

(18-4-10-6332)

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CANADIAN PACIFIC



R'Y CO.'S TELEGRAPH

NIGHT LETTERGRAM

The Canadian Pacific R'y Co.'s Telegraph transmits and delivers this night lettergram subject to the terms and conditions printed on the back of this blank.

JAS. KENT, Manager Telegraphs

SENT NO.	SENT BY	RECEIVED BY	TIME SENT	TIME FILED	CHECK
34.	M.	N.	6:30 p.m.		272.

Send the following night lettergram, without repeating, subject to the terms and conditions printed on the back hereof, which are hereby agreed to.

R. H. & J. DOWLER,

*Sole Agents 20th Century Clothing,
LONDON, ONT.*

Please advise your customers and men of London generally that we have completed a reorganization of our tailor shops which will revolutionize the tailoring of fine garments for men in this country. We have been making good garments for ten years and our ambition has always been to produce clothes that have no equal in Canada. Most people will say we have succeeded, but we are not content. We are determined to make even finer garments than our agents and friends demand of us, and have therefore added more brains, skill, ability and experience to every department of our big shops, from the shrinking of the cloth to the final examination.

We have made you an early shipment of new fall goods, and we are particularly anxious that every man in London and Middlesex County should have an opportunity of seeing these garments, which are beyond the shadow of a doubt, the finest ever produced in this country. They excel all our previous efforts in snug fitting collars, perfect shoulders, correct drape, and are the nearest approach to perfection yet attained in the tailoring art in Canada.

We are putting more hand-work than ever on our garments, and as you know, hand-work has been the secret of our success. Putting "hand-work" in advertisements and putting it into garments are two very different occupations. Don't allow the people of your city to be deceived.

The shipment of 20th Century Brand garments we have made you contains a complete selection of all our new fall styles. Please make arrangements for every good dresser to see them.

The LOWNDES COMPANY, Ltd.