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 Individuality About Every One of These
Spring Coats for Women great diffic
describe.
Miseres carat in iew those meds worth noting:

tons. Special Check Coat, with inlaid collar of Copenhagen
Black and White Cont
Broadcloth, armhole and cuffs with pipings to match, collar fin
$\$ 1$
Navy Waffle Cloth, new sport style, with slight flare, raglan sleeves,

Coat of Midinight and cuffs, lined throughout with blue satin. Very
sik collar a
int



Fashion Says This
Have You Seen the New
will be a Season Mif fis $3=$



E. B. CROMPTON \& CO.
Women's New Neckwear For Easter


The New Easter Birthday and Congratulation

## Post Cards

 Just Arrived Nearly a hundred different de-signs. All are artistic and refined.
Just the kind you'll be glad to
send your friends. $1 c$ Each, 6 for $5 c$ Tally Cards, Place Cards, At
Home Cards and Afternoon Tea Cards, also Children's Party Invi-
tation Cards.

## A New

 Modart Corset Combining Style and ComfortExpert designing, based on a
study of the human figure, has given the MODART models a perfect combination of natural,
graceful lines and unhampered comfort-a rare
art of Corsetry.
The back of this model, while
snug, is built to take care of any surplus flesh below the shoulders.
Has very low bust, good length below waist, with plenty of w
elastic over boties in back.
$\$ 4, \$ 6.50, \$ 8$ Corset Dept. Pair.
-Annex, Queen and Colborns

## Millinery For Easter

 very smart Turban for the Matron comes in a shape of Blaikg straw, trimmed with short black ostrich tips and becoming
smail French flowers, which give the whole effect a touch of smail French flowers, which give the whole effect a touch o
youthinuness. Priced at.................... $\$ 5$ t $\$ 7.50$
-Millinery Dept., Second Floor.

# Dainty Novelties in Grand Array for Eastertide ! 

## Beautiful Easter Waists

CASE after case of Dainty Waists have arrived durC. ing the past week for the Easter trade and reallify such daintiness and looliness is hard to deseribe of ore sees such an array of styles and such beautiful fabrics that you are left in anaze as to which to irixyour choice on. Not one ase rasonable that one wonders how it is prosibibe to to create such beauty at such prices.





SPECIAL FOR EASTER WEEK ONLY
Ladies' White Embroidered Underskirt, New Style
dies' fintes cotton top Underskirt, with 18 -inch fine embroidery. flounce and $4 / 4 /$ - inch mbroidery insertion, all lengths now in stock The regular value of this skirt is $\$ 1.00$. embroidery ining this special price for Easter week only, or, we should say, whit
We are make $\begin{array}{cc}\text { LOOK AT } 69 \mathrm{C} \\ \text { LHIS PRICE } & 60 K \text { AT } \\ \text { THIS PRICE }\end{array}$


Millinery For Easter A Showing of Surpassing Beauty and Variety If you would see what is
really new and distinctive in Millinery for Spring, come to the Parlors on the Secon grand display for Easter
Here yert witl find'a gre assembiage of lovely
tions, adaptations own milliners, that really a
the last word for daintine the last word for daintine
and and smartness. Place your
order early and save the ter-
rible rush at the last minute.
LASTER
Large shipments of beautiful new Easter
Neckwear and Frillings. Such an abundance
of dainty, fluffy collars and beautifulf frillings
will bring forth loud exclamations of praise.
Every new style in Neckwear is shown, includ-
ng the much-wanted roll collar. To describe
each collar and its beauty would be impossible.
Visit this store during the coming week and
feast your eyes on all the beauty displayed in
this section.
CAMOSILE PLEATING-This is the
Chewest pleating for the puff sleeves and yokes
in white and ecru.


EASTER COATS and SUITS
SILK HOSIERY
FOR EASTER have fosiey Departmsen Hose in Tan, White, Black,
Hisce top al all siecs in stock 50 c -Right Alise I

- THE MOST IMPORTANT FACTOR -
 days.
The Suits now being shown are made of Gabardines, Serges, Worsted Crepes, Poplins and a few Silk. The Coat in nearly every instance is
a way in frofit to a greater or less extent.
Smart-looking Sport Coats are shown

Prices for Suits $\$ 13.75$ up to $\$ 48$ new French skirt in satean with fringed scalloped edges. Then, again, a fine lustre top with
pleated satin flounce. Friced at
See the New Range of Beautiful Easter Waists in Crepe-de-Chene, Silk, Net, Ninon, Etc


## A Beautiful New'Easter

## Gossard Corset

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## OGILVIE, LOCHEAD \& CO.

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True eors and eceatrici tratherr




 OUR AIM IS TO PLEASE


Easter Millinery att The Enterprise A good variety of Trimmed Hats in the new styles, color and effects; al $\$ 5.00$ to $\$ 7.00$
We advise making your selec
tons early,
77 COLBORNE ST

## HIGH CLASS SERVICE

Saturday's and Monday's Prices


## Cashions fads in Jevely ${ }^{2}$ IVanifies    +7 7 +          <br> Appropriate FASTER GIFTS FHEPPARD \& SON Jewellers. <br> | Gold Cuff | .33.50 to 88.00 |
| :---: | :---: |
| Gold |  |
| Gold Pendants | \$54.00 to |
| Foold Brooches | \$1.00 to $\$ 10.00$ |
| ${ }_{\text {Pearl }}$ Rings | \$3,.00 to $\$ 33.00$ |
| net Rings |  |
| nond Rings | \$10.00 to |
| Wristlet Watche | 83.00 to $\$ 5.00$ |
| Umbrellas as an mounts. | \$1.00 to $\$ 12.00$ |
| tche |  |
|  | . 8.825 .00 and up |
|  |  | <br> $\qquad$ <br> Sheppard\&Son

see our windows
Children's Shoes


Careful attention to the fitting of CHILDREN'S FEET has always been our aim. Wrat wed ine confidence
reputation in this respect is amply proved in thed

John Agnew, Ltd.
BRANTFORD'S LEADING BOOT SHOP




Novelties for Little fellows

## 




THE very latest vogue in hats is the PENCIL BRIM with BUTTER FLY BOW. We have them in NAVY, GREY, OLIVE and HEM. We have but a limited quantity of these. Better get yours while you he have a choice. Popularly priced at $\$ 2.00$ to $\$ 4.00$. All makes:

$$
\text { See Big Ad. on Page } 21
$$

## BERT INGLIS

 HATS AND FURNISHINGSThe New Ideas in


## Young Men's Clothes

## Are Here for Your Easter Choice !




T HERE will be hundreds of styles offered to young men this
Heason. There will be "freaks" that never did measure up to ideals of refined dressers. There will be "fads" and novelties -here to-day and gone to-morrow. There will be copies of real styles that only approach the original in beauty---so beware! OUR "GOOD CLOTHES" have for years stood for exactness and correctness in style to the smallest detail. "Doubtful Styles" are never found in our "Good Clothes." The Styles that smack of smartness-the distinguished deft style touches that appeal to fashionable young mennever overstep the bounds of refinment, and it is this confidence of being correct in style that has made our clothes the reigning favorites with the young men, the professional and business men. If you're interested in knowing what's right in style-m knowing what fashion has dictated this season-See us !
Young Men's Suits, Ingluding Norfolks, Pribedat $\$ 7.50, \$ 10, \$ 12, \$ 15, \$ 18, \$ 20,22.50$ INTERESTING NOTES FOR MOTHERS !

Men's Waterproof Coats
Men's Spring Weight Overcoats

$\$ 10, \$ 12, \$ 15, \$ 16.50$

 $\$ 5.00$ To $\$ 15.00$

Hats, Shirts, Neckwear and Underwear for Easter! Men Will Find Here the Best of What is New in Fine Furnishings for Spring | MEN'S SPRING HATS-A |
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| ty any man |
| manificent selection to satis. |
| $\$ 1.00$ To |
| $\$ 3.50$ |




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| SPRING WEEGTH UNDERWEAR-Every |
| popular |

Who Have Boys' Clothes to Buy In double-breasted and Norfolk styles. M
ideas that will interest every mother $\$ 2.95, \$ 3.50, \$ 4.50, \$ 5.00$ то $\$ 12.00$
Russian Suits for the Little Chap
In Navy Serge, Black and White Shepherd Checks, rich brown tweed mixtures. Some have sailor
colar, others military ytyle, with silk tie and fancy
teather belt. These priced

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& \text { bete } \\
& \$ 2.75 \text { these pricedat } \\
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## Reefers for the Little Fellows

 In Cardinal, Navy, Grey, Fawns, Shepherd Checks, velvet collar and emblem on sleeve. $\$ 2.49, \$ 2.75, \$ 3.50, \$ 3.95, \$ 450$ and $\$ 500$


## Saturday's Free Offer:

A New $\$ 2.00$ Hat Given Away Absolutely Free With Every $\$ 15$ Suit or Overcoat


ERANTFORD DAILY COURIER.



We Call Particular Attention to Our Wenderful Showing of Young Men's Suits !

They're full of the newness of the spring season, designed on smart lines, Which young men will appreciate. Blue lines, in new smart English and other models--
$\$ 8.50, \$ 10, \$ 12, \$ 14, \$ 15$
$\$ 16, \$ 18, \$ 20, \$ 22$ \$24

## RAINCOATS

ssy, warm
$\$ 5.95, \$ 6.95, \$ 7.50, \$ 8.50, \$ 10, \$ 12, \$ 14, \$ 16$

## SPRING OVERCOATS

$\$ 8.50$ to $\$ 22.00$
NEW SPRING TROUSERS $\$ 1.95$ to $\$ 6.50$


Why Not
New Hat NOW?
\$1.50, \$2 and \$2.50

Special Values in Neckwear, Shirts, Underwear and Hosiery
Spring Neckwear
25 c and 50 c
Spring Hose
$25 \mathrm{c}, 35 \mathrm{c}$ and 50 c
Men's Fine Shirts

$$
75 \mathbf{c} \text { то } \$ 3.50
$$

## Underwear

90c то $\$ 2.50$
NORFOLK SUITS for
the Boys
Norfolk, in sizes 6 to 16 years, some with patch pockets, in neat tan and grey mixtures, and $\$ 2.95$ to $\$ 12$

REEFERS for the Little Chaps
colors and styles, also Paramatta Water-
proofs, absolute protection from the severest downpour. Come in and see them-ALL PRICES.

GRAFTON Q CO.
CANADA'S GREATEST CLOTHING INSTITUTION
皿

## TO ALL

WHO ARE INTERESTED IN

Up-to-the-Minute MEN'S WEAR



Webeg to announce
a few of our leading
lines and makes-
Stetson Hats
Manhatton Shirts Chetts Collars Christie Hats Chester Suspenders Turnbull's Underwear Perrin's Gloves Mallory Hats回 ロ

Spring in the airSpring in every department of the store.

HUGHES \& HOWIE

10 MARKET STREET


| DAY DRESS |  |  |  |  |  |  |  |  |  |  |
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| [ occaston |  | waistcoat | Trousers | нат |  | cullar | cravat | glovzs | ${ }^{\text {воотs }}$ | JEWELRY |
|  |  | $\underset{\text { Masch Coart }}{\substack{\text { To }}}$ |  |  |  | $\begin{aligned} & \text { Wing } \\ & \text { or } \\ & \text { Poke } \end{aligned}$ |  |  |  |  |
| BUSINESS LOUNGE MORNING WEAR |  |  |  | $\begin{gathered} \text { Derby } \\ \text { Soft } \\ \text { or } \\ \text { Straw } \end{gathered}$ | $\begin{gathered} \text { Pleated } \\ \text { or } \\ \text { Negligee } \end{gathered}$ | $\begin{gathered} \text { Fold } \\ \text { or } \\ \text { Wing } \end{gathered}$ | Fours.t.and <br> ornd <br> Tie | $\begin{gathered} \text { Tan Cape } \\ \text { Care } \\ \text { Chamois } \end{gathered}$ |  |  |
|  |  | $\begin{gathered} \text { Mo } \\ \substack{\text { Mach } \\ \text { Jacket }} \end{gathered}$ |  | $\begin{aligned} & \text { cop } \\ & \text { sitit } \\ & \text { Shat } \end{aligned}$ | $\begin{aligned} & \text { Nestiise } \\ & \text { Sofictufts } \end{aligned}$ |  |  | $\begin{gathered} \text { Tanan Cax } \\ \text { chais } \\ \text { Chamois } \end{gathered}$ | $\begin{aligned} & \text { Laced Caif } \\ & \text { oo } \\ & \text { Revert } \\ & \text { Righeor oow } \end{aligned}$ |  |
| AFTERNOON TEA, AND PRORCH, | Grey <br> Cutaway |  |  | Black Derby High Silk | $\begin{aligned} & \text { Pleated } \\ & \text { White or } \\ & \text { Fancy } \end{aligned}$ | $\begin{aligned} & \text { Fold } \\ & \text { Wing } \\ & \text { Wing } \end{aligned}$ |  | $\begin{gathered} \text { Suede } \\ \text { or } \\ \text { Reindeer } \end{gathered}$ |  |  |
| EVENING DRESS |  |  |  |  |  |  |  |  |  |  |
|  |  |  | $\begin{gathered} \text { Same } \\ \text { Macerial } 18 \\ \text { cout } \\ \text { col } \end{gathered}$ |  | $\left\|\begin{array}{c} \text { stift } \\ \text { Piate or } \\ \text { whinen } \end{array}\right\|$ | $\begin{aligned} & \text { Wing } \\ & \text { Poke or } \end{aligned}$ Lapfront |  |  |  |  |
| INFORMAL DINNER, AT HOME DINNER |  |  | $\begin{gathered} \text { Same } \\ \text { Material as } \\ \text { Jacket } \end{gathered}$ | Derby Soft * or Strap | $\begin{gathered} \text { Pleated } \\ \text { Whate LInen } \\ \text { orf Thaue } \end{gathered}$ | $\begin{aligned} & \text { Fold } \\ & \text { or } \\ & \text { oring } \\ & \text { Wion } \\ & \hline \end{aligned}$ |  |  |  |  |



Joe Rivers a Much Beaten Top Notch Lightweight --- Mexican Fighter Lacks The "Nerve"

SOME DONT'S FOR THE GREEN GOLFERS
 (a) Dorntook ay the top of the ball, but at
(b) Dontt raw tharms towards the body.
(c) Don't use a high tee.
(c) Don't use a high tee.
(c)
(d) Dont't take the cluc back to quickly.
(e) Don't make a perceptible pause on th
() Don't take the club back too quickiy.
(e) Don't take aperceptibe pause on the up-stroke
(f) Dont press sie., don't try to hit hard until you
can hit correctly).

(i) Don't overswing
not pass the horizontal.
(k) Don't drop the right shoulder. A great many players do.
Wait until you are a fine player before you do Wait until you are a fine player before you do
(1) Kep a goo hold of ourclub. It is on excuse to say
club turned in my hand." You had no business to let it turn. club turneed in mo hand," You had no busines
(m) Dont sand too near the ball
(n) Don't turn the body before the club.

| nadian League | e News |
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| played in any of the Cleveland pras-tice games, but Hillyard, the formerPeterboro star, has and hit like a |  |
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| 8) Blue Ribbon 8 |  |
| Confectionery <br>  |  |
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ST. GEORGE


## Clothes for Six Daqs a Weeks



This page is full of information regarding Easter Goods suitable for Ladies' and Misses' Wear. We are showing some very special lines in Ready-to-wear Suits, Coats, Dresses, Waists, Gloves, Hosiery and Millinery, in fact everything to make your Easter outfit complete. Below we mention many lines which might be of some interest to you :

Ladies" Tailoring ana Dressmaking a Specially

## Many Helpful Suggestions

 For Easter BuyersAll the Latest Styles Shown Here!

## Ladies" Tailor-Made Suits for Easter

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| ate suit mith Xey mal Whu | \$1 $\$ 9.50$ |
|  | \% $\$ 35.00$ |

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Special Showing of New Sport Coats in All the Latest Colorings at Popular Prides

Full Stock of Ladies' Rain Coats at From $\$ 5.00$ Up

New Gloves for Easter



75c and 85 c

Millinery for Easter

 nemen coumber mex

Special Purchase of Gipure Lace Collars
 New Veilings


Pretty Marabout Neck Pieces

Parasols


## Hand Bags


Dainty Neckwear for Easter
 in keru and whi
Dreseden designs:

Stylish Shirtwaists for Easter Wear

Camisole Laces

CARPETS
CURTAINS
HOUSEFURNISHINGS
$\frac{\text { Telephones }-\cdots}{351 \text { and } 805}$






THE BEST STOCK IN
Quality, Variety and Price CHINA -from England
France,Germany and Japan. LAMPS - from United SILVERWARE - with eputation PORCELAIN - in Dinware.
VANSTONES CHINA HALL

## TERRIBLE MURDER OF PRICES

## 50 Only Best Electric Irons \$2 ${ }^{\frac{98}{6}}$

## WHILE THEY LAST

The quality of the element in this iron is vastly superior to that in any other make we have seen in over 25 years Electrical experience. It is a one piece punched grid, free from joints, and guaranteed ten years. No other make of Electric Iron equals this one in quality, durability or price. We ehallange all comparisons. Regular price $\$ 4.50$. Get one of them at $\$ 2.98$ before they disappear.

## TUNGSTEN LAMPS, 25 and 40 Watt, 3 for $\$ 1.00$

We Will Also Sell 25 Only, Electric Toasters for $\$ 2.98$ Each
FIXTURES, GLASSWARE, MOTORS, VACUUM CLEANERS and SUPPLIES. We Do ELECTRIC WIRING

## LYONS ELECTRIC CO. The Cut Rate Electric Store



## Thedorthuayy Store

Saturday Morning Corset Sale Sizes $24,25,26,27$ and 28 . Regular value, $\$ 2.00$


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Saturday Showing of New Suits
$\$ 25.00, \$ 20.00$ AND $\$ 15.00$

New Easter Millinery


THE NORTHWAY COMPANY, Limited
124-126 Colborne Street




## RRV. I. BLISHELI AI TRACC C CHINCH



When Buying Gloves For Spring



 Pickels' Book Stores 12 Colborne St.
Phone 1878 $\begin{gathered}72 \text { Market St. } \\ \text { Phone } 909\end{gathered}$
H. B. Beckett H. B. Beckett
FUNERAL DIRECTOR AND
EMBALMER 158 DALHOUSIEST. First-class Equipment and Promp
Service an Moderate Prices
Both 'phones-Bell 23, auto, 23

Easter Hats and Caps!
W. D. Coghill

Men's Furnishings and Clothin
46 Market Street


Trusts and
$43-45$ King $S$

## (\$ Financial, Commercial and Real Estate- $\$$



Off All Wall Papers :
kels' Book Stores $\underset{\text { corne St. }}{\substack{\text { 72 Market St. } \\ \text { ie } 1878 \\ \text { Phone } 909}}$

## B. Beckett <br>  Chat Cats !

## oghill

Street

## osococoror <br> Nordheimer uality-Tone" PIANO <br> cognized as being nly a High-Grade only a High-Grade cument, but an NOWNED FOR ABILITY <br> Barton \& Son oboone strett

| The Branford Trugt Co., Limitel |  |
| :---: | :---: |
| $38-40 \mathrm{M}$ | Market Street, BRANTFORD. |
| Capital paid up \$300,000.00 |  |
| Board of Directors: |  |
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## IMPERIAL BANK OF CANADA

Capital Authorized $\ldots \ldots \ldots \ldots \ldots . .$| $\$ 10,000,000.00$ |
| ---: |
| Capital Paid Up $\ldots \ldots \ldots .$. |
| Reserve and Undivided Profits $\ldots \ldots$ |
| $8,925,000.00$ |
| $8,100,000.00$ |

## Savings Bank Department

 Interest Paid on Deposits From Date of Deposit pen Saturdey Evenings from 7 tobRANTFORD BRANCH: 12 Market Street, Opposite Market Square HARVEY T. WATT, Manager.


## Death Toll Reaches 150

On Ill Fated Steamer The Newfoundond Was Chifhed in ihe lee Just off Belle Isle Strait and Greater Part of Crew Perished.



Trusts and Guarantee


Ff

CITY LOCAL NEWS ITEMS
$\qquad$

| Transfers of Real Estate By S. G. Read \& Son, Limited $\qquad$ properties have been sold by House 112 Lyons Avenue $\qquad$ <br> The splendid residence of J. H. Hall, No. 8 William St. Lot 6, Robinson Survey $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ $\qquad$ <br> S. G. Read \& Son, Limited Real Estate Agents, Brokers and Auctioneers Brantfor 129 Colborne St |
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T. H. \& B
$\underset{\substack{\text { Easter Holidaqs, } \\ \text { Sintur } \\ \text { HARER P PRR ROUND }}}{ }$

Lióok These Over!




 S. P. Pitcher \& Son
 is MARREET ST:

"Everything in Real Ratate"
P. A. SHULTIS and Company
7 South Market St.






For Sale

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R W Sim.
105 Dalhousie Street
$\qquad$




L. Braund 136 Dalhousie Street
Phones. oficic 1533, Residence 1309
Open Wednessay and Santray dinesday
Evenings.

A Bargain!

John McGraw \& Son
ROOM 10, TEMPLE BLDG
Building Contractors, Real Estate


General Sporting News
Boxing .-. Lacrosse -- Baseball -- Football


Bargains in
HIGH GRADE FOOTWEAR For This Saturday
All the following were bought for Spring $\begin{aligned} & \text { Trade }\end{aligned}$
$\$ 3.98$
$\$ 3.98$
$\$ 2.98$
$\$ 2.98$
NEILL SHOE CO.
This Space Reserved for
The Dominion Mausoleum Company, Limited
Suite 6, Bank of Hamilton Building
Phone 2074


REMEMBER YOUR Easter Shoes!

Will Not Be Snowing All the Time
BORBRIDGE, FOOT FITTERS

We can and will fit you prop
Advance a foot and we will fit it.

## Women's Patent, Suede (brown or black), Tan or un Metal Button Shoes are selling for $\$ 3.50$, and they

 Men's Pitent, Gun Metal and Tan $\$ 6.00$ shoes sellingor $\$ 4.50$

BORBRIDGE
DFOOT FITTERS
TEMPLE BUILDING, 82 Dalhousie Street


If you don't know anything about the values of clothing, what else have you left to do but to trust to the REPUTATION of the establishment you buy from? We wish that their clothes from us, would only ask those who HAVE We are in business here to.STAY in business here and we know we can do so only by selling good clothing at honest prices. We ask you to trust us ONCE and to let our goods speak for themselves after that
RUTHERFORD'S
We Sell "Better" Clothes
BELL PHONE 30
WOMEN STROMG FOR
NoMm

Cut, Rate Store
Cut Rate Store

## B ller Bros.

Your Money will go farther at our store. Look this over and note the great savings

## BULIER BROS. <br> Mach. Phone 535

108 Colborne St.


The Coming of Spring, clothing the grass and trees with a new verdure, stirs in the heart of everyone the desire to imitate nature, and to appear in something new. This store has made extraordinary provisions to help every man and boy to look his best at the coming Easter.

## In Boys' and Men's Clothing We Have

-A Model for Every Figure
-A Style for Every Taste
-A Price for Every Purse

It is impossible to give you here any idea of the richness of the new Spring Cloths and the variety of tasteful styles. May we look for the pleasure of showing them to you. We have them so arranged that it is no trouble to us and will take but a few minutes of your time.

The Latest Hats, Ties, Shirts and Hosiery Are Here in Abundance of Shades and Prices!

## ANDREW <br> McFARLAND

Sole Agent 20th Century Brand Clothing
The Reliable Clothier, Brantford


