

# Dollar Day Bargains In East London Stores

## EAST LONDON WILL LIKELY LEAD CITY IN NEW FACTORIES

Some Work Under Way and  
Much More Planned.

Some towns grow, others remain stationary, and others slip backwards. The same is true of the various sections of a single town or city. In the case of London, the flow of industry from one place to another on the face of Mother Earth, it is inevitable that as population, and the wealth that it

produces, increases in one place it decreases in another. This law is part of the eternal order of things; it is as obvious as that law which causes the sand to flow from one end of the sand-glass to the other, and the people of this city cannot escape it. But if anyone has any doubts as to whether to class London as the growing, the stationary, or the slipping variety of community, let that person turn to the fast-growing industrial city in the east end of London, where visible signs of expansion are to be seen on every hand. There he will find a veritable city within a city, and, if figures mean anything, a casual glance at the figures that denote the cost of buildings at present under construction or in contemplation in East London will convince the most skeptical that the east end of this city is about to forge ahead in the forward march of the close of the war. If dollars and cents spent on individual buildings convey any meaning to the mind of the doubtful citizen, then he will ask no

further proof of the building figures of the present period to know with certainty that his city is far from slipping backwards, that it is not at a standstill, and, moreover, that it is going ahead in a substantial yet irresistible manner, and at a rate that will leave all previous records in this regard in the background. Building Up Rapidly. It can be safely said without an iota of exaggeration that buildings are at present under construction in London's east side which will entail an expenditure of at least \$100,000. If there is added to this the proposed expenditure of at least \$200,000 on buildings at present contemplated, the grand total of \$300,000 to be spent on building in East London is reached. Construction work on other buildings, which no figures are yet obtainable, will bring the total amount to be expended on buildings in the near future to well over the half-million mark. More than a moment's thought is required to see that even a partial significance of the fact that \$300,000 a cool



## DOLLAR DAY BARGAINS at Young's London East Store

Men's Suits in splendid-wearing tweeds, smart patterns, regular \$12.50. Dollar Day \$8.75

Seven only Men's Fall Overcoats in fancy tweeds, topper and three-quarter lengths, values \$10.00 to \$15.00. Dollar Day \$5.00

Boys' Tweed Suits—Ten only Smart Belted and Pleated Norfolk, some with two pairs bloomers, values \$4.50 to \$5.98

Boys' Ribbed Cotton Hose, heavy weight, sizes 7½ to 10, value 35c. Dollar Day 4 pairs \$1.00

Boys' Odd Bloomers, fully lined, all sizes up to 33, value \$1.00. Dollar Day 75c

Boys' Tweed Suits—A big range of new Fall Suits in popular pinch-back and Norfolk models, value \$6.00. Dollar Day \$4.85

Boys' Dark Tweed Raincoats, with hat to match, sizes for 6 to 16 years. Special Dollar Day \$4.95

Men's English Paramatta Raincoats, value \$12.50. Dollar Day \$9.75

Boys' Worsted Caps, regular 75c. Dollar Day 2 for \$1.00

Men's Good Strong Work Pants, in neat stripe cotton worsted. Dollar Day \$1.50

Men's Blue Chambray Work Shirts, "Gladiator" Brand, regular 75c. Dollar Day 3 for \$2.00

"Stiffel" Blue Stripe Overalls, with bibs, all sizes, value \$1.35. Dollar Day \$1.00

Men's Black Cashmerette Socks, our regular 25c quality. Dollar Day 5 pairs \$1.00

Small sizes in Men's Blue Overalls, with bib, sizes 32 and 34 only, value 75c. Dollar Day 50c

Boys' Splendid Grey Yarn Coat Sweaters, with collar, value \$1.25. Dollar Day 89c

Men's Long Factory and Warehouse Coats for munition workers, regular \$2.50. Dollar Day \$2.00

Railwaymen's Gauntlets, in heavy muleskin, with black cuffs, our regular 50c line 3 pairs for \$1.25

Men's Heavy Grey Coat Sweaters, with collars, value \$1.75. Dollar Day \$1.39

Men's Blue Suits, hand tailored, from a guaranteed serge, all sizes, the best value in Canada, value \$35.00. Dollar Day \$24.75

Odds and ends of Men's Summer Underwear, in combination suits, values up to \$1.50. Dollar Day 79c

## At SMITH'S FURNITURE STORE, 725-727 Dundas St.

Your dollar will last longer, buy more and stretch further at our store than any other furniture store in London. Our large up-to-the-minute furniture store is out of the high-rent district—that's one of the secrets of our low prices, and our floors are laden with the greatest furniture bargains ever offered Londoners. If you've never been in our store before, don't let this opportunity to save money pass you by. Our prices will astound you.

### BIG REDUCTIONS IN BRASS AND IRON BEDS

Iron Beds, reg. \$4.00, for \$2.95  
Brass Rail Bed, regular \$7.00, for \$5.75  
All Brass Beds, two-inch post, reg. \$18.00, for \$15.50

### SPECIAL FOR SATURDAY. Excellent Quality Combination Felt and Fibre Mattresses, all sizes:

Regular \$5.00, for \$4.00  
Regular \$6.00, for \$5.00  
Regular \$7.50, for \$6.50

### Agents for Ostermoor Mattresses.

### \$15 BROWN AND BLACK SPANISH LEATHER ROCKERS

Heavy, massive fellows, upholstered in best Bradley leather, black or brown, tufted or plain backs, seat is fitted with best springs

Big Massive \$10.50 Leather Rocker Upholstered in the best black Bradley leather, frame of solid quarter-cut oak, three different patterns to choose from. On sale Friday and Saturday

On sale Friday and Saturday

### BUFFETS

Solid fumed oak. Regular \$15.00. Special \$12.50  
Solid oak. Regular \$15.00. Fumed or golden oak. Special \$12.50  
Solid oak. Regular \$15.00. Fumed or golden oak. Special \$12.50

### DINERS

Two Sets 14-Oak Dinners, with genuine leather seats. Regular \$25.50. Special \$20.00  
One Set Fumed or Golden Oak Dinners, genuine leather slip seats. Regular \$25.50. Special \$20.00

### Extension Tables

Regular \$19.00, solid oak, fumed finish. Special \$14.00  
Regular \$28.50, solid oak, fumed or golden. Special \$21.00  
Regular \$40.00, massive Colonial design, fumed oak. Special \$32.00

### Extra Special

\$46.00 for a complete Dining-Room Suite, in solid oak, comprising Buffet, Extension Table and 5 Small Chairs and 1 Armchair. Regular \$52.00. Special \$46.00

### Smith Furniture Co. Limited

725-727 Dundas St. It Pays Always to Get Our Prices. You Will Buy Here.

### JARDINIERS STANDS

Genuine oak, regular \$1.35, for \$1.00  
Mahogany, Golden or Fumed Oak Pedestals, regular \$5.75, for \$4.95  
Five only Lawn Seats, regular value \$1.25. To clear 95c each

### DOLLAR DAY BARGAINS IN BEDROOM FURNITURE

### DRESSERS.

Royal Oak Dressers, three drawers, bevel plate mirror, worth \$11.00, for \$9.00

Solid oak, fumed or golden finish, regular \$25.00, for \$21.00

Quarter-Cut Oak or Mahogany Dressers, regular \$35.00, for \$29.50

### DOLLAR DAY IN THE CURTAIN DEPT.

DOUBLE-BORDERED FANCY ART SCRIM, extra good quality 8 yards for \$1.00  
FRILLED BORDER ART SCRIM, beautiful conventional designs, worth 25c yard 5 yards for \$1.00

PLAIN MARQUISSETTES, 36 inches wide, regular 30c yard 5 yards for \$1.00

LACE CURTAINS, 45 inches wide, 2½ yards long, regular \$1.50 and \$1.75, for \$1.00 pair

## ARTHUR'S, 662 Dundas St. E. Phone 3213

## Dollar Day Specials

### White Gowns and Underskirts

White Cotton Gowns, underskirts and combinations, neatly trimmed with lace and embroidery, in a big range of designs. Regularly worth to \$1.50.

DOLLAR DAY SPECIAL, \$1.00.

### WHITE BATH TOWELS

Size 18x30 inches, soft finish, without dressing. Blue borders. Dollar Day special, 8 FOR \$1.00.

### TABLE OF BROKEN LINES OF WAISTS,

in Lawn, Print and Voile. Regular values to \$1.50. Nearly all sizes. Dollar Day special, 2 FOR \$1.00.

### SILK POPLIN,

38 inches wide, in colors pink, sky, maize, brown, grey, navy, green, cream. Regular \$1.35. Dollar Day special, \$1.00 YARD.

### COLORED UNDERSKIRTS

Made from good quality sateen, in paddy, brown, navy, rose, Russian, wide pleated flounce. Dollar Day special, \$1.00 EACH.

### MEN'S MERINO UNDERWEAR.

Sizes: Shirts 36, 42, 44, 46. Drawers 32, 34, 44. Regular value 65c each. Dollar Day special, 2 FOR \$1.00.

### 2 PAIRS SILK Socks and Garters

Black, white or grey and 1 pair 25c garters. Dollar Day special \$1.00

### COLORED CREPE GOWNS,

floral patterns, in pink, blue and helio, lace trimmed. Regular \$1.25 value. 50c Boudoir Caps, in a range of styles. Dollar Day special, BOTH FOR \$1.00.

### This Ad's Worth \$1.00

This Ad., presented at our store on Saturday, August 25th, Dollar Day, is good for \$1.00 on purchases of \$10.00 or over.

### HIGH GRADE LADIES' OR MEN'S UMBRELLAS.

Worth regularly from \$3.00 to \$5.00. Dollar Day special, \$1.00 LESS THAN REGULAR.

### BABY DRESSES.

Made from good quality lawn neatly trimmed with lace and embroidery. Regular values \$1.25 and \$1.50. Dollar Day special, \$1.00.

### 36-INCH DRESS MUSLINS.

White grounds, with colored flounces, in pink, helio and blue. Dollar Day special, 8 YARDS FOR \$1.00.

### PRINT APRON DRESSES.

In a range of neat patterns, opened halfway down front. Print aprons, with or without bibs, made from light colored prints. Dollar Day special, BOTH FOR \$1.00.

### PRINT, GINGHAM AND MUSLIN DRESSES.

Clearance of odd lines. Sizes 34, 36, 38. Dollar Day special, 2 FOR \$1.00.

### BABY KIMONOS.

Made from white flannelette, neatly trimmed with colored kimono cloth, in pink or blue, animal and floral designs. Dollar Day special, 2 FOR \$1.00.

### BIG MEN'S SHIRTS.

Size 16 and 16½ only. Regular \$1.00 and \$1.25 values. Both light and dark colors. Dollar Day special, 2 FOR \$1.00.

### Men's White Cotton Gowns

Regular \$1.25, \$1.50. Dollar Day Special \$1.00

### ARTHUR'S

London East.

half-million dollars—is to be paid out for the repairs to the extent of \$100,000, and the additional repairs to be made by the board on its own responsibility will be paid out of the fund.

Another building now under construction is the new garage on Dundas street, west of the city hall, which, when completed, will be occupied by Durrant & Co., and will be a valuable addition to the neighborhood of \$5,000.

Of those buildings upon which construction is to be begun in the near future, possibly the most important is the new plant of the Middlesex Mills, Limited. It is expected, will cost about \$150,000. Not far behind this huge undertaking is the proposed addition to the plant of the Battle Creek Toasted Corn Flakes Company.

It is proposed to expend about \$100,000 on a large new building, which is to be erected in the near future is a plant for the London Art Woodwork Company, whose present premises have been purchased by the city, and who will be erecting a new plant soon. It is probable that this new plant will be spent in its construction.

Plans are being prepared for a roundhouse at Quebec street, and it is understood that work will be commenced on it in the near future. This new building will be a valuable addition to the neighborhood of \$5,000.

There is also a possibility that other buildings of considerable size will be begun in the near future. It is stated that the London and Petroleum Barrel Company have under consideration the construction of a large addition to their present plant, and that a new dry kiln and a new storage building, with a total cost of about \$15,000, will be undertaken soon. A substantial building, in which to house the East London postoffice, is also possible, and if it is decided to provide accommodation for the East London branch of the Public Library in the same building, a building of considerable size will be constructed before long.

Building construction is not the only indication of progress. There are other signs less tangible and less concrete, which would probably be equally convincing, were it possible to marshal all the necessary facts. But when the large number of skilled mechanics that will be required in the construction of the new buildings in East London, and the amount of money that will be spent in the construction of these buildings, there is little chance to see anything but an exceedingly bright future for London's east side during the coming months. If those who are from the present when the progress is up for discussion feel the need of additional "food for thought," it may be found in considering the amount of wages that will be paid them, the number of homes that will be built to house them, the number of stores that will be required to supply these people with food and clothing and other necessities of life, and the large amounts of goods that will be manufactured in London or imported to supply these stores.

In fact, the whole city is bound to benefit from the industrial activity

that is about to dawn in the East End, and the better one becomes acquainted with the facts, and the more one realizes the huge dimensions of the growth that is foreshadowed, the more enthusiastic one becomes over the prospects for the future. To say that the outlook is bright is to say the least. Many of the serious, taxed in attempting to picture, even in a hazy way, the East London of the future.

### PROSPECTS BRIGHT FOR CONTINUATION OF BRISK BUSINESS

Business in East London is exceptionally good. This is the combined result of a number of the most influential business factors of the east side, which are being met by the present time.

Most of the merchants are enthusiastic in the assertions that there is a continuous brisk demand for goods in the east side, and that while the summer has proved excellent, the outlook for the fall is if anything better. Many of these spokesmen state that this year was a record, and the air of optimism is strong in the east-end business section.

The outlook for the coming months looks exceedingly bright. Many of the retailers are making extensive preparations for the fall, and are busy with the expansion of their business, and with many out-of-town people in the city, there is every prospect that a large volume of business will be transacted.

Plan Extensions. With many of the factories in the east end making or arranging to make large extensions to their plants, many new families are coming into the city, and the number of their residents in the east end is increasing.

Many new residences have been built, and a great deal of this fact there is hardly a house to rent in the whole of the east side. This remarkable expansion of the city is one thing, as far as the merchants are concerned, and that is the way of increased business.

Nearly every retail businessman in the east end is looking forward to a good business during the coming season, and in most cases the east side merchants are laying in large stocks of merchandise to cope with the increased demand which they feel is about to prevail.

### EAST END BRANCH OF PUBLIC LIBRARY IS WELL PATRONIZED

Eight hundred volumes have been added this year to the east branch of the public library, and by the end of the year the collection of books there will number 4,000.

The increase in the size of the library has been amply justified by the patronage that has been given by the East London people. Last year's circulation of 10,000 volumes at the branch alone was the equal of work being done in the smaller libraries of the city, and this year's bids far to go yet higher. The public library board has made very marked improvements to the branch this year, and the grant by the city council of additional accommodation, enabling the board to provide a separate reading room for adults and also making the place more roomy and convenient.

Businessmen in the east end are of one opinion in declaring that the location of a branch library there has been of great value to that part of the city. A corner that was formerly an eyesore to the whole district has become a real part of the life of the community. Naturally, in a collection of 4,000 all such recommendations will be given careful consideration.

640-642 DUNDAS STREET.

EAST LONDON.

## SELLING OUT!!

### R. S. MORRISON STOCK

NECKWEAR  
Entire stock of 50c and 75c Ties, on Saturday \$1.00  
MEN'S LINEN COLLARS  
W. G. & R. quality. Sold in the regular way for 20c each. While they last 10 for \$1.00  
MERCERIZED MACO COTTON AND LISLE SOCKS  
Black, white or tan. Regular value 35c, Saturday 4 for \$1.00

MEN'S STRAW HATS.  
This season's newest blocks and best qualities. Choice of entire \$2.50 value. Saturday only \$1.00  
MEN'S WHITE PIQUE SHIRTS  
All sizes, perfect fitting, clean fresh goods. Worth \$1.50, on Saturday \$1.00  
BLACK AND COLORED FEDORAS.  
Best fur felt. Regular \$2.50 and \$3.00. Pick 'em out \$1.00

### STAPLES

MUSLINS—Regular 15c ..... 10 for \$1.00  
FLANNELETTE—Regular 15c, 10 for \$1.00  
TABLE LINEN—68 inches wide, all pure linen. Worth \$1.50 ..... 1 yard \$1.00  
TOWELS—Regular 15c ..... 8 for \$1.00  
CHILDREN'S DRESSES, white or colored. Regular \$1.00 each ..... 2 for \$1.00

### Towels! Towels!! Towels!!!

1,000 BATH TOWELS TO CHOOSE FROM AT PRICES THAT SPEAK FOR THEMSELVES; 75c VALUE, 2 FOR \$1.00; 50c VALUE, 3 FOR \$1.00; 25c VALUE, 6 FOR \$1.00.

## J. A. McTAVISH & CO.

640 DUNDAS STREET. EAST OF ADELAIDE STREET.

### POSTOFFICE FOR THE EAST SIDE IS A REAL NECESSITY

Since the branch postoffice in the store of A. J. Denny on Dundas street, near Adelaide street, was closed about three months ago, the need of a postoffice in the east side of the city has been felt by many of the residents and businessmen of that section of the city.

The need of some place where stamps can be obtained, where letters can be registered, money orders purchased and parcels weighed is causing much inconvenience to those who were formerly accustomed to obtain such accommodation at the east end postoffice, and more especially is there a need for some means of weighing parcels since so many of London's citizens have taken up their residence in England, France and other parts of the world near to the fighting fronts.

Another feature of the situation is the fact that many of the manufacturers' annual encampment today.

There is some talk of the Government building a new building, but it is unlikely that during the unsettled conditions that prevail at the present time at Ottawa any definite steps will be taken to re-establish a branch office there. Another rumor has it that there is to be located in a store, a before, but it is said that there is great difficulty being experienced in obtaining a money involved without a large increase in the salary allowed to the position.

Citizens and manufacturers, however, are hopeful that the matter will not be allowed to hang fire, but will be definitely settled in the near future, that suitable and adequate accommodation for the needs of the fast-growing east section in this regard may be provided.

COMMANDER OF G. A. R. BOSTON, Aug. 23.—O. A. Somers, Colono, Ind., was elected commander-in-chief of the Grand Army of the Republic at the closing session of the annual encampment today.