



August 1, 1916

Prices for Ford cars will be reduced after August 1st, 1916.

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

Ford, Ontario

Guaranteed against any reduction in price after August 1st, 1916.

MITCHELL  
King Street

Advertising

Advertisement of all successful businesses—and a good advertisement increases the value of your business. Try Classifieds

Classifieds

For the Lads

Wanted chaps. the secret party is—an

KEY'S GUM

Want a soldier package keeps it neat and clean.

Use sweeten the tea and make

Tea and digestion.

Wrigley Jr. Co., Ltd., Toronto, for free "MOTHER GOOSE" gum in colors.



MADE IN CANADA



C37

Meal



# 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

## SUGAR

Has Dropped in Price But Not in Quality. WE SELL REDPATHS

- 20 lb. sack Redpath's Granulated Sugar \$1.75
- 10 lb. sack Redpath's Granulated Sugar .90c
- 100 lb. sack Redpath's Granulated Sugar \$8.50
- 2 lbs. large Prunes for .25c
- 2 1/2 lbs. large Peaches for .25c
- 3 packages Corn Flakes for .25c
- 2 lbs. Apricots for .25c
- 2 tins Sterling Salmon for .25c
- 24 lb. sack Purity Flour for \$1.00

Your orders solicited and deliveries made promptly.

## Cash Bargain GROCER

104 DALHOUSIE STREET  
Both Phones 290

## 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.



## THE GLASS THAT CHEERS

and refreshes you on a warm day is our delicious Ice Cream Soda, any flavor, the 10-cent kind, our price FIVE CENTS. No question but what pure fruit flavors make a healthier drink than those made from acids and extracts. Remember when you want soda water or ice cream soda, our price is FIVE CENTS, not 10 cents, and our flavors are pure fruit flavors. Have you tried our VELVET ICE CREAM BRICKS? You can have them at a minute's notice. No bother, no muss. Just cut down corners of box and slice.

Our Leader—SOCIETY BRICK—3 colors, 3 flavors.

Bell Phones—2140 or 2141 - Auto—581

WHOLESALE OR RETAIL

Alf. Patterson  
143 William St.

## SPEED 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

## Fresh FRUIT

Peaches Berries  
Watermelons - Pears

Coming in fresh daily. Telephone your order. You can depend on us. Your order will be as carefully selected as if you had chosen it yourself.

THE NEW FRUIT STORE

Wm. Smith  
48, MARKET ST.  
Bell 2260 Both Phones. Auto 396

## 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

## 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

Anguish & Whitfield

## 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