



# 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

## Preserve Your Fruits

With the best Redpath's Granulated Sugar and best Fruit Jars and Rubbers.

- 20 lbs. Redpath's Granulated Sugar for ..\$1.80
- 10 lbs. Redpath's Granulated Sugar for .. 95c
- 24 lb. Sack Purity Flour for ..... \$1.00
- 1 pail pure Marmalade for ..... 55c
- 3 Pkgs. Krinkle Corn Flakes for ..... 25c
- 2 tins Pink Salmon for ..... 25c
- 1 jar Keeler Marmalade for ..... 20c
- 3 pkgs. Corn Starch for ..... 25c
- 3 pkgs. Lux for ..... 25c
- 1 tin Silver Cow Milk for ..... 15c

PROMPT DELIVERY.

## Cash Bargain GROCERY

104 DALHOUSIE STREET  
Both Phones 277

## 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

—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

## 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

## Economy in Groceries

- 20 lbs. loose sugar .. \$1.70
- 6 lbs. Yellow Sugar . 50c
- 3 cans Corn or Peas . 25c
- 3 pkgs. Corn Flakes . 25c
- 5 cans Potted Meat . 25c
- 1 lb. loose Tea only . 35c
- 1 lb. Pure Lard, just . 18c
- Magic Baking Powder 23c
- 3 tins Dutch Cleanser . 25c
- Shaker Salt per box . 10c
- Crisco per tin ..... 20c
- 3 lbs. loose starch . 25c
- 24 lb. sack Flour .... 75c
- Lobster per tin ..... 25c
- Campbell's Soup 2 tins 25c
- Pint bottle Turpentine only ..... 15c
- Sauerkraut per tin ... 13c
- Canned Milk per tin ..... 10c. and 15c
- Wooden boxes, each ... 5c

JAS. MCGREGOR & SON

Bell Phone 653—Use the Phone. Cor. Richmond & Pearl Streets. We Guarantee Satisfaction.

## 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

## DUTCH PRINCE LEAVES SOIL OF HOLLAND

First Time Since War Started Has This Event Occurred.

TRAVELLED TO SWITZERLAND

Went Through German Was Not to Alight from Train.

The Hague, Netherlands. (Correspondence of the Associated Press).—For the first time since outbreak of the war, Prince of the Netherlands, the crown prince, has left Dutch soil, accompanied by two members of Dutch nobility, he has gone to Switzerland, where he will during next six months indulge in mountain climbing. It was particularly noted that he would not leave the country in passing through Germany. The fact that the Prince, who we know before his marriage to Duke of Mecklenburg, is a German by birth, and that his sympathies naturally lie with Germany, his movements being followed more than ordinary attention opening stages of the war, some curious stories went the on the subject. But Prince has nothing to do with Home policy or administration, and of his public appearances in the two years of war have been various activities connected with Red Cross organization, for which he is probably the greatest interest. For rest, he has resided a good deal of the Royal country seat of "Loos" where hunting has been his occupation. A day or two he was noticed taking a stroll through the Hague Woods, accompanied by one of the little deer, from the Royal House Wood, which followed him like a dog.

Royal duties make it impossible for Queen Wilhelmina to accompany her consort to Switzerland, a Majesty has just gone with the Princess Juliana to stay a week, a quiet little seaside town, a few miles north of the Hague.

## PIRATES AFTER BASHAW

Who Plied With the Ottawa Last Summer. Another member of last season's Ottawa Canadian League club is due for the big show according to the latest report. The play question is Al Bashaw, who left field for Shag's team last season. Bashaw has been playing South Bend, of the Central League, and going like a hot fire. He has been hitting hard often, and is the same Al of the bases. Pittsburgh is said to be the clever outfielder. Bashaw came to Ottawa last season not look a world beater. He had a whole lot of speed and was very light. Shag, however, a real ball player of him just did other players.

## Join in

The me thank. To slack activity-ness. If we th we sure What a summer fur stor who da goes up Energy into the high st have op thought in Octo Adverti kind of human