

# THE LONDON HOUSE

F. W. DANIEL & Co., Ltd.

## ANNOUNCE

**Out of Ordinary Values!**  
The store fairly bristles with bargains.  
**Saving is a Certainty**

### Notice!

Owing to extreme preparations necessary to provide for handling tremendous crowds during this unusual selling event, we are compelled to close the store Thursday at 4 p. m. instead of the usual hour, 6 p. m.  
Doors Open Friday 9 a. m. Sharp.

# A "Master" Merchandising Event

### A Sale

that will be talked of in every home and bring an army of shoppers from far and near.

Here is a sale that will stand supreme for value-giving, a sale that will forcibly demonstrate the advantage of shopping here—for while our July Economy Sale is an annual event at this store which is always hailed with delight by the thrifty women of this community, in fact hundreds of people wait for it, this year it is to be greater than ever before. Realizing you would expect marvelous values and plenty of them, we began planning this big event weeks ago and at the present there is grouped under this roof such a brilliant assemblage of savings that we know the store will be thronged every minute of every day of this sale.

### Prompt Service!

We shall have an augmented staff of bright, intelligent sales-ladies to assist you in your selection.

**GREAT SALE BEGINS FRIDAY JULY 11th AT 9 a. m. SHARP**

### There Will be a Rush For These Dainty Gingham

Fine Zephyr Gingham; fast colors, 27 inches wide, in a variety of attractive colorings.  
To be sold for ..... Yd **19c**

### Summer Voiles to Go!

Pretty Figured Dress Voiles in a variety of new shades.  
To be sold for ..... Yd **48c**

### See These Lingerie Crepes!

This dainty Crepe is soft in texture, with floral patterns and suitable for Bloomers, Nightgowns, etc. It is 30 inches wide.  
To be sold for ..... Yd **38c**

### Organdy Reduced

Fine Dress Organdy in all summer shades including white; 36 inches wide. Reg. 85c yard.  
To be sold for ..... Yd **68c**

### PILLOWS

50 pairs only—Feather Pillows; good large size, covered with strong fancy art ticking. To be sold for ..... Each **78c**

### How the Women Will Revel in These Bargains of Sheet Pillow Slips, Towels and Towelling

Pillow Slips—Hemmed, all ready to use, either 40 or 42 inch. A quality that will stand lots of tubing.  
To be sold 2 for ..... **55c.**

Linen Guest Towels—These are all linen, with corded border.  
To be sold for ..... Each **29c**

Large Bath Towels—These heavy striped bath towels are 40x20 inches, with fringed ends. To be sold for ..... Each **38c**

Turkish Towels—Large size pure white Turkish bath towels.  
To be sold for ..... Each **29c**

Heavy Linen Huck Towels—These are a splendid towel for family use; quite large and warranted pure linen.  
To be sold for ..... Each **48c**

Linen Towelling—This heavy Irish linen towelling is 22 inches wide; semi-bleached.  
To be sold for ..... Yd **25c**

### SHEETS! SHEETS!

Where is the household that cannot use extra sheets. Every woman takes a pride in her bed linen. Here are heavy white sheets, 2 1/2 yards long, 2 yards wide; hemmed, ready to use.  
A master bargain at ..... **\$1.29**

### Corsets and Brassieres

Corsets of heavy pink coutil with elastic top—free hip—four hose supports. All sizes.  
For this Sale ..... **\$1.00**

Pink Brassieres with elastic inserts at side, tape shoulder straps for ..... **35c.**

Dainty Collars of fine organdy. Regular 40c. For ..... **28c.**

Special lot new circular Collars. Values to 75c. For ..... **38c.**

**REMEMBER!** There are scores of other big bargains throughout the entire store which space will not permit to mention here. Come! See for yourself.

## Women Will be Fascinated by These Lovely Dresses

Here you will find a bewildering array of the most charming dresses which reflect the season's newest models from the simple frocks of thin, soft materials for morning or afternoon wear to the dignified, stately gowns for more formal dress, styles and quality of materials not commonly exploited, some have individualizing touches of decoration, little adaptations that will appeal to the woman of good taste. All have unusual beauty known as smartness and each dress is now reduced in price for this "Master Merchandising" event, for instance

Rich Canton Crepes in Black and White combination. Smart browns, grey, jade, hydrangea blue, soft toned sands, bewitching coral, etc. Price to \$50.  
Two Groups \$19.50 and \$32.00

Attractive, smart lightweight wool crepe dresses, in youthful style. Reg. price \$25.00. To be sold **\$19.50**  
Very chic boyish style dresses fashioned of fine wool crepes and velours. Reg. \$25 to \$37.50.  
To be sold **\$18.75 and \$28.50**

## These Coats Are The Newest Thing For Present Wear

Mannish style in a camel cloth wool effect, they come in the new Dove shade and are full silk lined, long rolling lapels finished with the new tailored collar and smart tailored sleeve.  
To be sold for **\$14.90.**

## Handsome Coats and Capes of Finest Quality

Here are Coats in which the fine touch of workmanship is evident in every line, rich Tricotines and Poirer twills in distinguished styles and colors, beautiful garments of exquisite taste. Values \$30 to \$50.  
To be sold for **\$19.75 and \$34.50.**

## Stylish Coats That Were \$18

fashioned of a soft stylish stripe and check material in an easy loose fitting model that can be slipped on easily over a frock on cool evenings or when one wishes to motor or for other occasions. They will be snapped up quick at this bargain price **\$10.00.**

## This Sale Brings Amazing Price Concessions on Smart Tailored Suits

including high grade models of Tricotine, Poirer twills and several other materials, in the ultra-stylish modes of today. Many of these suits disclose outing and traveling purposes, others for sport wear while many are developed in the interest of distinctive dressiness—  
One group of attractive style now priced **\$15.**

## A STORE-WIDE SALE! SWEEPING REDUCTIONS

EVERY GARMENT, EVERY ARTICLE, EVERY YARD OF GOODS IS INCLUDED IN THIS GREAT "MASTER-MERCHANDISING" EVENT

**YOU ARE GUARANTEED A SAVING, No Matter What You Buy Except Pictorial Patterns**

## 100 Sample Dresses

Here is a lucky purchase we secured from one of the foremost manufacturers. Each dress depicts the season's latest styles and there are no two alike—  
They consist of smart ratines and crepes in the popular bright shades of rose, coral, orchid, china blue and orange as well as tans and greens.  
Reg. prices would be \$10 to \$20.  
A "Master-Stroke" at **\$5.00, \$6.50, \$8.75.**

### A CHANCE TO BUY BED PUFFS

Large size bed comfortables with fancy chintz covering—72 inches long. To be sold for **\$1.78 each.**

### THERE'S BOUND TO BE A RUN ON THESE CURTAIN MATERIALS

Fine curtain scrim, 36 inches wide, white or cream. To be sold for **14c. yd.**  
Madras curtain material in natural shade. A variety of attractive patterns, 36 inch. To be sold for **29c. yd.**  
Special marquisette with fancy lace border effect, white or cream. To be sold for **33c. yd.**

## Smart Skirts For Women and Misses

For the clever woman this is an opportunity to build some of the most stunning costumes of her summer wardrobe at an extraordinary saving in cost. Any skirt in the collection is an inspiration for the correct accompanying blouse or sport coat, sizes 25 to 33 waistband. Striking bargains at **\$2.50, \$4.95, \$6.50**

### SEE THESE CRETONNES!

Beautiful rich tapestry designs in a wonderful variety, 1 yd. wide.  
To be sold for **29c. yd.**

### 2,000 YARDS WHITE COTTON

Here is a splendid quality White Cotton, fine needle finish. One yard wide. A master bargain at  
**5 Yards for \$1.00**

## A Sale of House Dresses at \$1.55

This is a Sale that will not likely be duplicated soon, for house dresses of this character cannot be produced to sell at such a low figure. We scoured the market to get this lot at this remarkably low price for this sale.

You will find in this lot dresses for busy morning hours or afternoon porch wear. They are exceptionally well made of striped galatea, black saten, etc. finished with contrasting colors, Ric Rac Braid, some have Peter Pan collars of hem-stitched organdy. Your unrestricted choice for ..... **\$1.55**

## See These Children's Dresses at \$1.00

Examine the pretty little dresses carefully and see what it would cost to make them, more than a dollar surely. If you value your time you will take advantage of this exceptional offer and buy two or three while the opportunity is before you. There are dainty little gingham dresses with organdy collars and cuffs and sashes, and there are bloomer and pantie dresses with elastic at waist line and band at knee.  
A truly bargain for ..... **\$1.00**

## There Will Be Big Buying of This Hosiery!

Just imagine getting pure silk thread Hosiery, sub-standard of regular \$1.75 lines in black or colors. Surely a "Master-Stroke" at ..... **\$1.00 PAIR**  
Fine lisle ribbed Hosiery, regular 50c. To be sold for ..... **35c.**  
Plain silk lisle Hosiery, regular value 58c. To be sold for ..... **38c.**  
Boys' and girls' 1-1 ribbed summer stockings. Regular 50c. To be sold for ..... **38c.**

## Buy These Sox for the Men Folk

What man cannot use extra Socks, not one that we know of, when they can be purchased at a price as low as this it is indeed time to stock up. They will give a wealth of wear. Silk lisle in black, navy, brown or grey. Regular 50c.  
3 pairs for ..... **\$1.00**

## Take the Elevator to Top Floor for These Big Bargains

Ladies' Summer Vests with shoulder strap ..... **\$1.80**  
Cape or Mull Bloomers with set in gussets ..... **98c.**  
Fine White Cambric Corset Covers, trimmed with lace and insertion. Lots of big sizes ..... **58c.**  
Envelope Combinations, prettily trimmed. Sizes, 36 to 44 ..... **49c.**  
Soft Mull Night Gowns, V-neck, feather stitching ..... **\$1.00**  
Satinette Princess Slips, hemstitched top. Navy Sand, Flesh, Orchid, Peach, Grey or white ..... **\$1.48**  
Satinette Bloomers with double shirring at knee, all shades ..... **\$1.00**  
The celebrated "Karper" Silk Gloves. Black, Brown, Grey, Pongee ..... **48c.**  
Chamoisette Gloves, gauntlet or short cuff styles. Pongee, Grey, Mauve or Black ..... **68c.**  
You will find big bargains in the stamped goods department, some marked less than 1/2 price.

NO APPROVALS DURING SALE

**JULY 11 TO 26**  
**14 DAYS**  
Tremendous Selling Activity With Outstanding Feature Bargains Every Day

**LONDON HOUSE**  
F. W. DANIEL & CO., LIMITED

Head of  
King St.  
St. John

**PLEASE NOTE!**  
Hours of Sale Friday  
9 a. m. to 12.30 p. m.  
2 p. m. to 6 p. m.  
7 p. m. to 10 p. m.