



Hygeian Underwear Aids Wonderfully in the Fit of the Gown

You will appreciate Hygeian Underwear not only for its wonderful "tailored" effect, which means that it follows every line and every curve of the body—but because it will appeal to your sense of fitness and fineness, because it is dainty, supremely comfortable—an exquisite part of your apparel.

Made of beautiful specially prepared yarn from our own spinning mill; it represents the acme of comfort and durability.

To know Hygeian Underwear is to love it. Do you know it?

"Hygeian" is made for all ages—infants—children—ladies—to fit all figures. In cotton—cotton and wool and the finest of Australian Merino Wool. Union suits for children and ladies. Regular sizes—over sizes and extra over sizes. All weights, Summer, Winter, Fall and Spring.

AT ALL FIRST CLASS DEALERS EVERYWHERE IN CANADA

J. R. MOODIE & SONS LIMITED
HAMILTON CANADA

J. M. Young & Co. Will Continue Their \$1 SALE FRIDAY AND SATURDAY

\$ Day Specials of Dress Goods and Silks

12 pieces Colored Dress Goods, worth up to 50c a yard. On sale Thursday 6 yards for 1.00
4 yards of All-wool Dress Goods, reg. 50c. Sale price 1.00
5 yards Silk and Wool Dress Goods, worth 1.50 per yard. On sale for 3 \$1 bills
4 yards Tweed Suiting, reg. 75c. Sale price 2 \$1 bills
2 yards of 1.25 Silk, 36 in. wide. For a \$1 bill
6 yards Black Duchess Satin, reg. 2.00. For 8 \$1 bills
6 Ostrich Feather Boas, for 3 \$1 bills

\$ Day at Hosiery and Glove Dept.

Ladies' Mocha Gloves, reg. 1.50. For \$1 bill
Hand Bags, reg. 2.00. For \$1 bill
1 pair 50c Gloves
1 pair 50c Hose
1 Embroidered Corset Cover
10 yards Embroidery and Insertion, for 1.00
Ladies' and Gent's Parasols and Umbrellas, reg. 1.50. Sale price 1.00
Note Paper in fancy boxes, worth 1.50 and 2.00. Sale price 1.00

\$ Day in Whitewear Dept

White Lawn Waists, worth up to 2.50. For 1.00
Ladies' Delain and Flannel Waists, reg. 2.00. For 1.00
Ladies' Silk and Net Waists, reg. 5.00. For 2 \$1 bills
5 dozen White Corsets, all sizes, reg. 1.50 and 2.50. Sale price 1.00
White Cotton Night Gowns, lace and embroidery trimmed, reg. 2.00. Sale price 1.00
Black Sateen and Regal Taffeta Underskirts, reg. 2.25. Sale price 1.00

\$ Day in Carpet Dept.

50 pairs Nottingham Lace Curtains, reg. 1.50. Sale price 1.00
Bungalow Nets, reg. 35c yd. 4 yards for 1.00
200 yards Brussels Carpets with borders to match, reg. 1.25. For 1.00 a yard
25 only Axminster Hearth Rugs, reg. 5.00 and 6.00. Sale price 4 \$1 bills
14.50 Tapestry Rugs, 3 x 3 1/2 size. For 12 \$1 bills

\$ Day at Staple Dept.

300 yards Kimo Cloths, choice patterns, worth 30c or 35c. Sale price 5 yards for 1.00
500 yards Wrapperette, reg. 12 1/2c and 15c. Sale price 10 yards for 1.00
10 pairs Wool Blankets, reg. 3.25. Sale price 2 \$1 bills
25 only Large Size Bed Comforters. Sale price 1.00 each
10 yards White Cotton, reg. 15c. Sale price 1.00

\$ Gent's Furnishing Dept.

Men's Media Lined Gloves, reg. 2.25. For 1.00
Men's Underwear, regular 1.50 suit, for 1.00
5 pair Men's All-wool Sox, for 1.00
1 Tie 50c
1 pair of Braces 50c
2 Collars 25c
Men's Shirts, reg. 1.50. Sale price 1.00

\$ Day Specials in Suits, Coats, Dresses and Furs

Ladies' Winter Coats, in tweeds and plain cloths. Sale price 1.00
Children's Winter Coats, sizes up to 8 years. Sale price 1.00
Kimono in Eiderette and Muslins, for 1.00
Misses' and Children's Dresses, sizes up to 16 years. Sale price 1.00 each
Ladies' Dresses, in Serge and Panama. Sale price 1.00
Ladies' Suits, worth up to 12.00. For 5 \$1 bills
Black Coney Set, large rug muff and tie piece. For 4 \$1 bills

1000 yards Plain and Fancy Silks, on sale at 4 yards for \$1.00

1 table of Dress Remnants, all good lengths, to clear at \$1.00 per End

J. M. YOUNG & COMPANY

See Our Big Window Display

Come to the Big \$1 Sale

BANKRUPT STOCK

Greatest Opportunity Ever Presented

TAILOR-MADE SUITS AND OVERCOATS TO CLEAR at lowest prices ever offered in Brantford. Everything must Go. We have purchased the enormous bankrupt stock of the

Alexander Tailoring Co.

45 MARKET STREET

consisting of the finest varieties of Scotch Tweeds and English Worsted. All work done on our own premises. Fit, Style and workmanship guaranteed or money refunded.

Our SEMI-ANNUAL SALE at our other store is now going on as usual at 137 Market Street.

SHEAR, "The Clothier"

BELL PHONES 445 OR 1766

THE MAN WHO KNOWS WEARS LYONS' CLOTHES—GET LYONIZED

OVER 300 NEW SPRING SUITINGS

NOW ON VIEW. SEE THEM!



Today we place on view, the best the whole world has to offer in New Spring Suitings, Coatings, etc. Scotch, English and Irish Woollens unusually fine in texture and of exceptional beauty and attractiveness.

New Shades, New Weaves

Many new Shades and Weaves are shown. Check-line stripes on Blue, Black, Brown, Tan, Grey and Blue-Grey grounds. Beautiful new tones of Tabac Brown, Purple and Red Brown, and a host of pretty Tans, Greys and Blue Greys. Over 300 in all. See them. It's a treat!

20% Off Easter Suits If Ordered This Week

To keep our tailors busy before the season starts, we are taking orders for Easter Suits this week at 20% off regular prices. Why not order yours? Remember it means extra good Tailoring and a saving of \$3.60 on an \$18 Suit, \$5.00 on a \$25 Suit or \$7.00 on a \$35 Suit without inconveniencing yourself any, for you needn't take the Suit until Easter unless you like.

Blues and Blacks and Trouserings are also included in this offer. Take advantage of it!

Easter, March 23rd

Easter comes unusually early. You'll have to order your Easter "Togs" soon anyway. Better do it now while you can save 20 per cent. and get first choice of the New Spring Goods.

Lyons
TAILORING CO.

128 Colborne Street
Open Evenings - Bell Phone 1312

SECOND SECTION

Of Interest to --Social and

(All communications intended for the "Society" section should be addressed to the Editor, The Co-Urien, Brantford, Ontario.)

To-day's Social Calendar
Afternoon Bridge — Mrs. Aird, Dufferin Avenue.
Progressive Euchre—Messrs. Armories; the officers and wives, this evening.
Mrs. H. W. Filton entertains formally for Mrs. Leggett of real.
Dinner Party—Mrs. W. C. L. stone, Brant Avenue.
Mrs. G. Watt, entertaining informally for Miss Read, Port Hope.

Receiving on Saturday, The Misses Ashbury, 30 Palace.
Miss Warrick of Hamilton, guest of her cousin, Mrs. Jarvis Park Avenue.
Mrs. MacDonald of Toronto, guest of her sister, Mrs. W. Inglis, Chatham Street.
Mrs. Henri Jordan has been fined to the house with a very attack of la grippe.
Mrs. Harold and children, who been the guests of Mrs. R. Palmerston Avenue, for the past weeks, returned to their home last evening.
Mrs. Wentworth, who has been the guest of Mrs. F. D. and H. Reville, returned to her home Detroit this morning.
Mrs. Dick Smith of Chicago, the city—called by the serious illness of her mother, Mrs. Hossie.

Mrs. W. H. Hammond and Kate Hammond will receive for the first time in their new home Dufferin Avenue, Wednesday, noon, Feb. 5th, after which they be at home to friends Tuesday and 3rd of each month.
Hearty congratulations to Archdeacon Mackenzie, who row celebrates his 76th birthday good health and spirits. His friends will unite in wishing the for many, many happy returns.

Muddling Through.

Even in India, the idea of the necessity of efficient training for administrative work incumbent on the mistress of a household is in ground. "Till a few years ago," writes the Maharani of Baroda only calling for which woman supposed to require no training household management. Known of the subject was presumed, inborn in her, and she entered fully on her duties as housewife without any fixed notion of how to carry out her task, or without possessing even a definite idea of work in front of her. Men have ways had a certain discipline, special lines they have under. Poor woman alone, to whom falls the difficult business of running the household, has, until been left to "muddle through" out any instruction, and has consequence, often suffered from failures in her special domain." And the Maharani gets the advisability of Hindu men emulating their English in an effort to introduce the scientific management into affairs."

Overhauling Things.

The winter days are fine for overhauling all the boxes, bags, closets, sorting out all gear that will pay for making over, piecing apart, cleaning, pressing, folding the pieces, ready for spring sewing. Many things made over ready for wear now, leaving thus the rush when the spring must be put to use. By this paratory work, you will

Use coupon below in reporting things of

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SOCIETY EDITOR, COUR
Kindly publish above and
NAME