

## Victrola

supremacy is firmly established on a basis of great things actually accomplished.

It brings to you, no matter where you
live, the superb art of the world's live, the superb art of the world's
greatest singers and musicians. It is greatest singers and ascreme in its
these great artists-as suprems
ife-like renditions as the artists themseives. There is no other way to become so intimately and thoroughly
familiar with their wonderful art. The Victrola is no further from yon dealer-in every city and town in Canada. No home need be without a Victrola- $\$ 21$ to $\$ 305$. Victor
Records 90 c for ten inch, double


Victrola VI $\$ 33.50$
Sold on easy terms, if desired.
Ohher Victrolas from $\$ 21.00$ to $\$ 305$ (on easy
payments, if desired) and ten-inch, double-sided payments. if desired) and ten-inch, double-sided
Victor Recorss at 90 c for the two selections at


BERLINER GRAM-O-PHONE CO.



"MADE IN KANDYLAND Pure Jersey
Velvet Ice Cream TREMAINE
The Candy Man 50 Market Street "USE COURIER"WANT ADS.


Olympic Trio -

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\begin{aligned}
& \text { Special Bill } \\
& \text { At the Brant }
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THECLOTHES

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## FIRST APPONTMENT



CASTORIA





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$38-40 \mathrm{M}$

Safegua Your
Depende

By the simple proce
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The Trusts and
Company, Limi


| BRANTFORD BRA |
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| t. H. MILLERE, Nan |

114 Dalhousie S
H. B. Bec OUNERAL DRECT 158 DALHOUS

| Firteclassis Equipment |
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| Service at Monerat |

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Debent
$4.90 \%$
6\%

Jno. S. Dowling
Brantford, C
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$\$ 1.50$
50c
$\$ 2.50$

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| $\$ 1.25$ |
| $\$ 2.200$ |
| $\$ 1.00$ |
| 50 c |
| ng Silk |


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## ORE <br> 

The Royal Loan \& savings company

## Safeguard

 Your Dependents

## A Sunday Sermon by Pastor Russell




For Sale! $=2=5$ $\pm={ }^{2}=\mathbf{y y}$
 S. P. Pitcher \& Son



Look at Nook
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L. Braund
 WAR ON RENTS
 Also four residences for onle of
orices you will accept. Have first choice. JOHEN FAIR $\frac{\substack{\text { Solictor for Patern } \\ 20 \\ \text { MARKET }}}{\text { CHOICE }}$ Tomeco bisilis

 Peal Estate Agents and Auctione
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FRIDAY, MAY 2

## LOCA



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# SPORT <br> Buseball-Football-Basketball-Bowling-Hockey- Curling-Boxing and Wrestling. 

Difiens tran weir oown To DEFEAF FOR SCOMD TIME Loose Infield Was Responsible for Some of the
Runs - Weather Was Too Cold For Classy Ball Playing - Fried Showed Great Form.






## Croquet Sets

Entirely new for this year at MODERATE PRICES
\＄1，\＄1．25，\＄1．50 to \＄5
An early selection means a good choice． NOW ON SALE AT
STRDMANS BOOKSTORE
Both Phones 569
160 Colborne St （Agents for Bentley \＆Anderson，Tennis Supplies）

SUTHERLAND＇S JUNE WEDDINGS！

ORDER NOW YOUR－ WEDDING INVITATIONS WEDDING ANNOUNCEMENTS

JAMES L．SUTHERLAND
BOOKSELLER AND STATIONER

## 这路 <br> RADNOR <br> Mineral Water

BY ROYAL APPOINTMENT
Just received a consignment of this fine Mineral Water，in cases，pints and splits
J．S．HAMILTON \＆CO．
Brantford Agents
44 AND 46 DALHOUSIE ST．，BRANTFORD

EAST END BUSINESS DIRECTORY
Buy a Camera Now Gomer Thomas



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Brants Opens









## Footbalt





FOR THE NEXT WEEK we will conduct our上 first Great Profit－Sharing Sale，during which all our newest models of Ladies＇and Gentlemen＇s Ready－to－Wear will be sold at prices cut almost in half－－the profit going to you．THE SALE COMMENCES TO－MOROW MORNING．

|  |  | LADIES＇ DRESSES <br> From $\$ 3.50$ up Ladies＇Dresses in all the new full skirt models，in serges an $\$ 3.50$ up |
| :---: | :---: | :---: |
| MEN＇S SU AND COA |  | $\begin{aligned} & \text { HOUSE } \\ & \text { JRNISHING } \\ & \text { DEPT. } \end{aligned}$ |



| 20 |  | 50 |
| :---: | :---: | :---: |
| LADIES＇ |  | LADIES＇ |
| SUITS | \％ 5 | DRESSES |
| Regular \＄12 to \＄15；at $\$ 5.95$ |  | From |
| Alo 25.95 Suits，regular |  | \＄3．50 up |
| \＄13．95 |  | 4 |
|  |  | full skirt models，in serges and poplins；fifty to clear from |
|  |  | \＄3．50 up |
|  |  |  |
| Men＇s Department <br> MEN＇S SUITS <br> AND COATS <br> FURNISHING <br> DEPT． |  |  |
|  |  |  |
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From
$\$ 3.50$ u
$\$ 3.50$ up

## MEN＇S SUITS AND COATS

Styles that are absolutely ex－
clusives made by the best tailors in clusive；
Canada．

Regular $\$ 20.00$ ；to Clear at $\$ 9.95$

## Great

 Profit－Sharing Sale！PRICES SPLIT IN TWO！PROFIT GOES TO

## Henkle Brothers

Phone 1531
79 Colborne Street

## Y．M．C．A．Dining Hall <br> First－class Meals Quck service Cus <br>  <br> Special Sunday Dinner． Wrodes Eregrnodiva

PISH BRANTFORD－MADE COOOS！
Show Prifererce and Talk for Articles Made in Brantford
Factories by Brantford Workmen－Your Neighbors Factories by Brantford Workmen－Your Neighbors
and Fellow－Citizens－Who Are Helping to Build Up
Brantford．Keep Yourself Familiar With the Follow－ Brantford．Keep Yourself Familiar With the Follow－
ing：
The Wm．Paterson \＆Son Co． highest grade biscuits AND CANDY

## Goold，Shapley \＆Muir Co．Litd．


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HICH－CLLASS PRINTING
COURIER JOB DEPT．
$\qquad$ commodation，good cuisine and spleh－
did fishing．Two hundred miles north

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SMOKE
L1 Fair Clear Hevena



Bensons Prepareed Corn

Blue Lake Brand Prorthand Cemer

Head Bilimet brantord

# GOING OUT OF THE FURNITIVR BISNESS CLIFFORD'S Furniture House 

Has decided to discontinue the Furniture Business, and will offer their entire Highclass Stock of FURNITURE, valued at

## \$20,000

AT MANUFACTURERS' WHOLESALE PRICES! This is the first and only genuine opportunity that the people of Brantford and UP-TO-DATE STYLE IN FURNITURE at These Sacrifice Prices
$\frac{\text { We Are Actually Going Out of Business, and Everything Will be Sold }}{\text { SHE CNMMFNCS MONDN HPRI TGt }}$
and will continue until this mammoth stock has been disposed of. Don't miss
CLIFFORD'S, 78 Colborne Street

|  | HARTFORD | NEWPORT <br> Rév, Mr. Plyley preached a very |
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|  | Owing tote inserce of our patior | Rév. Mr. Pryley oreached a very <br>  |
|  |  | appreciated. Mrs. Wilson is very low at the time of writing. with feelings of regret the |
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|  | Mrs. Fasborne, is spending a few days with her son Charlie, of Mt. Pleasant. |  |
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|  | SHOWS SPLENDID PROGRESS. The Western University of London has another good piece of news to announce in the increase of its grant |  |
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|  |  | ECHO PLACE NEWS |
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|  | for $1915-16$ will be. not less than $\$ 30$,000 for the Arts all about $\$ 75,000$ for allment, departments |  |
|  | Ats arestio of this five more metm, |  |
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|  | $\begin{aligned} & \text { ing appointed who is widely known } \\ & \text { in athletic circles. New laboratories } \\ & \text { in physics and biology are to be in- } \\ & \text { ment those of the other departments } \end{aligned}$ |  |
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|  | Children*Cry FOR FLETCHER'S CASTORRIA | The Provincial License board han cuut oif icenses granted in ton, London and Essex County. |



## Roofing

Slate, Felt and Gravel, Asbestos ing of all kinds. Repair Work and Re-Roofing attend-
ed to promptly Brown-Jarvis Roofing Co.

Office: 9 George St.

COWS MILK PRIMARILY

| Hygienic Dairy Co. |
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## London Under The War Cloud by SIR HENRY LUCY



## BE PREPARED FOR EMPIRE DAY

 YOUR DUTY CALLS YOU HERE The abote stateme
 Grafton's Spring Clothes for Men and Young Men
Combine Good Cloth, Good Tailoring and Good Style With Absolutely Unmatchable Value \$10 EQUAL to ANY $\$ 12$ or $\$ 14$ SUIT ELSEWHERE $\$ 12$
$\$ 16$
$\$ 18$
$\$ 20$ $\$ 15.00$
$\$ 2.00$
$\$ 22.00$
$\$ 2.00$

Special Lines for Saturday $\$ 5.95, \$ 6.50, \$ 6.95, \$ 7.50, \$ 7.95, \$ 8.50$ AOYS' CLOTHING
$\$ 2.95, \$ 3.50, \$ 3.95, \$ 4.50,4.95, \$ 6.50, \$ 8.50$ up


## IN OUR MEN'S FURNISHINGS DEPT.

| Ties | HATS | Summer Underwear, Special Saturdar |
| :---: | :---: | :---: |
| Want ies of 2 2ce 15 c | man |  |
|  | (rom. |  |
| 25 c |  |  |
|  | 9c, 50c, 75c | Stay |
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## GRAFTON \& Co.




## Lantic Sugar

The Perfect Cooking and Preserving Sugar o avoid gritty sugar grains in your cakes and jellies, you must have sugar
fine, even granulation which dissolves quickly. Lantic Granulated is made to insure perfect cooking and preserving results.
Packed in 2 lb . and 5 lb . Sealed Cartons. Also 10 lb ., 20 lb . and 100 lb . Bags T. antic

| for the Lantic Red Ball on each package-and buy in Original Packages. Sugar |
| :--- |
| $\begin{array}{l}\text { Atlantic Sugar Refineries Limited monrreal, eue. } \\ \text { st. Join, n. B. }\end{array}$ |




## Big Specials SATURDAY <br> Men's and Boys' Clothing Men's Suits . . $\$ 6.95$ to $\$ 20.00$ Boys' Suits...$\$ 3.95$ to $\$ 10.00$ <br> | EXTRA SPECIAL! |
| :---: |
| Your choice of any Made-to-Measure Suit, <br> up to $\$ 20.00$. SATURDAY ONLY <br> $\$ 15.00$ | <br> EVERYTHING NEW IN MENS LEINSTER <br> Phone 390 <br> 118 Colborne St.

##  <br> BROADBENT <br>  <br> Our Message to the Men <br> for fit, exclusive patterns and superior tailoring. In short, uor message to the men is better-beter apparel cannot be had -than is sold at our shop. And men who have done business with us for years appreciate




## SHOES FOR THE HOLIDAY

In the Season's Most Approved Styles youmpare will satisfy yourself that we are giving you a
Better Shoe for Less Money than youn can pur-
chase elsewhere, and, furthermore, we will guar-

## Last Call

SATURDAY
sees the end of the Great Sale of the Salvage of the Crompton Fire, our intentionsare to make a Clean Sweep of the balance of this stock. - . Be here bright and early to-morrow for the biggest values since the sale started.

## A National Policy

N.PSDAP was named after the national policy which has built up Camada and is now exproseded in the Made in Canada sdea N.PSOAP is also expressive of the present national policy of elonomy. One far of N.P.SOAP at $15^{\text {P }}$ qives you more and better.soop than $25 \%$ worth g cake soops

## INCIDE


[^0]:    Have Your Suit Cleaned
    포 JEWELL
    348 Colborne Street
    coodt chite fer 3nd
    cold

