# FORTY SEVENTH YEAR THE COURIER, BRANTFORD, CANADA, MONDAY, JULY 22, 1918. Positions Ever More and More Precarious; French, American and British Troops Share in the Latest Cains 

WASHiNGTON, July 22- (Bulletin) - French successes for the American


 trench mortars and machine guss have been taken by American divisions in the
last few days on the Aisne-Marme front, General Pershing repooted This was


 Increasing pressure on the Rheims--
Soissons salient is making the German positions more prearirius every
hour.
Fretwen the
Fren Ource and and the Marne,
 tern flank of new allied spearheas
has been driven in the enemy tines near Booilly, southwest of Rheims
Both movements ane pointed toward
Form Fismes, on the Vele the the main
man base within the salient. Despite German resistance, espece:
ially tron artillery and machine sumes
 mans will finally have to withdraw to a ine from Rheims to Soissons, or to a i ine from Rheims to soissons, or
alon the Vesese, are beememing bright--
 padeouateo manan of of getting more. In the past 24 hours, most progThieryy sector, and the enemut has
 three miles northward from the
Marme at Chateau Thierry From the Ourad th the Marne, the
Alied line now runs through

 Alied advence apparenty is toward
Fereen.Tatdenosis, which is under
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 it continues as it has begun, will
son see the Marne again cleared of soon see the Marne again clared of
the nemy The Germans now hold
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SOISSONS USELESS TO FOE


Further Ground Gained By British in the Hebuterne Region, on Front Between Albert and Arras--Successful Operation: Also South of Villers
By Couric: Leased Wire.
PARIS, July 22.-(Bulletin). - Strong counterattacks deivered last night by the Germans on the front betweent the Ourcq and the Marne were broken
by the Allies, the war office announced today. The Allied positions have been maintained.
The enemy counter blows were delivered in the region of Griscolles, seven miles northwest of Chateau Thierry and Besu
of Chateau Thierry.

Chateau Thierry.
North of the Oureq and between the Marne and Rheims, the enomy's reaction was limited to artillery fire. The fire was particularly notable in the region
of the woods of Courton and Roi. GAINS NEAR HEBUTERNE LONDON, vily 22-(Bulletin).-Further ground gion on the front between Albert and Arras, the war office announced today, The British likewise in conjunction with the French, carried out a successful
enterprise to the south of Villers Bretonneux, east of Amiens, in which prisoners were taken.

The German trenches were entered during the night by British raiding parties at several points at
the front, including Neuville Vitasse and north of the front, including Neuvile Vita
Bailleul, and prisoners were taken.

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## NORFOKK NEWS

 John C. West Closes Long
Career of Industrial and Career of Industrial an
Civic Labor A STERLING CITIZEN
Brother of Simcoe Citize
is.Awarded Decorations is Awarded Decoration
in France OTHER SIMCOE NEWS












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AVERED MUNTION WORKERS THREATEN TO STRIKE Birmingham Workers Wiil Walk out Wednesday Un-




will never fail to dive the uifmost satis faction at the lowest price per cup. haction ar the lowest price per cup.

## No Fifis gre FluTs but sometimes misleading

We do not wish to enter into an argument as to the merits of Friendly Bicycle Race. There are, perhaps, a dozen different makes of racing bicycles that are actually good for racing. A racing bicycle, of necessity, must be built right, and special ve arements that are necessary for the bicycle of business or pleasure are sacrificed for speed.

We have sold a fair number of Cleveland Racers, and believe in them. They are worth every cent paid for them, and will give the utmost satisfaction. In the last Bicycle Races, the prizes went to riders of other makes. Na doubt thesp xiders would have done equally well on Clevelands.

As a fact, two of these bicycles. while machines of one make, here the namenlate of another. This has given rise to a misumstanding which may have been the result of advertisingitis. The fact remains, however, that
U. S. War Secretary and Extend Tine Limit













AUCTION SALE T. W. J. Hrousehold Furniture.



$\qquad$ per cup. .

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 Saturday and Monday 9 a.m. FIRsT DAY. Or or $2=2$

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Feedint the World. Way

 SECOND DAY.



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CANADIAN NORTHERN

## Job Pintin' 8

 Ohe Sion of QualituPrinting
To please must be of the best quality,
o fair price, and be finished on time.
The efficiency and equipment of our
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live up to these requirements.
The smallest and largest jobs will receive

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## REUBEN ROGERS

GENERAL CONTRACTOR AND BUILDING MOVER
Contracts Made for Moving Any Buildings, Warge or Small BRANTFORD OFFICE
43 Market Street. Phione 961

OANADIAN PAOIFIO Resorts in Ontario
 Sintis Filis ridea take) Are Conveniently Reached ly , the Canadian Pacific.

General Change of Time, Jily, 141918



## Locall News

| Kev, Dr. Ashton of Olean, N,Y, Grace Church yesterday, firemen not busy. | corporation is announeed to-day, the St . George and District Patriothe st. George and andrict Relief Fund, head oftice a St. George. |
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FRIGHTFULNESS ACAIN
BROUGHT TO U.S. SHORES
German Sea Woif which A ppeared Yesterday off the Massachusetts Coast-S helled Vessels Withou
Giving Crews Chan
ce For Their Lives



TOO LATE TO CLASSIFY












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##  July Sale of Undermuslins WONDERFUL EVENT FOR WOMEN

Prices so Exceedingly Low That Few Women Can Resist the Wise Impulse to Buy Generous Quantities

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Don't Suffer DR. BANTI'S Preven Arid Fumemation ne


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T. J. MINNES:


## For the Kiddies

CAMERA
Will interest and be
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chidren children, We have re-
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as 5 2.5. 0. Developing and Printing , add H. E. Perrott Cor. Colborne \& King.




## The Balance of Trade

 Advertising's Responsibility for its Adverse Condition"Trade follows the Flag" the economists used to tell us
" "Trade follows the Aldvertising" is the truer and more modern version. The advertising of yesterday is responsible for a share of the unfavorable the American manufacturer which has enabled him to capture a big slice of the Canadian market.

It would be inconceivable, of course, even without advertising, that two peoples living on each side of an inyisible boundary line for three thousand miles, speaking the same language,
with the same habits, commercial and personal, should not trade with each other. Add to this
the fact that this invisible boundary line is pierced by scores of railways and other trans portation lines. Put on top, the acknowledged
leadership of the one people in the field of specialized and intensive manufacturing-and cap
the climax by the fact that the more numerous the cimax by the fact that the more numerous,
the richer, and the more highly speciaiized peopee are the greatest adyertisers in the other
country. country.
swings heavily wonder that the trade balance swings heavily towards the American side of

Tariffs will not balance geography, transportation facilities and good and needed merchandise---plus ADVE- R SNG

Canada has no world balance against her. Canada is selling more than she is buying. Cancreditor "nation, but today Great Britain is trunning a "charge" account in Canada. She will
pay her bill after the War, and so this country pay her mow the the war, to and so this country
has not now United States has not now the gold to pay the United States
for the difference between her sales, which amounted to $\$ 280,616,330.00$ and her purchases of $\$ 664,219,653.00$ in the fiscal year ending trade balance comes in. That's why your Canadian money; or credit, is marked down 2 per cent the minute it crosses the international line.

War Boards may establish their edicts and by artificial restrictions may rectify the situation "to some extent, but the poople and the than the authority and power of any War Board.

The American manufacturer has bought and paid for his Canadian market. He has made the goods the peopie want. He has overcome the tariff in his production costs or has with Canadian-made goods in quality and in
in

## price

He has studied Canadian needs, put him-
self in $a$ position to supply then. and then he self in a position to cupply y then. and then he
has told -and has kept on tellinu-t has told-and has kept on telling-the Canas
dian people about his product through the daily newspapers of the coumtry. He has been a larger advertiser in Canadian newspapersen than
the Canadian manufacturrer himself the Canadian manufacturer himself.
Everfthing-and-more-which the American manufacturer has accomplished in Canada
is within the grasp of the Canadian manutactir is within the grasp of the Canadian manufactur-
er, but he muist adopt some similar methods.
H er, but he must adopt some simiar methods:
He must-among other things-ADVERTMSE.
"Buy my goods because they are made in Ca nada" alone wort win the favor of the Cana-
dian to zoods of home manufacture. There must be something more. Even producing soods of like quality and price won't do. The pallic must know about both the quality and the price. Advertising is the great aid which the Canadiar manuf acturer needs today - advertising in the newspapers of the territory in which his goods are sold. He likely will find the trail blazed by some American competitor in the same line.
Now while the war is on, and there is no sign of peace-now while the world's master minds
re peering into the future to discern the things to come-now when all husiness, all manufacturing, all trade, is confronted with evolution-which may mean revolution-now is the time for the Canadian manufacturer to win the Canadian peo ple by showing that his goods have other virtue
$0 r$
Of course, you can't take care of orders ahead. of course, you're short of labor and raw
aterials. Things will change, labor and materials will be in plentv, selling will come back to the basis of perhaps more severe competition than before, and the article which the people have learn-


And advertising will do more than buil dyour business. It will build your country. It will encourage your countrymen to buy more of their country's pro4 ar all, is only the argregation of yourself and the rest of us. Advertising today is therefore the business and the patriotic duty of the Canadian manufacturer and distributor.


GRAND OPERA HOUSE Thur. Fri. Sat. July 25, 26, 27 THE FAMOUS RUSSIAN MAGICAL COMPANY
THE, MACt

 SEATS NOW ON SALE AT BOLES' DRUG STORE.

## 71.

We use only the best materials in making Ice-Cream but the satisfaction of our If recustomers repays us orchestra in attendance every evening.


WEDNESDAY, JULY 24th


Event 12.-Miss Thelma Bamford (Ontario Lady
Bicycle Champion) Versus V. Walker.
ONE-MILE RACE
What is an Autoped? See it at This Mee
Medals or Prizes Given in Each Event
No Admission Fee. Entries Taken on Ground. COLLECTION! COLLECTION !
RESERVE WEDNESDAY FOR THIS BIG EVENT











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 Miscellaneous Wants





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Property For Sale









S．G．READ \＆SON Limited


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## S．G．Read \＆Son Limiter

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