## BRANTFORD DAILY COURIER．

To Learn

## Petrograd Controlled by the Enemy German Officials Directing Maximalist Rule There

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The Kaiser Started This；Buy Victory Bonds and Help Finish Him


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## PURE RICH BLUOO

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buisy. Vote for Cockshurt and help keep the muntion
factories be:s io to help them.


IM vantice

A Host of Good Values for To-morrow's Selling
Georgette Crepe Neck-
wear from $\$ 1.50$
to 50 c

Fine Down-filled Comfor ters, Wonderful Values $\$ 1.50$ to $\$ 7.50$


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Corduroy Velvets $\$ 1.00$


Corduroy Velvets 75 c

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## J. M. YOUNG \& CO.

## FURS <br> Dempster \& Co. <br> Furriers <br> 8 MARKET STREET. <br> Opp. City Hall

## SUTHERLAND'S

Our Boys Are Fighting For Our Liberty Let Our
VICTORY BONDS
Fight For Their Liberty

Jas. L. Sutherland
BOOKSELLER \& STATIONER




nanaminin
Tabernacle To-night BAPTIST NIGHT!
 Come on You Baptists! "Eagle Place Night"
 See Them Come ! Mmintinn REID \& BROWN
Undertakers Undertakers

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OPENING NIGHT! Assembly Bowing Club Wechesedatanumithth Now. 28.

We are glad to haye you insist on good plumbing. That is the kind we do.
t. J. MINNES


The boys at the front are husy. Vote for Cockshutt and help keep the munition

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## Shop

# GotYour Victory Bonds Yet? 

$\mathbf{T}^{\mathrm{HE}}$ fury and danger of the Cyclone is nothing com T pared to the destruction levied by the mail order business. The havoc caused by this evil will never be
known. It can not be reckoned in figures. One wellKnown. It can not be reckoned in igires., one wile mile year twenty million catalogues. Towns have been wipe out of existence, land values wrecked, farms depopulat ed and business brought to a standstill. Thinking people of all classes-farmers, merchants, manufacturers- are now alive to the danger and have begun to arouse to counteract its effects. Every town is being urged to wage a campaigm of education to arouse the thought of the people. The imaginary, long-distance bargain has never yet measured up to the standard and value of Hosm bought goods.

## HELP WANTED!

KEEP away from the flame of the candle if you don' want your wings singed" is a proverb as old as the hills So old we have almost forgotten to apply it to OURSELVES. In every community men and women are im tating the moths. How many times have WE been singe" And how many times have WE come BACK, and back AGAIN, to the flame? How much MONEY is lost each year to this community by this same SINGEING process? The flame of the candle mounts higher. The moths crow closer and closer to the flame. It is OUR business to put that flame OUT. WANTED:-a few MEN and WOMEN in OUR community to apply the SNUFFER.

NO goods purchased abroad are cheap that take the place of our own labor and our own raw material.


DRIVEN FROM HOME

OUR boys and girls are leaving the farms and Home Towns by the thousand and swarming into the congested CITIES. There they work and struggle against frightful odds, the majority never getting a chance. If WE had always spent our money at home we could have boys and industries at home to give employment to these boys and girls. How many children has OUR NEGLECT of home intrests DRIVEN away into the Big Cities? Just in so far as we failed to give OUR support to our home community are we responsible for this condition, We are not ones who have blocked THEIR chances. WE have placed
a handicap in THEIR lives. They are not OTHER a handicap in THEIR lives. They are not OtHER people's children. They are OURS. But it is not too late
to do our duty by the NEXT generation. They belong to to do our duty by the NEXT generation. They belong to
us, too. Let us do every thing in our power to keep these us, too. Let us do
children at home.

MY PLEDGE

## As a Resident of Brantford I Hereby Pledge Myself:-

1st.-That I will Boost Brantford at all times. 2nd.-That as a Booster I will buy, as far as posfamily, in my home city
3rd.-Thit I will, where possible, purchase Brintmanufactured in other cities or towns. $y$ friends th.-That I will, on every occasion, urge my friends
and neighbors to buy in Brantford and Booss Home Industries.
(Signed)
Address

# Shop in BRANTFORD With YOUR Home Merchants 

Are we each and every one of us doing all we can to build up Brantford into a large and beautiful city? We have the opportunity but are we making the best of it? A community is no better than the men and women living in it. If our outlook is narrow and selfish, our community viewpoint will be dwarfed and unresponsive to the spirit of progress. If we do not work for the best welfare of our industrial, commercial and mercantile life, of our community suffers collectively and we all suffer individually.

## Brantford Merchants Have the Goods, and the Prices Are Right

Think what Brantford would, be without our ret ail merchants. Where would be the value in our real estate, in our educational institutions, in o ur beautiful park system, in our factories, if we did not have a growing population to enjoy the $m$ and maintain them. The best way to benefit Brantford is to keep our money in local circulat on as far as possible. A policy which is endorsed by the leading manufacturers, merchants and business men of this city is worthy of our careful consideration. Once again, let our motto be

## First, Last and Always, "Buy in BRANTFORD"

## Campaign Endorsed by the Following Business Men:

J. M. Young \& Co., Dry Goods, Rugs, Linoleums, Etc.
Ogilvie Lochead \& Co.. Drv Goods. Russ. Linoleums, Etc.
E. B. Crompton \& Co., Limited, Department Store.
The Crompton Grocery, Pure Food Store.
C. J. Mitchell, Automobiles and Sporting Goods.
J. W. Burgess, Furniture and House Fur nishings.
The Brantford Willow Works, Willow Furniture.
R. Stoler, Furniture and House Furnish ings.
Sheppard \& Co.-Shoe Repairers.
T. A. Cowan, Plumbers \& Electricians. M. E. Long, Furniture Co., Furniture. Dominion House Furnishing Co. Furniture and Clothing.
Howie's-Heavy and Shelf Hardware.
G. Hawthorne, Bicycles and Sporting
dow
Ludlow, Bros.-Clothing, Boots and
Shoes Shoes
A. C. Percy-Gents' Furnishings.
J. G. Townsend-Boots and Shoes.
A. N. Pequegnat-Jeweller.

The Scotland Woolen Mills Stores-Men's Clothing.
T. A. Squire-Shelf and Heavy Hardware M. E. Buck-Millinery.

## Henkle Bros, Limited-Clothing, Furs

 Etc. E. H. Newman and Sons-Jewellers. Greif's-Jewellers.The Western Fair-Millinery. is
F. J. Calbeck-Men's Clothes.
L. Pettit-Millinery.

Clark Lampkin Co.-Milliners Joseph Orr-Harness Maker W. L. Hughes, Limited-Ladies' Wear. S. G. Read \& Son-Piano Dealers. Buller Bros.-Jewellers, etc.
Andrew McFarland-Clothing and Gents' Furnisher.

Grafton \& Co., Limited-Clothing, Fur nishings, Hats and Caps
S. Nyman-Ladies' Furs and Clothing.

Edy's Limited-Drugs, Successors to F. McDowell.
Agnew's, Limited-Boots and Shoes. Chris. Sutherland, Merchant Tailor. Gordon Brander-Druggist. 4 Neill Shoe Co.-Boots and Shoes. Tip-Top Tailors-Men's Clothes
Wiles \& Quinlan-Men's Furnishings and Clothing.
Levy's Limited-Ladies' Ready-towear, Northway \& Co.-Ladies Wear and Lind gerie.
 $\$ 2500$ and Upwards Do not buy a couple of bonds and then it back satisfied you have done your whole dyty-You can afford to buy lending at good interest-on
The Best Security in All Canada

## A Message to YOU is Told in This Letter

## An Open Letter to My Own People

## From a Toronto Boy who is in France fighting for his Country

To My Own People:
There is a little tightening in my throat as I write that-
Somehow, away over here in France, a realization has suddenly come to me of how dear my home land is to me-my country-and ald Toronto

I can close my eyes and see that last day I spent with my loved oncs, very cleariy. I can see that crowd that filled the depoi-the silent crowd with hearts too full for even farewells-as the train pulled out-and on our way-i can see clearly-so very cleariycrowd to gather the lad next me in the line to her breast for a brief, last, straining embrace.
Her cruss and her keart hungered for him to stay.
Her splendid spirit bade him go-and gloried in the glory of his oing. It is this spirit which will make our-I say our because cription a tremendous and inspiring success. Loan Bond subscription a tremendous and inspiring success.
ver here in France, making our last preparation before going ino the trenches, our eyes are watching, our ears waiting for the resuit.
wonder sometimes if you are fully aware how great the need is that every one of you put your shoulder and your pocketbook be-
hind this Victory Bond Loan.
In your safety so far from the raw and bleeding truth of this
horrible war it might well be that you would not feel the absolute and imperative necessity for Canada' Victory Bond Loan to be away over-subscribed.
Do you not see that by the size of your response to the call for inrestment in Victory Bonds will our enemies judge the fibre and the character of the Canadian people? Germany knows the fibre of orr fighting menIt is the peop
ering about.
Buying Victory Bonds is the only way most of you can show Ger many whether you are a united people or an apathetic people.
$I$ understand, of course, that you will get $51-2$ per cent. interest these cold financial advantages of Canada's Victory Loan.
The soul of a soldier who counts not the cost even to the extent of giving his life has nothing in common with that of the man or woman who delays to weigh the precise profit of a Victory Bo restment
My Toronto, my heart is full. I had to try and reach out to you-to try and touch your hearts-make you see what we are seeing over here-make you feel what we feel, whose eyes are saddened daily by the spectacle of German barbarity.
This may be the last letter I will ever write. If it is so divinely directed I want these to be my last words "All that you can invest, Toronto, invest in Victory Bonds. DO THAT AT ONCE."


 Defending Armies Fight Had Rheumatism So Bad Day and Night With He Couldn't Close Fingar | Day and Night With | He Couldn't Close Fingers |
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Courier Daily



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## The Picture You Have Looked For

THE COURIER has obtained a limited number of copies of the wonderful PICTURE, "HOW THE CROSS WAS WON." the picture depicts one of the MORE HAPPY SIDES OF THE WAR, AND IN EVERY HOME IT WOULD BE MOST APPROpriate. get yours to-day. see couron below.

'How the Victoria Cross Was Won."

## A Story in Itself!

## Don't wait till they are all gone. Size $13^{1 / 2} \prime \prime x 18^{\prime}$

Call and get a copy, or clip the Coupon.
Price: 20c each 25c by Mail

SEE THE PICTURE
IN THE COURIER WINDOW





 FOR FLETCHER'S
IA

## THAT SON-IN-LAW OF PA'S



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"Pigs is pigs" dead or alive

## NOMEAILESS DAYS

 IW IHE TRENHHSS Tommy's Daily Ration Inommy's Daily Rationcludes One Pound of Meat. SUPPLYING THE ARMY Sixty Per Cent is Froze Preserved.


## SIDE TAUK










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## The Picture You Have Looked For

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"How the Victoria Cross Was Won."

## A Story in Itself!

Don't wait till they are all gone. Size $131 / 2$ " $x$ 18'
Call and get a copy, or clip the Coupon.
Price: 20c each 25c by Mail

SEE THE PICTURE IN THE COURIER WINDOW

## Circulation Department, The Courier, Brantion

Please send me at once.
Painting, "How the Victoria cen

Name
ADDRESS



> Canada's Victory Loan $\$ 150,000,000$ 51\% Gold Bonds offered in three maturities 5 year Bonds due December 1st, 1922
10 year Bonds due December 1st, 1927
20 year Bonds due December 1st, 1937 Interest payable without charge, half yearly, 1st June
and lst December, at any branch in Canada of any onds may
> Denominations $\$ 50, \$ 100, \$ 500$ and $\$ 1000$. Issue Price Par $10 \%$ on December 1st, $1917 \quad 20 \%$ on March 1st, 1918 $\begin{array}{ll}10 \% \text { on December 1st, } 1917 & 20 \% \text { on March 1st, } 1918 \\ 10 \% \text { on January 2nd } 1918 & 20 \% \text { on Arill } 1 \text { st, } 1918 \\ 20 \% \text { on February } 1 \mathrm{st}, 1918 & 20 \% \text { on May } \\ 1 \mathrm{stt}, 1918\end{array}$ A full half year's interest will be paid on
Ist June, 1918
> The Bonds therefore give a ret yield to the investor
> $\mathbf{5 . 6 1 \%}$ on the 20 year Bonde $5.68 \%$ on the 10 year Bonds
$\mathbf{5 . 8 1 \%}$ on the 5 year Bonds
> The proceeds of the Loan will be used for War
Purposes only, and will be spent wholly in Canada.
> Forms of Application may be obtained from any
branch in Canada of any Chartered Bank, or from any Victory Loan Committee, or member thereof.

Note the Easy Payments

## Victory Bonds for Christmas

W
HAT about that boy of yours?
-that girl of yours?
-your wife-your mother?
A gift of Victory Bonds works three ways:
The recipient will appreciate it and be benefited;
You have the pleasure of making a valuable gift;
Also you will render a patriotic service to Canada.
And, are you going to give a bonus to your employees this Christmas?
If you are, why not make it in the form of Victory Bonds, fully or partially paid, as you can afford in each case?
Victory Bonds are a little better than cash and Canada needs the money.




| Boy's Shoes |
| :---: |
| HAND MADE, machine finished, a so shoe repairing of all kinds. W, Pettit. 10 South Markei |
| Shoe Repairing |
| BRING your Repairs to Johnson Electric Shoe Repair store, Eag Place. Satisfaction |
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| Female Help Wanted | Articles For Sale |
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| ANTED-Treadle Lathe, give par- ticulars and lowest price for |  |
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| Business Cards | teopathy is now at 38 Nelson street offce hours; 9 to 12 a.m. an 5 p.m. Bell telephone 1380 . |
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## Wanted!

Boys in Laris to delive

The Courier every
evening. Apply Paris Radial Station

