

## NEW ATTACK LAUNCHED BY FRENCH

### Drive Opened in Region Northwest of Montdidier Today Several Towns and Villages Have Already Fallen

#### NO RADICAL CHANGE IN SITUATION INDICATED BY OVERNIGHT WAR NEWS

Today is Another Day of Heavy Attacks and Counter-Attacks

SLIGHT CHANGES

Franco-Americans Hold Almost Every Inch of the Ground Gained

ARTILLERY ACTIVE

Early Morning Cable.

With the American Army on the Aisne-Marne, July 23.—8:40 a.m.—By the Associated Press.

Overnight information does not indicate any radical change in the situation along the battle front. The prospects seemed to be that today would be another day of heavy attacks and counter-attacks with not more than slight changes in the line.

The troops of General Pershing and General Petain are holding almost every inch of ground they have gained since the counter blow began on Thursday last.

The Franco-American forces north of Chateau Thierry now are holding Epieds and nearby villages, and a bit of territory east of Mont St. Pere. Further east the enemy is continuing to counter-attack unsuccessfully.

Along the greater part of the front the artillery fire was chief activity, although at places brilliant operations are taking place, while machine gun nests make every open field a potential trap. The number of prisoners has been increased by thousands, and a veritable mountain of captured and abandoned material is in possession of the Allies. Many of the guns had been blown up or damaged by the enemy before he abandoned them.

The British efforts along the line near Rheims have been rewarded by a bag of prisoners and machine guns.

RESISTANCE VAIN

Paris, July 23.—In spite of the desperate resistance of the Germans, the entry into the line of enemy reinforcements and repeated counter-attacks by the foe, the victory of the Allies continues to develop. Not only have the Allied positions been held intact against the enemy assaults, but at certain points further progress has been made.

The newspapers of Paris remark that the victory is growing, not only in relation to the ground reconquered by the Allies, but also in strategic advances, the importance of which is being constantly augmented.

Military critics are unanimous in saying that General Ludendorff's efforts are now being exerted to protect his retreat for the army along the Marne, there being many indications of the German intent to retreat.

The capture of the Village of Epieds and the passage of the Mont St. Pere region, according to Henri Bidou of The Journal, marks the breaking of a position which was the temporary hinge of the southwestern German flank and he predicts that the enemy will be forced at other points.

LOST MILLION

Paris, July 23.—According to a review of the military situation in L'Homme Libre, the newspaper owned by Premier Clemenceau, the German losses since March 21 are approaching 4,000,000 men.

#### WEATHER BULLETIN

Toronto, July 23.—The weather is somewhat unsettled. Showers have occurred in parts of Ontario and Saskatchewan and also in northern Ontario. The high temperature was confined to Ontario and western Quebec. Elsewhere it was moderate.

Forecasts: Light to moderate winds, mostly fair to-day and on Wednesday. Thunderstorms in a few localities.

#### PROGRESS BY FRENCH WILL ENDANGER FOE

German Positions in Region of Oulchy-le-Chateau are Rendered Untenable

MARNE NEARLY CLEAR

By Courier Leased Wire.

Bulletin. Paris, July 23.—French progress in the region of Oulchy-le-Chateau, says The Echo de Paris, will soon render the German positions in that sector untenable. New forces of General De Mitry's army have crossed the Marne, between Passy and Dormans, says The Paris Journal, which concludes that the northern bank of the Marne in this region will soon be cleared of the enemy.

HINDENBURG ILL.

London, July 23.—Field Marshal von Hindenburg, chief of the German general staff, is seriously ill and has taken no part in military operations of the present war, according to information from Berlin, says a Central News despatch from Bern to-day. At great personal effort, the message adds, the field marshal was present at a few of the imperial receptions but went through the functions without speaking. He is quite incapable of writing, the advices declare.

#### ENEMY RESISTANCE RESULTS IN HARDER FIGHTING ON AISNE

Americans Continue to Advance, Although Operations are Robbed of Some of Their Spectacular Features by Foe Determination

With the French Army in France, July 21.—(Night).—(By The Associated Press).—On the main battle field between the Aisne and the Marne, the Germans again have been driven back a considerable distance. They have been pushed back over the Soissons-Chateau Thierry road at several points north of the Oureq.

South of the river under the combined pressure of French troops advancing from the west and the Franco-American forces who followed the enemy across the Marne and who are now pushing him northward, the Germans fell back rapidly during the day and to-night the Allies were on a line, marked by the villages of La Croix, Grisoblo, and Epieds, which means an advance of five miles from the west and three miles from the south. French troops carried the heights overlooking La Croix and Grisoblo at the point of the bayonet.

In the abandoned Boche positions south of the Marne, the Franco-Americans made a rich haul of material, including 400 machine guns and thirty cannon, including two big guns.

The heaviest fighting to-day on the eastern side of the Marne was in the hills and woods west of the mountains of Rheims, where the enemy was fighting tooth and nail to maintain himself. The Germans were attacked fiercely in this region today by British troops, including a highland division, who took from him Courton Wood, Bouilly Wood and the villages of Bouilly and St. Hippolyte.

The Germans evidently mean to hold on at all costs to their flanking positions in the mountains of

#### French Take Oulchy-Le-Chateau; Americans Capture Towns of Buzaney and Jaugolonne--The British Take Petit Champ Wood.

By Courier Leased Wire. LONDON, July 23.—Bulletin.—The French at 8.15 this morning began a new attack in the region northwest of Montdidier, according to advices received shortly after noon to-day.

Well informed opinion in London regards the situation on the battle front as going well for the Allies. It is not expected, however, that the advance will be so rapid as previously, the Germans having now had plenty of time to get their reserves into position. They are also displaying a disposition to fight for all they are worth.

OULCHY-LE-CHATEAU IS TAKEN

The French have captured Oulchy-le-Chateau. On the front between the Marne and Rheims the British have captured the Petitchamp Wood, near Marfaux, with 200 prisoners and 14 machine guns.

The Americans on the front south of Soissons have captured the town of Buzaney. The town of Jaugolonne on the Marne, has been captured by the Americans, who are continuing their advance. So far the taking of 300 prisoners by the Americans in this advance is reported.

London, July 23.—At 11 o'clock this morning, the French were reported to have advanced a mile on a front of four miles. It was thought, on the basis of the advices that the attack in the Montdidier region might be on a wider front than the one mentioned.

In their fighting along the Marne, the French are reported to be experiencing great difficulty in making a passage of the river at some points, being stubbornly opposed by the German infantry, well supported by artillery and machine guns.

The Germans are stiffening their resistance between the Oureq and the Aisne rivers, and are bringing up guns.

In the Montdidier fighting today the French, besides capturing the villages of Aubvillers and Sauvillers, swept to the crest of Mully-Raineval, and captured it.

The capture of Aubvillers, Sauvillers and Mully-Raineval was reported by the French war office in today's statement, which ordinarily covers only the events up to midnight, although occasionally reporting early morning happenings. Apparently the

#### FOCH'S SUCCESS MAY BE EVEN GREATER THAN IS NOW REALIZED

Number of Prisoners and Guns Captured Largely Exceeds the Present Estimates, Says London Mail--Blow Damaging to Foe

By Courier Leased Wire. LONDON, July 23.—The morning edition of The Daily Mail with the French army says there is reason to believe that General Foch's success is going to prove more damaging to

the enemy than hitherto had been assumed and that the number of prisoners and guns captured largely exceeds the present estimates.

The correspondent writes that one army corps returned their captured guns as thirty, whereas they actually numbered eighty and asserts that there is also a great disparity in the casualties of the enemy and the allies. He says the Germans killed or wounded are extremely numerous and that in one case virtually the whole of one battalion was found dead on the ground in a wood in which they were taking shelter.

On the other hand, he declares, the French and American casualties during attack were less than half the number of prisoners taken.

CAVALRY SKILLFULLY USED

Washington, July 23.—Skillful use of French cavalry has marked General Foch's tactics ever since he took over control of the Allied armies as supreme commander, according to information reaching military circles here. The horsemen have played an important role in the whole battle of 1918 as the struggle which began March 21 with the first German drive has come to be known.

#### ADVANCE IS MARKED BY INTENSE STRUGGLES ON RHEIMS--SOISSONS FRONT

German Activity Designed Probably to Cover an Extensive Retreat

ALLIES STILL GAIN

Enemy Attacks Between Oureq and Marne Fail to Check Progress

SITUATION TODAY

Intense struggles mark the progress of the Allies in the face of furious German counter-attacks probably designed to cover a retirement on a large scale within the Rheims-Soissons salient.

Enemy attacks between the Oureq and the Marne have failed to check the Allied forces who continue to advance. Between Rheims and the Marne the Allies maintain their gains of the past several days, and Campaign very violent artillery bombardments are taking place. The Germans are reported to be bringing stores and munitions in the area north of the Marne and the Aisne, which flows into the Vesle at Rheims. Observers think that the Germans are probably preparing for a retirement to the Vesle or to a line based on that river which would reduce the Marne four miles to the north.

Despite heavy German attacks French and American troops, north and northeast of Soissons, still push on, and are now on a line well to the east of St. Croix and Griselles and northeast of Mont St. Pere.

Towns in this area have been captured by the Americans. The Germans in this area probably will retire more to the north as their positions are without adequate means of supply and support, and the slightest allied advance along the Oureq would render them untenable.

Ineffectual attempts by the enemy to drive the Allies back on the eastern leg of the salient have resulted in heavy casualties in Courton and Roi woods where the enemy blows were hardest, the Allies repulsed all attacks. North of Courton Wood, British troops in an advance have taken 300 prisoners and 40 machine guns.

It is reported unofficially from London that General Gouraud has driven the enemy back beyond the old French front line between the Sappees and Massiges, a front of 12 miles. Coupled with French gains just east of Rheims last week, this progress is such that the French now hold the same front lines as before the German offensive east and west of Rheims.

German troops within the salient south of the Vesle, not only have lost all their supply lines, but are being subjected to a very violent bombardment by big guns and French airplanes.

In the Vesle-Aisne valleys, French bombers have dropped 50 tons of bombs. All the important railroad and convey centres likewise have been liberally deluged from the air, and several large fires have been observed.

German reports of the fighting say that on Sunday all allied forces were repulsed, and that the Germans gained complete success in the battles. Admission is made, however, that the Allies have advanced in the north German line north and northeast of Chateau Thierry. Divisions hurried from the north to the aid of the German crown prince have been counter-balanced by the arrival on the Allied front of Allied divisions. When it became known some days ago that the Germans were sending troops from the British front, an equal number of Britons were sent south by General Foch, and have been making good gains in heavy fighting southwest of Rheims.

On the remainder of the western front and in Italy the fighting troops have been occupied with raids and artillery duels more or less violent.

Further raids into Germany, have dropped bombs with effective results on Mannheim, Swetshusen and Rottweil. Heavy explosives were caused in factories at the two last named places.

Germany May Strike Blow in Near East

Such a Course of Action is Believed to be Very Probable

FALL BACK IN WEST?

By Courier Leased Wire. LONDON, July 23.—Dispatches from The Hague to The Daily Mail says that several German newspapers are prominently calling attention to conditions in Russia and appear to hint at the possibility that Germany may now have to be content to hold the western front and transfer active operations to the near middle east.

The annexationist press of Germany in the past week has repeatedly referred to the war aims of Field Marshal Hindenburg, the Turkish ambassador to Germany that the war cannot be ended in the west and that it will be necessary to smite Great Britain in her Asiatic Empire.

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Wednesday. Thunderstorms in a few localities.



# NORFOLK NEWS

## FEW IDLERS IN SIMCOE

Citizens All Respond to Appeals For Help—Foreign Labor Not Needed

### OTHER SIMCOE NEWS

Simcoe, July 23.—(From Our Own Correspondent).—Few towns can possibly show less idle citizens than Simcoe at the present time. So far Dominion Farmers have been able to get along without foreigners. The pea crop is an exceptionally heavy one, and with more help longer hours could be put in. This daily pick is probably seventy to eighty thousand cans.

Early yesterday morning many went to the country by auto or trolley to pick berries. The local retail price, 25 cents a small basket, obtains not for want of berries. The crop of cultivated and wild berries is abundant, but for want of pickers. The first pick from field-grown cucumbers was reported yesterday. So it is evident that the rush is really on with some of the hay still out, barley and rye ready for the machine and wheat and oats close following.

The situation is being met, and even the pea vines from the factory are being spread out to dry for winter fodder. Acres have been covered with them. At this work, spreading the vines over the ground, one Simcoean, over 70 years of age, and for years considered an invalid, but who signed his registration card for help anywhere he could work, is thus engaged.

The next fortnight should be one for supreme effort, and if the Courier office is closed forenoons, no further explanation will be necessary.

**More Victims.**  
J. C. Howey of Port Dover for speeding, R. Edmonds of Simcoe, and W. Carpenter of Delhi, for failing to have lights lit, will be respondents to informations laid last night before Magistrate Guntton.

Wellington (Carpenter) was first summoned, but this man was able to show that he had never owned a car.

**Promptness Saved a Fine.**  
When Dr. Crysel sold his car on July 11th to the Bram Motor Co he took care to forward by registered mail to the department next day a report of the sale, as required by statute. On the 14th inst. the car or at least the markers, were spotted for speeding in Preston, and notice to appear came to the doctor.

Evidently Record Keepers Lag. It is quite evident that the clerks are not abreast with their work at Toronto. Dr. Crysel has forwarded his affidavit regarding the sale and the department will no doubt be requested to look up the revised record. The moral is—Report your sale at once.

**Auto Demolishes Buggy.**  
Simcoe, July 22.—An autoist who gave his identification as D. Panken, 21 Arken street, Hamilton, passing south late yesterday afternoon had just passed the corporation limits when he attempted to grab a bunch of peas from a passing load. While doing so the car made a lunge into Hek Nicholas' horse and buggy and delivery outfit. The horse got some severe scratches on the legs and body. High got a few too, and the buggy was up against the fence as if it had been the victim of a locomotive at the nearby crossing.

**A Peculiar Arrest.**  
Chas. Mufford of Victoria is having an enforced holiday and his wife and children are wondering where he is. So is J. E. Butler, who has a team standing idle since last Thursday, when two constables came along to the field where Mufford was cutting hay on the farm of W. A. Dawson, a non-lawyer of his employer. Though but a short distance from the depot at Victoria, he was taken on eleven miles farther to entrain and returned to Hamilton. The Spectator had a breezy report of a child's case of a "de-

### SIMCOE AGENCY

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**FOR SALE**—107 acres clay-loam farm less than one mile west of Brantford city. Good buildings, good water; two acres orchard; two acres pine. All suitable for dairy or mixed farming. Thirty acres especially adapted for market gardening, small fruiting sugar beets. Known as the Coleman farm. Consult T. E. Langford, Simcoe.

serter" and his capture. Now for the facts. Butler enlisted in the 133rd and deserted from Borden Camp, subsequently he gave himself up to Chief Canning at Simcoe and was sent to Brantford to join another unit. He went, was examined, and turned down as medically unfit—is an asthmatic—and he got his discharge papers, or what he understood was discharge papers and button.

He has been employed by Mr. Butler for eight months, working most of the time on the mill property in the heart of Victoria. When the constables called there they were told exactly where to find their man. They found him. He turned the horses loose and returned with them to his home, where he produced his papers. His wife still holds the button—and these were taken by his captors. The party left by auto.

There was no chase through the woods, or anything of the kind. The constables called there they were told exactly where to find their man. They found him. He turned the horses loose and returned with them to his home, where he produced his papers. His wife still holds the button—and these were taken by his captors. The party left by auto.

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**Press Photographs.**  
Mrs. Wheaton of Windsor is visiting Mrs. McIlwray, Argyle street.

Mrs. Chas. Lewis of Cleveland and Prof. James Kitchen of New York City are holidaying with their party in Victoria.

Mr. Wayland J. Winnipie has wired Dr. Burt that he expects to look over Norfolk's flag this week.

Mr. Chamberlain of Clear Creek, aged about 85, died over a week ago at Simcoe—thirty miles from the heat yesterday, and on arrival seemed as fresh as if he had had but a jaunt about town.

**Odd Ends of News.**  
A north end citizen was before the magistrate last evening for harboring a dog without the necessary license.

The war-time potato patch on the Grand Trunk acreage present an appearance to-day in strong contrast with the noxious weeds that held possession last year.

Members of the Humane Society were in conference last night regarding some abused horses. Some action generally follows these meetings.

Mr. Madden expects to get started with the attaching up of the plumbing fixtures at the new school today. It will take at least two weeks for him to get through.

Dr. Burt has already had inquiries regarding the possibility of purchasing the straw of the flax grown in Norfolk, with a view of utilizing the fibre.

**Turkey's Dark Ages.**  
There were many serious restrictions on trade under the old regime. No one was allowed to travel even a few miles by train or boat without a special passport, which might be refused and was generally delayed.

There was scarcely a decent road in the country, and transportation by rail or boat was entirely inadequate. Roads were never repaired unless a sultan or royal guest were in need of travelling over them. Modern machinery and even the use of electricity were regarded as dangerous by the Sultan. No western methods were encouraged because of the general policy of obscurantism. Abdul Hamid wished to keep his people medieval so that he might remain on the throne in absolutism. Education was at a very low ebb. Schools were few and inadequate, and students were seldom allowed to study in foreign institutions. No books that mentioned Turkey or Mohammedanism were allowed to enter the country; no physical apparatus was admitted to the schools. No Turkish subjects might leave the country to study or travel. Everything was censored. The press was muzzled and emasculated; few original books were allowed to be published, and towards the end of Abdul Hamid's reign intercourse with Europeans was severely restricted. Once at his suggestion a European scholar planned a university for Constantinople and outlined a course including history, philosophy and economics. Abdul Hamid exclaimed, "No, sir, such knowledge will be dangerous to my people."—Asia Magazine.

**TYPHOID IN REHLEN**  
By Courier Leased Wire.  
Rehelen, July 22.—A serious outbreak of typhoid has occurred in Rehelen, the Simcoe township corporation. The epidemic is reported to have been caused by contaminated milk.

The epidemic of typhoid is reported to have been caused by contaminated milk. The outbreak is reported to have been caused by contaminated milk.

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HOW THE PUBLIC GOT THEIR MAIL T-O-DAY.

Hundreds of stenographers and office boys thronged the Toronto General Postoffice on Monday trying to obtain mail and many were disappointed, because the strike was not expected by the officials and there was no system to insure the speedy delivery of letters. In the office boys and other members of the general public thronged the building until the officials were forced to declare that no more mail would be delivered and the crowd dispersed. This photo shows the side entrance of the General Postoffice, where mail was distributed.

## ENEMY AGAIN DRIVEN BACK FROM MARNE

Pushed Back by French Over Soissons-Chateau Thierry Road

By Courier Leased Wire.  
With the American army on the Aisne-Marne front, Monday 22.—(By The Associated Press).—German resistance resulted in harder fighting to-day. The operations were robed of some of their spectacular features as the day advanced by the determination of the enemy not to be crowded into a retreat.

South of Soissons the Allied troops maintain all positions as they were Sunday night, except in some cases where they have been improved slightly. The allied positions however, are in no apparent danger from attacks by German reserves.

In the area north of Chateau Thierry the enemy is reported by air observers to be still moving northward, but very slowly and fighting rear-guard actions all the while. The French and Americans are hanging close to the heels of the retreating Germans and are taking every opportunity to move forward. Army headquarters move ahead but by bit as the line advances.

Enemy airplanes have been active on observation work, but the shells fired by the German artillery in an attempt to search out the Allied positions indicate that the armistice failed to spot the Allied positions.

Many shells have dropped along the Marne at irregular intervals and little damage has resulted. Throughout the day the heavy guns of the Allies bombarded the enemy lines with excellent results, striking at aerial lookouts over all the territory between the damage wrought by American and French guns shows that the positions formerly held by the Germans suffered much more than the Allies. In view of the fact that the volume of fire from the Germans was greater.

Further large numbers of prisoners were taken from the Germans to-day.

**HEAVY FIGHTING CONTINUES.**  
With the French army in the Aisne-Marne front, July 22.—(Lead, by The Associated Press).—The fiercest fighting continued throughout the day on both wings of the German salient between the Aisne and the Marne. The efforts of the enemy were concentrated on an attempt to prevent the Allied troops from cutting through on either side and thus imperiling the great masses of German troops still within the semi-circle.

Despite the German determination to resist, French, American and British troops all made progress.

**SEND CONGRATULATIONS.**  
Paris, July 23.—(Hayas agency).—The municipal council of Paris and the general council of the Seine have sent congratulations to the French and Allied soldiers who contributed to the successes of the last few days.

**VICTORY INCREASES.**  
Paris, July 22.—In reviewing the military situation as it stood last night on the active front between Soissons and Rheims, the Hayas Agency to-day says:

"General Foch's victory increased greatly in scope yesterday. With Chateau Thierry evacuated by the Germans during the previous night the town was entirely cleared by an allied advance in the region to the north, while from the west Franco-American troops commanded by General De Gouttes were crowding in on the Germans. Between the Oureq and the Marne the enemy was attacked by detachments under General Marly which had crossed the Marne. The general result was that the Germans were thrown back from eight to ten kilometers on the Chateau Thierry front.

"The enemy is opposing desperate resistance further north, endeavoring to maintain his hold on Soissons and Oulehy-le-Chateau, which forms the two pivots of his defensive system, but his tenure of these points must be very difficult.

"Between the Marne and Rheims the fighting was characterized by brilliant actions at the foot of the mountain of Reims. French, British and Italian troops yielded with

## SITUATION TO-DAY

(By The Associated Press).  
French and Americans have crossed the Marne over a front of 12 miles between Jaulgonne, seven miles east of Chateau Thierry and Reuil, near where the German line crossed the stream during the days when the German offensive was at its height.

On the western flank of the German salient, the Allies have taken Oulehy-le-Chateau, a mile north of the Oureq, and just west of Nanteuil-Notre-Dame, a dominating point in the German line of communications. They have also captured the town of Bazancay, seven miles south of Soissons, which brings them up to a ravine that stands between them and the heights to the eastward of Soissons.

On the front between Rheims and Petitecamp Wood, near Marfaux, where they took the place formerly held by the Italian forces.

These successes by the Allies comes in official London advices. It shows that in spite of the fact that only artillery duels were reported from the French War Office in its day's statement, the Allies are making important progress all around the salient in which the Germans were caught by the terrific attack of the Allies on Thursday morning.

A lull along the line might have been expected at this time because of the short respite of German reserves brought up by the enemy and the necessity of bringing up heavy artillery and supplies. It appears however, that the momentum of the Allied advance is such that they are forging ahead along virtually the entire front of the battle.

At 5 o'clock this morning the French launched an attack along a four-mile front in the Montdidier sector. In three hours they advanced a mile. London hints that the attack was over a wider front than that announced in the dispatches. This new onslaught directed against a front which has been comparatively quiet since the German offensive began in June.

The French are not content with the work they have done in the southern half of the salient, but have moved north of Montdidier, in the Somme sector last night and occupied the villages of Mally-Rainval, Sanvillers and Aubillers, which are west of the Aisne River and immediately to the south of the French successes early in the month when they captured valuable positions over a three-mile front south of Castel.

The new attacks over a front of about two and three-quarter miles shows that there apparently was a penetration of German positions to a depth of a mile and a quarter. Prisoners numbering 350 were taken.

**RESTRICT NEWSPAPERS.**  
By Courier Leased Wire.  
Washington, July 23.—Restrictions on the reading matter space in daily and Sunday editions, a retail price of two cents or more and the elimination of all waste were recommended to the War Industry Board yesterday by the committee on conservation of newspaper paper appointed by the American Newspaper Publishers Association. The recommendations were taken under advisement by board officials.

**BRITISH MISSION HAILED.**  
By Courier Leased Wire.  
Quito, July 23.—The British mission, headed by Sir Maurice de Bunsen which is visiting the republics of South America, received an enthusiastic reception on its arrival here. Last night a grand ball was given in honor of the mission at the Parliament Place.

**Children Cry FOR FLETCHER'S CASTORIA**

IN THE TENDERFOOT AT THE TUESDAY WED.

SEND A PORTION OF YOUR WHEAT FLOUR OVERSEAS BY SUBSTITUTING

5¢ WORTH OF PURITY OATS

Contains More Nutrient THAN

50c. worth of Beef  
35c. " " Pork  
20c. " " Cheese

Use Them to Save Wheat Flour in All Your Baking

Wheat Saving Recipes Mailed Free

WESTERN CANADA FLOUR MILLS CO. LIMITED  
Head Office, Toronto

TO BLOCK MONEY TRUST  
By Courier Leased Wire.  
London, July 22.—(Via Reuters' Ottawa Agency).—Replying to a question in the House of Commons, Right Hon. Bonar Law stated that the Government was fully alive to the necessity of preventing the establishment of a money trust and had very carefully considered bank amalgamations before agreeing to them.

CHEERED NEWS.  
By Courier Leased Wire.  
Amsterdam, July 23.—Londoners from the Czechs in the lower house of the Austrian Parliament greeted the announcement that the entire cabinet had resigned and accepted by Emperor Charles, says a Vienna despatch to-day.

REPAIRS DESTROYED  
By Courier Leased Wire.  
Amsterdam, July 23.—Repairs which the Germans had made to the Mole at Zeebrugge, and the locks there, have again been destroyed by Allied airmen, according to the Telegraf. Two torpedo boats have been sunk in the harbor, it adds, the canal remaining closed. The German observation tower at Liskwight was also hit by the airmen.

Many casualties among the marines at this naval base, and among the civilians, are reported. Lisswight has been partly evacuated, but thousands of men from Heyst, Blackemburch, Zeebrugge and Ghent have been forced to work in the neighborhood, and on the Mole.

CHILDREN CRY FOR FLETCHER'S CASTORIA

IN THE TENDERFOOT AT THE TUESDAY WED.

### Wednesday Morning Specials!

DRESSES—SKIRTS—SUITS

Here's an Opportunity to secure Beautiful New Goods, right in season, at reductions that are hard to realize. But we want to convince you and we ask you to come in and see these Goods for Yourself

**SKIRTS**  
Silk Poplin Skirts. Colors are black, navy, pearl grey, green, taupe and sand. Size 29. Special for Saturday \$3.98

**SILK OUT-SIZE SKIRTS**  
Attractive Silk Poplin Skirts—in sand, grey, taupe, navy and black. Extra full lines with pleated girdles and self buttons. Regular \$5.50 for \$5.49

**SUITS AND COATS**  
Just a few to clear at only \$10.95

**DRESSES**  
Silk Poplin Dresses, nice embroidery. Regular value \$18.00. Clear \$11.95

Silk Poplin Dresses. Regular \$13.50 for \$8.95

**NOVELTY SKIRTS**  
Novelty Stripe Silk Skirts, in fawn and rose, mauve and fawn. Very effective, with fancy novelty pockets and crushed girdles. Regular value \$10.00. Special for only \$5.49

The Just Right Ladies' Outfitters and Ready-to-Wear 57 1-2 Colborne Street

## BEECHAM'S PILLS

Keep the stomach well, the liver active, the bowels regular, and the breath will be sweet and healthy. But let poisons accumulate in the digestive organs, the system becomes clogged, gases form in the stomach and affect the breath.

**Correct these conditions with Beecham's Pills.** They promptly regulate the bodily functions and are a quick remedy for sour stomach and Bad Breath

Largest Sale of any Medicine in the World. Sold every where, in boxes, 25c.



YOUR SEAS...STITUTING

CANADA FOOD BOARD LICENSE NO. FLOUR 15, 16, 17, 18 CEREAL 2-003

THAN worth of Beef

"Pork Cheese

Baking

LLS CO. LIMITED

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COULD NOT STOP THE HEADACHES

Until She Tried "Fruit-a-lives" Made From Fruit Juices

112 CONRAD ST., ST. JOES, N.B. "I feel I must tell you of the great benefit I have received from your wonderful medicine, 'Fruit-a-lives'...



Like Oil on Troubled Waters

Wearing a pair of Harvey fitted glasses is soothing to the nerves and a relief for anyone troubled with eye-strain.

There is a knack in fitting glasses that will be restful. You will find the judgment used in the Harvey shop valuable to your comfort and eyesight.

Harvey Optical Co.

OPTOMETRIST 8 South Market St., Open Tuesday and Saturday Evenings

HIGH CLASS AUCTION SALE

of Household Furniture

W. J. Bragg, Auctioneer, will offer for sale by Public Auction on WEDNESDAY NEXT, JULY 24, at 34 Chatham street, near Market St., commencing at 1:30 p.m. sharp, the following goods: 4 piece Mahogany Parlor Suite, covered in silk; Mahogany Pedestal, Oak Rocker, Pair Green Drapes, Mahogany Parlor Table, hand carved; 4 pairs Lace Curtains, Brass Fire-stand, tongs, shovel and poker, brush; Brussels Rug, 10 x 12; Back Parlor—5 piece Walnut Parlor Suite, large Oak Leather Rocker, large mirror, Fumed Oak Davenport, Plush covered Sewing Machine, 40 yds. Westminster Carpet, Mahogany Music Cabinet, Bell Upright Piano, a dandy, Dining Room—6 Polished Quartered Oak Chairs, Leather Seated; Oak Pedestal; Extension Table, 4 leaves; Quartered Oak Oval China Cabinet, Corner Couch, Brussels Rug, 9 x 12, Curtains, Blinds, 16 yds. Linoleum, China, Glassware, Dishes, etc. Kitchen—Oak Extension Table, Happy Phonograph Range, Walnut Sideboard, 4 Chairs, 20 yds. Linoleum, Large Mirror, Kitchen Table, Kitchen Utensils, 1 Refrigerator, 3 way gas Plate, 2 Tubs, Lawn Mower, Garden Tools, etc. Hall—7 yds. Carpet, Grandfather's Walnut Clock, 150 years old and keeping good time yet 3 yds. Wilton State Carpet, 1 Pair Arch Curtains, 9 yds. Brussels Carpet up stairs on hall, 4 Bedrooms complete, Beds, Springs, Mattresses, Dressers, Commodes, Chairs, Rugs, Linoleum, Lace Curtains, Blinds, 2 Walnut Chest Drawers, Arch Curtains, 2 Rockers and many more useful articles. This is a real sale and a choice lot of dandy goods on Wednesday next, July 24th, at 34 Chatham street, just west of Market St. at 1:30 sharp and continuing in the evening until everything is sold. No reserve as Mr. Smith is giving up house. Goods on view Tuesday from 3 until 5 o'clock. All must go. Terms cash.

Mr. John Smith, Proprietor. W. J. Bragg, Auctioneer.

Don't Suffer

DR. BANTA'S DYSPEPSIA TABLETS

Prevent Acid Fermentation and Catarrh of the Stomach They give sure, quick relief to sufferers of indigestion or the more advanced stage—Dyspepsia.

For Sale Only by Buller Bros. CUT RATE STORE

Brier Taters and garden sassa



Brier Taters ain't skeerin' up a ghos' wen ho say we alle mus' eat less wheat an less meat an save all do fat an sugar we kin. We has fat got ter feed dat big army an fighting sojer boys, an we kin do hit by eatin' Brier Taters an garden sassa an eatin' mo' fish an game 'stid er pork an beef. Ef we alle don't gin ter feed dem sojers 'stid now we'll be feeding somebody 'fo' long en it won't be us.

EXTENT OF ALLIED VICTORY ADMITTED Pro-German Press in Sweden Does Not Attempt to Minimize Gains

By Courier Leased Wire London, July 22.—(Vic. Reuter's Ottawa Agency)—A despatch from Stockholm says that for once the pro-German press does not attempt to minimize the importance of the Allied advance. The Dagon Nichelet carefully reviewing the position, says that the German re-crossing of the Marne marks the complete relinquishment of the great offensive and admits the failure. All abortive attempts from Berlin cannot but be the fact and nobody will credit that the German higher command has achieved its aim.

Paris, July 22.—All the military critics of the newspapers admit the tactical position of the tactical situation have come to the conclusion that whatever happens now the Allied counter-offensive is a new and great victory of the Marne.

The difficulties with which the enemy is struggling are pointed out by The Petit Parisien, which appraises the situation. "The enemy, who boasted that he would capture Chalons in two days, is now congratulating himself on his ability to defend himself as he is doing and pointing to this as a tactical victory. Between the dream of a break-up of the French army and the breaking of one's own army in front of the French there is a difference that perhaps the German we have seen able to bring our forces under a single command. With such a leader as Foch, who can tell to what results this new victory of the Marne, followed in the last days of the fourth year of the war, may lead?"

The California Supreme Court has affirmed its order denying a new trial to Thomas J. Mooney, under sentence of death for participating in Preparedness Day bomb explosion in San Francisco two years ago.

This Is Better Than Laxatives

One NR Tablet Each Night For A Week Will Correct Your Constipation and Make Constant Boiling Unnecessary. Try It.

Poor digestion and assimilation mean a poorly nourished body and low vitality. Poor elimination means clogged bowels, fermentation, putrefaction and the formation of poisons which are absorbed by the blood and carried through the body. The result is weakness, headaches, dizziness, coated tongue, inactive liver, bilious attacks, loss of energy, nervousness, poor appetite, impoverished blood, sallow complexion, pimples, skin diseases, and often times serious illness.

FOR QUICK SALE All these Cars are in Np. 1 condition: One-Ton Truck, Dump Body, with block and tackles. 1918 Ford Car. 1916 Ford Car. Ford Truck. Maxwell Roadster. 313 Colborne St. Phone 372.

MARKETS

Butter 0.48 0.50 Eggs 0.48 0.50 Cheese 0.00 1.50 Raspberries 0.00 0.27

BUFAALO MARKETS

By Courier Leased Wire East Buffalo, July 22.—Cattle, receipts 1,000; easier. Calves—Receipts 400; easier, \$7 lower. Hogs—Receipts 2,400; steady to lower; heavy \$19.50 to \$19.75; mixed, \$19.75 to \$19.85; yorkers, light, porkers and pigs, \$19.85 to \$19.90; roughs \$17 to \$17.25; stags, \$10 to \$13.50.

NEW YORK STOCKS.

Kemerer, Mathes & Co., 136 Dalhousie St., phone 184, quotes N.Y. stocks 1 p.m.: Railroads: B. & O. 64 3/8; N.Y.C. 72; Can. Pac. 152; Mo. Pac. 23 3/4; Penna. 44; Rdg. 88; R.I. 23 7/8; Un. Pac. 122 3/8; U.S. 40 3/4; Industrials: Am. & Can. 65 3/4; Car. Fndy 84 3/4; Smelters 77 3/8; U. S. Steel 106; Pressed Steel 68 1/4; Gt. Nor. Ore 21 3/4; Crucible 65 1/2; Inco 41; Distillers 55 3/8; Beth. Steel B 82 1/8; Corn Prod. 44; Cent. Leather 67 1/4; Am. Can. 46 3/4; Mex. 28 1/4; Baldwin 88 7/8; West. Lumber 41 3/4; Sumatra Tob. 133 7/8.

LIMIT EXPENDITURE

By Courier Leased Wire London, July 22.—A dispatch from Melbourne states that the state treasurer's unanimously decided at a conference held there that the ordinary aggregate expenditure of the Commonwealth and state departments should not be further increased during the war. Special committees of prominent financiers and business men will manage the loan campaign throughout the states, acting in an honorary capacity.

TORONTO CATTLE MARKET.

By Courier Leased Wire Toronto, July 22.—The market at the Union Stock Yards this morning was steady in all lines and prices were generally steady. Lambs were weaker. Receipts—429 cattle, 155 calves, 465 hogs and 274 sheep. Export cattle, choice, \$13.50 to \$14; medium, \$12.25 to \$13.25; bulks, \$10 to \$10.75; butcher cattle, choice, \$10.75 to \$12; medium, \$10 to \$10.50; common, \$7.75 to \$8.50; butcher cows, choice, \$9 to \$9.75; medium, \$8 to \$8.50; canners, \$5.25 to \$5.75; bulks, \$7.75 to \$9.50; feeding steers, \$8.50 to \$9; stockers, choice, \$8.25 to \$8.50; stockers, light, \$8 to \$8.25; milkers, choice, \$8.25 to \$8.50.

ESTABLISHED 1822

BANK OF HAMILTON

SECOND only to the requirements of the Government is the encouragement of increased production on farms and in factories. At no other time in our national life was the increment of wealth so essential to our welfare as it is now. The Bank of Hamilton offers facilities for the justifiable expansion of business.

BRANTFORD BRANCH C. A. Laing.

Job Printing Department.

The Sign of Quality Printing

To please must be of the best quality, at a fair price, and be finished on time. The efficiency and equipment of our Job Department make it possible for us to live up to these requirements. The smallest and largest jobs will receive our prompt attention.

Courier Press

"PRINTING THAT PLEASES"

PHONE 139 FOR ESTIMATES

FOR QUICK SALE

All these Cars are in Np. 1 condition: One-Ton Truck, Dump Body, with block and tackles. 1918 Ford Car. 1916 Ford Car. Ford Truck. Maxwell Roadster. 313 Colborne St. Phone 372.

COAL CEMENT

JOHN MANN & SONS LIME BRICK

323 Colborne Street BELL 90 MACHINE 46

REUBEN ROGERS

GUELPH, ONTARIO. GENERAL CONTRACTOR AND BUILDING MOVER Contracts Made for Moving Any Buildings, Large or Small BRANTFORD OFFICE: 43 Market Street. Phone 961.

CANADIAN PACIFIC Resorts in Ontario

Including: BALA (Muskoka Lakes), FRENCH RIVER (French and Pickering Rivers), POINT AU BARIL (Georgian Bay Resorts), BOBCAGEON (Kawartha Lakes), SMITH'S FALLS (Rideau Lakes), SEVERN RIVER (Gloucester Pool), BON ECHO (Lake Mazinaw), Etc. Are Conveniently Reached by the Canadian Pacific Summer Tourist Fares in Effect.

General Change of Time, July 14 1918

Particulars from Canadian Pacific Ticket Agents. W. B. HOWARD, District Passenger Agt., Toronto.

For Sale

\$4,600—Red Brick on Murray St., stone foundation, 2 storey, good cellar, side verandah, furnace, electric lights, city and soft water, 5 rooms, complete bath, nicely decorated, part hardwood floors, good garage and side drive.

\$1,000—Dalhousie Street, red brick, 2 storey, cut stone foundation, full size verandah, full size cellar, furnace, electric light, 9 rooms, complete bath, large lot.

\$4,500—Peel St., 2 storey red brick, stone foundation, 3 apartment, cellar, furnace, fine electric, city and soft water, 7 rooms, complete bath, good lot. \$500 will handle this.

J.S. Dowling & Co LIMITED

Phone Evenings 1014 Phones: Bell 1275, 1276 House, 561. Auto 193

SMOKE

El. Fair Clear Havana Cigars 10 to 25 cents Fair's Havana Bouquet Cigar 10 cents straight Manufactured by T. J. FAIR & CO., Ltd., BRANTFORD, ONT.

PRINTING!

We are supplying Printing to Brantford's Biggest Manufacturers. Our prices are Right, the Quality Excellent, and Deliveries Prompt. We want to serve YOU.

MacBride Press LIMITED

26 King Street. Phone 670.

Broadbent

Tailor to the well-dressed Man or Woman Agent for Jaeger's Pure Wool Fabrics Agent for Ely's Neckwear Agent for Aertex Underwear "Borsalino" and other High-grade Hats PHONE 312 MARKET ST.

Children Cry FOR FLETCHER'S CASTORIA

145 1-2 Dalhousie St., opp. F.O. Open Evenings until 12 o'clock License Number 10-1054.

Gentleman's Valet

Cleaning, Pressing, Repairing and Altering. G. H. W. BECK, Bell 560. 132 Market St.

RESTAURANT FISH AND CHIP

Everything Clean and Fresh Try us for your Fish Dinner Meals at all hours. T. HOBDAY, Prop. 145 1-2 Dalhousie St., opp. F.O. Open Evenings until 12 o'clock License Number 10-1054.

OFFICES: 52 ERIE AVE. 150 DALHOUSIE ST. 154 CLARENCE ST.

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THE COURIER

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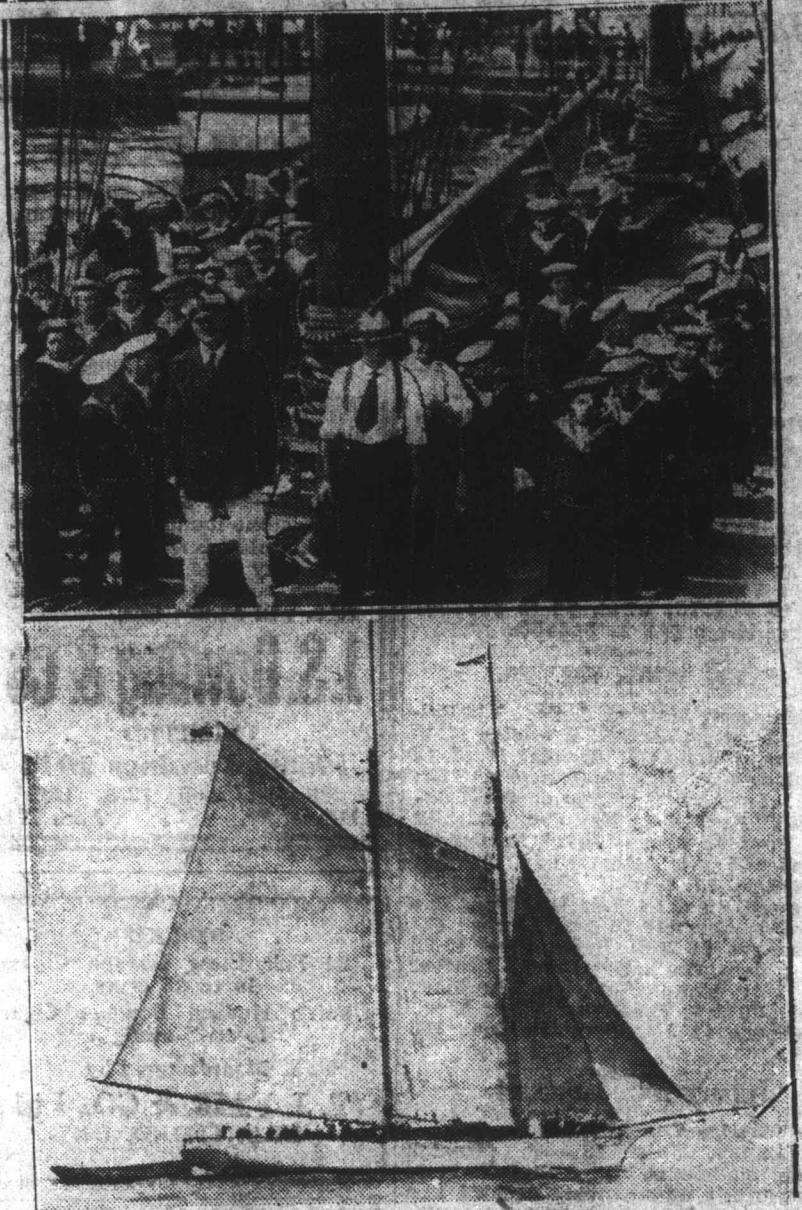
TUESDAY, JULY 23, 1918

THE SITUATION.

It is safe to affirm that not since the commencement of the war has the position of the Allies been so reassuring as during this closing period of the four years' conflict.

GENERALISSIMO FOCH. It begins to look more and more as if Foch might emerge as the big military figure of the war.

RAILWAY STRIKE AVOIDED. The inside history of the threatened railway strike in Canada shows that it was the intervention of the "American Federation of Labor" which saved such a catastrophe.



THESE LADS MAY ONE DAY DEFEND OUR SHORES. Fifty-two boys of the Navy League left Toronto harbor on the schooner Waverest Saturday for two weeks' training cruise on Lake Ontario.

SETTLEMENT OF POSTAL STRIKE IS HOPED FOR

course, meant severance from that body. The Eastern unions at once favored falling into line, but not those from the West and they are still uttering threats.

NOTES AND COMMENTS.

The Austrian cabinet has resigned. As a matter of fact it doesn't matter a hoot as to who holds the reins in that doomed country.

New York Herald. From the time when she sent across the Channel her "contemptible little army" down to the offensive of last March, when fate decreed that she should suffer such heavy and lamentable loss, Britain has never wavered or complained.

FOKOR AGAIN TO FORE. Paris July 23.—Lieut Rene Fokor, leader of the French aviators, brought down two German airplanes on July 16, two on July 18, and three on July 19.

By Courier Leased Wire. Paris July 23.—Lieut Rene Fokor, leader of the French aviators, brought down two German airplanes on July 16, two on July 18, and three on July 19.

War-time Cookery FREE Send name and address for new "War-time Cookery" This book contains recipes, chosen by the judges as the best and most practical recipes submitted in our recent cash prize competition.

OBJECT TO SOVEREIGN SELECTED Germany Does Not Wish to See Duke William of Urach King of Lithuania

By Courier Leased Wire. London, July 23.—A dispatch to the Exchange Telegraph from Copenhagen says the selection of Duke William of Urach as sovereign of Lithuania under the title of King Medove, has aroused strong criticism in Germany.

HUN GENERAL QUIT

By Courier Leased Wire. Amsterdam, July 22.—General von Francis, commander of the Seventh Army Corps on the Western front, has resigned, according to the Lokai Anzeiger.

HUN AIRMAN KILLED

By Courier Leased Wire. Amsterdam, July 22.—Lieutenants Friedrichs and Kerchstein, members of the von Fichtelhorn squadron, have been killed over the Lokai Anzeiger.

VON HERLING ILL

By Courier Leased Wire. Amsterdam, July 22.—Count von Herling, the German Imperial Councillor, is at main headquarters in the care of physicians.

Your Problems Solved. BY REV. T. S. LINSCOTT, D. D. (All rights reserved)

Dr. Linscott in this column will help you solve your heart problems, religious, financial and every other anxious care that perplexes you.

FIVE CHILDREN KILLED

By Courier Leased Wire. Grand Rapids, Mich., July 23.—Five children, ranging in age from 5 to 12 years of age, were burned to death or died from fatal injuries, and seven were less seriously injured in a fire which destroyed the Kent county juvenile home, just outside the city limits, early to-day.

Margaret Garrett's Husband By JANE PHELPS CHAPTER XXIII I had a sort of pick up dinner, the kind a woman usually has when she is sure her husband won't be at home.

SUICIDED IN WELL

By Courier Leased Wire. Stratford, Ont., July 22.—Dependent because of ill health, Charles Beck, a well known resident of Sebringville, drowned himself in a well near the chopping mill.

Water Works Notice

WATER WORKS BY-LAW NO. 1. No person or persons shall be allowed to sprinkle or use in any manner whatsoever, the water supplied by the Board of Water Commissioners, upon Lawns, Parks or Grounds of any description, except between the hours of six and eight o'clock p.m.

Great War Veterans' SPORTS

Civic Holiday August 5th Entries wanted for the following events: Tug of War—Confined to factories. 8 men to a team—British Subjects only.

Ingram's Milkweed Cream

Ingram's Milkweed Cream Improve the skin health. It has remedial action on pimples, freckles, blotches, eruptions, blackheads, etc. It relieves redness, roughness and irritation.

BETTER SECURITY FOR YOUR PAPERS

A Tin Box or Bureau Drawer may appear to you a satisfactory place for valuable papers, such as Bonds, Wills, Insurance Policies, Etc., but you can secure absolute protection for such papers for three dollars a year by renting a Safety Deposit Box in the vault of

The Royal Loan & Savings Co.

Office: 38-40 Market Street.

Ice-Cream is always welcome in the sick room

Ice-Cream is always welcome in the sick room delight the invalid by sending some. ORCHESTRA IN ATTENDANCE EVERY EVENING. Russell's BAKERS & CONFECTIONERS 110 COLBORNE ST. BOTH PHONES 179 CANADA FOOD BOARD LICENSE NO. 4-1320

GIRL'S DRESS

A very distinctive little dress for a Junior girl is illustrated in No. 8581. It has the tie-on waist, but it does not draw the waist line in to the figure. The surplus of the waist is cut very low at the front to display a smart little inset vest and collar. The back of the waist is without gathers. A one piece skirt is gathered all around to the waist. The waist ends are joined to the waist, and they cross and lie loosely at the back. The sleeves may be long or short. The girl's dress pattern No. 8581 is cut in five sizes—8 to 14 years. As on the figure, the eight year size requires 2 1/2 yards 36 inch, with 3/4 yard 36 inch contrasting material.

FOR REI... The W... gratefully... young man... Cross, thr... SLIGHTL... Ald. J... this morn... James Hu... wounded... young man... tallon, and... A. M. C... battalion s... FARMERS... Hundred... of the cou... at Mohaw... this affor... nic under... Farmers o... nouncement... by the con... gathering... threatening... FOOTBAL... The Br... Toronto, o... unlukey, T... M. and... until 8.45... blow outs... game, but... The game... Park... as Davern... second tea... MUST US... If the co... necessary... poses, it is... they subst... possible w... wise there... listed sug... From this... and whole... list on the... least 25 p... with each... RAILWAY... As the m... along to... the colors... sary, steps... out all th... other orga... Camp, and... these will... the Garrig... number of... to be called... that when... still, be not... the exact... present, A... men being... found in... Construct... men of th... a draft of... have to re... the stat... The date... not yet be...

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Whit like Alva

Whit like Alva... (Additional text from the right margin, partially obscured and difficult to read)



# Local News

### FOR RED CROSS

The Women's Patriotic League gratefully acknowledge the generous contribution of \$21 from the Hungarian dance for the French Red Cross, through Mr. Stander.

### SLIGHTLY WOUNDED

Ald. J. J. Hurley received word this morning that his son, Sergeant James Hurley has been slightly wounded, but is in no danger. The young man enlisted in the 215th Battalion, and was later attached to the A.M.C. He is now with the 54th Battalion at the front.

### FARMERS' PICNIC

Hundreds of farmers from all parts of the county and district gathered at Mohawk Park despite the rain this afternoon for the monster picnic under the auspices of the United Farmers of Ontario. Definite announcement was made at one o'clock by the committee in charge that the gathering would be held despite the threatening weather.

### FOOTBALL

The Brantford United journey to Toronto on Saturday but were very unlucky. They left Brantford at 1 p.m. and did not arrive in Toronto until 8.45 p.m., after having nine blow outs, and were too late for the game, but still everybody was happy. The game on Saturday at Agricultural Park will be a very fast one, as Eversport Albions are a good second team to the Toronto Scottish.

### MUST USE YELLOW SUGAR

If the consumers expect to get the necessary sugar for preserving purposes, it is absolutely necessary that they substitute yellow sugar in every possible way for granulated. Otherwise there will not be sufficient granulated sugar for preserving purposes. From this date on the retail grocers and wholesalers are compelled to insist on the consumer purchasing at least 25 per cent. of yellow sugar with each 75 per cent. of granulated.

### RAILWAYMEN NEEDED

As the military authorities are not anxious to call any more "B" men to the colors than is absolutely necessary, steps are being taken to weed out all the "B" men possible for other organizations, such as Niagara Camp, and Petawawa Camp, and these will be transferred shortly to the Garrison Battalion to lessen the number of "B" men who will have to be called. It is estimated however that when this is done, the unit will still be some hundred short, though the exact number is not known at present. A second possibility of "B" men being called shortly is to be found in the fact that the Railway Construction Battalion, which uses men of this category, expects to send a draft overseas shortly, and will have to refill its ranks by a call from the available men in the "B" ranks. The date for sending the draft has not yet been announced.

**Whitaker's Bread**  
Like the British Navy  
Always in the Lead  
Union Made

## Removal Sale

In business it frequently happens that when people 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 at greatly reduced prices to Clean Up old stock.

**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 has been due to two things—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 careful, scientific examination of the eyes that is possible—never to overlook any detail in the designing, making, fitting, adjusting or repairing of glasses that makes for complete satisfaction. For these reasons we believe we have been successful. Our business has outgrown our present quarters. In our new offices we have added facilities and equipment that enable us to give even better service.

**After Thursday, July 18th**  
Our New Address will be  
**JARVIS OPTICAL CO., Ltd.**  
CONSULTING OPTOMETRISTS  
Eyes Examined 128 Colborne Street Glasses Fitted Next to Woolworth's

## Removal Sale

In business it frequently happens that when people 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 at greatly reduced prices to Clean Up old stock.

**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 has been due to two things—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 careful, scientific examination of the eyes that is possible—never to overlook any detail in the designing, making, fitting, adjusting or repairing of glasses that makes for complete satisfaction. For these reasons we believe we have been successful. Our business has outgrown our present quarters. In our new offices we have added facilities and equipment that enable us to give even better service.

**After Thursday, July 18th**  
Our New Address will be  
**JARVIS OPTICAL CO., Ltd.**  
CONSULTING OPTOMETRISTS  
Eyes Examined 128 Colborne Street Glasses Fitted Next to Woolworth's

not received the C.E.F. badges who are entitled to wear them.

**MEET AT PARK**  
Colborne St. Epworth League held their weekly meeting last night in Mohawk Park, where a very enjoyable time was spent in games and contests.

## BRITISH SHARE IN FIGHTING

### Took Part in the Heaviest Struggle on Eastern Wing of the Salient

### DAY SATISFACTORY

By Courier Leased Wire  
The French Army on the Aisne-Marne front, Monday, July 22, (By the Associated Press)—Probably the heaviest fighting to-day occurred on the eastern wing of the salient where British troops took part. The Britishers, who had arrived on the scene only recently, engaged the enemy in a hand-to-hand conflict in the extremely wooded region southwest of Rheims.

Four fresh divisions faced them. One German division which held the line against the Italians had been annihilated, only a few hundred remaining. The Germans had a large number of machine guns in this vicinity, but the British captured forty of them in the course of a strong attack in which they made progress and took more than 200 prisoners.

## FRENCH TAKE

(Continued from Page 1.)  
troops are continuing to make progress on the battle front between the Ourcq and the Marne. Advances to-day are that attacks carried out by the French have re-stored all the ground which they lost on Monday in the region of Grisolles, seven miles northwest of Chateau Thierry.

The French, the advice state, stormed the heights north of Courcelles at 3.00 o'clock yesterday afternoon. They are also holding the bend in the neighborhood of Chassons as far as Treloupe. These towns are just to the north of the Marne, to the east of Jaulgonne, taken by the Americans.

## FEEL INCREASE IS DUE

Only in the event of a Dominion-wide strike being called will the local mail carriers and other postal workers walk out, according to the opinion expressed by an official this morning. The local postmen have been agitating for some time for increased salaries, and the feeling prevails that the Government has not paid sufficient attention to their claims. An amicable agreement is still hoped for, however.

## C.E.F. BUTTON CANCELLED

The military authorities wish to call the attention of war veterans to the fact that the original C. P. F. (Canadian Patriotic Fund) button is no longer an official recognition of services at the front, and that the man who has received the Government C.E.F. badge has no right to wear the C.P.F. badge as well. All the C.P.F. buttons have been cancelled, and the men to whom they were issued are now required to turn them in to the officer issuing the War Service badges before they can be issued with the new Government badge. While some veterans are still wearing the C.P.F. buttons, it is only those who have

## FOE NEEDS HELP

Unless the enemy receives immediate help it will be impossible for him to cross the 24 miles of rugged country on the north bank of the Aisne, which includes the crossing of the Rivers Ourcq, Vesle and Aisne. The two important points which the Allies from the west are endeavoring to reach in order to cut the enemy off are Fere-en-Tardenois, which is the most important junction of roads, and Fismes. The ruggedness of the country between the Marne and Rheims accounts for the desperate fighting there, and enabling the Germans to prolong the defence.

## PERSONAL

Dr. Watson has gone on a holiday to Point au Baril, Georgian Bay.

Mrs. Wm. Elmer of Zion City, Ill. is the guest of Mrs. B. T. Leggett, Terrace Hill.

Mrs. Kenney of Hamilton, and Mrs. Batson of Ottawa, were visitors at Brantford last week.

Pte. Harry Hosty of Hamilton spent a few days at the home of Mr. and Mrs. Robert Brown, Brantford, last week.

**Children Cry FOR FLETCHER'S CASTORIA.**

## ENEMY RESISTANCE

(Continued from Page 1.)  
tion and here the enemy has contracted heavy losses for the purpose of holding back the advance of the Allies. The latter, however, continue their progress, although the fighting is becoming heavier each hour.

They have taken a large number of prisoners, the number being more than has been announced and new batches of captives are arriving. The number of unwounded prisoners alone far exceeds the total casualties of the Allies troops since the victorious advance began.

The correspondent has seen a large column of these prisoners constantly increasing while at the same time large quantities of ammunition have been captured.

The advance of the armies commanded by General Mangin and General DeGutte in this flank averages ten kilometers, while General Berthelot, who is smashing at the other side of the pocket containing the defeated Germans is also progressing appreciably. The French, Americans and British are working in closest co-operation and with absolute confidence.

## Nuptial Notes

**PEARCE—KEW**  
At 6 Dalhousie street last evening in the presence of a few friends of the contracting parties, Robert H. Pearce and Jennie Kew, both of this city, were made man and wife, by Rev. Llewellyn Brown of the First Baptist church.

**TOOMBS—BARBER**  
At the First Baptist parsonage yesterday, Fred Toombs and Hannah Barber were quietly wed by Rev. Llewellyn Brown, at 104 West street in Simcoe.

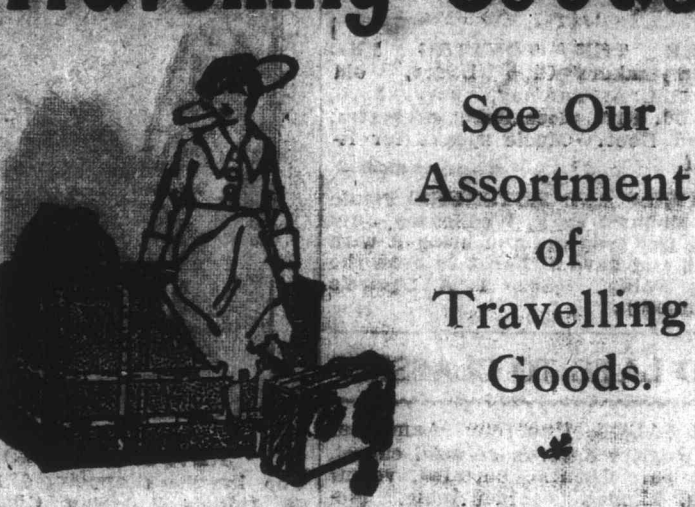
**SMITH—HENDERSHOTT**  
On Saturday afternoon last William A. Smith and Florence B. Hendershott were married by Rev. Llewellyn Brown, at 104 West street in Simcoe.

**STEWARTSON—SIMMONS**  
At the home of the bride's father, on Mt. Pleasant Road, Tuesday, July 16th, Lloyd J. Stewartson and Mabel Simmons were united in marriage by Rev. Llewellyn Brown. The bride is the fifth of her family, at whose marriage the Rev. Mr. Brown has officiated.

**EDITORS AT VERDUN**  
By Courier Leased Wire  
London, July 23.—(Via Reuter's Ottawa Agency)—A despatch from Paris states that the Canadian editors to-day are visiting Verdun.

# Travelling Goods

See Our Assortment of Travelling Goods.



## Neill Shoe Co. LIMITED

# Ogilvie, Lochead & Co

## Sensational Bargains Wednesday Morning

### 9 to 12 o'clock Specials



## Ladies' Fancy Colored Summer PARASOLS

Former Values \$1.50 to \$2.00  
Wednesday Morning Clearing Price

# 50c each

## Fine Lisle and Cotton Hosiery

Fashioned Feet and Leg, sky only  
To-day's value 35c to 50c each

Wednesday Morning a pair **19c**

## White Marsailles Bedspreads

with colored printed designs—To-day's value \$3

Wednesday Morning **\$1.95**

## Colored Stripe Flannelette 10 Pieces Assorted

Full 35 in. wide—To-day's value 35c yd.

Wednesday Morning a yard **25c**

## Swiss Ribbed Cotton Vests

White, no sleeves—To-day's value 20c a yard

Wednesday Morning each **15c**

## Muslin Dresses \$2.98

One table of Ladies' and Misses' Muslin, Voile, Ratine and Indian Head Dresses, in figured stripe and plain materials, many very pretty styles, all nicely made and trimmed, values up to \$5.50. Sale price **\$2.98**

## \$2.50 White and Stripe Skirts at \$1.49

One table of Ladies and misses' Wash Skirts, in white repp and stripe indian head, gathered backs, detachable belts, fancy pockets, all this season's buying. Sale price **\$1.49**

## Crepe Kimonos \$1.65

Ladies' Long Crepe Kimonos, in mauve, pink, blue and sky, in figured and plain colors, will wash. Special at **\$1.65**

## \$18 Silk Poplin Suits

FOR

# \$12.50



Ladies' and Misses' Silk Poplin Suits, in navy and taupe. Coat is gathered at waist with sash. Skirt is gathered at waist with beading, white collar, sleeves button trimmed. Regular value \$18.00 suits, for **\$12.50**

# OGILVIE, LOCHEAD & CO.



COMING EVENTS

ALL SOLDIERS' DEPENDENTS West Brant District are asked to attend a meeting in St. John's schoolroom on Wednesday evening at 8 o'clock.

AFTER THE THEATRE THE Merry-makers Club Dance, old Y. M. C. A. Tuesday, July 23rd, 10.30. Five piece Brant orchestra, good floor. Music speaks for itself.

GROGERS' AND BUTCHERS' Picnic at Mohawk Park, Wednesday, July 24. Get program and bring it with you and have a chance to draw the big swing.

TOO LATE TO CLASSIFY

FOR SALE—Two fine Axminster Rugs, ten yards of wool carpet, three pair Chenille curtains, etc.

YOUTH for office position wanted by The Watson Mfg. Co. M143

WANTED—Butlers. Apply Crown Electrical Mfg. Co., Limited. M143

WANTED TO RENT—Small furnished house or apartment on Terrace Hill. Inquire Geo. T. Lake, Phone 925. Grandview P.O. N1W143

WANTED—Flow mounters or handy men and blacksmiths' helpers. Verity Flow Co., Limited. M143

WANTED—A girl to assist in general housework or woman for a few hours daily. Apply Mrs. R. H. Neville, 3 Church St. F143

LOST—Canadian Field Artillery pin on Colborne St. or West Brantford. Valued as a keepsake. Reward upon return to Courier Office. L143

DIED

HOLLOWAY—In Brantford, on Sunday, July 21, William Holloway, Funeral from his late residence, 33 Winnet St., on Wednesday, July 24, at 3.45. Interment at Mt. Hope Cemetery.

GRISWOLD—In Cainsville, on Sunday, July 21, Barbara Griswold, widow of the late John Griswold of Norwich, aged 74 years. Funeral from residence of her son, Harvey Griswold, Cainsville, on Wednesday the 24th at one o'clock. Interment at Norwich.

NIXON—In Brantford on Monday July 22 Isabel Nixon, beloved wife of S. C. Nixon, in her 63rd year. Funeral will take place Wednesday at 2 o'clock from her late residence, 42 West St. to Greenwood Cemetery. Friends and acquaintances kindly accept this intimation.

REID & BROWN Funeral Directors and Embalmers 814-816 Colborne St. Phone 495. Residence 44

H. B. BECKETT Funeral Director and Embalmer 188 DALHOUSIE STREET. Phone 197, 2 & 4 Darling St.

H. S. PEIRCE & CO. Funeral Directors and Embalmers Successors to H. S. Peirce 75 Colborne Street. Prompt and courteous service, day and night. Both phones 200. W. A. THORPE. O. J. THORPE

For Sale Houses \$18,000, \$9,500, and \$4,500, \$4,000, \$3,000, \$2,000, \$2,500, \$2,000, \$1,000, \$1,075. Apply C. Coulson Commercial Chambers.

UPHOLSTERING All kinds of Upholstering William & Hollinrake Phone 167, 2 and 4 Darling St. Opera House Block

Olympia Ice Cream ALWAYS FRESH AND VELVETY -TRY IT ONCE- PHONE 517

NOTICE If all other methods have failed, go to Dr. E. L. Hanselman, Chiropractor, 222 Dalhousie St., for a permanent cure for any disease. No drugs, no knife, only natural methods.



REV. T. H. COTTON, who has been appointed rector of St. Aiden's Anglican Church, Toronto.

GUNPOWDER SENT FROM BRANTFORD THROUGH THE MAIL

Austrian Arrested at Windsor Received Explosives From This City

POLICE ARE WORKING

The local police department is at work on the Brantford end of the case cited in the following despatch: Sarnia, July 22.—A very important arrest was made at Point Edward by Provincial Officer W. H. Stringer, when an Austrian, Joe Zalensky, was taken into custody to-day. It is said that Zalensky had been receiving gunpowder through the mail from Brantford, from which city he arrived about a week ago. The man had been employed at the freight sheds in Point Edward since his arrival here. The authorities became suspicious when it was learned that he had been receiving suspicious mail through the postoffice, and when it was found that a quantity of black powder had oozed from a letter, the matter was reported to the authorities.

Allied Food Controllers In Conference

By Courier Leased Wire London, July 23.—The conference of the food controllers of the Allied governments, was completed to the session by John Robert Clynes, the British food controller. Herbert C. Hoover attended the meeting at the food controllers of Italy, France, Belgium and other countries. Mr. Clynes was accompanied to the session by Waldorf Astor, the new parliamentary secretary to the British food department.

The Sign of Good Value T. J. MINNES 'Phone 301. King St.

For the Kiddies CAMERA Will interest and be an endless source of amusement for the children. We have reliable machines as low as \$2.50. Developing and Printing H. E. Perrott Cor. Colborne & King.

For the Kiddies CAMERA Will interest and be an endless source of amusement for the children. We have reliable machines as low as \$2.50. Developing and Printing H. E. Perrott Cor. Colborne & King.

ADVANCE BY BRITISH ON TWO FRONTS

Lines Are Pushed Forward South of Hebuterne And Also in Flanders

OTHER MINOR GAINS Positions Improved in Hamel Sector and North of Albert

FRENCH TAKE TOWNS

London, July 23.—Advances in local operations were scored by the British last night, to-day's war office report shows. The line was pushed forward slightly south of Hebuterne, on the front between Arras and Albert, and south of Merris and Meteren on the Flanders front. The British positions also were improved in the Hamel sector and north of Albert.

The German artillery showed considerable activity last night with gas shells in the Villers-Bretonneux sector east of Amiens, the war office announced to-day.

French Take Villages

Paris, July 23.—Artillery activity along the battle front during the course of the night is all that is reported in the official statement issued by the war office to-day.

North of Montdidier, in the Somme sector, a local operation brilliantly conducted permitted the French to occupy the villages of Mally, Raineval, Sauvillers. The French took 350 prisoners.

The text of the statement follows: "Along the whole battle front only artillery actions were reported during the past night. "North of Montdidier a local operation which was conducted in a vigorous manner resulted in the capture by the French of the villages of Mally-Raineval, Sauvillers and Aubillers. The French up to the present have taken 350 prisoners. "Otherwise the night was calm."

PREPARATIONS

ant, as it necessitated the calling of reserves by the Germans. The inactivity of the infantry north of Oureq in the Champagne sector yesterday, is semi-officially ascribed by Paris to the enormous German losses, the extent of which cannot be calculated. On the front with Gauraud's army alone 50,000 Germans were put out of action by hundreds of guns which were unmasked only when the assaulting waves crossed the covering zone and approached the real line of resistance. Paris is lavish in her praise of the presence of mind and strategy of General Foch.

STORMS SWEEP FRANCE. Paris, July 22.—Violent storms in many districts in France have caused severe damage to crops. The thermometer in Paris yesterday registered 91 degrees.

NOTICE!

Our patients say their cures are miraculous. Don't think yourself incurable any longer but give us a chance to make you well and enjoy life again. No drugs, no knife, only natural methods used. Dr. E. L. Hanselman, Chiropractor, 222 Dalhousie St. Bell Phone 1318.

DODD'S KIDNEY PILLS THE GREAT KIDNEY DIABETES PILLS

J. M. Young & Co. "QUALITY FIRST" JULY CLEARANCE SALE

Items for Wednesday Morning at Extraordinary Reductions!

Ready-to-Wear Department

- White Corduroy, 30 in. wide, washes, suitable for skirts. Wednesday morning \$1.00
Ladies' Fancy Weave Sport Skirts, values up to \$3.50. Wednesday morning \$1.39
Ladies' Linen Skirts, in plain white material, and striped. Wednesday morning \$1.19
White Jean Cloth Skirts, 24 and 36 band. Wednesday Sale Price 98c
Silk Poplin Skirts, a genuine special. \$4.98
6 only, Linen Dusters, just the coat for the car, regular \$8.50. Wednesday \$3.95
15 only, Ladies' Embroidery Dresses slightly soiled, buttoned back, Wed. to clear. \$1.00
Ladies' Special Dressing Sacques, in copen, navy, sky and pink to clear. 89c
3 only, Georgette Dresses, New York models, regularly \$40.00 Wednesday \$24

White Habutai

White Habutai, 36 in. suitable for blouses and children's dresses. Wednesday 50c

Washing Habutai

Fancy Striped Washing Habutai, 36 in., beautiful quality. Wednesday morning \$1.00

Special Items of Interest

- Ladies' White and Black Fine Cotton Gloves, odd sizes to clear Wednesday at 30c
Ladies' Hose, mercerized ankle and fine lisle top, double heels and toes, black and white, all sizes clearing Wed. 2 pr. for 75c
Ladies' fine lisle Handkerchiefs, the manufacturers price to-day is 20c. Wednesday morning 25c
Fine Embroidery Edging and Insertion, reg. 20c. Wednesday morning 10c
Ladies' and Children's Parasols, all newest summer shades and designs, to clear regardless of price Wednesday.
Ladies' Dress Shields, very special, Wednesday, 2 pair 25c for

Housefurnishing Department

- 200 yds. Colored Border Scrim, in all shapes, worth up to 30c yd. Wed. to clear. 16c
5 only, Wilton Rugs, sizes 9x10 only, reg. \$72.50 Wednesday to clear \$43.50
2 doz. Rag Rugs, in all shades, 27x54" reg. \$2.75, to clear \$1.98 Wednesday at
100 yds. Fancy Hemstitched and bordered Scrim, in white, baize and ivory, 36 in. wide, to clear 35c Wednesday

White-Wear Department

- Black Duches Satin, splendid quality 40 in. wide, absolutely good black, regularly \$3.50. Wednesday \$2.35
Ladies' Knitted Vests, short sleeves, regular 18c. Wednesday 15c
Ladies' Knitted Vests, short or no sleeves, some with fancy yokes, sizes 34 to 40. Clearing Wednesday 29c
Ladies' White Cotton Gowns, dainty lace and embroidery trimmed, slip-over style, worth \$1.50 Wednesday \$1.00
Children's Colored Dresses, gingham and chambray, plain colors, stripes and plaids, sizes 2 to 14 years. Sale price Wednesday \$1.19
Ladies' White Cotton Underskirts, flounce trimmed, embroidery, lace and tucks, several styles, all lengths, regular \$1.50 and \$1.75 Wednesday \$1.29

Silks Reduced for Wednesday Morning

- Crepe de Chene, 40 in. wide, French Crepe, beautiful quality, regular \$2.50; wash splendidly Wednesday \$1.75
Black and white stripe Silk and Wool Voile, 40 in. wide, splendid for elderly ladies, formerly \$1.50 \$2. Wednesday morning \$1.50
Cheney's Taffeta, 36 in. wide, splendid heavy quality, recommended for wear, colors sand helio, egg blue and bottle green. Wednesday \$2.79
Embroidery Flouncing, 3 patterns, formerly \$3.00, beautiful patterns. Wednesday 89c

A Wonderful Value in Sheeting Wednesday Morning

On Sale Wednesday Morning from 9 till 12 o'clock, 150 yards of fine White Sheeting, 2 yards wide, free from dressing and worth 60c yard. Sale Price Wednesday, 45c per yard

White Pique 19c yard White Pique, 29 inches wide, medium size, cord. Regular 30c quality. Sale Price Wednesday 19c per yard

Kimona Crepe 25c yd Kimona Crepes in pale blue and pink, 30 inches wide, nice soft quality. Sale Price Wednesday Morning, per yard 25c

All Cotton Voiles and Wash Materials Reduced for Wednesday

- 50c and 60c Fancy Voiles, full range per yard
of patterns, reduced to 39c
65c and 75c Fancy Dress Material in cotton, voiles, etc., reduced to 49c
65c Palm Beach Cloth, in all colors, reduced to 50c per yard
\$1.00 Fancy Colored Voiles, all this season's patterns, reduced to, per yard 79c
White Cotton 11c yd White Cotton, 36 inches wide, firm heavy thread. Sale Price, Wednesday, yd. 11c

54 in. Battenberg Table Cloths \$1.98 each

Battenberg Table Covers, 54-inch size, 18-inch depth lace, linen center with drawn work. Worth \$3.00 each. Sale Price Wednesday morning, each \$1.98

Battenberg Runners 49c each

Battenberg Lace Runners, 18x50 in size, worth 65c to 75c ea. 49c Sale Price Wednesday

Dark Roller Towelling 19c yard

Dark Grey Roller Towelling, 18 in. wide, good heavy quality for general use, reg. 25c quality. Sale price Wednesday 19c

J. M. YOUNG & CO.

FOCH'S SUCCESS

rectified and corrected in a solid front. The same tactics marked the first use of French cavalry in the Battle of Ploeghe, when the French took over 88 kilometres of front from the British to permit the latter to mass points of the line farther north. A French cavalry corps complete with light artillery, armoured cars, and cyclists arrived first on the scene in Ploeghe and relieved the British. They fought it out until the heavy French infantry arrived and took over the task. Three days later, the horsemen are on the move again, this time hurrying to the front where the enemy was hitting hard at the Lys line. The cavalry rode hard as the advance guard of the French infantry columns marching toward St. Omer. In the first 24 hours, despite the long strain of fighting in Ploeghe, they covered 120 kilometres without losing a man or a horse on the way. In 56 hours they had transferred their whole corps over 300 kilometres and arrived east of Mont Cassel. "It was a wonderful sight," writes the chief of staff of a division. "The horses were in fine condition, the men were cheerful and went singing, in spite of the sufferings and privations they had to endure." In view of this record for swift movement, flashing about, the cavalry appears to have established a new place for itself in modern warfare. They are the light reserves; the men who are always hurried first into the point of danger to hold until the slow-moving infantry arrives. They have defined trench warfare tactics completely and General Foch is making use of them in a way that ensures them a glorious chance when the day comes for the Allies to drive back all along the line.

FOOTBALL PRESIDENT HAS QUIT

Resigns Because Friction in League—Brantford Must Replay Game By Courier Leased Wire Toronto, July 23.—Somewhat of a sensation has been caused in local soccer circles by the resignation of J. G. Mitchener from the presidency of the Toronto and District Football Association. Mr. Mitchener resigned last night, giving as his reasons that he was tired of the everlasting bickering between the clubs. His successor has not been named. The provincial league has upheld Hamilton's protest against Brantford, and ordered the game replayed.

IDEAL LOG CABIN LIFE

The log Cabin camp hotels, built by the Grand Trunk railway, in picturesque spots in Algonquin Park, have been very popular with those who desire quiet, restful, exclusive accommodation for a summer holiday. These log cabin hotels have a large central lodge or meeting place, and in close proximity are the log cabins, built of cedar logs with the bark on. The central lodge and cabins are comfortably furnished, and have modern conveniences with bathrooms and hot and cold water. Camp Minnesing, on Island Lake, ten miles from the Highland Inn, Algonquin Park station, is situated in a delightful spot that pleases the heart of the lover of the out-of-doors. Limited accommodation is available and full particulars can be had on application to any Grand Trunk Agent, or to C. E. Horning, District Passenger Agent, Union Station, Toronto.

FREN... "Splend Say... By Cour... Paris, the com... Rhems, offensive... a stone w... lowing to... Gefman... "To th... army: "On Ju... fort of ti... ported by... were to r... ing. You... we decide... that batt... "You h... you heroi... ners of... gave the... been begu... tors who... ions and... you of th... prepared... "It is a... and it is... I count... suit when... you and w... der I tha... BOARD... By Courte... Ottawa, citation... the Minist... the dispu... General E... employes... since the... ment's ma... labor and... agreed to... machinery... Investigat... board. T... which nec... scope of t... appointees... Come... Stove... De... WE... ARSE... ARSE... D... 7 Geor... That... Law... (By We... Pa can... be a che... er now.







### WHAT WILL WOMEN DO WITH VOTE NOW

John Bull Sees Little Unity of Demand Among the Fair Sex

### DISTRUSTS EFFECTS Of Equal Wages and Economic Freedom Issues Likely to Arise

With the women of England preparing to cast their first votes, the men of England are standing by, offering free advice and wondering what the women will do with the vote. John Bull never was over-confident in the political acumen of his women folk, and now he is wondering whether he was not a trifle rash and hasty in arming them with a power that he has not himself quite learned to handle.

vague thing called feminism. Now that suffrage is granted and out of the way, he is trying to understand this bigger and more troublesome movement. No One Knows What. "The difficulty about feminism is that no one knows what it means," is the complaint of Douglas Jarrold, one of the keenest publicists in England, voiced in an article in the English Review, entitled "The Feminist Movement, Its Dangers and Its Difficulties."

reactionary whigs and Tories, who have no use for the capitalist middle class. An entirely different task was taken by Mrs. Pethick Lawrence and her followers, who got support from the domestically dissatisfied of both sexes by harping on the difficulties of obtaining divorce and the injustices of the married women's property act.

Jarrold argues, to assure the suffrage to women, but it does not leave them with a political program now that they have the vote. "Cannot Change Functions." Throughout the campaigns for suffrage, there has been a failure on both sides to see the difference between changing the status of woman and changing her function.

family, but they had better know what they are doing first." The demand will have the support of every far-sighted capitalist, he believes, and the opposition of every far-sighted workman and unionist. Factory owners with sense will be glad to have the state build free asylums for the care of children during the day, so that their mothers can compete with men in the labor market.

# The Balance of Trade

## Advertising's Responsibility for its Adverse Condition

"Trade follows the Flag" the economists used to tell us.

"Trade follows the Advertising" is the truer and more modern version.

The advertising of yesterday is responsible for a share of the unfavorable trade balance which Canada has in the United States today—the advertising of 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 invisible 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 transportation 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 richer, and the more highly specialized people are the greatest advertisers in the other country.

Is it any wonder that the trade balance swings heavily towards the American side of the international line?

### Tariffs will not balance geography, transportation facilities and good and needed merchandise—plus ADVERTISING

Canada has no world balance against her. Canada is selling more than she is buying. Canada has changed since 1914 from a debtor to a creditor nation, but today Great Britain is running a "charge" account in Canada. She will pay her bill after the War, and so this country 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 March 31st, 1917. That's where the unfavorable 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 people and the manufacturers have a remedy greater in effect than the authority and power of any War Board.

"Buy my goods because they are made in Canada" alone won't win the favor of the Canadian to goods of home manufacture. There must be something more. Even producing goods of like quality and price won't do. The public must know about both the quality and the price. Advertising is the great aid which the Canadian manufacturer 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 are peering into the future to discern the things to come—now when all business, all manufacturing, all trade, is confronted with evolution—which may mean revolution—now is the time for the Canadian manufacturer to win the Canadian people by showing that his goods have other virtues besides being "Made in Canada."

Of course, you can't take care of orders ahead. Of course, you're short of labor and raw materials. Things will change, labor and materials will be in plenty, selling will come back to the basis of perhaps more severe competition than before, and the article which the people have learned to know by name, and are accustomed to use, will be the one they will stick to, and buy, and use, in the days when evolution—or revolution—will come to Canadian business.

And advertising will do more than build your business. It will build your country. It will encourage your countrymen to buy more of their country's products. It will reduce your country's foreign debit balance. For your country, after all, is only the aggregation of yourself and the rest of us. Advertising today is therefore the business and the patriotic duty of the Canadian manufacturer and distributor.

The American manufacturer has bought and paid for his Canadian market. He has made the goods the people want. He has overcome the tariff in his production costs or has brought his factory into Canada. He competes with Canadian-made goods in quality and in price.

He has studied Canadian needs, put himself in a position to supply them, and then he has told—and has kept on telling—the Canadian people about his product through the daily newspapers of the country. He has been a larger advertiser in Canadian newspapers than the Canadian manufacturer himself.

Everything—and more—which the American manufacturer has accomplished in Canada is within the grasp of the Canadian manufacturer, but he must adopt some similar methods. He must—among other things—ADVERTISE.

#### BRANT Theatre

Special Feature Attractions.

MONDAY, TUESDAY, WEDNESDAY.

WM. S. HART  
In the tense dramatic story  
"Shark Monroe"

15th Chapter  
"The Eagle's Eye"

T. Montgomery Flagg's  
GIRLS YOU KNOW

Zanzebar Troupe  
8-PEOPLE-3  
Acrobatic Novelty

COMING THURSDAY, FRIDAY AND SATURDAY.

LINA CAVALLIERI  
In the vivid Drama of Love  
and Thrills  
"Love's Conquest"

#### REX Theatre

MONDAY, TUESDAY, WEDNESDAY

Carol Holloway and Wm. Duncan  
In the Sensational Blue Ribbon Production,  
"The Tenderfoot"

Saucy Madeline  
A Laugh From Start to Finish.

THE BULL'S EYE

The Musical DeWitts  
Novelty Musical Offering.

Coming Thursday, Friday and Saturday.

Robert Warwick  
—IN—  
"The Mad Lover"  
A Thrilling Story of Human Interest.

### Music and Drama

THE BRANT.  
A novel and striking acrobatic performance is that given at the Brant Theatre, the first of this week by the Zanzebar troupe, a company of eight trained athletes skilled in balancing and acrobatic feats of an unusually exacting nature. The offering was one which won loud applause at both performances yesterday. William S. Hart is once more a "good bad-man" in his latest Arlcraft production "Shark Monroe" in which he portrays the somewhat unusual role of a rough and ready seaman whose better nature is slow in making itself felt. Another of the popular James Montgomery Flagg cartoon series "Girls You Know" is an attraction on the program, as is also the fifteenth episode of "The Eagle's Eye."

LOOKING FOR SUB.  
By Courier Leased Wire.  
Boston, July 22.—All the facilities at the command of the first naval districts were brought into play to-day in a search of New England waters for the German submarine which attacked and sank three barges yesterday off Cape Cod within view of the Orleans shore. Though the port of Boston was not closed, merchant ships and other unprotected craft were warned of the danger of leaving the harbor.

Postmen went on strike at Victoria, Vancouver, New Westminster and Winnipeg.

### GRAND OPERA HOUSE

Thur. Fri. Sat. July 25, 26, 27

## THE FAMOUS RUSSIAN MAGICAL COMPANY

On Their Tour over the United States and Canada will give Four Performances.

THE MAGICAL WONDERS OF THESE RUSSIAN MAGICIANS SURPASS EVERYTHING IN THE ART OF MYSTERY THAT HAS BEEN SHOWN TO THE PUBLIC To Relieve the Tension, there will also be Beautiful Singing and Moving Pictures of the Latest Choice Comedies. A full Orchestra at Each Performance.

Seats 25c, 50c, 75c and \$1.00

SEATS NOW ON SALE AT ROLES' DRUG STORE.

### Brantford Industrial Recreation League

## ATHLETIC MEET

AGRICULTURAL PARK  
WEDNESDAY, JULY 24th

AT 7.15 P. M. SHARP

EVENT 1—Men's 1-2 Mile Bicycle Race.  
EVENT 2—Girls' Tag-of-War — 10 Girls.  
EVENT 3—Men's Half-Mile Running Race.  
EVENT 4—Motor Cycle Four-Mile Race—No Special Machines.  
EVENT 5—Girls' Fifty-Yard Egg and Spoon Race.  
EVENT 6—Walking Half-Mile Race.  
EVENT 7—Girls' One-Mile Handicap Bicycle Race.  
EVENT 8—Men's Quarter-Mile Football Dribble Race.  
EVENT 9—Boys' under 17—One-Mile Bicycle Race.  
EVENT 10—Little Nigger Bicycle Race.  
EVENT 11—One and One-Half-Mile Bicycle Race.

### SPECIAL

Event 12—Miss Thelma Bamford (Ontario Lady Bicycle Champion) Versus V. Walker. ONE-MILE RACE

What is an Autoped? See it at This Meet  
Medals or Prizes Given in Each Event  
No Admission Fee. Entries Taken on Ground.

COLLECTION! COLLECTION!

RESERVE WEDNESDAY FOR THIS BIG EVENT







