

# MOTHERS' DAY

"HONOR THE BEST MOTHER THAT EVER LIVED"

## Sunday is Mothers' Day

THE symbol of the day is a Carnation, but any present, any little attention, in fact any act that shows a thought for the BEST MOTHER in the world-- that's yours; will carry a message of love and kindness equally as well as the carnation. You wear the Carnation--Give Mother a gift. While you honor the day by remembering mother, we are going to keep Mother in the family purchases by giving a week of very special values.

OGILVIE, LOCHEAD & CO.



### \$1.50 Crepe Tussore Silk 69c yd.

A Great Bargain--Heavy Pure Silk Crepe Tussore, in plain Navy and Grey, extra heavy for suitings and dresses. Regular value \$1.50. Our special value, yard **69c**

### A Nice Parasol Would be Appreciated \$3.00 Values \$1.98

Newest black enamelled handles and best frames, splendid silk and wool tops, guaranteed. A really grand bargain **\$1.98**

3 dozen Silk and Wool Parasols, tape edge, splendid range of handles. Just think of the value--\$2.25 Parasols... **\$1.39**

**\$1.00**--Buys a Parasol usually sold at \$1.50. Splendid assortment of handles and a grand wearing quality.

### Kid Gloves are Always Acceptable

**\$1.25** is the price of a very choice line of French Kid Gloves in colors and white and black, with fancy white and black points and 3 dome fasteners, a soft, pliable kid **\$1.25**

### Lisle Gloves 29c a pair

Very scarce goods, in Black, Tan, Natural and Green, 2 **29c** dome. Get a pair while we have them.

### Curtain Scrims

#### Marquissettes

—AND—

#### Log Nets

**12½c, 15c, 19c and 25c**

An enormous assortment, at prices fully 25 per cent. less than they can be bought for elsewhere.

### Cretonne and Chintz

**20c PER YARD to 75c YARD**  
A very choice assortment.

Don't Miss the Opportunity to Save Money on Your Carpets and Linoleum Purchases Buying at Our Big Housefurnishing Sale Now on!

### Silk Ribb Undervest 75c and \$1.00

Lovely range of Swiss ribbed Undervests, all sizes. Each **75c and \$1.00**

### Silk Sweater Coats

Very choice garments, in the new shades, splendid wearing qualities, at each **\$9.00 and \$10.00**

Mother's Sale Day  
**Saturday**  
May 13th

McCalls June Magazine  
JUST ARRIVED  
**5c Each**

### Hosiery Specials 25c and 29c pr.

Ladies' Silk Boot Hosiery, Black, White and colors, **25c** very special value at, pr.

High grade full fashioned Hosiery, deep hem, silk lustre, super combed. Regular value **29c** 40c. Special price, pair.

An extra good quality Silk Hose, double sole, deep double top, in Black, White, Pink, Sky and Grey. Pair **50c**

**Fine, Pure Silk Hosiery \$1.50 pair**

Oxygen Hosiery, pure silk, black only, deep double top and sole. Very special value, pair **\$1.50**

### A Dressy Silk Taffeta or Lustrous Satin Would Make Mother Happy

**BLACK TAFFETA SILK**  
\$2.00 value. **\$1.25**  
Yard

36 in. Black Taffeta Silks, a splendid quality and very desirable silk. A \$2.00 quality for, yard... **\$1.25**

An extra good quality black, guaranteed not to cut, grand value, \$2.50. Our special price **\$1.75**

A large range of Navy and all colors in Taffeta... **\$1.75**  
Yard

**BLACK DUCHESS SATIN**  
\$2.25 value. **\$1.50**  
Yard

Heavy, pure Silk quality, 36 in. wide and very bright. A thoroughly reliable silk. Good value at \$2.25. To-day's **\$1.50**

36 in. Colored Shantung Silks. Special, yd. **95c**

65c Natural Shantung Silk. Special, yard... **49c**

36 in. Pure Silk Black Paillette. Regular \$1.25. For **85c**



### Silk Waists \$5

Charming Crepe de Chine Blouse Waists, very new, in whites and blacks, extra good value. Each... **\$5.00**

### Lingerie Blouse Waists

Fine Muslin Waists, embroidered and beautifully trimmed, all sizes, \$2.00 value. **\$1.25**  
Each

### Taffeta Silk Petticoats \$1.00

Lovely range of Underskirts in Blacks and all colors, wide, full flare, very special values. Each **\$5.00**

### Neckwear

Pretty bits of Neckwear and Veiling to accentuate the smartness of spring costumes. Every one has some touch to win feminine approval. **\$1.50**  
35c, 50c, 75c up to

## MAY REDUCTION SALE OF WOMEN'S SUITS

**\$8.95, \$12.50 and \$16.50**



Seldom so early in the season are such extraordinary values offered. The models, extremely smart, are in the favored colors and materials. On special sale during Mother's Day.

OUR Mother's Day Sale is a money-saving event. Every Mother, every Mother's Daughter and every Mother's Son should take advantage of this great sale. Every department is full of many attractive lines. Be sure and come and grace this occasion.

# OGILVIE, LOCHEAD & CO.

# Sale!

We give you  
for Saturday

### Wash Skirts

Wash Skirts in all the best for this season's wear in Rep. Cord, Honeycomb Cloth, Stripes and Stripe Gabardine. Special at

**\$2.50, \$3.75, \$2.50**  
**\$2, \$1.75 to \$1**

### Wool-Made Skirts

Wool-Made Skirts in all wool fancy plaids and checks, made in models, smart skirts for summer. Special at

**\$12.50, \$8.50 \$6.00**

### Children's Spring Coats

Children's Spring Coats, in Black and White Checks, lined throughout, men collars and cuffs and belt. Sizes 3 and 4.

**\$1.90**

### Women's Suits \$12.50

Women's Suits, in Black and White Checks, sizes 16, 18, 20, all sizes. Special **\$12.50**

### Children's Coats

Lines of Children's Spring Coats, in full length models, in covert and shepherd check, in scarlet, Fawn, Tan, sizes 4 to 12. Worth \$3.00. **\$2.95**

### Corduroy Velvets

Cream and White Corduroy Velvets, Special **60c**  
Side at **75c and \$1.00**  
Side at **\$2.00 and \$1.50**  
Set for separate coats and skirts.

### Every at Special Sale Prices

Silk Boot Hose, in Black and sizes 8½ to 10. **39c**

Lisle Thread Hose, full fashion, extra spliced heel and toe, top. **25c**

Children's 1-1 ribbed, in Cotton Hose, full range of sizes, or. Worth 35c. **25c**

Cotton Hose, plain black, full fashion, sizes 9 to 10. 2-day 25c. **35c**

### Wall and Ceiling Dusters 39c

Line of Wool Wall and Ceiling Dusters, with 70 in. handle, very reach out-of-way places. Special at **39c**

### White Cotton Sheets \$1.00

White Cotton Sheets, 72 x 90, quality of cotton. Worth **\$1.00** Sale price.

### Mill Ends of Linens

Mill Ends of Table Linens, bleached and unbleached, in 1 to 3 yards, all marked at 1 cent, off-regular prices.

# CO.