

LONDON MERCHANTS

GUARANTEE FAIR TREATMENT TO BUYERS

Buy
In
London
You
Will
Be
Protected
From
High
Prices

Notice To The Public

WE, 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.

While 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

NEAL LONDON BREAD CO. LTD.

J. S. Morrison

R. S. Morrison

SEMI-READY TAILORING

182 DUNDAS ST.

Tom. C. Haygarth

The London Pure Milk Co., Limited

R. M. Murray

J. FAWKES & SONS

Per J. M. Fawkes

J. G. STEELE & CO.

Per J. G. Steele

SUMMERS BROS.

per L. Summers

MY VALET

DRY CLEANING WORKS

M. Jackson

W. J. Strong

Druggist

GRAHAM BROS.

Per John Graham

J. GAMMAGE & SONS, Limited

Per J. Gammage

Morrison Shoe Co.

Per J. Morrison

Grafton & Co., Limited

London, Ont.

JACKSON BROS.

BUTCHERS

G. L. Jackson

J. F. Jackson

Arthur Duggood

Raman East

per A. A. Arthur

Johnston Bros.

BAKERS

Johnston Bros.

A. J. CLARK & CO.

Per A. J. Clark

Provisions

W. A. BROCK

192 DUNDAS ST., LONDON, ONT.

Lums and

Sporting Goods

The Purdom Hardware Co., Limited

per A. H. Purdom

SMITH FURNITURE CO., LIMITED

725 Dundas St.

per A. J. Smith

Kingsmills

Dry Goods, Carpets

millinery, Ready-to-wear

per A. J. Smith

Morrison Shoe Co.

Per J. Morrison

Grafton & Co., Limited

London, Ont.

T. A. ROWAT & CO

PER T. A. Rowat

Groceries & C.

JOHNSTONE & JOHNSTONE

Per W. A. Johnstone

BRICK & DUNDAS, LIMITED

PRES. & TREAS.

OAK HALL

CLOTHIERS

per A. J. Clark

W. R. Lutz

North End Druggist

ONTARIO FURNITURE CO., LTD.

per A. J. Clark

R. R. BLAND

Mantels, Grates & Tile

LONDON, CANADA

per R. R. Bland

W. J. WRAY & CO.

WHOLESALE JEWELERS

per W. J. Wray

Taylor, Krug Co.

4 stores

per A. A. Taylor

Johnston and Murray

Boots & Shoes

per Johnston and Murray

PEOPLE'S OUTFITTING CO.

240 DUNDAS ST.

per A. D. Thomas

NATIONAL CIGAR STORE

R. B. Brennan

Diamond Hall Stores

W. J. Young

J. H. BARKER & CO.

Kodaks & Supplies

Jno. S. Barnard

per Jno. S. Barnard

Jeweler

W. R. Lutz

North End Druggist

ONTARIO FURNITURE CO., LTD.

per A. J. Clark

R. R. BLAND

Mantels, Grates & Tile

LONDON, CANADA

per R. R. Bland

W. J. WRAY & CO.

WHOLESALE JEWELERS

per W. J. Wray

Taylor, Krug Co.

4 stores

per A. A. Taylor

Johnston and Murray

Boots & Shoes

per Johnston and Murray

PEOPLE'S OUTFITTING CO.

240 DUNDAS ST.

per A. D. Thomas

THE ANDREWS' TOGGERY, LIMITED

Per J. A. Selate

Wilson & Slater

Per L. A. Wilson

MASON & BIRCH LIMITED

LOCAL MANAGERS

J. H. BARKER & CO.

Kodaks & Supplies

Jno. S. Barnard

per Jno. S. Barnard

Jeweler

W. R. Lutz

North End Druggist

ONTARIO FURNITURE CO., LTD.

per A. J. Clark

R. R. BLAND

Mantels, Grates & Tile

LONDON, CANADA

per R. R. Bland

W. J. WRAY & CO.

WHOLESALE JEWELERS

per W. J. Wray

Taylor, Krug Co.

4 stores

per A. A. Taylor

Johnston and Murray

Boots & Shoes

per Johnston and Murray

PEOPLE'S OUTFITTING CO.

240 DUNDAS ST.

per A. D. Thomas

J. P. COOK CO.

The Store that Serves You Best

167 DUNDAS ST. ANGLE 398 RICHMOND ST.

per J. P. Cook

DAN CARTER

Table Supplies

Richmond & Hyman Sts.

per Dan Carter