



# GREAT REBUILDING AND EXPANSION SALE

Brantford's Largest and Best Stock of Dry Goods Must Be Reduced!

OWING to the rapid growth of the business we are compelled to make room, walls are being torn down all over the building. A sale of gigantic proportions has been planned, prices simply "smashed to pieces" in order to clear the stock and save it from the dust and dirt. We will not waste any of your time by writing a long song for you to read, suffice it to say that we don't think the equal of this sale WILL EVER BE. This store has a reputation that it cannot afford to lose, consequently the goods must be up to the highest standard and during this sale you will find it more profitable to your purse to continually watch our paper announcements, windows and store in general. WONDERFUL BARGAINS WILL BE OFFERED!

## Sale Starts SATURDAY

DOORS OPEN  
8:30 A. M.

### BARGAINS FROM THE WHITEWEAR DEPARTMENT!

#### 100 ONLY FINE WHITE LAWN WAISTS

Lace and embroidery trimmed Waists, that were originally \$1.00 to \$1.25. TO CLEAR

## 47c

15 doz. Waists in Voile, Lawn, Marquisette, Mull and Crepe, an assortment of the different style Waists that usually sell \$1.50 to \$2.75. TO CLEAR

## 97c

#### Dress Goods Bargains!

8 pieces 42-inch all wool fine French Cashmere, Navy, Alice, Sky, Cardinal, Pink, Tan, Grey, Scarlet. Reg. 45c. Expansion Sale **33c**

42-inch fine quality, all wool French Serge, good serviceable colorings to choose from. Regular 65c. Expansion Sale **38c**

10 pieces all wool, wide Suiting Serge, Tan, Brown, Navy, Lime, Alice, Black. Regular \$1.00. Expansion Sale **69c**

48-inch fine quality Gabardine Suiting, all this season's colors. Regular \$1.25. Expansion Sale **95c**

20 pieces of light weight Coatings for Sport Coats, 54 inch, light and dark colors. Regular \$1.25 to \$2.00. Expansion Sale **95c**

Black only fine French Broadcloth, 54 inches wide, medium and light weight. Regular \$2.50 to \$3.00. Expansion Sale **\$1.95**

1 piece, black only, 60 inch West of England Serge, a regular man's Suiting. Regular \$3.50. Expansion Sale **\$2.19**

3 pieces of silk-edged fine Black French Voile, a big bargain. Regular \$1.25. Expansion Sale **69c**

#### Wonderful Bargains in Silks

3000 yards of 20-inch Silks, in Tartan Plaids, Bengaline, striped Paillette, striped Messaline, Twill, Foulards, Louisines, etc. Regular values 75c to \$1.00. Expansion Sale **43c**

150 yards of two-tone striped Duchess Satin, 36 inches wide. Regular value \$1.25. Expansion Sale **69c**

2500 yards 36-inch heavy Satin Duchess and Satin Declatres, in every possible shade. Regular value \$1.50. Expansion Sale **98c**

1 piece only all silk, 36 inch Black Peau de Soie. Regular \$2.75. Expansion Sale **\$1.69**

10 pieces of all silk, fine French Foulards, 42 inches wide, small designs, good colorings. Reg. \$1.50 and \$1.75. Expansion Sale **98c**

20 pieces of 35-inch Natural Shantung Silk, free from dust. Regular 50c. Expansion Sale **39c**

2 pieces 36-inch Black Satin-de-Chene, all pure silk. Regular \$1.35. Expansion Sale **95c**

7 pieces very handsome self brocaded Satin, 40 inches wide, all the new colors. Regular \$1.50. Expansion Sale **\$1.19**

#### 300 Pieces of Cotton Crepes

Striped Crepe, spotted Crepe, and those dainty little flowered Crepes, in all the newest designs, on white ground and colored ground.

EXPANSION SALE PRICE  
**12c**

25 pieces of Fancy Printed Voiles, light and dark colors, for summer dresses. Regular 35c to 50c.

EXPANSION SALE PRICE  
**19c**

30 pieces of fine mercerized cotton Foulards and plain Voiles, all colors, neat designs. Expansion Sale Price **15c**

Keep this list for reference and see to-morrow's list of bargains EVERY DAY WILL SEE SOMETHING NEW

4 doz. children's White Nainsook Drawers, sizes 2, 4, 6, 8, lace and embroidery trimmed. Reg. value 35c. EXPANSION SALE PRICE **17c**

10 doz. extra fine Nainsook Night Gowns, slipover and button front style, lace and embroidery trimmed—A WINNER. Regular values \$1.00 and \$1.25. Sale price **69c**

12 doz. ladies' fine knitted Combination Suits, knee length, lace trimmed, no sleeves. Regular value 50c. EXPANSION SALE PRICE **25c**

15 doz. ladies' fine Knitted Vests, fancy lace top, no sleeves and half sleeves. Regular value 25c. EXPANSION SALE PRICE **19c**

#### CHILDREN'S DRESSES

5 doz. only Children's fine Print and Gingham Dresses. **25c**  
TO CLEAR

#### 100 Pieces of Finest Scotch Ginghams

Plain colors, checks and plaids, fast colors, 30 in. wide, reg. 25c. EXPANSION SALE PRICE **12c**

#### 1000 Yards Finest Quality English Prints

Light and dark colors, all kinds of patterns, reg. 12c and 15c. EXPANSION SALE PRICE **9c**

#### Embroidery Specials

1500 yards 45-inch fine Swiss Flouncing and Skirting Embroideries. Lengths run from 1 1/4 to 4 yards. Values from \$1.25 to \$2.00. EXPANSION SALE **50c** A YARD

800 yards fine Swiss Allover Embroidery, 22 inches wide. Regular values 65c to \$1.00. EXPANSION SALE PRICE **33c** A YARD

#### Sport Coats

15 only Ladies' and Misses' Sport Coats, all new, in fancy cloth, checks, etc. Colors include Royal Red, Tan, Saxe, etc. Regular values \$8.50 to \$9.75.

Expansion Sale Price **\$7.49**

You want to be sure and see these.

#### MILLINERY

We will promise you values in Millinery that you have never seen before, anywhere, in all the new shapes and trimmings.

10.00 Beautiful Hats **\$6.49**  
for  
\$7.00 Millinery during sale **\$4.79**  
for  
\$5.00 and \$6.00 Millinery during sale **\$2.97**  
for  
A Special Table of Misses' and Children's Trimmed Hats **\$1.78**

#### Ready-to-Wear Bargains

10 only ladies' fine Navy Serge Dresses, with lace collars, daintily trimmed. Regular \$8.50 to \$15.00. To clear **\$4.75**

Children's Navy Serge Dresses, sailor style, daintily trimmed, 3/4 and full length sleeve. Sizes 6 to 8, regular \$4.50. **\$2.50**

For  
Sizes 10 to 12, regular \$6.50. **\$3.50**

Odd, Silk, Net, Flannel and Cashmere Waists. These are what we call broken lines. That means we have not all sizes of one in stock. Reg. values \$3.50 to \$6.00. To clear **\$1.98**

20 only Ladies' House Dresses, in Prints and Ginghams, light and dark colors. Regular value \$1.50. Sale price **98c**

Ladies' Black Heather Bloom Skirt, with embroidered frill. Regular \$1.25. Sale **79c**

Ladies' Underskirts, lustre top, with deep pleated satin frill. Regular \$1.25. Sale **98c**

10 only Ladies' Suits, in Black Serge, Cheviot and Ladies' Cloth Suits, that were \$10.00 and \$12.00. Expansion sale **\$3.00**

YOU WILL FIND SOME WONDERFUL BARGAINS IN THE READY-TO-WEAR DEPARTMENT ON SATURDAY. JUST COME AND SEE.

Extra Big Bargains in CARPETS and LINOLEUMS---Visit This Department

# OGILVIE, LOCHEAD & CO.

## SIBERIA SHIP IS ON ROUTE

Distinguished of Passengers to be in Grave

Big Steamer P Between J and United S

By Special Wire to the TOKIO, May 1—A despatch from Nagasaki reports that the steamer Siberia is sinking off the coast of the Philippines. No details of the disaster are given, but it is known that she carries 80 saloon passengers among them Mrs. Francis Harrison, wife of the governor of the Philippines.

The steamer Siberia belongs to the Pacific Mail line and plies between San Francisco, Honolulu, Yokohama and Manila. The Siberia left San Francisco April 7 and was last reported off Yokohama from which port she sailed on April 27.

The Siberia is of 5,655 tons and was built at Newport, Rhode Island. She is supplied with outfit and it is probable that she has a large amount of her serious situation was this means to Nagasaki.

The Siberia left Nagasaki on April 29. A wireless station at Manila reported that the steamer was picked up by the American Battleship Albatross, which was making her way to Manila. The Siberian was carrying her plight also to the Japanese coast.

United States authorities as soon as they received the news of the Siberia, requested the Japanese government to send a vessel to the rescue. He was informed that the government had already sent the Kato Maru to the rescue from Yokohama. The Kato Maru got under way after 8 o'clock this morning.

Officially Confirmed

The Japanese navy department received and made public the following despatch:

"The governor-general of the Philippines has received cables that a Japanese steamer is on the Okinawa Island of Kishiu, reports that the Pacific Mail steamer Siberia was lost this morning in long east, latitude 22.40 north, longitude 125.40 east. Repeated signals of distress finally became indistinct. The cause of the disaster are known. The Kato Maru has been ordered to the rescue."

## POST OFFICE IN GREAT B

Showed a Profit of Millions During Year.

By Special Wire to the MONTREAL, May 1—The report of the British Commons yesterday, says that the post office, under the management of Sir Gilbert Parker, reported that the conditions of the postal employees, he ground that it did not affect the lower grades, given no relief.

The net profit arising from the postal service in the year was \$27,500,000, the statement of the post office.

Mr. Hobhouse announced that he proposed to spend \$3,350,000 for telephone service in London this year, establishing exchanges and readjusting the rates, though he did not promise to do so.

## Firemen Are P

Chris. Sutherland, member of the Fire Department this year, delivered a paper on the subject of fire prevention. He said that the fire department were delighted with the style and excellent fit of the uniforms, which were navy blue cloth. Chief Sutherland said that he and the members of the department were delighted with the style and excellent fit of the uniforms.