



# USE the TELEPHONE



During the Sizzling Weather

When you have that "all-in" feeling, you can save yourself a lot of extra work and a lot of extra steps if you use the telephone. Cold Lunches, Ice Cream, Taxi Rides, a Cool Theatre, Cooling Drinks, and Tasty Restaurant Meals, are all aids to help you bear hot weather. Get the habit of saving yourself as much worry and work as you can in the hot weather, and you will feel the heat less. Let these merchants help you.

**BRANT Theatre**

Reserve your seats in advance. No orders held after 8 p.m.

Don't forget our new ice cooling plant, using one ton of ice a day.

Both Phones **435**

**Telephone 290**

And your Orders will be promptly delivered to any part of the city.

20 lb. Sack Redpath's Granulated Sugar, \$1.75  
 10 lb. Sack Redpath's Granulated Sugar 90c  
 2 tins Sterling Salmon for ..... 25c  
 2 tins Finnan Haddie for ..... 25c  
 6 cakes Castile Soap for ..... 25c  
 1 tin Cute Salmon for ..... 10c  
 1 tin Heinz Spagetta for ..... 15c  
 1 tin Heinz Pork and Beans for ..... 15c  
 2 lbs. large Prunes for ..... 25c  
 3 packages Corn Flakes for ..... 25c

A trial order solicited and satisfaction guaranteed.

**The Telephone**

is another entrance to your business.

**Keep the Door Open**

Call Contract Dept. No. 896

**CANADIAN MACHINE TELEPHONE CO., Ltd.**

32 QUEEN STREET BRANTFORD, ONT.

**Fresh Meats**

If you want Fresh and Cured Meats at lowest possible cost

Phone Bell 2140 - 2141  
 Auto. 581

WHOLESALE OR RETAIL

**Alf. Patterson**

143 William St.

**SPEED**

—Combined With—  
**SAFETY**

THAT'S  
**Lindsay's TAXI SERVICE**

Phone **2148**

Night Phone 2004

**SMOOTH AS VELVET**

And Rich in **REAL CREAM**

That Correctly Describes Our ICE CREAM

Made on the premises in all flavors and correctly packed so that we send it to you in good condition.

Phone Bell 517 for a Brick for Dinner

**Olympia Candy Works**

**Spare Yourself**

Telephone Bell or Auto **274**

AND LET THE **Brantford Laundry**

Send for your Parcels. Try us during the hot weather.

**We Certainly Do Know How**

**KEEP COOL**

—AT THE—  
**Artemis Sweets**

Let the Telephone Run the Messages

And you eat our delicious **ICE CREAM**

Made fresh daily, from the purest ingredients, on our own premises.

**In The Grill**

Regular dinners a la carte daily from 7.30 a.m. until 2 a.m.

**Artemis Sweets**

148 COLBORNE ST.  
 Bell Phone 1491

**Bread is Only 6 cents**

If You Phone 753

**John Johnston BAKER**

14 Lawrence St.

Will protect the interests of the Workingman as long as his supply of Flour lasts.

Phone 753 and Have Our Driver CALL

**Get Connected**

WITH US WHEN YOU HAVE TROUBLE WITH YOUR **PLUMBING**

We are as close to you as your phone, and we make it our business to attend promptly to every call.

No matter what your plumbing need is, just call us up.

**R.S. Hope**

Bell Phone 1700

**Upholstering**

Not Factory Work

But the careful, personal attention of an expert. That's what we offer. Also a full range of Tapestries to select from.

**REPAIR WORK OF ALL KINDS**

**J.H. WILLIMAN**

2 Darling Street

Phone 167

**Certain Satisfaction**

Is mighty hard to achieve—But satisfaction is assured in the results from

**CLASSIFIED Advertising**

In the COURIER Have YOU tried them? Use our Want or For Sale Columns. . . . .

**JUST PHONE 139**

AUTO or BELL

**Trouble With Your Plumbing**

usually needs immediate attention. We are vividly alive to the urgency of these needs, and keep a staff of expert workmen to wait on you.

For Any Need Call Bell Phone 1362

**A NEW NUMBER**

Not our Telephone Number which still remains as before Bell 525 But we have moved from King Street and

**31 Colborne Street**

is our new address.

**R. G. Ballantyne and Son**

Painters and Decorators

**R. H. BALLANTYNE**

Plumbers and Steamfitters

**TOURING CAR SERVICE**

We have at the public's disposal, at moderate rates, McLaughlin and Overland Touring Cars, which insure you of every comfort and convenience.

**SPECIAL RATES TO CAMP BORDEN**

**20th CENTURY MOTOR CO.**

Phones: Bell 581, Auto. 582  
 Night Calls—Bell 2053

**THE TEA POT INN**

Brantford's Popular Restaurant

Bell Phone 917

Under New Management

Choicest Candies and Confections  
 City Dairy of Toronto Ice Cream  
 IT'S PURE—THAT'S SURE  
 Bricks a Specialty  
 Catering for Parties, Dinners and Weddings

F. D. SMITH  
 Manager,  
**USE the PHONE**

**Help The ROSS FUND?**

... if you could do it with-  
 ... save your old rags, rubbers,  
 ... for the Red Cross Collectors.  
 ... far coax you to sell it to him,  
 ... for it would help to make some  
 ... at the front. The Brantford  
 ... ed to collect for the Women's  
 ... their collectors and their horses  
 ... ss Badge, and you can make  
 ... this badge before giving up  
 ... call for it. Just phone 797, as  
 ... them.

**CK!**

... the Allen Yard, we are selling  
**OCK BRICK**

... Prices.

**HE**

**Brick Co., Limited**

... NE STREET.

... 90; Machine 46.

**Opens**

**. 5th**

... stock a large supply  
 ... uthorized Text Books.  
 ... sortment of Pencils,  
 ... Pencil Boxes and

**BOOKSTORE**

... TED

160 COLBORNE ST.

**ord**

... VERSAL CAR

**August 1, 1916**

... ces for Ford cars will  
 ... after August 1st, 1916.

... \$450.00  
 ... 475.00  
 ... 495.00  
 ... 695.00  
 ... 780.00  
 ... 890.00

... rd, Ontario

**TCHSELL**

**NG STREET**

... to buy  
 ... 15 cent bar of  
 ... and far better  
 ... 5¢ cakes.  
 ... is on the scales!  
 ... he big bar.