Sole Agents for McCALL'S PATTERNS-Recognized the Leader

OGILVIE, LOCHEAD & COMPANY

BOTH PHONES No. 190 They are Herc for Your Convenience

Continuation Sale of Colored and White Embroideries, White Cottons, Sheetings, Pillow Cottons, Lawns, Nainsooks, Etc., Etc.

HUNDREDS of people have taken advantage of these two great sales. Last Saturday was one of the busiest days in the history of this store, WHY? Because the values were there, and such values that you rarely get again. Now this Saturday we will run the White Sale and Embroideries together, promising you such bargains that you will find hard to duplicate. Come Saturday and we will make it interesting for you.

A Rare Bargain in Pillow Cotton

An extra fine quality of Cotton, 44 and 46 inches wide, Circular Pillow Cotton. This is not a lot of job stuff, but all our good regular stock. One of the many bargains that awaits you at this great sale. Regular value 25c and

A Special 72 in. Sheeting

Here is another golden opportunity-72-inch, fine, heavy Cotton Sheeting, fully bleached. 25c

Pure Linen Towelling

18-inch "Pure Linen" Heavy Crash Toweling brown and white stripe. It can't be beaten anywhere at the price we offer it. SALE 10c

Make this store your headquarters Saturday-lt will pay you

SEE US FOR HORROCKES'S COTTON--SPECIAL PRICES FOR ONE WEEK

Horrockes's Cottons, Sheetings, Pillow Cottons, Lawns and Nainsooks, Recognized the World Over as the Best

2 yard wide Horrockes's Sheetings

About 200 yards of extra fine quality Horrockes's Sheeting, 2 yards wide. This is the quality that lasts. It's guaranteed to last and give satisfaction. Regular value 50c.

Sale Price

We carry an enormous stock of Horrockses' Cottons, etc., and can show you the entire range made by these people, who are recognized the world over for Cottons, etc. NOTHING TO EQUAL THEM.

Special Prices on Sheetings

Horrockes's 7/4 Plain Sheeting, fully bleached, fine even thread. Regular value 45c. SALE 35c Horrockes's 9/4 Plain Sheeting, the best width and the best price. Regular value 55c. SALE 45c PRICE

Horrockes's 10/4 Plain Sheeting, fine quality, fully bleached. Regular value 65c. SALE PRICE 50c

Two Specials in Pillow Cotton

Horrockes's 40-inch extra fine quality Circular Pillow Cotton to match Sheetings. Regular 35c Horrockes's 42-inch extra fine quality Circular Pillow Cotton to match Sheetings. Regular 40c value 45c a yard. SALE PRICE.

Horrockes's 36-inch fine quality Bleached Cotton for domestic use. You can't beat it. Regular 20c

Special Prices on 36 inch Cottons

Horrockes's 36-inch fine quality Bleached Cotton. This is an extra fine cotton. Regular value 22c 28c. SALE PRICE. Horrockes's 36-inch fully bleached fine White Cotton. Regular value 30c. SALE PRICE

REPLENISH YOUR LINEN CLOSET NOW!

Su h a chance is here to purchase your supply of these necessites that you can't afford to miss it.

36 inch Horrockes's **Fine Cotton**

If you would have the best you must buy Horrockes's. Here is a big bargain. Horrockes's 36-inch fine Bleached Cotton. Regular value 18c.

Sale Price

Nainsooks, Etc.

32-inch extra fine Nainsook, fine, even 40-inch fine white Nainsook. 15c 42-inch fine mercerized Nainsook. Regular 50c. SALE PRICE **35c**

42-inch fine Madapolam Cotton,

Pillow Cottons

0 to 46-inch "Heapey" Bleach Circular Pillow Cotton. Regular 25c 42-inch fine quality Circular Pillow Cotton, no dressing. Reg- 32c ular 38c. SALE PRICE.. 32c 44-inch extra fine Circular Pillow Cotton, no dressing. Regular 40c 42-inch fine Madapolam Cotton, Regular 25c. SALE PRICE 17c ton, no dressing. Regular 40c 45c. Sale price. ... 48-inch Circular Pillow Cotton, loomed specially for us. Regular 38c 36 in. White Cottons

"Our own special" extra fine white Cotton, free from dressing. 10c Reg. 12½c. SALE PRICE 'Queen's Cloth," specially imported, fine quality White Cotton. 12½c 'Overseas" nainsook finish fine White Cotton. Regular 18c. SALE 15c PRICE Special Low Prices on all WHITE COTTONS During Sale.

John S. Brown's 27 in. Fancy Huck Towelling

6 different designs for you to choose from. "Pure Linen" Fancy Huck Toweling, 27 in. wide. Regular values 50 and 60c. SALE PRICE 39c Sheetings

8/4 fine bleached White Cotton Sheeting, extra value. Regular 25c 8/4 "Heapey" Bleach fine Cotton value 45c. SALE PRICE 40c 9/4 "Heapey" Bleach fine Cotton Sheeting, no dressing. Regular value 65c. SALE PRICE **53c** White Lawns, etc.

45-in. fine White India Lawn. 1.7c Regular 25c. SALE PRICE 1.7c 40-inch heavy but fine thread Victoria Lawn. Regular 35c. SALE 18c 45-in. fine thread India Lawn. 15c. Regular 20c. SALE PRICE 32-inch fine Persian Lawn. 12½c Regular 25c. SALE PRICE 52-inch fine Victoria Lawn. 20c Regular 35c. SALE PRICE

EMBROIDERIES!

It is just a week ago that we announced the greatest sale of colored and white Embroideries ever witnessed in Brantford, and we were right as those who got them will tell you, as they told us, that they never bought Embroideries at such prices. NOW THIS SATURDAY YOU WILL FIND THINGS JUST AS GOOD, EVERY BIT, WE PROMISE YOU.

Beautiful Flouncing Embroidery

18 to 24 inch beautiful, fine, Swiss Flouncing Embroidery, real dainty little designs, suitable for ladies' dresses fine underwear, etc. The regular values of these range from 50 to 75c. We intend clearing them all, and 22c. they will be at this price until every yard is sold. SALE PRICE.....

Colored Edgings, Bandings, Etc.

summer dresses, waists, etc., especially the children's summer frocks. Lengths run from 1 to 4½ yards. Like the rest, they must be cleared AT AWAY LESS THAN HALF PRICE.

27 inch Flouncings

27-inch Flouncing Embroideries, hemstitched and embroidered edges, on fine Swiss muslin, in very dainty designs, suitable for ladies' and children's dresses, etc. Regular values from 50c to \$1.00. SALE PRICE

New Swiss Allovers

Beautiful, fine, Swiss Allover Embroidery, Regular values from 75c to \$1.00. SALE PRICE 49c real dainty patterns.

18 inch Flouncings

Fine Swiss muslins and mercerized lawns 18-inch Flouncings, dainty patterns. Regular values from 50c to \$1.00.

Corset Cover Embroideries

8-inch Corset Cover Embroideries, beautiful patterns, in Swiss muslin and Nain- 19c sook. Regular values 35c, 50c, 75c. SALE PRICE.....

READ THIS ONE!

We have a beautiful lot of White and Colored Swiss Embroideries, Mulls, Crepe Voiles and Mercerized Mulls, 27 to 45 inches wide, in lengths from 1 yard to 41/2 yards.

We will guarantee you that you never bought such embroideries at the prices we have these

There are some dress lengths in this lot that were \$15.00 each. Until they are all gone we will

LESS THAN HALF PRICE Think what this means to you on your summer

Corset Cover Embroderies

18-inch Corset Cover Embroideries in mercerized lawns, Swiss muslin, crossbar muslins and fine nainsooks, beautiful, dainty patterns. Regular value from 50c to 29c 75v. SALE PRICE.

45 inch Flouncings

45-inch beautiful Swiss Embroidery Flouncing. You will have to see them to realize the value. Regular prices were from \$1.00 to \$1.75. SALE PRICE

Swiss Allovers

Beautiful, fine, Swiss Allover Embroidery, dainty designs, for dresses, waists, etc Regular values from 50c to \$1.00. 39c

Remnants of 45 inch Flouncings

There are about 150 ends of 45-inch Swiss Flouncing Embroideries, lengths run from 11/2 to 4½ yards. The values by the yard would range from \$1.25 to \$3.00. They must be cleared, so will be sold at LESS THAN HALF PRICE.

OGILVIE, LOCHEAD @ CO.

First News Sect

FORTY-FOU

Murder of Bri In Mexico Seriou

Two Continer Up by Villa

LONDON, Fel Government up not taken any execution at Just Benton, Scottish instructing Sir

Although the tr sensation through Isles, it has not tion on the part bers of the Brit There is no cor

however, that m jects in Mexico lowed by the p petrators and the nities, are likely ion here to the mand that the at Washington Rice before any cial attitude in ment to protect it has no doubt that the United helpless to prote in Mexico

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LONDON, Teb the most industr London, yesterday Government can to Sydney Buxton pointed Governo Africa. The la straight light bety a Conservative. B The advent of in the present

threatened the cha candidate. An ana corded yesterday 1910. The Libera 449 and the Conse the good. The vo