## TM BRANTFORDDALI Y COURIER.

THE COURIER. BRANTFORD, CANADA, BATURDAY, OCTOBER 27, 197. $\quad$ TWO CENTS Mutiny Spreading in German Army

Kaiser Planning for After War Negotiations

Turks Put to Flight by
British Forces on Tigris

Grave Battle Still in
Progress on the Isonzo

## Infantry Face Death Rather Than West Front

Two Thousand Cermans Mutinied When Ordered to West Front This WeekBritish Continue Their Advance on the Ypres Sector



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| rown Prince nas not | At 5.40 Friday morning the whole |  |
| couter atacks. $\begin{gathered}\text { The } \\ \text { cextending their } \\ \text { exins }\end{gathered}$ | salient on the ten mile front from | Ftench; commandier of the Dun |
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|  | rear of our forvard areas, By noon rever 100 prisoners had been cap- | Novelisi deal |
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|  | to be carried 2500 to 3000 yards to advanced dressing stations! The | and was formerly on the staff of the British Museum. |
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Austro-German Blow Against Italy Cannot be Disregarded; Isonzo Battle is one of Greatest Crises of the Entire War
By Courier Leased Wire.
London, Oct
London, Oct. 27.-The Austro-German blow on the Isonzo is featured by the mornField Marshal von Mackensen is in command of the enemy forces. A British corresFondent on the Italian front in a telegram under Wednesday's date, says:
-"This is goihg to be one of thdse terrible
"This is going to be one of those terrible crisis when each side, stakes alr on the throw and wher thousands of men are strained to the limit of exhaustion for a decision
whose effects will reach far beyond the battlefield and modify the whole course of the whose effects will reach far beyond the battlefield and modify the whole course of the
war. Italy is about to meet single handed almost the entire Austrian army and to bear alone the burdens she hitherto has shared with the Russians. It is known that at least ten German divisions are waiting behind the enemy front and that the num-
ber of newly arrived Austrian divisions is even greater" of newly arrived Austrian divisions is even greater.
Subsequent despatches confirming the violence of
Subsequent despatches confirming the violence of von Mackensen's onslaught
taken with the Italian and German official statements cause commentators here to treat the situation very seriously. The Times sees che news commentators here to eclipsed and reads grave warnings in the despatches from the Italian front. "The immediate military possibilities of the Austro-German offensive," it says,
"are of a character which the Allies must instantly take into account. An extensive "are of a character which the Allies must instantly take into account. An extensive
invasion of Italy, at this juncture would affect the whole allied cause. In that spirit measures must be, taken should the necessity arise."
The Morning Post says the situation evidently is critical and that the British na.
tion must realize that fresh efforts and fresh sacrifices are neeessary. The Daily. tion must realize that fresh efforts and fresh sacrifices are neecssary. The Daily:
News thinks that all the gains made in Italy's summer campaign are in News thinks that all the gains made in Italy's summer campaign are in jeopardy and
fears that it is ean evil omen that the peried of military tension cois cides with the political crisis in Itaty.
On the other hand The Times thinks, that the menace of invasion has strengthen-
ed the parties in Italy who criticized the Boselli Government for lack of vigor in coned the parties in Italy who criticized the Boselli Government for lack of vigor in con
ducting the war and that the Austro-German onslaught will have an effect in Italy contrary to that antictpated by the enemy.
Confidence also is expressed here in General Cadorna and in the Italian army, while it is hoped that General Petain's successes on the Aisne and pressure in Flan-
ders will balance matters. ders will balance matters.
"The Germans must still be strong, "says The Post, "if they can deliver a great as,
sault on the Isonzo and at the same time rest secure in Flanders."

| ish front in France | empire | $\begin{aligned} & \text { es } \\ & \text { re } \end{aligned}$ |
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| glum; - ©ct. $27 .+$ The left flank | he' left the French pushed |  |
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To See Or NotTo See?


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Millinery

## Month End Sale of

 HIGH CLASS SILKSIn the next 3 days we are of fering several lines of Black an ored Silks and Satins at remarkable low prices. These Silk are from the best makers and the dyes we can fully guarantee
to be the best. Note the prices and qualities.
BLACK DUCHESS SATIN

 BLACK DUCHESS AT $\$ 2.00$



## BLACK DUCHESS $\$ 1.50$

Ony a limited quantity of the Black
Duchess Satin 36 in wide, extra heavy
uasity, and
quality, and al ways sold at
$\$ 2.00$, special
Also a few colors in tho
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HABITUA SILKS
36 in. wide White Habit la Silks, for mid
dy or underwear, spe.to at
$\$ 1.50, \$ 1.25, \$ 1.00,75 c, 69 \mathrm{c}$, and . 59 C
BLACK TAFFETA

NATURAL COLOR SHANNatural CUNG 50c Natura Cootr Shantuung Silks, 34 inche
wide free from dressing, only a linite
quantian wide free from dressing, only a limited
quantity left, regular 75 c, ...... 50 C
special .............. COLORED PAILETTE orored Painittes in navy, brown, grey,
green, cardinal, white, 31 in.
wide, special at .......... $\$ 1.35$

COLORED SHANTUNG 34 in. wide Colored Shantung Siks, fo
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today ROMANSTRIPE HABITUA SILKS
Beautifil Showing of Roman stripe Habi-
tua Silks, in rose, green, gold, etc., 32 in
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BLACK PALLLETTE $\$ 1.50$
French dye, this is another Silk whi
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ice, worth to-day $\$ 2.00$, special $\$ 1.50$
J. M. YOUNG \& CO.

| DONATIONS TO |  |  |
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THE COURIER, BRANTFORD, CANADA, SATUUDAY, OCTOBER 27, 1917.

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e open saturday evenings until 9.3

## Securing a Home Campaign

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## Electric Work

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## LOCAL NEWS ITEMS

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## BARGAINS

Men's Box Kip, blucher cut boots $\$ 2.98$ Small Bou's heavy lace shoes, $\$ 1,48$
size 8 to 10, Saturday $\ldots \ldots . . . \$$....
Child's Dongola buttoned and $\$ 1.18$
laced boots, size 4 to 7 , Saturday $\$ 1.18$ Women's Patent Blucher/ cloth $\$ 3.48$
top, regular $\$ 6.00$, Saturady... $\$ 3.48$ buy life buoy rubbers. They are the Best Neill Shoe Co.
 Childrens UNDRMEAR $21 c$ Ladies Vests 25c KARNS

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## The Picture ou Have Looked For

THE CQURIER 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 APPRO PRIATE. GET YOURS TO-dAY. SEE COUPON BELOW

"How the Victoria Cross Was Won."

## A Story in Itself!

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

SEE THE PICTUURE
IN THE COURIER WINDOW!



Chicago's Changes Next
Year Depend on Cicotte If Eddie has Another Good Season, White Sox Look Like Repeaters, But They Will Have a Hard Time Doing








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 Canada Needs More Money to Carry on the War e 5 in $a$ sentence, is the RE, in a sentence, is the reason why the Dbminion Government will ask you in November to buy Canada's Victery Bonds. But why does Canada need more money to carry on the war?

WATERLOO is remembered as one of the great battles of the world's history, but Canada has already sent overseas to the plains of France and Flanders more than twice as many men as were engaged on both sides of that great battle.

THIS army of Canada's splendid sons who, by their heroism are helping to protect us-every man, woman and child of us-from sharing the horrible fate of the Belgians, must be fed, clothed, equipped and maintained with every weapon needed in the fight.

## For this purpose alone Canada requires over One Million Dollars a Day

And this expenditure is constantly in creasing.

This is one reason-a reason that will convince you, and every other patriotic citizen, that if Canada needs thic money, she must have it. ${ }^{\text {a }}$

Moreover, Great Britain has beeh expending in Canada, hundreds of mill ions of dollars for foodstuffs and the various munitions of war.

This has resulted in keeping our farmers, miners, lumbermen, fishermen and the workers in every branch of manufacturing industry fully employed.

Should this condition now be disturbed, every man, woman and child in the Dominion would undoubtedly be adversely affected.

Great Britain is anxious to continue buying supplies in Canada. But Britain is bearing so tremendous a financial
burden on product un at home, and in assisting our Allies, that she can now buy only on credit on this side of the Atlantic.

Therefore Canada proposes toextend to Great Britain the credit she must have by borrowing money from the people of Canada through the sale of Canadats Victory Bonds.

Thus Great Britain will be enabled to continue buying her supplies in Canada and to pay cash for them to the Canadian producers. This, in turn, wilh result in a continuance of that business activity so essential to the well being of all the Canadian people.

So every man and woman in Canada should prepare to buy Canada's Victory Bonds to the very limit, of his or her ability, when they are offered in November.

* Help Your Country to HelpYou! Get Ready to Buy lp Iour Canada's Victory Bonds
We used to say: "The Maxwell's real greatness is on the But the wonderful new 1918 Maxwell has ust been delivered to us.
Now we've changed our tune.
Today we say
"The Maxwell is great inside and outAlways the most efficient-mo cal light car built, the Maxwell mow has:A 6 -inch longer wheel base, making it ger and roomier.
Heavier and more rigid frames - 6 inchès, nstead of 3 inches deep-and yet is 50 pounds C
the last word in spring suspension at any price. A sloped windshield-style of body equal ced cars
Friends, the 1918 Maxwell is the best looking, best built car for the money we ever

Touring Car $\$ 1045$

TUTT \& LAIRD
arage, 67 Dalhousie St.
Opnt Post


## Vou Mate Your ARE OFFEN BAOLY "SOKKED"

Mail-Order Houses Are Playing for "Easy-Marks"-Two Well-Known Firms in Court for Fraudulent Advertising of Mustard and Paint.
Are people justified ir having such implicit faith in what is printed in the mail-order càtalogue?
playing so many people in every community as "easy-marks playing so many people in every community as "easy-marks.
Albert Loeb, vice-president of Sears, Roebuck \& Co., Chicago, olnee said that his firm could make $\$ 1,000,000$ more a year if they
sold electric belts. Of course they would be fakes, but the resold electric belts. Of course they would be fakes, but the re-
markable thing,about them would be that they would cure, yes, markable thing, about them would be that they would cure, yes,
absolutely cure. It would be easy to get hundreds of testimonials telling what a marvelous benefit they were; how the writers weres so near the grave before wearing the belts, and how
after wearing them the ailment entirely disappeared. There after wearing them the ailment entirely disappeared. There would be lots of profit in these belts, perhaps 400 per cent. Yet
if the catalogue said they were valuable, plenty of people would believe it and buy them.

Playing on the credulity of the public is great sport with
Pail-order houses. In May last year the mail-order houses. In May last year a Toronto mail-order
house advertised "pure mustard in bulk, per lb. 23c." The Rehouse advertised "pure mustard in bulk, per 1b. 23c." The Re-
tail Merchants" Association of Canada thought there must be something wrong with the price as pure mustard was regularly selling at that time at from 45 to 50 c per lb . An analysis was
made at Ottawa by the Government and the article was found made at Ottawa by the Government and to be as suspected-adulterated mustard. A charge was laid against the company in the police court. When the case caich ail-
up for hearing, the company, which does such an extensive mail order business, was fined $\$ 25$ and costs, which amounted in all to about $\$ 40$, for selling adulterated mystard.
Sometime ago another well-known mail-order house of To-
ronto advertised paint at 33c a quart, which proved to be any thing but what was represented in the advertisement. A sample can was sent to Ottawa and the report showed that the paint was of a very low grade and of very little value as a paint, as
it did not contain sufficient of the proper ingredients to give it satisfactory covering power.
According to the above there is overwhelming evidence that
all is not gold that gliters and that the mail-order friend is all is not gold that glitters and that the mail-order friend is
bound to get "soaked" every little while. The average person doesn't know much about paint anyway, but there are a lot of
other things that people buy on faith when they send their money away from home to the mail-orefr houses.

LADY GIVES ADVICE | quality she was expecting for |
| :--- | :--- |
| the price paid |
| (I tried it)? | TO HER NEIGHBORS $\begin{aligned} & \text { Now, this same woman can } \mathrm{g}_{0} \\ & \text { out and in an hour can select }\end{aligned}$

 eryone would spend their in the mail-order book. Not only
money in their home town they
suits anything else would be
just the same money in their home town they
would not only be helping sust the same. themselves but would be'aiding Keep Money at Home. greatly toward the upbuilding Why send away for your
of the town in which they live, supplies, when brantior mer
chants have the best at the low.

 $\begin{array}{ll}\text { way of thinking those who } \\ \text { spend money can greatly h.lp } & \text { from-home house? } \\ \text { Why not buy mad }\end{array}$ spend won in which they live bs articles when by this you
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spending it there. Those who
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 faction, and long does it take ter of your home town and sec should a Brantford woman take money for something hot houlf
a catalogue and order a suit as good as you could get at
when ninetimes out of tin when a mo shen nine the suit oit of till be either hore for the same price? Keep too large or too small, and will and you will have no occasion to
be half made and' not at all the, talk "hard times."
BRANTFORD WOMEN
CAN ASSIST, TOO
Brantford women can do a. lot to help The Courier's Big
ampaign. Credit is due the thoughtful, faithful, good home omen for many business successes in all lines of endeavcr.
Not only to their mothers do many men owe their success and standing in life. The wife very, very, often is the power
behind the successful man. Good by an of Brantitiord ment of The Courier.
Chants by demonstrating the fact that producers and our mer in the welfare of every honest business venture in the city Cook over The Courier's sist of business menture who thdorse city.
Campaign. Tell them you are buying in the city and that you will urge your friends to do tho same. In this way thou you
know you are doing your bit for the promotion of even a mor progressive and worth-while city.

"The Right Way to Shop"






## These Merchants Endorse

The Booster Cámpaign
The Merchants Whose Names Appear Below Are Heartily in Favor of the Campaign Put on by The Courier for the Betterment of Brantford, in as Far as Co-operation Between the Merchant and
the Buyer Are Concerned. the Buyer Are Concerned.

Already the followtng local business firms are giving their support to the campaign for a Bigger and Better Brant-Courier:M. Young \&
M. Young \& Co Dry Goods, Rugs,
Linoleums, Etc. Ogivie, Lochead \&
Linoleums, Etc.
O., Dry Goods, Rugs, E.-B. Crompton \& Co., Limited, Depart-
ment Store The Crompton Grocery, Pure Food Store. C. J. Mitchell, Automobiles and Sporting Goods.
J. W. Burgess, Furniture and House Fur-
nishings. nishungs.
Furniture Willow Works, Willow R. Stoler, F
2. Stoler, Furniture and House Furnish-
ings. Shepparc
eppard \& Co.-Shoe Repairers.
A. Cowan, Plumbers \& Electricians. M. E. Long, Fuŕniture Co., Furniture. ominion House Furnishing Co, Fúrniture and Clothing.
Howie's-Heavy and Shelf Hardware.
W. G. Hawthorne, Bicycles and Sporting Goods.
T. A. Squire-Shelf and Heavy Hardware, Ludlow Bros.-Clothing, Boots and The Scotland Woolen Mills Stores-Men' Clothing.
M. E. Buck-Millinery.

Henkle Bros., Limited-Clothing, Furs,
E. H. Newman and Sons-Jewéllers.

Greif's-Jewellers.
The Western Fair-Millinery. F. J. Calbeck-Men's Clothes. L. Ppttit-Millinery. Clark Lampkin Co.-Milliners. Joseph Orr-Harness Maker. W. L. Hughes, Limited-Ladies' Wear S. G. Reqd \& Son-Piano Dealers. Buller Bros.-Jewellers, etc
Andrew McFarland-Clothing and Gents Furnisher.
Grafton \& Co. 6 Limited-Clothing, Fur S. Nyman - Ladies ${ }^{4}$ Furs and Clothing.

And Wisdom Spoke These Words, Saying: "I Am Wis dom, the Economizer, Who Shall Bring You Out of the Land of Dependence Into the Land of Plenty" Here Are Ten Commandments, of Wisdom for the Buying Public of Brantford.

Wisdom has its ten commandments. They speak to you
ith no uncertain voice. If you follow them you will be wise With no uncertan voice. unity and for your country.
Men and women of Brantford, h
of Wisdom and profit thereby:ny purchase elsewhere of any that is in Branteord or that make be bought through a Brantford merchant, and this includeth
all things. Second-Thou shalt not bow to the mail-order house or
outside business concerns, nor serve them, for thy home mer outside business concerns, nor serve them, for thy home mer
hant is thy neighor, paying his taxes at home and contribut ng to your charities; and showing bargains unto thousands of
hem that visit and trade at his store. Third - Thou shalit not regare. the bargains of thy home
merchants too lightly, for they are sincere, and thou shalt not purchase anything that thou has not seen.
Fourth-Remember on thy purchase day to treide at Fourth-Remember on thy purchase day to trade at home,
Six days shatt thou labor and save all thy thoney, and when
thou art ready to spend thy money Trade at Home. For in six days thy servant prepared his stock, making things ready that
thou mayest tee the bargains and take advantage of them, and
thou shalt not be disarpointed Fitth -Trade with thy home merchant that thy money
mayest last long in these days when economy is wisdom. yest last long in these days when economy is wisdom,
Sixth Thou shalt trade at home.
Seventh-Thou shalt not patronize a mailoorder house, or outside house. wilt thou always be satisfied.
Eighth Then when
Ninth-Thou shalt bear true witness to thy
Ninth-Theu shalt bear true witness to thy home mer-
hants bargains. Tenth-Thou shalt not, covet thy neighorrs house, thou
shalt, not covet thy neighbors lot, nor his furniture nor his
furnishings, nor his eatables nor any furnishings, nor his eatables, nor anything that is thy neigh
bor's for he purchased everything in Brant for and thou will bor's for he purchased everything in Br
be satisfied also if thou tradest at Home.

## CO-OPERATION- knows there will be a demand

 MANUFACTURER,STOREKEEPER AND
THE NEWSPAPER
Her it. knows the article advertis-
He nown the real inherent merits,
So he co-operates. He places
the newspaper -advertised Jion. Merchandise is to-dap- it in his own advertising, and sold on merit-not on favor. 隹forts of the manufacturer in But the best articles in the
world will remain on the store- $\begin{aligned} & \text { the newspaper. } \\ & \text { Further than this, is the as } \\ & \text { suran that The Courier will }\end{aligned}$
 oes not know about it.
Making it known is the mis-
ticle of no merit. Nor will the
manufacturer, nor the jobber
 ertises a worthy article in the place of business to be sold to
ewspapers, the storekeeper a customer.
DO YOU BELLEVE
AND REALIZE
Do you believe in buying all that you can in this, your na-
tural trade centre? If you cannot get what you want at your nearest town or
village beauuse of the limited stocks cartied there, do you beeve in getting it as near home as possible? Do you know that the large stocks carried by Brantford
merchants in every conceivable line of merchandise measure up merchants in every conceivable line of merchandise measure up
o what is being shown in the largest cities of Ontario in point
of style, guality and price?

## MY PLEDGE

As a Resident of Brantford I Hereby Pledge Myself:-
1st.-That I will Boost-Brantford af all times.
2nd.- That as a Booster I will, buy, as far as pos-
sible everything I need for myself or for $m X$
d-That I will, where possible, purchase Brant-fard-made whereds in possibe, purcerchase brant- to goods
fanufactured in other citites or towns.
4th.-That I will, on every occasion, urge my friends and neighbors to b
Home Industries.


GRAND OPFRA HOUSE / Tuesddy, Oct. 30 "Facing the Music"



GRAND OPERA HOUSE



SIDELIGHTS ON THF
STAGE AND SCREEN




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1. DIFAMARAAPIF


## CROWN PRNME PLOTIED TO OUST HIS FATHER FROM GERMAN THRONE

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## Get Behind the Wheel of a Ford and Drive

RY it just once! Ask your friend to let you "pilot" his car
on an open stretch. You'll like and will be surprised how easily the Ford is handled and driven.
If you have never felt the thrill of driving your own car, there is something good in store for you. It is vastly different from just
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| sUNDAV SEHOO | CAINSVILLE <br> Mr. C. W. Watson, spent the weekend at his home in Toronto. <br> Pte. Howard Carmody is home for <br> a few wegks. Ludlow, Hamilton, was <br> the wek-end guest of her mother. | CROWN PRINGE |
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| from the multitude who surroundedHim, who knew Him, one Judatean,(Judas) and eleven Gallileans; re- |  |  |
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| "If you w'ill pick out a group |  |  |
| twelve in all the history of theworld, the nearest thing to His group," declared the speaker "would |  |  |
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Right through the year - spring, summer, autumn and winter
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It's too good to be even half true

THAT SON-IN-LAW OF PA'S


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## KING GEORGE VISITS THE TRENCHES Other Scenes?

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On the Brifiah Western Pront.-Australians unveiling the memorial to the first Anviraliun Divisition

On the British Weitern Front.-His Majesty looking at a. Tommy's grave on Vimy Rid


Oithe Rritish Western. Front.-An abandoned German 5.9 gun and

- Photo oy courtesy of $C$. $P$, In
timber near Bullecourt.
On the Britiah Western Pront.-Their Majesties at the front. $O$ Phooto oy courtees of P. P:R.



On the British Western Front. -The mail boye-Tommies wathing
CANADIAN PACIFIC OBSERVATION CARS IN AUSTRIA, IgI3 NOW SAID TO BE USED AS HOSPITAL CARS








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