

THERE'S A DELIGHTFUL 'SOMETHING' about the flavour of "SALADA"

that can only be produced by the skilful blending of really fine 'high-grown' teas. This peculiar charm of flavour makes it unique among teas and is the secret of its 23 years of increasing popularity.

Found,

by Tommy Atkins—a successor to "Tipperary."

It's the old tune "Are You the O'Reilly?" with brand new words that Tommy has set to it, to fit the occasion. It's the song all the men at the front are singing now.

You'll find it, too—on the August list of new Victor Records, on sale today at any "His Master's Voice" dealer's. Lots of other fine new records on this list. Come in today and hear them whether you have a Victrola or not.

Some of the ten-inch, double-sided Victor Records at 90c:

- Are You the O'Reilly? Billy Murray 17809
The War in Sude's Grocery Store Billy Murray
My Hula Maid Jas. Reed, J. F. Harrison 17812
Open Up Your Heart Jas. Reed, J. F. Harrison
One Wonderful Night Lyric Quartet 17811
You For Me in the Summertime Lyric Quartet

A splendid new dance record—two ve-inch, double-sided, \$1.50.

- The Peasant Girl Waltz Victor Military Band 35468
The Magic Melody Fox Trot Victor Military Band

Some of the New Red Seal Records:

- Evening Song John McCormack—64496
A Spray of Roses Evan Williams—64512
Largo (Viola Solo) Maud Powell—74412



Victrola VI \$33.50
With 15 ten-inch, double-sided Victor Records (3) selections, your own choice, \$1.00.

Sold on easy terms, if desired.
Other Victrolas from \$21.00 to \$255 (on easy payments, if desired) and ten-inch, double-sided Victor Records at 90c for the two selections at any "His Master's Voice" dealer's in any town or city in Canada. Write for free copy of our 450-page Musical Encyclopedia listing over 6000 Victor Records.

BERLINER GRAM-O-PHONE CO. LIMITED
104 Lenoir Street, Montreal
DEALERS IN EVERY TOWN AND CITY
Victor Records—Made in Canada—Patronize Home Products

Brown's Victrola Store
9 George Street

FORD STARTER \$20.00
FORD OWNERS, ADOPT THE SLOGAN: SAFETY FIRST
Exclusive Agent in Brantford: TOM BROWN'S GARAGE
22 1/2 DALHOUSIE STREET
FORD REPAIRS and FAIR PRICES our Specialty

Social and Personal

Mr. and Mrs. W. L. Hughes are in Toronto to-day.
Miss Dorothy and Margaret Martin, of Princeton, are the guests of Miss Helen Fuller, Darling Street.

Mr. Reg. Waller is spending his holidays in Dunville and Proteau, the guest of the Rev. Father Clochechy, formerly of this city.

Mr. and Mrs. Arthur Olive, Miss Foster, and Masters Foster and Morton Robertson, have motored to Niagara Falls for a few days.

Mr. Carman Fish and Miss Marjorie Fish, of Oterville, are spending a few days with their cousins, Mr. and Mrs. R. H. Fish, 56 Palmerston avenue.

The Reverend and Mrs. Frederick H. Handsfield, with their two children, Hugh and Lester, arrived last week from Brooklyn, N.Y., to spend the summer at Farrington Hill, Mt. Pleasant road.

Laid at Rest
The funeral of the late W. McCormack took place yesterday afternoon. Rev. Mr. McClellan officiating. It was of a private nature, but many Masons and Oddfellows participated, and the floral tributes were numerous. The pallbearers were Messrs. Brown, F. Blain, Mayor Spence, K. T. Whitlock, M. Wilbee and A. Burnley.

ANTI-LIQUOR CRUSADE
By Special Wire to the Courier.
Paris, July 28.—A committee of the Crusade of the Women of France including Mesdames Alphonse Daudet, Emil Sol, Augagneur, Poincare, Viviani and Deroulle, the Duchess of Rohan and the Countess of Greenhalpe, passed a resolution yesterday condemning the sale of alcoholic beverages in the shops of confectioners, tobacconists and coal merchants, and demanding that the sale of spirits be prohibited in communities where munitions of war are manufactured.

TENDERS FOR PULPWOOD LIMIT
TENDERS will be received by the undersigned up to and including Wednesday, the fifteenth day of September, 1915, for the right to cut pulpwood on a certain area situated north of the Transcontinental Railway, west of Lac Seul and south of English River in the District of Kenora.

THE "L.B.D.'S" AT FESTUBERT
A sergeant of the 8th Battalion (Winnipeg Rifles), "Little Black Devils" so-called, who is home on leave, spoke with some enthusiasm about his battalion to a press representative who met him.

A HOME RUN WINS MANY A GAME!
Newman & Sons Prices Will Save You Money!

Try us for Diamonds, Watches, Locketts Rings, Etc.
We are showing a very select line in Bracelet Watches. We will be pleased to show them to you.

E.H. NEWMAN & SONS
Grand Trunk Railway
Official Watch Inspectors, Fine Watch Repairing

Children Cry FOR FLETCHER'S CASTORIA

J. M. Young & Co. "QUALITY FIRST"

MONTH-END OF OUR JULY CLEARANCE SALE

Only a few days left for this sale. We offer many special lines of Summer Goods at greatly reduced prices for the balance of the month.

Silk Boot Hose 25c
Ladies' Silk Boot Hose, in black and white. Regular 40c. Special... 25c

Silk Hose 85c
Ladies' Silk Hose, list top, all sizes, in colors Paddy, King's Blue, grey, sand. Special... 85c

Creton Collars and Belts
New Collars and Belts, made of washable cretonne, also belts to match. These are the latest New York novelties. Prices at... 35c, 50c, 75c and \$1.00

French Delaines
French Delaines, all wool, light and dark colors, neat patterns, suitable for street wear. Special at... 50c and 65c

Viyella Flannel
Viyella Flannels, in plain and stripe and checks, 32 in. wide, will not shrink. Special at... 60c

Ladies' Dresses \$2.98
Ladies' Dresses in Crepe and Bedford Cord, all good styles. Worth \$2.98. Special at... \$2.98

Middy Waists 75c
Middy Waists, made of white drill, trimmed with navy and cadet and red collars, all sizes. Special... 75c

Children's Dresses 98c
1 lot Sample Children's Dresses, all styles. Worth up to \$2.00. Special... 98c

Parasols to Clear 1/2 Price
We offer the balance of our Summer Parasols, both in ladies' and children's, all to clear at half-price.

Velvet Corduroy 39c
10 pieces 27 in. wide Colored Velvet Corduroy. Regular 65c. For... 39c

New Laces and Edgings
Just to hand, another lot of dainty new Edgings and Laces in Guipure and Organdy. Prices... 7c, 10c, 15c and 25c

White Quilts \$1.50
White Quilts, large size, extra value. Regular \$2.00. Special... \$1.50

Remnants of Linens
100 Ends of Table Linen, in bleached and unbleached, all lengths and clearing at special prices.

Verandah Cushions 29c
50 only Verandah Cushions, covered with chintz and silkoline, good large size. Special... 29c

New Staple Voiles
New Voile, in candy stripe of pink, sky, helio, black and self color, 44 in. wide. Special... 65c

Huck Towels 65c
5 doz. Bleached Huck Towels, hemstitched, "Old Bleach" make. Regular 90c. Special... 65c

J. M. YOUNG & CO.

Agents for Pictorial Review Patterns Verandah Screens

SAFETY

Do not trust your valuables to ordinary paper. Deposit your valuables in our safe.

The Royal

38-40 M

Secure in War Time

High grade mortgaged property depreciates in war time. Why our Guaranteed Investments are the best.

The Trusts and Company, Ltd.

HEAD OFFICE: Toronto. JAMES J. WARREN, President. BRANTFORD BRANCH: T. H. MILLER, Manager. 114 Dalhousie Street.

BOMBS Insurance

There are many ways of owning property in which you might be subjected to heavy losses from dynamite outrages, have occurred in other cities.

Jno. S. Dowling

Brantford, Ont.

The Pick of Coal Field

There's a difference. We're selling you the best—a coal that burns clean to the last.

LEHIGH VALLEY ANTHRACITE

The Coal That Burns Clean. We are prepared to prompt deliveries in your order now.

D. McDONALD

160 ALBION STREET

Dorothy, two-year old, Mr. and Mrs. Paul Jarvis was burned to death in summer cottage at J. was consumed.

J. S. HAMILTON & CO.

44 and 46 DALHOUSIE STREET
CANADIAN AGENTS
Four Crown Scotch, Pelee Island Wine Co., Henry Thomson & Co.'s Irish, Webb & Harris' Jamaica Rum, Cody's Cocoa Wine.

BRANTFORD AGENTS
Carling's Ale, Porter and Lager, H. Walker & Sons' celebrated Whiskeys, Ross' Sloe Gin, Radnor Water, Crommiller's Ginger Ale, Frontenac Beer.

PROPRIETORS
"St. Augustine" Communion Wine, "L'Empereur Champagne, J. S. Hamilton & Co.'s Brandy, "Chateau Pelee" Claret.

OUR LOCAL AGENTS
The Daily Courier can be purchased from the following: CENTRAL, Stedman's Book Store, 160 Colborne Street.

EAST WARD.
Sheard, A., 423 Colborne St.
Ayliffe, H. E., 330 Colborne St.
Bickell, George, corner Arthur and Murray streets.

NORTH WARD.
Klimchammer, Leo J., 136 Albion St.
Lister, A. A., 73 William St.
McGregor, J., Corner Pearl and Richmond Sts.

TERRACE HILL.
M. Mullholland, corner North Park and McCann Bros., 210 West St.
Mallendin, C., corner Grand and St. George Streets.

HOLMEDALE.
Scrivner, W., corner Spring and Chalmers Avenues.
Rowcliffe, J. J., 28 West Mill St.

EAGLE PLACE.
Kew, M. and J., 15 Mohawk St.
Marx, F. J., 80 Eagle Ave.
Willits, N., 82 Emily St.

WEST BRANT.
Morrison F. E., 119 Oxford St.
Wainwright, H., 121 Oxford St.

J. S. HAMILTON & CO.

44 and 46 DALHOUSIE STREET

HOMESEEKERS' EXCURSIONS
To Western Canada, Each Tuesday Until October 26th Inclusive

The Grand Trunk Railway System issue round trip Homesekers' excursion tickets at very low fares from stations in Canada to points in Manitoba, Alberta and Saskatchewan, each Tuesday until October 26th inclusive.

Further particulars and berth reservations on application to agents or write C. E. Horning, District Passenger Agent, Union Station, Toronto.

Peter Green of Port Colborne, died suddenly while at work in his garden.

The War Office desires to send Queen's Stationary Hospital to the Dardanelles instead of to France.

Lieut.-Col. W. T. Stewart of Toronto, has been offered the command of the 34th Battalion and will probably accept.

Mr. Ross Burtis of Preston, and Mr. Laing of Brantford, spent the week-end at the home of Mr. and Mrs. M. Burtis.

Mr. Mather of Brantford has been visiting his brother, Mr. H. Mather. Several from here attended the Harley garden party of Mt. Elgin in with her daughter, Mrs. Silverthorne, who is ill.

Mr. B. Powell had a successful barn-raising on Friday.

The Mission Circle meets for July on Thursday of this week at the home of Mrs. Savage.

Rev. O. E. Rutledge of Woodstock occupied the pulpit last Sunday. Rev. T. E. Richards of Brantford will preach on August 1.

Mr. and Mrs. A. W. Yates received the very sad news from Ottawa last Friday of the death of their son, Pte. W. B. Yates, of the First Battalion, who was killed in action in France on June 15. Pte. Yates was among the first to offer his services for the defence of his country, having enlisted in St. Thomas early last August. He was in training at Valcartier and Salisbury Plain, and had been in the lines almost continually after he went to France except for a short time when he was in the hospital with bronchitis. Pte. Yates was in his 22nd year and was a consistent member of the Congregational Church. Much sympathy is felt for the deeply bereaved family.