

EXPANSION SALE

ONE GRAND SUCCESS

BARGAINS GALORE

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Last Saturday was the opening day of this "GREAT EXPANSION SALE" and it has been one continual crowd ever since. A sale that is genuine in every sense of the word. We are making very extensive alterations and additions to the store, and are determined to reduce stocks in every department before the workmen start on the inside. **NO BETTER BARGAINS WERE EVER OBTAINED—WHY? BECAUSE THIS SALE IS GENUINE.** No matter what department you go to you will find stocks reduced away down in price.

COME THIS SATURDAY

JUST WATCH OUR ADS AND WINDOWS

EMBROIDERIES

Wonderful bargains in Fine Swiss Embroideries—2000 yards of Beautiful Fine Swiss Flouncing Embroidery, 45 and 48 in. wide, hemstitched and scalloped edge. The regular values range from 1.00 to 2.00 a yard.

EXPANSION SALE PRICE

50c a Yard

3000 yards of Fine Swiss Embroidery Edgings and Insertions, widths from 3 to 10 in., reg. prices from 12 1/2c to 20c.

EXPANSION SALE PRICE

9 1/2c

15 pieces of 18 in. Allover Swiss Embroidery, dainty patterns, reg. values 25c to 35c.

EXPANSION SALE PRICE

10c



For the Men

3 DOZ. ONLY MEN'S BLACK DUCK WORKING SHIRTS, ALL SIZES IN STOCK. THIS IS FOR SATURDAY ONLY, AND WE ONLY HAVE THREE DOZEN, SO COME EARLY. REGULAR PRICE, 75c. EXPANSION SALE, EACH **50c**

SMASH PRICES IS THE SLOGAN JUST NOW!

36 inch Black Satin Duchess

36 inch Black Satin Duchess, a fine, light silk, good weight. A silk that we will warrant you to give perfect satisfaction. Not a silk that is filled to give it weight, but EVERY THREAD PURE SILK. Regular value \$1.75.

EXPANSION SALE

\$1.00 a Yard

36 inch SHANTUNG SILK, just a few pieces left of Natural Shantung Silk, 36 in. wide, free of dust, reg. 50c. SALE PRICE **39c**

Interesting Bargains From Whitewear

35 doz. ladies' fine knitted Cotton Vests, 3 different styles of knit. Expansion Sale **12 1/2c**

20 doz. Ladies' Nightgowns, assorted latest styles, in fine nainsook and crepe, open front and slipover styles, lace and French hand embroidered, trimmed 4 styles. Regular values \$1.50 to \$1.75. Expansion Sale. **97c**

Ladies' fine white nainsook Combination Suits, French hand embroidered and ribbon trimmed yoke. Regular value \$1.75. Expansion Sale. **\$1.19**

6 doz. ladies' fine cotton Princess Slips, all sizes, ribbon and embroidered trimmed yoke, deep embroidered flounce. Regular value \$1.50. Expansion Sale **97c**

LOOK AT THIS ONE

30 dozen Men's Summer Weight Seamless, all-wool cashmere Sox, in fancy silk stripes, black, tan and all colors. This is a real bargain, reg. prices 40c and 50c a pair. EXPANSION SALE, per pair, **19c**

A Few of the Many Bargains from the Staples

10 pieces of 36-inch fine quality Apron Gingham, light and dark colors, with border. Regular 17c. Expansion Sale **10c**

36-inch fine White Cottons, nice even thread, no dressing. A WINNER. Regular 15c. Expansion Sale **10c**

22-inch plain pure linen Wash Crash, IT CAN'T BE BEATEN. Regular 20c. Expansion Sale. **15c**

18-inch Pure Linen Towelling, with colored border, in white or grey. Regular 10c. Expansion Sale **7 1/2c**

10 pieces of 45-inch fine White Linen Lawn. Regular value 25c. Expansion Sale. **12 1/2c**

See the Bargains in Linen We Are Offering

Bargains at the Dress Goods Counter

10 pieces of all pure wool wide Wash Suiting, all colors. Regular \$1.00. Expansion Sale. **69c**

48-inch all wool fine quality "Gabardine" Suiting, in all this season's shades, new goods. Regular \$1.25. Expansion Sale **95c**

20 pieces of light weight Coating for sport coats, 54 in. wide, light and dark colors. Regular \$1.25 to \$2.00. Expansion Sale **95c**

1 piece of 54-inch fine Black Cheviot Serge Suiting, all pure wool. Regular price \$1.75. Expansion Sale **\$1.19**

2 pieces of new Tartan Plaid Suiting, the new skirt weight, Brown and Green, 60 inches wide. Regular \$2.50. Expansion Sale **\$1.69**

5 pieces of Silk and Wool Brocaded Dress Fabrics, all new. Regular \$1.25. Expansion Sale. **95c**

Wonderful Bargains from the Silk Dept.

6 pieces of 47-inch fancy Summer Silks for dainty waists, etc. Regular 95c. Expansion Sale **50c**

100 yards striped two-tone Duchess Silk, 36 in. wide. Regular \$1.25. Expansion Sale. **69c**

8 pieces of 42-inch all silk French Foulards, dainty small designs. Regular \$1.50 and \$1.75. Expansion Sale **98c**

7 pieces of very handsome Brocaded Satin, all new colors. Regular \$1.50. Expansion Sale. **\$1.19**

4 pieces all silk 42-inch Satin Charmeuse, Tan, Grey, White and Ivory. Regular value \$1.75. Expansion Sale **\$1.29**

36-inch Duchess Satin and Satin de Chenes, in plain and stripe. Regular value \$1.50. Expansion Sale **98c**

Rare Bargains at the Ready-to-Wear

Ladies' black and navy fine French Serge Skirts. Regular \$5.00. Expansion Sale. **\$3.50**

50 only Ladies' House Dresses, in Prints and Gingham light and dark colors, all sizes. Regular \$1.25 and \$1.50. Expansion Sale. **98c**

15 only misses' and ladies' short Coats, in lawn only. Regular values up to \$8.00. Expansion Sale **\$2.00**

Odd Waists in Silk, Net, Flannelette and Cashmere. Values from \$3.50 up as high as \$6.50. Expansion Sale **\$1.98**

Ladies' Raincoats, new styles, with raglan or sleeve. Regular \$6.50 and \$7.50. Expansion Sale **\$4.95**

Untrimmed Shapes

50 only Untrimmed Straw Hats. Values up to \$4.50. For **49c**

Glove Bargain

Ladies' fine French Kid Gloves. Regular value \$1.00 and \$1.25. Sale Price. **49c**

Waist Bargain

10 dozen Voile, Lawn, Crepe, Marquisette and Mull Waists, beautifully trimmed. Regular \$1.50 to \$2.50. Sale price **98c**

LOOK HERE! LOOK HERE!

2,000 Yards Finest Quality Scotch Ginghams, in check with border, plain colors and plaids. This is the biggest bargain in the entire sale, reg. price 20c and 25c. SALE PRICE **12 1/2c**

Suits and Coats

A few only of Ladies' Odd Size Suits in tweeds and plain cloths. Coats are satin and silk lined. Expansion Sale **\$5.00**

SPORT COATS—Ladies' and Misses' Sport Coats. Values from \$9.50 to \$12.50. Expansion Sale. **\$7.49**

Visit the House Furnishing Dept. and see the Bargains in Curtains, Blinds, Carpet Squares, Mats, White Spreads, Flannelette Sheets, etc. These are truly wonderful bargains to be had.

Come Saturday and See!

Two Good Sheeting Bargains

5 pieces of 2-yard wide Bleached Sheeting, fine even thread, no dressing. Regular value 30c. Expansion Sale. **25c**

3 pieces 2-yard wide extra fine quality Bleached Sheeting, an extra good bargain, "wear like iron." Regular value 40c. Expansion Sale **29c**

OGILVIE, LOCHEAD & CO.

First News Sec

FORTY-FOUR

DR. L. SECOR DIED TO AT HO

Had Been Ill Of Wednesday W monia

Was Mayor of Two Years— did Citize

It is with much regret that the Courier records the sudden death of Dr. L. Secor, who was around as recently as morning, but in the afternoon of a chill and showed that he had pneumonia. He was at once Hospital where he passed away this morning.

The doctor, who was born in the Lake, came to Brantford with the by the way, lost his life in a Jardine canal accident, went through a bridge in After the usual school ceased studied medicine University, Montreal and with honors in 1876. He practised in the village of Ford County, and came in 1884.

He speedily built up a practice and also entered into political and municipal platform work for the in more than one county a member of the Public. Later he entered the City it was while he was Chief Fire, Light and Sewer that the paid fire department stalled and a sewerage finished. In both essential duous and successful work and 1882 he occupied the Mayor and discharged that office with much ability. He was very prominent in the various fraternal Societies, having Master of Doric Lodge, M. Past Grand Senior Grand Lodge, and High Grand Examiner for many years. He was also a member of the Ancient Order of Foresters he was married to Miss daughter of the late W of this city.

Dr. Secor was a man of mental equipment ready in argument and opinion in connection with which he sought the physician, he ranked high in estimation of the men of the Medical profession and To mourn his great loss a sorrowing widow and the E. R. Secor, Brantford, Secor, Winnipeg, and Secor, Brantford. The kindly thought of every during this time of bereavement Mayor Spence, as a member will request the members Council to attend the body.

Col. Hughes

Strongly Oppose Use of Lie Drill Hal

OTTAWA, May 8.—Late last night on the there were several temperance question of Carleton, claiming to be found in every officers' mess in He said that he had been itia himself in the past regard its moral purity. He charged the minister under false pretences of a question.

Col. Hughes said the "running clubs." He was ing the militia company were introduced. The ing liquor at the mess be an enemy of the that liquor was sold in would soon put an end

Not in Half, But in

The Hydro Electric April were issued and users of the ment were more than One customer reported Courier a net bill of the month. This inerous lighting of electric iron, electric and other conveniences claims his bills have three by the Hydro lights.