

## The Northway Store

### SATURDAY'S SUIT SELLING



New Sample Costumes  
Ready for Saturday's  
Selling at 1-5 off regular  
Prices.

THIS week our big factory has sent us several more new sample costumes for Saturday's selling. Coming to you in the very season needed, these should prove interesting to all women who, as yet, have their new suit to purchase. To think that you can buy the season's newest sample suits at 20 per cent. off should prove a powerful inducement—and at the interesting prices we know they will soon find new owners.

The popular fabrics from which these are made are Serges, Whipcords, Tweeds and black and white stripes and shepherd's checks. All made in the season's newest styles and in exclusive designs.

Strictly tailored as well as touches of Bulgarian are included, and sizes run from 34 to 40 inclusive. Means this:

Our \$25.00 sample Suits on Saturday for.....	\$20.00
Our \$22.50 sample Suits on Saturday for.....	\$18.00
Our \$20.00 sample Suits on Saturday for.....	\$16.00
Our \$18.00 sample Suits on Saturday for.....	\$14.40
Our \$15.00 sample Suits on Saturday for.....	\$12.00

#### Pure Linen Tailored Waists for \$1.50 (Saturday)

Very correct for wearing with the new costume. No waist has better style, and none more serviceable. Looks smart and fresh every time it is laundered, and to know such beautiful waists as these can be purchased for this money should be interesting news for many. Means this:

Ladies' tailored Waists in pure linen, sizes run up to 44, plain and embroidered fronts, soft and tailored collars and long sleeves, only 4 dozen in the lot, and would be good value at regular price of \$2.25. On sale Saturday for..... **\$1.50**

#### Separate Skirts all Northway Made

Sizes are misses' and ladies', in black and navy serges, grey serges and tweeds, all with pleated clusters on sides or back—O. S. sizes included, splendid shirtwaist skirts, and prices run from..... **\$7.50 to \$4.50**

## The Northway Co., Limited

124 - 126 Colborne Street

You have still time to share in the  
Bargains of PURSEL's

## MOVING SALE

Your Credit is Good

We arrange the payment to extend  
over months.

The moving sale can only last a  
short time longer as the new store  
179 Colborne St., is nearing completion. Don't regret it by not  
getting your share of these snaps.

MOVE

## PURSEL & SON

79 Colborne St.

OPEN EVENINGS

PHONE 259



Receiving on Saturday  
Mrs. Ashbury, William street.  
Mrs. C. J. Mitchell, Chatham street.

Mr. and Mrs. Lowrey left to-day for Boston, Mass.

Mr. Reg. Lloyd-Jones is touring in Scotland at present.

Mr. Kenneth E. Brooke left this morning on a trip to New York.

Ex-Mayor Rastall, now of Toronto, spent yesterday in Brantford.

Mrs. George Watt, St. Paul's Ave., has returned from a trip to Montreal and Toronto.

Mr. A. E. Clarke and Mr. W. S. Slaght left this morning on a trip to Moosejaw, Sask.

Mr. James Milne and Mr. W. D. Schultz left this morning for Buffalo on a business trip.

Mrs. C. H. Waterous and Miss Helen Waterous are Brantford visitors in Toronto to-day.

Mrs. and the Misses Minchin have moved into their new home on Murray street recently purchased from Mr. A. L. Baird.

The Misses Biscoe of Galt, are guests for the day of their aunt and cousin, Mrs. Biscoe and Miss Flossie Biscoe, Queen street.

Mrs. Herring of Hamilton is spending a few days in the city this week, at the present the guest of Miss Hosie of the Ava Road.

Mr. Gordon Duncan of the Imperial bank left this morning for Toronto where his marriage to Miss Jean Martin, formerly of Brantford, takes place on Saturday, May the 17th.

Miss Eleanor Collins of Peterborough arrived in the city this afternoon and will be the guest of her brother, Mr. C. D. Collins and Mrs. Collins, Chatham street for a few weeks.

It is said that equal parts of ammonia and turpentine will take paint out of clothing no matter how hard or dry it may be. Saturate the spot two or three times and then wash out in soap suds.

While salt may be a preservative in some cases it has exactly the opposite effect on rubber and should never be allowed to remain in hot water bags and other rubber articles used for medicinal purposes. It will very soon rot the rubber.

A comedy by George Ade called "Speaking to Father," capably acted by Milton Pollock and company, will be one of the Orpheum circuit features next season. The little playlet is typically "Chicagoan" and is replete with that brand of humor responsible for the author's universal fame.

The hostesses for the weekly tea at the Brantford Golf and Country Club to-morrow (Saturday) afternoon, will be Mesdames J. Arnew, C. W. Aird, N. Ashton, B. C. Bell, and Miss Ashbury and the Misses Brooke.

A new kind of chiffon veil now in vogue has a square of shadow lace veiling placed so that it just covers the face, the chiffon quite surrounding it. This allows the wearer more air and easier vision. The veil measures one and three-fourths yards in length and may be had in pale blue chiffon with white shadow insertion or in taupe with white, or in all white with white, or white with black shadow insertion.

The greatest surprise of the season is having the sleeve of an entirely different material from the body of the waist. To be sure, there is generally some harmonizing connection between the sleeve and the waist, but there is also sufficient contrast to make it possible for the woman who desires to remodel an old gown by adding new sleeves to make use of this idea in many ways. Merely a cravat of the sleeve material will suffice to draw the sleeve into harmony with the body of the waist.

George was famous for being late at his appointments. He was engaged to be married to a young lady in a neighboring city, and when the day of the ceremony arrived, George, as usual, did not put in an appearance. The bride was on the verge of nervous prostration when the following telegram was received from the missing bridegroom:

"Dear Helen—Missed the early train. Will arrive on the 4.31. Don't get married until I get there. George."—Ladies' Home Journal.

"O. was some power the giftic gie us, to see ourselves as others see us." So wrote Robert Burns, and the young men of Paris have just found that "power" in a "Magazine" called "Paris Taste," which has recently concluded a vote of its lady readers

as to which are the seven worst faults of the young men of to-day. Egotism, it is interesting to learn, takes first place easily with 10,614 votes. Laziness and self-sufficiency run a dead heat for second place with 7,400 votes, and fast living, gambling, intemperance, and abuse of sport comes next with from 6,490 to 5,000 votes. Foolishness is last in the list.

Prince Henry, one of the younger sons of King George, has just enjoyed a neat joke at the expense of his sister, Princess Mary. The latter wrote to him while he was at Newquay, for a holiday, asking him and his brother, Prince George, to send her any flowers they could obtain during the summer. "You know how fond of flowers of any description I am," Prince Henry wrote to the occasion in capital style, and a day or two later there arrived at Buckingham Palace a small basket addressed by Prince Henry personally, and this was gleefully opened by the young Princess. When this was done it was found to contain half a dozen cauliflower.

#### For Sweet Charity's Sake.

Once more the generosity of Brantfordites was in evidence yesterday when an enormous table filled to overflowing displayed the various articles sent to "Wynarden" for the kitchen and miscellaneous shower in aid of the Brant Sanatorium and for which Mr. and Mrs. Herbert Yates so graciously loaned their house and grounds on Thursday afternoon. Kitchen utensils of every size and description from ice cream freezers and reading lamps down to egg-timers, were there, the articles numbering about one hundred and fifty pieces. Mops, brooms, scrubbing brushes, pails, pots, pans, meat choppers, dish towels, gem jars, scales, clothes baskets, hampers, chairs, waste paper baskets, all looking so absolutely good and useful and everything given with such good cheer. Six dollars in money was also received and promises of many more things to come. The cosy morning room had been given up for the purpose—a bright fire burning in the grate. Huge bowls of fragrant lilies bloomed here and there, and after all the pieces had been duly inspected and approved, "afternoon tea" was provided by the hostess in the dining room. The pretty polished table, beautiful centre piece and doilies of fine lace and decorations of red begonia, lily of the valley, and ferns and laden with dainty refreshments was presided over by Mrs. Gordon Smith and Mrs. Joseph Stratford, vice-regents of the Brant chapter of the Imperial Order Daughters of the Empire, under whose auspices the "shower" was held. A transfer of all the donations to the Sanatorium was made at an early date and great appreciation is felt by the board of directors to the many who so generously responded to the necessities of the new hospital, as well as to Mr. and Mrs. Yates and the Brant Chapter I. O. D. E. for their share in the support of the good work.

#### YOUNG WIDOW SHOT.

Sick Man Who Said He Wished to Die Like Captain Oates.

A strange explanation of a shooting tragedy at Edmonton was given on Tuesday at the inquest on the victim, Mrs. Alice Maude Connelly. She had been attending an elderly lodger named Frank Smith, an engineer's fitter, who suffers from heart disease, and was taking a cup of tea into his bedroom on April 24, when she was shot with a miniature rifle and died on the way to the hospital. It was stated that after Smith's arrest he said to the police: "I had the gun in my bed intending to shoot myself, for I am sick of it all. Feeling better in the afternoon, I tried to unload the rifle. On hearing Mrs. Connelly coming back to the room I put the gun under the clothes, when it went off."

The landlady of the house stated that Smith had said he wanted to die, he expressed a wish that, like Captain Oates, of the Antarctic expedition, he could crawl out and die.

The bedclothes were produced in court, and it was seen that they had bullet holes in them. Dr. Wilcox, the Home Office physician, expressed the opinion that the rifle was not aimed deliberately at the woman.

The jury had returned a verdict of "Death by misadventure." A solicitor mentioned that Smith, who had been mentioned by the magistrates, lay critically ill in the prison infirmary.

#### IF YOU ARE LOOKING

for something in a stylish suit or coat that's "different" see our New York styles. Special prices are being offered Saturday afternoon and evening only. Crompton's.

#### SPECIAL SHOWING.

of new shirts, new socks, new neckwear, new hats, and caps, new raincoats and umbrellas at Whitlock's, Temple Building 78 Dalhousie St.

## Store News J. M. YOUNG & CO. Store News

# YOUNG & CO. SATURDAY BARGAINS!

### BARGAINS IN DRESS GOODS

10 pieces black and colored Broadcloth, Duchess Cloth and Tweeds, worth \$1.25, special.....75c

5 pieces Tartan Plaid Dress Goods, choice patterns. Special.....49c

Black and colored All Wool Voiles. Regular 75c. Special.....39c

1 piece Black Duchess Satin, 36 in. wide. Regular \$1.25, for.....95c

### BARGAINS IN LADIES' SUITS

10 only Ladies' Suits in light and dark grey, brown and fawn tweed mixtures, silk lined. Regular \$15.00 to \$18.00. Sale price.....\$9.50

Ladies' Tailor-made Suits, in greys, tans, fawns and brown two-tone whipcords, worth up to \$22.00. Special at.....\$15.00

5 doz. Ladies' House Dresses, made of good quality print, all sizes, on sale at.....95c

### BARGAINS IN LADIES' UNDERWEAR

Ladies' Cotton Vests, short or no sleeves, all sizes. Special at 12½, 15, 20, 25c

Lisle mercerized and silk Vests, short or no sleeves, at.....40, 50, 75c to \$1.35

Ladies' Cotton Combinations, short and no sleeves, umbrella or tight knee, at.....39c, 50c and 75c

Ladies' Vests, long sleeves, in cotton, lisle and balbriggan, at.....25c, 40c, 50c, 75c

### TALCUM POWDER

5 doz. Talcum Powder, in 1-lb. tins. Special at.....19c

### \$2.00 HAND BAGS 98c

3 doz. Ladies' Hand Bags, worth \$2.00, for.....98c

### BARGAINS IN CARPET DEPARTMENT

15 ends of Floor Oilcloth, 2 yards wide, in 2 to 3 yards in length, to clear at especially reduced prices.

3 pieces 4 yards wide Linoleum, choice patterns, very special at.....59c sq. yard

10 only Tapestry Rugs, choice patterns, sizes 3x3½. On sale Saturday at.....\$10.50

Window Shades, in cream and green, lace trimmed. Special at.....50c each

### BARGAINS AT STAPLE DEPARTMENT

5 doz. large size Honeycomb Quilts, extra heavy weight. Special.....98c

2 pieces Bleached Sheet in plain and twill, 2 yards wide. Special.....25c

2 pieces Unbleached Sheet, 2½ yards wide. Special.....25c

10 dozen large size Bath Towels. Special.....2 for 25c

Special Bargains in Cottons, etc.

### FLOUNCING EMBROIDERY

3 pieces choice Flouncing Embroidery, 27 in. wide. Regular 50c. Special.....39c

3 pieces Corset Cover Embroidery, 18 in. wide. Regular 75c, for.....59c

10 dozen Ladies' Black Cotton Hose. Special at.....2 pair for 25c

5 dozen Ladies' Lisle Thread Hose, all sizes. Special.....2 pair for \$1.00

## J. M. Young & Company

Agents for Idea Patterns.

Telephone 351

## When you want first-class and up-to-date Groceries

try us. Our Groceries do not grow stale in our store. We sell high quality Bataables, and keep the price down. This moves our Groceries out fast, and ensures fresh, wholesome goods to you when you buy from us.

### Ice Cream Season Is Now On

We are ready for your orders, large or small, retail and wholesale. We make a specialty in Bulk-Packed in cardboard, guaranteed to keep one hour after leaving our store.

Maple Syrup, pure, direct from Quebec, per pint 35c, per gallon \$1.50.

Swift's Pride Laundry Soap. Special 7 Bars for 25c.

## A. Patterson

The Busy Store

145 William St.

Both Phones 581

Use coupon below in reporting social events and the comings and goings of yourself and friends.

### PERSONAL ITEMS

SOCIETY EDITOR, COURIER

Kindly publish above and

NAME..... ADDRESS.....

## Malcolm's RELIABLE HOSE

Most strongly made from the best pure wool or cotton yarn made.

### Ladies' Cashmere Hose

No. D. Real Llana, pure wool, no seams, good to wear and fine quality, price 50c. 3 pairs for.....1.40  
"Wonder" Llana, pure wool, very fine, little lighter weight, 35c or 3 pairs for.....1.00  
Plain "Cashmere," good wearing quality, 25c pair or 4 pairs for.....95c  
No. 99 fine 1-1 Rib Cashmere, in all sizes from 4 1-2 to 10, a most satisfactory, fine, pure wool hose, 25c to.....50c  
No. 75 fine 1-1 Rib Cashmere, same as above, only with double knee, sizes 4 1-2 to 10, price 25c to.....50c pair  
No. Haakon 2-1 all ribbed wool Cashmere Hose, very reliable quality, in all sizes 4 1-2 to 10, 25c to.....40c pair  
No. 6062-1 Ribbed Cashmere Hose, in all sizes, 17c to.....25c pair

Men's Black, Heather, or Light Grey Wool Socks of good quality, 25c pair  
Men's fine Cashmere 2-1 Rib, No. P. 97, a splendid wearing sock, 35c pair or 3 pairs for.....1.00  
Men's fine plain All Wool Cashmere, in 2 qualities, our own special.....25c pair

### Silk Lisle and Cotton Hose

Ladies' Black Silk Lisle Hose, very fine quality, at 45c pair or 3 pairs for.....1.25  
and at 35c or 3 pairs for.....1.00  
Ladies' Black or Tan Lisle, Plain or Lace Hose, 25c or 4 pairs for.....95c  
Ladies' Pure Silk Hose of excellent quality, reg. 75c line for 50c pair  
Ladies' Black or Tan Plain Cotton or Fine Rib Cotton Hose, in all sizes 4 1-2 to 10, at 20c to.....25c pair  
Ladies' Plain Black Seamless Hose, a good 20c value, at 2 pairs for.....25c

## Malcolm's,

Woolen & Knitting Mill Store.

133 Colborne St. Phone 635

Full soon the s  
tell, in forty-seven



song; their eyes ar  
long. They're bent  
and night; they on  
white. "Beyond the  
their eyes, upon a l  
leads through tangl  
who'd discourage o

## Choosing A U

Choosing an Un

Psychologica

Question—I have  
balls. How many do  
Answer—Three.  
Q.—Here is a tub  
what is it?  
A.—A pop bottle.  
Q.—For what is i  
A.—To bounce on  
when the home team  
Q.—How many ha  
one?  
A.—Four.  
Q.—How many s  
and one  
A.—Three.

## ROYAL

First-class S

ROYAL

The M

## The

