THURSDAY, MAY

London

London, May 26 .characteristic of Mr. L Budget, the second pre the period of six monting simplicity There is crease taxation. Antic

contrary were widely especially in respect of was also circumstanti that the Income Tax lowered with the object

wage-earners under the year who now escape the tax. Rated as it n

in the pound, such impo

been a serious burden

of thousands of humbl

Mr. Lloyd George has

from facing the storm tension of the tax would As it is the burden of householder is heavy

only is ordinary taxation

to a point unknown for

preceding the outbreak
The market price of the

life has without exception increased To household ed income this is a grie

A THOUSAND MI

Relief from increased

only temporary. With courage and frankness,

George intimated that

months to which he cor

tention it might be neces

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in what other form the to be called upon for fresh

all depends upon the du

war. Its daily cost not

two million sterling eight

spoken of as the ultima

maximum During the

closing with the term of

year on the 31st the war

prolonged for a full year

siderably exceed a thou

On the assumption that it

beyond September, expe mount to £786,678,000,

ficit of £516,346,000, whi

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FROM CANNON'S

The pity of this unpar

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British General officer

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French Commander-in-C

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establishments in time

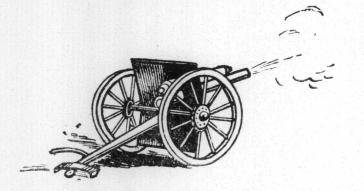
vith satisfaction. It blown away into space fr

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otalled £560,474,000.

daily faced.



GREAT BOMBARDMENT SALE

Starts Saturday Morning 8:30 a.m.

CATURDAY MORNING we will inaugurate a GREAT BOMBARDMENT SALE, without doubt the greatest event of its

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

Ladies' Sunshades

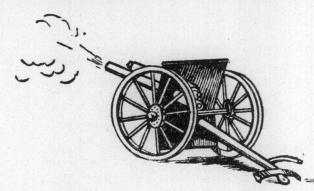
Millinery Shapes

6 dozen Ladies' Fine Straw Shapes, all

this season's styles. Regular value \$1.75

to \$3.25. BOMBARDMENT SALE PRICE..... 93c

GRAND BARGAINS GRAND BARGAINS



Children's Drawers

4 dozen Children's Extra Fine White Cotton I kind ever ever held in the history of Brantford's Dry Goods Business. These are days of unexpected happenings, and we promise Drawers, daintily trimmed with fine embroidery Regular value 40c. BOMBARDMENT PRICE 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

Princess Slips

Ladles' Fine Quality Nainsook Princess Slips, handsomely trimmed with fine lace and embroidery, all sizes. Reg. values \$1.75 to \$2.75. 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

A Bargain in Ladies' Nightgowns

Curtain Bargain

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

Quilt Bargain

quality and is reversible, neat devalue \$2.25. BOMBARDMENT PRICE

3 dozen Ladies' Fine White Cotton Crepe Night Gowns, slipover style, torchon lace trimmed. The regular value of this gown is

DURING SALE ONLY

bargains like these.

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

A BARGAIN IN LADIES' VESTS

you some idea of what is being done. COME EARLY SATURDAY!

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

Ladies'Parasols

5 dozen Ladies' Gloria Silk Top

Parasols, natural wood handles.

BOMBARDMENT SALE

89c

French Flowers

5 boxes of Choice French Flowers.

Flowers of every description are here.

Bombardment Price 15c and 25c

Reg. \$1.25 and \$1.50.

Values up to 75c.

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

MENT SALE ONLY.....

on these first. DURING BOMBARD-

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....

Panama Check, 50 inches wide, all size checks. Regular price 40c. BOMBARDMENT SALE25c 5 pieces of 40-inch Poplin Suiting, Tan, Alice, Sand and Grey.

6 pieces of Black and White

Reg. price 50c. BOM- 29c BARDMENT SALE... See the Other Bargains in Dress Goods

Children's Hats 5 dozen Children's Little Straw Outing Hats for playground or summer resort. MENT SALE PRICE...... 69c Regular \$1.00. BOMBARD-

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

This is a bargain you cannot afford to miss.

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

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 BOMBARD

MENT SALE

MIDDY BLOUSE BARGAIN

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

Staple List of Bargains

10 pieces of 32-inch extra fine quality White Flannelette, free 0 pieces of 32-mch extra nne quanty wind 121 cm all dressing. Regular price 17c. BOMBARD- 121c 8 pieces of 36-inch extra heavy imported White Flannelette, no dressing. Reg. 22c. BOMBARDMENT SALE 15c20 pieces of 27-inch Galateas, both striped and plain, light and dark blue, red and pink. BOMBARD- 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 36-inch Fine White Nainsook Cotton. This is our regular 121/2c Cotton. DURING 10 YARDS FOR \$1.00 20 pieces of Time Imported Longcloth Cotton, 36 inches wide,

dressing, finished soft for the needle. Regular price 121/2 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. 81c DURING BOMBARDMENT SALE....

1 piece only of 40-inch Circular Pillow Cotton, extra 17c fine quality. Reg. price 25c, BOMBARDMENT SALE 17c10 pieces of 36-inch, extra fine, heavy quality Unbleached Factory Cotton. You never will buy a quality like this again 10c at this price. Reg. price 12% c. BOMBARDMENT SALE 10c5 pieces of 45-inch Fine White India Lawn for ladies' 17c 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 9c

House Dresses

6 dozen Ladies' Fine Gingham House Dresses, light and dark colors, all sizes, large and small. Reg. price \$1.90. BOMBARDMENT SALE

Read These Ready-to-Wear Items THE PRICES HAVE BEEN SHOT TO PIECES FOR THIS BOMBARDMENT SALE

35 Only Ladies' Suits at \$5.00

TUST think of it! Suits as high as \$28.00 can be bought for \$5.00. Hardly seems true, but neverthe-Jess '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), Grevs, 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 \$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. **\$1.49** BOMBARDMENT SALE.....

Raincoat Bargain

belted back and high military collar. Regular

Gingham Underskirts

Ladies' Fine Summer Gingham Underskirts, light colors, all sizes. BOMBARDMENT

Ladies' fine Heather Bloom and Sateen Underskirts, in black only, fine knife pleated frill, with tucks and dust frill. BOM- \$1.00 BARDMENT SALE...

Ladies' Coats

25 only Ladies' Full Length oats, light and dark colors. Coats is high as \$18.00.

BOMBARDMENT SALE

30 only Ladies' Tan Raincoats, new style,

Satin Underskirts

Ladies' Satin Underskirt, with pleated frill, also black and white stripe Sateen. Regular \$1.75 and \$2.00. BOMBARD-MENT SALE...... \$1.19

Silk Waists

5 dozen Ladies' Heavy Wash Silk Waists, all sizes, strictly new style. Regular \$2.00. BOM-BARDMENT 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 69c

GLOVE BARGAIN-

6 dozen Ladies' Fine French Lisle Gloves, lace, long 18 and 6 dozen Ladies' Fine French Liste Gloves, all 20-button length, white and sand shades. Regular price 49c 85c. BOMBARDMENT SALE.....

SILK GLOVE BARGAIN-

Ladies' Long Fine Silk Gloves, double tip fingers, pink, sky and grey. Regular price \$1.00. BOMBARDMENT 490 SALE

HOSE BARGAIN-

25 dozen Ladies' Fine Black and Colored Cotton Hose, splice 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 15c SALE

SWEATER COAT BARGAIN-

12 only Ladies' Fine Knitted Sweater Coats, just the thin for these cool evenings. Regular \$5.00. BOMBARD- \$3.50 MENT SALE

HOSE BARGAIN-

50 dozen Ladies' Black and Tan Fine Cotton Hose, splie heel and toe, fast dye. BOMBARDMENT $12^1_2\mathfrak{C}$

Ladies' Fine Leather and Bead Hand Bags, your choice of 18 only. Reg. \$1.00. BOMBARDMENT SALE 690

HANDBAG BARGAIN-

CHILDREN'S DRESSES-2 dozen Children's Dresses in cadet and linen and all linen color, colored piping, sizes 2 to 6. Regular 75c. BOM-49c

Sheeting Bargain

3 pieces of 2 yard wide fine Bleached Sheeting,

Horrockses' Sheeting

dressing. Regular 35c. BOMBARD 25c | 2 yards wide. Regular price out. BOMBARD BARDMENT SALE...... 2 pieces of Horrockses' best quality Sheeting,

Unbleached Sheeting 3 pieces of Heavy Unbleached Sheeting, two

Horrockses' Sheeting

2 pieces 21/4 yard wide, Horrockses' best 2 pieces of Horrockses best quality Sheeting.
2 yards wide. Regular price 50c. BOM- 38c yards wide. Regular price 35c. BOM- 29c Bleached Sheeting. Regular 75c. BOM- 58c Sheeting, no dressing. Regular price 50c. 39c

Sheeting Bargain

4 pieces of 21/4 yard wide, fine quality Bleache

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.