

# Two Big Dollar Days, Feb. 6--7

A PREPARED-FOR EVENT OF LONDON'S LEADING MERCHANTS

## Drastic Price Reductions in this Greatest of Sales

Over 80 Leading Stores Representing Every Line of Business

**Plan To Shop  
Dollar Days  
Feb. 6 and 7**

*Never before have London  
Merchants offered such  
values for two days-selling*

**Anticipate Your Wants**  
—Read Advertisements  
—See Windows  
—Make Up Your List

**Shop Early  
Each Day**



**Plan To Shop  
Dollar Days  
Feb. 6 and 7**

*All roads will lead to  
London for bargains.  
Economize by buying*

Remember, Dollar Days are planned events—not simply a clearance day of slow moving goods.

Every Dollar Day merchant pledges himself to sincere co-operation to make this event an unqualified success.

Days and even weeks of preparation are coming to a climax on London's two big Dollar Days.

Shop in Stores Where Dollar Day Bannerettes Are Displayed

# DOLLAR DAYS

FRIDAY and SATURDAY, FEB. 6 and 7

NOT ONE STORE, BUT LEADING STORES ARE WORKING TOGETHER

LONDON MERCHANTS' DOLLAR DAY ASSOCIATION