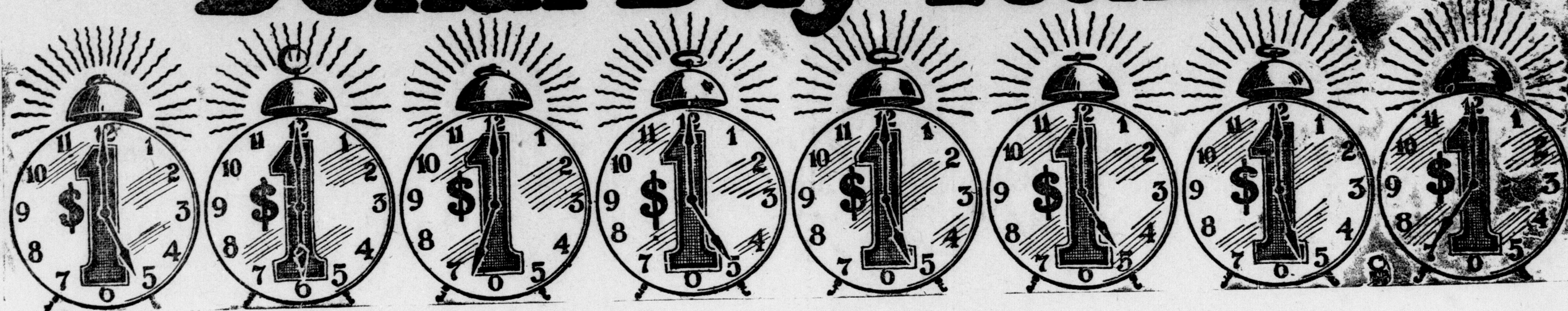


Dollar Day The call to Economy



IT'S HERE

AGAIN!

**WITH BIGGER AND
BETTER VALUES
THAN BEFORE!**



**Where To Buy
Dollar Day Goods**

*Every merchant who is interested
in Dollar Day and who has Real
Dollar Day Bargains to offer will
have the official window sign and
the official price tags.*

Remember How Big Your Dollar Seemed Last Dollar Day?

HOW it bought articles you never dreamed it would buy. Well, this year will be a repetition, only on a larger scale. More merchants have entered the Association and BIGGER and BETTER BARGAINS than ever will be offered. Truly, it will be a day of economizing for everyone. Be out early in the morning and make it a real holiday. Visit all the stores. See the wonderful displays of merchandise and buy all you can because it will be some months before another DOLLAR DAY will be put on in London again. The man or woman who did not participate in the DOLLAR DAY offerings last time was certainly disappointed when he or she learned of the bargains Mr. or Mrs. Neighbor brought home. Don't be the disappointed one this time. Get out with the crowds early and get in on the biggest buying and selling party this old town has ever seen.

If You Want To Economize Make Dollar Day Your Buying Day

THE DOLLAR DAY MERCHANTS have been working on preliminaries of Dollar Day for some time and have everything in readiness for a "humdinger." Stocks have been sorted and in practically every store in the city thousands of dollars' worth of every conceivable kind of merchandise will be on display, every article plainly marked with the official DOLLAR DAY PRICE TAG. Thursday will be a strenuous day for the merchants, and you can do your part and help the merchants considerably by getting out early to do your buying.

All Roads Lead To London Dollar Day!

THERE ARE many trains coming into the city on the Grand Trunk, the C.P.R. and the Electric Line, and there are many leaving the city during the afternoon and evening, which will give visitors from cities and towns in Western Ontario an opportunity to come into London in the morning, make their purchases, pay a visit to a theatre and get home early in the evening. Farmers with rigs and automobiles will find plenty of room to put up their horses and park their automobiles throughout the city. Last year thousands of visitors came to London for Dollar Day. This year a record-breaking crowd is expected.

Tell Your Neighbor About Dollar Day and Bring Him With You for the Fun!

London Retail Merchants'

W. J. Ashplant, President.

