

DRASTIC DEEDS IN PULLING DOWN PRICES



PRICES SHATTERED

FREE
35
ONE-DOLLAR
BROOMS

Given to the first 35 ladies who buy \$5.00 or more between 9 and 10 a.m., Thursday, April 28. Be in line. One Broom to a person.

OUR GREAT EXPANSION SALE Opens Thursday April 28, 9 a.m.

READ OF IT.

THE MOST SENSATIONAL SALE EVER ATTEMPTED IN LONDON.

SHARE OF IT

\$35,000.00 SPRING MERCHANDISE SHATTERED IN NINE DAYS
Coats, Suits, Dresses, Blouses, Sweaters and Millinery

I HAVE A BIG MESSAGE FOR YOU

I have something to sell, and those of you who want to make every dollar do double duty should read every word that follows. Mr. Goffman, proprietor of the London Ready-to-Wear, said to me: "Help us put on a sale so full of human interest that it will be the talk of thrift for days to come. Take charge of our stock. Slash and slaughter the prices, forgetting the cost, as we want to make this sale a record-breaker in this community." I have taken Mr. Goffman at his word. I have cut the prices with never a thought of the cost. Come and see how, for you can stretch the dollar. Every article in this big ready-to-wear stock has been reduced. Come early to this powerful sale. Supply your wants for months to come. Prices will not be lower. Low prices are here, but not to stay. **SELL WE MUST, AND SELL WE WILL.**

C. G. LEMBKE, Sales Conductor.

The Sensation In Local Retailing

The greatest assemblage of wonderful values your eyes have ever seen. The whole store is alive with them. Prices await you that will cause competition to cringe and envy. The first day means exceptional savings. The second day greater savings, and every day this sale goes on will be a broadcast challenge to all competitors in Ontario. Read our Special Day Sales. We must reduce our stock into cash. Our loss, your gain. Avail yourself of our Spring Suits, Coats, Blouses, Dresses, Sweaters and Millinery.

LONDON READY-TO-WEAR. M. Goffman, Proprietor.

SPRING COATS

Ladies' Sport Street Coats, made of wool flannel, unlined, belted, large collar, nifty styles. **\$9.98**
Price \$17.85. Sale price

COATS

Ladies' Sport Coats, wool velour, half lined, taupe, sand and copen, belted, silk embroidered. **\$19.85**
Price \$31.50. Sale price

DOLMAN

Lady's Dolman, full lined, wool velour, large collar, sand, taupe, copen, silk embroidered. **\$34.50**
Price \$50.00. Sale price

SPRING SUITS

French Serge Spring Suits, belted, chic models; \$25.00 values. Sale price **\$13.48**

SUITS.

Fine Wool French Serge, navy only, semi-belted, sizes in misses' and ladies. Price \$35.00. **\$17.95**
Sale price

SUITS.

Wool gabardine and poplin, good variety of styles, belted, good wearing fabrics; \$45.00 values. **\$28.98**
Sale price

SUITS.

Tricotine, beautiful spring suits, embroidered sleeves and collar, belted; value \$65.00. **\$47.98**
Sale price

SUMMER DRESSES

Flowered Voiles, the pretty styles, navy, copen, tan, grey, some trimmed with white organdy, collar and cuffs. Values to \$15.50. Ask to see these. Price **\$9.98**

DRESSES

Chiffon, taffeta and messaline, Russian blouse effect, for the young miss; three-quarter sleeves; \$25.00 values. Sale price **\$12.98**

SPECIAL DAY SALE

APRIL 29

BUY A LADY'S SPRING COAT AT \$25.00 REGULAR PRICE AND GET A \$6.50 WAIST FOR ONE CENT.

APRIL 30

BUY A SPRING SUIT AT \$35.00 REGULAR PRICE AND GET A \$10.00 DRESS FOR ONE CENT.

MAY 2

BUY A PARTY DRESS FOR \$50.00 REGULAR PRICE AND GET A \$10.00 HAT FOR ONE CENT.

MAY 3

BUY A HAT FOR \$12.00 REGULAR PRICE AND GET A \$5.25 SWEATER FOR ONE CENT.

MAY 4

BUY A SILK TRICOLETTE SKIRTS FOR \$21.50 REGULAR PRICE AND GET A \$6.00 WAIST FOR ONE CENT.

MAY 5

BUY A \$50.00 DOLMAN AT REGULAR PRICE AND GET A \$12.00 HAT FOR ONE CENT.

MAY 6

BUY A \$25.00 DRESS AT REGULAR PRICE AND GET A \$6.50 HAT FOR ONE CENT.

MAY 7

BUY A \$65.00 GEORGETTE DRESS AT REGULAR PRICE AND GET A \$12.00 HAT FOR ONE CENT.

PARTY DRESSES

Georgette Dresses, bead trimmed, no two alike; \$65.00 values. Sale price **\$37.98**

WOOL DRESSES

French serge, embroidery trimmed. Value \$24.00. Sale price **\$12.98**

BLOUSES

Georgette, Crepe de Chine, Messaline and Taffeta and Pussywillow Waists, different colors and styles. Price \$5.00 to \$12.00. **\$3.98 to \$9.98**
Sale prices

DRESS SKIRTS

Tricolette Dress Skirts, in navy and black, belted. Price \$21.50. Sale price **\$13.98**

SWEATERS

Pullover Sweaters, great for spring and summer wear, rose and pink. Price \$5.25. **\$2.98**
Sale price

MIDDY BLOUSES

White jean and poplin, copen and navy collars and cuffs, also all white; \$1.50 values. **89c**
Sale price

MILLINERY

Here is your chance on Trimmed Hats, Lot 1— **98c**
Values to \$1.00. Choice

SPRING HATS

Great assortment, all shapes and shades. Values to \$6.50. Choice **\$1.98**

SPRING TRIMMED HATS

Beautiful shapes and styles, ranging from \$7.50 to \$14.50. Sale price **\$4.85 to \$9.85**

STORE WILL BE
CLOSED ALL DAY
WEDNESDAY,
APRIL 27,
TO MARK
DOWN GOODS.

London Ready-To-Wear

256 DUNDAS STREET.

LONDON, ONT.

FIFTEEN EXTRA
SALES LADIES
WANTED—
ASK FOR SALE
CONDUCTOR.

DROP SALE
ONE DOLLAR EACH DAY!

Winter Coats, Rain-coats, Jersey, Serge, Poplin and Messaline Dresses

Navy, Copen, Tan and Grey, Values to \$25.00. Thursday, April 28— **\$9.98**
Choice

Friday, April 29— **\$8.98**
Choice

Saturday, April 30— **\$7.98**
Choice

Monday, May 2— **\$6.98**
Choice

Tuesday, May 3— **\$5.98**
Choice

Wednesday, May 4— **\$4.98**
Choice

Thursday, May 5— **\$3.98**
Choice

Friday, May 6— **\$2.98**
Choice

Saturday, May 7— **\$1.98**
Choice

There's the story in black and white