

McCall's June Magazines and Patterns Now Here

Ogilvie, Lochead & Co.

Shop Early, You Will Find it Pays

Our Summer Opening Sale

THE MOST IMPORTANT MERCHANDISING EVENT OF THE SEASON
Every Department Offering Its Best Values. Ready at 8:30 Sharp

New Trimmed
Hats \$3.49



An entirely new display which will be shown Saturday for the first time. Lovely pokes and sailors, in many different straws of fine grade, some faced with Crepe de Chene, and charmingly trimmed with ribbons, flowers and fruits.

Panama
Hat Shapes 95c

Regularly \$1.50 and \$2.25
A large assortment of Panamas. Worth from \$2.50 to \$4.00. Saturday price... **\$1.50**
Children's Trimmed Hats, all sizes. Prices range from \$3.00 to **25c**

Exceptional
Bargains from the
Staple Section
TOWELS

10 Dozen Huck Towels, colored border. Regular 50c. Saturday for **39c**

BATH TOWELS
Five Dozen Colored Striped Bath Towels. Regular 75c. Saturday, per pair **50c**

LONG CLOTH
TOWELING
Five Pieces 36-inch Long-cloth. Regular 45c. Saturday for **35c**
Five pieces 18-inch Plain Linen Crash Toweling. Regular 35c yard. Saturday at per **28c**

GINGHAMS
Ten Pieces 36-inch Gingham, in beautiful shadings and exquisite designs of stripes and checks. Regular 45c yard. Saturday **35c**

FANCY HAIR
RIBBONS
A beautiful range of colors in frills and ribbons; 1-2 to 3 inches in width. Make smart hair ribbons or hat trimmings. Prices range from 12 1-2c to **45c**
Roman Stripe and Dresden Ribbons, in many pretty patterns, 6 inches wide; suitable for dress trimmings and fancy work bags. Priced at per **85c**
A Beautiful Quality Ribbon
SALE OF GLOVES, 85c
Silk Gloves, in black and white, self and contrasting points, at **85c**

FOR A QUICK CLEARANCE - FURTHER REDUCTIONS ON

Stylish New Suits



Suits that are marked
up to \$25.00, for....

\$16.50

All of them show the new style effects, silk stitching, novel belts and button trimmings. Made from wool serge, in colors of Black, Navy, Copen, and Shepherd Checks, and Grey. In Ladies' and Misses' sizes. Special at **\$16.50**.

Charming
Silk Dresses

\$14.75

A Wealth of Variety from which every fancy can be pleased, and the desire for thrifty buying, met to an amazing degree. All the clever new style touches. Shown in Silk Poplins, Taffetas, Crepe de Chenes, and Messalines. Colors are Navy, Brown, Taupe, Plum, Green and Black. Ladies' and Misses' sizes. Regular values up to \$20.00. Our Saturday Price, **\$14.75**.



Special Importation of Japanese
Wash Cotton Crepe de Chenes

In Fancy Stripe Designs

Regular 60c—Our wonderful May offering

35c a yard

700 Yards — For Men's Shirts, Pyjamas, Night Gowns, Etc.
7,500 yards 31-inch, Fine Crepe and Plain Colors, and Fancy Colored Stripes, for Dresses, Suits, Blouse Waists and Children's Dresses. Imported to sell at 60c yard. Our wonderful May Offering, per yard **35c**

SEE WINDOW DISPLAY

Gingham Frocks For Girls

Special at **\$1.25 to 50c**

A Gingham Dress is always a matter of importance to a little girl. These dresses will be a matter of importance to her mother, because of their style and price. They come in print, gingham and chambray. Sizes 6 to 14 years.

Ladies' White Repp Skirts

Special at **\$1.75**

White Horrockses' Repp Skirts, made with separate belts, gathered backs, and fancy pockets. All sizes.



An Extraordinary May Sale of
New York Dainty Lingerie

Blouses \$1.49

An astonishing large and varied collection of fresh new Lingerie Blouses, made of fine White Voile, trimmed with laces and embroidery, tucks and hemstitching, frills and pleats; organdy or pique; Tuxedo Collars. Others in lovely corded stripes, with frilled organdy collar, some with touches of color on the collars. All sizes in the collection. All specially priced at **\$1.49**

Saturday is Hosiery Sale Day and
the Savings Are Worth While

THRIFTY SHOPPERS WILL BUY PLENTY AT THESE PRICES

Women's 45c Cotton Hose, fast dyes, colors black and tan. **35c**

All sizes, at per pair

Women's Black and Lisle Hose, splendid fine quality, reinforced heels and toes. Special per pair **40c**

CHILDREN'S HEAVY 1-1 RIB, SATURDAY, 35c PER PAIR

Ladies' Fine Lisle Hose, nice quality in light and dark grey, brown, sand, black and white, per pair **75c**

It is Time to Change to
Lighter Weight Underwear

Ladies' Vests, full or ribbed, weaves, sleeveless or short sleeves. **25c**
Selling at each, 19c and **60c**
Ladies' Combinations, ribbed or plain weaves. Saturday **60c**
Special, per garment

Men's Extra Special Socks, 12 1-2c

Men's Fine Cotton Sox, in tan and black. Regular 30c values. **12 1-2c**
Saturday, per pair **25c**
Men's Fine Lisle Sox. Regular 35c and 50c quality.

Wanted Silks
Wash Fabrics
Dress Goods

We want to make this Sale the best of the season, not only in fact but values. Buyers who come early will secure some of the most remarkable values that have been given this season. 36-inch Crepe de Chene, in a good heavy quality, and a full range of colors. Extra good value at **\$1.25** per yard. Fancy Striped Crepe de Chene, a fine French cloth, suitable for a nice dressy waist, in flesh, sky, old rose and cream, 40 inches wide. Saturday **\$1.75** only, per yd. 36-inch Colored Shantung Silks, in a full range of light and dark colors. These make good serviceable summer dresses for children. Sale **\$1.25** price, yard. Nice Quality Taffeta Silk, for dresses, odd skirts or suits, absolutely reliable for wear. This line comes in black, light navy, burgundy, sand and grey. 35 inches. Special **\$1.75** Price, yd. 39-inch Black Taffeta Silk in a nice soft finish, for dresses. Special Price for this week **\$1.89** per yard. Fine quality Voiles, in a good assortment of colorings and designs; 40 inches wide, at per **45c** yard. Nice Quality Garbadine in a good range of light shades, suitable for odd skirts and coats, for spring wear. Saturday, **93c** yard, \$1.15 and **93c** yard. Pretty Tweeds in nice light mixtures, for serviceable spring coats, at per yard **\$3.50, \$2.50 and \$1.75**

Ladies' Umbrellas

Strong Frames, with a good serviceable covering; natural wood handles; a good line for general use. One of our leading values sold for **\$1.25** only. Other special lines sell at **\$1.50, \$1.75, \$2.50 and \$2.75**

Exceptional Values in
Curtain Materials

You will profit by buying now. A great assortment of effective designs, in white, ivory, and ecru scrims, marquisettes, and nets for living rooms, dining rooms and bed rooms. On sale at per yard, 30c, 45c, 60c, 65c, **75c** and **85c**. A beautiful assortment of plain and fancy bordered marquisettes, in colors of white, cream and ecru; 40 inches wide. Sale **45c** Price, yard. Dainty colored bordered scrim and voiles, in pretty designs, at, per yard, 25c, 30c, 45c, **65c** and **85c**. New Marquisettes in white and cream, with beautiful cluny lace edge and insertion, at per yard 60c, 65c, 75c, 95c **\$1.10** and

OGILVIE, LOCHEAD & CO.