively artillery actions at various points along the Italian front are reported in the official statement from the war office to-night.

"Yesterday our artillery showed increased activity against the enemy rear lines on the Tomezza plateau and at Asago. Hostile batteries positioned on the left bank of the Piave were engaged with good effect. In the Astico valley and east of the Brenta there was lively enemy artillery fire. The usual activity of our reconnaissance parties caused an exchange of rifle fire at some places.

"Five enemy airplanes were shot down, one by our own planes, three by British aviators and the other by French anti-aircraft batteries. Our airplanes last night renewed their bombardment of enemy aviation grounds."

MAYOR AND EX-MAYOR IN CLASH

Credentials of Latter Demanded at Hydro Convention

Representing the Union of Canadian Municipalities, of which he is president, Mayor MacBride yesterday attended the joint meeting of the Ontario Municipal Electric Association and the Ontario Hydro Electric Commission in the Toronto City Hall.

Speaking to the Courier this morning, the Mayor said regarding the meeting: "The most important matter to be discussed was the nationalization of the Canadian railways. The time is opportune for taking over the Canadian Northern, Grand Trunk and Great West Pacific, as all three roads are practically bankrupt. The only way in which the roads and rolling stock can be improved, is either by additional grants from the government, or government control and operation. They have already had money poured into the way of grants that they are at present worth."

"Some think the Government should take over the Canadian Pacific, but this is a big proposition. It not only means the taking over of a individual corporation but of a dozen subsidiary companies which operate hotels and restaurants, and so on. To introduce this phase of the matter at this time would bring about complications. This would result in a federal line-up of all the powers of the C. P. R. in opposition to the whole scheme. At present the C. P. R. is paying its stockholders big dividends, and the system never only be purchased outright at a big premium. However, it is expected that at some time in the future the C. P. R. will be publicly owned."

"During the discussions, ex-mayor Bowby, who was present, made a number of statements which were claimed by Mayor MacBride, to be misrepresentations. Of the flurry which ensued, the Toronto Telegram says:

"Mayor MacBride, of Brantford, created quite a flurry by objecting to the presence of J. W. Bowby, former mayor of that city. Mayor MacBride's objection was that no resolution shall be presented to but by the duly accredited representative of Brant."

Con MacBride: "I don't think you expect the chairman to settle any family quarrels."

Mr. Bowby: "I was requested to

GET RID OF HUMORS

Dry, moist, scaly, itchy, all forms of eczema or salt rheum, pimples and other eruptions come from humors, which may be either inherited or acquired through defective digestion and assimilation.

To treat these eruptions with drying medicines is dangerous.

Hood's Sarsaparilla, the old reliable medicine, helps the system to discharge the humors, and to improve the digestion and assimilation.

From your druggist get Hood's Sarsaparilla, which may be confidently relied upon to do its work. It purifies the blood, tones the stomach, and builds up the whole system. It goes to the roots of diseases, and its beneficial results are permanent. It sets things to rights in the system. Remember to ask for Hood's Sarsaparilla, because nothing else acts like it and nothing can take its place.

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J. M. YOUNG & CO.
Quality First
Telephone No's: Bell, 351, 805 Machine 351

As Welcome as the Flowers in May... These New HATS and DRESSES

Buy Them While the Buying is Good
Concerning the NEW HATS and in Particular Yours
These Dainty Afternoon Dresses



Nearly every woman one meets has either just bought her new spring hat or is just about to do so. If you are in the latter class—if you have still before you the joyous anticipation of finding "your" hat among the galaxy of beauty that has come from the designers' hand, let us suggest that you pay an immediate visit to our Millinery Room, just to see how wide is the choice and how delightful the variety that the department affords.

Charming Dresses inorgette and Taffeta. Mounted on a foundation of Jap Silk. The dresses are nicely trimmed with buttons, colors, contrasting color oforgette. These come in French Blue, grey \$22.50 black, at \$22.50

Soft and becoming dress oforgette Crepe foundation of Jap Silk, lining of self color, sleeves are made oforgette lining, cuff embroidered, handsome embroidery, combined with gold and blue trimmings, the front of bodice and down the front of skirt, colors, navy and grey at \$35

A nice range of Serge Dresses in new shades and styles at \$15.00, \$20.00, \$25.00, \$30.00 and \$35

Beautiful New Spring Coats and Suits in all the latest styles and material.

New GLOVES

You Want To Wear Now
French Kid, Swede Gloves, Washable Leather Gloves, New Silk Gloves in Niagara Maid. Prices range from \$3.00 85c to \$2.50 and

Special Values in Carpet Department

See our big showing of Room Rugs, Linoleum, Curtain Scrim, etc., Window Shades, Cretonnes, Shadow Cloths.

J. M. YOUNG & CO.

come here by the president.
Mayor MacBride asked Mr. Bowby to produce his credentials. "It's picaresque," declared Mr. Bowby, fumbling for his papers. "I'm disgusted that Brantford should send a mayor here to say such things. I don't like to be insulted in this way."
In a discussion in his office this morning Mayor MacBride proved that he was the rightful representative of Brantford. A letter-head used recently shows that Mr. MacBride is the second vice-president of the Union of Canadian Municipalities. "Mr. Bowby has absolutely nothing to do with this association," said the mayor. The mayor states that he has no personal feeling against Mr. Bowby. He is disposed to treat the ex-mayor with respect that his age is entitled to, but the matters taken up yesterday were serious business propositions in which not only Brantford, but all Canadian people are interested.
Petersboro men cut ice in Gold Lake between four and five feet thick, and the blocks had to be halved.

Sap Buckets
A good strong Bucket, made of tin, with wired top, flaring pattern, with hole punched so as to hang on spile.
20 Cents Each
Spiles 4 Cents Each

Howies
ESTD 1880
Temple Building, 76 Dalhousie Street.

THE HEROIC WOMEN OF FRANCE

The women of France must be enabled to hold up the morale of the French soldier until next spring. The morale of the house decides the morale of the soldier in the fighting line. The chief factor...

\$20,000.00 WOOLLENS
By Unreserved Auction Sale
Clothing For Men, Women and Children
Woolen Underwear, Woolen Suits, Woolen Hose and Stockings, Woolen Caps, Mitts, Leggings.
Buy at your own money and forget about the 1919 prices forecasted by dealers everywhere.
We have everything necessary for wearing apparel in woollens and a good stock of other lines.
Woolen Blankets, good old make and of good old stock.
5000 prs. Boots and Shoes
Bought before prices went up and quality went down. Made for wear and comfort.
Unable to find a purchaser for my business and compelled by failing health to sell out, the whole will be
SOLD BY AUCTION
Commencing at 9 a.m. Saturday, March 16th, and continuing until the stock is all sold.
SAM KING, AUCTIONEER. TERMS CASH.
I thank my customers for past trade and hope that they will, with others, avail themselves of this opportunity to save money.
MAX RUHM
ROBINSON STREET, SIMCOE. PROPRIETOR

ZEPPS AGAIN RAID ENGLAND

Continued from page one
were it for us that Great Britain, France and the United States should call us barbarians than that they should bestow on us their pity when we are beaten. Softness and sentimentality are simple in war time."

Fired on Seaplane.
London, Tuesday, March 12.—The unarmed British seaplane Nanny Wignall, 93 tons gross, has been sunk off the Irish coast by a German submarine. As two wounded sailors were being rescued by their shipmates the submarine fired on them.

Alex. Campbell, for many years a resident of Kincardine, died at his 90th year. He was formerly in the grain business.

Car shortage in eastern Canada is growing worse, increase in two weeks of Canadian cars held in U. S. is 700, and 18,000 are overdue.

No man between 20 and 34 can cross the border at Niagara without a pass signed by the commander of the Dominion police there.

Five million dollars will be provided by the Ontario Government for development work in Northern Ontario.

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 Editorial ... 376
 Business ... 130
 Night ... 482
 News ... 2052

Wednesday, March 13th, 1918

THE SITUATION
 A despatch from Tokio announces that the Japanese Premier made the statement in the House of Representatives that Japan had not yet reached a decision with regard to the despatch of troops to Siberia and that "the Government would take the utmost care and precaution in dealing with this momentous situation." In what respect the halt has occurred does not yet appear. It does seem to be certain, however, that negotiations are progressing between the Mikado's Ministers and Siberia and the final outcome would not seem to be in much doubt.

It is rumored that Germany is considering another so-called peace offer, this time on the basis of restoring matters in Europe as they were before the war and recognition of her present status in the East. John Bull and his associates would certainly not consent to any such proposals for a moment.

The London Daily Telegraph contains a review by Dr. E. J. Dillon, who says that from Archangel to Odessa, from Moscow to Vladivostok, Russian voices are uplifted, asking in bitterness of anguish, whether among the nations of the many and mighty allies of yesterday there is none who will help her.

The trouble of it is that hitherto the Bolshevik element have specifically stated that they did not want any outside assistance. They may be coming to their senses in this regard, but Lenin has certainly given no sign and most people have an idea that he and Trotsky have been deliberately playing into the hands of Germany. Meanwhile the ships of the Russian fleet at Finland are reported to have been deserted by their crews, although it is said that an effort will be made to remove the Dreadnoughts to Kronstadt. The chances, however, would seem to be that the whole lot will soon be in German hands.

The latest air attacks upon Paris was of a particularly severe nature, although four enemy planes were brought down, and the Yorkshire coast has also been visited. The blood-thirsty Tages Zeitung is now calling for the destruction of four hundred English towns by this means.

The German Government has released from special imprisonment two British airmen who had dropped printed matter from their machines. The British Government had threatened reprisals to German prisoners if this step was not taken.

BOARD OF TRADE
 The inaugural address of Mr. Ellis, the new President of the Board of Trade deals with a variety of matters.

The suggestion that active steps should be taken to have the potentialities of the Grand River included in Hydro Electric expenditures, is a timely one. Those at all familiar with that stream are strongly inclined to the belief that there is a much power now going to waste capable of practical development.

The continuance of active steps with regard to Port Dover harbor improvements, is also urged. It is true that the Union Government during the war period, is curtailing as much as possible with regard to public outlays, but the beneficial results accruing from such an outlay would prove of much practical benefit to a large and important section.

In the matter of the Brantford gas supply, now so offensive as to odor, and inadequate during extremely cold weather, the suggestion was made at the meeting of reversion to the manufactured article. That, of course, would involve the use of coal, a sufficiently scarce article under present circumstances.

Mr. Ellis very properly urged the members to lend their hearty co-operation in the matter of farm help for increased production is most decidedly one of the most urgent matters in connection with the war.

The Board of Trade is certainly capable of doing good work, but there should be concentration rather than diffusion if the best results are to be obtained.

The announcement is made that a wave of crime is sweeping over Germany. Those at home have evidently become imbued with the same spirit as the men at the front, or in all probability it was simply latent in both cases.

Beaver are to be killed in Algonquin Park to be used for food purposes. They will thus help to dam the food shortage.

PEAT AS FUEL
 The use of the many bogs in Ontario for the above purpose has again become a live question in view of the fact that the fuel shortage of the passing winter is liable to be repeated next, unless comprehensive steps are taken to offset the danger. Experiments of the Mine branch of the Dominion Government show that raw peat contains from 86 to 90 per cent. of water in a form that cannot be reduced by pressure to less than 80 per cent. On the other hand, processes for removing the moisture by the application of artificial heat proved too expensive to be of practical benefit. That is why the efforts to turn out a marketable fuel at a profit have all failed, and it is more improbable now than ever that the problem will be overcome in that way.

The fuel famine of this winter and the warnings that scarcity may also be looked for next winter has created renewed interest in peat deposits. So far as presently known the only economical method of preparing peat for fuel purposes is by taking advantage of the natural driers—sun and wind. In many parts of the Scottish Highlands and Ireland peat is the only available fuel all the year round, and the cutting and drying of the peat is part of the regular routine of work. The peat stack is a common feature of the landscape, and the odor of the peat reek is recognized wherever dwellings are found. Anyone fortunate enough to own a peat bog without other than labor, difficulty secure for himself a supply of this excellent fuel and find a market among his neighbors. In Western Massachusetts recently a test showed that it could be burned in an ordinary stove and lasted well, though the volume of heat was less than that derived from coal or wood.

NOTES AND COMMENTS
 Trotsky's resignation had a good deal of a sting to it for he still remains in Petrograd as the head of the Revolutionary Committee.

Hamilton would feel quite lonely without a murder mystery on its hands.

It appears that of the soldiers' ballots counted in England no fewer than 104,371 were rejected. Open voting would have been better than that mix-up.

In the matter of weather March seems to be better at the right about face.

Newfoundland has had a year of prohibition and an official report says that the results have been first rate with a decreased revenue of \$400,000 secured from liquor taxes more than made up in the first twelve months.

THE Y'S WOMEN OF LONDON
 Sara Jeanette Duncan, Brantford's talented authoress, is doing good work in the Old Land as will be seen by the following letter which has been published there:

To the Boys Overseas:—
 Just listen a minute to me. I want to tell you something. Think you're back at school or home with mother.
 I hear you've got leave, fourteen days of it, and not before it was due or wanted. You'll be coming over to England, most likely to London, and a little change looks pretty good to you. There are a few of us here that want it to look as good after it's over as it does now. At present we are perfect strangers to you, we live all over London and you don't know a thing about us. That's not fair, because we know a lot about you—what you look like, and how you talk, and particularly how you fight—the papers have told us, and we want to know more. This is simply a letter of introduction to put the matter straight.

We are just a few women-folk with more or less empty homes. Some of us have boys at the front, some have no boys to send there, but we've all got a spare room, and we want you to come and use it. We want to act with method so we have lined up behind the Y.M.C.A. because it has the enterprise and the organization to help us. They call us the International League of Hostesses. It's a big game, but we are quite ordinary sized people. So far as I know there isn't a duchess or a marchioness amongst us, though of course I won't promise that there won't be, when they see us enjoying ourselves. We are just all sorts of English women. Some of us may feel disgraced as housekeepers forever if we can't give you marmalade for breakfast. You won't mind, and you needn't eat it if we do. Here and there you may find a somebody who knows how to make apple sauce and Johnny cake and tea biscuit. That will make up for a lot.

We don't want to coddle you, or to interfere with your amusement plans. We don't want you to waste a lot of valuable time sitting on fancy chairs in a drawing-room

drinking five o'clock tea. We want you to use your leave just as you have planned to use it, though if you need any sort of help we will endeavor to be on the job.

It's just this, that some of us have a feeling about you boys so far from your own homes, that makes us want to draw you into our firesides, where we can explain how proud we are of you, and you can't get away until you've finished what we have to say about you either.

You can't possibly know what it is to be disqualified by Anno Domini and such reasons for almost all forms of war activity except a little bronchitis in the winter. But though our nerves may be out of repair for nursing, and our feet for canteen work, our hearts still function boys, and our hands are very ready to welcome you. So don't forget to let them know before you start that you accept our invitation to spend a few days of your leave in our homes, for, by so doing, you will give a great pleasure to The "Y's" Women of London.

SONGS OF IRELAND
 "Fourteen Favorite Songs of Ireland" 25c "Gems of Irish Song" contains 65 of the best words and music. 75c. H. J. Smith and Co.

WATCH CLOCK JEWELRY REPAIRING!
 Repairing Promptly and Carefully Attended to.
 All Work Guaranteed
FULLER ROS.
 Agents Regina Watches
 116-118 Colborne St.

ABOLITION OF TOLL ROADS
 (Continued from Page 1).
 well as of commercial purposes, has been encouraged in this city.

And whereas the Brantford Gas Company have not made adequate provision for:
 First—Sufficient supply of pure gas (or any other kind) to meet the demands of the citizens who have gone to the expense of putting in the fixtures.
 Second—Or any storage facilities for the proper regulating or pressure on their mains throughout the city or taking care of the requirements of its customers during the necessary shut-down owing to accidents on the mains.
 Third—Or any auxiliary plant to enable it to manufacture a sufficient quantity to make up the shortage that has been so severely felt during the winter months for several years past.
 Fourth—Or mains of sufficient capacity to properly distribute the gas throughout the city.

Therefore, be it resolved that the Board of Trade respectfully present this matter to the City Council with the earnest request that they take such action as in their judgment seemed wise to have the Brantford Gas Company remedy the defects in their system and supply. And that this board please to advise the City Council and its willingness to assist by any means in its power to have this service put on its proper basis.

Toll Roads.
 A delegation from the Brant County Farmers' Good Roads Association were present and R. Greenwood and James Scace asked to address the board members. In relation to the question of the municipal purchase of toll roads, Mr. Greenwood gave a resume of the success of the movement, stating that the only road struck was in the City Council. He called upon Mr. Scace to tell of the proceedings in the Council.

Mr. Scace said that there were three varieties of traffic passing over these roads; traffic that gathers from along the road itself, from terminal points and "through" traffic. Sixty per cent. of the traffic passing over the toll roads in Brant County originates in Brant County. Motorists would greatly object to paying toll on all roads and certainly toll roads in Brant County are no asset to the municipality. The time between the taking over of the roads and the running of them by the county properly is from six to ten years. The maintenance will be a big factor. Brantford's share will be about \$9,000 for the Cocksbutt toll road which will be acceptable in municipal departments.

The speaker said that the city council had been detrimental in causing the County to pay 33 1-3 per cent. of the total cost of the roads. The Council objected to paying this apparently enormous percentage.

Speaking of the condition of the roads when taken over by the county, Mr. Scace said that as the Government was paying 40 per cent. of the cost it would be upon the roads being kept in good order.

Alderman Boddy, speaking briefly, said that he was heartily in favor of abolishing toll roads, but his city had no guarantee that the roads would be kept in good condition. That sixty per cent. of the traffic passing over the toll roads originated in this city only showed that the other roads in the county were not worth using. He thought that the percentage asked was greater than the city's share.

Alderman Hurley said that the case had not been presented to the City Council the same as it had to the board. Had it been the same little opposition would have been met with.

Joseph Ham, M.P.P., thought the case was unanswerable. The committee ought to ask the City Council that at some future hearing. Mr. Ham thought the percentage asked of the city was not too great.

It was intimated by some of those present that \$20,000 would purchase the Cocksbutt road. Some said that it would be a gift at this price.

Alderman Hurley further protested when he said that as the people of Brantford were mostly mechanics and not motorists they

would not appreciate the purchase of the toll roads if the city had to pay the 33 1-3 per cent. On the motion of Joseph Ham, seconded by L. M. Waterous, the support in the matter, which will not be allowed to drop.

A vote of thanks was then extended to the speakers for their presence to which both appropriately made replies.

Following is the full list of officers and committees of the board as now constituted:
 President—C. G. Ellis.
 Vice-president—J. M. Young.
 Secretary—Geo. Hately.
 Council—L. M. Waterous, W. D. Chanterson, Frank Hollinrake, Geo. C. Lawrence, W. B. Preston, Jos. Ruddy, C. M. Thompson, and the chairman of the standing committees.
 Standing Committees:
 Board of Arbitration—A. K. Bunnell, Frank Cocksbutt, C. Cook, E. L. Gould, Geo. S. Matthews, John Muir, H. E. Powell, T. H. Preston, S. C. Read, W. D. Schultz, C. H. Waterous.
 Legislation—A. M. Harley, W. F. Cocksbutt, J. B. Detwiler, A. C. Lyons, W. A. Hollinrake, Andrew J. Development, D. T. Williamson, G. Breerton, John S. Dowling, Geo. Harris, S. M. Harley, Thos. Hendry.
 Transportation—Geo. S. Matthews, W. B. Preston, Jos. Ruddy, C. A. Waterous, M. Wilbee.
 Manufactures—L. M. Waterous, C. M. Thompson, E. C. Teach, D. E. Sams, W. B. Preston, Jos. Ruddy, Retal McCreath, Fred Harp, M. MacIntosh, J. E. Quinlan, C. F. Ramsey, J. M. Young.
 Ontario Associated Boards of Trade—R. Collins, C. Cook, Geo. C. Lawrence, Geo. S. Matthews, H. H. Powell, L. M. Waterous, H. T. Watt, W. F. Cocksbutt.
 Hospital Board—C. Cook (representative).
 Auditors—Geo. Harris, W. H. Andrews.
 President's Address.
 It is with many misgivings that I accept this trust, the position requires experience in public affairs, I have followed a pacemaker. Mr. Waterous gave very freely of his time and energy and the past year has been a very busy one for the Brantford Board of Trade. Much of this success is due to your retiring president, results are the final test, and his work has made it necessary to enlarge our quarters, our membership is increasing rapidly. However, I promise to do my best and ask for hearty co-operation of the board and committees. It will be a great privilege for me to be allowed to work with the class of men who belong to this board and who take such an interest in various affairs to which we deal with; it will be a liberal education. Many have mentioned the fact, and I feel that they are right, that as the war continues the personal work of each member requires more careful attention, that at times it is very hard to leave their work and attend to meetings of the board, or even to take any time for outside affairs such as this body or other organizations of a like nature. We are all trying to make Brantford a better place to live in and to help the country in every way possible; it is very necessary at the present time that we should do so, so I ask again, your hearty co-operation for the various affairs which I would suggest to the incoming Council and committees that the time meetings are called should be at a convenient hour as possible for the members that are to be present. Any suggestions along these lines from members will be welcome. Sometimes I have felt that members do not come to meetings simply because the time was not convenient; this can easily be remedied. It is very necessary that all meetings should be well attended, otherwise we cannot do business.

Margaret Garrett's Husband
 By JANE PHELPS

CHAPTER III.
 I never remember so happy a Christmas as I had that year. The times Bob was sad as he thought or spoke of his mother. He gave me a beautiful wrist watch, the only valuable present besides an engagement ring he had ever given me. Not that he had been ungenerous. He scarcely ever came without a box of bouquets, some flowers or a book. But this was something I could treasure, something which would remind me of him every hour of the day. Often I pressed my lips to it, and thought of the simple one such as father could afford, was really going to be quite complete; principally owing to the fact that mother and I sewed steadily for months, and that we were both expert with the needle. We made everything except my dresses and wraps. My linen chest I had been gradually filling for years with simple, but very beautiful, beautiful linen all hand embroidered; and marked with my monogram. I expected of course to marry and to sew for my linen chest at the same time. But when we were seventeen. So you see I had a good deal in 12 years.

Bob wanted to housekeep at once. He had ostensibly remained at home since his mother's death, but I knew he often stayed at the club and to ensure the disagreeable scenes which frequently occurred between him and his father. I never asked any questions, and Bob never told me the cause of these disagreements, but I imagined it was because Bob had not taken an interest in his father's business. Mr. Garrett was a dry-goods man, and Bob hated the very mention of the store.

Whenever I wondered about anything concerning Bob, I always thought, "As soon as we are married I'll tell me everything." So I seldom questioned him.

I had become sure of his love by April. He had grown more and more demonstrative as the time for our wedding drew near. He did not talk so much of his mother, and seemed to be regaining the spirits which people who knew him before I did said he always possessed. Even mother noticed the change in him and was delighted.

There was one thing which worried me a little—but only at times, and that was that as Bob seemed to grow happier he appeared so much younger. At times in spite of his twenty-five years he looked like a boy, and when in good spirits acted like one.

The hours I used to spend before the mirror trying new ways of doing my hair, the time I used to take selecting the colors to wear to make me look younger would have seemed ridiculous if it had not been pathetic. Until Elsie had spoken as she did the thought that the disparity in our ages could mean anything never had occurred to me. But her frank speech had rankled. I never mentioned it even to mother, yet it made me more careful to always look my best, to avoid anything which would emphasize my age.

We were going to have a small wedding because Bob's mother had not been dead quite a year. But my dress was the customary one of a bride, white satin, and orange blossoms holding my long tulle veil. I had come home two weeks before we were to be married, and every night before I went to bed I locked the door and opened the great box in which it lay folded in tissue paper and looked at it. I wouldn't have had

mother catch me for the world. It was the act of a silly girl, but I thought, "As soon as we are married I'll tell me everything." So I seldom questioned him.

We were going South for our wedding trip. We were to be gone two weeks. We had rented an apartment on Riverside Drive, a small reasonably priced apartment but light and very attractive. We were to stay with mother while we furnished it. Bob wanted me to go ahead and furnish it before we were married, but I demurred.

"I want you with me when we buy the furniture," I told him. He had excellent taste, and I knew it would be a treat to shop with him.

"All right Margaret, have your way but you know I hate shopping." "But this will be so different. Bob, it's for our home you know," and I blushed so that he caught me in his arms and whispered, "I mean to make it a happy one, Margaret."

"What makes you so sure?" "Because I love you so much, and you love me," I replied.

"One couldn't help loving you, you are so good as his only answer. Someway I chilled me. I didn't want to be told I was 'good.' I wanted to be loved foolishly, to be petted and tussled over. But I put the thought of my last behind me. It was Bob's way that was all."

That last two weeks we didn't see as much of each other as usual. Bob had to arrange his business to be away, and I was so busy with my preparations that I was tired out. So he considerably would run home about 9 o'clock, leaving me to rest. "A good thing he does," Elsie remarked when I told her. "You need your beauty sleep if you are to look your best for the wedding."

Continued in Thursday's Issue.

THE Royal Loan & Savings Company
 Dividend No. 107
 NOTICE is hereby given that a dividend of Two per cent. on the paid up Capital Stock of the Company, being at the rate of 8 per cent. per annum has been declared for the three months ending March 31st, 1918, and that the same will be payable at the office of the Company on and after April 1st, next. The transfer books will be closed from March 20th, to March 31st inclusive. By order of the Board of Directors.
 W. G. HELLIKER, Manager.
 Brantford, March 7th, 1917.
 OFFICE—38-40 MARKET ST.

CAREFULLY SEALED IN GERMO-PROOF TUBES
BRAND CAS
 BRINGS ABOUT THE DELICIOUS FLAVOUR OF THE FAMOUS ALBERTA CREAM MILK
 MANUFACTURED BY
 Western Canada Flour Mills Co. Limited

be safeguarded at all costs, and even if necessary to take over the present gas plant or to start manufacturing artificial gas, nothing should be left undone to remedy this trouble as soon as possible. In this connection, I would like to ask the Board of Health what their opinion is in regard to the present gas, injurious to the health of our citizens. Could they, if they thought it wise, cut off the supply entirely? We have a resolution drawn up and the secretary will read it in a few minutes.

Milk
 The municipal control of milk came before you, board in an address given by Mr. Hurley, and the President also mentioned this in his address at the annual meeting. The question was discussed fully at a council meeting some nights ago. It was felt by the council that as far as a question of economics regarding delivery is concerned, this should be left to the council to handle and investigate thoroughly. Reference was made at the council meeting as to the quality of milk being delivered, and it was pointed out that there had not been any public reports of milk tests for some time. As a matter of fact it is felt that the milk test is perhaps not in the hands, as it might so happen, that the day the test was taken certain

factories. The fact of the Patriotic Library on B. BILLIARD Two games the G. W. were played suits were: feated Sergt. G. Pilley, re Smith, recel who have n round are s possible. HOUSE SOI The dwell was sold by Almas at the day, and w Burbank, th \$6,000. COMING HO Mrs. Mac tested a ing her that MacDonald, after three PATRIOTIC Wolfe Lo are arrang oert in aid s, who was n in two week TROOPS LA Official through that the foll arrived in Corps pilots, tish Columbi Que., Artl draft, rally Hamilton; S TALENT TE There was the Eagle P which was last night. by the Presid program was Recited a hen, Miss ren's chorus, pianoforte sc tation, W. Couborough; Eva Downs; pianoforte d and Jean Ha Test the a Aren's choru the afternoon was held.

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COMING EVENTS

DAILY PRAYER—You are cordially invited to attend services daily, 4:30 to 5, Tea Pot Inn, beginning Monday, March 3rd to 30. Public cordially invited.

OAK HILL WOMEN'S INSTITUTE Social Thursday evening March 14 at the home of Mrs. C. Avery, Pleasant Ridge, Splendid program will be given.

REGULAR MONTHLY MEETING—Equal Franchise Club on Thursday March 14 at 7 p.m. at 64 Brant Ave.

GRAND CONCERT—First Baptist church Thursday March 21st. Stainer's "Daughter of Jairus" and Fantasia on National melodies. Large Choir. Tickets 25 each.

MERCHANTS CLUB—GENERAL MEETING Board of Trade Rooms, Thursday evening, March 14th, 8 o'clock. Draft of by-laws and discussion on live topics. Every merchant attend.

HALIFAX DISASTER—Concert in aid of Halifax Blind, by "Girls' Club" O.S.B., Thursday, 8 p.m., March 14th, at Conservatory of Music, 28 Nelson street. Admission 25 cents. Tickets at Brant's Drug Store.

ALEXANDRA SCHOOL LEAGUE Talent Tea and Concert Friday evening next. Contributions of home-made cooking will be greatly appreciated. Come and hear the children.

HELP DUFFERIN RIFLE CHAPTER by contributions of wool, mercerized cotton, or silk, any color—old sweaters, caps, scarfs that will rip. Tea Thursday at Armories.

TOO LATE TO CLASSIFY

WANTED—Boy about 16 years of age for office of manufacturing Company. Box 172 Courier. M25

WANTED—Married man experienced farmer to work farm close to city, on car line. Apply Box 175 M28

WANTED—Young man for warehouse and truck, exempt from military service. Apply T. E. Ryerson. M9

WANTED—Good man for steady job driving wagon. Apply Canadian Express Co. M25

WANTED—Young lady for office work, must have good executive ability and smart at figures. Apply Box 174 Courier. P25

CARD OF THANKS

Mr. and Mrs. Geo. Prouse and family desire to thank their many friends for the beautiful floral tributes and their kind expressions of sympathy in their sad bereavement.

DIED

McINTYRE—In Brantford Tues. Mar. 12th. Alice, beloved wife of H. W. McIntyre, 89 Erie Ave. Funeral will be on Friday afternoon.

FAIRLIE—In Brantford Township Tuesday, March 12, Daniel H. Fairlie in his 56th year. Funeral to take place on Thurs. March 14, from his residence of his brother, Philip Fairlie to Greenwood Cemetery, meeting at the house at 2 o'clock.

REID & BROWN Undertakers
814-816 Colborne St.
Phone 459. Residence 44

H. B. BECKETT Funeral Director and Embalmer
158 DALHOUSIE STREET.
Phone 167. 2 & 4 Darling St.

H. S. PEIRCE & CO. Funeral Directors and Embalmers
Successors to H. S. Peirce
75 Colborne Street.
Prompt and courteous Service, day and night. Both phones 200.
W. A. THORPE. O. J. THORPE

UPHOLSTERING
All kinds of Upholstering
William & Hollinrake
Phone 167. 2 and 4 Darling St. Opera House Block

Bostonia Cannel Coal
Lots of it.
For citizens and Farmers.
F. H. WALSH COAL YARD
Wholesale & Retail. Phone 345

DO IT NOW
Place your order with us for spring house wiring. Our work is of the best.

T. J. MINNES PLUMBING AND ELECTRIC
Phone 301. 9 King St.
"The Men Who Know How"

BRUTAL MURDER IN HAMILTON

Headless Body Found At Hamilton Has Been Identified.

Hamilton, Mar. 13—The finding of the beheaded and naked body of a man in an unused gravel pit near the high-level bridge yesterday morning about 7 o'clock led to the discovery of one of the most brutal murders that have been committed in this city.

There was nothing on the body at the time it was found by J. Carley, a G.T.R. section foreman, and A. Cross, a G.T.R. telegrapher, while on their way to work, to identify it, but later in the morning the police found a bundle of clothing a short distance from where the body was found. In one of the pockets was found a metal disc issued to employees of the National Steel Car Co. and through this it was learned that the victim was Thomas George, a Bulgarian, who boarded at 1 Alpha street. He was about 29 years of age, and had been in this city for a few years. His wife and three children survive him in Bulgaria. Coroner Hopkins ordered the removal of the body to the Morgue, and directed that an inquest be held on Tuesday next.

The body when discovered, was lying near a mound of snow on which there was a blood stain, and the belief is that the murderer or murderers had taken it there, after hacking the head off with a knife, and thrown it over an embankment some time after midnight. The man had been dead four or five hours before the body was found. It is thought that the clothing was removed near and left near the trunk tracks, where it was found after a search by the police.

Robbery believed to be motive. Though no clues to the identity of the murderer have been found, it is believed that robbery was the motive. It was stated at George's boarding house that he usually carried a large sum of money, and was in steady employment, and it is thought that when he left home about 8.30 last night he had considerable money on him. What happened from the time he left home till his body was found this morning, or whom he was with, are matters still to be discovered, but the detective staff heard at work on the case, and, having established the victim's identity, are hopeful of clearing up the mystery of his death.

Murder was Deliberate

That it was deliberate murder the police do not for a moment doubt. The manner in which the head was hacked up and concealed, and the denuding of the body afterwards are taken as certain indications that the man's death was planned, as these kept the police for hours from learning his identity, and gave the murderer or murderers a long start for freedom. How the body was taken to the place where it was found is not known, as all marks in the snow on the level ground were obliterated this morning. One police theory is that it was taken there probably in an auto, and that one man carried it from the high level bridge to the ground under the end of the bridge and then dropped it over a fence from where it rolled down an embankment into the gravel pit. People living thereabouts stated that they heard no unusual noises during the night.

Fellow-countryman Under Arrest

Last night the police were holding George Marcoff, a Bulgarian, as material witness in the case. Marcoff, after the body was identified yesterday, was with the police and numerous people in an endeavor to learn where deceased had been prior to his death. Later in the day he was questioned by the police and told a number of contradictory stories, one of which was that he was at the Grand Opera House last night. He is also said to have admitted that he tried to borrow money of deceased, and later to have denied this statement.

CANADIENS HOPEFUL

By Courier-Lesest Wire
Montreal, March 12.—Discussing to-morrow's play for the championship of the N.H.L. between Canadiens and Toronto, "Span" in The Star, says: "Toronto will come here with a lead of four goals, which is always difficult to overcome, but at least one condition is likely to be against them. That is the condition of the weather. It promises to be mild and with the rink packed, the ice is likely to be soft. This will hamper a fast skating team like Toronto, accustomed to hard artificial ice."

WOMEN'S BOWLING

By Courier-Lesest Wire
Cincinnati, O., March 12.—All bowling activities as far as visitors are concerned will cease to-night with the close of the tournament of the Women's National Bowling Association. Three teams from Cincinnati, Milwaukie, St. Louis and Toledo, and one each from Dayton, Kansas City, Cleveland and Cincinnati will bowl on the final shift of five women teams to-night. The Eastern Market five of Detroit with a total of 2318 made the high score in the five woman event on the first day of the tournament yesterday. Mrs. Acker and Mrs. Kelly of Cincinnati, leads in the doubles, with a score of 1012. Mrs. Klesner of Milwaukee leads the individuals with 435.

USED PIANOS.

Used upright pianos, one Heintzman and Co., one Steinway, New York, on sale at H. J. Smith and Co.'s.

Humors come to the surface in the spring in no other season. They don't run themselves all off that way, however, but most remain in the system. Sarsaparilla removes them, wards off danger, makes good health sure.



THE UNNECESSARY GAUNTLET.—From the New York Tribune.

A PERFECT MEDICINE FOR LITTLE ONES

Baby's Own Tablets is the ideal medicine for little ones. They regulate the bowels and stomach, break up colds; cure constipation and indigestion; expel worms and make teething easy. They are guaranteed to be absolutely free from injurious drugs, and may be given to the youngest child with perfect safety. Concerning Mrs. T. M. Fork-nall, Mission City, B. C., writes: "I have used Baby's Own Tablets for my three little ones and have found them the best medicine a mother can give her children." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

ACTIVITIES OF THE W.P.L.

"Fighting men first"—the underlying words of the brave nurses, on the torpedoed hospital ship, who faced death unflinching, is the underlying motive of legion Red Cross workers and has become the motto of the local Red Cross. It is for the welfare of our fighting men in the trenches, and for the comfort of our wounded men in the hospital that the Red Cross faithfully and indelibly labors.

February, the year's shortest month, has yielded the largest monthly output of surgical supplies, property bags, dressing gowns, etc., yet sent from the rooms of the Women's Patriotic League, while the grand total of nine hundred and one pair of socks have been knitted for our Canadian soldiers overseas.

Not for our men alone have we worked, but also for French soldiers who were being sent back from hospital to the trenches without socks.

February, contrary to the usual custom, proved a month of "show-ers" for the good cause. Though the sudden change of weather was utterly ignored by the barometer, it "showered" heavily in the vicinity of the W. P. C. A., principally on the directors at the Alexandra school league; also at the armories where the Brant chapter were caught in a deluge, culminating in the pouring down-pour at the Y. M. C. A., where the Women's Patriotic League, although prepared for it, did not expect a shower of such lengthy duration.

The well attended home nursing classes, in connection with St. John Ambulance course terminated with a grand finale on Thursday evening. Thirty-six candidates wrote. At the monthly meeting of the W. P. C. A., Miss L. Carlyle, convener of the conservation committee, by a monthly output of surgical supplies, property bags, dressing gowns, etc., yet sent from the rooms of the Women's Patriotic League, while the grand total of nine hundred and one pair of socks have been knitted for our Canadian soldiers overseas.

TENDERS

Sealed Tenders will be received up to 12 o'clock noon of Friday, the 22nd day of March, 1918, for 24 firemen's uniforms, and extra pants, and 24 caps to be delivered not later than May 1st, 1918. For particulars apply to D. J. Lewis, Chief of the Fire Department. Tenders to be addressed to H. J. Symons, Chairman of the Fire and Light Committee, and left at the City Clerk's Office. Samples to be submitted with tender.

The lowest or any tender not necessarily accepted.

H. F. LEONARD, City Clerk.
Brantford, March 13, 1918.

TENDERS

Tenders will be received up to 12 o'clock noon on Saturday, March 16, for alterations for the Fire Hall for sleeping quarters for three more men. For particulars apply to D. J. Lewis, Chief of the Fire Department.

Tenders to be addressed to W. J. Bragg, Esq., chairman of the Buildings and Grounds Committee, in care of H. F. Leonard, Esq., City Clerk.

The lowest or any tender not necessarily accepted.

H. F. LEONARD, City Clerk.
Brantford, March 12, 1918.

TENDERS FOR SUPPLIES

Tenders for bread and top beef of good quality, minus neck ends, for the House of Refuge for the coming year, will be received up to noon on Monday, March 25. Address tenders to Henry Storey, Secretary.

For Sale!

Location	Acres	Price	Interest
Gilkinson St.	1.00	\$12.00	\$1250
Gilkinson St.	2.00	14.00	1650
Gilkinson St.	3.00	16.00	1900
Gilkinson St.	4.00	18.00	2150
Gilkinson St.	5.00	20.00	2400
Gilkinson St.	6.00	22.00	2650
Gilkinson St.	7.00	24.00	2900
Gilkinson St.	8.00	26.00	3150
Gilkinson St.	9.00	28.00	3400
Gilkinson St.	10.00	30.00	3650
Gilkinson St.	11.00	32.00	3900
Gilkinson St.	12.00	34.00	4150
Gilkinson St.	13.00	36.00	4400
Gilkinson St.	14.00	38.00	4650
Gilkinson St.	15.00	40.00	4900
Gilkinson St.	16.00	42.00	5150
Gilkinson St.	17.00	44.00	5400
Gilkinson St.	18.00	46.00	5650
Gilkinson St.	19.00	48.00	5900
Gilkinson St.	20.00	50.00	6150
Gilkinson St.	21.00	52.00	6400
Gilkinson St.	22.00	54.00	6650
Gilkinson St.	23.00	56.00	6900
Gilkinson St.	24.00	58.00	7150
Gilkinson St.	25.00	60.00	7400
Gilkinson St.	26.00	62.00	7650
Gilkinson St.	27.00	64.00	7900
Gilkinson St.	28.00	66.00	8150
Gilkinson St.	29.00	68.00	8400
Gilkinson St.	30.00	70.00	8650
Gilkinson St.	31.00	72.00	8900
Gilkinson St.	32.00	74.00	9150
Gilkinson St.	33.00	76.00	9400
Gilkinson St.	34.00	78.00	9650
Gilkinson St.	35.00	80.00	9900
Gilkinson St.	36.00	82.00	10150
Gilkinson St.	37.00	84.00	10400
Gilkinson St.	38.00	86.00	10650
Gilkinson St.	39.00	88.00	10900
Gilkinson St.	40.00	90.00	11150
Gilkinson St.	41.00	92.00	11400
Gilkinson St.	42.00	94.00	11650
Gilkinson St.	43.00	96.00	11900
Gilkinson St.	44.00	98.00	12150
Gilkinson St.	45.00	100.00	12400

Lots for building or gardens, Eagle Place, \$25.00 cash, balance \$5.00 monthly.

The Realty Exchange
23-GEORGE STREET.
Bell Phone 900. Machine Phone 885.

WILLIAM J. KELLY

Receives Injuries While Flying in France

Eldest Son of Mr. and Mrs. Patrick Kelly

William J. Kelly, Mr. and Mrs. P. Kelly, 49 Nelson street, received the following cable-gram:

"Beg to inform you that Probationary Flight Officer William J. Kelly sustained lacerated wounds upper jaw and lower lip, general bruising of body and shock as result of an aeroplane accident at Vendome (France), March 11th. Any further information received will be cabled."

"Admiralty"

The above despatch refers to the eldest son, who was ledger keeper at the Brantford Branch of the Bank of Toronto when he enlisted in the Division Signallers, Toronto. He transferred to the Royal Navy Flying Corps last November. Many Brantford friends will hope that further news will later be received of his satisfactory progress.

PROTECT BOND-HOLDERS

By Courier-Lesest Wire
New York, March 12.—A London despatch announces that for the protection of holders of Russian railway, municipal and government bonds, for the issuance of which they have been responsible, the following six banking institutions have agreed to vote together:

Barings, Hambro, Lloyds, London County and Westminster Bank, Rothschilds and Schroeder. It is also reported that British investors who deposited their American securities with the government, and whose term of deposit under the guaranty plan is now expiring, are being asked to continue their deposits until March, 1923.

DID YOU SEE F. L. SMITH

About your Real Estate? 1,000 properties for sale or Exchange. Houses on almost every street. Plenty on easy terms. Farms from 2 acres up.

F. L. SMITH
Royal Bank Chambers
Bell 2358 Machine 233

NOTICE!

NOTICE is hereby given to all parties in the City of Brantford, who have neglected to take out licenses for their various trades, that unless same is paid by Friday, the 15th day of March, 1918, proceedings will be immediately taken to collect the same.

H. F. LEONARD,
City Clerk.
Brantford, March 12, 1918.

Warning

The cold weather of the present winter has frozen the ground to an extraordinary depth and the danger of broken and leaking service-lines is correspondingly increased.

With the advent of the spring thaws the ground will crack and swell and be apt to cause broken lines. The Gas Company is doing everything in its power to prevent and take care of leakage in its lines and consumers are requested to make careful examination of the house piping and their service lines leading from the street to ascertain that they are in proper condition for transporting gas from the Company's line to the point of consumption. Consumers should make their inspection, as above indicated, at regular and reasonably frequent intervals that accidents may be guarded against by their keeping the pipes and fittings owned by them in first-class condition.

If any leakage or odor of gas is detected do not light any matches; extinguish all fires and lights and air out the premises, notifying the Gas Company immediately so they can send a man to investigate.

Do not Search for Gas leaks with a light.

THE BRANTFORD GAS COMPANY.

The Place to Eat

"Our service is a service that we take pride in."
Regular Dinner from 11 to 2.
Supper from 5 to 8.
25c and 30c

Mrs. Thompson, Prop. Ontario Quack Lunch
Phone 452. 93 Dalhousie St. OPPOSITE POST OFFICE

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By Courier-Lesest Wire
New York, March 12.—A London despatch announces that for the protection of holders of Russian railway, municipal and government bonds, for the issuance of which they have been responsible, the following six banking institutions have agreed to vote together:

Barings, Hambro, Lloyds, London County and Westminster Bank, Rothschilds and Schroeder. It is also reported that British investors who deposited their American securities with the government, and whose term of deposit under the guaranty plan is now expiring, are being asked to continue their deposits until March, 1923.

DID YOU SEE F. L. SMITH

About your Real Estate? 1,000 properties for sale or Exchange. Houses on almost every street. Plenty on easy terms. Farms from 2 acres up.

F. L. SMITH
Royal Bank Chambers
Bell 2358 Machine 233

NOTICE!

NOTICE is hereby given to all parties in the City of Brantford, who have neglected to take out licenses for their various trades, that unless same is paid by Friday, the 15th day of March, 1918, proceedings will be immediately taken to collect the same.

H. F. LEONARD,
City Clerk.
Brantford, March 12, 1918.

Warning

The cold weather of the present winter has frozen the ground to an extraordinary depth and the danger of broken and leaking service-lines is correspondingly increased.

With the advent of the spring thaws the ground will crack and swell and be apt to cause broken lines. The Gas Company is doing everything in its power to prevent and take care of leakage in its lines and consumers are requested to make careful examination of the house piping and their service lines leading from the street to ascertain that they are in proper condition for transporting gas from the Company's line to the point of consumption. Consumers should make their inspection, as above indicated, at regular and reasonably frequent intervals that accidents may be guarded against by their keeping the pipes and fittings owned by them in first-class condition.

If any leakage or odor of gas is detected do not light any matches; extinguish all fires and lights and air out the premises, notifying the Gas Company immediately so they can send a man to investigate.

Do not Search for Gas leaks with a light.

THE BRANTFORD GAS COMPANY.

The Place to Eat

"Our service is a service that we take pride in."
Regular Dinner from 11 to 2.
Supper from 5 to 8.
25c and 30c

Mrs. Thompson, Prop. Ontario Quack Lunch
Phone 452. 93 Dalhousie St. OPPOSITE POST OFFICE

CORN THE STAPLE FOOD

Carrier found the Indians at Hochelaga (Montreal) eating corn in 1536.

If the secret of making corn palatable, appetizing and delicious had been known in those days, potatoes would not have become a staple food, because corn is four and a half times more nourishing than potatoes.

For twelve years the Battle Creek Toasted Corn Flake Co., London, Ont., has been making corn a delectable and nutritious food, more economical in actual food value than cooked oatmeal, beefsteak, eggs, milk, chicken, and many other foods.

It is a staple, three-times-a-day food, and Sold only in the original red, white and green package.

Kellogg's TOASTED CORN FLAKES

LICENSED BY THE FOOD CONTROLLER UNDER NUMBER 2-655

ONLY MADE IN CANADA BY
The Battle Creek Toasted Corn Flake Co., Limited
Head Office and Factory: London, Ont.
Est'd 1906

A Few Choice Bargains

IN
WALL PAPER REMNANTS

See Our Windows

NOBLE & SON
84 COLBORNE STREET.

SUTHERLANDS

The new designs and colorings we are showing in our

Wall Paper Department!

this season are simply marvelous and will enhance the value of any home. All the latest things are on the racks. Papers for Living Rooms that will go with any rugs or furniture. Papers for Dining Rooms and Stairways, in Forest Tapestries, Grass Cloths, Tiffany Blends and all the latest treatments in various shades. Bed Room Papers Without End.

We carry one of the most complete lines of Paper Hangings in Ontario.

JAS. L. SUTHERLAND Colborne Street

Window Shades and Room Mouldings.

When Women are Weak

Women who feel weak, languid and depressed—who look pale and dull-eyed, and have lost appetite and fresh looks—need a tonic that will purify the blood, help the organs of digestion, regulate the liver and bowels, and strengthen the system. It long has been known that

Beecham's Pills

are a blessing to weak women, for they quickly correct womanly ailments, improve the appetite, purify the blood and re-establish healthy conditions. They are safe to take as they are purely vegetable and without any harmful drug. A few doses will bring better spirits, improved health and a feeling of fitness.

Worth a Guinea a Box

Prepared only by Thomas Beecham, St. Helen, Lancashire, England. Sold everywhere in Canada and U.S. America. In boxes, 25 cents.

SPORTS

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TOASTED BREADS

ORDER NUMBER 2-055

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Mouldings.

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ACROBATS ON SNOW SHOES

A STUNT THAT IS NOT SO EASY AS IT LOOKS

SNOW-SHOEING

Sporting Comment

ANOTHER DESERTER. Miller Huggins, new leader of the Yankees, is the fifth manager to make a shift from the National League to the American since the latter organization branched out as a major league in 1901, and New York fans will wish the new pilot more success than his predecessors enjoyed. The limit of such service up to date has been two years. Managers who have left Ban Johnson's League for one reason or another and later joined the ranks of the rival organizations have been far more successful in new fields than the leaders who went the other way. The managers who have served in both leagues are Chance, Duffy, Pat Donovan, Stallings, McGraw, Robinson, Griffith, Callahan and Lake.

Frank Chance's failure in New York after building up a great reputation with the Cubs stands out strikingly in the memory of New York fans. They greeted the once peerless leader as a baseball Moses back in the early days of 1913, when Frank Farrell signed him for two years at a salary which no other American league manager before or since drew down. In seven years of leadership over the Cubs Chance had won four pennants, finished second twice, and third in another year. Not once did the Cubs stand out in the three class. It would be unfair to expect him to put the Yankees in this class in a short time, but there was no denying that Chance was something of a disappointment. His team finished seventh in 1913, and he severed his connection with the club before the 1914 campaign closed while the team was in sixth place.

Duffy and Donovan. Hugh Duffy was another who had a short experience in the American league after twice leading the first division in three seasons as the National League leader. Duffy's Phillies finished last in the 1904 campaign and fourth in each of the two succeeding seasons. In 1910, the once great outfielder assumed charge of the White Sox and brought them home in sixth place. In 1911 he finished fourth, only to be deposed as he had been five years before after a similar finish at Philadelphia.

Patsy Donovan was another manager to try his skill in the American league after a long career as team leader in the National, and he also failed to go beyond two years. Donovan led the Cardinals in 1900-02-03, and was in charge of the Dodgers in 1905-06-07, with no marked success in either city. He took charge of the Boston Red Sox in 1909 and was more successful here, finishing 4th in 1910 and fifth in 1911, yet he had to step down that winter when the club changed hands.

Stallings' Short Term. George Stallings spent two seasons as manager of the Phillies in 1907-08, when the old 12-club league was in force. When the American league branched out in 1901 Stallings was in charge of the Detroit club, and though he was successful to the extent of finishing in third place, another was in his position when the next season rolled around. In latter years Stallings achieved much renown in both circuits, but he spent seven years in the minors, before getting his opportunity again. Such has been the fate of leaders

who have preceded Huggins in the effort to win distinction in the American league after a fling at the managerial game in the other leagues. Some leaders have done better after shift. It success is to be measured by the standing of the clubs, yet none has lasted long under the new standard.

Some Successful Changes. The list of managers who have won success in the American league after a fling in the American includes the names of John McGraw, Wilbert Robinson and George Stallings at Boston. McGraw has been a steady winner as leader of the New York Nationals since 1903, after a season and a half of trouble with the Baltimore Americans. Wilbert Robinson succeeded McGraw at Baltimore and many years later he bobbed up at Brooklyn to win a pennant and get a third place finish within four seasons.

Stallings, after putting the Yankees in the runner-up position in less than two seasons back in 1910-11 was deposed late in 1911 and two years later he came back as a National league manager. A pennant and two other first division finishes in 5 years tell a story of Stallings' success at Boston.

Griffith, Callahan and Lake. Clark Griffith went from the American to the National league after gaining quite a reputation in the former, but did little in the National league. Griffith won a pennant with his White Sox in 1901, the first season of the American league, and finished fourth the following year. Then he was put in charge of the Chicago Cubs, which represented New York when the city entered the league. In five years at the old Hilton Griffith twice finished second, once fourth, was fifth once and sixth once. He was way in 1908 to Kid Eilerfeld and for the next three seasons he guided the destinies of Garry Herrmann's Cincinnati Reds. In 1909 the Reds were fourth, in 1910 they were fifth and in 1911 sixth. This closed Griffith's career in the National league. Since returning to the Johnson circuit the Old Fox has been fairly successful, having finished second twice, third once and fourth once over a stretch of six seasons at Washington.

Jimmy Callahan and Fred Lake had sad experiences in the National League after managing clubs in the American. Cal's White Sox finished seventh in 1902 and he was superseded by Fielder Jones the following year. He came back as leader of the White Sox in 1912, finished fourth in that campaign, and fifth the following year. In 1914 Callahan's team tied with the Yankees for 6th place and he gave way that winter to Clarence Rowland. In 1916 Callahan took charge of the Pirates, a team finished the season in fifth place, and last summer he was let out. Lake's Boston Americans finished third in 1909, but his Boston Nationals were eighth in 1910.

A CHALLENGE. The Courier is in receipt of a challenge issued by Kid Monday, of Toledo, Ohio, light weight wrestler in the 133 pound class, to Young La Rush, the French Canadian light weight wrestling champion of America. The two met last in March, 1915, and the Kid now declares his intention of forcing the champion to meet him again.

"I never felt better in my life, and I'll hit 300 this year, sure." Old as the game itself is the phrase, old as the world the sentiment expresses. To-day with the

period of training about to start and the opening of the championship season but a few short weeks away, it is on the lips of every player in the land that he polishes his bat and oils his gloves in a spirit of preparedness. Cynical listeners smile at the words, but behind them is the sense of sincerity. They are audible testimony of the belief that has made baseball the pastime of a buoyant, determined people.

"When I hear a player say that in the spring," said Miller Huggins recently, "it makes me smile, but the smile is not one of derision, but rather one of reminiscence and understanding, for I have said it many times myself. In the fall of the year when the pennant race is over the ball player usually is tired out, mentally and physically, and he is, as a rule, glad to get away from the din and its turbulent atmosphere. He has a feeling that he is through with baseball, but when spring rolls around, and there is a touch of warm weather in the air, he hears the call of the game again, and when he says that he never felt better in his life and that he expects to have a great year, he means it."

Real Ball Players. There have been players, and good ones, too, who have quit the game while in their prime because they were possessed of ample funds and lost their enthusiasm, for the reason that they were not compelled to play ball for a living, but with all their skill they were not real ball players. They did not have in them a love for the game that called them back to it in spite of the inclination to quit. The genuine ball player is a thoroughly human personage, and usually is of variable moods. Toward the end of a season if he is an old campaigner he will tell you that he is playing his last games, and that any one who is in comfortable circumstances and not dependent upon baseball for a living is crazy to stay in the game. Through the winter he will very often declare that he intends to retire from baseball to pursue another line of endeavor. And on top of it all when the time comes for the departure for the training camp he is usually at the railroad station an hour before the train is scheduled to start.

The Case of Hans Wagner. Hans Wagner is an excellent example of a real ball player. How many times prior to this year has Hans declared his intention of retiring? And what took him back to the Pirates each succeeding spring? His salary? For years Wagner has been in comfortable circumstances. He has had his little house in the country and his auto and dogs. He was independent of all that baseball could bring him in the way of a monetary return, but his financial status could not put him beyond the range of the call of the game. He still hears it and nature alone prevents him from responding to it with his old time alacrity.

Charlie Herzog is another player who clings to baseball for other reasons than the fact that he has a \$10,000 contract which has another year to run. For at least five years Herzog has earned an exceptionally large salary. Furthermore, he is a shrewd business man, and his investments have been wisely made, with the result that he is one of the wealthiest ball players in the country. At present he is engaged in a controversy with the Boston club and has threatened to remain at home this season, but no one who knows him believes that he will make good the threat regardless of the outcome of his differences with his new employers. It's the call of the game.

LATEST SONGS AND MUSIC. When you want to secure the latest popular songs or instrumental music the way to do is to call at H. J. Smith and Co.'s and have the pianist play them over for you and make your selection.

Zbyszko Wants to Become a Scrapper--Seeks to Grab Jess Willard's Heavy Title

But Grappler is Likely to Meet Same Fate as Late Frank Gotch and Numerous Other Wrestlers Who Tried to Box

Practically every wrestler known to the mat game has, at some time or other, thought himself a fighter. Most of them have attended the pugilistic art, and all of them have failed!

It is only natural that the wrestler with his immense size and tremendous strength, should think himself able to whip the average boxer, and when he thinks again of the money that some of the pugilists earn, it is not surprising that he wants to take a whirl at the boxing game.

Frank Gotch tried to be a fighter once. He entertained high hopes of assailing Jeffries, the old-time veteran over 40 years old, knocked out the husky wrestling champion in a few rounds, and Gotch retired to the mat for the rest of his career.

Dr. B. F. Roller took up boxing at one time, and engaged Deer Ede, Martin to instruct him. Dr. Roller is a highly intelligent man, and he developed into quite a good boxer—probably the best produced from the wrestling ranks. He met Al Kaufman, a six-round boxer at the A. Y. P. exposition in 1909, Seattle, and he decided to give up the idea after Al got through with him.

Just at present Zbyszko is learning to handle his mitts, and he has engaged Bobby Dobbs, the old-time colored marvel, to teach him. For the last year Zyb has been begging Curley, his manager, to match him with Carl Morris.

"I can look him sure," said the mighty son of Poland. "Then I'll go after Willard."

Ivan Linow, the terrible Cossack, entered the ring a few years ago under the management of Harry Forbes, the old time bantamweight champion, and was touted as a world beater. He had a terrific punch, and killed a man in a bout up in Maine. Soon after he was matched with Jess Willard and when the present champion found out that Linow, or "Lash" as he was called, had killed an opponent, he tried to crawl out of the match, and it was with the greatest

difficulty that he was made to go on. Despite his quaking knees, big Jess managed to get over the big wall in the fourth round. He also knocked out J. Jeffries, Tim O'Neill, fought a draw with Mike Schreck, beat K. O. Bill Brennan, and was knocked out by Jack Johnson and Jim Barry.

War Eagle, a famous Indian wrestler of ten years ago, who wrestled Gotch and all the others, entered the ring, but left it again when George Gardner knocked him out in six rounds.

Joe Rodgers, the "American Apollo," once challenged the world. Rodgers was an immense man, six feet four inches tall, and weighed 250 pounds. He won a heavyweight tournament and was groomed by Tom O'Rourke as a coming champion, but he soon quit the boxing game.

Jack Munro, who fought Jeffries twice and who has just returned from the war minus an arm, was a wrestler, before he took up boxing.

Tex Rickard offered to back Constant Le Marin, a famous European wrestler, against Jack Johnson just before the war. Le Marin was the champion of Belgium, a magnificent athlete, and a really great wrestler, but he never amounted to anything with the gloves.

Tom Sharkey was something of a wrestler, and so was Andy Anderson and John Willie, both of whom gained some fame in the ring.

Hackenschmidt, former world's champion, thought he could fight; so did Jess Westergard, Tassit Hasashe, the Turk, Henry Irshinger and Will Eingham.

Jack Curley, the leading promoter and manager of wrestlers and boxers, says that the reason the wrestler never amounts to anything in the ring is because of his poor foot work. "Wrestling requires a man to station himself as squarely and firmly on his feet as possible, so when a wrestler attempts to box he simply can't get out of his own way. Then, too, big bulging muscles are not necessary to good fighting."

NEW TRAIN SERVICE. To accommodate Brantford patrons, a new Toronto service has been installed by the T. H. & B. 23. Train leaves Brantford 7.15 a.m. due in Toronto 9.23 a.m. Return service leaves Toronto 5 p.m., due at Brantford 7.10 p.m. This is done to meet the wishes of numerous patrons and at the sacrifice of other long standing connections with the M. O. R.

DON'T WORRY ABOUT THAT RUPTURE. We fit trusses and know how. Trusses priced from \$1.50 to \$10.00. Satisfaction guaranteed at Brander's Drug Store, Corner Market and Dalhousie streets.

Aims of the War Lecture Bureau

The War Lecture Bureau was organized early in December of 1917 its purpose is to afford the people of Canada further facilities for acquiring information concerning the war, and a clear understanding of their duties and obligations at home and abroad.

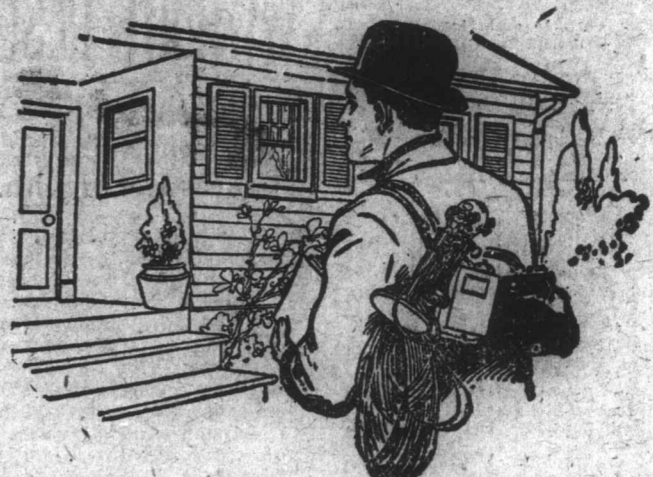
NATIONAL ADVISORY COUNCIL. The Bureau is assisted by a National Advisory Council under the chairmanship of Sir Robert Falconer, K. C., President of the University of Toronto.

LOCAL REPRESENTATIVES. It is the aim to have a representative or representatives in each city town and village in Canada, who are willing to render a patriotic service by co-operating with the Bureau in carrying out its educational programme. The Bureau is already active in several provinces and the number of local representatives is being rapidly increased. The Bureau will welcome proffered help in this direction from places still unrepresented.

METHODS. (1) By utilizing theatres, moving picture-houses and other ready-made audiences for five-minute talks, on subjects connected with the war.

(2) By having addresses—of five minutes or longer—given to any audience to which access can be had. By the way of illustration, war talks have already been given in Canadian universities, colleges, collegiate institutes, high and public schools; at concerts, conventions, and clubs, and before church organizations; women's organizations are also welcoming these messages and offering the fullest help. Two County Councils have been addressed by their Wardens. Noon-hour talks have been given in industrial plants.

FIVE MINUTE SPEECHES. Addresses in theatres and moving picture houses are limited to five



Regular Inspection Must be Deferred

So many skilled telephone workers have gone overseas that we have found it impossible for the present to keep up the practice of making a regular inspection of all subscribers' telephones.

It is important, in the interests of your service, that such defects as broken mouthpieces, frayed cords, etc., be reported to us promptly.

We therefore ask that subscribers promptly notify the "Trouble Department" (no number necessary) of any such defect in their telephone equipment so that we may remedy it promptly and protect the service.

Your kind co-operation will be appreciated.

The Bell Telephone Co. OF CANADA



"Good service... our true intent."

SATISFACTION QUALITY



HAWTHORNE'S DALHOUSIE STREET BRANTFORD.

Advertisement for Wilson's 'The National Smoke' BACHELOR CIGAR. Made by hand in the most modern plant of its kind on this continent. Clear Havana Leaf of exceptional flavor and quality. 3 for 25¢. Cheaper by the Box. (ANDREW WILSON & CO.)

Ma gives pa some startling news



THAT SON-IN-LAW OF PA'S

—By Wellington

P-PA, DEAR, ARE YOUR BUSINESS AFFAIRS ALL IN GOOD SHAPE?

NEVER BETTER, WHY?

AND YOU HAVEN'T LET ANY OF YOUR LIFE-INSURANCE POLICIES LAPSE, HAVE YOU?

O COURSE I HAVEN'T!

WELL, DON'T THINK ME HARD-HEARTED PA, FOR I SHALL MISS YOU—BUT, PERHAPS, SINCE IT MUST HAPPEN SOMETIME, NOW IS THE BEST TIME!

SAY? WHAT TH 5AM HILL 15 TH IDEA?

WHY—Y—YOU ARE GOING TO DIE WITHIN A WEEK?? MADAME WIZZ, THE NOTED TRANCE-MEDIUM TOLD ME SO T THIS AFTERNOON?

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Grand Trunk Railway

MAIN LINE EAST Eastern Standard Time. 8:30 a.m.—For Guelph, Palmerston and...

MAIN LINE WEST Departure 2:15 a.m.—For Detroit, Port Huron and Chicago.

BUFFALO AND GODEFRICH LINE Leave Brantford 10:05 a.m.—For Buffalo and intermediate stations.

West Leave Brantford 10:45 a.m.—For Godefrich and intermediate stations.

GALT, OUELLE AND NORTH Leave Brantford 6:30 a.m.—For Galt, Guelph, Edmonstone and all points north.

BRANFORD-TILSONBURG LINE Leave Brantford 10:40 a.m.—For Tilsonburg, Port Dover and St. Thomas.

G. T. R. ARRIVALS From West—Arrive Brantford 8:50 a.m.; 1:05 a.m.; 4:00 p.m.; 8:25 p.m.

Buffalo and Godefrich From West—Arrive Brantford—10:05 a.m.; 10:45 p.m.

L. E. and N. Railway Effective November 11th, 1917. Leave Kitchener 5:05, 10:05 a.m., 12:05, 5:05, 6:05, 8:05, 9:05 p.m.

SOUTH BOUND Leave Hespeler 8:10, 10:10 a.m., 12:10, 2:10, 4:10, 6:10 p.m.

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SPENT HUNDREDS WITHOUT RESULTS

Tried in Vain for Five Years to Get Relief—Tanlac Restores Her Health.

It is really wonderful to think that just a few bottles of Tanlac after I spent hundreds of dollars trying medicines and treatments during the past five years without getting any results.

The above remarkable statement was made a few days ago by Mrs. Lilly Snyder, 108 Duchess Street, Toronto. Mrs. Snyder is well known in Toronto and also in London, where she made her home for several years. Her complete statement, which will interest all her friends and acquaintances, follows:

"I've had a miserable time for the past five years on account of severe nervous headaches and indigestion she continued, 'No matter how careful I was with my diet, nearly everything I ate would sour in my stomach and make me suffer for hours. I'd belch up sour food and bitter water after meals, and I would vomit and swell me up until I could scarcely breathe. My head would ache at times until it seemed like it was going to burst, and I'd have to give up and take my bed. I could hardly do anything around the house and we were just paying bills for medicines and treatments all the time, but I didn't get any better."

"I never thought any medicine could do for anyone what Tanlac has done for me. My husband and I both think it is the finest medicine made, and all because of the way I have improved since I started taking it. The indigestion has disappeared entirely, and I never have a sign of a headache. I can eat just anything I want and as much as I want and it digests perfectly and builds me up. My health has improved in every way possible, and I am in better condition than I have been for five years. I've told everybody in my neighborhood how Tanlac has helped me, and always recommend it every chance I have."

Tanlac is sold in Brantford by Robertson Drug Store, in Paris by Apps Ltd. and in Vernon by Yocum's, in Middleport by William Peddie, in Onondaga by Neil McPhadden.

Music and Drama THE IRISH 15th

Of all the announcements of attractions coming to our local playhouses this season—one of the most noteworthy and welcome is that of Al H. Wilson in a new Irish Military play, "The Irish 15th," written by Theodore Barr Smyre on Saturday March 16th at the Grand Opera House. This great singing di-

rect comedian never in his career has presented anything so satisfying as this new offering promises—songs that are so tuneful and brilliant as the ones he will sing at intervals during the action. The principal guest being "I want You Then Macree," "Ireland is Your Home Sweet Home," "My Mother's Wedding Ring," "A Lily From Heaven" and "The Irish Will Be There."

WILMETS. Louise Fazenda, Paramount-Mack Bennett comedienne, traces her ancestry back to the Hollanders. Wherefore, she is an expert keltier. She can now turn out a pair of socks in two days, and as to sweaters, she is achieving a record that can not be equalled.

Jack Pickford and Louise Huff, the two worthy youngsters, were recently sent up to San Francisco under the direction of Uncle George Melford, to take some scenes for their next Paramount picture of "Sandy." The trip was made by boat in order to film some scenes on water, but the general reaction of the Pacific became so boisterous that the two young people spent most of their time praying for death, and it was only as they sailed into the quiet waters of Golden Gate that they were able to film any scenes.

Little Vivian Martin, for the past week, has had a freight train all to herself on the plains. She was permitted to climb around in the cab with the train, and blow the whistle to her heart's content, when she wasn't tied to a steam pipe in the baggage car filming scenes for her next Paramount picture.

Dorothy Delton is now in the class of photoplayers who refuse to have a "double" substitute for her in any dangerous feats. She declares that in her pictures she will do the same as Douglas Fairbanks does in his Arizona pictures. "I do all the stunts myself and stage off any awkwardness that would be derived later on from undesired pauses."

Asked some time ago whether he would prefer to be here or in the Hawaiian Islands, Sessue Hayakawa, the Paramount star, replied that he preferred the Islands. The tropical country suited him best. But he finds a pretty fine substitute in California.

DRUNKENNESS DROPS By Courier Leased Wire. Ottawa, March 11.—According to figures by Police Chief Ross, there were 296 fewer arrests for drunkenness during the twelve months immediately preceding prohibition.

From September 16, 1915, to September 16, 1916, there were 991 indictments arrested in Ottawa. The twelve months after prohibition was introduced, viz. September 16, 1916, to September 16, 1917, the number of arrests for this offense dropped to 695.



MISS HOOLEY MARRIED ON HER FATHER'S BIRTHDAY. Group taken after the wedding of Grace, daughter of Mr. Ernest T. Hooley, who is seen holding an honored guest and standing between his wife and Lord Madstone, best man. The bridegroom, Lt. Commander A. W. Brewell, D.S.O., Legion of Honor, R. N., is on crutches.

JOHN REDMOND Some Facts and Incidents in the Career of the Famous Irish Leader Who Died Last Week.

What manner of man was the famous successor of Parnell? What were his antecedents? What was his record? The answer is to be found in a biography of John Redmond published by Hurst and Blackett. It is the work of an Irishman, Mr. Louis Redmond-Howard, who is the adopted son of the Nationalist leader. Notes of tribal affection and magnanimity which had for me all that a father could have done for the education of his own son.

Mr. Redmond Howard, who was born in New South Wales, was left an orphan at an early age. He writes: "When my mother died, leaving me an orphan, I was taken into the house of an Irishman, Mr. Redmond's house as one of his own children, with a kindness and magnanimity which had for me all that a father could have done for the education of his own son."

Reserved, silent in company, contemplative and with a touch of melancholy in his outlook, John Redmond had none of the Irish exuberance and gaiety of spirit. Constant in his attendance at the House of Commons, he did not mingle in its high, free, untrammelled life. He was a widely-read man of cultivated tastes and with a serious view of life and duty. It is not surprising to learn that he thought at one time he had a religious vocation.

Was Head of Ancient Family. Mr. Redmond belongs to the old Irish gentry. He was head of an ancient Anglo-Irish family which had been rooted in Ireland since 1170. Following the English set- tlement of the Emerald Isle the Redmonds became Irish of the Irish. Has not Prudes shown us with switches, art, how English, Norman and Scotch settlers in Ireland evaded the withers of their more arduous Hibernian? In 1170 Raymond de Gros, leader of Strongbow's advance guard, landed with a small force at Waterford, and that county has ever since been the home of his antecedents.

Several members of the family sat in the Westminster Parliament, including Mr. Redmond's father, William Archer Redmond, who was returned for the borough of Waterford in 1872. A zealous Catholic and a temperate reformer, Redmond here was described by the Tablet on his death, in 1881, as a man of large and cultivated intellect, refined and sensitive nature. In his election address of 1879 Mr. W. A. 1901, and John Redmond became

the leader of what was again a more or less united band. Mr. Redmond first distinguished himself in the House of Commons during the debates on the Home Rule Bill in 1889. The force, the cogency and the clearness of his speeches showed that he was a valuable addition to the debating strength of the Irish members. He had always been anxious to see that Ireland should cut herself away from an Empire to whose greatness Irish valors and Irish statesmanship have contributed so largely, and which includes within its borders so many millions of the Irish race.

His Views on Home Rule. He had been consistent in advocating the concession of Home Rule to Ireland on a federal basis. Speaking in 1893, he said: "I look forward to the day when the federal idea may be applied to England, Scotland and Wales as well as Ireland. Then the character of the so-called Imperial Parliament would be changed. It would be then truly an Imperial Parliament, and all the kingdoms having their own national parliaments might be represented in it. But if Ireland alone has a parliament of her own, you must not allow Ireland to have sole control of Irish affairs, to interfere in and probably decide English and Scottish affairs—an obvious injustice."

Precisely the same federal notion in freedom was sounded by Mr. Redmond later in his American tour. As leader of the Nationalist party which though routed was haunted by the old schismatic spirit.

PARIS PRESBYTERY. The regular meeting of the Paris Presbytery was held in Woodstock yesterday. The report on Sunday school work showed 5,899 pupils in attendance in the different schools of the presbytery, 697 teachers and officers and 691 enrolled on the cradle roll. The Sunday schools had contributed for the budget during the year \$1,514. At the evening session Dr. Gardner, of Knox College, gave an address. He made a strong appeal for students for the Presbyterian ministry. Rev. Dr. A. H. Grant was the unanimous choice of the presbytery as the next moderator of the general assembly. The following commissioners were appointed to the general assembly, which meets in London next June: Rev. Donald McLeod, Inveroll; Rev. W. P. Lane, Embro; Rev. W. C. Carpenter, Delhi, and Rev. J. C. Nicholson, Brantford.

IRISH SONGS IN DEMAND. For the seventeenth season of Ireland are in demand. H. J. Smith and Co. have all the good ones and many of worth that are just published, 15c or 7 for \$1. Come soon and hear them.

CAMBRAI BOMBED. Cambrai has been bombarded by long range guns, according to today's headquarters reports. Several shots from British artillery of the heaviest calibre fell in the town, the statement reports.

Children Cry for Fletcher's CASTORIA

The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of Dr. J. C. Watson, and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA? Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS Bears the Signature of J. C. Watson

In Use For Over 30 Years The Kind You Have Always Bought THE CENTAUR COMPANY, NEW YORK CITY.

REX THEATRE

Vaudeville—Pictures Monday, Tuesday and Wednesday JUNE CAPRICE IN "PATSY"

FRANKO SISTERS Novelty Posing THE Pawn Brokers Heart Keystone Comedy

CANADIAN SCENIC COMING THURSDAY Charlie Chaplin IN The Jitney Elopement

CHARLES RAY IN "The Hired Man"

Gentleman's Valet

Cleaning, Pressing, Repairing and Altering. G. H. W. BECK Bell 560, 132 Market St.

GRAND OPERA HOUSE, Saturday, March 16

AL H. WILSON THE IRISH 15th

Prices: 25c, 50c, 75c, 1.00 or higher. Coming soon Polly Anna SEATS NOW ON SALE AT THE DRUG STORE

COAL SOFTENING BRICK

323 Colborne Street BELL 90 MACHINE 46

Guard Your Health With Rubbers

THERE'S one side to the economy of Rubbers that some people may overlook. Rubbers save doctors' bills, just as they save boots.

With streets coated with slush or a river of rain, Rubbers are certain protection against getting wet feet, and your being laid up with a severe case of gripe or worse.

If you want to come through the spring thaws without even a cold, get rubbers for each pair of shoes; and if you are buying new shoes, be sure to have them fitted with the right Rubbers.

There's a style and shape for every shoe—for men, women and children—in these six brands of staunch, well-fitting Rubbers, sold by the leading shoemen:

"Dominion" "Cranby" "Jacques Cartier" "Maple Leaf" "Merchants" "Daisy"

Ash for these brands—they give the best wear

Canadian Consolidated Rubber Co., Limited Executive Offices - MONTREAL

Brant Theatre

Special Attractions all Week Monday, Tuesday and Wednesday The World Renowned Opera Star

Geraldine Farrar Supported by Wallace Reid In Cecil B. De Mille's Spectacular Production "The Woman God Forgot"

By Jean MacPherson First Showing in Ontario Ruth Roland and Frank Mayo

In a series of soul gripping and human interest pictures "The Price of Polly" Showing Every Monday, Tuesday and Wednesday

PRINCESS PAUKAI And Her Royal Hawaiians 7-PEOPLE-7 Novelty Singing, Dancing and Music

Coming Thursday Friday and Saturday 1st Episode Pathé's Greatest Serial "The Hidden Hand"

Featuring Doris Kenyon, Sheldon Lewis, Arline Hatton and Mahlon Hamilton MAE MARSH IN THE Goldwyn Super-Feature "The Beloved Traitor"

It is to A The British taken kindly of deliberate unsuspecting to his nature the subject, a German sniper pretty much he man came on and equipped the most favored successful at trench system No. Man's Lat tural cover— advantage of number of trench men in the ports during t war was simp The natural sniper. Retal many of com tary faced an slow starter, he embarked on soon attained before which t sharpshooters t unfortunate G being repaid l wrought by the the beginning t ton does not can equal. T ent at the ret of them, the wounded son t emy sniper, al near the E of 1915. The then into coo important pra the section is of brothers t worthy at-la. Half-an-hour plects and sho for the firing finish with dave. A spee from the firm in No Man's L loopholed sni man, scanning the careful at that their live pertness. The rise at so above the But in the E an elevation of the difference and being ob jectholes of t command the German main. The aeroplane sniper officer o German soldier yard stretch in two and the ling themselves of the further are at the mer

A German wing up the can be traced, mattocks applic do. "Hold your from in the super officer

Surely this fa and profit time No. 8,532 in a signed law filing on collar a The popular side square neck. A roll finishes the art, a comforter those who prefer floor, gathered novel skirts is slightly raised w dress needs pocke and turned back. The lady's sh 8,533 is cut in st bust-measure. V each also require total, with 3/4 y woods and 2 yard

To Obtain t to the Courie Patterns for 25

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

aturday, March 16

WILSON
IN A NEW
MILITARY SONG PLAY
THE 15th
BY
THEO. BURT SAYRE
ALL SONGS NEW
of laughter from

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DRUG STORE

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BRICK

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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 retreat from Mons. One of them, the Corporal, saw his wounded son shot down by an enemy sniper, after the ill-fated fighting near the Petit 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-halt. Hagarty and Saunders cover the rest. Be ready to switch on to the heads behind the traverses."

Round 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 sniper 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, black 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 their 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 Petit 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 whence Schiller got his wrong, or how the poet's muse is trolled. The War Lord hasn't talked for moons of music, as a master, nor shows how Handel's labored times were simply a disaster. The arts are having quiet a rest, that once he tore to tatters; the War Lord in his bright, in vast, must tend to other matters. His men are weary of his war, they're sniping, and they're striking, in gloom, 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 hitched 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

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 work, 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 know 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.

If you can knit between Times, So Much the Better.

If you can knit between other activities so much the better. But if you are one of those people whom such work harasses instead of tranquilizes it may not be wise to crowd your spare moments with it. The loss in general efficiency may be greater than the gain in service.

You know what you can do. You would be ashamed to ask less than is right of yourself. Never mind whether anyone thinks you are doing too much or too little. Just go ahead and do not only your bit, but every bit you can.

Hay and Pasture

Taking Canada as a whole, annual hay pasture crops are generally used as supplementary 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.

It is not our intention to give any detailed account of these various annual hay and pasture crops that are grown in the different parts of the Dominion. We simply wish to call attention in a general way to their importance, that more of the indications are that it may be in the farmers' interest to use annual hay and pasture crops to a greater extent the coming season than ever before.

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 alfalfa and clover, which are claimed to be the best when they are grown as far north as Canada, their yielding powers are generally sadly disappointing. Some of these plants 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, in fact, 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.

LOAN TO BRITAIN

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:

Great 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 rheumatism and pain in her right side; at times she was so bad she could not get up. For two years she was attended by the best physicians here, and she agreed that 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 entirely well. She has not had any more pain. I have given it to my other children. —Mrs. W. D. White, 222 North Adams Street, Petersburg, Va.

If every child who suffers the pain Mrs. Wells did, or from irregularities, painful periods, headache, stomach trouble, or any other ailment, would only give this famous "Vegetable Compound" a fair trial, they would find relief from such suffering.

For special advice, write to the Lydia E. Pinkham Medicine Co., Lynn, Mass. The name of your town is not necessary.

POWER SITUATION ACUTE
By Courier Leased 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 Leased Wire.
Paris, March 12.—Heavy artillery fighting occurred in front of La Bompelle and in the region of Avocourt. The French official communication says that the city is endeavouring to make a deal.

CHILDREN ORY FOR FLETCHER'S CASTORIA

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

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.

enemy suffered severe losses and left us in our hands. On the remainder of the front the night was calm.

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

