#  

 French Take Town and Railway Station of Corcy OPEE PANGGRMAN RULETO FOIIOW OVERTHROW
BRIIISH IIIPROVED TO FOLLOW OVERTHROW OF KUFHLMANN PLANNED POSTIIONS ALSO
 REPLACED BY HINTZE Open Regime Under Con-
trol of Military Leaders trol of Military Lead
Now Impending




By
s


Lines East of Villers-Bretonneux Were Adyanced in Local Operation Carried Out South of the Somme Last Night, German Artillery is Active






 Our hands.
Champor raids executed by us in the region of Maisons de
Chand an unnamed hill, resulted in a dozen Champagne, and an unnamed troops.
prisoners being taken by out
BRTITSH LINES IMPROVRD
$\qquad$
 Bretonneux, the British yositions were improved, says ta-
day's war offiec announcenent. The Gerrants against last
night bombarded somewhat hevily the British position
 "We text of the statament reads:
"Wist inpored our position slightly during the night
cillers-Bretonneux. Yesterday afternoon and las


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\begin{aligned}
& \text { "The hostile a:tillery has shown some activity ag } \\
& \text { sur positions astraide } 1 \text { Somme. } \\
& \text { SITUATION IN REVIEW }
\end{aligned}
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## THE GAS WUESTITN IS TO BE




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## Vemillated 1 Branfrin Sol




EXECUTED, SAYS HAASE

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| ICIIE THE Go |

 Praises War Leadership keeps steady head Nations Most Unt Urent of Nations Most Urgen
Peace Problem SVEABORG, GOLGOTHA $\qquad$



SUb menace beaten By Contrity




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Enemy Siffered Heavily
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## NORFOLK NEWS <br> SOP BREWinic FIUE SSPPY Conscience

 SIMCWNATS UIIT PMMIG WaIER RAIES|  | Production of Beer in U. S <br> May End in Eight Months' <br> Time <br> GOYERNMENT ACTION |
| :---: | :---: |
|  | May be Plan Adopted to Head Off More Drastic Legislation |
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| $\left\lvert\, \begin{aligned} & \text { His Worship assessed the quintette: } \\ & \$ 1 \text { and costs, or } \$ 11.60 \text { each. } \\ & \text { Jenkinson Gets Funny. } \\ & \text { Mr. Jenkinson-How have we to } \\ & \text { pay it? } \end{aligned}\right.$ |  |
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| lecting agency here. |  |
| $\left\|\begin{array}{l} \text { ably a daughter of the clerical re- } \\ \text { spondent, produced a roll of bills } \end{array}\right\|$ |  |
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| advised of their error the gentlemen went about town and as far as pos- sible gathered up the pamphlet, de- |  |
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| uate of the Simcoe Business Col-lege, now a prisoner of war, islocated at Kriegsgefangenenlagetr- |  |
|  | The Food A Atministrater estimat |
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| fields, where it will be upon exhiti-tion to the public. A local organiza- |  |
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| tion will be on hand to collect money for a patriotic purpose from those who desire to view the plane |  |
| thase who desfice to view the plana win Pichic at Dover |  |
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| $\begin{aligned} & \text { Mr. H. A. Ostrander has re- } \\ & \text { Tillsonbuig to-night to assist in in- } \\ & \text { stalling officers in the } I 2 \text { O. O. } \end{aligned}$ |  |
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THE FALSE PA TRIOT




Lowers Selling Cost
Some new facts and figures throw a flood of light on this subject

The rising cost of living is the great universal hardship of the present day. So great and so many
have these rises been that few people stop to realize have these rises been that few people stop to realize
that there have been any exceptions to the general
rule. But the fact is that there have been numerous exaeptions and alL of these exceptions belong to to the
same great class-that of nationally advertised goods
The present agitation on the high cost of living has led to some investigations which have brought
out a lo of facts hitherto unknown to the public
Sqme of the most important work in this line is Some of the most important work in this line is
being done by the Association of National Advertisers, an organization of 260 of the leading advertisers
of the country. Mr. Sullivan, the secretary-treasurer of the country. Mr. Sulivan, the secretary-treasurer
of the association, has given out some vitaly impor-
tant facts concerning the relation of advertising to tant facts cone
selling costs.
"The old idea," said Mr. Sullivan, "that the cost
advertising raises prices, dies hard. But the busior advertising raises prices, dies hard. But the busi
ness man knows better. He knows that selling goods is costly business-no matter what the goods or what which creates demand on a large scale, and thus
makes selling easier, is bound to reduce selling costs and thus helps to reduce prices.
"But the evidence is better than argument; facts
are better than theories, and we have been at great pains to colleet the facts. We have secured an immense amount of data from our members which
proves that advertising does reduce selling costs and
thus the proves that advertising does reduce selling costs and
thus tends to reduce the selling price of advertised thus tends to reduce the selling price
goods. Let me quote a few examples:

The makers of a famous photographic eight years aro, made one camera which tenty eight years ago, made one camera which took a
$21-2$ ineh picture, and which sold at $\$ 25$. Tod ay
they make a far better camera which sells for they make a far better camera which sells for
$\$ 10$. Another, which took a $4 \times 5$ picture, sold for $\$ 60$. Today they sell a far better one for "A prominent hat manufacturer has, by
means of advertising, reduced his selling cost means of advertising, reduced his selling cost
seven cents per hat, Result the buyer gets a
hat. of better quality at no increase in price; hat. of better quality at no increase in price;
this despite increased cost of raw material and
workmanship. When the manufacturer of a famous break-
fast food specialty began advertising, his goods
sold at 15 cents a package sold at 15 cents a package. Today the package
is fifty per eent. larger and the prie has been
rouced to 10 cents. Again advertising did it, pe The producer of another well known food
specialty is selling his goods at 25 per cent. less
to the wholesale grocery trade than four years to the.
ago.


and

## KEEP LOOKING YOUNGER <br> Keep yourself looking younger by wearglasses. <br> You will get rid of by eyestrain if you wear our invisib double vision lenses. JARUS OPTCAL CO. consulo cotrinc oftometrists  <br> 

## Local News








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## Friday

 Specials!
## , Saturday

Women's Patent Lace and Button Boots. Sizes
to 4 only. Regular $\$ 4.50$ and $\$ 5.00$. Friday$\$ 2.98$ Neill Shoeco.
158 COLBORNE ST.






Moving Up British Tommies

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## Refrigerators

We have a few of these yet on hand, and are offering them at 10 per cent. reduction during July.
Also see our stock ofICE CREAM DISHERS ICE CREAM FREEZERS
LEMON REAMERS

## Howie's

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## Do Not Let Insects Destroy Your Plants and Shrubs

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SLLG SHOT $\quad$ LAND PLASTER BUG DEATH , WHALE OIL SOAP ARSENATE OF LIME GMA SPRAY PUMIPS Douslask|k Roy

HELPFUL HOME
CANNING HHNTS
Congrupiva


SAMMIES ARE
REAL FIGHEERS Not Natural Soldier,
Will Stuck to it British
Officer Thinks.


Easy Rests the Feet that Wear Coles Shoés Then why should you,
young man or young worit
an, swelter in the heait



 COLES
Shoe Co. 122 COLBORNE STI.
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 Brantford Cempaisu: Juy 13the ${ }^{2}$ 14th, Saturday and Suncay $-5=25=$ A. Morster Garden Paitis, anmexpene

 Male Help wanted Female Help Wanted



























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## Rippling Rhymes



S. G. Read \& Son, Limited offer the following Valuable Properties for ve Immediate Sale!


















S. G. Read \& Son limited

REAL ESTATE AGENTS AND BROKERS
129 CoLBoRNE SREET
ones: Bell 7; Auto, 6S. Night 'Phones: Bell 953, 972, 2395.

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FOR SALE




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