

BUY FROM THE MAKER  
YOU SAVE MONEY

**The Northway Store.**

## SATURDAY'S INTERESTING STORE NEWS

### Cream Serge Suits for Saturday

For Saturday's selling we have ready another shipment of Cream Serge costumes from our own factory, made from exceptionally good quality cream serge, in medium waists, smart little coats, all silk or satin lined, and newest skirt model. Several equally new and pretty styles from which to select. Come in misses' and ladies' sizes, and specially priced for Saturday's selling at 18.50, 16.50, and... **15.00**

### Cream Serge Coats at \$15

Possibly many will prefer the Cream Serge Coat to the Cream Costume. If so, a splendid range awaits your choosing here, and all in the popular three-quarter length, with cut-away fronts. Material is a shrunken Bradford Serge, thoroughly dependable in every way, and garments with good style. All sizes, at 17.50 **15.00**

### Beautiful Satin Underskirts for \$1.50

In the most desired and popular shades of Saxe Blue, Navy, Pink, Sky, Cerise, Faded Green, Black, White, Old Gold, and Cream. In lengths from 36 in. to 42 in. inclusive, and handsome little skirts for wearing under the summery gown, all finished with accordion pleated flounce. Exceptional value for... **1.50**

### Two House Dress Values for Saturday

They come to you at the very season most needed, and from an exceptionally good quality English Gingham, in black and white, navy and white, tan and white, and sky and white checks, all good fast colors, square necks, with side or front fastening, pretty pipings or touches of contrasting material. Sizes up to 44. Specially priced at 1.35 and... **1.19**

### Black Satin Coats

In three-quarter or full length, in loose backs, some very elaborately trimmed collars and cuffs. Materials are Messaline and heavy Duchess Satin. All sizes, at 18.50, 16.50, 13.50, and... **12.50**

**The Northway Co., Limited**  
124 - 126 Colborne Street

We Give You Months to Pay but  
**BUY NOW** during this **ONCE IN A LIFE TIME**

## MOVING SALE

Our entire stock of new goods in the latest designs and finish is being quickly disposed of. Now is the beginning of the season.

Our New Home, 179 COLBORNE ST.,  
(Opposite Market Square)

will be ready soon so you will have to hurry to share these startling heretofore unheard of bargains right now you get the large selection

**DON'T WAIT**

**PURSEL & SON**

79 Colborne St.

OPEN EVENINGS

PHONE 259

Style with Economy—not a bad combination—in Crompton's Floor Rugs.

#### BASEBALL

Red Sox vs. Toronto Royals, Agricultural Park, to-morrow. Regular admission, Grand stand free.

## WOMAN

Items of personal and social interest will be gladly received by the writer of this column, by mail or over special Courier telephone 1781. Address communications to Society Editor, the Courier.

#### Receiving on Saturday

Mrs. C. J. Mitchell, Chatham St. Mrs. Ashbury, Palace Street.

Mr. Harry Quillie is in St. Thomas to-day on business.

Mr. Percy Thornton is one of today's visitors in the Queen City.

Miss Annie Maher has returned from a short visit spent with Galt friends.

Mr. John Muir of Gault, Shapley and Muir, left last evening for New York en route to the Old Country.

Miss Estelle Littlefield left this evening for Ridgway, Pa. Mrs. Littlefield accompanying her as far as Buffalo.

Mr. and Mrs. Hugh Thompson, are the guests at the home of her parents, Mr. and Mrs. J. C. Bloxham, Sheridan St.

Mr. John H. Hall of John Hall and Sons, Limited, leaves this evening on a business trip to Nova Scotia and New Brunswick.

Mrs. Torrington of Toronto, the president of the National Council of Women, and Mrs. Willoughby Cummings, the secretary, are sailing early next month for England.

Two police-women—Mrs. J. C. Henry and Mrs. Lorence Campbell—have been regularly sworn in and detailed for duty in Ottawa. The police commissioners made the appointments at the request of the local Council of Women. The work of the appointees will differ very little from their duties previously in connection with the Women's Hostel and the Travelers Aid Society, meeting all trains and looking after girls and women around the railway stations. Their efforts will now have the backing of the law.

Miss Katherine G. Davis, Superintendent of the New York State Reformatory for Women, will be one of the speakers at this evening at the opening session of the National Council of Women of Canada at Montreal. The Reformatory is working along the most advanced lines in the fight against the social evil.

Miss Davis has received a silver medal from the Italian Red Cross Society in recognition of her services to the Italian people during the weeks following the Messina earthquake. Miss Davis has also received

a medal from President Taft in acknowledgment of her services. She was travelling in Italy at the time of the earthquake and did everything in her power for the sufferers.

Mr. J. J. Doherty will preside at the meeting and among the speakers will be Mr. O. F. Lewis, General Secretary of the Prison Association of New York State.

Mrs. George Watt, of Brantford, Dominion Secretary of the Order, will also be in attendance, together with other prominent Canadians.

Jean Finot, who is fond of writing about women, is publishing a book in Paris on the eternal feminine. He says:

"All our trouble can be traced to the church council, which was rash enough to declare that women had a soul. Man originally knew well enough that woman was his inferior, but as time went on one man out of pride and vainglory boasted that he had a handsome mate. Another at once boasted that he had a handsome mate. The men then began to dress them up in fine feathers out of sheer rivalry."

"When a rib was taken out of Adam during his sleep—it was a mean thing to have done—Adam, I imagine, felt nervous at the sight of the strange creature, Eve. He climbed up a tree, no doubt, and looked at her as his feet were dangling from the branch on which he sat. She was lying in the grass basking in the sun, already showing her disposition to idle away her time."

"Driven out of Paradise, Adam had to work to support her. When he returned after a hard day's work Eve said to him:

"See, I have also been working! Look how pretty I am! I have made myself a beautiful dress of leaves! I discovered a lovely pink shell with which to polish my nails—see how they are shining? Isn't it lovely? Don't you like these birds' wings? Ah, this new life of ours is hard, but I shall soon be cooking. If I am looking well, am I not? I slept a little when the end was high. But you seem to be depressed. You are not at all cheerful, my poor Adam. Ah, I see you cannot bear up against misfortune as well as myself. Come and smile."

"Adam heaved a sigh and tried to smile. The conclusion reached by Jean Finot is that it is high time for mere man to proclaim his independence. Future generations of men will wonder how it was that their forefathers had so long borne the yoke of the eternal feminine. It is man who needs to fight for his emancipation, not woman!—Louisville Courier-Journal.

## Prizes Awarded in Courier Contest

### Results of the Square Deal Campaign Inaugurated By This Paper.

The first stage of the COURIER'S "Square Deal" Campaign, promulgated in order to secure a larger circulation, has proved a splendid success.

As the outcome Miss Edith Chapin of Newport has, in the Ladies' Department, won the gold watch for leading in points on May 1st.

She can have this handsome souvenir by calling at this office. One month more of the contest still remains, and you can enter right now with an equal chance to win one of the many handsome special prizes.

In addition, competitors get paid for all that they do. There are no losers in this "Square Deal" enterprise. The details:

#### LADIES' CONTEST

Miss Edith Chapin, Newport	2296
Miss J. Clark, St. Paul's Ave.	1293
Mrs. Manx, Erie Ave.	852
Miss Fern Scruton, 24 Wells Ave.	431
Miss Grace Fyle	25

#### MEN'S CONTEST

Wm. Symth	3000
W. Mayled	1245
G. A. Sigman	1045
John Sedgwick	1103
A. Money	916
B. W. Ritchie	550
A. B. Lee	500
J. W. Jenkins	438
D. Jenkins	334
C. B. Todd	47
J. A. Matthewson	47
M. Buchanan	25
Thos. Davis, Jr.	20
J. W. White	10

The ballots were counted by the Business Manager and his assistants, and then carefully audited.

Long-lived Silk Shirts—at Broadbent's—\$5.00.

Paris manikins and actresses are making much of the black pump worn with white stockings this season. A fashion that goes back to the "patens" of 1830.

Auction sale of fruit trees and shrubberies on the market on Saturday, May 3rd, at ten o'clock, a large number of fruit trees consisting of apples, pears, plums, cherries, peaches and apricots, also crab apples, ramblers, rose bushes, and shrubs. This is an extra good lot, so do not miss this chance to get bargains as every one must be sold. W. Almas, auctioneer.

#### BASEBALL

Red Sox vs. Toronto Royals, Agricultural Park, to-morrow. Regular admission, Grand stand free.

Paint stains on cloth can be removed by taking equal parts of ammonia and spirits of turpentine and saturating the spot with it two or three times. Wash out in a warm soapy water.

#### CARD OF THANKS

Mr. E. H. Woodcock and family of 32 Edward street, thank their kind friends for the sympathy shown them in their recent sad bereavement.

Style alluring—tub enduring—Broadbent's Shirts, from 85c. up.

Saturday Bargain List

**J. M. Young & Co.**  
Telephone 351 Both Phones

Agents for New Idea Patterns

### Saturday Specials at Whitewear Department

Infants' Silk Bonnets in Dutch styles. Trimmed with ruching, all sizes. Special at 50c. 75c to... **1.50**

Children's Straw Bonnets in white, pink and sky, neatly trimmed. Special at 50c. 75c. 1.00 to... **3.50**

Ladies' Black Satin underskirts, good quality material, all lengths. Special at... **1.00**

Ladies' White Cotton Gowns, high neck and slip over styles, embroidered and lace trimmed. Saturday... **1.00**

Ladies' Tailored and white Lawn waists broken lines worth \$1.00 to \$1.50 for... **.59**

### Saturday Special at Dress Goods Department

6 pieces all wool French Voile in black and colors, 40 in. wide, on sale at... **.39**

5 pieces silk and wool serotry in all the newest coloring for spring wear, regular \$1.50, on sale at... **.75**

1 piece Cream Serge, heavy weight, 42 in. wide. Special at... **.50**

5 pieces Tartan Plaids, choice colorings, regular 85c. Sale price... **.25**

27 in. wide, colored corduroy in navy Alice, brown, green, worth \$1.00, for... **.69**

#### Silk Specials

1,000 yards choice Summer Silks in black and colors, regular 50c, sale price... **.25**

### Special at Staple Department.

500 yards of heavy white cotton 34 in. wide, free from dressing, regular 15c. On sale at 10 yards for... **1.00**

15 dozen Pillow cases, all sizes, heavy cotton, worth 18c. on sale 2 for... **.25**

200 yards Unbleached sheeting plain or twill, 2-1-4 yards wide, worth 35c, on sale at... **.25**

30 in. wide Cotton Poplin in white, blue and linen worth 35c, on sale for... **.19**

5 pieces Roller toweling, 18 in. wide, good weight, on sale... **.07 1/2**

### Special at Ready-to-wear Department.

Ladies' Tailored suits in navy serges and Bedford cords, all sizes, Special... **15.00**

1 lot Ladies' suits, good assortment of sizes worth up to \$15 Special at... **10.00**

50 only, Traveller sample coats in light color 3-4 lengths, all to clear at special prices.

Ladies' and Misses' Rain-coats, at \$4.95 \$6.00... **6.50**

### Talcum Powder

Regular 25c tin, 1 lb. size on sale at... **.19**

### Patent Leather Belts 25c.

1 lot Patent Leather Belts in Kid black and white, several styles, Special... **.25**

Ladies' Black Cotton hose Special 2 pairs for... **.25**

Ladies' Cashmere Hose, all sizes, worth 35c, for... **.25**

500 yards Corset Cover embroidery 18 in. wide. special... **15**

### Rug Special

6 only, Union Squares, sizes 3 x 3, suitable for bed rooms. Special... **4.90**

### Bed Pillows

50 pairs large size Bed Pillows. Special... **85c**

**J. M. Young & Company**

Dressmaking

Tailor-made Suits

## Pure Velvet Ice Cream

WHEN we say PURE we mean pure, not adulterated. When we say smooth we mean that the cream is bound to be "smooth" when it is pure. It is quality and satisfied customers that counts with us. If you have tried other makes of Ice Cream we invite you to try ours and you will say what others have said "there is no comparison."

We will deliver Ice Cream Bricks to any part of the city, packed in cardboard boxes and we guarantee them to keep one hour after leaving our store.

### SPECIAL PRICES TO STORES

Our Ice Cream can be obtained at the following stores:

Woolworth & Co., Ltd.  
Brewsters, Ltd.  
Crompton's Tea Room.  
Wicks, Opera House Bldg.  
Jarvis Jubilee Terrace.  
Maxwell & Sons West Brant.  
other stores we will announce later.

**A. Patterson**

Grocer and Confectioner 143 William St.  
Telephone 581 Store Open Evenings

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 oblige.  
NAME, ADDRESS

## Malcolm's

Last Week was the Biggest Sale of HOUSE FURNISHINGS we ever had. Our Cut Prices Bring the Crowd.

New line of Shirting. Regular 12 1/2 for... **.10**  
New Scrims. Regular 10 for... **.08**

New Lace Curtains  
No. 214, 3 1/2 yds. long, marked price \$2.50, cut price a pair... **2.19**

No. 9724, 3 1/2 yards long, marked price \$2.25, cut price a pair... **1.89**

No. 145, 3 1/2 yards long, marked price \$1.90, cut price, a pair... **1.60**

No. 510, 3 1/2 yards long, marked price \$1.60, cut price, a pair... **1.39**

No. 2300, 3 yards long cut price, a pair... **.75**  
All 50c Curtains, 3 yards long, cut price, a pair... **.47**

Many odd lines of one, two or three pairs of a kind at 1-3 below regular price.  
New Lines of Ladies', Misses' and Children's nicely trimmed Dresses Now in. Prices 25c to \$2.00 each.

Ladies' new underskirts at 50c up to \$1.00.  
Ladies' new corset covers 35c lines for... **.25**  
Ladies' new waists 50c to \$1.50 each.

New D. & A. Corsets most reliable quality in all leading styles, 50c up to \$2.00 each.

### Our Reliable Alarm Clocks in Again.

"Big Ben" The best repeater made. Manufacturers price \$3.00. Our price... **2.69**

Royal George, another guaranteed repeater. Our price... **2.25**

"Dawn of Day" Fully guaranteed \$1.25 alarm for 85c each.

"Sentinel" a good clock, alarm, for 68c.

**Malcolm's,**  
Woolen & Knitting Mill Store.

133 Colborne St. Phone 635

## SECOND SECTION

Help! Help!! Help!!!  
Throw out the life line.  
Baltimore despatch says the Kelley is optimistic. Joseph is some optimist.

Goulart gave 67 bases on sixteen games in the Central last season. He hit three home runs and made seven wild pitches.

The R. C. C. team will play Brantford Canadian League at the Telephone City on Saturday.

### PUT OUT!

We put out the best in M Wear. See our special at \$2.00—great value.

**RAMSAY & SLATTE**  
11 Colborne Street

**ROYAL**

Best Res

First-class Service

Hours

**ROYAL CA**

NOTHING about have style make. for inspection

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