## BRANTFORD DAILYCOURIER.

# Mr. W. F. Cockshutt at Union Meeting He is Endorsed by Women's Associations of City 

## PREMIER KERENSKY, ABANDONED BY HIS SUPPORTERS, FLEES FROM THE BOLSHEVIKI FORCES

\section*{ NOIE ONPRESENTEEETIONISSUES <br> | ing |
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| be | <br> ing contained the announce-}

Addressed Mass Meeting of Unionists ${ }^{\text {H }}$ in Victoria Hall Last Evening-His
Candidature Endorsed by Officiated Women's Association of City

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be recognized as the Union
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SUNDAY'S PROGRAM Tabernacle



## Altogether Now--Buy a Victory Bond

## HOW MICH MONE OOS BRANITPOR LOSE ANWALLI?

If the Appropriate Losses of a Village are $\$ 46,817$, Our Annual Loss Must Be Enormous

It is difficult to gauge the amount of money that is flowing It is difficult to gauge the amount of money that is sowing
into the coffers of the big mail order houses from the smater
cities and small towns and villages. The mail order houses are not giving out any ipformation along this line, but their steady and in many
nount is enormous.
Weekly papers
Weekly papers in some of the smaller towns where the mail order evil is preadenen hat the sum that was sent out of the town in money orders. The figures have, in many cases, proved tartling to the merchants. While realizing that they were los ng considerable trade to the mail order houses, they never
imagined that it reached the proportions that investigation of mogine orders, in many cases, has disclosed. money orders, in many cases, has discosed.
For instance, The Standard, of Havelock, ont., a rillage of
1,500 population one hundred miles east of Toronto, found that 1,500 population one hundred miles east of Toronto, found that
in one year $\$ 54,119$ had been sent out of town in money orders lone. The amount for orders paid in the same time was only $\$ 7,302$, leaving the enormous differen:
on these figures, The Standard said:
"ieits there not a moral in these striking figures for our citizens and our merechants?
How much better off
Havelock would be in that
Hat, 817 "were spent here, and how muct are our merchants to blame you have been in, the habit of doing. Let texext years figures show a tremendous decrease in the out-of-town figures, and
eet the merchants wake up to the value of better values and let the merchants wake up to the value of better values and
the absolute neesesity of tetting peoople know about them through their advertisements, instead of whining about
 week, to 'Buy at home', and lots of our merchants applaud

The.figures in this particular case were astounding to the merchants, and The Courier has reason to believe that the figures of Prantfords annual losses would be equally astound
ing if the actual amount could be learned.
sist says: "Just imagine what the sum for the whole Dominion
and
and

## Roy

must be, when this large amount is going out of one village
of 1,500 population. of 1,500 population. forth their best efforts to stem the flow of money to the forth their best efforts to stem the flow of money to the
large centres, that should be spent in the local stores. One means towards this end is that suggested above-a strong, persistent effort to impress on local buyers the value and service that the local dealer can give them, and one of the best ways of doing this is through advertising space in the local
papers, which will be found willing at all times to assist the merchants by appealing to its readers to spend their money
in their home town. "One thing stands out prominently, however, and that is the need of some effort toinduce people in these towns to buy
at home -no matter what the means employed may be."

## WHAT THE GLERKS GAN DO

foster the Buy-in-Branthord campaign.
To many of them this may sound strange-may cause them to wonder-and yet the fact remains that almost equally with
their employers they are in a position to make shopping in
Brantford a real and lasting pleasure. And as their employers they are in a position to make shopping in
Brantford a ral and lasting pleasure. And as a clerk you can
do much to make every customer a repeater. But there are do much to make every customer a repeater. But there are
many small things which go to make up the ideal clerk $\rightarrow$ and many small things which , go to make up the ideal cererk-and
until you can answer "yes" truthfully to your own selfexamination on the following questions, you have not as yet attained to
any degree of bigness as a clerk and your success in your sphere any degree of bigness as a clerk and your suceess in your sphere
of usefulness will be of a very ordinary nature. Some of the questions would be as follows: First-Have I a good general knowledge of the goods I am
supposed to sel.
Second-Can I, if a customer is in doubt, so advise and reSecond -Can I, if a customer is in doubt, so advise and re-
onmend as to cause no feeling of criticism.
Third-bo Third-Do I beieve, Fourth-Can I be as pleasant and kind to the customer of
pparent small means and necessarily small purehasing power, apparent small means and necessariry smail purenasis
as to the rich customer with big purchasing power? Fifth-Am 1, at all times, pleasant and obliging? Sixth-Do I realize that every customer is entitled to sery-
and that the customer is the party who confers the favor on the store-not the store to the customer? Seventh-Am I willing, as a clerk, to accept my true posi-
ion as a servant to the buying public? ion as a servant to the buying public?
Eigthth - Do 1 give the best that is in me both to my en ployer and to his customers.
Until you can answer every one of these questions in the our entire services are of a negative quality in that they $d$ harm rather than good.
Custorers many of them-are hard to satisfy, and in
these days of service and efficiency the difficulty will not de Customers-many of enem-are hard to satisfy, and
these daysis of service and efficiency the difficulty will not de
cindse fre store in which these features are most prominen
will be the store to


Every dollar spent outside of Brantford for goods which could be purchased in the city, is a dollar headed the wrong way. Let us steer our ship clear of dangerous channels of business. Let us keep our dollars in Brantford and we will know that we are fair to Brantford and ourselves. Think this Buy-at-Home pro position over. If we all buy in Brantford it means a larger, better and more pros

## The Business Men

 Buy-at-Home Campaign. This means that each of .these .merchants needing what another merchant sells, will make his or her purchase locally. This is as it should be. The pledge to buy at home is easily kept and will, without doubt, be of much value to the city.
## Endorse Campaign <br> With only afew exceptions Braintford's business men endorse th

vou Mil Sexiv voir OW NTRESES BEST BY TRRNG AT THME

Here Are Some Reasons Why This Should Be So-Read Them and Say i They are Not Convincing First "Quality" should always bo the chief consideration.
or no matter how cheap an article may be, if "quality" is lackFor no matter how cheap an artice may be, in "quality" is lack-
ing it proves more expenive the the ment
whose stocks are constantly on exhibitit, must hem eertain that Ing it proves more expen
whoses. stocks are conta
"quality is omni ompesent. "quality" is ominipresent. the mail ordar customer read and study
the seond Shertisements of heme merchants with the same degree of

 the knowwerge
make it right. The horme merchant employs as buyers men and
Tomen who are thoroughly trained to judge style, quality and valuess Hurth-The immense fortunes amassed by mail order houses That are suceessful) indicate that either inferior quality is being
sold at some price or that same quality is being sold at a $a$ higher prie than is being asked by the home merchant.
that are, needed to build his store, a loceal larehitect designs the
 positions behind the counters, in the office, on the delivery
whans
wain don whe whel of home ommeree and that wheel in weakened just
the spoke when $a$ dollar is sent to a mail order house in a dis-
one one spoeke when a dollan is ise sent to o 2 mail order house in 2 dis-
tant city. if every spoke in the whel should be withdrawn, what Howld you do for a living? Sixth- The home merchant pays taxes and license to help
employ offics to shied yound yours from harm firemen to
protect pour dwellings from flem protect your dwellings from flames; teachers to edicate your
children , and inspectors who guard your food and water sup-
 come easy proy to the ravages of disease. could it continue to
do this sou were to send all dit vourd dollars to mail order
houses rather than spend them with him Souses rather than spend them with him?
Seventh-When conditions Sventh Whe conditions are bad and you haven't the
"cash" to send to the mail order house or spend with the home
 ou when in need, ssint it to your gain nome merchant assisists
oront to spend your
oney with him and keee. him prosperous, hat he max be able. rander like assistance in the foture
Eigth When there are churese Eigth-When there are churches to be built, a charity en-
 oillars shat are sent to mail order houses that respond to home
ppeal s for help? Or is it the dollars that swing the pendulum appeals for help? Or is it the dollars that sw.
of the clock from one home itizen to another.


MY PLEDGE
As a Resident of Brantford 1 Hereby Pledge Myself:-
1st.-That I will Boost Brantford at all times. 2nd. -That as a Booster I will buy, as far as pos-
sible, everythin I need for myself or for $m y$ family, in my home city.
3rd,-That 1 will, where possible, purchase Brant-

- That I will, on every occasion, urge my friends That will, on ever
and neighors tob
Home Industries.
(Signed)
J. M. Young \&
Linoleums, Etc
gilvie, Lochead \&
Linoleums, Etc.
B. Crompton \& Co., Linited, Department Store.
The Crompton Grocery, Pure Food Store. J. Mits.
W. Burgess, Furniture and House Furnishings.
The Brantford Willow Works, Willow Furniture
R. Stoler, Furniture and House Furnish ings.
Sheppard \& Co.-Shoe Repairers. McDowell.
Agnew's, Limited- Boots and Sho Chris. Sutherland, Merchant Tailor. Gordon Brander-Druggist.
Neill Shoe Co.-Boots and Shoes. Tip-Top Tailors-Men's Clothes. Wiles \& Quinlan-Men's Furnishings and Clothing.
Levy's Limited-Ladies' Ready-to-Wear. Northway \& Co.-Ladies Wear and Lin gerie.
T. A. Squire-Shelf and Heavy Hardware M. E. Buck-Millinery


## Etc.

E. H. Newman and Sons-Jewellers Greif's-Jewellers.
The Western Fair-Millinery
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, Furnishings, Hats and Caps. S. Nyman-Ladies' Furs and Clothing. dy's Limited-Drugs, Successors to F. CDowell.
. G. Hawthorne, Bicycles and Sporting
dudlow Bros.-Clothing, Boots an
Shoes.
C. Percy-Gents' Furnishing
J. G. Townsend-Boots and Shoes A. N: Pequegnat-Jeweller

The Scotland Woolen Mills Stores-Men's 3



GR AND OPERA HOUSE "My lrish Cinderella"

GRAND pria hims ОКЕ ПЕEk Mc Monday, Nov. 19

Matinees Wednesday, Friday and Saturday

## CUNTINE

 (B5) MoskHO HS COMPANY OF MODERN WONDER THE MOST REMAR ABLE SHOW OF THE $1-2$ HOURS OF WEIRD MAZING AND MYST

FYING WORK WITH WONDERFUL ILLUSIONS MATINEE FRIDAY Children's Matinee | For Ladies Only |
| :--- | :--- |
| Girls under 16 not ad- | \(\begin{aligned} \& Saturday Morning at <br>

\& 10.30. A1 Seats 11 \mathrm{c}\end{aligned}\) mitted | Rabbits Given Away |
| :--- | EVENING 25c, 50 c and 75c; MATINEE 25 c and 50 c

seats now on sale at boles drug store

Dodge Brathers cldsedtar

It is at once a man's car and a woman's car
Uncommon beauty and luxury, appeal alike to both sexes-as do the substantial construction, light weight and economy of operatión.










genuine CASTORIA always Rastyluthux: In Use For Over 30 Years

The Kind You Have Always Bought

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ortal Injury; of Thos of Ypres, Only Two t. Died Cent. Died



The Overland Garage and Service Statiou 22 Dalhousie street
 JOHN A. HOULDING


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L ET EVERYONE HELP!
Full Information and Forms can be Obtained at Headquarters
Cea Pot Inn dalhousie st:


323 Colborne Street BELL 90 MACHINE 46

## SUTHERLAND'S

THAT LONG LOOKED FOR BOOK THTHE NEW METHODIST HYMN BOOK

It is in various stylese of type and bindings and runs in price from the emall
type elooth bound a 40 o cents, to the large type in limp leather a 36.00 .

Jas. L. Sutherland
BOOKSELLER \& STATIONER



## "Shall We be More Tender ${ }^{\text {T W With Our Dollars }}$ Than With the Lives of Our Sons?"

THIS WAR that infests the earth has called your husban or your son, your brother•or your friend to go and fight lantly said good-bye to the being most precious to you, perhaps, in all the world.

Now your Country asks you to lend of your neans.
"Shall we be more tender with our dollars than with the live of our sons?" is the pertinent question someone has asked

Can it b' that you would give your men folk, and yet withhold your money?

And, remember, it is only a question of lending, not of losing -of merely investing any spare money you have-investing it in Canadian Government Bonds, which will yield you interest at the high rate of 5 1-2 per cent., and afford you the security of the tax ing power of the whole Dominion.

Consider, too, how closely this great Victory Loan-Canada's Fourth War Loan-affects the welfare of the soldier who belongs to you. The Government requires the money to cloth, feed equip and maintain our Army overseas. That js one need to which the Loan will be applied.

Another need: Breat Britain wants lumber, metals, food, munitions and other equipment of war. Canada wants Britain's
trade. But we must sell to her on credit. And in order to extend this credit, and at the same time pay cash to the mills, mines, fac tories and farms, the Government proposes to borrow the neces sary funds from you and other loyal-hearted Canadians

But a Bond is such an imposing thing, you say-beyond the reach of the Average Woman's pocket-book. True enough. Most Bonds are. But you may buy a Victory Bond for as low a sum as $\$ 50.00$. Moreover, you pay down, on the date of application,
 2nd next; $\$ 10.00$ on February 1st; $\$ 10.00$ on March 1st; $\$ 10.00$ on April 1st, and $\$ 10.00$ on May 1st.

Other denominations at which Victory Bonds are procurable are $\$ 100, \$ 500, \$ 1,000, \$ 5,000, \$ 10,000$ and $\$ 100.000$-with pay ments to be made in proportionate installmehts between now and May 1st, 1918.

The interest will be paid to you every 1st of June and 1st of December.

Bonds of three maturities are procurable-five, ten and twenty years. That is, you may secure your investment for which ever of these periods you wish.

Furthermore, should you need the amount of your inves ment before it matures you may dispose of the Bond at any time

You, the Average Woman, can help your Country; help the Canadian soldiers in France, by buying a Bond of the Victory Loan That money you have saved-that dividend which has-just come in-that cheque you got on your birthday-that little "nest-egg" you have accumulated-why not invest it patriotically, profitably and securely

Ask for an Application Form at the Victory Loan Booth - Old Tea Pot Inn


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KSTORE
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## OFFICIAL PROSPEGTUS

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## Caṇada's Victory Loan

## \$150,000,000. $5^{1 / 2 \%}$ Gold Bonds

## earing interest from D

This Loan in authorized under Act of the Parliament of Caninada, and both principal and interest are a charge upon
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Principal and Interest payable in Gold
Denominations; $\$ 50$, s100, 8500 and $\$ 1,000$
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 Po to priticipal only. Fully reigitered bonds, the interest on which is paid drect to the owner by Government cheque, wil
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ca kwo. (Theabove will be aceepted in part payment for bonds of any of the three maturites of this Issue.)

These will be accecpted in part payment for bonds of the 1937 maturity ONLY of thif lamee.)
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## Issue Price Par

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Payment to be made as follow

A fult hall year's interest will be paid on list June, 1918
The Bonds therefore give a net yield to the investor of about
$\mathbf{5 . 6 1 \%}$ on the 20 year Bonds
$5.68 \%$ on the 10 year Bonds
$5.81 \%$ on the 5 year Bonds
All paymenta are to be made toa Chartered Bank for the credit of the Mirisiteo of Finance. Failure to pay any
 Any. branch in Canada of any Chartered Bank will fromarad subberiptions and issuy provisional receipto. January in castament.
Subaciptions may be paid in full on Jannary 2nd, 1018, or or any insalment, due dats theref ter under disocums:


Loan Commititee, or appliembion may be obtained from any brancolt in Caneda of any Chartered Bank, or from any Vietory
The books of the Loan will be kept at the Department of Fnance, Otcay. woll Subectiption Liste will clope on er before December 1st, 1917.


## Lend to your Country

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| TTANTEL-Barber, noi-union man 179 Albion. | WVANTED-Sales girls. Apply to Mr. Robson, James L. Suther- land. | FOR SALE-Small sideboard. Ap- ply 246 Brant Avenue. |  |
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| WANTED-Orderly must sleep in Hospital. Apply The Brantford $M\|27\| t f$ General Hospit | W |  |  |
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