## BRANTFORD DAILY COURIER.




White Sheetings, Pillow Cottons, Longcloths, Nainsooks, Muslins, Piques, Middi Cloths, Prints, Ginghams, Etc. The Biggest and Best Kind of a Sale! THURSDAY MORNING, FEBRUARY 1 st

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I'N Calling attention to this Special Sale of White Goods made by Britain's three best manufacturers, Horrockses', Hollands' and Rylands' Mills, we wish to emphasize the fact that the values offered during th is Great Sale are most exceptional. As you know the advance in price at the mills has been enormous on all these lines of staple white cotton goods. Many of these lines could not be replaced by us at the price we offer them to you at, during this sale and it is an assured fact that we will have to adial prices-

20c Longoloth, 15c Yard as Pieces very Fine Soft 36 inch Longclōth,
a beautiful quality, to-day's value $\mathbf{1 5 c}$ yard, sale price, yard........ 15 Pieces only of an extra fine Soft Long-
cloth) ,o-day's value 22 c yard
sale price, yard............... 18 C

|  |
| :---: |
| 40c Linen Lawn, 25c Yard 20 Pieces Fine India Linen Lawns, full 45 inches wide, soft and sheer, to-day's value 40 c yard, our special sale price, yard. . . . . . . . . . . |
| 50c Persian Lawns, 25 c yard 10 Pieees assorted qualitites, very fine Sheer Persian Launs, to-day's valiue <br>  |

$25 c$ Indian Head 20c Yd. 10 pieces Indian Head, double fold fine lin-
en finish and good quality, to-day's salue
25c yard, sale price 20c
35c White Poplins 25c 8 pieces double fold White Poplins, f
quality, today's value 35.,
sale price yard ...........
45c Extra
45ine Horrockses' White Popli
© White Pique 35c Yd. 13 pieces double fold White Pique, wide flat
cords, in splendid quality, to-day's value
50 c , yard, 50c. a yard, our special
sale price, arard................35e
Horrockses' Horrockses' Best Quality Piquie
goods, in narrow and wide cords
special sale price, yard....

White Vesting Bargain 30 c Values, per yard.
35 c Values, per yard. 35c Values, per yard..............20c
About 25 pieces in choiee assorted About 25 pieces in choiee assorted designs
and fine quality Vesting, which we of fer at
per yard.

## HORROCKSES-England's and Holland's Best Real Bleached Sheeting Bargains

| 50 c Sheeting, 33c Yard | Unbleached Sheeting |
| :---: | :---: |
| 10 Pieces Bleached Sheeting, $8-4$ wide, in | Bargains |
| medium and heavy weights, fine soft fin- | 45c Sheeting, 8-4 widths, $\quad 35 \overline{\text { c }}$ |
| ish, to-day's value 50c., .. 33C | our special price... ... ..... 35C |
| 3 Pieces Fine Bleached Sheeting, full 8 -4 | ${ }^{25 \mathrm{c}}$ (25eeting, Unbleached, 40 in. 18 C |
| wide, medium weight, to-day's value 65c | wide, bargain price ... ... .. 18C |
| ${ }_{\text {y }}^{\text {yard, sale price }}$ per yard...... ... ...... ... 50c | 85c Trosseau Sheeting, 55c yd |
| 3 Pieees Best Imported Sheetings, |  |
| fine weave and heav |  |
| value 75c and our sale |  |
|  | our bargain price, yard...... DJC |
| 85 c Twill Sheeting, 60c Yard | 65c Sheeting, 50c yard |
| ieces fine Twill Bleached She |  |
| full 9 9-4 wide, in a splendid quality, to- | This is another good one, full 9-4 wide, |
| day's value is 8 sc.,.our sale 60c |  |
| ill Unbleached Sheeting | per |
| 60 c value for 45c yard. | \$1.00 Sheeting at 75c \& 69c yd |
| ds wide splendid |  |
| extra good bargain today | imported Bleached Sheetings, very even |
| at per yard. . | weave, medium and heavy |
| Two special lines also of plain in 8-4 | day's value is easily $\$ 1.00$ yard, full $9-4$ |
|  | width, our bargain prices |
|  | yard 75 c and. |

Fine White Irish Dimities $15 \mathrm{c}, 20 \mathrm{c}$ and 25 c Yd .
Splendid assortment in fine stripes and
checks, beautiful shear qualities, to-day's checks, beautiful sheer qualiities, to-day's
value is easily 50 per cent higher than the
prices above.

Oxford Shirting, 18c Value
Oxford Shirtirg, 18
pieces splendid striped Oxford Shirting

20c and 22c New Spring
Prints and Ginghams
A REAL MONEY

A REAL MONEY ... -
A REAL MONEY SAVING OFFER

## Only During Our Februa

200 Pieces New Spring Ginghams 250 New Spring Prints
at the price as above-These are costing us to-day from 35 to 40 per cent more for
our Spring Delivery in March and meens that the price on 11st March will be 200.,
anc our Spring Delivery in March and means that the price on 1st March will be 20c.,
22c., and in some cases 25ca yard This lot comprises all the new spring stripes
and checks in All colors and in prints. All the new Indigo Blue, Codet and Shirt. and checks in all colors and in prints. All the new Indigo Blues, Cadet and
ing Stripes. The color of every piece is guaranteed absoututely fast dye.

40c Fine White Shirting Dimities 25c Yd.
A splendid line of fine stripe, white Dimity
Shirting, 32 inches wide, a splendid wearin shirting, to-day's value 40c.,
sale price, yard... ... ...... 25 C

Real Swiss Dot Muslin 50c Y 5 Pieces very finew32 inch wide real Swiss
Dot Muslins, which we offer at 50c yard.


CRCCIAR PILLOW COTTON At Marvellonsly LOW PRICES




## Other Grades Pillow Cotton, at

Very Special Prices
40 in . good medium Circular Pillow
40 c value for
40c value for
per yarr..
42 in. Same

30 c
35 c
3
for per yard quality, 50c value
for inc
for inand quality, 60 c value
Another Very Special Grade of Pillow Cotton
40 inch Best Quality Circular Pillow Cotton
to-day's value 60 c yard to-day's value 60c yard
sale price per yard.........
42 in. Same Goods, 65 c value
 $55 c$
$60 c$

25c Open Pillow Cotton, 17c Yd 5 pieces 40 in. open Pillow Cotton, to-day's
value 25 c yard, our liargain
price per yard.............. 17 C

White Saxony Flannelette Bargains 13 1-2c, 17c and 20c Yd. 15 Pieces Fine White Soft Saxony Flannel-
ette special sale price
per yard........... $.1312 c$

 Special Towelling Bargains During White Sal 16c Crash Towelling.:
18c
18c Crash T Towelling.: 20c Crash Towelling.....
18c Dark Oatmeal Toweling. Fancy Huck Towelling in 15, 18, and 23
inches wide, a very choice assortment

Fine Twill Middi Cloth 38 Special Value 25c Yd. 7 Pieces fine quality double fold Middie
Cloth, to-day's value fully 38 ye yard
our special price, per yard only..

One Hundred White Satin Bed Quilts Offered During This Sale at $\mathbf{2 5 \%}$ Less Than To-day's Values Take our advice and buy all you require for the next year during the sale. It means money in your pocket. The prices arebound to be much higher

READ EVERY $O$ PTT T PCalls. New Spring ITEM

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## SHOULD HE GO ?

 gIVE US HIS NAMEA postal card to the undersigned, giving the name, address and occupation of any man you know, who should
be in khaki, and is not, will be welcomed. It will not be necessary to sign the card. JOHN HLLL, Secretary.

$\square$

mas wim are
serviceable ruy for general use
Size $7-6$ inch by 9, price
$\$ \$ 8.00$
$\$ \$ .00$
$\$ 2.50$
$\$ 13.50$
$\$ 22.50$
Size 9 ft. by 9 ft., price $\$ 12.50$
Size 9 ft . by 12 ft ., price $\$ 22.50$

## Brussels Rugs

 in Oriental and Conventional designs made from best quality worstedyarns and refiabbe yyes, stitable for pprlor, dining room or den, color-
ings are in fawn, red, green or brown Size 6-9 feet, price .....
Size 11-3 by $13-6$, price Size $11-3$ by 12 ft ., price Size 9 ftt by 12 ft ., price
Size 9 ft . by $10-6$ price Size 9 ft . by 9 ft ., price
RAG RUGS AND MATS In beautiful old
rooms, in color c
green and mauve.
Green and mauve
Size 24 inch by 36 inch .
Size 27 inch by 54 inch.
Size Size 36 inch by 64 inch Size 4 ft . by $7-6$ inch .. Size 9 ft . by 9 ft .


## Aids to <br> Aids to Beauty

Toilet Preparations of Quality

|  | Reijane Rose Peroxide | sothes |
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| beautifies the eomplexion, | Cream, an execlent paration for | ned |
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| Abacleansing | Melba aree Cream, skin masaze most effective in | Cream tor the face, hat skin and complexion, |
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Thursday-The Last Day In Free Instruction in As an introductory offer, you free of charge how to make some of the many
useful and ties that can be made from Crepe and Rope paper.
Sample of the work now on display at The Station-
ery Department, Main
Dit These classes of instruc-
tion will tion will be continued
daily at the very
charge of
one a lesson, from 2.30 to 6
Class Room, Fourth Floor E. B. CROMPTON \& C0., Limited.



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"KNIHHIS OF THE HOY GRALI"
MEESS WIH A A REOO SAEE
$\$ 420$ Piofits Netted From the Sale of Booklet Isssued by Women's Organizations.


Look and Feel


## NEWS NOTES OF ST. GEORGE



Pa Won His Point and Paid the Bet
a Won His Point and Paid the Bet



## Jack London Foremost Among Writers of U.S.



We offer help to thrifty people. If you
will undertake to save, we will undertake to make your savings count.

Once upon a time there
Our little booklet, "Aids to Thrift," will suggest what we can do. We will be glad
to give you the details if you will call or write.
THETTRUSTS AND GUARANTEE





J.S. HAMILTON \& CO'S WINEPRICE LIST









## OUR DAI

Vatable Euygestiont
order Any Patt




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 Utring pirceors aro chanai
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 Cotton Root Compounce EVAN n \& Co. Show a e Sept. 16

 $\$ 4.00$ a case, while
Wine, 8 years old uted quarts or tax stamps are in .
a score of other four friends with n \& Co. FACTURERS.


Shall Brantford be true to its pledged word? Shall this city fulfill its promise given to each recruit that has wife, children or dependents? If so, then the Brantford Patriotic Fund this year

# Must Have <br> The Sum of <br>  <br> This Money Will be Raised in a Great 3 DAY VICTORY CAMPAIGN 

## Next Tuesday, Wednesday and Thursday

Now, What Are YOU Going To Do About It?
Our Boys in the Trenches Expect You to Stand Behind Them
They Are Fighting For YOU
They're Enduring All The Hardships
They're Taking All The Risks
They're Stopping All The Bullets
If You Cannot Put the " $I$ " Into Fight---You Can Put the " $P A Y$ " Into Paytriotic It is Not What a Nation Gains, But What It Gives That Makes It Great

## "VICTORY CAMPAIEN"

Brantford Patriotic Association
Campaign Headquarters, Commercial Block, Tea Pot Inn Building
H. T. WATT, Secretary

## Classified Advertising

| Chances, etc., 10 words or less: 1 Insertion, 15 c .; 2 insertions, 20 c .; 3insertions, 25 c . Over 10 words, 1 cent per word; $1 / 2$ cent per word each subsequent insertion.Coming Events-Two cents a word each insertion. Minimum Births, Marriages, Deaths, Memorial Notices and Cards of Thanks, 50 c . per insertion. Aboveadvertising, ADDITIONAL LINERS ON PAGE 5. |  |
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| You can buy` or sell |
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