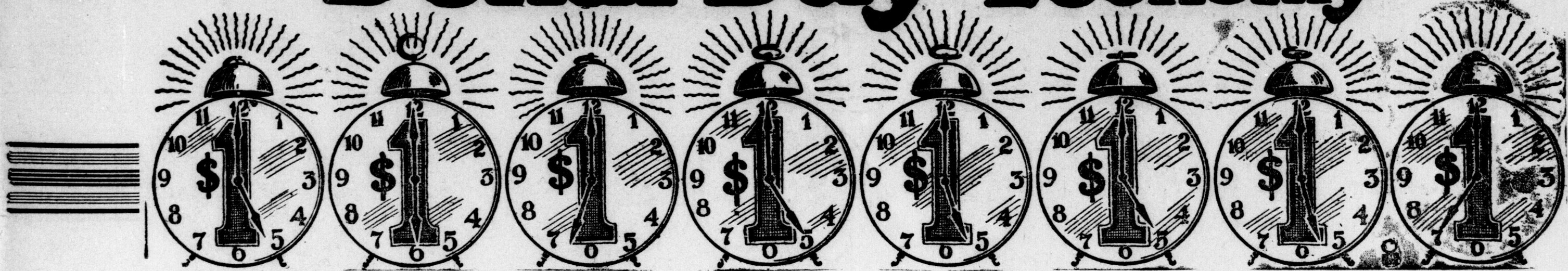


Dollar Day The call to Economy



"A Dollar Saved Is a Dollar Earned"

THE OLD ADAGE of "a penny saved is a penny earned" is true to a degree in these days of high prices. Every cent that can be saved means a lot to every man, woman or child. If you will canvass the stores of merchants who are co-operating in this event, you'll find that the buying power of your dollar has developed mighty big proportions in quality, value and economy. Each merchant has made a great effort to give you a super-abundance of value in his extra special offerings. Each presentation is a remarkable bargain and in the aggregate your savings total tremendously. Get out early with the biggest shopping bag you own, and see what the merchants have to offer.

LONDON'S DOLLAR DAY!

Thursday, Aug. 21

There Will Be Bargains In Every Line!

Boots and Shoes	Butchers	Jewelers and Opticians
Drygoods	Pianos and Musical Goods	Groceries and Fruit
Druggists	Harness and Leather Goods	Smallwares
Women's Ready-To-Wear	Books and Stationery	Cakes and Confectionery
Signs	Men's Clothings, Hats and	Bicycles and Sporting Goods
Millinery	Furnishings	Furs and Headwear
Furniture	Hardware	Electrical Goods
	Flower Shops	

East End Merchants Will Offer Special Bargains Too!

Several of the prominent merchants of East London are also arranging for big bargains for DOLLAR DAY, and will have interesting bargains to announce on Tuesday and Wednesday.

There Will Be Music and Fun Galore

A BAND will be on the streets all day long to liven things up. All the theatres will have extra good shows and there will be lots of time for a trip to Springbank or Port Stanley after a morning of shopping for visitors to the city. If you own an automobile you are certainly coming to London for Dollar Day. Why not bring a friend along? They'll enjoy the fun and be able to secure many bargains owing to your kindness. Here's your chance to do a good turn for your neighbor. Make your arrangements at once.

Who Is the Mysterious Miss Dollar?

CAPTURE HER AND WIN \$10.

Add to the pleasures of a day of dandy bargains the zest of a hunt for the mysterious lady.

She will be in all the stores displaying Dollar Day Bargains, making purchases—and many merchants will offer a prize to the one who captures her in their store.

Monday's paper will contain a list of the merchants offering special Dollar Day Bargains. Watch for it. Tuesday's and Wednesday's papers will contain the advertisements of those merchants. Read them closely and learn how to save considerable money.

DOLLAR DAY Association

W. P. Young, Secretary.

