

TWO

MERCHANTS EXPECT IMMENSE CROWD ON CITY'S DOLLAR DAY

Prepared to Deal With All
Bargain-Hunters.

CHANCE FOR BIG PRIZE

Treasure Box Contains Sum of
\$250 for the Lucky
Purchasers.

Tomorrow is Dollar Day in London. The merchants have made preparations to handle the immense crowds that are sure to patronize the Dollar Day stores, and it will be an easy matter for any citizen or visitor to pick out the stores advertising the many bargains to be obtained. Banners and tickets have been arranged in the windows and the goods inside have also been marked and well displayed. From the success of February Dollar Day, it is expected that tomorrow will eclipse the large volume of trade transacted on the former similar event. The executive of the London Retail Merchants' Association has been working steadily for the past two or three weeks getting everything in shape and condition to welcome the large crowds that will visit their stores. One of the most attractive features of the day is the treasure box fund. Altogether the sum of \$250 will be disposed of in prizes. Every purchaser of \$1 and upward will be entitled to a coupon and draw place immediately after Dollar Day.

As an additional attraction The Advertiser will also grant cash prizes to the extent of \$25, which will also be drawn from the treasure box after the merchants' prizes have been selected.

London's Dollar Day was known throughout Western Ontario to be the greatest ever held in this district. The most suitable time for purchasing will be in the early morning hours, when the bargains are not picked up.

The following is a list of Dollar Day stores:

Boots and Shoes.
Johnson & Murray.
Morrison Shoe Company.
People's Shoe Store.
The J. P. Cook Company.
Rowland Hill.
Hubert Asplund & Sons.
Casselman Bros.
L. Kaufmann.
Ready-To-Wear Garments.
Gray's, Limited.
Metropolitan Skirt and Suit Manufacturing Company.
Brick & Dundas.
John H. Chapman Company.
R. J. Young & Co.
Artistic Ladies' Wear.
Canadian Smallwares Company.
Drygoods.
Mara's.
John H. Chapman Company.
Gray's, Limited.
R. J. Young & Co.
Millinery.
Royal Millinery and Hatter Company.
Druggists.
W. T. Strong.
Calvercross & Lawrence.
Anderson & Nelles.
Taylor Drug Company.
Standard Drug Company.
Jewelers and Opticians.
W. G. Young.
John & Barnard.
John A. Nash.
Carlyle Trebilcock.

C. H. Ward Company.
Brown Optical Company.
Grocers.
John Diprose.
Willis & Co.
Wyckoff & Gafney.
Books, Stationery, Etc.
Holmes & Popham.
Hamby's Bookstore.
Hay's Stationery Company.
Furniture.
Ontario Furniture Company.
People's Outfitting Company.
Win. Trafford Furniture Company.
Keene Bros.
Butchers.
Cliff Robinson.
Anderson Bros.
Hardware.
J. G. Steele & Co.
Cowan Hardware Company.
London Hardware Company.
Chown Hardware Company.
Purdum Hardware Company.
Pianos and Musical Goods.
Mason & Risch, Limited.
Nordheimer Piano and Music Company.
Electrical Fixtures, Etc.
Hydro Shop.
Furs and Headware.
Beltz & Co.
Flower Shops.
Dicks Flower Shop.
J. Gammaro & Son.
W. A. Florida Company.
Men's Clothing and Furnishings.
R. H. & J. Dowler.
Wagner Clothing Company.
Giant Clothing House.
Solak, the Tailor.
John Graham & Co.
Shop of Fashion Craft.
Grafton & Co.
Oak Hall.
R. J. Young & Co.
Cakes and Confectionery.
Geo. Peters.
Harness and Leather Goods.
James McCormick.
EAST END MERCHANTS.
Drygoods and Men's Furnishings.
Alfred A. Arthur.
Boots and Shoes.
H. S. Simmons & Sons.
H. Asplund & Sons.

**TWELVE VOLUNTEERS IN
DAY; TEN ARE ACCEPTED**

Activities were again resumed at the local mobilization centre on Tuesday, when twelve volunteers from the British and Canadian Recruiting Mission in Detroit and Buffalo were examined by the medical board. Ten of the men were from Detroit, while the remaining two came from Buffalo. E. C. Johnson, A. H. Soule, W. Seeger, J. W. Quick and H. Robinson, all of Detroit, were given Category A-2 and placed in the Western Ontario Battalion. W. G. Doucette and J. S. Whiting, also of Detroit, were placed in Category A-2 and attached to the Canadian Engineers. While C. Fruchey was found to be in C-1 and placed in the Canadian Garrison Regiment. E. J. Perry and W. J. McNamee of Buffalo were both given A-2, and the former went to the W. O. R. while the latter was attached to the Canadian Engineers. C. H. Anning and A. W. Eddis, both of Detroit, were found unfit for the service and were allowed to return to their homes. Two defaulter were also examined by the board, given A-2 and D-3 and attached to the W. O. R.

CAROLINE E. JORRY DEAD.

CHATHAM, Aug. 20.—Death today claimed Caroline Elizabeth Jorry, daughter of Mr. and Mrs. Frank Jorry. She has been in hospital for about three weeks with typhoid fever. Surviving relatives are the parents, one sister, Mrs. E. Jackson of Ulica, N. Y., and one brother, William of Detroit.

SHOES FOR FRENCH REFUGEES MENDED BY RETURNED MEN

Remarkable Work Done by
Members of Class.

500 PAIRS SENT AWAY

Were Gathered in Toronto
and Repaired Here For
the Unfortunates.

Returned soldiers simply cannot refrain from doing their bit in every way possible, and the seven men taking a shoemaking course under the Soldiers' Civil Re-establishment Commission at the Alexandra School are no exception. Hearing that the Girl Guides of Toronto had collected thousands of pairs of old shoes, to be sent over to French refugees, the embryo shoemakers offered to repair any numbers free of charge.

Accordingly 500 pairs were sent up, and the men set to work. Five hundred pairs have been finished, and were sent on to Toronto on Tuesday. The remainder will be sent down shortly.

Remarkable Work.
Looking over the shoes one could not help being surprised at the quality of the work. When it is considered that the course has only been in operation about five months, and many of the men have been at the school only two or three months, the work that is turned out is remarkable. All the work is done by hand, as no machines have been installed in the school yet. When the move is made to the new Technical School, which will in all probability be about September 1, a full equipment of machines will be available. Sergt. Jas. Smith, who is in charge of the class, says that already four of the members have left to set up shops of their own. One has started in London, and others in Port Stanley, Woodstock and Godfrich, and all report that they are doing well.

Will Do Charitable Work.
The men are willing and will be glad to repair any shoes that any charitable society will take to the school. It is thought that many pairs could be secured in London, which could be repaired and sent over to the French and Belgian refugees if they could be repaired. Any old ones sent to the school, and not designated for any particular society, will be repaired and given to some worthy cause, Sergt. Smith states.

**LATE LIEUT. THAIRS
LIVED IN ST. THOMAS**

ST. THOMAS, Aug. 20.—Lieut. Edward Thairs, son of Lieut.-Col. George L. Thairs of St. Catharines, who was reported killed in action this week, is a former well-known employee of the West End Imperial Bank, this city. It has been learned Lieut. Thairs, who was a graduate of Ridley College, was stationed at St. Thomas about four years ago, and during his stay here was a very popular member of the Talbot Club. He went overseas with the 15th Battalion of St. Catharines.

FISH STALL IN LESS THAN YEAR SHOWS A SURPLUS OVER \$900

Ald. Manness Calls Attention
to Alleged Misstatements.

Ald. S. R. Manness, chairman of the civic fish committee, takes serious objection to what he calls the misstatements made by "One Interested" in a letter published in Tuesday evening's Advertiser.

It was stated in the letter that the

civic stall did not pay rent or fuel bills. Ald. Manness says this is contrary to the fact. The stall pays \$14 rent, the same as other tenants of the market basement, and it had also paid its fuel bills. City Treasurer Bell has vouchers to show this.

Despite these expenditures, along with the fact that the highest wages are paid to the clerk in charge of the stall, the civic fish stall, having been run less than a year, shows a surplus of over \$900. This is in the hands of the city treasurer.

Ald. Manness says that since the stall has been in business it had sold fresh fish at prices ranging from 7 to 15 cents a pound. The highest price was lower than the price of fish ever sold in the city previous to the starting of the stall. Mr. Manness says the city started the stall when others would not take hold of it. When it purchases the fish from the Government it adds two cents to the cost. This has paid all expenses and has left a rather handsome surplus for a rainy day.



Thursday, August 22 Two Special Bargain Tables

ANY ARTICLE ON OUR BARGAIN TABLES, \$1 EACH.

Cut Glass Compots
Cut Glass Marmalade Jars
Cut Glass Mustard Pots
Cut Glass Bon-Bon Dishes
Cut Glass Tumblers
Cut Glass Bud Vases
Silver-Plated Cold Meat Forks
Silver-Plated Grape Shears
Silver-Plated 3-Piece Child's Set

SEVERAL OTHER ARTICLES NOT MENTIONED IN THIS LIST.

C. H. WARD & CO.

Diamond Merchants and Jewelers
386 RICHMOND STREET.

Smallman & Ingram Western Ontario's Mail Order House

August Sale of Whitewear Thursday

Never before in the history of this store have these special purchases and clearing sales attained the importance of the 1918 sale events. The uncertainty of future prices, as well as the delivery of goods, adds a significance to every purchase you make in this sale. Every item represents more than savings of monetary value for it is conservatively assumed that no garment offered in this sale will be again procurable at anything like even the regular price.

290 Garments at
About 1-3 Off

That is the story of this sale—290 garments, consisting of corset covers, combinations, gowns, petticoats and drawers—a purchase from the manufacturer clearing the balance of the season's stocks to make ready for the new season and bringing such opportunities to your door through the purchasing power of this store.



Lingerie Simple, Tasteful, Inexpensive

We will be pardoned for calling this a comprehensive display when you see in this sale the many, many garments that are so fresh and crisp in their newness. To dwell upon their price seems unnecessary, for you will cherish them for their simple beauty—though they are about a third less in price than you would expect to pay. We will mention but a few of the many.

Gowns in August Clearance

Open-Front Gown of fine cotton, yoke of embroidery, insertion and tucks, elbow-length sleeves and V neck finished with embroidery. Price\$1.75, oversize \$2.50

Kimono Nightgown of fine cotton, round yoke, formed of pretty embroidery, sleeves and neck trimmed with lace edging. Price\$1.39

Empire Nightgown of white cotton, front yoke trimmed with rows of pretty embroidery and tucks, V neck finished with embroidery and ribbon draw. Price\$2.50

Slipover Nightgown, square yoke of pretty embroidery and lace, threaded with ribbon, short sleeves edged with lace to match. Price\$1.59



Petticoats in August Clearance

Petticoat of good quality white cotton, with flounce of pretty embroidery threaded with silk ribbon, length 34, 36 and 38. Price\$1.95

Ladies' Petticoat of good quality white cotton, deep flounce, trimmed with rows of pretty insertion and lace, finished with underlay, lengths 36, 38 and 40. Price\$1.59

Petticoat of heavy quality white cotton with flounce of wide embroidery, lengths 34, 36 and 38. Price\$1.39

Corset Covers in August Clearance

Pretty Corset Cover of fine white cotton with yoke and short sleeves of lace insertion, dainty lace edging finishes neck and sleeves, ribbon draw, sizes 36, 38 and 40. Price\$1.29

Serviceable Corset Cover of fine cambric with deep yoke in front of pretty embroidery and two rows of lace insertion, neck and arms trimmed with lace, ribbon draw, size 36, 38, 40 and 42. Price59c

Neat Corset Cover, good quality of nainsook with yoke in front of pretty embroidery, neck and arms trimmed with pretty embroidery edging, ribbon draw, size 40. Price 75c

Chemise in August Clearance

Envelope Chemise of fine nainsook, yoke trimmed with pretty embroidery beading and lace insertion, neck and arms finished with lace, ribbon draw; sizes 36, 38, 40 and 42. Price\$1.59

Envelope Chemise of soft-finished cotton, with yoke in front of dainty Swiss embroidery and lace insertion, neck and arms trimmed with lace; sizes 36, 38, 40 and 42. Price\$1.39

Envelope Chemise of fine cotton, round yoke of lace insertion, neck and arms trimmed with lace, ribbon draw, size 36, 38, 40 and 42. Price99c

Envelope Chemise of soft-finished cotton, deep yoke of filet lace threaded with ribbon, shoulder strap to match, size 36, 38, 40 and 42. Price\$1.75

DRAWERS, 85c PAIR.—Ladies' Drawers of soft-finished cotton with frill of eyelet embroidery, open or closed styles; sizes, open, 23 and 25; closed, 23, 25 and 27. Price...85c

Location of Departments Changed Today

For our customers' convenience and to render more efficient service under present conditions, we have found it expedient to change the location of certain departments, whereby the staff will be more concentrated and better service attained. The following departments will be found in new locations:

BLACK DRESS GOODS AND VELVETS, west side main entrance.
COLORED DRESS GOODS, west aisle, front, west side.
SILKS, west aisle, east side, front section.
WASH GOODS AND STAPLES, in rear section vacated by colored dress goods.
LINENS AND YARNS, main aisle, rear section.
STATIONERY, rear section, east aisle, opposite east elevator or Candy Counter.

Above changes we feel will be of mutual benefit to our customers and the store service.

AFTERNOON TEA SPECIALS.
Fruit Salad, with Vanilla Ice Cream 15c
Strawberry Jam, Toast, Cut Cake, Cup of Tea or Coffee... 20c
SMALLMAN & INGRAM
Restaurant License No. 10-203.
AFTERNOON TEA SPECIALS.
Chicken Sandwich 15c
Sliced Tomatoes, Thin Bread and Butter, Assorted Cake, Pot of Tea 25c

Thursday SPECIALS

These Prices Are for
Thursday Only
SOAPS

Sunlight, Surprise, Gold and Comfort, 13 Bars for \$1.
Goblin Soap.....5 for 25c
Lux5 for 50c

TEA

A splendid Black and Mixed Tea at two pence for \$1.
Only one lot to a customer.

Corn Flakes, 4 pkgs.....50c
Shredded Wheat, 4 pkgs.....50c
Splendid Rice, 8 lbs.....\$1
7-lb. Bag Flour.....45c
5-lb. Corn Flour.....25c
5-lb. Oatmeal.....25c
Macaroni, 1 pkg.....10c
Best Gloss Starch, 2 pkgs.....25c
English Blue, 5 pkgs.....25c
Gillet's Lye, 2 cans.....25c
Potatoes, a peck.....40c

If you like a rich, mellow old cheese, we have it at 22c a pound.

Toilet Paper.....5 rolls 25c

Phone 3950—We Deliver.

Wyckoff & Gafney

Dundas Street, at Ridout.
Canada Food Board License No. 5-3992.

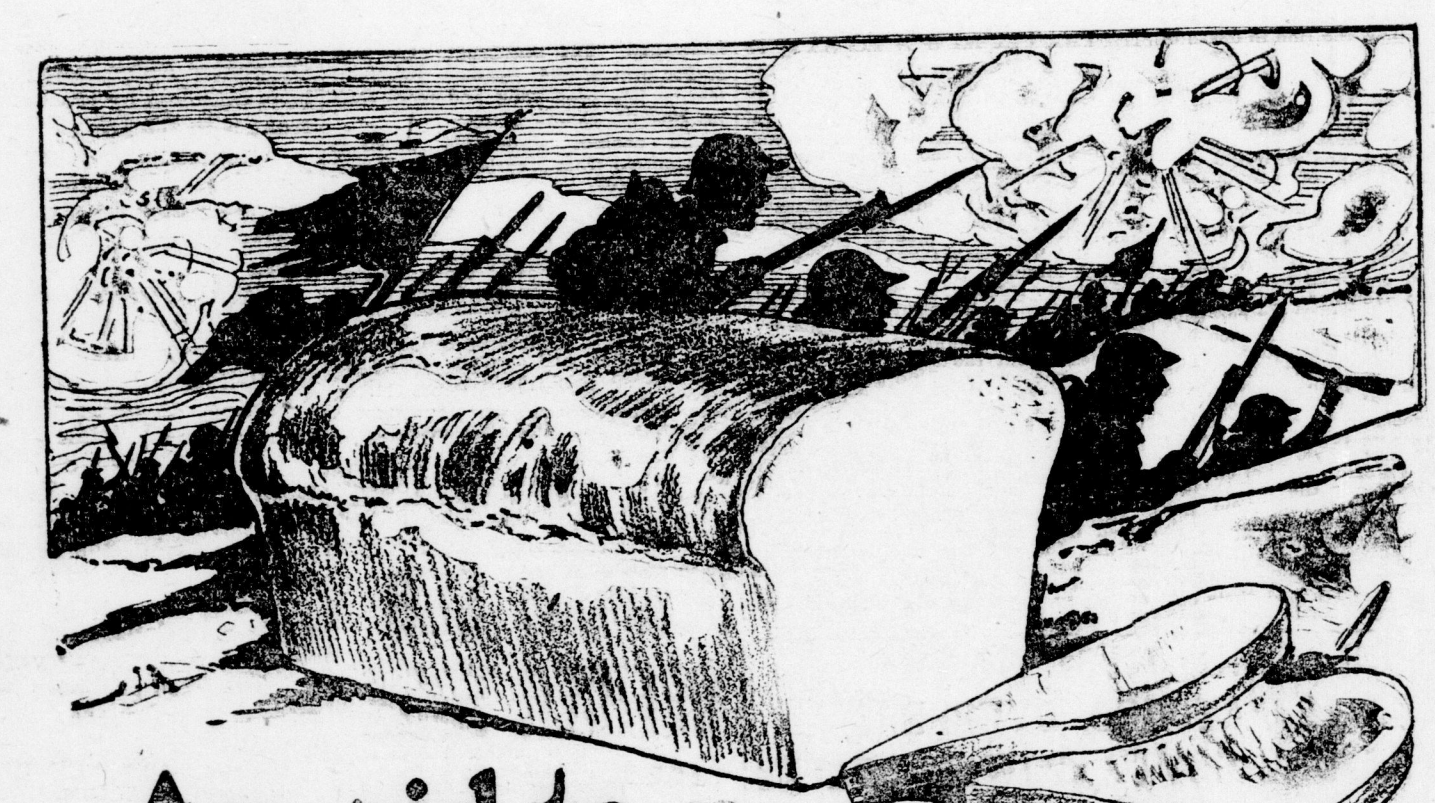
That Care Worn Look

It is caused by a worn condition of the Nerves, from overwork, from sickness or from worry or mental trouble. Poor health shows itself in the face of the person and is indicated by a pale and sallow complexion, by dull and weak looking eyes and the sparkle and vivacity seem to have disappeared. It is astonishing how quickly Hacking's Heart and Nerve Remedy will bring back the Vigor and Vitality of good health. It restores the rosy color to the cheeks, drives out headaches, makes your sleep more restful and satisfying and brings back the pulsating life and energy of good health. As the body gets stronger such emotional troubles as irritability, restlessness, worry, fear and nervousness are driven out and you are back again to your old-time health. It is important that you should get HACKING'S, as none other is "Just as good." Price 50c a box, 6 for \$2.50. Sold by all dealers or by mail. C. B. Hacking, Phm.B., Listowel. 68u

Reliance Garage

Service Station

OVER THE TOP ON DOLLAR DAY



An aid to VICTORY

Eat
Neal's
Victory Bread

**"FOOD
WILL WIN
THE WAR
DONT
WASTE
IT!"**

Ask Your
Grocer

Canada Food Board License No. 5-448.