

TOO LATE TO CLASSIFY

TO RENT—Two summer cottages, on Lake Erie. Phone 442. T13

FOR SALE—Hundred acre home-stand, unencumbered, ninety cultivated, plenty wood, water, fruit, commodious buildings, crops. Apply J. W. Marshall, Harley, Ont. R13

TWO gents' and one lady's bicycle for sale. All condition. Guaranteed. Apply 131 Campbell Street. A13

FOR SALE—One storey and three-quarter red brick, nearly new, re-papered and painted. Price \$2250, on St. Paul's Ave. near Steel Plant. Apply C. Coulson, Commercial Chambers. Money to loan, mortgages bought, and real estate. Office hours, 2 to 4, appointments made.

CARD OF THANKS.

Mr. E. J. Lanthier and family desire to thank their many friends and relatives for the kindness and expressions of sympathy in their recent sad bereavement.

IN MEMORIAM.

In loving memory of our dear son and brother, Benjamin Baskett, who died one year ago to-day, June 28th, 1917.

He bade no one a last farewell, He said good bye to none, The Heavenly gates were opened, A loving voice said come, And with farewell unspoken, He gently entered home. His loving Father and Mother, Brothers and Sisters.

DIED

CRANDON—In Winnipeg on Sunday, June 23, Franklin F. Crandon, Funeral from the residence of his mother, Mrs. C. H. Crandon, 124 Chatham St., on Sunday, June 30, at 1.30 p.m. Interment at Jerseyville.

REID & BROWN

Funeral Directors and Embalmers
814-816 Colborne St.
Phone 459. Residence 444

H. B. BECKETT

Funeral Director and Embalmer
158 DALHOUSIE STREET.
Phone 107, 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

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

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.

FOR SALE

On the market on Saturday, a pair of matched Mares, weighing about 2350 lbs.
WELBY ALMAS,
Auctioneer.

H. B. GARDNER

Still makes the old reliable lines of High-Grade Cigars from Imported Tobacco only.
Owing to the rise in the excise on cigars, the prices will be somewhat changed.
Select No. 1..... 15c straight
Select No. 2..... 2 for 25c
Select No. 3..... 10c straight
Irregulars..... 10c straight
Gardner's Special or Large Cigarettes..... 7c, or 4 for 25c
Small Cigarettes, or Our Pen, or El Susto..... 5c straight
Private Smokers can be supplied by the Box.

H. B. GARDNER

41 COLBORNE ST.

NEWSPAPERS ARE THE BEST MEDIUM

An Expert's Opinion of the Value of Advertising

Referring to the lecture in Hamilton on Wednesday evening, before the Ad Club of that city, The Times says that the lecturer, Mr. W. F. Brennan, of Dayton, Ohio, left a lasting impression on the audience which will furnish food for thought for many days to come.
"Some distasteful truths were forced home upon the merchant whose business is not what it should be, figures being submitted showing that last year 777 merchants failed in Canada mainly because they did not observe the first rule of economy, that of a system whereby accuracy is an essential to be kept ever before the mind of the careful merchant.
Newspaper advertising was decided to be the very best form of reaching the buying public, and is preferable to all other kinds of advertising. Many illustrations were thrown on the screen showing the proper kind of advertising, contrasting those with the ad. that has been sacrificed to the artistic ambitions of the printer. It is safe to say that the audience was duly impressed with the speaker's lecture given, and that many merchants and their assistants were greatly benefited by the valuable suggestions thrown out in the matter of proper display of goods, cleanliness, and the manner of handling "skittish" customers.
Mr. Brennan will speak to merchants and clerks in the Victoria Hall this evening, and a record attendance is assured. There is no charge for admittance, and all are invited.

Sporting Comment

SOFTBALL LEAGUE.

The Dodgers defeated the West Brants at Agricultural Park last night on a close score of 7-6, with Crandall pitching for Dodgers and Hewson on the West Brant team. Webster was catching for West Brant and Blissett for the Dodgers. A Coleman umpired. At the B.C.I. grounds the Bluebirds defeated the Wasps with a score of 15-6. Batteries were: Bluebirds, Jordan and Hamilton; Wasps, Buck and Chapman. Umpire, Gao. Whitaker. A score of 16-2 resulted when the Beavers walked away with Patterson's at Recreation Park. Legacy of the Beavers knocked two home runs, one with bases full. The batteries: Beavers, Legacy and Simmonds; Patterson's, McConnell and Overides.

NOTICE

In all other sections near Gates, Dr. B. L. Hanselman, Chiropractor, 222 Dalhousie St., for a permanent cure for any disease.
No drugs, no knife, only natural medicine.

Carpenters

NEXT MEETINGS will be held July 8 and 9th, IN UNION HALL, 165 Colborne Street.
Your attendance is desired. If you are not a member Come and Join.

NEW COAL OFFICE

On and after July 1st the head office of the Wood Coal Co. will be moved to 221 Greenwich Street, just across from the Alfred Street Bridge. For several years past this has been a branch office, but a coal elevator has now been erected on the property and all deliveries have for some time been handled from same, and it has been decided to close the up-town office for the time being. The telephone number—91—will be retained.

Eagle Place News

J. R. Fennell & Sons Grocers

announce that on July 1st they will move their Erie Ave. store to the corner of Erie Ave. and Cayuga Street, lately occupied by R. J. Thomas.
Our Parkdale store will still do business in the same store, corner Wallace Street and Brighton Place.
WE AIM TO PLEASE.
Erie Ave. Store Phones, Bell 1946, Auto, 577.
Parkdale Store Phone, Bell 577.

HOLIDAY SPECIALS

J. M. YOUNG & COMPANY

"QUALITY FIRST"

HOLIDAY SPECIALS

HOLIDAY SPECIALS For Saturday's Selling



Tailor Made Suits

Ladies' and Misses' Tailor-made Suits. Balance of our Spring Stock. All are up-to-date styles. Good range of colors. All sizes. \$15.50
Sale Price Saturday

Silk Poplin Skirts

Ladies' Silk Poplin Skirts, in French blue, navy, grey, brown and black. A very Nobby Skirt. Sizes 24 to 30 waist band. \$5.95
Sale Price

Coats at \$12.50

15 Only Spring Coats, made of velours, serges and tweeds; variety of styles, etc., and worth regular up to \$20.00. \$12.50
Sale Price

Silk Suits \$18.50

Balance of our Silk Suits, some very smart styles amongst the lot. Good quality of silk and full range of sizes. Sale. \$18.50
Price only

Fancy Muslin Dress

Just received, a shipment of New Dresses, in Voiles, Organdies and Colored Muslin. Sizes 16 years to 40 bust. Elegant range of styles, etc. Prices range from \$11.00, 10.00, \$7.50, \$9.00, \$8.50 to

Cream Serge Skirts

Cream Serge Skirts, well tailored, and worth up to \$16.50. Special \$12.50
Sale Price



White Voile Blouse 98c

10 Dozen White Voile Blouses, dainty styles, some embroidered fronts, others lace trimmed. Made with sailor or convertible collars. All sizes. Regular \$1.50. On \$98c
Sale Saturday

Children's Dresses

Children's Colored Dresses, made of good quality Gingham or Chambray. Sizes 1 to 6 years. Regular up to 85c. Sale Price \$49c
Saturday

Nightgowns 89c

Ladies' Night Gowns, made of good quality Cotton, embroidered and lace trimmed. Slip-over or high neck styles. Sale \$89c
Price

Ayrans 79c

Ladies' Aprons, good quality print, in over-all or fitted styles. Sizes up to 46. Regular \$79c \$1.00. On Sale Saturday

White Cotton Underskirts

Ladies' White Cotton Underskirts, deep embroidery and lace trimmed. Made with dust frill. Regular up to \$2.00. Sale \$1.39
Price

Silks for Saturday Selling

White Habutai Silk, 36 inches wide; extra heavy quality for separate skirts, middys, etc. Worth regularly \$1.50. Sale \$1.00
Price
Satin Stripe Habutai Silks, 36 inches wide; good assortment of designs. Regular \$1.25 \$2.00. Sale Price

SILK POPLINS, \$1.50

36 inches wide Black and Colored Silk Poplins. Regular values \$2.00. Sale \$1.50
Price only

COLORED SHANTUNG SILK, \$1.00

Colored Shantung Silks, in white, navy, pink and black, 33 inches wide. Regular \$1.50. Sale Price \$1.00
Black Pallette Silk, 30 inches wide; pure silk; best of dyes. Sale \$1.25
Price

Remnants of Silk, Wool Goods, Etc., All to Clear

Natural Color Shantung Silk, machine made, even thread. Regular \$1.35. \$1.00
Sale Price

Beautiful Crepe de Chene Waists \$2.98

White and Colored Crepe-de-Chene Waists, in rose, flesh and white habutai. Regular \$3.50 to \$5.00. All sizes to clear on Saturday. Sale Price \$2.98



Millinery Specials for the Holiday

Tailor Hats, smart nobby styles, splendid assortment to choose from. Special \$3.49
Sale Price
A new shipment of Muslin Trimmed Hats, correct for holiday wear. Special \$7.50
at \$8.50 and
One Lot of Flowers, big variety to pick from. Special at per bunch \$39c

Embroidery Voile Flouncing

Embroidery Voile Flouncing, 40 to 45 inches wide. Choice designs, and worth up to \$3.00. Sale Saturday \$1.50
per yard
27-inch Flouncing Embroidery. Sale Price \$59c

Ladies' Sunshades for the Holiday

Ladies' Sunshades, in fancy designs, with plain or fancy handles, in black and white, rose, paddy, navy and pink. Sale Price \$3.50, \$2.50 to \$1.25



Children's Fancy Sunshades

Five dozen Children's Fancy Sunshades, in pink, sky and white. Elegant assortment to pick from. Sale Price \$29c
79c, 69c and

Special Sale of Staple Materials Saturday

Cream Flannelette, 8 Yards for \$1.00

Cream Flannelette, 26 inches wide, soft tuffy finish. Worth 17c yard. Sale \$1.00
Price, 8 yards for

WHITE COTTON, 19c YARD

Fine White Cotton, 36 inches wide. Worth 25c yard. Special Sale Price, per yard 19c

WHITE LONGCLOTH, 22c YARD

Special White and Flesh Longcloth, 36 inches wide. Free from Dressing. 22c
Sale Price, per yard

FACTORY COTTON, 19c YARD

Fine Unbleached Factory Cotton, 36 inches wide, even weave and free from specks. Worth 28c yard. Sale Price, per yard 19c

BLACK SATEEN, 22c YARD

Fine Quality Black Sateen, 30 inches wide, highly mercerized finish. Worth 35c yard. Sale Price Saturday, per yard 22c

HEAVY ROLLER TOWELING, 19c YARD

Heavy brown and white stripe Roller Toweling, 18 inches wide. Special Sale 19c
Price, per yard

Big Clearance Sale of Neckwear at 25c

Special Clearing Lot of Neckwear, in white and colors suitable for coats and dresses. Your choice at a big saving, 25c
each
Leather Purses, with fancy steel frame. 25c
To clear at only

Silk Gloves

Silk Gloves, double tips with fancy stitched points, in grey, gold, black and white and navy. Sale Price \$1.50 and \$1.25

Lisle Thread Hose

Ladies' Lisle Thread Hose, in black and white, full-fashioned, spliced heel and toe. 60c
Sizes 9 and 10. Sale Price
Ladies' Cotton Hose, fast dye, elastic top. Comes in black and tan. All sizes. 29c
Sale Price

SHOP EARLY

J. M. YOUNG & COMPANY

TO BUILD WHARF.

By Courier Leased Wire
London, June 27.—(Via Reuters' Ottawa Agency).—The House of Lords committee is considering the bill empowering the construction of important wharf and railway at Canvey Island, at the mouth of the Thames. The wharf is to be 2,000 feet long and will accommodate the largest vessels enabling the embarkation and discharge of passengers and cargo without proceeding up the Thames. The cost is estimated

at over a million and a quarter pounds sterling. It was stated that the proposal is actively supported by leading ship owners and public men from the Dominions.

BLUE DEVILS IN OTTAWA.

By Courier Leased Wire
Ottawa, June 27.—The famous "Blue Devils" of France arrived from Montreal at noon to-day for a stay of two days at the capital and received a rousing public reception.

PREMIERS VISIT EDINBURGH.

By Courier Leased Wire
London, June 27.—(Via Reuters' Ottawa Agency).—Three Canadian provincial premiers, Messrs. Norris of Manitoba, Stuart of Alberta and Martin of Saskatchewan, are visiting Edinburgh. At an entertainment given by the corporation, Mr. Norris said that Canada had sent 400,000 men to war and there were another 100,000 in service. He anticipated 215,000,000 bushels of wheat would be produced this year.

Premier Martin said one thing

which was binding the Empire was a link of sentiment, which link was the Crown.

SOCIALIST'S SON MISSING.

By Courier Leased Wire
Paris, June 27.—A son of the late Jean Jaurès, the French Socialist leader, who was assassinated in Paris on the eve of the outbreak of the war, is reported to be missing. It is not known whether he was killed or taken prisoner.

NEW BUILDINGS OPENED.

By Courier Leased Wire
Lennoxville, Que., June 27.—His Excellency, the Governor-General, formally opened to-day the new school buildings donated to Bishop's College School by J. K. L. Ross of Montreal.

Children Cry FOR FLETCHER'S CASTORIA