

Superior  
Merchandise

**MURDOCH'S**  
SIMCOE'S FAVORITE SHOPPING PLACE

Mail and Phone Orders  
Promptly Executed

# INTRODUCTION SALE GOES MERRILY ON

Crowds of customers are picking up the splendid bargains we are offering in every dept. We are seeing new faces every day, making new friends and cementing old friendships; an inspiration that has spurred us to greater effort. We have a larger list of bargains this week than before. Look! Read! Then put on your hat and start for this store and get your selections of these bargains. It will pay you to drive 20 miles if necessary to reach this sale.

## BARGAINS ON THE GREAT WHITE WAY

### Princess Slips and Underskirts at 93c

THE UNDERSKIRTS are made of soft white cotton in several splendid styles, flounces of deep laces, embroideries and insertions finished with fine tucking and underpiece, every skirt represents a genuine saving. Now **93c each**

THE PRINCESS SLIPS are made of fine white nainsook in an exceptionally neat style, flounce finished with fine tucking and lace frill, trimmed around neck and arms with lace, sizes 34 to 40. **93c each**

CORSET COVERS made of fine cambric, trimmed with lace, embroidery and insertion, a special for this Sale. **22c**

CORSET COVERS of fine cambric, embroidery and ribbon trimming, Special. **32c**  
Other lines at 15c, 42c and 49c.

DRAWERS of fine cambric, tucked and lace trimmed, all sizes **22c**

DRAWERS of fine cambric, embroidery insertion and lace trimming. **43c**

CHILD'S DRAWERS of fine cambric, nicely trimmed, for **21c**

LADIES' COMBINATIONS made of fine cambric, trimmed with embroidery and made in neat fitting styles, all sizes, for **\$1.49**

### Night Dresses

LADIES' NIGHT DRESSES made of fine soft cotton, slip-over style, neck and sleeves finished with lace. Sale Price **43c**

LADIES' FINE NIGHT DRESSES made of longcloth, tucked yoke finished with embroidery, regularly sold at \$1.25. Now **98c**

LADIES' NIGHT GOWNS of fine longcloth, square cut neck, trimmed with insertion and embroidery, regular line at \$1.75. Sale **\$1.39**

LADIES' GOWNS of fine nainsook, beautifully trimmed with embroidery, insertion, German Val. lace and satin ribbon, regular \$3.50 for **\$2.98**

FANCY TAILORED WAISTS in pretty striped vestings, bought to sell regularly at \$1.25. Now on Sale at **98c**

FINE LAWN WAISTS embroidery laced fronts, a good line at \$1.25. Now on Sale at **98c**

3 DOZEN ONLY, Embroidery Front Waists, all sizes, remarkable values for **69c**

### All Sheetings and Pillow Cottons Hemmed Free

And the lowest prices of the year are now in force. We are selling many extra hundred yards of sheetings, pillow cottons, factory cottons and longcloths, simply because we saw the price of cotton rising and laid in a huge supply many months ago, and have thus been able to offer values that have made it worth while for the many foresighted customers to buy up a year's supply of these goods.

36 inch Unbleached Factory Cotton	11c	72 in. Bl-ached Sheeting, plain even weave, English make	27c
36 inch Heavy Unbleached Factory Cotton	12c	72 inch Bleached Sheeting, heavy twilled	29c
40 inch Unbleached Factory Cotton	10c	44 inch Pillow Cotton, circular, the yard	22c
32, 34, and 36 in. Flannelette in stripes and colors, 11 yds for	\$1	42 inch circular Pillow Cotton, good heavy, price	21c
80 inch Linen Sheeting, heavy English linen		93c Yard	
44 inch Circular Pillow Linen to match		72c Yard	

### Bridal Sets

Pretty 4 piece Bridal Suit made of cambric, embroidery trimmed, was \$6.50 for **\$4.98**  
A Bargain in Ladies' Long Kimonos, in colored muslins, regular \$1.25 for **59c**

### Underskirts

UNDERSKIRTS of good English cotton, frill of embroidery with band of insertion, regular 75c for **59c**  
UNDERSKIRTS of extra heavy cotton, 12 inch frill of embroidery, regular \$1.25 for **81c**  
UNDERSKIRTS of good cambric, 18 inch flounce of lace, insertion and tucking, finished with lace, regular \$1.25 for **82c**  
UNDERSKIRTS of extra heavy cambric, 15 inch embroidery flounce and insertion, regular \$2.00 for **\$1.29**  
Other lines of Underskirts in fine quality, trimmed with very fine embroidery beading and ribbon up to \$5.00 and \$8.00 at Sale Prices.

### HOSIERY

This store always leads in Hosiery values and we are offering special values in the following lines:  
Heavy Ribbed Worsted Hose, fast black, in all sizes, **22c a Pair**

Black Cashmere Hose, Llama, fast black, and all sizes, regular price 40c, now **3 for \$1.00**

Ladies' Black Cotton Hose, all sizes, regular price 18c, now **2 for 25c**

### Two Bed Spread Specials

White Bed Spreads 65 x 80 were \$1.25 for **98c**  
White Aerial Quilts 68 x 88 were \$1.45 for **\$1.05**

### White Yard Fabrics

	Reg. Price	Sale Price
27 in. Vesting	18c	12c
26 in. Striped Dimity	15c	11c
27 in. Hera Vesting	30c	23c
27 in. White Vesting	25c	18c
27 in. Vesting	38c	23c
28 in. Muslin	30c	13c
27 in. Kimono Cloth	25c	14c
27 in. Serpentine Crepe	20c	12 1/2c
40 in. White Mull	15c	11c
36 in. Mull	12 1/2c	9c
34 in. Foreign Lawn	18c	15c
34 in. "	15c	12c
6 ends of Embroidery	25c	19c



The most famous shoe in America worn by women of taste everywhere, always sold for \$5.00. We are clearing all lines; gun-metal in black or tan, lace or button, patent leathers in lace or button, all new styles, at **\$3.98**

Patent Button or Patent Lace Shoes, \$4.50 line, now **\$2.98**

Gun Metal Button or Lace Shoes in tan or black, reg. \$3.50 for **\$2.98**

### Men's Light Colored Shirts

MRN! The Shirts we are selling at 75c are Youth Shirts, sold in the regular way at \$1.00 and \$1.25. They are neat patterns and we have them in all sizes. They are Cost Shape. These are all buttoned below waist line assuring a perfect fit below as well as above the waist. Buy one year's supply of these at **75c Each**

### Make No Mistake

You Will Need Furs Soon. Why Not Settle The Question While Furs ARE Marked Down 25 per cent. to 40 per cent.

Black Persian Lamb Set, large semi bolster muff trimmed with self tabs and large silk tassels. Large flat neckpiece finished with six tassels. Set was \$38.00 now **\$26.90**  
Black Lynx Set, large muff and stole, was \$30.00 for **\$18.00**  
Mole Set, beautiful large open muff and neat neckpiece, was \$20.00 for **\$12.48**  
Blue Goat Set, large pillow muff, stole to match was \$13.00 for **\$9.00**  
Black Persian Paw Set, large muff, neckpiece, was \$13.50 for **\$7.49**  
Black Persian Paw Set, open muff, neckpiece, was \$20.00 for **\$9.98**  
Black Moire Persian Set, small neckpiece, medium sized muff trimmed with head, was \$17.50 for **\$8.00**  
1 large Mink Neckpiece, beautiful dark skins, wide stole effect trimmed with silk ornaments and tassels, was \$50.00 for **\$38.97**  
4 Only, Marmot Collarettes, regular \$11.50, snap for **\$6.00**  
Other Sets and Odd Pieces reduced accordingly.



### Get Your Black Dress Goods at Reduced Prices

We can supply every black dress goods wanted at prices lower than elsewhere.  
Black Wool Etamine Cloth, full 42 inches wide, a hard wearing cloth for dresses, regular price \$1.00, now **78c Yard**  
Good Black Serge, 42 inches wide, sold regularly at 65c, now **47c Yard**  
New Blue Serge, men's cloth finish, 45 in. wide, good value for \$1 now **85c Yard**

### Sale of Fine Table Linen

Bleached Damask Cloth 60 x 80, hemmed ready for use, regular price \$1.25, on sale at **89c Each**  
Semi Bleached Tabling 72 in. wide, good heavy linen and splendid value at 75c now **64c Each**  
22 in. Table Napkins, small pattern, dotted centers, \$3.50 per doz. for **\$1.98**

### Kid Gloves

A special line of kid gloves bought specially for this sale. Black, grey and tan, sizes 6X to 7X, good value at 75c, while they last **42c a Pair**

**Grover C. Murdoch & Co. Limited**  
SIMCOE FORMERLY SOVEREEN'S SIMCOE