

Kingsmill's



Dollar Day



Kingsmill's

Page of Bargains No Thrifty Housewife

KINGSMILL'S
For Quality, Style and Service

Can Afford To Miss!

KINGSMILL'S
London Largest, Liveliest Store

At Kingsmill's Big New Store To-Morrow



Wonderful! Bargains in Dress Goods

LOT 1—Pure Wool Serges from Old England. Black, navy, green, brown, 36 to 46 inches wide, two weights. A limited quantity of \$3.25 yd. quality and a lot of our \$2.50 yd. quality **\$1.98** yard Kingsmill's, Main Floor.

\$ Day Special

LOT 2—Includes odd lines of dress goods, 50 to 54 inches wide, in plain and fancy weaves, and a few pieces of serges. To-day's \$4.00 and \$5.00 yd. values. A limited quantity, to clear, yd. **\$2.50** Kingsmill's, Main Floor.

Scotch Plaid Dress Goods

4 Pieces only real Scotch plaids in Argyle, Gordon, Forbes and Black Watch. Regular \$2.50 yd. Special for Dollar Day **\$2.00** yard

\$5 Yard Botany Serges

Fine, soft all wool Serge, 46 inches wide, navy, brown or green. Our own importation and really excellent. \$5 yd. serges, just for a Dollar Day bargain, yd. **\$3.75** Main Floor—Rear

\$8 Motor Rugs

10 only reversible plaid motor rugs, extra good quality and size. Special for Dollar Day **\$6.50** Day

Main Floor—Rear

Ecru and White Centerpieces

49c

Our regular 50c lines. Some on pure linen. Pretty patterns. Ready to work.

\$1.00 Japanese Cushion Tops

8 Dozen Colored Cushion Tops, in pretty patterns, all made up ready to use **59c**

Art Dept.—Main Floor.

Coverall Aprons

Less than the cost of the material by the yard for these good Print Aprons. With pocket and tie strings; 56c each, or 2 for **\$1.00**

Second Floor.

WOMEN'S 50c VESTS 3 for \$1

Fine Ribbed Cotton Vests, in sleeveless or short sleeve styles; all regular sizes. Standard 50c lines, on sale Dollar Day only **3 for \$1**

WOMEN'S POROUSKNIT COMBINATIONS ON SALE

\$1 Suit

All sizes, sleeveless or with short sleeves, umbrella knee. Just 10 dozen to be sold.

Main Floor—East Aisle.

LACES, HALF PRICE

Allover Laces, Net Laces and Embroidered Nets, in black, white and ecru shades; all double width, 38 inches wide. The regular price is on every piece. Just pay half the price. They were \$1.00 to \$3.00 yard, Dollar Day Sale, to clear **50c to \$1.50** yard

Kingsmill's—Main Floor.

\$2 YARD SILKS AND CREPE DE CHINE \$ DAY SALE

\$1.49 Yard

Fine Silk Crepe de Chines, in such wanted shades as sapphire, plum, sunset, coral, pink, maize and 40 yards of white. Your choice, **\$1.49** yard

YARD-WIDE SILK POPLINS

In navy, taupe, dark green, reseda, brown, sky and mauve. Five yards is enough for a dress. These are our standard \$2-yard lines. Just for Dollar Day the price is **\$1.49**

BLACK DUCHESS PAILLETTE SILK \$2.00 Yard

One piece only, 80 yards of Fine Black Duchess Paillette Silk, fine satin finish, drapes perfectly for the new style dresses and it is a splendid wearing quality. Don't miss this Dollar Day bargain, yd. **\$2.00**

Kingsmill's—Main Floor, Rear.

WOMEN'S BLACK COTTON HOSE

2 pairs for \$1

With O. S. leg, extra wide tops, fast black, a splendid wearing fine cotton stocking; in all sizes. Dollar Day, 50c pair, 2 pairs for **\$1.00**

\$1.50 STRIPED SILK HOSE

\$1 Pair

In colors of blue with white, pink with white, gray with white and black with white; very stylish, all sizes.

Kingsmill's—Main Floor.



Room Rugs at Great Savings—Kingsmill's

Buy your Rugs on Dollar Day and you'll save 10 to 25 per cent. on every Rug you buy. Even if you don't want your Rugs delivered till later on buy them now. We'll keep them free of charge till you want them delivered.

English Balmoral Rugs on Sale, \$23 to \$40

(Woven in one piece and seamless) About 70 Rugs in this lot and every Rug a real beauty in design and coloring. Probably the most popular Rug to-day is this English Balmoral, and justly so because of its charming colorings and rare wearing qualities. Bring your room measurements.

You Save Money On Every Rug On Dollar Day.

Imported Wilton Rugs on Sale, \$35 to \$175

Our stock of these good Rugs is most complete, every size, every color, exclusive Oriental and medallion designs to suit the surroundings of your home. Bring your room measurements. Choose your Rugs on Dollar Day and have the satisfaction of saving a few dollars on every Rug.

Grass Rugs Reduced

For bedrooms, sunrooms, dining-rooms, summer cottages and for verandas. Splendid wearing, charming patterns, reversible. A very wide choice and all at great savings for Dollar Day.

Size 27x54 inches\$1.00
Size 36x72 inches\$1.35
Size 4x7 feet\$3.50
Size 6x9 feet\$4.50 and \$5.50
Size 8x10 feet\$8.50
Size 9x12 feet\$11.00

Window Shades

REGULAR \$1.50 EACH, ON SALE DOLLAR DAY **\$1.00**

Green or cream, size 37 inches by 6 feet, complete with pull, brackets, etc.; 25 dozen to be sold. These are all perfect, clean, new goods. Just for Dollar Day \$1.00 each.

Odd Lines, 75c To \$2.00 Collars

About 300 Collars in the lot, laces, voiles, organdies, Novelty Collars, etc. Some are soiled, but they will wash. The saving is unusually large. Your choice **49c**

Kingsmill's—Main Floor.



10% Discount Off All Furniture Sold \$ Day (Kingsmill's)

This announcement means a straight reduction of 10 per cent. off the already reduced "Mark-Down Sale" Price which we are holding during all August. Every piece of furniture is included. Every bed, spring and mattress, every refrigerator and veranda chair, every hammock, every chesterfield, all dining and bedroom suites, and all kitchen cabinets.

Goods will be stored free if you wish to purchase \$ Day, and you must do so to save this 10 per cent straight discount, and have the furniture delivered later, you may do so. The only thing we ask is that all goods sold \$ Day are for cash. Victory bonds taken as cash for full face value. (New Furniture Department—2nd Floor).

See our display of Beds and Mattresses, Baby Carriages and Kitchen Cabinets. The lowest prices in Western Ontario. Famous for quality, style and service.

TRAYCLOTHS, WORTH \$2, ON SALE \$1

Size 20x30 inches, Fancy Embroidered Traycloths, excellent quality, just two dozen to sell. Dollar Day, early special **\$1.00**

20 BATH MATS ON SALE

\$2 Each

For a rush special on Dollar Day, these good \$3.00 Bath Mats, size 23x46 inches. An early morning special **\$2.00**

FLANNELETTE 35c Yard

Values Up To 75c Yard Ends from the mill of 1 to 15-yard pieces of Striped Flannelettes. Some have slight imperfections, but all are splendid bargains; 36 inches wide. Worth up to 75c yard, your choice, yard **35c**

50c NAVY GALATEA 39c Yard

200 yards of 36-inch Navy Galatea, good quality, good color. Get a supply of this 50c-yard Galatea. Dollar Day, yard **39c**

40-INCH VOILES AND FOULARDS 50c Yard

A few pieces of Fine 75c 40-Inch Voiles and some 30-Inch Foulards; good colors that wash well. Dollar Day Sale, yard **50c** Main Floor—Rear.

CHILDREN'S DEPT.

CHILDREN'S KIMONOS

Made of flowered velour, in pretty patterns; sizes 5 to 12 years. **\$1.00** Worth \$2.00, on sale

CHILDREN'S FINE WHITE CAMBRIC DRAWERS

\$1.00

Fine quality, lace and embroidery trimmed; sizes 4 to 12 years. Second Floor.

CHILDREN'S PIQUE ROMPERS

\$1.25

Stamped For Embroidering. Dollar Day Sale. Splendid quality, very pretty designs and well made in a good pattern; sizes 1 to 2 years. Art Department—Main Floor.

RIBBONS

49c Yard

A lot of odds and ends of our Higher-Priced Swiss Taffeta, Satin, Corded and Fancy Ribbons, for hair bows and fancywork; about 100 pieces in the lot. Dollar Day, your choice, yard **49c**



Women's \$9 Gingham Dresses \$5.95

Plaid gingham in very pretty styles and a wide range of colors, and chambray dresses in rose, blue, pink and mauve. All sizes in this lot.

Kingsmill's — 2nd Floor.

Ladies' and Misses' Middies and Smocks \$1.49

Regular \$1.75 to \$3.50 each. White with colored collars, all white, and a few in colors. A dozen new styles. All sizes. This price is below the cost of materials by the yard.

Kingsmill's — 2nd Floor.

Women's Bathing Suits

Women's \$5 Bathing Suits, On sale **\$3.98**

Misses' and Children's Bathing Suits, for **\$2.25**

One Table of Fine Pure Wool Coats and Pullovers

In such stunning colors as turquoise, rose, Nile, pink, green and others. All sizes in the lot. This is a wonderful chance to get a \$7 or \$8 coat or pullover for **\$4.95** only

\$9 and \$10 Sweater Coats and Pullovers, for **\$5.95**

Kingsmill's — 2nd Floor.

FREE

\$ Day Coupons

\$10 in One Dollar Coupons, good on any merchandise at Kingsmill's. These coupons will be thrown from the aeroplane on Wednesday and Thursday. Good on \$ Day only and at this store.

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