BUY FROM THE MAKER — YOU SAVE MONEY

The Northway Store

SATURDAY SALE OF

Trimmed Millinery

An opportunity for some 25 ladies to secure a prettily trimmed Hat at a splendid saving. All are in good midsummer styles, the season's newest models, and prettily trimmed with ribbon, flowers and ornaments, no two alike, and all freshly trimmed in our own workroom. Exactly 25 in the offering and black being included. Regular values $5.00, $5.75 and $6.50. All grouped at one price, viz: **$3.50**

(SEE WINDOW SHOWING TO-NIGHT)

A Smart Little Bedford Cord Dress Ready for Saturday at $5

These will be completed and ready for Saturday's selling. The smartest little Dress of the season. They come in black and white stripe with pretty collar and cuffs in white P.K. or handsome colorings in Bulgarian, patent leather belts to match, skirt made with peplum, sizes in ladies' and misses'. Very special value for **$5.00**

Saturday Waist Offering 98c

As good value as those sold a week ago. Included in this assortment are some new P.K. and linenette Waists, with the new combination collars, also many new styles in embroidery and lace-trimmed Waists, values running up to $1.75 and sizes from 34 to 42. Ready Saturday for..... **98c**

Dainty White Dresses for Saturday at Very Special Prices

Mostly in French Voiles, some handsome Embroidery Dresses included, both misses' and ladies' sizes, beautifully trimmed with Baby Irish yokes and insertions to match, many in deep French embroidered points with Cluny lace. On many of these the result is a saving of a good third and a quarter. Exceptional values at.....$10.00, $8.50, $6.00, $4.75 and **$4.25**

Sale of Sample Corsets Continues for Saturday

All the very best makes of Bias Filled Corsets are included. Being travellers' samples, some are slightly soiled, but the bulk of them are in perfect condition. Sizes run from 20 to 29, and many models are suitable for stout women. Values from $1.50 to $3.75. All at one price..... **79c**

The Northway Co., Limited

124 - 126 Colborne Street

PURSEL'S ANNUAL

MID-SUMMLR SALE

JULY AND AUGUST, AT THE NEW STORE

179 Colborne Street

STARTS JULY 5

Lasts 'Till August the 30th

FREE !

Pony, Cart and Harness - The boy or girl under 12 years of age, having the most votes in the box on September 1st, will receive a Pony, Cart and Harness. One ballot given with every purchase of one dollar at our Mid-Summer Sale. There are no conditions only that the girl or boy must be under twelve years.

PURSEL & SON

(House Furnishers)

THE CREDIT STORE THAT'S DIFFERENT!

179 Colborne Street

Bell Phone 295, Aut. 295 - - Open Evenings

USE "COURIER" WANT ADS.

WILL ADVERTISE BRANTFORD CITY

Greater Brantford Board Held a Meeting Yesterday Afternoon.

At a well attended meeting of the Greater Brantford Board held in Publicity Commissioner Emerson's office yesterday afternoon, it was decided to advertise the Telephone City extensively. Two large signs will be erected along the main line of the G. T. R., one to be placed near the old brick tavern on the Paris road, and the other at a point on the Harrisburg line just outside of the city limits. A good supply of well edited and attractive booklets putting forth Brantford's superior and unequalled claims as a manufacturing centre will be gotten out and given to manufacturers, real estate agents, merchants to the best advantage.

These booklets will be mailed to manufacturers all over the world with the view of inducing them to locate in Brantford and copies will also be sent to capitalists and those likely to invest money in Brantford. It must be clearly understood that these booklets are for advertising purposes and for the booming of Brantford and are not intended merely for souvenirs.

The board intend to enter in on one great advertising campaign.

STRAWBERRY FESTIVAL RIVERDALE CHURCH

A successful strawberry festival was held last night on the lawn of Mr. R. Berry, 183 West Mill street, under the auspices of the Ladies Circle of the Riverdale Baptist church, and under the personal direction of Mrs (Rev.) T. E. Richards.

The lawn was nicely decorated with Chinese lanterns, suplemented by the decorations, red and yellow, of the only booth, and the floral decorations on the well laden tables.

There was a good demand for the ice cream, bananas and home-made candy, which was for sale at the booth. Mrs. F. D. Schram was convenor of the booth committee, which was composed of Mrs. A. Duncan, Mrs. C. Cook and Miss Jennie Clark.

In the neighborhood of 150 attended, although 250 tickets were sold, and it was necessary to replenish the tables several times. A splendid program was provided and included several numbers from the First Baptist church orchestra, a solo rendered by Mrs. S. G. Read, and two numbers by the Riverdale male quartette.

The proceeds of the affair amounted to about $90, and are in aid of the building fund for the new church which will be built.

HIGH PRAISE FOR BRANTFORD PAPERS

Saul Lyons Hands the Courier a Boquet.

A high compliment was paid to the Brantford press in general, and the Courier in particular, by Mr. Saul Lyons, secretary-treasurer of the Lyons Tailoring Co. of Hamilton, a few days ago, when he handed the Courier a new advertising contract dated July 1st. Under the new contract the firm pays an increase of exactly 100 per cent.

"When we were notified," he said, "that we would be increased at the expiration of our contract we were not surprised, and the President said to expect 50 or 60 per cent. jump. The hundred per cent., however, was more than he expected, but I convinced him that your paper and its circulation were so much improved that the rate was justified. I consider the Brantford newspapers a credit to the city, and I don't know any other cities of 25,000 to 30,000 that have such enterprising journals."

"Don't overlook the fact," he said, "that we have a big sale on this month".

Particulars of this sale are given in the display ad on page 9 of this issue.

Sammy Will Appeal.

MONTREAL, July 11.—President Lichtenhein of the Montreal Baseball Club says that he will refer his dispute with President McCafferty over the ownership of Pitcher Carlo to the National Commission. He further said that if Manager Bransfield wants to use Carlo in a game here with the Leafs he will authorize him to do so.

Received Nine Months.

WINNIPEG, July 11.—Mary McCourt, found guilty of concealment of childbirth, was sentenced to nine months in the provincial jail. A plea of not guilty of murdering her infant was changed with the consent of the crown after the jury had failed to reach an agreement, one juror holding out for a verdict of murder and the others for a verdict of guilty of concealment of childbirth.

Attempt at Suicide.

WINNIPEG, Man., July 11— Miss Annie Minary, formerly of Orangeville, Ontario, attempted to commit suicide by drinking half a tumbler of ten per cent. ammonia. She is in a precarious condition and if she lives will be an invalid.

Mr. Frank O'Reilly was in Hamilton yesterday evening.

New Lodge Is Installed

The institution and consecration of Reba Lodge, A. F. & A. M., took place in the Masonic Temple last night. Rt. Wor. Bro. W. H. Wardrope, D. D. G. M., acted as master of ceremonies. The institution ceremony was performed in a very impressive manner. Representatives from Brant, Doric and Ozias Lodges of this city were present, and the affair was one that will long be remembered in Masonic circles in the city.

The officers chosen for the new lodge were as follows:

W.M., Bro. W. R. McCormack; S. W., Bro. I. J. Kirby; J.W., Bro. G. Wedlake; treasurer, Bro. F. S. Blain; secretary, Bro. Dr. D. E. Russell; S.D., Bro. C. G. Dunlop; J. D., Bro. A. E. Faulkner; E.C., Bro. W. H. Inglis; I. G., Bro. G. Blacker; O.G., Bro. T. McGarrell.

After the installation ceremony the members of the craft adjourned to the banqueting room, where a dainty repast was partaken of. After the inner man had been satisfied, speeches by the installing officer and others were in order.

The new lodge starts out with a very bright future, having at its head an energetic and competent staff of officers.

Social and Personal

Mr. W. J. Verity was in Hamilton yesterday on business.

Miss Winifred Carling is holidaying at Grand Bend, Lake Huron.

Mr. Arthur Bolton, of New York, city is holidaying in the city.

H. A. Eggleston was a visitor in Brantford on Sunday.—Dundas Star.

Miss Warden left this morning on a trip to New York.

Miss Mabel Hern of Toronto is visiting in the city.

Miss Nellie Ripley of Vanessa is the guest of Brantford friends this week.

Mrs. A. J. Wilkes, Darling street, was a visitor in the Queen City yesterday.

Mr. and Mrs. R. Frayne of 162 Murray street, will spend their vacation at Exeter.

Mr. and Mrs. Philip Fisher of Riddolls avenue are spending a week at Port Dover.

Mrs. Joseph Ruddy and family left his morning for Port Carling, Muskoka Lakes.

Mr. and Mrs. T. H. Preston, Dufferin avenue, leave to-day for a trip to Asbury Park, N.J.

Mr. and Mrs. James Harley and Miss Harley left to-day for a month's sojourn at Point Au Baril.

Colonel Grafton and party spent Wednesday afternoon in the city, and then motored on to London.

Mrs. Terryberry has returned to the city after a very pleasant visit at Mr. E. B. Teryberry's, Woodstock.

Miss Jennie Holt, of Calgary, Alta., is spending her vacation under the parental roof, Chatham street.

Mr. and Mrs. F. D. Barber and children of Regina, Sask., are spending a few weeks with relatives in the city.

Miss Vera Bremner, West Mill Street, is spending the summer with her aunt and uncle, Meldrum Ave., Detroit.

Mr. W. J. Jewell of Brantford has secured a good position with Mr. John McDonald, merchant tailor.—Tillsonburg Liberal.

Mr. Hopkins, a Buffalo architect and representative of a well-known firm in that city, was a visitor in Brantford for a few hours yesterday.

Miss Lottie Large and Miss Mary Watt left this morning for Toronto, where they will spend a couple of days with friends at that point.

Miss F. Sayles, stenographer, and Mr. C. Carter, time-keeper of the Verity Plow Co., office staff, will during the next two weeks take their holidays.

Mrs. Elizabeth Hagey and grandson, John Ross, returned home from Brantford and Hamilton, where they visited relatives for the past several days.—Galt Reporter.

Dr. Charles A. Jarvis, optician, 52 Market street, leaves Sunday to attend the convention of the American Optical Association at Rochester, N. Y. He will return Thursday.

The hostesses for the weekly tea at the Brantford Golf and Country Club on Saturday, 12th, will be Mesdames W. C. Livingston, G. S. Matthews, J. A. Marquis, W. T. Mair and the Misses McFarlane, Newman and Park.

Mr. A. S. Hopper, financial secretary of the National Y.M.C.A. Council, with headquarters at Toronto, after calling on friends of the association, left this afternoon for Hamilton, en route to Toronto.

Mr. and Mrs. W. E. Conway of Peterboro, are the guests of Mr. and Mrs. H. L. Conway, Colborne street.

Mrs. Mostyn Cutcliffe and family left yesterday to spend a short time holidaying at Grimsby Beach.

Mrs. D. T. Smith (wife of Colonel Smith) and her sister, Miss Lake, were motor guests from Port Dover yesterday with Mr. and Mrs. B. Forsayeth, Sheridan street—taking in the attractions at Agricultural Park last evening, and returning again to Dover to-day.

Mr. R. Reid and Mr. M. Brown returned yesterday after spending a few days near Orangeville. The trip was made by auto, and they report the roads in fine condition.

Yesterday the Y.W.C.A. Girl Guides accompanied by Miss Best and Miss Johnson camped on Slater's Island. Games were played and a camp fire was built, the girls cooking their own meals. The day's camp was greatly enjoyed.

More lady churchwardens have been appointed this year in England than ever before. The number include Countess Cawdor for the parish church of Shottermill, Surrey; the Dowager Marchioness of Exeter for Deeping St. James', Lincolnshire. (This is the fifteenth year that her Ladyship has filled the office.) Viscountess Gage for Firle Parish Church, Sussex, where her late husband was formerly warden.

Lord Edward Fitzgerald, whose marriage recently with Miss May Etheridge, a popular London actress, caused a great sensation in English society, has arrived in Toronto on the way to the West. He is making his honeymoon tour a trip across Canada. He is at present traveling semi-incognito, and registered at the King Edward as plain "Mr. Edward Fitzgerald." Mrs. Fitzgerald is reputed to be one of the most beautiful women in England. Lord Edward is the brother of the Duke of Leinster and of Lord Desmond, and it is said may succeed to his brother's dukedom. It is rumored Lord Fitzgerald may take up fox-ranching in the West.

DAILY FASHION HINT.

Boy's Trousers.

These trousers are of the plain variety and have the straight open edge at the knee. They are fitted by short darts and have the regulation pockets. They are made with or without a fly.

This design is used for all tailor mixtures, for flannel, linen and the like.

The trousers pattern, No. 6,268, is cut in sizes 4, 6, 8, 10 and 12 years. Medium size requires 1¼ yards of 36 inch material.

The blouse pattern, No. 6,201, is cut in sizes 4, 6, 8, 10 and 12 years. Medium size requires 2¼ yards of 36 inch material.

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

Eight days must be allowed for receipt of pattern.

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.....

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

SATURDAY'S SPECIALS

Ebony Hair Brushes

75c Hair Brushes at.....50c
$1.00 Hair Brushes at.....75c
$1.25 Hair Brushes at.....$1.00

Talcum Powder

Two large cans Violet Talcum Powder at.....2 for **25c**

Mesh Purses

Three dozen Mesh Purses, with long chain, German silver make. Sale price **25c**

50c Silk Boot Hose 29c

Ladies' Silk Boot Lisle Thread Hose, in tan and black, all sizes. Reg. 50c. Sale price **29c**

Millinery at Half Price

All wings, sprays, shapes and foliage to clear at half-price.

$2.00 Embroideries, Flouncings, 45 in. wide, to clear at..... **98c**

Or $4.80 Dress Length

Big Sale of Wash Goods

Bedford Cords, 27 in. wide, in tan, brown and blue. Regular 30c. Sale price **17c**

Foulard in light and dark colors, all good patterns. Sale price... **25c**

500 yards Ginghams, in check and plaids, fast colors. Sale price **8½c**

1000 yards Roller Towelling. Worth 12½c. For, per yard.... **10c**

Children's Dresses 59c

Children's Gingham Dresses in light and checks, sizes 2 to 8 years. Reg. 75c and $1.00, for..... **59c**

$2.50 White Lawn Waists 98c

10 dozen Ladies' White Lawn Waists, all good styles, in all sizes. Worth from $1.50 to $2.50. On sale at **98c**

Wash Dresses $1.89

Ladies' Wash Dresses, one-piece effect, nicely trimmed with plain materials, fine range of sizes. Worth up to $5.00. Sale price..... **$1.89**

Dressing Sacques 39c

Ladies' Dressing Sacques, made of muslin and prints. Worth 50c and 75c. Sale price..... **39c**

Tailor-Made Skirts $1.79

Ladies' Tailor-made Cloth Skirts, in navy and black, trimmed with silk braid and buttons. Sale price **$1.79**

$1.50 Embroidered Voile Flouncing. Reg. $1.50. On sale at..... **75c**

Bargains for Men During July Sale

25 dozen Silk Crochet Ties, worth 50c. Sale price..... **25c**

50c and 75c Balbriggan Underwear, shirts and drawers to match. On sale at, each **35c**

Fancy colored Lisle Thread Hose. Reg. 25c. Sale price..... **15c**

Men's White Laundered Shirts, all sizes. Sale price..... **59c**

Men's Working Shirts, dark colors, all sizes. Sale price..... **50c**

J. M. Young & Company

Telephone 351 — Agents for New Idea Patterns

SPECIAL VALUES FOR SATURDAY'S SELLING

GLOVES—Long Black and Tan Silk Gloves, 16 button length, 2 dome fasteners. Reg. 85c and $1.00. Special at **48c**

Long Black and White Lisle Gloves, 16 button length. Regular 65c and 75c. To clear at **25c**

Long Black Lisle and Short Black and White Lisle Gloves, odd sizes. To clear at **10c**

VESTS—White Lisle and Cotton Vests. Special .....2 for **25c**

CORSETS—Odd sizes in Corsets. Reg. $1.25 and $1.50. To clear at..... **59c**

WAISTS—White tailored and Lingerie Blouses, odd sizes. Special at..... **59c**

SUNSHADES—Special prices on all our Sunshades, from .....$1.00 to **$3.75**

SKIRTS—Ladies' and Misses' White Wash Skirts, in smart tailored styles, in cotton, repp and Indian Head. Special.....98c and **$1.48**

Ladies' separate Cloth Skirts, in grey, navy, brown and black. The materials are panama, serge, voile and tweed mixtures.
To clear at.....$1.98 and **$3.98**

W. L. HUGHES

127 Colborne Street

Children Cry
FOR FLETCHER'S
CASTORIA
Children Cry
FOR FLETCHER'S
CASTORIA
Children Cry
FOR FLETCHER'S
CASTORIA