

BUY FROM THE MAKER  
YOU SAVE MONEY

**The Northway Store**

## Special Sale of White Voile Dresses \$6.00

For immediate clearance we have placed this price on our attractive French Voile Dresses. These are made by one of the best Canadian manufacturers, who gives special attention to fine materials and the best of trimmings, and the fit is perfect in every detail, and a stylish dress. While they last..... **\$6.00**

AT **\$8.50**—Very stylish Dresses in French embroidered Voile. Skirts embroidered in deep points and trimmed with handsome lace, bodice very elaborate to match skirt; equal to better priced dresses..... **\$8.50**

## White Bedford Skirts

In the season's newest style, made of good white Bedford Cord, pleat down back, high waist line and styles easy to launder, all lengths and waist-band, at **\$2.00**

## Stylish Waists for \$1.00

They come in fine P.K. and line, a perfectly plain style, with pocket and the new Shakespear collar. Prettily trimmed with fancy buttons, others with striped P.K. collars and cuffs. All short sleeves and all sizes..... **\$1.00**

## Dainty Summer Neckwear

All the latest creations in summery Neckwear are found in our Neckwear Section—Waist Sets, Coat Sets, Jabots, Fancy Bows, Shakespear Collars, Net Yokes—all styles and kinds..... **\$1.00, 75c, 50c and 25c**

## Fancy Sunshades at 98c

A splendid assortment from which to choose, all manufacturer's samples and every one different. They come in pretty striped floral and bordered effects, all having the non-rustable brass frame, natural wood sticks and all in pretty summery colorings. Just the thing for your holidays..... **98c**

**The Northway Co., Limited**

124 - 126 Colborne Street

## Fine Time At Picnic

### West Toronto People Enjoyed Good Day in Brantford.

Yesterday was a great day at Agricultural Park. The seventh annual excursion of the West Toronto Business Men was run to this city, bringing 700, the events being held at the park, and the St. Mary's intermediate lacrosse team which played Brantford in the afternoon, brought 200 supporters. The Toronto excursion arrived in the city at 11.30, and went at once to the park.

### DAILY FASHION HINT.



Children's Rompers.

Every small girl and boy needs a pair of rompers, and here is an excellent pattern for making such a garment. This garment closes at the back and is made with high neck and long sleeves. Linen, percale, seersucker or chambray can be used to make this garment.

The pattern, No. 4842, is cut in sizes 2, 4 and 6 years. Medium size requires 2 1/2 yards of 27 inch material.

The above pattern can be obtained by sending 10 cents to the office of this paper.

### PATTERN ORDER

Cut this out, fill in with your name and address, number and description. Enclose 10c, and mail to the Pattern Department of the Brantford Courier.

No. .... Size.....  
Name.....  
Street.....  
Town.....

### Business Men Won

The first of the sports was the baseball game, C. P. R. firemen vs. West Toronto Business Men. The score was 18-10, with the merchants on the long end.

### Afternoon Events

In the afternoon a mammoth list of races was run off. There were twenty-nine events on the program, and the number was supplemented by several events. Every competitor was required to be an excursionist. Previous to the lacrosse match, Mayor Hartman welcomed the Toronto excursionists and the St. Mary's team and supporters. Speaking of Brantford, Mayor Hartman referred to the city as being the Manchester of Ontario.

Mention was made by the Mayor of the fact that the lacrosse team were unable to charge a admission fee owing to the Toronto excursion, and asked for a liberal collection. The stands were well-filled, and an excellent collection was taken up. The Brantford team defeated St. Mary's 13-6. There were no events after the lacrosse match.

The business men of Toronto evidently like to hear the bagpipes. They brought with them the West Toronto pipe band, under Pipe Major Clunes.

**Wakes After 150-Hour Sleep**  
Miss Christine Fischer who had slept uninterruptedly for 150 hours, following a tennis match at St. Louis Mo., regained consciousness at the Jewish hospital. It is hoped she can be kept awake.

Miss Fischer gave this account of her sensations: "I went out on the hot tennis court, and played, and when I went back home for dinner I sat on the edge of the bed to rest myself."

"Suddenly I felt myself sinking and I must have fallen asleep then, for I can remember nothing more until my sister woke me at the Union Station."

"It's just six days taken out of my life, that's all."

### HOW'S THIS?

We offer One Hundred Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure. F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by his firm.

National Bank of Commerce, Toledo, O.  
Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 75c per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

## Social and Personal News of Interest

Inspector Standing is holidaying with his family at Grimsby Beach.

Miss Howden is the guest of Miss Clara Train at Norwich this week.

Mrs. Hogg of Toronto, is the guest of her sister, Mrs. Harris Popplewell, Brant Avenue.

Messrs. Gus Condos and Peter Strateros of this city are visiting friends in New York City.

Mr. Arthur Hardy returns to-day from a weeks visit spent with relatives at Brockville.

Miss V. C. Wenzel and family of New Hamburg, are visiting friends in Brantford this week.

Mrs. W. H. Turnbull returned home yesterday from staying at Bala Muskoka and visiting in Toronto.

Mr. and Mrs. John H. Campbell and Mr. and Mrs. E. A. Henderson, spent yesterday at Grimsby Beach.

Miss Doris Hardy leaves Tuesday morning to visit Mr. and Mrs. A. C. Hardy, "Thornton Cliff" Brockville.

Mrs. James Catlin of Hamilton, is visiting her daughter, Mrs. E. Fischer, of Brantford—Hamilton Herald.

Mr. and Mrs. Norman F. Heyd left Toronto this week to take an extended motor trip through Lexington, Kentucky.

Mr. McKay, General District Agent of the Standard Life Assurance Co., with headquarters at Toronto, was a visitor in the city to-day.

Miss Agnes Monohan and her sister, Miss Blanche, have been recent visitors with their aunt, Mrs. Buckle, at New Hamburg, Ontario.

Mrs. S. Menzies and children of Brantford, are visiting the former's sister, Mrs. Lloyd Frankland, King street East—Hamilton Spectator.

Mr. Ashton Cockshutt, Calgary, arrived from the West this week to spend his vacation at the summer home, "Glen Cove," Lake of Bays.

Miss Goldie Struthers of Brantford has returned home after spending her holidays with Miss Hazel Humphrey, Mornington street—Stratford Herald.

Mrs. Thomas Black and Master Leslie, returned to their home in London after a pleasant three weeks visit with Mrs. C. E. Grove, James street.

Miss Perley and Miss Chase left last week by motor for Grimsby Beach, where they are now cosily installed, and expect to remain for two or three weeks.

Judge Harding, of Lindsay; Judge McDonald of Brockville; Judge Hardy of Brantford, and Judge Chadwick of Guelph, are guests at the Oriental—Peterboro Review.

A jolly little party took Mrs. Hardy, "Hazelbrook Farm" by storm on Tuesday of this week, taking high tea at the picturesque country home beside the river, Mrs. Hardy and Miss Doris doing the honors.

To-day (Thursday) is the regular "Ladies' Day" at the Brantford Golf and Country Club. As the day is a perfect one, doubtless many will avail themselves of the opportunity of playing over the local links.

A number of Brantford ladies journeyed by radial to Paris yesterday afternoon, participating in the weekly "tea" at the golf links, which this year is held on Wednesday of each week at their cosy club house.

Mrs. R. W. Henry of Brantford, and the Misses Ashworth and Ella Winn of Lester, England, are spending a few days in the city the guests of Mr. and Mrs. R. M. Henry, 204 Douglas street—Stratford Herald.

Mrs. Stuart Campbell (nee Miss Mary Shannon of Chatham), who has been the guest of Mrs. Gordon Scarfe, Brant avenue, for the past week, leaves for her home in Minneapolis to-morrow. Prior to her departure, Miss Nora Wallace, Nelson St., entertains informally at the "tea" hour in her honor this afternoon.



HIS VERDICT.

She—The hero and the heroine get married in the last act.  
He—It serves them right.

Miss Beatrice Gordon of Stratford, is the guest of Miss Shannon, William St.

Mrs. Ernest Alderson, Grandview, returned last evening from a month's visit with friends in Winchester, Ont.

Mrs. Charles A. McWebb and Miss Lily Dungey are visiting friends in Dufferin County.

Miss Gertrude Leederman of Berlin, is spending her vacation in Brantford and Dutton.

Mrs. C. W. Apps has returned from a pleasant trip through the Muskoka Lakes.

Mr. John Lundy spent the week end in Waterford, the guest of Mr. E. B. Percall.

Rev. A. A. Bowers of Brantford, occupied the Methodist pulpit on Sunday last—Waterford Star.

Mr. and Mrs. Frank Scattergood and son, accompanied by Miss Agnes Jones left last evening for Leicester, England.

Mr. Duncan Miller of Hamilton, who met with such a tragic end in an auto accident near Hamilton last evening was a cousin of Customs Collector Harley of this city.

## Mt. Horeb Holds Picnic

### Fine Time Enjoyed By Masons and Their Friends.

The first annual picnic of Mt. Chapter, No. 20, was held in Mohawk Park yesterday afternoon and the outing was a success from every point of view. There was a large attendance. The committee did everything. The usual picnic games were run off in the afternoon and in the evening the young folks participated in a jolly dance which was held in the pavillion. A number of visitors from nearby places were in attendance. The committee done everything in their power to make things pleasant and they certainly acquitted themselves nobly.

Broom Ball Match, 12 a side, ladies, married vs. single. The married ladies succeeded in defeating the young queens.

50 yard dash, girls 8 years and under, Miss C. Dixon, Miss P. Day.

50 yard dash, boys 8 years and under, L. Hagey, G. Bennett, H. Greensides.

Peg Race, girls 15 years and under, Miss B. Stewart, Miss E. Day.

Shoe Race—Boys, 15 years and under—Cuthbertson, Inglis.

Potatoe Race—Boys 15 years and under—Broom, Inglis.

Potatoe Race—Girls, 15 years and under—Miss Mathews; Miss Dixon.

Ladies' Walking Race—Miss Beer Edmondson.

Ball Throwing Contest (Ladies)—Mrs. A. Yapp, Mrs. L. L. Dixon.

Nail Driving Contest (Ladies)—Mrs. Greensides, Mrs. Angus.

Tug of War—Married and single men—The married men were classy winners.

Three-Legged Race—Yapp and Greensides; Hagey and Minnes.

Past Z. Potatoe Race—Greensides and Block; Russell and McCormack.

Brown Ball—Captain G. Broomfield's team won from Captain Harry Bond's aggregation, after a hard struggle.

The committee in charge of the picnic were: Dr. Chapin, Chairman; W. E. Greensides, Secretary; W. R. McCormack, A. Campbell, A. E. Faulkner, T. J. Kirkby, F. S. Blain, W. Wylie, W. E. Day.

## Down Hill

### Grand Valley Car Got Dizzy Near Paris Last Night.

A Grand Valley Radial car which left Paris last night at 11 o'clock with seven passengers on board, three girls and four men, figured in an exciting runaway. At the top of the Paris hill the car stopped owing to the fuse having burned out. Conductor Cole and the motorman were hunting around for a fuse wire when the air became exhausted and the car made the trip down the hill and around the curves at a high rate of speed, stopping within a short distance of the station. The lights were out. The girls were badly scared. A local young man took hold of the rope attached to the trolley pole and held the pole down until near the second curve when he said "Good Night" to the car. After that the pole was bent. When the car stopped the conductor was not on board. He arrived a few minutes after. The car was a half hour late in arriving at the city.

### DO YOUR EARS RING?

This is the beginning of Chronic Catarrh. If not checked, the result is deafness. A simple remedy that many physicians advise is to slowly inhale "Catarrhoxone" a few times each day. The soothing vapor of Catarrhoxone cures the Catarrh condition and hearing improves at once. Head noises, buzzing ears are cured. For Catarrh deafness, throat, nose and lung catarrh there is probably no remedy so efficient.

July Clearance Sale J. M. YOUNG & CO. July Clearance Sale

## ---Special Sale of---

## Pillow Shams and Runners

Thursday morning we will put on sale about 25 dozen LACE TRIMMED PILLOW SHAMS, with Runners to match. These can be used either for dresser covers or sideboard scarfs. They are a special lot that we picked up about 25 per cent. off regular price, and at the price they are marked should not last long. They consist of three lots, viz.:

### Lot 1

Are a torchon lace-trimmed Pillow Sham, with runners to match, sizes 30 x 30 and 17 x 54. Sell regular at 50c. Sale price.....39c each

### Lot 2

Are trimmed with an imitation Cluny lace. Pillow Sham is 32 x 32, runner is 17 x 54 in size. Sell regular at 65c each. Sale price.....49c each

### Lot 3

Have a very pretty insertion let in, with the outer edge trimmed with Cluny. These are 32 x 32 and 17 x 54 in size. Sell regular at 75c. Sale price.....59c each

## Our Special Sale of WHITEWEAR STILL CONTINUES

## All Millinery to Clear at Half Regular Prices

### \$2.50 Waists \$1.19

10 dozen Ladies' Waists, made of voiles and fine lawns, trimmed with lace and insertion, long and short, sleeves, all sizes. Worth \$1.75 to \$2.50 each. Sale price. \$1.19

### \$2.00 Children's Dresses 98c

A big lot of Colored Children's Dresses, made of ginghams and prints, sizes 3 to 14 years, stripes and plaid patterns. Worth \$1.35 to \$2.00 each. Sale price....98c each

### 2 Specials in Ladies' Black Silk Coats

10 only Ladies' Black Taffeta Silk Coats, 7/8 length, size 34 to 42. Worth \$10.00 to \$15.00. Sale price.....\$5.50 each

5 only Ladies' Black Peau-de-Soie Silk Coats, all sizes, full length, handsome braid trimming. Worth \$16.50. Sale price.....\$10.50 each

## J. M. Young & Company

Telephone 351

Agents for New Idea Patterns

### WESLEY PICNIC

The annual picnic of Wesley Epworth League was held at Malloy's Grove near Paris, yesterday afternoon, there being about 60 present. Baseball, and other sports were indulged in during the afternoon. During the evening a number of races were run off. The events and winners were:

Thread the Needle—Miss Henderson and Russel Moyer.

Nail Driving Contest—Mrs. Day. Pie Eating Contest—Mr. Brothers. Necktie Race—Miss Henderson and R. Moyer.

Ladies' Walking Race—Thelma Luck. 100 yd. dash—Mr. Norman Martin.

Three-Legged Race—Mr. Miller and R. Hedden.

Lunch was then served to the hungry and tired contestants in the races. After singing a few popular songs the crowd left for the city.

### C. P. R. Behind Road.

Stratford Beacon: The fact that the Canadian Pacific Railway is behind the Lake Erie and Northern electric road from Brantford to Port Dover, and that it is announced to have completed plans for a new electric line from Hamilton to Niagara, would indicate that the big railway is embarking on an extensive system of electric roads over this peninsula, connecting up cities and towns like Stratford, not now served, with its main lines. It is generally understood that if this system is developed the company will not play second fiddle to the Ontario Power Company of Buffalo, from which the Hydro buys its power, but will develop power for itself, either by purchasing one of the existing plants or putting in one of its own.



END OF HONEYMOON.  
Mr. Justwed—Well, dear, I guess the honeymoon is over.  
Mrs. Justwed (pouting)—Why do you say that?  
Mr. Justwed—I've just been taking stock and find I'm down to \$2.45.

### NEW PROFESSION.

Lord Northcliffe on the Tremendous Progress of Advertising.

To inaugurate the National Advertising Society General Benefit and Benevolent Institution a meeting was held at Cannon-street Hotel on Tuesday.

Lord Northcliffe, who presided, remarked that all who had worked in Fleet-street for the greater part of their lives must have seen the rising up of a vast new profession. In the latter part of last century the profession of advertising was a very small thing, but to-day they had 100,000 people in the advertising profession, and it was without question one of the largest industries in England. Many thought it time had now come when advertising should take its place as one of the recognized professions, and should be provided with such societies as were found attached to all great industries.

Speaking of the enthusiasm with which the scheme had been received, Lord Northcliffe mentioned that he had in his hand letters representing spontaneous offerings amounting to £5,000.

Mr. J. H. Salt gave a detailed account of the scheme, explaining that it was not a charitable institution, and Sir George Riddell moved a resolution welcoming the formation of the society.

Mr. H. T. Clarke seconded the resolution, which was carried unanimously, and Mr. H. O. Crowther, one of the trustees of the old Incorporated Society of Advertising Agents, said the trustees had decided to hand over to the new society a small benefit fund of £300, which might be found useful.

### AT THE GEM THEATRE.

The management of this theatre have been successful in securing one of the greatest animal features in plays. It is entitled "Wamba—a child of the Jungle" and portrays some really wonderful acting by Bessie Eyton as "Wamba," and Bayby Lillian Wade, as Dr. Rice's daughter. It is a remarkable drama of life in the tropical wilds, and has many thrilling scenes in which untamed forest-bred lions are seen at large.

## Hood's Pills

Cure Constipation Biliousness Liver Ills

## Exclusive Features

Everybody in Brantford and vicinity knows that the COURIER is now in the "big city daily" class.

Recently it has secured features that the metropolitan dailies of Canada and the United States use; here are some of them:

Scoop, comic feature, which appears daily in the second section.

The New York Herald's pictorial features, which appear nearly every day.

The New York Herald's page of Paris fashions, which will appear every week.

The Standard Photo Engraving Co.'s pattern service, which appears daily, and which will interest every woman.

These features appeal to various classes, and will no doubt be appreciated by the thousands of COURIER readers.

If you are not now a subscriber to the COURIER, and desire to get the paper that has

## All the News That's Fit to Print

telephone 139 and have it delivered to your home or store or office every night.

Price by carrier in the city, 25 cents a month.

Price by mail to any point in Canada or British possessions, \$2 a year in advance.

Saturday Courier, 50 cents a year.

## SECOND SECTION

The News on T

## SPORTING

The Baltimore boys were elated the other day, because they had won the game. There is much to that, but it would be to shut up the Queen City for has never been done.

Rochester, it is said, won a game the other day. It was for a variety of reasons, one that it gave them a ghost of a to finally oust Newark from place—just a ghost of a show more.

Baseball teams boast of streaks, when they win half a games in succession. Then they get chesty and have taken out and talked to. Of it must be remembered that it is a Yankee game. These winning streaks look like seraph comparison with the streak of Australian cricket team. Reached across the Pacific and the continent, and it has sorts of weather and all sorts of a, and there it is, as good as without even the paint rubber. Having conquered everything mainland of the continent, the A. lians have tackled the islands, munda is already theirs, and they will clean up the whole S. main.

Mr. Asquith says he is disappointed in both the Turks and the people, and disgusted too. Ty is tired of Detroit and would get into some other team; the of Bulgaria is kicking because off more than he could chew. President Percy Quinn finds



## KEEP COOL

Why go away to keep cool? You have only to buy one of our Electric Fans. They are guaranteed to do the work.

We carry a large range of Electric Irons, Toasters, all other electric appliances. Get our prices on electric wiring!

F. WEBSTER  
211 Colborne St.



## ROYAL

Best Res First-class Service Hours ROYAL CA