

East London Merchants Plan Big Bargain Drive Dollar Day

Will Make Strong Bid To Get Share of Shoppers in
Their Up-to-the-Minute Places of Business.

ALL THE Dollar Day dollars are not going to escape down town. The merchants of East London are bent on getting their share, and this busy section of Western Ontario's metropolis is making a strong bid to keep their share of the spoils of the day.

Mr. A. Arthur, speaking for the London East merchants, states that the stores whose announcements are on this page will offer exceptional bargains on Dollar Day.

There are real-live-up-to-the-minute merchants east of Adelaide street, and they have the stage set for a big drive tomorrow, London's Big Dollar Day.

They are behind the movement with the down town merchants, and it will be keen going to entice the buyers away from the stores of the eastern section.

The stores of the eastern part of the city are all ready for the big drive. For some days past the merchants have been making a bid for Dollar Day by attractive window displays, and placing their plans before the buyers through the columns of the press.

A glance over this page will convince the east enders that their stores are offering something well worth while.

MOTHER EARTH IS JARRED BY MONSTER QUAKE

Bed of Pacific Ocean Scene of
Most Violent Eruption
in Years.

SHOCK WAS LONG ONE

Began Few Minutes After
Five and Continued Till
Eight A.M.

NEW YORK, Jan. 31.—The earth, in its dizzying whirl through space, got off center for a few moments today and shifted its "poles" or axis, to fit the new center of rotation.

Then, in order that it might not be traveling on a "flat wheel," so to speak, a few million tons of solid rock, somewhere off the west coast of the United States, in the bed of the Pacific Ocean, "slipped" 100 feet or so to even things up.

This is the manner in which professors of geology and seismographic experts account for the violent earth vibrations which demolished instru-

ments in observatories throughout this country today. Although observers from Washington, D. C., to Berkeley, Cal., agree that it probably was a few hundred miles off the mouth of the Columbia River, the absence of a recorded disruption of the visible surface of the earth or of the huge tidal waves which usually radiate from the scene of an earthquake, leads the observers to believe the "slip" occurred miles below the surface of the ocean. Its violence was attested by the quivering seismographs, which in some instances were thrown from the recording rolls, while a "strong machine" at Berkeley was set in motion for the first time in many years.

LASTED LONG TIME. BERKELEY, Cal., Jan. 31.—A slip of 1½ millimetres in the earth was indicated by the earthquake-recording machines at the University of California today, the center of the disturbance probably being 600 miles northward, and on the floor of the ocean.

The "strong motion" machine at the university, which registers only the heaviest shocks, recorded the quake, while the recording pens on the smaller instruments were thrown off the drums. The shock, which began at 5:13½ a.m. and continued until 8 a.m., was peculiar, university authorities said, in that it began abruptly with a sharp shock instead of minor preliminary ones.

IN PACIFIC OCEAN. CAMBRIDGE, Mass., Jan. 31.—The earthquake recorded in all parts of the United States and Canada today probably occurred in the Pacific Ocean off the coast of Washington or Oregon, it was said after rough reckoning at Harvard University today.

NO DAMAGE REPORTED. SAN FRANCISCO, Jan. 31.—Earthquake shocks were felt early today along the Pacific coast from San Francisco to the Canadian line, according to reports received here. No damage was reported. Dr. Humphreys, the weather bureau's earthquake specialist, reported at 11 o'clock that the tremors still were continuing, but had greatly diminished in intensity.

OTTAWA FELT SHOCK. OTTAWA, Jan. 31.—The earthquake was registered on the seismograph at the Dominion Observatory this morning.

"A fairly severe earthquake shock," reads the official note of the record, "was registered. The first preliminary tremors arrived at 8:24:30, eastern time. The distance to the epicentre was 3,900 kilometres, or 2,429 miles. The time of the disturbance at the epicentre was 8:17:19, eastern standard time."

Earnings are more than 200 centuries old. Edison produced the first practical electric lamp in 1879.

BETTER VALUE
FOR YOUR \$-\$. \$-

EXTRA!
ONE ONLY, BIG BEN
ALARM.
\$1.00

Half dozen Cut Glass
Tumblers and Pitchers
..... \$7.00

Cut Glass Cream and
Sugar, per pair \$1.00

Cut Glass Cream and
Sugar, per pair \$2.00

Cut Glass Butter Tub \$1.00

Cut Glass Salt and Pepper,
individual, per pair \$1.00

Solid Gold Baby Rings, 3
stone and signet, \$1.00

Silver Baby Cup \$1.00

EXTRA!
48 only, "Made in Can-
ada" Alarm Clocks \$1.55

Silver Bon-Bon, Gilt Lin-
ing \$1.75

3-Piece Child's Set, Wil-
liam Rogers quality \$1.75

GORHAM'S
FAMOUS SILVER
POLISH,
3 BOTTLES FOR \$1.00

See Special Dollar Day
Window Display,
Wonderful Values.

ROSS McKAY
The Jeweler,
Next to Standard Drug,
EAST LONDON.

Dollar Day at
Goldenberg's

Dollar Day bargain hunters will find in our stock many real bargains in Ladies' Ready-to-Wear Hats, etc. We are selling many garments from our stock at greatly reduced prices in order to make room for our new spring stock.

BALANCE OF WINTER
HATS \$1.98

NEW SPRING SATINS AND SATIN-
ETTES for \$ Day
only \$3.95

Goldenberg's

LADIES' READY-TO-WEAR.
761 DUNDAS STREET.
Tel. 3599J. Open Evenings.

Oddment Table No. 1—25c.

Here you will find many articles worth four or five times the price—Mitts, Gloves, Scarfs, Middies, Underwear and other articles too numerous to mention. your choice 25c

Brassieres, 3 for \$1.00

Odd lines of Brassieres, in white or pink, sizes 32 and 34 only, regular to \$1.00. Dollar Day 3 for \$1.00 only 3 for \$1.00

Sample Gloves and Mitts, 25c.

One lot of Sample Gloves and Mitts, ladies' and children's. Dollar Day, each 25c

Odd Muffs and Ruffs, \$1.75 Each

Sample Muffs and Ruffs, made from English caracul, in black, brown, grey. Half price Dollar Day \$1.75

Chintz Remnants, 25c Yard

Remnants of Colored Chintz in a variety of patterns and colors, lengths 1 to 5 yards. Dollar Day, yard 25c

Linen Curtain Scrims, 25c Yard

Pure Linen Curtain Scrim, in natural color, drawn-work pattern, lengths 2½ to 5 yards. Half price, a yard 25c

Middy Collars, 25c

Middy Collars, made from white and colored drill, values to 50c. Dollar Day, each 25c

Caps and Scarfs, 25c

Caps and Scarfs, in rose and green, trimmed with white, worth double. Dollar Day, each 25c

Rubber Pants, 55c; 2 for \$1.00

Babies' Rubber Pants, natural color, elastic waist and knee. Dollar Day 57c

Black Sateen Underskirt, \$1.50

Black Sateen Underskirt, made from good quality sateen, pleated flounce. Dollar Day \$1.50

Baby Quilts, \$1.75

Silk Baby Quilts, made from good quality silk, in pink or blue, worth to \$2.95. Dollar Day \$1.75

Girls' Blanketcloth Coats, \$8.00

8 only Girls' Blanket Cloth Coats; colors of brown and grey plaid; values to \$15; sizes 8, 10 and 12 years. Dollar Day \$8.00

Children's Rain Capes, \$2.75

4 only Children's Rain Capes, fawn and green color. Regular \$4.35. Dollar Day \$2.75

Grey Wool Blanket, \$10.00

1 only, Heavy Wool Blanket, dark grey color. Regular \$16.50. Dollar Day \$10

Oddment Table No. 3—75c

Another group of surprises for early shoppers—Underwear, Bonnets, Skirts, Gowns and numerous other articles worth many times the price. Dollar Day, each 75c

662 Dundas St.
London East

ARTHUR'S

Phone 3213W
Dundas Cars Pass Door

Greatest of All Dollar Day Sales

White Flannelette Gown, \$1.00

Ladies' Gown, made from good quality white flannelette, high neck, three-quarter sleeves, regular sizes. Dollar Day only \$1.00

Gingham Apron Dresses, 2 for \$3.00

Apron Dresses, made from good quality gingham, in pink or blue stripe, also plain blue chambray, trimmed with ric-rac 2 for \$3.00. Dollar Day 2 for \$3.00

Knitted Underskirts, 2 for \$1.10

Knitted Underskirts, in natural color, drawstring at waist, also white flannelette skirts, lace trimmed. Dollar Day 2 for \$1.10

Clearance of High-Grade Waists, \$5.00

A clearance from regular stock of High-Grade Waists, in satin, silk, georgette crepe; colors of black, brown, navy, flesh, maize, grey; short and long sleeves, various qualities, ranging from \$8.50 to \$12.50; sizes to 42. Dollar Day your choice \$5.00

Children's Velvet Coats, \$2

Six only Corduroy Velvet Coats; colors of brown, blue, green, white; sizes 2 to 4 years. Dollar Day, each \$2.00

Girls' Winter Coats, \$4.00

4 only Girls' Winter Coats, in grey or brown tweed mixtures; sizes 10 and 12 years; regular \$9.75. Dollar Day \$4.00

Girls' Corduroy Dresses, \$4

4 only, Girls' Corduroy Dresses; colors of green and brown; sizes 8, 10 and 12 years; values to \$6.75. Dollar Day \$4.00

Ladies' Serge Dress, \$5.00

8 only Ladies' Serge Dresses, in brown or black, values to \$14.50. Dollar Day only \$5.00

Ladies' Serge Dresses, \$10

7 only Ladies' Navy Blue Serge Dresses, sizes 36 to 40, embroidered and trimmed; regular \$24.00. Dollar Day \$10.00

Girls' Serge Dresses, \$5.95

15 only Girls' Serge Dresses, navy blue, trimmed with red braid, emblem on sleeve, sailor collar; regular to \$10. Dollar Day \$5.95

Plaid Blankets, \$4.50 Pair

10 pairs only Extra-Quality Plaid Blankets, in grey or tan, large size and extra heavy. Dollar Day, a pair \$4.50

Silk Camisoles, \$2.50

Silk Camisoles, in a range of better qualities, crepe and satin; values to \$4.50. Dollar Day \$2.50

Silk Underskirts, \$5.00

Silk Underskirts, made from good quality messaline silk in shot effects, pleated flounce. Dollar Day \$5.00

Georgette Crepe, \$1.25 Yard

Georgette Crepe, in black, white, rose, flesh, maize, blue and other colors; 36 inches wide; values to \$2.00. Dollar Day \$1.25

Girls' Serge Dresses, \$4.00

4 only Girls' Serge Dresses, sizes 6, 8 and 10 years; regular \$6.50; navy blue only. Dollar Day \$4.00

Shams and Runners, 75c

Shams and Runners, lace trimmed, drawwork; \$1.00 value. Dollar Day 75c



Men's Heavy Wool Socks, 29c, 4 pairs, \$1.00

Men's Heavy Wool Socks, dark brown color. Dollar Day 29c

HOSIERY BARGAINS

Ladies' Outsize Lisle Hose, in black or brown, silk finish; 3 pairs \$1 reg. 59c. Dollar Day 3 pairs \$1

Boys' Heavy Worsted Hose, in black only, sizes 8 to 10; regular 85c and 95c. Dollar Day 2 pairs \$1.25

Ribbed Top Lisle Hose, silk finish, seamless feet, sizes 8½ to 10. Dollar Day 2 pairs \$1

One lot of Cashmere and Silk Hose, in black only, sizes 8½ to 10; regular to \$1.98. Dollar Day, a pair \$1.00

Children's Ribbed Cotton Hose, in white and black, sizes 4 pairs \$1 7 to 10. Dollar Day 4 pairs \$1

Ladies' Brown Lisle Hose, splendid weight and finish. Dollar Day 4 pairs \$1

Bandeaux and Brassieres, 2 for \$1.00

Bandeaux and Brassieres in a range of styles, in pink or white; regular values to \$1.00. Dollar Day 2 for \$1.00

Silk and Crepe Scarfs, \$1.19

One lot of Silk and Crepe Scarfs, in a range of pretty color combinations, hemstitched and fringed ends; values to \$2.00. Sale price \$1.19

London East, 662 Dundas St

Bed Comforters, \$2.79

2 only Bed Comforters, silkoline covered, large useful size; regular \$3.95. Dollar Day \$2.79

SWEATER BARGAINS

Girls' All-Wool Sweater Coats and Pullovers; colors of red, green and rose; values to \$5.00. Dollar Day \$2.50

Boys' Heavy Jumbo-Knit Sweater Coats, sizes to 32, black trimmed with red or yellow. Dollar Day \$2.00

Girls' Wool Pullovers; colors of rose, blue and Paddy; sizes to 30. Dollar Day \$1.50

Ladies' Wool Sweater Coats and Pullovers, in a range of styles and colors; regular values to \$10.00. Dollar Day \$3.95

10 only Ladies' Wool Pullover Sweaters; colors of rose, green, blue and purple; regular \$1.95. Dollar Day, each \$1.00

One lot of Wool Caps and Scarfs, a range of styles and colors. Half price and less 2 for \$1

Extra Large Apron Dresses, \$1.00

Extra Large Apron Dresses, made from good quality striped print, trimmed with chambray, finish—ed with belt. Dollar Day, \$1.00

Chamiosette Gloves, \$1.00

Chamiosette Gloves, in splendid quality; colors of buck, beaver, grey, black; stitched points; values to \$1.50. Dollar Day \$1.00

Dundas Cars Pass the Door

Men's Khaki Handkerchiefs 11 for \$1.00

Men's Khaki Handkerchiefs. Dollar Day only 11 for \$1

Underwear Bargains.

Children's Fleece-Lined Sleepers, sizes to 9; regular \$1.50. Dollar Day \$1.00

Children's Sleepers, sizes to 3; regular \$1.00. Dollar Day 75c

Ladies' Fleece-Lined Vests, in natural or white; values 2 for \$1.50 to \$1.50. Dollar Day 2 for \$1.50

Children's Fleece-Lined Vests, Drawers and Bloomers, 2 for \$1.10 reg. 75c. Dollar Day 2 for \$1.10

Ladies' Combinations, Turnbull's, Moodie-Leonard's, short or long sleeves; values to \$4.00. Dollar Day \$2.50

Ladies' Vests, Drawers and Bloomers, values to \$1.75; cream-white color. Dollar Day \$1.15

TWO FOR \$2.25

Extra Large Vests and Drawers, white or natural; value to \$2.00. Dollar Day 2 for \$3

Corsets, Regular to \$4.50, Dollar Day \$2.00

Clearance of odd lines from regular stock, in pink or white; values to \$4.50; sizes to 29. Dollar Day \$2.00

Corsets, Regular to \$4.50, Dollar Day \$2.00

Oddment Table No. 2—50c

This table also contains a lot of surprises, broken lines and odd numbers—Mitts, Gloves, Scarfs, Dresses, Waists and other numerous articles, worth three and four times the price. Your choice 50c

Cotton Chemise, 2 for \$1.00

Ladies' Cotton Chemise, lace trimmed; regular to \$1.25. Dollar Day 2 for \$1

Envelope Combina- tion, 2 for \$1.00

Envelope Combinations, made from white cambric, lace trimmed; regular \$1.00. Dollar Day 2 for \$1

Ladies' Drawers, 3 for \$1.00

Ladies' Cotton Drawers, open style only; regular 59c. Dollar Day 3 for \$1

Ladies' Corset Covers, 4 for \$1.00

Ladies' Corset Covers, made from good cotton lace and embroidery trimmed. Dollar Day 4 for \$1

Ladies' Cotton Gowns, \$1.00

Ladies' Cotton Gowns, slipover style; values to \$1.50. Dollar Day \$1.00

Princess Slips, \$1.00

Princess Slips, made from good quality cambric, embroidery trimmed; regular \$1.98. Dollar Day \$1.00

Skirts and Combinations, \$1.00

Skirts and Combinations, made from good quality cotton, lace and embroidery trimmed; values to \$2.00. Dollar Day, each \$1.00

Children's Gowns, \$1.00

Children's Gowns of good quality cotton, lace and embroidery trimmed; values to \$1.50. Dollar Day \$1.00

Underskirts, \$1.50

Underskirts made from good quality cotton, lace and embroidery trimmed, values to \$2.50. Dollar Day \$1.50

Shetland Floss, 9 for \$1.00

Shetland Floss, in rose, maize, purple, orange, green, grey and black. Dollar Day 9 for \$1.00

Children's Dresses, 3 for \$1.00

Dresses for children, 2, 4 and 6 years, in print and flannelette. Dollar Day 3 for \$1.00

Boys' Print Blouses, 2 for \$1.00

Boys' Print Blouses, in light colors. Sizes 6 to 10 years. Dollar Day 2 for \$1.00

Ladies' Silk Waists, \$1.50

Ladies' Black or White Silk Waists, long or short sleeves. Values to \$2.50. Dollar Day \$1.50

Oddment Table No. 4—\$1.00

This table contains some real bargains—Children's Coats, Ladies' Dresses and Waists, Men's Nightgowns, Mitts and Gloves, Middies, etc., worth many times the price. Dollar Day \$1.00