



OGILVIE, LOCHEAD & COMPANY'S 30 DAY GRAND OPENING SALE

HERALDING THE ENTRANCE INTO OUR NEW STORE—"Brantford's Largest and Busiest Dry Goods Store"

Over 35,000 Sq. Feet of Floor Space

OUR business has grown to such an extent that it was compulsory for us to make more room, consequently that meant extensive alterations. For the past six and a half months we have had a large staff of workmen remodelling and expanding the store, and now that they are practically through we can lay claim to the finest store in the city. In order to compensate our hundreds of customers for the inconvenience they have been put to, we are going to hold a 30 DAY GRAND OPENING SALE. We promise you some rare values--BARGAINS THAT ARE BARGAINS.



COME Sale Starts Saturday Morning 8:30 a.m. **COME**

CRASH TOWELLING BARGAIN

20 pieces of Grey Striped Linen Crash Towelling, a great big bargain; regular price 10c. OPENING SALE PRICE.....

6 1/2c

BLACK LYONS VELVET

1 piece only 42 inch Black Silk Lyons Velvet, guaranteed fast colors, and the pile will not rub off. Regular price \$4.50. OPENING SALE PRICE.....

\$2.95

READ THIS!

WE have 22 pieces of Beautiful Flouncing Laces in 16 and 24 inches wide, A bigger bargain was never offered.

HERE THEY ARE

8 PIECES OF BEAUTIFUL ORIENTAL LACE FLOUNCING, 16 INCHES WIDE, IN WHITE ONLY. REG. 75c AND \$1.00. OPENING SALE **49c**

8 PIECES OF 24-INCH BEAUTIFUL ORIENTAL LACE FLOUNCING. THE PATTERNS ARE THE SAME AS THE 16-INCH FLOUNCING. REG. \$1.50. OPENING SALE **59c**

6 PIECES OF 24-INCH VERY HANDSOME LACE FLOUNCING. THE DESIGNS HERE ARE REALLY EXQUISITE. WHITE ONLY. REG. \$2.00. OPENING SALE **85c**

We don't expect these will last the day out, as Flouncing Laces are very much in demand--A GENUINE BARGAIN.

Bargains in Underwear

Ladies' White and Natural Fleece Underwear, Vests and Drawers, good sizes. WINTER WEIGHT. **25c** OPENING SALE

Ladies' fine ribbed "Velva" Underwear, vests and drawers, just the thing for now. Reg. price 50c. OPENING SALE **39c**

Ladies' Pure Wool Vests and Drawers, in Natural or White, heavy winter weight. Reg. price \$1.50. OPENING SALE **\$1.15**

Ladies' Striped Flannelette Drawers, medium and large sizes, EXTRA HEAVY. OPENING SALE **25c**

Ladies' plain white, pink and fancy stripe heavy Flannelette Night Gowns, A BIG BARGAIN. OPENING SALE **75c**

Ladies' striped heavy Flannelette Night Gowns, with yoke, full sizes. ANOTHER BARGAIN. OPENING SALE **50c**

WE HAVE SOME GOOD BARGAINS IN CHILDREN'S UNDERWEAR THAT ARE NOT ADVERTISED. SEE THEM.

Bargains in Hosiery

30 dozen ladies' extra fine plain Black Cashmere Hose, double heel and toe. Reg. price 50c. OPENING SALE **39c**

25 dozen Ladies' All Wool 2/1 and fancy ribbed Black Cashmere Hose. Regular price 50c. OPENING SALE **35c**

18 dozen Boys' Heavy Ribbed Worsted Wool Hose, all sizes, a good strong stocking. Regular 35 and 40c. OPENING SALE **25c**

12 dozen Children's Heavy Wool Ribbed Hose, in 2/1, 4/1 and fancy ribbed, all sizes. Reg. 35c. OPENING SALE **25c**

20 dozen Ladies' Plain Black "Seamless" Cashmere Hose, fast dye, all sizes. Reg. 35 and 40c. OPENING SALE **25c**

7 dozen Ladies' Fine Wool Cashmere Hose, with fancy silk embroidered fronts. Regular 50c. OPENING SALE **39c**

LAY IN YOUR SUPPLY OF HOSIERY NOW. PRICES LIKE THESE DON'T OCCUR EVERY DAY.

Bargains in Towelling

10 pieces of Pure Linen Crash Towelling, with red border. IT CAN'T BE BEATEN. Reg. price 10c. OPENING SALE **8c**

7 pieces of Brown and White Striped and Plain "Pure Linen" Homespun Towelling. Reg. price 12 1/2c. OPENING SALE **10c**

5 pieces of Grey Twilled Homespun Towelling, with colored border. Regular price 15c. OPENING SALE **11c**

An extra good 23-inch Red or Blue Check Glass Cloth Towelling. Reg. price 15c. OPENING SALE **12c**

4 pieces of Fancy Stripe Heavy Turkish Towelling, also plain white. Regular price 18c. OPENING SALE **12c**

3 pieces only 22-inch "Pure Linen" fully bleached Huck Towelling. Regular price 38c. OPENING SALE **25c**

WE HAVE SEVERAL OTHER BARGAINS IN TOWELLING, BUT OUR SPACE IS LIMITED.

WONDERFUL BARGAINS IN READY-TO-WEAR

WE promise you some rare bargains in Ready-to-Wear. Yes, all new goods--beautiful coats and suits of the very latest styles. Why not save a dollar or two. Come tomorrow and we will show you that you can't buy your new suit or coat at a better price.

LADIES' BEAUTIFUL NEW WINTER COATS, ALL THIS SEASON'S STYLES--This lot includes Curl Cloths, Tweeds, Zibelines and Bedford cord effects. The values here are unequalled in the city at a far bigger price than what we are going to sell them at. **\$8.95**

LADIES' NEW AND STYLISH COATS--Tweeds, Checks, Curl Cloths, Velours, etc., etc. All are the very newest styles, and you have the choice of a brand-new stock. Never have such beautiful coats been sold at such reduced prices right in the middle of the season before. We are going to make this sale a success with values like these. OPENING SALE..... **\$13.50**

LADIES' SUITS IN BROADCLOTH AND SERGE--A beautiful new stock of Russian, Basque and Tunic effects, also plain tailored suits. Coats are silk and satin lined and all are very handsomely trimmed. Every suit has been reduced for this sale. OPENING SALE **\$19.75 and \$22.50**

LADIES' COATS, THE VERY CREAM OF OUR STOCK--This lot includes coats of every description, from a plain coat to the fussy and more elaborate styles. Shown in a variety of cloths and designs that is too large to mention here. OPENING SALE..... **\$16.50**

THE READY-TO-WEAR DEPARTMENT WILL BE TEEMING WITH BARGAINS DURING THIS SALE. UNDERSKIRTS, KIMONAS, WAISTS, CHILDREN'S COATS AND DRESSES ARE ALL REDUCED TO MAKE IT A SUCCESS.

Flannelette Bargains

75 Pairs Only Extra Large 12-4 Flannelette Blankets. These are Not Damaged Goods They are Perfect

A beautiful soft quality. We want you to visit the basement, hence this great bargain. Reg. price \$2.00. OPENING SALE..... **\$1.49**

Two Big Bargains in Kid Gloves

10 dozen Ladies' Fine Kid Gloves, in Grey, Tan, White, etc., etc. Reg. \$1.00, \$1.25. OPENING SALE **69c**

8 dozen Ladies' Long Extra Fine Quality Kid Gloves, in assorted colors. Reg. \$1.50. OPENING SALE **98c**

ANGOLA KIMONA FLANNEL

10 pieces extra heavy velvet finish "Angola" Kimona Flannel, beautiful designs. Regular 25c. OPENING SALE **15c**

KIMONA WRAPPERETTE

20 pieces of beautiful assorted patterns in Kimona Wrapperette. Regular 12 1/2c and 15c. OPENING SALE **8c**

WHITE FLANNELETTE

5 pieces only extra heavy White Flannelette. You will never buy this quality again at this price. Regular 9 1/2c. OPENING SALE **9c**

A BARGAIN IN CORSETS

About 3 dozen broken lines of Corsets. These are lines we are discontinuing, odd sizes. All the leading makes. Reg. price \$1.50 to \$2.50. OPENING SALE **89c**

Remember---Sale Starts To-morrow (SATURDAY) at 8:30 a.m.

OGILVIE, LOCHEAD & CO.

No matter what Department you go to, you will find some Grand Bargains.

Every Department has made an extra effort to eclipse all other sales.

LAST EDITION

FORTY-FOURTH V

OPINION OF EXPERTS ON EVENTS

Von Kluck Really Saved German Army.

Crown Prince Gradually Being Driven Back.

(By Special Wire to the Courier) NEW YORK, Oct. 17.--The Herald's military critic to-day says:

"As the veil is gradually removed from the almost bewildering succession manoeuvres concomitant with the operations of the extreme right of the German army in France and Belgium, it becomes more and more apparent that General Von Kluck was not forced to retreat when almost striking distance of Paris for the reason that his forces were in danger of being enveloped. "While it is true that when the German commander's sudden movement in a southeasterly direction was observed by the recoiling aviators of the Franco-British forces, the commander-in-chief of the allies immediately cut a strong flanking force with the object of taking the enemy's flank and rear and dislodging him from his line of retreat, it is a real reason for General Von Kluck's manoeuvre was not the apparent to the allies' general staff. The flanking movement, however, was in part successful. "Just why did the splendid mobile force of cavalry and light artillery of the Franco-British column fail to deliver a decisive and crushing blow upon the retreating German wing? In the first place the Germans obtain a good start, having commenced their movement from a very extreme westerly position before the flankers rode out to cut the line. More important than all in the light of events of the last few days is the greatest of all reasons why the indomitable German commander should turn away from Paris when he believed the French capital was within his grasp. "It was not any sudden manifestation of weakness in his own position that wheeled him to the left. It was weakness in the remainder of the German battle line, and it was General Von Kluck, with his general utility force, that was called upon to save the situation. It now appears that the only accomplishment of this at tremendous cost to his own force, but was enabled, after he had re-inforced the weak spot in the line and inspired a general feeling of confidence, while the entire army dug itself into the trenchments and threw up parapets, to assume a vigorous counter offensive to the incipient movement to outflank the line. "Behind all of this is the fact that the French army, once it was able to get its bearings drove in the all-confident advancing German line and stopped it completely. Even as Von Kluck battered the allies' left flank backward so would the French have hurled back the German center and left. They would have done this save for the timely arrival of the ubiquitous Von Kluck with the necessary reinforcements. "It was a disastrous manoeuvre on the part of the Germans inasmuch as maintaining a complete standing effect of the entire movement was to give to the allies the complete measurement of the German strength which hitherto had been an uncertain quantity. Ever since that time all attempts of the Germans to force any part of the Franco-British line to retreat has met with decisive pulse. "Now from the eastern flank the battle front comes in fragments that the French are exercising determined pressure. This in spite of the fact that the German force which has been endeavoring to penetrate the barrier line of the French press, is undoubtedly made up of some of the finest troops in the Kaiser's immediate army. It is unbelievable that the crown prince would be placed in command other than the flower of German militarism. "It has been reasonably established that the army of General Von Kluck, although heavily reinforced by the troops released after the reduction of the Antwerp forts has been effectually driven from western Belgium along the entire battle line there have been reported a succession of success

(Continued on Page Four)