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THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, FEBRUARY 14, 1922

**DOLLAR DAY**

At **London House**

Tomorrow, Wednesday

# THE SPRINGTIME OF BARGAINS!

Odd Lines Women's Ready-to-Wear Whitewear, Dress Goods, Household Staples, and a Thousand Other Articles to be Picked Up on "Dollar Day" at Extremely Low Prices

## "Dollar Day" Sale Ladies' Odd Suits

Black and Navy Serge Suits—Gray and brown Tweed Suits. Were up to \$39.50 ..... On Dollar Day \$10.00 each

## "Dollar Day" Bargains in Women's Coats

You will find surprises in the ridiculously low prices. Out all coats must go.

39.75 Coats ..... On Dollar Day \$19.00  
59.75 Coats ..... On Dollar Day \$25.00  
20.00 Coats ..... On Dollar Day \$8.00

**CHILDREN'S SCHOOL RAINCOATS**  
Were up to \$10.75 ..... On Dollar Day, \$5.00.  
Girls' red rubber coats. Girls' black rubber coats. Girls' parametta coats. All one price, \$5.00 each.

**SALE LADIES' SKIRTS**  
ON "DOLLAR DAY," \$4.00  
Black and navy serge skirts; black and navy taffeta silk skirts; black tricolette skirts; navy and wine velvet skirts; brown baronett skirts. Reg. up to \$12.75.  
On Dollar Day, all \$4.00 each.

**"DOLLAR DAY" SALE CHILDREN'S COATS, \$5.00 EACH**  
Child's lined winter coats, warm blanket cloths, tweeds and some spring models. Sizes 6 to 12 years. Were up to \$12.75.  
On Dollar Day, \$5.00.

**CHOICE 1/2 SILK AND VELVET DRESSES, "DOLLAR DAY," \$1.00 EACH**  
Navy and black satin; black, navy and open messaline; black and navy taffeta. Were up to \$29.75.  
On "Dollar Day," all \$1.00.

## YOU WILL SURELY BE BENEFITED BY THESE "DOLLAR DAY" GLOVE SPECIALS.

Women's chamollette gloves, fancy gauntlet, gray, buck or white. Reg. \$1.65.  
On "Dollar Day," \$1.00.  
Women's chamollette gloves, plain, two dome-fasteners, in sand, brown, mastic, or white.  
On "Dollar Day," 78c a pair.  
Women's cape gloves in tans and browns, all sizes. Reg. \$2.48.  
On "Dollar Day," \$1.78.  
Women's French kid gloves, all black and black and white stitching. Reg. \$2.25.  
On "Dollar Day," \$1.78.  
Women's white washable gloves. Reg. 85c.  
On "Dollar Day," 49c a pair.  
Women's gauntlet wool gloves, natural and gray. Reg. \$1.80.  
On "Dollar Day," \$1.00.  
Children's cape gloves, tan and gray. Sizes 10 to 6. Reg. up to \$1.50.  
On "Dollar Day," \$1.00.  
**DRAPERY DEPARTMENT HAS MANY SAVING OPPORTUNITIES FOR YOU ON DOLLAR DAY.**  
75 pairs of Nottingham curtains in white only, with scalloped border, 2 1/2 yards long. Reg. \$1.98.  
On "Dollar Day," \$1.59 pair.  
75 pairs of lace edge scrim curtains in ivory or ecru, 2 1-3 yards long. Reg. \$1.89.  
On "Dollar Day," \$1.59 pair.  
On "Dollar Day," 29c a yard.

**SEMI-EVENING GEORGETTE DRESSES—A FEW ODDS AT BARGAIN PRICE—\$3.00 EACH.**  
Pink Taffeta and Georgette Dress. Sizes 18. Was \$29.50.  
On Dollar Day, \$3.00.  
Maize Georgette Dress. Size 36. Was \$29.50.  
On Dollar Day, \$3.00.  
Sand Crepe de Chine Dress. Size 36. Was \$45.00.  
On Dollar Day, \$3.00.  
Orchid Georgette Dress. Was \$2.50.  
On Dollar Day, \$3.00.  
White Jap Dress. Size 40. Was \$20.00.  
On Dollar Day, \$3.00.  
Black Voile Dress. Size 16. Was \$18.75.  
On Dollar Day, \$3.00.  
Orchid Georgette Dress. Was \$29.50.  
On Dollar Day, \$3.00.

**\$5.00 WILL BUY A SLIP-ON TRICO-TINE DRESS.**  
A limited number. All sizes. Regular \$8.75.  
On "Dollar Day," \$5.00.

**NEW GINGHAM CHAMBRAYS AND PRINTS.**  
5 Yds. for \$1.00 on Dollar Day.  
About 2,000 yards of fine chambrays, gingham and prints in plain colors, new checks, stripes, and many plaids.  
On Dollar Day, 5 yards for \$1.00.  
Also a number of plain colorings in fine chambrays in blues, pinks, tans or greens.  
On Dollar Day, 5 yards for 75c.

**COMPPELLING "DOLLAR DAY" SPECIALS IN HOUSEHOLD STAPLES TOMORROW**  
Extra large bath towels, size 21x36. Reg. \$1.35.  
On Dollar Day, \$1.00.  
Striped bath towels, size 21x42. Reg. \$1.00.  
On Dollar Day, 79c.  
White Turkish Towels, fringed ends. On Dollar Day, 99c each.  
Glass towels, red or blue borders. On Dollar Day, 99c each.  
Turkish huck and crash toweling. On Dollar Day, 5 yards for \$1.00.  
Fine quality longhairs, 36 inch wide. On Dollar Day, 5 yards for \$1.00.  
Double bed size sheets, 22 1/2 x 40. Reg. \$1.50.  
On Dollar Day, \$1.29.  
Pillows slips, fine cotton, sizes 40, 42 and 44 inch. On Dollar Day, 29c each.  
Huck towels and guest towels. On Dollar Day, 3 for \$1.00.  
Fine cotton sheetings, good quality, 2 yards wide. On Dollar Day, 49c a yard.

**500 YARDS OF ALL-WOOL SERGES ON "DOLLAR DAY," 89c A YD.**  
Good quality all-wool serges shown in brown, green, navy, taupe, grays, open or black; good fast color.  
On Dollar Day, 89c a Yd.

## Be Sure to Visit the Blouse Department on "Dollar Day." It Will Mean Real Money Saved For You

White Jap Silk Blouses, Tuxedo and Shawl Collar, trimmed with frills; two good styles ..... On Dollar Day \$2.00  
Women's Voile Blouses—Slightly mused; good styles. Were up to \$3.95 ..... On Dollar Day \$2.00  
Linen Smocks in white trimmed with green, rose or blue; also all white ..... On Dollar Day \$2.00  
Georgette and Crepe de chine Blouses—Tie back. Colors, flesh, henna, sand or black. Some are embroidered or head trimmed. Were up to \$7.75 ..... On Dollar Day \$4.00  
New Peter Pan Blouses—Fine white voile trimmed with red and white pin check ..... On Dollar Day \$1.00  
New Lace Front Voile Blouses—Peter Pan styles, fancy slashed sleeves. Suitable for slip-on dress ..... On Dollar Day \$2.00  
New Cross Bar Voile Blouses—Peter Pan style. Collar, cuffs and front trimmed with wrills. Regular \$2.75 ..... On Dollar Day \$2.00  
New Hand Drawn Blouses—Turned up cuffs, tuxedo collar. On Dollar Day \$2.00  
Extra Good White Jan Silk Blouses—Convertible collar. On Dollar Day \$3.00

## "Dollar Day" Sale Prices on Odd Silk Dresses

Black and White and Blue Foulard Dresses. Were \$24.75. On Dollar Day \$5.00  
Taffeta Dresses—Copen, sand or brown. Were up to \$24.75. On Dollar Day \$5.00  
Tricolette Dresses—Copen, blue or black. Were \$50.00. On Dollar Day \$5.00

## Whitewear at Bargain Prices for "Dollar Day"

Cambric Envelope Combinations trimmed with lace and tucks— On Dollar Day \$1.00  
Envelope Combinations, fine mull, Swiss embroidered; reg. \$2.98— On Dollar Day \$2.00  
Corset Cover and Drawer Combinations, lace trimmed— On Dollar Day \$1.00  
Cambric Drawers, lace and hamburger trimmed— On Dollar Day 69c.  
Cambric Gowns with fancy stitchings ..... On Dollar Day 89c.  
Fine White Gowns, three different styles, lace and hamburger trimmed, reg. \$2.68 ..... On Dollar Day \$2.00  
Cambric Underskirts, lace insertion and hamburger trimmings; reg. \$2.50 ..... On Dollar Day \$1.49

## Silk, Crepe and Mull Undies Greatly Underpriced For Dollar Day

Jap Silk Envelope Combinations, lace trimmed, shoulder straps— On Dollar Day \$2.89  
Jap Silk Bloomers, flesh only, set in gusset, reg. \$3.38— On Dollar Day \$2.48  
Boudoir Caps, crepe de chine or satin, lace trimmed— On Dollar Day \$1.00  
Crepe Pyjamas, one piece, floral patterns, reg. \$3.95— On Dollar Day \$2.00  
Crepe Bloomers, figured or plain, elastic at waist line and knee— On Dollar Day \$1.49

## DOLLAR DAY PRICES ON FLANNELETTE GOWNS, PYJAMAS, ETC.

White or gray flannelette bloomers, elastic at waist line and knee. Reg. \$1.98. On Dollar Day, \$1.00.  
White flannelette gowns, high and round neck. On Dollar Day, \$2.29.  
Flannelette gowns. On Dollar Day, \$1.39  
Flannelette pyjamas, two-piece. Reg. \$2.85. On Dollar Day, \$1.39.  
Flannelette underskirts, white or grey. On Dollar Day, \$1.00.

## COME AND GET A NICE HOUSE DRESS OR APRON AT A VERY SPECIAL PRICE ON DOLLAR DAY.

Apron dresses in straight line styles, light or dark colorings. Reg. \$1.98. On Dollar Day, \$1.00.  
Gingham apron dresses, pretty plaids, piped with chambray, elastic waistline. On Dollar Day, \$1.47.  
Poly Prim aprons, large plaids, assorted colors, braided trimmed. On Dollar Day, 69c each.  
"Mary Kella" aprons, good quality, light or dark colorings. On Dollar Day, 47c each.

## Dressing Jackets and Kimonos at Bargains On Dollar Day

Crepe Kimonos, fancy colored, were \$5.75 ..... On Dollar Day \$2.00  
Padded Silk Bed Jackets, were \$5.75 ..... On Dollar Day \$3.00  
Short Flannelette Jackets ..... On Dollar Day \$1.50

## Underskirts \$1.00 Each on Dollar Day

Special purchase, accordion pleated flounce underskirts; colors purple, paddy, open, rose and black; were \$1.50 and \$1.65— On Dollar Day \$1.00 each

## Clearing Lines of Sweaters at Less Than Half Price on Dollar Day

Women's and Misses' Pullover and Coat Sweaters, in attractive light and dark colorings. All good styles.  
Clearing at Less Than Half Price on Dollar Day

## Dollar Day Brings All Sorts of Knit Underwear to You at Great Savings

Women's Heavy Fleece Lined Vests—High neck, long sleeves. On Dollar Day 2 for \$1.00  
Women's Gray Knit Underwear—All wool. Regular \$1.35. On Dollar Day 89c  
Women's Heavy Ribbed Vests—Long sleeves. On Dollar Day 2 for \$1.00  
All Wool Spencers—With and without sleeves. Regular \$1.50. On Dollar Day \$1.00 each  
Silk Lisle Combinations—Shaped and loose knee styles. On Dollar Day \$1.00  
Women's Wooltex Drawers—Ankle length. On Dollar Day 69c pair  
Fine Ribbed Summer Vests—Cumfy cut styles. On Dollar Day 3 for 39c  
Women's and Misses' Fine Knit Combinations—Knee length, short sleeves. On Dollar Day 2 for \$1.00  
Women's Summer Drawers—Knee length, umbrella style, porous and rib knit ..... On Dollar Day 58c each  
Cotton Jersey Knit Bloomers, in pink only. On Dollar Day 29c a pair  
Women's Brassieres—Back and front fastenings in pink or white. All sizes ..... On Dollar Day 37c each

## Taffeta, Duchess and Paillette Silks. Value to \$3.75. On Dollar Day \$1.49

5,000 yards of Fancy and Plain Silks, in fine Taffeta, Duchess and Paillette. They are shown in all the leading colors; also in black. Regular prices \$1.98 to \$3.75 a yard.  
On Dollar Day \$1.49 a yard

## DOLLAR DAY SALE ODD LINES CORSETS.

A special clearance sale of odd lines of corsets, made of pink or white coutil. A bargain at the price.  
On Dollar Day, \$1.00.

## \$1.00 WILL GO FAR IN BUYING CHILDREN'S NEEDS HERE ON DOLLAR DAY.

Children's wash dresses, gingham and chambrays, in pretty checks, finished with patch pockets. Sizes 2 to 6 years. Value \$2.75. On Dollar Day, \$1.00.  
Children's dresses, gingham and chambrays, new checks, Peter Pan collar. Some are embroidered. Sizes 6 to 14 years. Value to \$4.00. On Dollar Day, \$2.00.  
Children's white middie blouses, made up of fine Jean cloth. Sizes 6 to 12 years. Value \$1.50. On Dollar Day, \$1.00.  
Children's serge bloomers. Sizes 4 to 12 years, in navy. Value \$2.25. On Dollar Day, \$1.58.  
Infants' crib blankets, made of fine swansdown, bound with pink or blue satin. Value \$1.95. On Dollar Day, \$1.00.  
Children's velvet bathrobes, with dainty patterns. Sizes 4 to 6 years. Value \$4.65. On Dollar Day, \$2.98.  
Clearing lines of infants' corduroy and velvet hats and bonnets. Value \$2.95. On Dollar Day, \$1.58.  
Infants' white pique coats. Reg. \$2.25. Dollar Day, \$1.00 each.

## MAKE YOUR SELECTIONS FROM THESE DAINTY TAFFETA PIECES AND SAVE MONEY ON DOLLAR DAY.

Stamped pillow slips, 42-inch circular cotton. On Dollar Day, \$1.00 a pair.  
Stamped muslin gowns, good selection of patterns. On Dollar Day, \$1.00 each.  
Stamped combinations, fine muslin; five patterns. On Dollar Day, 87c each.  
Stamped cushion tops, with buck on natural crash, 18x23 inch. On Dollar Day, 49c.  
Stamped kiddies' rompers, 1 to 4 years. On Dollar Day, 87c each.  
Stamped Irish linen centres, white, 15 inch. On Dollar Day, 48c each.  
Stamped towels, fine buck, 22x36. On Dollar Day, 68c.

## BAGS AND PURSES MUCH UNDERPRICED FOR DOLLAR DAY

Women's hand bags, soft finished leathers, strong frames, black and colors, five styles. Reg. \$2.35. On Dollar Day, \$1.79.  
Hand bags of taffeta silk, covered frames, fancy linings. On Dollar Day, 79c.  
Fancy metal bag tops, three different styles. On Dollar Day, 79c each.  
Plush and velvet hand bags, black and colored, with fancy linings. Reg. \$4.75. On Dollar Day, \$3.78.

**LONDON HOUSE**

"The Semi-Annual Thrift Time"

**\$Dollar Day\$**