MERCHANTS LONDON

TREATMENT TO BUYERS GUARANTEE FAIR

Buy In London You Will BeProtected From High Prices

J. GAMMAGE & SONS, Limited.

Notice To The Public

TE, the undersigned, representing the Merchants of London who desire to serve the best interests of the City and Dominion, pledge ourselves to do our utmost with a view towards controlling retail prices in London that they may not increase beyond the means of the citizens during the present war. It will be understood that prices may increase, but we, as loyal Canadians, promise to carry on our business with the least margin of profit possible.

War was unavoidable and Canada must do her share. We firmly believe that the merchant who attempts to gouge the public at a crisis, such as this, is as much a traitor to his flag as the man who sells the plans of a fortress.

Despite the fact that the great nations of Europe are engaged in war, the people of Canada must eat, sleep, buy clothes and carry on the usual routine. War does not mean ruination unless unscrupulous merchants seek to wring blood money out of the people. We are all going to stay in business and do everything we can to protect our customers. It is entirely unnecessary to purchase your stock all at one time. Forget the war during business hours-Great Britain cannot lose.

Security Fairness Good Values Are Promised In This Advertisement Of London Merchants

Richmond & Hyman &

THE ANDREWS' TOGGERY, LIMITED. HEAL LONDON BREAD CO. LTD. T. A. ROWAT & CO JACKSON BROS. Wilson & Alaigr. Troceries & & Jackson Marisma autius Drygoods JOHNSTONE & JOHNSTONE, mylfound Per IV. a Johnstone MEDack of MASSING RIGGED LIMITE SEMI-READY TAILORING. Kodaks & Supplies in alfabithus STANDARD DRUG LIMITED BRICKA DUNBAS, LIMITED 182 DUNDAS ST... popallues 7 om. G. Haygarth Jno. S. Barnard Johnston Bros. Hinteman & Co., Limited. The London Pure Milk.Co., Limited. OAK HALL, Por Lander North End Fluggist A. J. CLARK & CO. 10 J. FAWKES & SONS, Oucheums two stores Per This. M. Faurkes. 17/2 Whorucleffe, Hd ONTARIO FURNITURE CO., LTD. J. G. STEELE &CO; FRANK HARLEY & SON. per Jeene 111 Worlley Ad GRAY'S LIMITED revision por James gray R. R. BLAND, W. A. BROCK Ou R. N. Harley Mantels, Grates & Tile. 192 DUNDAS ST., LONDON, ONT LONDON, CANADA SUMMERS BROS. Suns Ind The Purdom Hardware Co., Limited per I summers Taylor Krug Co ler St. H. Vurdo W. J. WRAY & CO., WHOLESALE JEWELERS. MY VALET 4 stores EMITH FURNITURE CO., LIMITED. DRY CLEANING WORKS, awferray 725 Dundas Sti - Ross' Limited, Yackson Propr. Fred. a Haylor per a. Smith. Johnston and Murray Kingsmille The Heart of London Aruggest Boots & Bhoes. 371 Talkot Street Dry goods, Carpets Neg. Johnston _ Ken Murray! asselman) mitinery, leady-to-wear GRAHAM BROS. DAN CARTER. To John Graham PEOPLE'S OUTFITING CO Toots and shoes Table Supplies Morrison Shoe Co.

Grafton & Co., Limited,

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