## BRANTFORD DAILY COURIER.

FORTY SEVENTH YEAR

#  

 Make Five Hundred Yards Progress Near Porte Farm HINOY DEAD GANS MADE EARIER SAAS RUMOR IN WEEK CONSOLLDATEDONCE MOOE
Field Marshal Reported
Havey Died After QuarHavey Died After Qua
rel With Kaiser Stormy interview All Highest Did Not Agre ${ }^{T}$ Tactics


 aut ins ine ouren

等



 0

 and

 and

 Well

British Also Carried Out Successfu Minor Enterprises on the Flanders Front Last Night, Taking 96 Prison ers and Several Machine Guns

$$
\begin{aligned}
& \text { By Courier Leased Wire. } \\
& \text { PARIS, June 13.- }
\end{aligned}
$$

carriens, June 13.-(Bulletin). - In an operation and the Oise, the French pushed their advanced posts forward a distance of approximately 500 yards in th vicinity of the Porte Farm, the war office announced
The Porte Farm is in the vicinity of Antheuil, northwest of Campeigne. This farm, together with the Loges Farm nearby, was captured by the French
in a local operation in a local operation on the evening of July 8 .
"Between Montdidier and the Oise, the French in the course of the night advanced their forward posts
500 metres in the region 500 metres in the region of the Porte Farm. north of the Avre (southearried out by French troops of the Oise, on the Marne, and in the Champagne sulting in the laking of prisoners"
BMISSH OFFICIAL
ly 13.-Successful minor enterprises werec deat but by the British last night on the Flanof whicins prisoners werqe taken and a few machine i. capured, the war office announced today.


SITUATION TO-DAY

## -lumatmiank

$=$
 RESULIS OF ENTRANOE EXAMNATIONS ISUUED

List is Made Known To-Day - Unusually High Percentage of City and County Pupils Were Successful in Passing Examination--Scholarships Won


SIBERIAN GOVERNMENT
WILL SUPPORT ALLIES Provisional Ruler Gives Assurance of Lovalty to E
tente-Will Act in. Accord With Allies, And Continue to Fight the Enemy


Will Decide Whether Baseball Players Are Included Under
the "Wor

## What Wiety解 So is doing <br> ?8,



and



SNDMYSTROL


 , mixw ind and
 Natan mixy ivimw mixy wis
 Nawaze Nowew Eviciow and mix wixa yisumbiziz Fuvzquzz




 cond



 \%utwixite mow


 ymix iaw wow



 and aidivivez

 atucuaway
 $\pm 2 \mathrm{max}=2=$

 W. S. STERNE

[FOUR $]$ THE COURIER
















 $\circ$
0


 Tproseshes bibee that "the moment


| splendid French. <br> Whether Hindenburg is dead, or no his hopes must 10 | SUPREME COURT <br> JHURSOAF NEXT |  |
| :---: | :---: | :---: |
|  | Will Hear Argument on Important Appeal | address for kery" This |
|  | With Reference to the Can celing of Exemptions | ns reipes |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| con the |  |  |
| ${ }_{\text {the }}^{\text {the }}$ | ateo | dibl Comotaf Food Boan |
| ${ }^{\text {a }}$ |  |  |
| in the new |  | E. W. Gillett Co. Ltd. |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | valutity of the order in conell of |  |
|  |  |  |
|  | taren tho sum an |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | Want beorara tion Appoal Trituman at | Thit remarabie matting direak |
|  |  |  |
|  | deal |  |
|  |  |  |
|  | 为 |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | dar |  |
|  | ind |  |
|  |  |  |
|  | 1 |  |
|  |  |  |
|  |  | drove |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | $\underset{\substack{\text { cin } \\ \text { and } \\ \text { ap }}}{ }$ |
|  |  |  |
|  |  |  |
|  |  | sm |
|  |  |  |
|  |  |  |
|  | red to the miole gurreme court |  |
|  |  |  |
|  |  |  |
|  | moud |  |
|  |  |  |
| Torocast that al or Germanys needs |  | - Contin |
| In infate |  |  |
| Empers then deeeribea the marrel- | - the Sureme Coirt dealaro the order |  |
|  |  |  |
|  | coit |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| en sho is working. |  |  |
|  |  |  |
| The Courier |  |  |
|  |  |  |
|  | vaer |  |
| nnal 1 | As |  |
| Hsomon moi |  |  |
| con put in uid |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |





Margaret Garrett's (Husband 2w varim
 Whe balance quality and prices; we back up same with our reputation

## Russelds

BÄkERE CONFECTIONERS CANADD FOOD BOARD LICENSE NO. G:-732.
filidst's SAIN PAIN Exeminiator
Why 'suffer pain-Hirst's sives quick relieft



$\qquad$


## remtruvile Canadian

$\qquad$

## 

## Local News

|  | city |
| :---: | :---: |
|  | 边 |
|  | 20， |
| Man |  |
| Trast hater | \％ome |
|  | find |
| Exps convexirox |  |
|  | come |
|  |  |
|  |  |
| and beet memol |  |
|  |  |
| the was |  |
|  |  |
|  |  |
| \％ | yueme |
|  | 边 |
|  |  |
| Sstan ¢rame |  |
|  |  |
| and in inmet | doture vic |
|  | wara |
| ase | 为 |
| － | The |
| 为 | 为 |
|  |  |
| an |  |
|  |  |
| mat io alom |  |
|  |  |
|  |  |
| mamb | diturit |
| 隹 |  |
|  |  |
| Whitakers Bread |  |
| Likethe British Ham |  |
|  | Asocum |
| Always in thetead | \％ |
| Unionmade |  |



| Wer |
| :--- | :--- |

Removal Sale
In business it frequently happens that when peo－
ple are forced to go out of business or into larger quarters，a removal sale is held．At such times
it is customary to offer goods ai sreatly reduced

We Are Going to Move－－ But there will be no sale of old stock at reduced
prices，because we have no old stock on hand．
We believe our success －keeping only up－to－date stock in all frames，
and mountings，newest forms and styles of lenses． The other reason for our success is our service．
It has been our aim to give you the most care－ ful，scientific examination of the eyes that is pos ing，making，fitting，adjusting or repairing of slasses that makes for complete satisfaction．
For these reasons we believe we cessful．Our business has outgrown our present quarters．In our new offices we have added
facilities and equipment that enable us to give

After Thursday，July 18th JADUS JARUS OPTICAL CO．LId．
CONSULTING OPTOMETRISTS
yes Examined，Classes Fitted
000
0000

THE COURIER, BRANTFORD, CANADA; SATURDAY, July 13, 1918.

COMING EVENTS TOO LATE TO CLASSHYY












$\qquad$

SEEM PROS BEAT
HAMIITON EASLIY Stellar Twirling of Downes
Was Big Factor in the Local's Victory FAST GAME PLAYED


| july clear. ance sale. | J. M. YOUNG ${ }^{\circ}$ CO. Quality First | $\begin{aligned} & \text { JULY CLEAR- } \\ & \text { ANCE SALE. } \end{aligned}$ |
| :---: | :---: | :---: |

## Iuiy Clearance Sale Fow In Fill Swing

Hundreds Of Bargains On Sale Not Advertised


## VOILES AT 39c

Fancy Cotton Voiles, variety of colors
and designs; full 36 inches wide; will and designs; full 36 inches wide; will
make a very dainty summer dress. Regular $\$ 1.50$ value. Special.
Sale Price................ $.39 e ~$

SILK BOOT HOSE, 59c


WASH SKIRTS, 98c

HOUSE DRESSES $\$ 1.19$ House Dresses, made of print and per-
cale, light and medium colors; $\$ 1.19$
all sizes. Sale Price ....... $\$ 1.1$ VOLLES AT 49c Cotton Voiles, 36 inches wide, in pink,
sky, helio, te. Stripes and floral designs.
Many natterns to choos from Worth



J. M. Young \& Co'y




## Proof That ADVERTISNG

## 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 exceptions and all of these exceptions belong to the
same great class-that of nationally advertised goods. The present agitation on the high cost of living out $\mathfrak{a}$ lot of facts hitherto unknown to the public 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 tant facts concerning the relation of advertising to selling costs.
"The old idea," said Mr. Sullivan, "that the cost
of advertising raises prices, dies hard. But the buisiness man knows better. He knows that selling goods is costly business-no matter what the goods orything
the selling methods. And he knows that anyter which creates demand on a large scale, and thus
makes selling easier, is bound to reduce selling costs and thus helps to reduce price

$$
\begin{aligned}
& \text { "But the evidence is better than argument; facts } \\
& \text { are better than theories, and we have been at grat }
\end{aligned}
$$

pains to collect the facts. We have secured an im-

$$
\begin{aligned}
& \text { mense amount of data from our members which } \\
& \text { proves that advertising does reduce selling costs and } \\
& \text { prese }
\end{aligned}
$$ thus tends to reduce the selling price

goods. Let me quote a few examples:
"The makers of a famous photographic
camera, when they began advertising twentycamera, when they began advertising twenty-
eight years ago, made one camera which took a eight years ago, made one camera which took a
$21-2$ 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
means of advertising, reduced his selling cost means of advertising, reduced his selling cost
seven eents per hat. Result-the buyer gets a seven eents per hatity at no increase in price;
hat of better quality
this despite increased cost of raw material and
"When the manufacturer of a famous breakfast food speciaity began advertising, his goods
sold at 15 cents a package. Today the package sold at per cent. larger and the price has been
is fifty per pan
reduced to 10 cents. Again advertising did it reduced to 10 cents. Again advertising did it
the same causes producing the same results.
"The producer of another well known food
specialty is selling his. goods at 25 per cent. less specialty is selling his, goods at 25 per cent. less
to the wholesale grocery trade than four years
and
"Twenty years ago a nationally advertised
shaving stick was sold in a cheap metal leatherette covered box. Today a stick containing 20
per cent. more soap is sold in a handsome nickel per cent. more soap is
box at the same price
 the equally good cars of today, selling for a frac
tion of the money.
case, "And so on through' a long list. In In every case, the manufacturer either has seen able to
lower the price. or improve the quality at no in-
crease in price. crease in price.
How has he done it? By means of advertising,
which has created demand on a larger scale, and thus permitted production and distribution on a large
scale. Result improved manufacturing efficiency
and reduced costs. And all of this in the face a scaie. Reduced costs. And all of this in the face of a
and ready increase in the cost of labor and raw materials
stals
which, with advertising eliminated, might in many, which, with advertising eliminated, might
cases have doubled the price of the goods.
"A triumph of economical marketing" is the only
possible verdict for advertising in the face of these
facts. ||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||||

IIIIIII! !ifl

## 

 Amentor
## President Wilsön Refuses to

 Allow Wheat Price toFixed at $\$ 2.40$
$\qquad$


 $\left\lvert\, \begin{gathered}\text { crisis. } \\ \text { spie Pre } \\ \text { spiret or } \\ \text { thorthy of }\end{gathered}\right.$

네․․․․․․․․․․





## TWELVE

## WITH THE BIG GUNS IN FRANCE



RECORD WOOL CLIP FOR WESTERN CANADA


124P7
Thint


## COURIER "Classified" Advertising Pays



Sf. Read \& Son, Limited offer fhe following Valuable Properties for Immediate Sale!




















S. G. Read \& Son limited


| For Sale | For S |
| :---: | :---: |
| 边 | comiciol |
| Hit |  |
|  |  |
| and |  |
|  |  |
|  | moter |
|  |  |
|  |  |
|  | GW ${ }^{\text {demmem }}$ |
|  |  |
| or SALE! | SEE THESE |
|  |  |
|  |  |
|  |  |
| Sisa heot |  |
|  | nitiom |
| Ti. For 1 , in sem | aide |
| Omeat imize bemb |  |
| Home we |  |
|  |  |
|  | amam in minicic |
|  |  |
| L.J. PARSONS |  |
| \%emid |  |
|  |  |
|  | F.II |
|  |  |
|  |  |

FOR SALE
 Nowion whiminionew




S. P. PITCHER'\& SON
 Grand Trank Railway

 Hith sume por Manto rio

 10





 1







 Brantord and Hamile

T. H. \& B RALITAY



## 

