



LICENSE NO. 8-8108

This Store will be open till 9 o'clock on both Thursday evenings and Tuesday evening during this Sale.

KNECHTELS'



LICENSE NO. 31097.

Big Values for Your Money NOW.
5 Doz. Brooms, worth \$1.10, for 79c each.

Monster Mid-Summer Sale

Of General Dry Goods, Ready-made Clothing and Groceries.

Sale starts Thursday, Aug. 1, closing Sat., Aug. 10th.

Nine Days of Money Saving and Unusual Bargains for Mildmay and surrounding Country. Be on hand Thursday morning and come often. New Specials added each day as sale progresses. Below is partial list of these Unusual Offerings.



Example of War-time Saving Prices in Shirtings Flannelette

Cottons and Towling.

Bleached and Grey Cottons now worth...30c
Sale Price...19c; Or 5 1/2 yds for \$1.00

Flannelette, reg. up to 30c for 24c
" Reg. " 40c " " 29c

English Fletes, hard to get at 50 to 60c a yd.
Sale Price " " " " 37c

Shirtings, now 50c; Sale special ... 35c a yd
40c; " " " " 29c "

Nurses Cloth, big value at 30c for 24c

Red check glass Towling worth 35c at
5 yds for \$1.00

" " " " 25c per yard
Sale special ... 7 yds for \$1.00

All pure linen roller towling, hard to get at
40c a yd; Sale price ... 4 yds for \$1.00

Towling, reg. 25c at 5 yds for \$1.00
20c " " 6 " 1.00

Grocery Specials

Don't miss getting your share

Flavoring Extracts, regular 2 for 25c at 10c
Or ... 3 for 27c

Salmor, big 1-lb can now 25c for 20c

Fresh roasted Rio Coffee reg. 30c at
4 1/2 lbs for \$1.00

Green Tea, reg. 55c; sale price 2 1-2 for \$1.

Black tea reg. 65c; sale price 2 lbs for \$1.00

Mixed tea reg. 60c; sale price ... 47c a lb

Gold Medal Tea, now worth 70c, black or
mixed at 55c a lb.

One Crown Muscatel Raisins, reg. 18c for 15c
Or ... 7 lbs for \$1.00

Griffin Skelley Choice seeded Raisins worth
18c at 3 packages for 40c

Corn Flakes now 15c; sale price 2 for 23c

Oatmeal reg. 8c lb. S. P. ... 4 lbs for 25c

Magnolia Lye, reg. 15c; Extra special 2 for
25c or 6 for 69c

Caustic Soda 5 lb cans worth \$1 for ...79c

Sun Amonia new 15c for 10c; or 3 for 25c
" " " " 5c a pkg

Richards pure soap now 9c at ... 5 for 25c

Castile soap reg. 7c for ... 5 for 25c
" " " " 35c a bar for ... 27c

Sweet Singer bird seed reg. 20c for 14c pkg

All Wool Serges

We are mighty lucky to have these. Later on you will deem yourself lucky for having bought some at this big event. The quality is high and prices 50 to 100 per cent below present day values.

Silks and Summer Dress Materials greatly Reduced.

Tussah Silk reg. 1.25 for 93c
" " 1.00 for 79c

Crepe-de-chene reg 1.75 for 1.39

Dainty colored wash goods regular 60c
for 47c

" " Reg. 50c for 39c

Poplins reg 1.50 for 1.19

Grey corded velvet reg. 65c for 47c

Ladies' Coats and Suits.

2 spring Coats reg. 16.50 for \$12.98
Reg. 18.00 for 13.89

4 Coats reg 14.00 to 15.00 for 9.89

3 Suits, sizes 18, 36 and 38. Reg. 23.00
to 25.00 for \$16.98

Hosiery Specials

Scarce Goods and will be much higher.

Childrens' fancy sock, extra special at 19c

" pink and blue cashmere hose,
worth 60c for 33c

Extra strong cotton hose for boys & girls,
reg. 50c for 39c
reg. 40c values for 29c

Ladies fine light weight cashmere Hose,
reg. 90c value for 59c

" cashmere finish, sale special 23c;
or 2 pair for 45c

Black cotton Hose reg. 35c for 24c

Tan Hose reg. 35c for 19c

Mens med. weight hose reg. 30 to 35c
for 24c; Reg. 60c for 49c

Mens' cotton hose specials at 15c and 21c
" cashmere hose worth \$1 for 69c

The Store that stands for Honest Dealing. Honest Goods and Worthwhile Bargains.

Store Closed Civic Holiday, August 5th.

All Specials Strictly Cash or Trade. No Coupons given during this Sale. Highest prices for all farm Produce.

Clearance Sale of ladies' white silk Gloves

Mostly size 5, 5 1-2, 6 and 6 1-2.
Reg. up to \$1.50 for 79c

Colored silk gloves, small and medium
sizes. Reg. 1.25 for 69c a pair

White tisle special at 39c a pair

Silk Sweaters Underpriced

Regular 9.50 for 7.49
" 6.25 for 4.98

White Waists, extra specials at 67c and 98c.

Silk Waists reg. 3.50 to \$4 for 2.98

All Middies and Waists at clearing prices

A Word to the Wise

You cannot make a mistake in buying the following. Many of these lines are below mill prices of to-day. Table linen, Prints, Galatea, Gingham, Oil Cloth and Linoleum, Rugs.

Shoes and Pomps

All white canvas Shoes at less than factory prices.

All Running Shoes and Pomps at 10 to 20% reductions.

Mens' heavy Shoes reg. 4.50 for 3.89

Ladies' fine and heavy Shoes, reg. 2.90
to 3.50 for 2.48

Boys' Button Shoes reg. 3.75 for 3.19

Boys' Gun Metal, reg. 3.50 for 2.98

Misses Dong. Blucher Cushion Soles,
Reg. 3.75 for 2.98

10 per cent Reductions on all regular lines.

A Few Plain Facts about "Bargains".

Merchandise is scarce and will be scarcer. Prices though high are still going up. Here is your chance of a life time to get good Goods. Goods you need and must have at below regular prices.



Sweeping Reductions in Men's Wear.

Mens fine Neglige shirts

at 25 to 50 per cent less than to-day's values.

Worth from 1.25 to 1.75 at 1.19

Worth up to 1.25 for 89c

Work Shirts, values up to 1.50 for 98c

Fleece Lined Underwear

The banks pay you 3% on your deposits, we can save you 33 per cent on your fleece Underwear.

New price 1.25 a garment. Sale price - 83c

Mens' Overalls and Smocks

Reg. 2.25 to 2.50 for 1.98

Reg. 2.00 for 1.69

Straw Hats and Caps

The seasons greatest opportunity to get a nifty hat or cap for very little money.

Straw hats up to 1.50 for 39c

15 to 25 per cent off all fine straws.

Mens' Cloth Hats, reg. 1.25 for 93c

Mens' and boys cap specials at 49c, 79c, 98c and \$1.19.

Ready-made Suits and Suitings.

We can save you \$10 on a nifty made to measure Suit. Get one now. These goods are advancing and getting scarcer every day.

READY-TO-WEAR SUITS.

Mens' Suits reg. up to \$15 for 9.98

" " " " \$18 for 12.48

10 per cent off all regular lines, Boys' Suits at less than manufacturing prices.

Raincoat Specials

Fawn and tan English Waterproofs at 20 to 25 per cent off.

Reg. \$12 for \$9.00; 9.00 for \$6.75

Reg. 6.00 for \$4.50.

Girls' Raincoats reg. 4.50 for 3.98

All other Coats at 10 per cent off.

Knechtel & Knechtel - MILD MAY