

**WESTERN  
FAIR**  
September  
6 To 13.

**WELCOME FAIR VISITORS!**

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# To the City of London

**Shopping Centre of This Wonderful Western  
Ontario---Where Shopping Is a  
Profitable Pleasure**

**T**O THE woman—be she the mother of a family, a dainty debutante, or a busy professional or business woman—shopping facilities are of utmost importance and interest. The privilege of viewing and making her selections from the newest, the loveliest of the products of the world's markets is a privilege every woman covets—and one of the important privileges offered only in busy centers such as London.

## Shopping Means Much To the Life of a City—

**SHOPPING** keeps the home fires burning—makes home more beautiful—makes fair woman fairer—brings contentment to the aged—and joyous health and happiness to childhood.

To a woman it is an ever-changing recreation—a popular "indoor sport" for which she pays as little or as much as her fancy and needs dictate. It is also her profession, which she has developed to a fine art.

**SHOPPING** inspires designers, inventors, artists and artisans to exercise their best skill—keeps mammoth factories humming—prompts merchants to search the remotest corners of the world for exquisite handiwork.

Truly shopping is a fine art—and likewise is the collecting of fine merchandise an equally fine art.

Addison was right when he said: "There are no more useful members in a commonwealth than merchants"—those whose business it is to collect fine merchandise, to build fine stores—a city's valued assets.

**SHOPPING IN LONDON IS A PROFITABLE PLEASURE.** London merchants are indeed most "useful members" of our great Dominion. Their vision and their faith has achieved for London the enviable reputation—a city of well dressed people and beautifully furnished homes. Day in and day out throngs of smartly dressed men and women hurry to and fro in the heart of London's convenient shopping district.

Whether the shopper seeks things ultra, things unusual, things practical, things economical, or merely wishes to "window shop" to learn what "they are wearing"—she finds her needs have been anticipated by some London merchant.

Some one of the scores of skilled, painstaking buyers who go out from London institutions season after season—to make selections from Fashion's favored couturiers, from age-old market places, or from mammoth home factories—has sent to London, by steamer or rail, just the "things" needed to complete the ensemble of her home—her costume—to enhance her personal beauty, or the health and happiness of her family.

Whether the shopper seeks the efficient service of the large modern department store, with every convenience to make shopping a profitable pleasure—or the specialized service of the specialty store—London offers service and merchandise to suit every taste and every purse.

## —And Shopping In London Is Convenient

Within a compact district of a few blocks, within easy walking distance of stations, hotels, theatres, restaurants and tea rooms, one may buy rugs from the Orient, paintings from the hands of old masters, a bit of exquisite pottery, rare examples of the cabinetmakers' art, one may find clothes of every type at every price—may furnish a home to suit taste and pocketbook—make it ring with the music of a favorite instrument—may set a table with wares as costly or cheap as "thy purse" permits, and spread it with finest foods from gardens near and afar—and complete the picture with exquisite fragrant flowers to add the joy for which they were created—so complete are the shopping facilities offered all those who come to London.

# London Is a Good City In Which To Live

### A Shopper In London Has At Her Service

#### Department Stores

—where everything from a pin to a porch swing may be bought.

#### Stores With Specialized Departments

—featuring every line of merchandise from hats and hose, beads and bags, to leather goods and lingerie, corsets and camoes, furniture and fine fabrics.

#### Women's Shops

—specializing in imported as well as fine Canadian-made feminine apparel.

#### Beauty Parlors

—to assure that "well-groomed look."

#### Specialty Shops

—whose "wares" range from a yard of hemstitching to glistening necklaces, genuine imported goods or rare and flattering furs.