## BRANTFORD DAILY COURIER.

FORTY SEVENTH TEAR

LEINSER NW HE RISHS SEA
Mail Steamer Was Torped oed by German Subma
rine. Yesterday LOSS OF LIFE HEAVY
Reports Vary, But Minimum
Death Roll Likely to Death Roll Likely to
Reach 400 SHIP SANK QUICKLY SHIP SANK QUICKL
\%!




SOVEREIGNS OF ALL THE GERMAN FEDERAL STATES CALLED TO BERLIN FOR CONSULTATION


IIIE OF GERMAN INASON IS EBBING ALONG ENTIRE FRONT BETWEEN DOUA AND VEROUN
 CONGRESS Flumg Ratite ina Bee IS DIVIDED HUNS NOW TN Lught
 gram Sutimele to Ritire No



## NO HALTINGIN

$5 \pm=$
ALLEE DRIVES
ON WEST FRONT


$\qquad$

Let Cold Cash Back Cold Steel in Vietory Bohds?
ITVO

## NORFOLK NEWS

 AI WABH FAR Although Caledonia Races Athhough Caledonia Rac
Brew Patronage of the Haymers
S FROM SIMCOE







## TURNIPS!

We are any limited guantity of turnips. Company, Simcoe, Ont.




## Local News



TWOOCOCA MEN
KILLED IN ACTION
Lheut. Allan Gray and Pte James Hone Make Su-
preme Sacrifice отHER CASUALTIES Khlimp in action


















 LAID AT REST

 The furas FATREY.
andey
took 5isw mism mix


 GEO. DEMMOTYMORENCY,
The fineral took place yesterday


 OATS 50 ty教 | 19 |
| :---: |
| $\substack{330 \% \\ \text { hase }\\ }$ |
| 0. |

## Record Value-Giving in Alll Depts.Saturday

Charming New Siliks
-andDress Goods
Nev deisins in fancy silks for stoprtiep


 Black Pailete silus in good haty gauat.
 yard ............ \$1.05 Black Duchenes Satin in in real good wedeit and nice bright finish
Special price a a yard
$\$ 1.95$
Silk Poptin for a moderate priced dress
 price considerably, but we still have a


 or separate coat. We have a good stock
of these to chose from of these to choose from, 36 inches wide,
at, a yarr, $\$ 1.75$
All-Wool Cheeiot Suiting that will make up well into a warm winter suit or med.
ium weight separate coatt This is mice Ig finished cloth, finelyt twilled and un-
equaled for equalled for wear, 54 inches
Special ata
at, yard Mixed Tweeds, especial. suitable for
boys school suits, good heavy cloth, in
pretty brown mixtures, 42 in pretty brown mixtures, 42
inches wide at, a yard $\ldots .$.
. $\$ 1.75$ All.Wool Suiting Serge in a good heavy
weight cloth, in navy, saxe, Russian green and brown, 52 inches at, a
yard ................ $\$ 1.95$

Beautiful Autumn Hats

| A Large Assortment of Matrons Hats in all the season s iatest styles, with rrim- mings of jet, feather bands, corded rib. <br>  English Felt Hats with medium sized corded ribbon, in navy, taupe, mahogany black and nigger, Special \&f er for Saturday, $\$ 4.00$ to..... e? Children's Velvet Cord and Soft Tweed Hats, just the hat for school wear for gir or boy of 3 to 12 Special sale price |
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Hosiery
Fine Hostery is the Important Touch of Ladies' Fithe Qualtity All-wool Cashinerel





## The Loveliest Style, The Fines Qualities and Lowest Prices <br> Suits - Coats and Dresses

The Catat have a baiautru, tanhionole Snap, and are made to be arriceable and wirm, Theop are in haties and Miseses




 Plush Coats $\$ 25.00$






Remarkable Serge Dresses at \$15
Ladies' Wool Serge Dresses, made with wide attached belts, loose short panel
over hips, bound with silk braid, and have an inserted pocket. Collars and


## New Serge Skirts

Ladies' Serge Skirts in navy and black, made from heavy weight Union
Serge, with tailored tabs, button trimmed over hips,

We Cannot Urge Too Strongly the Advisability of Making Your Coat Select on To-morrow


Saturday will be a good day to
Buy Your New Gluves
for Fall and Winter


D ${ }^{\text {diese }}$ Chemoisette Gloves, will wash
belitifully, all sizes in grey, fraster, and
balak and white, with fancy $\$ 1.25$
Silk qloves, in grey, pongee, champagne,
gold, Hayy, brown, black and white, witn
ond
 Children's Chamoisette Gloves, that are
easily washted. ........ $\$ 1.00$
Special ........... Washable Capee Gloves and Sulede ctoves,
colors black
and gred white, tan


Some of the Best Values Have Been Seft
for Saturday's Selting.



Scotch Worsted Socks
Scotch Worsted Socks, best qu
ity, colors grey and that to-morrow at, a and khaki. Secure these
pair ................ 50 C
Men's Extra Hecou Worw


## Staple Section

 Speeials36-inch White English Flannelette, good
quanilyt at 40e e yard.
Saturday at, yard ......... 35 C 36-inch White Flannelette, extra good
quality. Regular 45 c a yard.
Saturday, a yard .............



 $\frac{10 y y}{}$


The money is yours!
You have earned it.
But-
Will you use it for Canada or against Canada? Will you save your money and help to shorten the War? Or will you buy what you want, go wherever your pleasure dictates, dress as well or better than you always have dressed, indulge such whims as you can afford?

## You must choose

The money is your own to do as you like with. But when you buy what you do not need-urgently need-your money actually reorks against Canada. For, it represents precious materials and labor, both of which are absolutely essential to the army. Your money uselessly spent delays all-important war work-merely for your selfindulgence.
You would not, knowingly, stop the progress of Canada's war efforts. You would not prolong the war. I You would not let your money work for Germany: But
it is possible that unwittingly you) are doing this very thing Remember Canada's need. Let not Canada's sacrifice go fort naught.
Thrif, self-denial, patriotic privas tion, give us who stay at honie the glorious privilege of a share in the, great struggle for human freedom:
Save your money for Canada, and for Canada's fighting men.

$$
\begin{aligned}
& \text { Save your money to bring nearer } \\
& \text { that day we all long for-the }
\end{aligned}
$$

$$
\begin{aligned}
& \text { that day we all long for the } \\
& \text { Victorious end of the War. }
\end{aligned}
$$



Quarter of Million Huns
In Flight From Cambrai







# COURIER "Classified" Advertising Pays 



Male Help Wanted

## 1200000




Fine New Brick House in Ward 4 for Speedy Sale! owarer leaying the city
Red brick, two-storey residence, containing 3
drooms, double parlors, dining room and kitchen

 hot water heater. The house has been nemify paint-
ed and is a paxticulary bright and chertul hone. ed and is a particularly bright and cheerful home.
It has $33-$ compartment cellar. There are
T1-2 tons of coal to be sold at market value with the
house. Only ten minutes wall trom the City Hall house. Only ten minutes' walk from the City Hall
Price only $y$ tooo. All enquiries made e $2 t$ and parPrice onlys. suon from ourdence:
ticulars yiven
Hundeds of other hoves for sale.
S. G. READ \& SON Limited RBat zastrat


## FOR SALE



 S. P. PTTCHER \& SOH


