

THE COURIER



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TELEPHONES
AUTOMATIC AND BELL
—Day— —Night—
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Wednesday, May 31, 1916.

The Situation.

The Crown Prince yesterday flung 20,000 fresh troops into the Verdun fight between Dead Man Hill and the village of Cumieres, with the result that the Huns captured some of the French advance trenches. From Paris comes the statement that main lines at this point are still firmly held. That Austrian troops are now being sent in large numbers to help in this great offensive would seem to be established.

The Austrians have brought up their heavy artillery to the new front and are once more hammering the Italians. Eleven attacks are said to have been repulsed by the latter, but there seems to be reason to believe that more ground has been taken. Vienna claims that Archduke Charles forces are approaching the heights which dominate Arsiero.

The invasion of German East Africa is reported to be making excellent progress.

According to a Washington despatch word has reached there that with food at prohibitive prices and factories closed the German people are fast nearing very critical conditions. Hitherto they have been successfully buoyed up with the hope that everything was going splendidly with German arms and that the Allies were on the point of collapse. In this regard it is interesting to read in a London paper an interview with Miss Kitty Marks, an Englishwoman who has recently reached the British capital after a three years residence in Berlin. She states that she was amazed on reaching London to find business proceeding as usual for she had believed, like the rest of the Berlin residents, that London and many of the English manufacturing cities were more or less heaps of ruins. This was what had been given out. Just before Miss Marks left the fact of the enormous losses at Verdun had leaked out and she relates, talking with the poorer classes in the evening on the broad thoroughfare of Unter der Linden—Berlins main street—she heard in effect such comments as: "We are being denied the food we want. Our husbands and sons are being sacrificed, our homes are being broken up, and we cannot stand this much longer."

Miss Marks further states that the cock-sureness manifest during the first year of the struggle has disappeared and the feeling is: "Either the Allies are going to win, or the war will end in a draw."

Renaming Berlin.

Naming the baby is not a circumstance to the quaternity in which Berlin finds itself with regard to the selection of a new cognomen.

It was Shakespeare who wrote:—"What's in a name? That which we call a rose."

By any other name would smell as sweet."

With all due deference to the memory of the Bard of Avon, he was much astray when he penned that statement. There is a whole lot in a name in a variety of instances and more especially when it is attached to a cheque.

The capital of Lagerloof recently decided to shed its opprobrious title, and a committee of ninety nine was appointed to select a new title from the many offering. They finally decided on the following six from which to make a selection:—

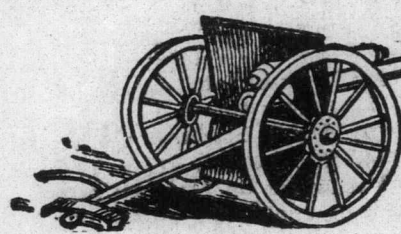
Huronto, Bercana, Dunard, Hydro City, Renoma, Agnoleo.

Ye Gods, what a choice. There is small cause for wonder that the citizens have risen en masse against the tagging of the corporation with either appellation and the Ninety and Nine can scarcely be said to safely lay within the shelter of their own homes. They are classed with the sheep which was far astray in the Ninety and Nine hymn.

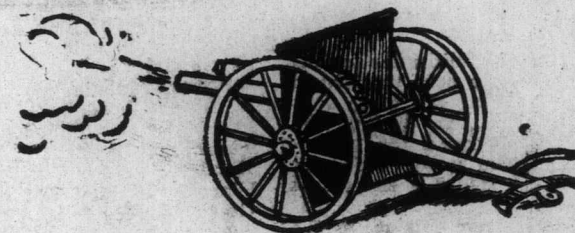
The residents of the neighboring city are going to try the thing all over again and it is hoped with happier results. One excellent suggestion is that the place should join forces with Waterloo under that title.

Then again there is no place in this country which bears the name of Cabot the discoverer. That would prove an appropriate selection.

Ogilvie, Lochhead & Co's Great June "Preparedness SALE"



"IF WE COULD ONLY GET THE GOODS!" This is the cry that is being heard to-day throughout the entire country. Wholesale and retailers, both staple and novelty lines, are in very short supply, with no apparent relief in sight. One thing is certain, existing high prices are not only going to be maintained, but higher prices will be in effect in the not distant future. Happily for you comes OGILVIE, LOCHHEAD & CO'S GREAT "PREPAREDNESS SALE." They show you as nothing else can our excellent merchandising ability to give you the best moderate-priced goods in the market for the least possible cost.



Enormous Stocks Bought at Old Prices Makes Possible Our Great "June Preparedness Sale"

Price Advances by Manufacturers and Wholesalers of Cotton Goods

Thus the "Dry Goods Economist," one of the foremost trade papers in the country, says. Comment is superfluous. What we quote in our headlines tells the whole story.

OUR PREPAREDNESS SALE PROTECTS YOU AGAINST THE HIGH PRICES AND ADVANCES. WE WERE PREPARED.



Novelty Wash Goods for Dresses and Waists

25 pieces lovely Printed Linene Voile, very choice range of colorings and designs in both floral and stripes, guaranteed fast colors. To-day's value 38c yard. Our "Preparedness Sale" price—

25c yard

50c Beautiful Voiles 35c yd.

A large, very choice range of these very popular Voiles in stripes and floral designs, double fold. Our "Preparedness Sale" price.....

35c yard

Palm Beach Suitings 35c and 38c Yard

Mercerized Palm Beach Suiting, in white and natural, at 38c yd.; Tan, Alice and Sky at, yard.....

35c Linen Suiting.....

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White Voile Bargains 20c and 35c Yard

30c fine White Voile, double fold. 20c

Sale price, yard.....

50c extra fine English Voile, double fold. Yard.....

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Silk Merchants Are "Up Against it"

We summarize an article from the Silk Journal. This tells us that the labor situation is critical, the dyestuff situation worse, transportation facilities are lacking, etc., etc. Increased prices are demanded everywhere by manufacturers.

\$2.25 Taffeta Silks \$1.50 Yard

500 yards Navy Blue and Black Taffeta Silks, an extra good wearing quality. To-day's value \$2.25 yard. Our Preparedness Sale Price, yard.....

\$1.50

\$1.00 Black Satins 79c Yard

Splendid quality Paillette Satin, in black, full 36 in. wide. Our Preparedness Sale Price, yard.....

79c

\$1.50 Poplin Silks \$1.15 Yard

10 pieces fine Poplin Silks, full 36 in. wide, in Alice, Navy, Old Rose, Myrtle, Belgian, Grey, Black, Brown, etc. Regular value \$1.50. Preparedness Sale, yd.....

\$1.15

Preparedness Bargain—White Habutai Silk—5 Pieces—50c and 69c Yard

5 pieces good quality White Habutai Washing Silk, full 36 in. wide. To-day's value is 65c to 85c per yd. Our Preparedness Sale Price, yard.....

69c

Colored Stripe Washing Habutai Silk. Regular price \$1.00. Preparedness Price, yard.....

75c

\$1.25 Military Stripe Satins. 69c

Yard.....

65c Natural Shantung Silk. 49c

Yard.....

Preparedness in Our

Ribbon Department

Velvet Ribbons 15c to 40c Yard

Blacks in all widths, Mauve, Rose, Green, Cardinal, Purple, Brown, Cadet, etc., almost every color you can want, at the very special prices of 15c to 40c yard.....

40c

Fancy Silk Taffeta Ribbons, \$1.00 quality, for, yard.....

35c

40 ends in assorted colors, 6 to 8 inches wide and extra heavy quality. Regular value \$1.00. Sale price.....

35c

50 pieces of plain and fancy Ribbons. Our special value, yard.....

25c

Black Moire Ribbons—Very Scarce

Full range, in wide width and also colors in narrow width, 15c and 25c for colors, 40c, 50c and 60c for Blacks.

"Preparedness" —IN— DRESS GOODS

\$1.25 Navy Serge 95c yd

Fine imported Serge in Black, Copen, Navy and Brown. Worth to-day \$1.25.

Our Preparedness Sale price, yard.....

95c

\$2.25 Gaberdine Dress Goods \$1.69 yard

Extra good Gabardine in Black, Navy and Alice. To-day's value

\$1.69

\$2.25. Special, .. \$1.69

Black and White Check

Black and White Checks, very large range, at prices of 25c, 35c, 50c, 75c, \$1.00 up

Ten Thousand

Yards

(10,000 yds.)

Ginghams

Prints and

Muslins

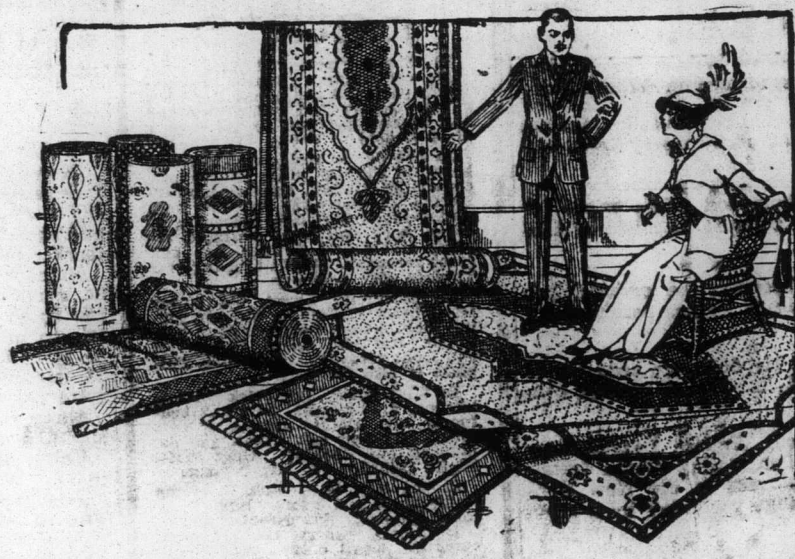
10c, 12 1-2c

and 15c yd.

Every variety of pattern and colors, white ground, navy ground, cadet blue ground, solid colors, shirting designs, waist patterns, plaids, checks, new floral designs. The largest stock ever shown in Brantford. Every piece guaranteed fast color in the washing. To-day's prices on these lines run from 15c to 20c a yard. Our great June Preparedness Sale enables us to offer them at the above prices.

We Are Prepared

Are you prepared to take advantage of our great "June Preparedness Sale" of dry goods? Every purchase you make from us you buy less price than to-day's value and from the largest stock we ever have had to offer you. Can you afford to miss this sale?



RUG "PREPAREDNESS" Advance Upon Advance

The price situation is still an absorbing topic in carpet trade circles. Advance follows advance in almost machine-like regularity. This week we again received notice of new advance prices. BUT YOU CAN STILL BUY RUGS AND LINOLEUMS BELOW MANUFACTURERS' PRICES HERE.

200 Beautiful Carpet Squares, Rugs and Linoleums

Assorted Designs in Tapestry, Velvets, Axminsters and Wiltons

PRICES RANGE FROM

\$10.00 to \$38.50

All standard sizes. Every carpet worth to-day 25 per cent. more than we ask for them.

Do you appreciate saving \$5.00 to \$10.00 on a carpet? If you do, come in at once and see these.

OGILVIE, LOCHHEAD & CO.

Local

C. M. R. IN ST. GEORGE
Lt.-Col. Brooks, of the C. M. is in St. George and vicinity, continuing recruiting there for his regiment.

DONATED CANES.

The Women's Patriotic League received a number of canes from Walsh, to be sent to soldiers in hospital for the blind in England.

STORY HOUR

Rev. G. A. Woodside, pastor of Zion Presbyterian Church, will assume charge of the story hour in children's library to-morrow afternoon.

WILL PRESENT CERTIFICATE

First Aid certificates will be presented to the successful candidates at recent tests, at the Y. W. C. A. Thursday evening, by Mrs. W. Livingston.

PASSED EXAMS

The following probationers successful in obtaining their lieutenants' certificates at the last held at the School of Infantry in Toronto: 84th Battalion, H. A. Bar 12th Battalion, W. I. Flen 21st Battalion, J. L. Sutherland, F. Lyle, T. L. Watt, F. Wood, G. F. Flowerday. The announcements of the names was made to-day Toronto.

TORONTO AND HAMILTON

Daylight saving will go into effect both in Hamilton, and every other Toronto. Hamilton will move clock on next Sunday evening, o'clock, and will revert to the time on September 30th. Toronto fixed the dates of the new time between midnight, June 22nd and tober 2nd. Toronto's action has been ratified by its city council, which meets on Monday, June 12th, but prospects seem to be that the council will authorize the change.

MANAGEMENT COMMITTEE

The management committee of

FREE!

A 25-cent Ellis non-inflammable folding eyeshade will be given FREE to each of the first 100 adults who will call personally at this office on Thursday, June 1st, and leave a copy of this advertisement with their name and address written on lines below.

No other obligation incurred.

Chas. A. Jarvis

OPTOMETRIST

Manufacturing Optician

52 MARKET STREET

Just North of Dalhousie Street

Both phones for appointments

Open Tuesday and Saturday

Evenings

NEILL SH

For Tired

We would support just—whichever such as you before.

EXPERT KNOW

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