

# **Back Again!**

# **DOLLAR DAY**

## **Thursday, February 12**

*Bigger and Better Than Ever!*  
*A Regular "Rip-Tail" Snorter of a Day!*

**CANADIAN DOLLAR SHRINKS IN U.S.A.  
 But Still a WHOLE DOLLAR in London!**

*Put 'Em to Work Dollar Day  
 And Watch 'Em Grow!*

**REMEMBER** last Dollar Day and the Bargains you reaped? Well, next Thursday bids promise of being the biggest Day ever. Many more progressive merchants have joined the association this year.

Just you jump into your "glad rags" Dollar Day, and come down town for the "big time." No matter where you go you'll find "Economy" the watchword, and you'll see the thriftiest crowd of shoppers you've seen in London stores in many a moon—and we'll say values, too. But we'll leave the values to you. The many merchants will tell you about the good things in store for you in their advertisements Tuesday and Wednesday. Make up a list of necessities—wait for the announcements—save your dollars, and be out early Thursday morning.

## **Make Dollar Day Your Day!**

Dollar Day merchants have been working industriously on the many preliminaries of Dollar Day for the past few weeks. Everything is now in readiness for a regular old "offensive" on General High Price—he'll get an awful wallop Thursday. Every conceivable kind of merchandise will be on display, every special marked in plain figures on official Dollar Day price tags. Help the merchants make Dollar Day a success by making an effort to come down-town early.

### **See Tuesday's Paper**

Tuesday's paper will announce the list of merchants interested in Dollar Day and offering Dollar Day bargains, and Tuesday's and Wednesday's papers will carry their messages of Dollar Day economy. Read every announcement. Make up your lists, save your dollars, and be ready for Thursday.

**Tell Your Friends---Your  
 Neighbors --- Everybody  
 About Dollar Day --- and  
 Make Ready For the Gala  
 Event.**

### **In East London**

Several of the prominent and progressive merchants of East London have joined the association, and are contemplating a "big time" in the east for Dollar Day. They are getting ready many interesting values, that'll make East London a busy, throbbing centre of activity Thursday next.

## **ALL ROADS LEAD TO LONDON DOLLAR DAY!**

### **WHERE TO SHOP DOLLAR DAY**

Every merchant interested in the Dollar Day movement, and who will offer you Dollar Day Specials, will display the Official Dollar Day Signs and Price Tags.

**TELL YOUR FRIENDS!**

Every train, every car, coming to the city will carry its full capacity of Dollar Day shoppers. Join the happy throng of purchasers and come to town. It'll be the fastest sales day London ever knew. Last Dollar Day London was the busiest spot in the universe, and it's going to be still busier next Thursday—all day. The theatres will have extra programs arranged for Dollar Day. Shop, hunt for Miss Dollar, win \$10 reward, and enjoy the show in the evening. A real day! Everybody come!

# **LONDON DOLLAR DAY ASSOCIATION**

**W. J. ASHPLANT,**  
 President

**W. P. YOUNG,**  
 Secretary



There are smiles that make you happy,  
 There are smiles that make you sad,  
 But the smiles that come with Dollar Day  
 Are the smiles that make you glad!

### **MISS DOLLAR**

**WHO IS SHE?**

**FIND HER DOLLAR DAY AND  
 WIN \$10 REWARD.**

There'll be fun a-plenty hunting for the mysterious and elusive Miss Dollar. She'll be around the Dollar Day stores making purchases—enjoying the fun of eluding you, Dollar Day shoppers.

Many merchants will offer additional prizes if she is captured in their store, making her capture doubly interesting.

**CATCH "HER" DOLLAR DAY.**

