


 Chiefly Concerning the July Sale Specials For Men

Any man who knows anything at all about the policy of "The Big Store" must realize that now, perhaps, is the most economical time to buy. For not only is the July Sale, with its large list of special values, featuring "something different every day," in full swing, but also this is stocktaking time, and if there is anything which disturbs prices and causes them to take a hasty slump,
it is stocktaking. it is stocktaking.

So if you're out of certain clothing necessities, such as Underwear, Shirts, Ties, Nightrobes, Hats, Handkerchiefs, or need extra accessories for the auto, or new pictures for the home, now is the time to investigate their values, for now they they are almost all exceptionally reduced. Come early and come often. Perhaps the following suggestions will help.
Men's Combinations, Many Less Than Half Price, at 98c
This lot has been marked at an exceedingly low price, and, moreover, includes styles and qualities from which it is an
ter for you to make your selection. Included are suits in fine quality balbriggan, in white or natural shade, spring needle easy matter for you to make your selection. Included are suits in fine quality balbriggan, in white or natural shade, spring needle stitch, with long sleeves and three-quarter leg, and a big range of patterns in checks and stripes in white nainsook, in athletic style,
knee length, and without sleeves, and with single button seat. Sizes in the lot, 34 to 50 , but not all sizes in each style. Sale knee length,
price, 98 c .

Men's Outing Shirts, 98c
Exceptionally good value is offered in this line of outing shirts, in fancy crepe effects and in striped patterns, in single or cluster designs, in such colors as black, light and dark blue or mauve or combinaas black, light and dark blue or mauve or combinagrounds. They are all in coat style, with yoke,
breast pocket, reversible lay-down collar, and imitation soft double cuff. Sizes 14 to 18 . Sale price, 98c.

Men's Nightrobes, Each, 59c
At this price are night robes of Canadian or American makes, including some in "Congress" brand; all of splendid quality white cotton, some brand; all $V$-shaped neck, and trimmed with red, navy or
with sky on neck and front; others without trimming; while still others, in plain white, have attached laywhile still others, in plain white, have attached lay-
down collar. All styles are made with yoke, breast pocket and slip-over band cuffs, and the lot includes all sizes 15 to 19 . Sale price, 59 c.

Your Steamer Trunk, Have You Bought It Yét?
Your opportunity to purchase one of these
runks at a reduced price is here. They are Trunks at a reduced price is here. They are covered with waterproof canvas, painted and var-
nished in a good, serviceable color; $1 / 2$-inch hardwood slats, metal corner protectors, sheet iron covered bottom, and edges bound with vulcanized fibre, give strength and solidity to this trunk.
The heavy lock and bolt clamps, cowhide leather straps, fancy lining and tray make this trunk attractive. Your choice in 32, 34, 36 and 40 attractive. Your choice in
inch sizes. Each for $\$ 8.00$.

We Accept Coupons of Victory Bonds For the convenience of customers, Interest Coupons
detached from Dominion of Canada War detached from Dominion of Canada War Loan Bonds,
will be accepted on or after due date in payment for will be accepted on or after due date
goods bought in the store or by mail.
Care should be taken to detach only such coupons
as are due, the due date being printed on the face of the

> Cottagers and Campers
> When you want to buy anything described on this page, or something not listed in the Catalogue, write to the SHOPPING SERVICE, and one o our special shoppers will choose it carefully, and send it to you at once.

A "Before Stock-Taking" Reduction of Men's Panamas to $\$ 3.50$

Now is the time, too, when a light, comfortable hat is appreciated. They are in boater style, with pencil, roll or welted edge brims; also fedora shape with crease crown flaring or slightly roll brim. All sizes in the lot, $65-8$ to $71 / 2$. Today, special, $\$ 3.50$.


Men's and Boys' Neckwear, 3 for 25c, or, Each, 9c
This lot consists mostly of broken ranges from regular stock, and are ideal ties for everyday use. They are all in four-in-hand style, some with wide
flowing ends; others in Derby shape, and line on flowing ends; others in Derby shape, and line on
back. The patterns are in all-over, floral or stripe designs, in medium shades, some in fibre silk and cotton mixtures, but mostly in mercerized cotton. cotton mixtures, but mostly in mercerized cotton.
Sale price, 3 for 25 c , or, each, 9 c . - Maln Floor, dentre.

Mon's Plain Black Cotton Sox, Greatly Reduced to 18 c Odd lines-some at half-price--of summer weight,
seamless cotton socks, with reinforced toes and heels; seamless cotton socks, with reinforced toes and hee
allo with fine ribed cufls. A good rane of sizes. To.
day, sale price, 3 pairs for 50 c, or, per pair, 18c.

Men's Colored Bordered Handkerchiefs, 4 for 25c
They are of fine Irish lawn, with colored borders.
in a variety of colors and nicely hemmed. They are 17 inches square. Price, 4 for 25 C .
Women's Irish Lawn Handkerchiefs, 4 for 25 c They are of fine Irish lawn, finished with hem.
stitched hems, are 12 inches square, and very practical
for everyday use. Price, 4 for 25 .


- Matin Floor, Centre.


## SAVE TIME

When Ordering From More Than One Departmen More Than One Department CITY ORDER DEPARTMENT ORDER DEPART (or Adelaide 5000, and ask for City Order Depart-

## Excentional Sale Features

Framed Pictures at 15c; "Mire 5 Senses", Pictures, 85c ; Bevelled
Extra Special! 1,000 Attractive Framed Pictures, Today, 15 c
Here is a collection which will solve the decorating of many a summer home, living-room or den. They are framed in gilt or narrow or wide mission oak frames, which will harmonize with almost any colored room. The subjects, too, are equally appropriate-sepias featuring such well known subjects as "The Angelus," "The Gleaners," and many others; also beautifully colored one
"The Five Senses," Pictures, by Bessie P. Guttman, Special, 85 c
If you love little children or are decorating the children's room, you ought to see these pictures. The artist has taken a series of bright-eyed, rosy-cheeked youngsters, and has cleverly de-
picted them as performing certain actions, illustrating the sense of feeling, hearing, talking, smelling seeing. You can't fail to like the curly head, coy, little girl looking into the mirror. They are seeing. You can't fail to like the curly head, coy, little girl looking into
hand-colored and framed in $3 / 4$-inch antique gilt. Today, sale special, 85 c .

Large Bevelled Plate Mirrors, Special, \$8.95
This mirror is size 18 by 36 inches, and is framed in a $21 / 2$-inch mission or polished oak, or white enamel frame. Today, sale price, $\$ 8.95$

Interesting Sale Items in Auto Accessories and Bicycles Here Are Four More Excellent Values in the Accessory Department
 one-piece body, rest for the foot bevelled plate glass, This is an excellent
highly polished when using accel- with enamelled frame way of protecting



Sale Offering of Girls' Bicycles at $\$ 36.50$
There are 25 only, so we advise early selection. They have Hercules coaste brake, roller chain, skirt guard, easy-riding saddle, double tube, guaranteed tires, tool bag and wrench; 18,20 , and 22 -inch frames. Sale price, today, each, $\$ 36.50$.

Bicycle Carriers and Stand, Price 75c
They are made of
heavy iron, have
kick-up stand and
clip. Sale price, to-
day, 75 c .

- rum roer







##  Mile, 1.58





플
 me Constable to

and Her Com－ | me Constable to |
| :--- |
| and Her Com－ |
| is Held． |
| $\mathbf{O O}$ QuIckiY | OO QUICKLY

ed With Bargain
e Been Made Trio．
 Nome tow Hemin

 cintion
简

 FOR BIGAMY．
 ADJUURED． ，uck

## yon wion

## CEMENTS



##  <br>  <br> 

## errett


 Personally Assaulted and Au
Damaged in Chase After Damaged in Chase After
Evàders．
DRAFTEE DROWNED Got Out on Lake in a Cano
Hotly Pursued，and Craft ＝


## 





$$
\begin{aligned}
& \text { LANDED AVIATORS } \\
& \text { AT CANADIAN PORT }
\end{aligned}
$$

$$
\begin{aligned}
& \text { U. S. Patrol in Dirigible Had } \\
& \text { Drifted Several Hundred }
\end{aligned}
$$

 GERMANS RESIST
TO AVOID RETREAT

## 

ROSY VIEW TAKEN




## 1



$$
\text { ² }{ }^{\text {m }}
$$ $\pm=5$

 まisemiziz SHOULD FINISH WORK


## Old

 Ideas Die Hard






## 


．

## 

## 

Worial Review of Persistent
Worl Theatres of
the War．
HAMPERED BY STORMS On Western Front，However，Air－
men Seized Every Opportunity
of Assailing Vital Points． $\pm$


Wash Skirts

|  |
| :---: | without belt. L Last Day Handkerchiefs


Whitewear

Women 's Swiss Emberchiefs, all white and
white with dinty designs. Large variety to
choose frem ceigose. from. Last Day
price, 6 for 69 .

| Women's Pure Wool |
| :--- |
| Fascinators |

Exquisite Shell Design Shaped over shoulders.
 less than cost of wo. 6 was
Last Day price,


 pinhead chambray or blye
and white woven striped and white woven striped
perale. Two chic new styles, traight of empire,
 Syatrsin the lot. Regov-
larty 51.00 . Last Day larice, 69 e.







| $\operatorname{Linings}_{\text {and }}$ |  |
| :---: | :---: |
| Sateens |  |
| Brocade Sateen |  |
| colore suitable for |  |
|  |  |
| de reki ite - ${ }^{\text {a }}$ |  |
| Day price, yard, |  |
|  |  |
|  |  |
|  |  |
| 38 inches wide- |  |
| underakirts. LastDayy price, yard,69.4 |  |
|  |  |
| ${ }_{\text {inch }}^{4.000}$ Yarates 40 - |  |
| Amoy teen thanwholeale cost |  |
|  |  |
| shade and black:40 incheswide |  |
|  |  |
|  |  |

Dress Goods 7,000 Yards Dress Goods,
69c. Black and White Bed-
ford Cords, Brilliantine ford Cords, Brilliantine
lustre, shepherd checks, fancy mophairs, English fancy mohairs, English
tweeds, Scotch
tartans, fancy, stripes, cotton
khaki, khaki, gabardine, dress
dela ines. Wonderful delaines. Wonderful
value. ${ }^{\text {Last }}$ Day price, value. 69 c .

## Wash Goods

Incomplete Assort-
ments of silk and cotton ments of silk and cotton
fabrics, for waists, dresses and suits; 36 in. wide.
Regularly $\$ 1.00$ per yard. Last Day price, 69c.
Beach Suith orite sand, rose, green and
eight other shades, including eight other shades, including
white and black; 36 inches
wide. Regularly 75 . Last English Voiles White
Day pith black and black with with black and black with
white- pretty printed de-
signs, suitable for elderly signs, suitable printed dor elderly
women; 36 to 40 inches
widen Regularly 75 c and wide. Regularly 75 c and
\$1.00 yard. Last Day price,
yard, 69 c . Georgette Crepes, in silk
and cotton -14 of the best
shatectander shades-suitable for waists
and dresses, \$1.00 per yard
value. Last Day price, yard,

## Silks <br> A big special purchase of Natural Silk Pongee-Shan- <br> tungs. Very fine, even woven silks free fro dressing; 33 inches wid <br> Phone orders fincled. Rega. larly 88 c and 95 c . Last Day <br> price, per yard, 69c. Yard Wide Ivory Hatai silks fine and medium <br> Siks, fine and medium weaves, for many purposes. Regularly 79c. Last Day <br> price, yard, 19. -inch Coc. Colored 'Chiffon Taffetas-Plenty of navy blue and ivory, and plenty of the other popular shades. Also balance of allt tamaline siks and 22 and silks and 22 and 24 -inch C. B. Satin. Regularly 75 C and B. Satin. Regularly 75 c and 89c. Last Day price, yard, 69c.

| You Can Buy |
| :--- |
| Anything on |
| This Page for |
| CENTS |
| CN |


|  |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| Silverware |
| :---: |
|  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |



| Hardware |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | , |
|  |  |
|  |  |
|  |  |
|  | Pic |
|  |  |
|  |  |
|  |  |

## Men

Men's Balbriggan Un-
derwear, 69 c -Shirts and derwear, 69 - Shirts and
drawers, natural shade. drawers, natural shade.
Broken lines from seaBroken lines from sea-
son's selling. Long sleeves son s seling. Long sleeves
and ankle length, also short sleeves and ankle.
Sizes 34 to 44 . Regularly Sizes 34 to 44 . Regularly 75 c and $\$ 1.00$. Last Day
price, 69 . Men's Negligee Shirts,
29 69c, of good quality shirt-
ing material neat striped
patterns, laundered cuffs. patterns, laundered cuffs.
Broken lines and counter Broken lines and counter
soiled. Sizes 14 and 17.
Regularly $\$ 1.00$. Last

| Jewelry |
| :---: |
|  |  |
|  |
|  |
| Pinn, 69 c . Gold Filled or Sterlin |
| Movery Torle |
|  |
| Linens and Staples |
|  |
| 隹 |
|  |
| linal |
|  |
|  |
|  |
|  |  |
|  |
|  |
| Stememe |
| Lan Day price pait, ici |
|  |
|  |  |
|  |
|  |
|  |
|  |
|  |  |
|  |
|  |
|  |  |
|  |
|  |
|  |
|  |  |

## 85 c Towels, clearing

 69c Pair. Huckaback;some hemmed; others
hemstitched-large size, hemstitched-large size,
with all white - fancy borders.
pair, 69 .
Bordered Crash Towel-
ling, 16 inches wide. Last ling, 16 inches wide. Last
Day price, 3 yards, 69 c. White Turkish Bath
Towels, of heavy quality Towels, of heavy quality; hemmed ends. Regularly
85c. Last Day price, pair, 69c.
Semi-bleached Damask
wearindid washing and
wality; 64 wearing quality; 64
inches wide. Regularly inches wide. $\begin{gathered}\text { Regularly } \\ \text { 85c. Last }\end{gathered}$ Day price, yard, 69 c.

$$
0
$$

Nainsook, 5 yards for
69 c-Fine quality, $35 \mathrm{in}$. wide. Not more than 10
yards to a customer yards to a customer. Last
Day price, 5 yards, 69 c. Day price, 5 yards, 69c.
Hemmed Pillow Case Sizes $42 \times 33$ and $45 \times 33$. inches. Regularly 85 c .
Last Day price, pair, 69 c. Plain Bleached Sheet-ing-Heavy quality, linen ularly 85 c . Last Day price, yard, 69 c .
Damask Napkins, $18 \times$ 18 inches. Hemmed ready for use. Last Day price,
6 for 69 . $\$ 1.00$
69 c -Lace edge and linen 69c-Lace edge and linen
finish. Ring of lace in-
sertion in centre. Size 36 sertion in centre. Size 36
$\times 36$ inches; round. Regularly $\$ 1.00$. Last Day price, 69 c.

## Books

"The Hillman," by E. volume sells right along at
\$1.25. The story abounds 81.25 . The story abounds
in complicated mystery and
romance romance. In point of dira-
matic value and heart intermatic value and heart inter-
est it is one of the author's
best. Last Day price, 69 . "Tom Sawyer" and "Huc.
kleberry Finn" are two hu-
man books. We offer a spe. kleberry
man books. We offer a spe-
cial Canadian edition, printed in clean type, cloth-
bound. Last Day price, 69 c .

Ton SIMMPSONCLimition

