

HOUSEWIVES TO REALIZE VALUE OF DOLLAR BILL

Merchants Join Hands in an
Effort To Make Day a
Success.

SMASH HIGH PRICES

Keen Competition Will Assure
Shoppers of Exceptional
Bargains.

Once again London merchants, members of the Dollar Day Association, have indicated that they are desirous that the buying public shall be afforded another opportunity of obtaining exceptional values for their money.

This event is set for the big day when hundreds of London householders discover that the dollar has certainly come back into its own in this city at least, despite the persistent attitude of the pessimistic ones.

All the merchants have joined hands in another real home effort to make tomorrow a day of days for the buyers, when merchandising bargains will be possible on all sides, and all records will be smashed.

The statement is often heard that the dollar will derive more for its value than earlier in the year, or even a few weeks ago, and the advertisements in The Advertiser today fully indicate the truthfulness of this statement.

The crucial test is at hand, and the aggressive merchants who, like the general public, have begun to look forward to this event, have promised that if there is to be any difference in the matter, it is their intention to offer more value for the money than ever before.

Will Play Fair.
It would appear that behind such announcements by the merchants who will participate in the big sale will be encountered good business judgment and common sense, and a survey of what they have to offer will convince even the most wary and discriminating, they assert, of their avowed intention to play fair with the public.

As an initial declaration it may be said with emphasis and truthfulness that the benefits to be accrued by such a gigantic undertaking as a general Dollar Day throughout the downtown district are by no means confined to one class, the merchants. There are, of course, those who always treat their goods with suspicion, and term a dealer's announcement as a mere catch phrase, tended to lure the unwary into his store, where he will be charged top-notch prices for something that he or she does not require, and would not purchase under ordinary circumstances.

Storekeepers Confident.
Persons so inclined, if they have not been so fortunate as to have visited one of the several stores during other Dollar Days, will after a careful analysis of the situation, find tomorrow the storekeepers are confident that they are certainly not endeavoring to hoodwink the people. Since the first of the year costs of maintaining a business have been steadily declining, although not quite as speedily as the merchants themselves would like. With an unusual large supply of goods upon his shelves, carried through a long and anxious period of depression, he is not ensconced in any enviable position.

If he possessed but a small portion of the stock, and had the remainder of the same in cash, he would be in a ready position to take advantage of the wholesale price cuts that have been in evidence more or less consistently since the first of the year.

As he cannot, to do this he chooses Dollar Day as the only other alternative at his disposal that will allow him to reduce his stock at as near the original buying price as possible, and so obtain the money necessary to purchase the same material at a better figure. Incidentally the public cannot lose by an enterprise of this nature, but has everything to gain.

In short, it is the only position to assume by the merchant with their over-stocked places of business, and they are then placed in a more strategic position to face the future.

Will Unload Stock.
Caught in a situation of this nature, through no fault of his own, with a high-grade stock of goods, he is powerless, however, to compete in the local falling market with another merchant who may carry an inferior quality in the same line. It is only natural to assume then that he will unload when the most favorable opportunity presents itself. Happily he is able to choose Dollar Day as a way out of an unpleasant situation, with the purchaser none the less cared for.

So the buyers of London will find Thursday, when they sail forth to view the bargains, that the elements of business are largely in their favor. There are always things of some nature that they desire. Many of these articles they have been doing without because the price has soared away out of reach during the past two or three years. More than often there are two or three things badly needed, one for each of the family, perhaps.

On Dollar Day these persons find themselves in the fortunate position that they are able to obtain two of these coveted articles for the price that one would have cost the previous day.

Competition is Keen.
More than ever before is the old maxim "competition is the spice of business" regarded as the sage observation, and more than ever does it mean, when applied to Dollar Day in London, a wealth of competition that cannot help but yield satisfaction on every hand.

Live wire merchants realize the competition that they are facing, and quite aware of the natural fact that the public will flock just where they will get the best and most for their dollar, have prepared accordingly.

It is a wonderful opportunity for the ladies to obtain a new skirt, shirtwaist or any one of a hundred nice articles that they have been wishing for weeks past, at a figure that is ridiculously low.

Midsummer--1922 DOLLAR DAY Replete With Interesting Economies For the Home

The merchandise offered is of our regular quality, and the prices are for Dollar Day only. Nothing will be sold before 9 a.m., nor after 6 p.m., Thursday. Although these prices do not warrant delivering, we will make free deliveries to any part of city, but cannot prepay shipping charges to outside points, as is our usual custom.

The following prices are naturally for cash only, and immediate delivery. We cannot accept deposits, or hold any piece in our warehouse or on our floors, subject to later delivery instructions. The full price must be paid at the time of sale, and delivery accepted within forty-eight hours. Many items listed only contain one or two pieces—and first come first served.

THOMAS The Store for the Home

No living-room is complete without one or more lamps, and here's your opportunity. Three Oak Frame Table Lamps with amber glass shades, selling regularly at \$12.50, \$22.50 and \$28.00. Your choice Dollar Day at Half price.



Oak Jardiniere Stands, fumed finish, big enough to fill up an odd corner; regular \$1.50. Dollar Day 95c

Adding Extra Comfort to the Living Room

Chesterfield A beauty, covered in mulberry velour; loose Marshall cushion seat. Reg. \$157.50. Dollar Day, \$78.50

Fumed Oak Settee Just an odd piece, with tapestry covered spring seat. Reg. \$15.00. Dollar Day \$7.50

3 Only Morris Chairs One in golden and two in fumed oak; brown leatherette upholstered seats and backs. Regular \$26.00, \$25.00 and \$30.00. Dollar Day, Half Price.

Dollar Day In Our Thrift Basement--No Phone or C. O. D. Orders

GROCERY SECTION

St. Williams Pure Jam, 4-lb. Pails, Strawberry or Raspberry 73c
Marmalade, 4-lb. Glass, 59c
Puffed Rice 13c
Toilet Soap 4 for 12c
Lifebuoy Soap 4 for 28c
Lux 10c
Pearline 7c
Silvergloss Starch 10c
Handy Ammonia, 3 for 20c
Babbitt's Cleanser, 3 for 20c
Old Dutch Cleanser, 2 for 21c
Sani-Flush 26c
Surprise Soap, Gold Soap, Comfort Soap, P. & G. Soap, Sunlight Soap, all 10 for 67c
25-Watt Electric Globes 4 for 95c
Campbell's Soups, 2 for 25c
Sockeye Salmon 22c
Cascade Salmon, 8c and 13c
Canned Peaches or Pineapple 21c
Dove Greengage Plums, 14c
Dove Pears 16c
Dove Tomatoes 15c
Early June Peas 15c

GROCERY SECTION

Pioneer Corn 2 for 19c
Sea Pearl or Neptune Sardines 2 for 17c
Brunswick Sardines, 4 for 19c
Aunt Dinah Molasses 8c
Foster-Clark Custard Powder 4c and 7c
Seedless Raisins (Del Monte) 23c
Seeded Raisins (Sun Maid) 23c
Royal Dates 3 for 23c
Durham Cornstarch 8c
Shirriff's Jelly 4 for 25c
Jello 3 for 28c
Stuart's Marmalade, 1-lb. glass 21c
Sterling Sweet Pickles, 37c
Sterling Sour Pickles, 35c
McLaren's Olives, quart sealer 57c
S. B. Sauce 22c
Chili Sauce 31c
Libby's Tomato Catsup, 23c
Shredded Wheat 2 for 23c
Corn Flakes 9c
Macaroni or Spaghetti, 2 for 21c

Glassware and China

All Cut Glass in stock at half the regular price.
Cream and Sugar Sets, 35c pr
Cut Glass Cream and Sugar Sets 59c pr.
Glass Butter Tubs 24c
Water Glasses 5c
Cut Glass Water Glasses, regular 35c, special 20c
21-piece China Tea Sets, reg. \$6.95, special \$3.50
17-piece China Tea Sets, reg. \$3.75, special \$2.10
Clover Leaf Cups and Saucers, regular 25c, special 2 for 35c

Aluminum and Graniteware

Potato Pots 65c
Stew Pans 39c
Aluminum Stew Pans, Coffee Percolators, Potato Pots, Double Roasters, Water Pails, Dish Pans, Windsor Kettles, Preserving Kettles and 3-piece Sauce Pan Sets, reg. \$1.69. Dollar Day, \$1.29

Here and There In the Sale

All Steel Army Cots

Excellent for camp or emergency purposes. Regular \$5.00. Dollar Day, \$3.45

Jute Stair Carpet

About 100 yards only to sell. Regular \$1.00 yard. Dollar Day 39c yard

3 Only Boys' Autos

Priced regularly at \$24.50, \$19.00 and \$15.50. Dollar Day, half price.

Simmons Hammo-Couch

Just three of our regular \$15.75 Couches to clear Dollar Day at \$8.00 each

Veranda Chairs

Every one of these Chairs will be cleared out tomorrow at half their regular price. Regular prices from \$4.75 up.

Hammocks

About a dozen of them will also be sacrificed tomorrow at half price. Regular prices, \$6.50, \$7.00, \$8.00 and \$9.00. Dollar Day, half price.

Mantel Clocks.

Fumed and Golden Oak Cases, strike hour and half hour; eight days; three styles; regular \$16.00 and \$24.00. Dollar Day \$8.00 and \$12.00

Lamp Shades

One in gold silk and one in rose, both silk-lined. Regular \$20.00. Slightly shop soiled. Dollar Day \$9.50

Lawn Mowers

Clearing out tomorrow at half their regular price. All have four blades. Regular prices, \$15.00, \$16.00 and \$17.00. Dollar Day \$7.50, \$8.00 and \$8.50

Notable DOLLAR DAY Reductions On Bedroom Furnishings

Walnut Bed and Dressing Table
Reg. \$120. Dollar Day, \$60

Two dandy pieces in the Colonial design. Would be just the thing for a little girl's bedroom; full sized bed, and triple mirrored dressing table.

Ivory Dresser and Chiffonier,
Reg. \$133.50. Dollar Day, \$59.00

Both pieces match, and, at our special price, are cheaper than the regular price of either piece.

3 Only Wood Beds,
Regular \$35, \$37.50 and \$50,
Dollar Day, \$17.50

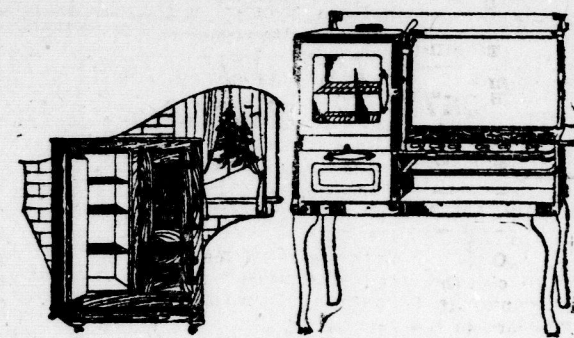
One in Ivory and two in Mahogany finish. Adam, Queen Anne and Colonial designs—real good value.

Golden Oak Princess Dressers,
Reg. \$65. Dollar Day, \$32.50

A popular style of dresser eliminates the need of a dressing table, long plate mirror and two drawers.

24 White Enamel Beds,
Reg. \$12.60. Dollar Day, \$6.30

Large double-bed size only, beautiful heavy design.



Kitchen Equipment At Half Price and Less

Kitchen Cabinet

Solid oak construction, fitted with all the latest conveniences, nickel-plated extension baking table; regular price \$65. Dollar Day, \$35.00

Hand Power Washer

A regular \$25 machine that will do your washing in less than half the time, without effort. Dollar Day \$12.50

Kitchen Cupboard

Surface oak construction, glass panel, china cabinet top, large roomy cupboard and cutlery drawers in base, regular \$40.00. Dollar Day \$20.00

Treasure Combination Coal and Gas Range

Full nickel trim, thermometer in oven door. Cooks and bakes equally well with either gas or coal in the one oven. Regular \$110. Dollar Day \$55.00

Gas Stoves

All Made by Moffat at Half-Price. Cabinet Range, Regular \$65. Dollar Day \$32.50

Cabinet Range, with canopy top. Regular \$85. Dollar Day \$42.50

Square Gas Range, with broiling oven. Regular \$55. Dollar Day \$27.50

Four Burner, with oven. Regular \$45. Dollar Day \$22.50

Two-Burner, with oven. Regular \$25. Dollar Day \$12.50

Refrigerators

The remainder of our stock at less than factory cost.

Regular \$24.50. Dollar Day \$13.95

Regular \$28.75. Dollar Day \$15.85

Regular \$42.00. Dollar Day \$23.75

Regular \$106.75. Dollar Day \$59.75

Regular \$126.00. Dollar Day \$70.00

Baby Carriages--Almost Half Price

One only, Ivory Carriage. Regular \$45. Dollar Day \$29.50

Two only, Ivory Carriages. Regular \$65. Dollar Day \$35.00

One only, Old Ivory Carriage. Regular \$75. Dollar Day \$37.50

Five in various finishes. Regular \$75, \$78, \$83 and \$95. Your choice Dollar Day \$50.00



Some Wonderful Bargains in Odd Pieces and Complete Suites for the Dining-Room

Black Walnut Dining-Room Suite

Buffet, extension table, china cabinet, armchair, five small chairs, leather slip seats, Queen Anne design, regular \$300.00.

Dollar Day, \$179

Black Walnut Dining-Room Suite

Buffet extension table, armchair and five side chairs, leather slip seat, William and Mary period design, regular \$350.00.

Dollar Day, \$195

Fumed Oak Arm Chairs

With Rockers to match, spring seats, leatherette upholstery. Just six to sell. Regular \$13.25.

Dollar Day, \$7.95

Solid Walnut China Cabinet

Just one to sell, double glass doors, would look well with any Walnut Dining-Room Suite, regular \$67.50.

Dollar Day, \$33.75

Old English Extension Table

6 ft. extension, quarter-cut oak construction, 45" round top, regular \$45.00.

Dollar Day, \$29.50

Quartered Oak Buffet

Just an odd Buffet, marked to sell at \$70.00, but it's real value at our

Dollar Day, \$35

THOMAS FURNITURE CO., 240 DUNDAS STREET