



What Society is doing

Mr. Fred Heyd, Sheridan street, is spending a couple of weeks in New York.

Captain and Mrs. A. H. Boddy spent the week-end in Evanston and Dunhill.

Miss Ellison Newman, Queen St., was a visitor in Hamilton for a few days this week.

Mrs. Geo. Watt, Dufferin Avenue, was a visitor in Toronto for a few days this week.

Mrs. M. F. Muir, Ava Road, is spending a few weeks in Evanston and Chicago, the guest of her sister.

Capt. W. N. Andrews was in London on Monday on business in connection with the Western University.

Mr. and Mrs. L. Heyd, of Toronto formerly of this city, are spending a few months in the Southern States.

Mrs. Jack Fiskin and Miss Fiskin of Toronto are the guests of Mrs. George Wilkes, Chatham Street.

Lieut. Matheson, of Toronto, was a week-end guest at the home of Mrs. A. J. Wilkes, Darling Street.

Mrs. Stevenson Brown of Montreal arrived in the city on Thursday and is the guest of her sisters, the Misses Phillip, Darling St.

Mrs. James Cockshutt, Lorne Crescent, is visiting in Toronto, the guest of her daughter, Mrs. George Baker.

Mrs. Walter Blair, Dufferin Ave., was the hostess at a "bridge" on Tuesday evening, three tables playing.

Lieut. J. Langmuir of Toronto spent the week-end in the city, the guest of Mrs. J. W. Digby, Wellington street.

Miss Batty Bachus of Hamilton was a week-end visitor in town, the guest of the Misses Digby, Wellington St.

Professor M. Mackenzie of Toronto, spent the week-end with his parents, Archdeacon and Mrs. G. C. Mackenzie.

Miss Marion Boyd of Kitchener was a week-end guest at the home of Mr. and Mrs. W. S. Brewster, Chestnut Ave.

Miss Florence Leeming left last week to join her father, Dr. Leeming, in West Baden, Mich., returning with him early in the week.

Miss Muriel Bennett, Brant Ave., left on Thursday for Norwich, N.Y., where she is spending a few weeks with her cousin, Miss Clare Mason.

Lt.-Col. Harry Cockshutt and Mr. Wedlake left on Wednesday for New York en route for Havana on business in connection with the Cockshutt Plov Co.

Mr. and Mrs. Charles Perley of Irvington-on-the-Hudson, are visitors in town, the guests of Mr. Perley's sisters, the Misses Perley, Wellington street.

An enjoyable dance was held at the Conservatory of Music on Wednesday evening, the hostess being Messrs. Charlton and Bellhouse of St. George. Mr. Reg. Bellhouse's orchestra was in attendance, and a very large crowd was in attendance from St. George and vicinity. A number of guests were also there from Brantford and vicinity.

The Rev. Archdeacon G. C. Mackenzie celebrated his 80th birthday on Thursday, Feb. 1st. A number of members of the congregation of Grace church called upon the Archdeacon and Mrs. Mackenzie, to offer their congratulations, and Miss Bennett presented the Archdeacon with a purse of gold from members of the congregation as a slight token of esteem.

Miss Graham, of San Diego, is the guest of Miss Sibbit, William St.

Miss Mabel Acret, has been accepted as nursing sister for overseas, and expects to leave shortly for England.

Mrs. C. C. Fissette, Darling St., entertained informally at the tea hour on Thursday afternoon.

Lieutenant W. Fair, of Toronto, was a week-end guest at the parental home, Park Avenue.

Mrs. J. F. McLaren, the Alexandra Apartments, Toronto, a former well known resident of Brantford, left on Thursday, for Dansville, N. Y.

Mr. and Mrs. George Wilkes expect to leave shortly on a trip to Bermuda. Mrs. W. F. Cockshutt will accompany them.

Miss Arkell, of Detroit, has been visiting Miss Grace Breeden, Brant Avenue, returning home early in the week.

Miss Altha Avey, grand-daughter of Mr. and Mrs. Richard Mulligan, has left for Philadelphia and Washington, D.C.

Mr. and Mrs. Warren H. Littlefield, announce the engagement of their daughter, Estelle, to Mr. Robert Lang, of Shanghai, China.

Mrs. Edwards Merrill gave a small one yesterday, with Mrs. S. Alfred ones of Brantford, as its raison d'être.—Toronto Globe.

The King has been pleased to promote Grace Julia, Lady Drummond, from Lady of Grace to Lady of Justice in the Order of St. John of Jerusalem.

Sir Gilbert Parker has arrived in Canada on what he declares is a "vacation," and is at his old home in Belleville, where his mother and sister live.

Miss Dorothy Thomson, Paris, was the hostess at a High Tea last Monday, at her home, Banfield Ave., several guests from Brantford being present.

Mrs. Cairnduff of St. George, was the guest of the Misses Wye, Dufferin Avenue, attending "The Messiah" on Thursday evening, at the First Baptist Church.

The February examinations of the Western University, will be held at the Conservatory on Thursday next, Feb. 8th. Mr. Thomas Martin, of London, will conduct the examinations.

Miss Nora Hanna, Wellington St., who has been a very popular visitor in town the past few weeks, left on Thursday evening for St. Luke's Hospital, New York, to continue her course as nurse-in-training.

Mr. and Mrs. Jack Houlding, have sold their farm on Tutela Heights, and have purchased a residence at present occupied by Mr. and Mrs. Fox, at 121 Park Avenue, and will move into the city in the course of the next few weeks.

Letters received in the city recently from Sergeant Alfred van Someren of the 125th Battalion, state that he is at present taking an officers course at Crowborough, England.

Among those entertaining informally for Mrs. Henry, of Windsor, the past week or so, are Mrs. H. McK. Wilson, Mrs. W. C. Boddy, Mrs. Frank Cockshutt and Miss Pyke.

Mrs. Graham K. Stratford, (formerly Miss Nora Wallace, of Brantford) received for the first time since her marriage on Friday, Feb. 2nd, at her home, The Madison Apartments, 93 Madison Ave. Mrs. R. Thompson, her sister-in-law, a former Brantfordite, assisted Mrs. Stratford. Mrs. Chester Harris, formerly of Brantford, was also assisting.

FURS

SABLE
SABLE (Skunk) is to be one of the fashionable furs for next year, now is the time to buy it when prices are right—

Muffs and Neckpieces
Muffs from \$2.00 up to \$50.00, according to grade and size. Neck Pieces, suitable for wearing with a suit, \$12 up to \$30. Also the fashionable cape at.....\$65

Dempster & Co.

MILK AND HIGH COST OF LIVING

Committee Proceeded With Examination of Dairy-men Last Night

The question of the price of milk occupied the attention of the committee on the high cost of living at its meeting last night. Although representatives from three of the leading dairy businesses of the city were believed to have been summoned to attend, only Mr. John H. Halner, manager of the Hygienic Dairy, was the only one to put in an appearance, and he was accordingly examined by the committee upon the matter in hand. The opinion expressed by Mr. Halner, was to the effect that whatever increases had taken place in the price of milk during the war were entirely justifiable, from the standpoint of both the producers and the retailers, and that there was at the present time much less profit in the business than in the past.

At the outbreak of the war, Mr. Halner's firm had sold pasteurized milk at eight cents per quart, and the unpasteurized at one cent less. Near the first of December last these prices had been increased to nine and eight respectively.

In July, 1914, \$1.50 per hundred pounds, at 15 cents per gallon, had been paid by the firm for its milk. The present price was \$2.15 per hundred pounds, or 21.2 cents per gallon, an increase of 6 1-2 cents. Mr. Halner considered that there would be between 25 and 30 wagons delivering milk in the city at the present time. His firm employed virtually five drivers, using four wagons and one cart.

One year ago, the cost of delivery approximated 3 cents per gallon, today 4 1-2 cents. The price of bottles has increased over 10 per cent in the past year, costing now 43 cents while a year ago they had been purchasable for 19 cents per thousand. Bottles had increased 21 per cent in price, milk cans over 100 per cent, costing now \$5 piece as against \$2.40 before.

The labor involved in the pasteurizing process had increased practically 30 per cent. The total cost of production, Mr. Halner estimated, at 7 cents per gallon.

A central delivery system of milk throughout the city would be productive of but slight benefit, Mr. Halner stated, although admitting that the cost of transportation would be diminished by such a system.

Mr. Halner was aware of no milk dealers' association or a combination existing among the dealers to fix the price of milk in the city, and believed that any concerted action in changing prices was due to action by the farmers in changing their charges for supplies.

Ladies' Tailor Made Suits \$8.90
One lot of Ladies Tweed Suits in grey, brown and black and white mixtures, in Norfolk and tailored styles, medium sizes worth up to \$20.00 to clear at.....\$8.90

Winter Coats to Clear at Half Price
The balance of this season's Cloth Coats in Tweed mixtures, freeze and wool plush kersey and zebelines. A good assortment of colors and sizes, coats worth up to \$32.50 to clear at half price.

Odd Fur Neck Pieces to Clear at \$9.00
One lot Fur Ruffs in pieced Persian, natural coon, Isabella Fox, Oppossum and Marmot, worth in the regular way up to \$16.50 to clear at each.....\$9.00

Remnants
Ends of Table Linen, Towelling, Cotton Shirting, Flannelette, etc., all to clear at special prices.

Blanket Cloths \$1.00
10 Ends Blanket Cloth Coating, 54 inches worth to-day \$2.00 and \$1.75, \$1.00 Sale price per yard.....\$1.00

Great Bargains in White Cotton 12 1/2 yd
7 Pieces of Heavy White Cotton, 36 inches wide, nice even thread, free from dressing, worth 17c yard, sale price per yard.....12 1/2c

Ladies' White Flannelette Night Gowns, high neck, long sleeves
Sale price.....79c

Ladies' Combination Light and heavy weight, regular \$1.25
Sale price.....\$1.00

Ladies' Undershirts, in Saten, Moire and Regal Taffeta, black and colors
Sale price.....\$1.00

Ladies' Silk Crepe de Chine Waists in black and colors, worth up to \$5.00
Sale price.....\$2.98

Children's Dresses in Serge, Velvet, etc., navy, cardinal, brown, green, sizes up to 14 years, regular \$6.50, sale price.....\$3.98

Stocktaking Sale J. M. YOUNG & CO. Stocktaking Sale

"QUALITY FIRST"

2 Days More of Stocktaking Sale

Your chance to save Money during this Sale of Winter Goods, such as Furs, Winter Coats, Suits, Comforters, Suiting, Cloaking, Etc. Stocktaking Sale of White Cottons, Sheetings Etc., at a Great Saving.

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J. M. YOUNG & CO.

PLAIN MARK

Personally I do not gamble.

Many small investments "Quick" germ take to time they find it but a experience.

The man who would have a few hundred dollars worth of stock, in my opinion, is opposed to each other.

Some brokers attend same thing as buying exactly true, for when you are as long as you purchase on margin can out notice.

No broker as a rule is close to the exhausted he can do so if he so.

What I dislike a gambler or later makes a gambler securities simply to make future earnings, or dividends.

Experience has taught their clients statement with figures if the investor who while the investor who makes his purchases gives clients honest advice.

Your own intelligent judgment, for where you position the broker has information that is not have the right kind of a less he is fully satisfied.

My firm (Mark) THROUGH their clients just as careful in record as if their own money was.

We could make trading, for margin commissions, as you know.

We want all the want them at the expense would mean if we recommend.

We have the same started business and we long as we treat them right.

These customers commended by the firm trading.

This condition w trading.

The Next Plain Talk BOSTON NEW YORK

In making an investment important factor. WR

MARK

Members Standard

TELEPHONE MAIN 272

Take Note

The annual meeting of the County of Brant Mutual Fire Insurance will be held in the Court room, Court House, in Brantford, on Thursday, 1917, at two o'clock, p.m., and dispose of the financial and Auditor's report and other business as may be considered for the welfare of the company.

The retiring Directors McIntyre, Hugh Allan and Knight, all of whom are re-election.

DUNCAN MILLER JOHN H. CAMP

AUCTION SALE

W. J. Bragg, auctioneer by public auction on Tuesday, February 6, at 21 Rose A. Place, at 1.30 p.m. sharp following:—14 yards Brussels new parlor table, oak rogan rocker, 16 yards iron tension table, 3 leaves, 6" ing chairs, Sunbeam co. sideboard, couch, Singer sewing machine, 2 rockers, 9 yds. w. glassware, dishes, cutlery, etc., iron beds, springs, mattress, iron commodes, carpets, pictures, curtains blind kitchen utensils. Also 10 delivery purposes. On Tuesday, February 6, at 21 Rose A. sharp. No reserve. Terms Miss Emma Crandell, W. J. Bragg, Auctioneer

DR. DEVAN'S FEMALE PILLS

medicine for all Female Complaints or three for \$10. at drug stores. address on receipt of price. The P.O. St. Catharines, Ontario.

PHOSPHORUS FOR MEN

For Nerve and Brain Weakness. A Tonic—will build you up. 35¢ a bottle. at drug stores, or by mail on receipt of price. The P.O. St. Catharines, Ontario.

Mr. and Mrs. Chas. Perley, of New York, are visiting Miss Perley, Wellington street, for a few days.

Dr. and Mrs. Hanna accompanied Miss Hanna as far as Hamilton on her return to New York on Thursday evening.

Lieut. George Cockshutt and Dr. Charles Crompton, were the hosts at a very enjoyable sleigh ride last Saturday evening, the party adjourning to the home of Mrs. J. W. Digby, for refreshments.

Mrs. Reaman, of Woodstock, who charmed her audience on Thursday evening by her artistic rendition of the soprano solo work in the oratorio "The Messiah," was the guest of Mrs. Frank Leeming while in the city.

Word has been received in Montreal of the death of Lieut. the Hon. Alan B. de Blaquiere, son of Lord and Lady de Blaquiere, formerly of Woodstock and Montreal, now residing in Bath, England. The family of de Blaquiere was well known to many old Brantfordites who will regret to hear of the death of Lieut. de Blaquiere, who was drowned when H.M.S. Laurentic was torpedoed.

Mr. Mitchell of the Dominion Association of Archivists, was in town this week in connection with securing historical material for a history which is being compiled and which is being stored in the Archives at Ottawa until the end of the war. Mr. Mitchell was most enthusiastic about the historical matter which he collected here, appertaining to the colors of the Iroquois and other matters of interest, which information was given him by Mrs. J. Y. Brown.

Mr. Mitchell stated that the material he collected here was by far the most valuable he had as yet received while in the city he was the guest of Mr. and Mrs. J. Y. Brown, Nelson street.

Banks in Brantford and elsewhere in Ontario, are not the only ones where women are making good. In a certain Chicago bank having deposits of more than \$1,000,000, says The Woman's Journal of Boston, the savings department is presided over by a woman. This department is run entirely under her direction, and for all its additions and improvements she is sponsor. She manages all the advertising, the soliciting for accounts among big corporations, the placement of all the advertising in the press; in fact, nothing goes in or comes out, no question arises in the course of the operation of the large business of a day but is carefully considered by her.

It may be said that Oak Park, the old home of the late Hon. David Christie, was never the scene of a more memorable gathering than that of the Military euhre given on Thursday evening for the Red Cross purposes, by the Women's Institute of Moyle-Tranquility. The success was due in great part to Mr. and Mrs. Bailey for lending their commodious home for the occasion and to their excellent arrangements for the comfort of their guests. The spacious rooms were artistically decorated with flags of the Allies, which gave a military appearance to the occasion. Mrs. Wood, the President, and Mrs. Clump, the Secretary, received with Mr. and Mrs. Bailey. About two hundred and fifty guests were present, many coming by special cars, and upwards of \$150 was realized for the Red Cross.

Forty-three tables were arranged for the dining room and library, the other rooms being reserved for dancing and music, in charge of Mr. Harry Bailey. The tables with their tiny flags of France, England, Italy and Russia were in charge of Mrs. Armstrong, Mrs. Saylor, Miss Sharpe and Mr. Leslie Sanderson. No. 15 held the fort, with a possible score of twenty, the winners being a quartette from Paris.

An excellent supper, which was in charge of Mrs. Greenwood and Mrs. Richard Sanderson, was served at 11.30, when dancing was resumed until the arrival of the special cars at 1.30. The Women's Institute are deeply grateful to the officers of the Grand Valley R.R., who were so kind about running the special cars from Brantford and Paris.

The Women's Institute of the County have done exceptionally good work since war was declared, and Moyle-Tranquility has been among the foremost and they are to be congratulated on having at the disposal the hospitality and assistance of Mr. and Mrs. Bailey in their worthy work.

Mr. Keen submitted figures to show that coal dealers in this city were charging 25 cents per ton more than in Guelph, while the cost of transportation to the latter city was 22 cents per ton more than Brantford.

An investigation of the corresponding secretary was instructed to conduct an investigation into the matter of the coal dealers in a London paper, purporting to have come from the municipality of this city upon the high cost of living. The committee expressed surprise at such a statement, and repudiated its sentiment.

The Program

At next week's session of the committee, the examination of the milk dealers will be continued, and the cold storage question, following the suggestion of Ald. MacBride, will be taken up.

DO YOU SUFFER FROM BACKACHE?

When your kidneys are weak and torpid they do not properly perform their functions; your back aches and you do not feel like doing much of anything. You are likely to be despondent and to borrow trouble, just as if you had a "backache."

The old reliable medicine, Hood's Sarsaparilla, gives strength and tone to the kidneys and builds up the whole system.

Hood's Sarsaparilla is a peculiar combination of roots, bark and herbs. No other medicine acts like it, because no other medicine has the same formula or ingredients. Accept no substitutes, but insist on having Hood's, and get it today.

ADDRESSED THE HOCKEY CROWD

Pte. Sam Landers Spoke in Intermission at the Rink

That the recruiting now in progress with the object of securing new members for the 21st battalion, is to remain before the attention of Brantfordites, was demonstrated last night in the intermission between the second and third periods of the hockey match at the Alfred Street Rink between the Brantford and Ingersoll juniors. Shortly after the players had left the ice, Private Landers appeared on the ice and commenced to address the crowd of spectators. This met at first with little encouragement, but the speaker persisted, and when Manager Ed. Gould came out and asked for silence he received a hearing. "All we ask for, boys, is a fair chance, the same as you would give to your opponents in a game of hockey; football or baseball." This appeal to the sportsmanship of his hearers made an impression, and he then secured a megaphone and spoke a few words, pointing out that the friends, brothers, fathers and other relatives of the spectators were fighting at the front, and were greatly in need of a little rest which they could not obtain because there was no one to relieve them. "We are not attempting to force you to go, but if you can see your way clear to don the khaki, we would like you to enlist," he concluded.

Men Wanted for the Navy

The Royal Naval Canadian Volunteer Reserve, wants men for immediate service Overseas, in the Imperial Navy

Candidates must be from 18 to 38 years of age and sons of natural born British subjects.

PAY \$1.10 per day and upwards. Free Kit.
Separation allowance, \$20.00 monthly.

Experienced men from 38 to 45, and boys from 15 to 18 are wanted for the CANADIAN NAVAL PATROLS.

Apply to
COMMODORE AMELIUS JARVIS, Naval Recruiting Officer, Ontario Area,
103 BAY STREET, TORONTO, or to the
Department of Naval Service, OTTAWA.

Contributions to Relief Funds

The board of trade acknowledges with thanks the following contributions for Belgian Relief.

"Lionel".....	\$ 1.00
Mrs. A. Winters.....	1.00
M. J. O'Donohue.....	5.00
Mrs. R. H. Palmer.....	5.00
Mrs. E. Palmer.....	5.00
D. G. Buck.....	2.50
S. N. O'Connell.....	10.00
A. and Amy Smith.....	1.00
Miss E. Hazelton.....	.50
Mrs. W. T. Jones.....	15.00
Class No. 7 Zion Church.....	2.50
Mrs. T. Lamb.....	2.50
Miss F. Davies.....	30.00
Miss F. Davis.....	15.00
Miss Woodvatt.....	5.00
M. Wilbee.....	5.00
Friend.....	2.00
.....	\$118.25

Also for Serbian Relief Fund.
G. H. Malcolm..... 2.50
Mrs. C. Baker..... 2.00

Catarrh Cannot be Cured

with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh internally, and acts directly upon the blood and mucous surfaces. Hall's Catarrh Cure is not a quick medicine. It was prescribed by one of the best physicians in the country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces, to perfect curative action of the two ingredients is what produces such wonderful results to catarrh sufferers. Send for testimonials. Free. Take Hall's Family Pills for constipation, sold by Druggists, price 50c.

DR. DEVAN'S FEMALE PILLS
medicine for all Female Complaints or three for \$10. at drug stores. address on receipt of price. The P.O. St. Catharines, Ontario.

PHOSPHORUS FOR MEN
For Nerve and Brain Weakness. A Tonic—will build you up. 35¢ a bottle. at drug stores, or by mail on receipt of price. The P.O. St. Catharines, Ontario.