



Curtain Bargain

20 pairs of fine quality Nottingham Lace Curtains, 7 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.

GREAT BOMBARDMENT SALE

Starts Saturday Morning 8:30 a.m.

GRAND BARGAINS

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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. values \$1.25 to \$2.25. 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

Children's Hats

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

69c

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

Other Bargains in Dress Goods

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**

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 alicé, 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 colors, all fast washing patterns. Regular price 12 1/2c. BOMBARDMENT PRICE..... **4 YARDS FOR 50c**
- 15 pieces of fine imported Oxford Shirting, both light and dark colors, all fast washing patterns. Regular price 12 1/2c. BOMBARDMENT PRICE..... **12 1/2c**
- 36-inch Fine White Nainsook Cotton. This is our regular 12 1/2c 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 12 1/2c. 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 12 1/2c. 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 12 1/2c. 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**

Read These Ready-to-Wear Items

THE PRICES HAVE BEEN SHOT TO PIECES FOR THIS BOMBARDMENT SALE

35 Only Ladies' Suits at \$5.00

JUST think of it! Suits as high as \$28.00 can be bought for \$5.00. Hardly seems true, but nevertheless 'tis so. We guarantee to show you the original price ticket on all Suits selling at this price. Among this lot are light colored tweeds, neat striped cloths, whipcords, Bedford cords and serges (NO NAVY BLUE), Greys, Tans, Browns and light and dark stripes and mottled effects. The coats are all silk lined. This is one-third to one-quarter the cost price, but we are determined that they go. Regular prices were \$18.50, \$20.00, \$22.00, \$25.00 and \$28.00.

Bombardment Price **\$5.00** A SUIT

Ladies' Lace Waists

20 only Ladies' Beautiful Lace and Net Waists, all sizes. These Waists are marked at \$6.00, \$5.00, \$4.00 and \$3.50. BOMBARDMENT SALE..... **\$1.49**

Raincoat Bargain

30 only Ladies' Tan Raincoats, new style, belted back and high military collar. Regular \$5.50. DURING BOMBARDMENT SALE..... **\$3.95**

Gingham Underskirts

Ladies' Fine Summer Gingham Underskirts, light colors, all sizes. BOMBARDMENT SALE..... **49c**

Ladies' Coats

25 only Ladies' Full Length Coats, light and dark colors. Coats as high as \$18.00. BOMBARDMENT SALE..... **\$2.75**

Satin Underskirts

Ladies' Satin Underskirt, with pleated frill, also black and white stripe Satin. Regular \$1.75 and \$2.00. BOMBARDMENT SALE..... **\$1.19**

Silk Waists

5 dozen Ladies' Heavy Wash Silk Waists, all sizes, strictly new style. Regular \$2.00. BOMBARDMENT SALE..... **\$1.25**

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, splined 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, splined 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 lined color, colored piping, sizes 2 to 6. Regular 75c. BOMBARDMENT SALE..... **49c**

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.

London U

London, May 26.—Characteristic of Mr. Lloyd George, the second period of six months simplicity. There is no increase in taxation. Anticipations were widely especially in respect of the Income Tax which was also lowered with the object of helping wage-earners under the year who now escape the tax. Rated as it now is in the pound, such improvement has been a serious burden of thousands of humble Mr. Lloyd George has from facing the storm of tension of the tax would be As it is the burden of householders is heavy on only a point unknown for preceding the outbreak of The market price of the life has without exception increased. To household ed income this is a grievous daily faced.

A THOUSAND MIL Relief from increased only temporary. With courage and frankness, George intimated that months to which he contended it might be necessary "what further consideration in what other form the tax be called upon for fresh all depends upon the duration of the war. His daily two million sterling eight spoken of as the ultimate maximum. During the closing with the term of year on the 31st the war totalled £540,474,000. Siderably exceed a thousand. On the assumption that it beyond September, expenditure amount to £788,678,000, deficit of £318,346,000, which to be met partly by taxation, largely by fresh loan FROM CANNON'S M

The pity of this unproductive it was made useful in building railways, creating bors or ministering to the fare of the people, it might upon not only without with satisfaction. It is blown away into space from's mouth, productive but the slaughter of human the devastation of prospective. If the colossal sum must be rid of it would have been ineffective and infinitely less to the bullion out in to sink in the Atlantic. It has earlier been pointed column, one point of view this expenditure may be an investment. The mill which has dominated. Germany the accession of the Kaiser's involved neighboring countries Great Britain, in yearly expenditure on account and military preparation tenance. When Germany to her knees and its population protected against the demon of scores of millions will be saved to the taxpayer relief the growing burden of pre establishments in time of peace is however a boon reserved next generation and other. Its prospect makes, sonable the scheme of enlarging the war by means of lending in later years.

DURATION OF THE With reference to the question of the duration of an interesting circum British General officer holds days' leave, whose position him in personal contact French Commander-in-Chief that somewhere about last 8 Day General Joffre in spoke with confidence of the of the war ending in June. disposed to extend the proceeds not believe Germany on beyond October, exact Italy has decided to throw into the balance with the his despatches show and as alship has proved Joffre is of sanguine temperament, the more weighty his optimistic of the future. As far as he indicates at least an armistice than October, the opinion reason to know shared by sent authorities in this count

THE SILVER STR Among the classic ph Gladstone contributed to language perhaps the best his reference to "the silver that separates our islands continent. A common him that it belongs to one of his able speeches delivered in Parliament of the country up by chance an old volun Edinburgh Review I come an article contributed to the by forty-five years ago. The position in England in

