

Anniversary Celebration

Our 30th Birthday in Business and the 88 Anniversary of the "London House" Which Started in 1831

To be celebrated by a nine days' period of great value-giving for St. John people, commencing Thursday, the 24th inst. This is an annual event and a time of sharing profits with the St. John shopping public in return for the hearty support they have always extended to the "London House." For months we have been searching the markets for merchandise up to our standard and have succeeded in getting goods at prices decidedly lower than those now prevailing. Every department will be represented and the watch-word will be "Economy." We quote here a few of the important items for first days of sale.

4,000 YARDS OF SPRING AND SUMMER DRESS GOODS WILL BE SOLD DURING THIS OUR ANNIVERSARY CELEBRATION. DEPARTMENT TO BE REMODELED SO EVERY YARD MUST GO.

Fine check suitings, navy and white, gray and white, black and white, 44 inch wide. Anniversary Celebration 75c. per yard.

Tartan Dress Plaids in rich dark colors, suitable for girls and kiddies school dresses. Anniversary Celebration price.

Fine French Resilids Cloth, mixture of silk and wool, in a good assortment of light and dark colors, such as rose, sand, mauve, copee and green, 42 inch wide. Regular value \$2.45 per yard. Anniversary Celebration price \$1.58 per yard.

Splendid value in Serge suitings, navy in light and dark, African brown, taupe, green, burgundy, and black. Anniversary Celebration price \$2.98 per yard.

Wool cheviot coating and summer suitings in shades of rose, navy, Resida green, mustard, henna, and Russian green, 54 inch wide. Regular value \$3.7 per yard. Anniversary Celebration price \$2.98.

Clearing lines of light weight dress materials, nice fine quality, in shades of green and light or dark navy. Anniversary Celebration price 50c. per yard.

Scotch tweed suitings in grey or green, 52 inch wide. Regular value \$2.75 per yard. Anniversary Celebration price \$1.95 per yard.

500 YARDS OF SUMMER SILKS OFFER A GREAT CHANCE TO BUY YOUR SUMMER SUPPLY OF BLOUSE AND DRESS SILKS, ETC. AT BIG SAVINGS.

Natural Pongee silk, splendid value. Regular 75c. per yard. Anniversary Celebration price 65c.

Silk poplins in all the newest shades for spring and summer wear, such as African brown, taupe, Russian green, light and dark navy, Overseas blue, sand, grey, amethyst, white and black, 36 inch wide. Regular \$1.75 per yard. Anniversary Celebration price \$1.39 per yard.

New Tussah Plaid Sport silks, pretty combination of colors, blue and tan, grey and rose, Russian green and rose, burgundy and tan, 36 inch wide. Regular value \$1.45 per yard. Anniversary Celebration price \$1.19 per yard.

Striped duchess satins and taffetas, in fancy colors, also black and white, 36 and 40 inch wide. Regular value to \$3.45 per yard. Anniversary Celebration price \$2.48 per yard.

Washable Habitus silks in full range of dainty light shades, suitable for underwear, etc., flesh, sky, mauve, maize, peach and white. Regular value \$1.15 per yard. Anniversary Celebration price 95c.

ANNIVERSARY VALUES IN SUITS, DRESSES, SKIRTS, COATS—ALL ARE RIGHT UP TO THE MINUTE IN STYLE, AND AT THE PRICES QUOTED ARE RARE BARGAINS INDEED.

SMART SERGE SUITS, ALSO A FEW TWEEDS.

All new belted effects, also blouse suits. Colors, navy, black, sand, new styles, popular makes, braid and stitching trimmed. Anniversary Celebration price \$32.50.

POPLIN DRESS SKIRTS

Of good quality poplin, in navy, black and taupe, good styles, light weight, especially good for house and afternoon wear. Anniversary Celebration price \$6.25.

SPECIAL PURCHASE SILK POPLIN DRESSES.

A beautiful range of colors in these smart poplin dresses—styles up to the minute, with new square neck and touch of embroidery on belt and front. The shades are pekin, brown, navy, plum, black and gray. Sizes 16 to 40. Anniversary Celebration price \$12.90 each.

TWEED COATS—New styles with loose back or all round belts, good quality, brown or black and white mixtures. Anniversary Celebration price \$22.50 each.

CHILDREN'S REEFERS.

More tailored reefers, lined throughout, red band on right sleeve and emblem on left. Sizes for children 8 to 10 years. Anniversary Celebration price \$7.35.

ANNIVERSARY BLOUSES, A WONDERFUL VARIETY TO PICK FROM—LIVELY BUYING WILL ENSUE AS A RESULT OF THE REDUCTIONS THEY BEAR.

Jap silk blouses, made with square collar, clusters of tucks and hemstitching on each side of front. Colors, black and white. Anniversary Celebration \$2.98 each.

Fine voile blouses—All new designs, square collar with open neck, and Swiss embroidered front; also pretty style with convertible collar. Anniversary Celebration price \$1.67.

ANNIVERSARY SALE UNDER-SKIRTS.

25 Dozen bought especially for this sale—all good quality fine saten and mores skirts in rose, copee, electric blue, purple, navy and black, made with plaited flounces, narrow flounces with ruffles, or with row of shirring. Every skirt regularly worth \$1.75 to \$2.25. Anniversary Celebration price \$1.27.

WASH DRESSES AND LARGE APRONS AT OUR ANNIVERSARY CELEBRATION PRICES NOW JUST WHEN MOST NEEDED.

Women's Dresses for utility wear, all neat, clean patterns in fast wash cambrics, made with deep collar of white pique or rep. Light, medium and dark shades. All sizes. Regular values \$2.50 to \$3.75. Anniversary Celebration Sale \$1.75.

Women's Overall Aprons, quick and handy to slip on over good dresses for protection or can be worn without dress under. All fast colors in light, medium and dark, fast wash cambrics. Every size. Regular value 95c. to \$1.25. Anniversary Celebration Sale 65c. each.

MOTHERS WILL APPRECIATE THESE SAVINGS ON NEEDED THINGS FOR THE KIDDIES.

Boys' two-piece Jersey suits, good heavy knit, nice shade grey, cotton yarns. A dandy little play suit for boys or girls 2 to 3 years. Anniversary Celebration Price \$1.35 per suit.

Spring Coats of white corduroy velvet for the little tots. They wash perfect. Smart belted styles and set on pockets. Sizes 6 months to 3 years. Regular value \$2.75. Anniversary Celebration Price \$1.98.

Kiddies' Rompers of good quality cambric and ginghams, neat stripes and checks, light medium and dark colors. Sizes 6 months to 4 years. Regular value 95c. Anniversary Celebration Price 48c. pair.

MAKE SURE, PROCURE YOUR SPRING SUPPLY OF CURTAIN SCRIMS, DOOR PANELS, BED SPREADS AND CURTAIN RODS AT OUR ANNIVERSARY CELEBRATION PRICES.

Curtain scrim in cream, white and ecru with fancy hemstitched and drawn work border. Anniversary Celebration price 5 yds. for 89c.

Fancy edge curtain scrims in cream or white, four special patterns. Regular value 29c. per yd. Anniversary Celebration Price 5 yards for \$1.19.

Lace edge curtain scrim in cream or white, two special lines. Regular value 89c. per yd. Anniversary Celebration Price 29c. per yd.

Regular value 89c. per yd. Anniversary Celebration price 48c. per yd.

Small lots of scrim and lace curtains from 1 to 3 pairs of each style, some are slightly soiled. Anniversary Celebration Price 25 p. c. off regular price.

Special Marquisette Curtains with wide insertion and lace border, cream only. Anniversary Celebration Price \$3.39 per pair.

Irish point door panels in cream, white but can be cut to fit any door. Regular value 65c. Anniversary Celebration Price 49c.

Regular value \$1.50. Anniversary Celebration Price \$1.29.

Large size bed spreads in fine white Marcellis, size 72 x 84. Regular value \$3.00. Anniversary Celebration Price \$2.45.

Flat brass curtain rods 40 inch extension, guaranteed not to rust or sag. Anniversary Celebration Price 33c. each.

Round brass extension rods with knob finishings. Anniversary Celebration Price 15c. each.

Round brass ash rods. Anniversary Celebration Price 3 for 25c.

LINENS, TOWELINGS, PILLOW COTTONS, ETC. AT OUR ANNIVERSARY CELEBRATION PRICES WILL BE OF MUCH INTEREST TO HOUSE WIVES.

Pillow slips, good quality round thread cotton with 2 1/2 inch hem, 40 inch wide. Anniversary Celebration Price 29c. each.

Bed sheets of good heavy round thread seamless cottons. Size 2 x 2 1/2. Regular \$1.85. Anniversary Celebration Price \$1.19.

Extra good quality white Turkish towels, with hemmed ends. Sizes 22 x 44. Regular 85c. Anniversary Celebration Price 69c.

Cup towels made with dowels, size 18 x 27. Anniversary Celebration 14c. each.

Good quality 3-4 bleached huck towels with hemmed ends 18 x 36. Anniversary Celebration Price 29c.

Table damask, full bleached, good assortment of spot designs 72 inch wide. Anniversary Celebration Price 95c. a yard.

Nice fine quality long cloth, full 36 inch wide. Regular 28c. per yard quality. Anniversary Celebration Price 5 yards for \$1.00.

Linen finished Indian suitings, pure white only, good heavy quality. 36 inch wide. Anniversary Celebration 37c. per yd.

Printed cambrics, light and medium shades in spotted, strip and small floral designs. Anniversary Celebration Price 19 1/2c. per yd.

Printed crimp muslins in dainty patterns for children's dresses, very easily laundered. Anniversary Celebration 19c. per yd.

BUY SUMMER HOSIERY FOR EVERY ONE IN THE FAMILY DURING OUR ANNIVERSARY CELEBRATION.

Women's silk boot hose with lisle toe, heel, double gartered top. All sizes in black only. Regular value 85c.

Women's silk boot hose with seamless foot, lisle sole and double gartered top, black only. All sizes. Anniversary Celebration 79c. pair.

Women's best quality silk lisle hose with full fashioned leg and four thread lisle heel, toe and sole. Colors Cordovan, Russian calf, black and white. All sizes. Anniversary Celebration 65c. pair.

Odd lines of women's and children's hose, cotton, lisle and silks, both black and colors at special reduced prices for our Anniversary Celebration.

Boys' two and one and one and one strong ribbed cotton hose with double heel and toe. Sizes 9, 9 1/2 and 10. Black only. Regular 50c. value. Anniversary Celebration 38c. pair.

DON'T MISS ANY OF THESE GLOVE VALUES.

Women's Grey Suede Gloves with heavy stitched backs and P. X. M. stitching dome fasteners. Regular \$1.95. Anniversary Celebration \$1.58 per pair.

Women's Washable Cape Gloves in mastic shade only with heavy stitched backs and outside sewn seams. Regular \$2.25.

Anniversary Celebration \$1.78 per pair.

Women's fine dress up Cape Gloves, white with fancy white and black stitching on back, P. X. seams and large white ivory dome fasteners. In all sizes. Regular \$1.95 value.

Anniversary Celebration \$1.53 per pair.

Women's Fine Black Kid Gloves with French sewn seams, imperial point backs. All black. Every size included. Anniversary Celebration \$1.43 per pair.

Women's light weight Chamlosette Gloves for Spring with heavy stitched backs, in white and black also white and black stitching. Anniversary Celebration 78c. per pair.

Women's Grey Doe Skin Gloves, heavy embroidery stitching in sizes 6 1/2 to 7 1/4. Regular \$1.85 value. Anniversary Celebration 97c. per pair.

MANY EXCEPTIONAL VALUES IN NECKWEAR, MOTOR SCARFS AND VELS. WHAT WONDERFUL ASSEMBLAGES WE HAVE TO PRESENT TO YOU FOR CHOICE, AND WHAT EXCITEMENT THERE WILL BE TO PICK FROM THEM AT THESE PRICES.

Special line of Washable Neckwear in white and colored, including French organdie and pique in roll, flat and square back styles, lace trimmed and tucked, many among this lot suitable for house dresses.

Anniversary 18c. each.

Dainty Crepe-de-Chine and Georgette Collars, lace trimmed in square back styles, white and colored. Values up to 75c. each.

Anniversary Celebration 36c.

Middy Ties, in fancy stripes, plaid or figured designs. Regular 50c. value. Anniversary Celebration 36c.

Women's Motor Scarfs of fine chiffon with satin borders in colors copee, navy, cadet and black. Regular value \$2.25. Anniversary \$1.48 each.

Sport Vels, with elastic fine hexagon mesh. Colors grey, mid and dark brown, also black. Anniversary 3 for 19c.

EVERY GIRL AND WOMAN ADORES PINK SILK LOVES.

LINENS CAMISOLES AND UNDIES

Silk and Crepe-de-Chine Camisoles made with yokes back and front of fine lace or satin ribbon shoulder straps. Flesh and pink. All sizes. Values to \$1.50.

Anniversary Celebration \$1.28.

Values to \$1.75.

Anniversary Celebration \$1.48.

Values to \$2.25.

Anniversary Celebration \$1.68.

Lovely Wash Silk Undies or Envelope Combinations, flat lace trimming or dear little clusters of hand embroidery rainbow tints. All sizes in pink and white. Value \$2.25.

Anniversary Celebration \$2.68 each.

Value \$3.50.

Anniversary Celebration \$2.98 each.

BUY YOUR SPRING CORSETS AND BRASSIERS AT OUR ANNIVERSARY CELEBRATION SAVING PRICES.

New Spring models of finest coutil embroidery trimmed top, six hose supporters attached, rustless boning. Made in styles and sizes for all figures. Regular value \$2.00.

Anniversary Celebration Sale \$1.58 pair.

Tailored to fit Brassiers, mesh or cambric, both back and front closing in white or flesh. All sizes. Regular value 75c.

Anniversary Celebration Sale 50c. each.

HERE IS YOUR CHANCE FOR A SMART SLEEVELESS PULLOVER SWEATER OF PURE WOOL FOR ONLY \$1.88.

These new Pullovers are great values and very smart. They come in beautiful shades, fine rib knit, narrow banding at neck. Colors sky, rose, melon, paddy, amise, sage, yellow, helio, amethyst, etc. All sizes. Anniversary Celebration Price \$1.88.

These smart Pullover Sweaters have sleeves and made with a deep tuxedo collar, fancy striped, trimmed in a beautiful range of colors. All sizes. Value \$4.25. Anniversary Celebration \$3.68.

THIS MEANS BIG SAVINGS FOR YOU ON YOUR SUMMER WHITEWEAR NECESSITIES.

200 pairs of Women's Drawers for 58c. per pair.

These are wonderful value, made of good strong cambric, trimmed lace and tucking, some with embroidery ruffle. All sizes and both styles. Regular value 98c.

Anniversary Celebration Price 58c. pair.

200 pairs of Women's Drawers for 68c. per pair.

Don't miss these Panties. You can pick up your Summer supply among the many different styles in this special lot and have Drawers worth \$1.25 for only 68c. per pair.

200 Envelope Combinations for 88c. Each.

Pink, mull or fine white cambric trimmed lace and ribbon. These are a great big snap. Don't miss seeing them. All sizes. Regular value \$1.88 to \$1.50. Anniversary Celebration Sale 88c. each.

Exceptional value in Women's White Cambric Underskirts made with ruffles of deep embroidery. All lengths. Regular \$1.75.

Anniversary Celebration Sale \$1.48 each.

Corset Covers of good quality white cambric trimmed lace or embroidery, some with deep yokes. Here are great values to choose from while they last, which won't be long at these prices. All sizes. Value 88c. to 75c.

Anniversary Celebration Sale 58c.

Anniversary Celebration Sale 68c.

White Underskirts of good strong white cambric made with fitted hip, deep ruffles of tucking and embroidery on bottom. All sizes. Value \$1.75.

Anniversary Celebration \$1.48.

Women's Gowns of good strong white cambric in round, square or V neck styles, also high neck, long sleeves. They are trimmed either embroidery or lace, just whatever you like best you will find among these four lines of great values.

Value \$1.88.

Anniversary Celebration 98c.

Value \$4.75.

Anniversary Celebration \$1.48.

Value \$1.88.

Anniversary Celebration \$1.58.

Value \$2.00.

Anniversary Celebration \$1.68.

Envelope Chemises and Combinations of nice Pure White Cambrics in V, round neck or empire styles, some with deep yokes of embroidery, others trimmed lace beading and ribbon draw. One very neat style is trimmed fine embroidery. All sizes. Value \$1.38.

Anniversary Celebration 98c.

Value \$1.50.

Anniversary Celebration \$1.28.

Value \$1.75.

Anniversary Celebration \$1.48.

NO ONE EVER HAS ENOUGH HANDKERCHIEFS, SO TAKE ADVANTAGE OF THESE PRICES.

Clearing lines of dainty Irish embroidered handkerchiefs in colored and white. Anniversary Celebration 12c. each.

Women's hand embroidered initials handkerchiefs with hemstitched hem, fine quality mercerized mull. Anniversary Celebration 6 for 49c.

Women's sample handkerchiefs, with lace edges, hand embroidered and also hemstitched hems. Anniversary Celebration 25 p. c. off.

Men's Khaki handkerchiefs with hemstitched hem, fine quality mercerized. Anniversary Celebration 3 for 25c.

MISCELLANEOUS

Flit lace D'Oyleys in two sizes 6 and 9 inch. Anniversary Celebration 9c. & 29c. ea.

Hamburg embroidery edgings, also includes some of our best qualities, fine quality nainsook, good assortment patterns, also insertions to match. Anniversary Celebration 12c. yard.

HAND BAGS AND PURSES FOR WOMEN AND CHILDREN

Good assortment of ladies' large strap purses and hand bags, colored and black. Well finished, all solid leathers, value up to \$2.00.

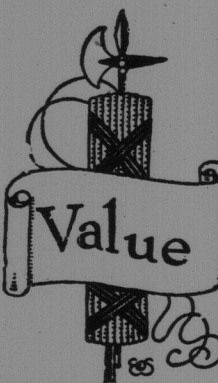
Anniversary Celebration \$1.39 each.

Silk moire hand bags in black, navy and African brown, nicely lined and fitted with mirror. Regular value \$1.69 each.

Anniversary Celebration \$1.37 each.

Kiddies' fancy silk hand bags in floral and striped silks, patent leather handles, also fitted with mirror. Anniversary Celebration Sale 39c. each.

Bag top in ivory shell and amber, several different styles to select from. Anniversary Celebration 78c. each.



DANIEL

London House

Head of King Street