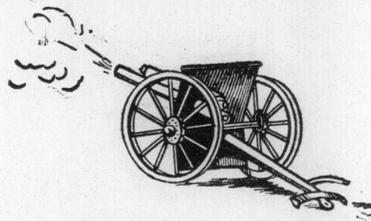


GREAT BOMBARDMENT SALE

Starts Saturday Morning 8:30 a.m.

GRAND BARGAINS

GRAND BARGAINS



Curtain Bargain

20 pairs of fine quality Nottingham Lace Curtains, 3 yards long. Your choice of four different designs. Reg. value \$2.25. BOMBARDMENT PRICE..... \$1.69

Quilt Bargain

Large size White Bed Spread, an extra good quality and is reversible, neat design. Regular value \$2.25. BOMBARDMENT PRICE..... \$1.65

A Bargain in Ladies' Nightgowns

3 dozen Ladies' Fine White Cotton Crepe Night Gowns, slip-over style, torchon lace trimmed. The regular value of this gown is \$1.50.

DURING SALE ONLY

72c

A long time elapses between bargains like these.

During this great Bombardment Sale linens will be at low prices. It will pay you to buy NOW.

SATURDAY MORNING we will inaugurate a GREAT BOMBARDMENT SALE, without doubt the greatest event of its kind ever held in the history of Brantford's Dry Goods Business. These are days of unexpected happenings, and we promise you that this Bombardment Sale will be both big and unexpected, since values will be offered during the Sale that will be the greatest surprise. They will create a regular sensation. We have turned loose in our store a regular 42 centimetre gun in the form of a price-breaker and in its bombardment of old values practically nothing will escape. This price-wrecking gun is working in the interests of our customers. We have absolutely surrendered to the attack, and now await the onrush of eager buyers. We assure you that this deadly machine has done its work well and while we cannot advertise all the items, we give you a list here that will give you some idea of what is being done. COME EARLY SATURDAY!

Children's Drawers

4 dozen Children's Extra Fine White Cotton Drawers, daintily trimmed with fine embroidery. Regular value 40c. BOMBARDMENT PRICE..... 25c

Princess Slips

Ladies' Fine Quality Nainsook Princess Slips, handsomely trimmed with fine lace and embroidery, all sizes. Reg. value \$1.25 to \$1.75. BOMBARDMENT PRICE..... 93c

A BARGAIN IN LADIES' VESTS

8 dozen Ladies' Fine Knitted Summer Vests, no sleeve and short sleeve, deep fancy top. This is one of the big bargains. Regular price is 20c. BOMBARDMENT SALE PRICE.....

12 1/2c

LADIES' SILK LISLE VESTS

4 dozen Odd Vests in fine silk lisle, plain and fancy tops, no sleeves. These are odd lines of Vests. The regular prices were 50c and 60c each. BOMBARDMENT SALE PRICE.....

33c

A Bargain in Fine Voile Waists

5 dozen only fine quality White Voile Waists, handsome embroidered fronts, lace trimmed, roll collar, short sleeves, this season's style. The regular value was \$1.50 a waist.

DURING SALE ONLY

93c

This is a bargain you cannot afford to miss.

Ladies' Parasols

5 dozen Ladies' Gloria Silk Top Parasols, natural wood handles. Reg. \$1.25 and \$1.50.

BOMBARDMENT SALE

89c

Ladies' Sunshades

120 Ladies' Fine Summer Sunshades. There are all shapes and all colors in this lot. The regular prices were from \$1.50 to \$2.50, but the weather has been against them, so the gun was trained on these first. DURING BOMBARDMENT SALE ONLY.....

93c

6 pieces of Black and White Panama Check, 50 inches wide, all size checks. Regular price 40c. BOMBARDMENT SALE.....

25c

5 pieces of 40-inch Poplin Suiting, Tan, Alice, Sand and Grey. Reg. price 50c. BOMBARDMENT SALE.....

29c

See the Other Bargains in Dress Goods

French Flowers

5 boxes of Choice French Flowers. Flowers of every description are here. Values up to 75c.

Bombardment Price 15c and 25c

Millinery Shapes

6 dozen Ladies' Fine Straw Shapes, all this season's styles. Regular value \$1.75 to \$3.25. BOMBARDMENT SALE PRICE.....

93c

Children's Hats

5 dozen Children's Little Straw Outing Hats for playground or summer resort. Regular \$1.00. BOMBARDMENT SALE PRICE.....

69c

All Rugs during this Sale will be marked at special prices. Let us save you a dollar or two—WE CAN.

BLACK SATIN DUCHESS

250 yards of 36-inch, extra heavy Black Satin Duchess, twill back, guaranteed all pure silk. We know the wearing qualities of this silk and recommend it to you. The regular price is \$1.35 a yard. DURING BOMBARDMENT SALE.....

89c

MIDDY BLOUSE BARGAIN

30 only fine White Drill Middy Waists, laced at yoke, collar and cuffs of contrasting color, navy, scarlet and alic, sizes run from 8 years to 20 years. The regular value of this Middy is \$1.00. DURING BOMBARDMENT SALE.....

75c

Staple List of Bargains

- 10 pieces of 32-inch extra fine quality White Flannelette, free from all dressing. Regular price 17c. BOMBARDMENT SALE..... **12 1/2c**
- 8 pieces of 36-inch extra heavy imported White Flannelette, no dressing. Reg. 22c. BOMBARDMENT SALE..... **15c**
- 20 pieces of 27-inch Galateas, both striped and plain, light and dark blue, red and pink. BOMBARDMENT SALE..... **4 YARDS FOR 50c**
- 15 pieces of fine imported Oxford Shirting, both light and dark colors, all fast washing patterns. Regular price 17c. BOMBARDMENT PRICE..... **12 1/2c**
- 36-inch Fine White Nainsook Cotton. This is our regular 12c Cotton. DURING SALE..... **10 YARDS FOR \$1.00**
- 20 pieces of Fine Imported Longcloth Cotton, 36 inches wide, no dressing, finished soft for the needle. Regular price 12c. BOMBARDMENT PRICE..... **11 YARDS FOR \$1.00**

Scotch Ginghams

18 pieces of Imported Scotch Ginghams, Anderson's make, in checks and stripes, every piece is fast color, all colors. Regular price 15c a yard. DURING BOMBARDMENT SALE..... **8 1/2c**

1 piece only of 40-inch Circular Pillow Cotton, extra fine quality. Reg. price 25c. BOMBARDMENT SALE..... **17c**

10 pieces of 36-inch, extra fine, heavy quality Unbleached Factory Cotton. You never will buy a quality like this again at this price. Reg. price 12c. BOMBARDMENT SALE..... **10c**

5 pieces of 45-inch Fine White India Lawn for ladies' and children's wear. Reg. 25c. BOMBARDMENT SALE..... **17c**

Pure Linen Towelling

5 pieces of 18-inch "PURE LINEN" Heavy Crash Towelling, colored border. Reg. price 12c. BOMBARDMENT PRICE..... **9c**

House Dresses

6 dozen Ladies' Fine Gingham House Dresses, light and dark colors, all sizes, large and small. Reg. price \$1.00. BOMBARDMENT SALE..... **89c**

Sheeting Bargain

3 pieces of 2 yard wide fine Bleached Sheeting, no dressing. Regular 35c. BOMBARDMENT SALE..... **25c**

Horrockses' Sheeting

2 pieces of Horrockses' best quality Sheeting, 2 yards wide. Regular price 50c. BOMBARDMENT SALE..... **38c**

Unbleached Sheeting

3 pieces of Heavy Unbleached Sheeting, two yards wide. Regular price 35c. BOMBARDMENT SALE..... **29c**

Horrockses' Sheeting

2 pieces 2 1/4 yard wide, Horrockses' best Bleached Sheeting. Regular 75c. BOMBARDMENT SALE..... **58c**

Sheeting Bargain

4 pieces of 2 1/4 yard wide, fine quality Bleached Sheeting, no dressing. Regular price 50c. BOMBARDMENT PRICE..... **39c**

IT IS IMPOSSIBLE TO ADVERTISE ALL THE BARGAINS, BUT WE ASSURE YOU THERE ARE PLENTY.

OGILVIE, LOCHEAD & CO.

READ EVERY ITEM ON THIS PAGE. EVERY ONE IS A BIG BARGAIN. COME WITH THE CROWD SATURDAY.

Other Bargains for the Great Bombardment Sale

- SILK BARGAIN**—300 yards of Striped Paillette, Messaline and Plain Taffeta Silk. Reg. 75c to \$1.00. BOMBARDMENT SALE..... **25c**
- RATINE BARGAIN**—15 pieces of French Ratine, in plain and striped, also black and white checks. Reg. 85c to \$1.10. BOMBARDMENT SALE..... **69c**
- GLOVE BARGAIN**—6 dozen Ladies' Fine French Lisle Gloves, lace, long 18 and 20-button length, white and sand shades. Regular price 85c. BOMBARDMENT SALE..... **49c**
- SILK GLOVE BARGAIN**—Ladies' Long Fine Silk Gloves, double tip fingers, pink, sky and grey. Regular price \$1.00. BOMBARDMENT SALE..... **49c**
- HOSE BARGAIN**—25 dozen Ladies' Fine Black and Colored Cotton Hose, spliced heel and toe, all sizes. Regular price 25c. NOW **3 PAIRS FOR 50c**
- LADIES' APRONS**—5 dozen Ladies' Fine Lawn Tea Aprons, trimmed torchon and cluny lace. Regular price 25c. BOMBARDMENT SALE..... **15c**
- SWEATER COAT BARGAIN**—12 only Ladies' Fine Knitted Sweater Coats, just the thing for these cool evenings. Regular \$5.00. BOMBARDMENT SALE..... **\$3.50**
- HOSE BARGAIN**—50 dozen Ladies' Black and Tan Fine Cotton Hose, spliced heel and toe, fast dye. BOMBARDMENT PRICE..... **12 1/2c**
- HANDBAG BARGAIN**—Ladies' Fine Leather and Bead Hand Bags, your choice of 18 only. Reg. \$1.00. BOMBARDMENT SALE..... **69c**
- CHILDREN'S DRESSES**—2 dozen Children's Dresses in cadet and linen and all linen color, colored piping, sizes 2 to 6. Regular 75c. BOMBARDMENT SALE..... **49c**



ECHO PLACE

There was no afternoon at the Anglican mission May 23rd, but quite a number members went to St. Lu... the rite of confirm... formed by the Bishop. N... being the last Sunday in... there will be a celebration... communion at 8 a.m., and... service at 11 a.m. instead... Sunday school at 10 a.m... The Ladies Aid gave a... cessful talent tea at the... home of Mrs. Thomas, Ec... May 26th. The floor was... Margaret Thomas and El... liott, who also sold flow...

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By applying our... elsewhere at a gre... All wool fabrics in... button holes, iron...

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TIP

MAIL ORDERS—IF