

THE COURIER, BRANTFORD, CANADA, THURSDAY, August 15 , 18 .

| NORFOLK NEWS |  |
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| "IMNIED FARMERS" HOLD A PIENC |  |
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## . ADVERTIING Lowers Selling Cost

## Some new facts and fig-

 ures throw a flood of light on this subjecthader hings coat of living is the great ond have these rises been that fey peaple stop to realize


The present asitutor on the high beot of luing
 Some of the most Iuportant work in this line is
 of the country, Mr. Sulliven, the sesereatit.traseirer of the autacation has ziven out tome vitaly yimor. selling costs.
"The old idea," said Mr. Sullivan, "that the cost of advertising raises prices, dies hard, But the busi-
ness man knows better. He kinows that selling ness man knows better. He knows that selling goods
is costly business-no matter what the goods or what the selling methods, And he knows that anything which creates demand on a large scale, and thus
makes seling easier, is bound to reduce selling costs and thus helps to reduce prices.
"But the evidence is better than argument; facts pains to collect the facts, and we have been at great mense amount of data from opy members which 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:

TThe makers of a famous photographic camera, when they began advertising twenty-$21-2$ inch picture, and which sold at $\$ 25$. Today 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
$\$ 20$, And so on through the line. "A prominent hat manufacturer has, by seven cents per hat. Result-the buyer gets a hat of hetter quality at no increase in pricer.
this, eesite increased. cost of raw material and
workmanshio. When the manufacturer of f afamous brak-
fast food specialty began advertising, his goods rost 1oou speciaity began advertising his goods
sold at 15 cents package. Today the packeage
is fifty per centu parger and the price hes bent is fifty per eent larger and the price has boen
teduced to 10 cents. Again advertising oid it,
the same causes producing the same results. "The producer of another well known food
specialtt is seling his goods at 25 per cent. less.
to the wholesale to the wholesale grocery trade than four years
ago. theving stick yeurs aso a nationally advertised in a cheap metal leatherette coryered box Today a stick containing 20
per cent. more soap is sold in a handsome nickel
box at the same price. p) at the

Them athen thake-the most conspicuous example of them alil ene automobile business; and compare
the 85,00 , or 810,000 cars of ten years arso with
the eqully good cars. of today, selling for a frac-
tion of the money. Case, "And so on through a long list. In every case, the maniffacturer either has heen able to
lowee the price or improve the quality at no in-
orease in price. How has he done it? By means of advertising,
which has created demand on a larger scale, and
 scale Resut thproved manu facturing efficiency
and tedured eosts And alt of tisis in the face of a
steady increase in the cost of labor and raw materials which with advertising eliminated, might materials "A triumph of economical marketin" is the only
possible verdict for advertising in the face of these
facts.





## $\left[\begin{array}{l}\text { Margaret Carretts } \\ \text { Husband }\end{array}\right.$ <br> Margaret Carretts











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DOMINION Victory Bonds
For Sale at Market price, enquire at THE
Royal Loan and Savings Co. 38-40 Market Street Branford
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 The Royal Cafe

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The Royal Cafe
TEE COURIER, BRANTFORD THURSDAY, August 15 ;'18.

## Local News



Lbyit wrys Y.M. C. A. Softball Cham-
pions Were Honored Last
Night.





| OBITUARY | BAFTLE II STAMBSTLLL |  |
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|  | (Continued irom Dage 1.) |  |
|  | mans attempted a raid on the |  |
|  | Allies' positions. Four manlaged to get in and one was kill- |  |
| (e) | ed and the others wounded. ${ }^{\text {c- }}$ |  |
|  | The Germans have not desist- | (ANTERNATIONAL LEAGUE) |
|  | ed from the practice of leaving |  |
|  | which they have been chasas. | $T$ |
| PERSONAL | The body of a British officer, found in Aveluy Wood had a |  |
| arimind mis io | German grenade attached to the |  |
| Tamity spoat the wee | wrist that it would have exploded had the body been mov- | $\overline{\text { EMI }}$ |
|  | ed incautiously. |  |
|  | hatassing fire from the arti- |  |
|  |  | cutt |
| Irs Goo. cioment and Mater | force. Tons of bombs are being dropped on them day and | On- |
|  | night, and transports in towis |  |
| rents, Mr. and Mrs. W. Thomayh Miss Eleanor Robinson, 256 Chat. | an been hit. - Bridges across the |  |
|  | Somme at Peronne and usewhere have been bombed heav- | 6.30 p |
|  | Prisoners captured are unani-\| |  |
|  | mous concerning the effeetive. ness of the low flying British | Admission 25e $\quad$ ¢rand Stand Fr |
|  | dirplanes. They say the airmen |  |
| veseen in the water for sme time | nave caused tremendous m ial losess and frequently |  |
| max ${ }^{\text {mom }}$ | blocked roads comple |  |
| athe. Paugernelat, Texss. at the | rect hits. They also have-done |  |
| mine | heary execution by pouring |  |
|  | ${ }^{\text {streams of machine gun bult }}$ into enemy masses at |  |
|  | range. |  |
| таatuss eectery tums. | All the prisoners mention |  |
| Comer Lewe wir itan fores | Work of the tanks and seem to have stampei on their ninds |  |
| ata oceivice Moute Mantolit | Visions of steel monsters s |  |
|  | ting death. One German company commander concluded his |  |
|  | emarks about thict tanks sa |  |
|  | They are a magnificent we |  |
| Conrie That wir | twe have none to speakk of. | N COMCEHTRAIED FOR |
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| of trigigns on farer to prayent | ed he was positive that the $G$ e |  |
|  | man aerial losses in re |  |
| Iorimb and milw crowivg | than is edmitted officieilly, Ho |  |
| tre Ief | said he knew of one in ance |  |
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|  | German lines, but he added |  |



| THIRTY FOUR <br> YEARS SPENT <br> IN LACROSSE |  |  |
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| 'Alex. Turnbull Has Long Record of Service-Once Played for Paris |  |  |
| earned in toronto |  |  |
| Vancoutver, Aug. 13. Forty vears | field and Dinor, of Toronto; Disyer, Barrie; Moore. Tansy and Tueler, of |  |
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| chance to fin their shoes. To |  |  |
| thirty-four years, a record in | time furnhil, before he came |  |
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| that when he does retire he vill take with him much of the credit |  | netin |
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## ANNOUNCEMENT

## FALL WHEAT SEED

N VIEW of the partial failure of the Fall Wheat crop in this Province this year, it will be necessary for farmers to make early arrangements for the supply of seed which they will need for Fall Sowing. Under these circunstances farmers who have on hand quanticonserve them for this for Faill Seeding are urged to locally, the information shonld be there is no demand partment, or to the Local Office supplied to this Department, or to the Local Office of this Department in your County, so that every effort may be made .to heed for foodstuffs justifies actory distribution. The wheat in this Province again a large acreage of Fall wheat in this Province again this year, and the co-operation of the farmers in the mobilization and distribu-
tion of the available seed supplies is invited tion of the available seed supplies is invited.

ONTARIO DEPARTMENT OF AGRICULTURE
GEO. S. HENRY,
Minister of Agriculture,
Parliament Buildings,
Toronto, Ontario.


Easy Rests the Feet that Wear Coles Shoes Then why should sou,
young man or young womyoung man or young wom-
an swelter if the heat an, swelter in the heat
when such oot comport is so close at hand. Battie
against the heat with the proper weapons
$R E C T$
ROOTWEAR
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coils
Shoe Co.
122 COLBORNE ST.
Both Phones 774 .

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German Pressstrives to Re
store Confidence in the Rhine Provinces POPULACE ALARMED




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S．G．READ \＆SON Limited 129 Colborne street

## Remember！ <br> THE

Profit－Sharing PIANO SALE CLOSES ON Weiliselidy，August 14 ith AT NOON

S．G．Read \＆Son limited<br>REAL ESTATE AGENTS AND BROKER 129 COLBORNE STREET



## FOR SALE




 E．P．PTTCHER \＆SON Bean Grand Trank Rallmay






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