

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.

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

NEAL LONDON BREAD CO. LTD.

J. S. Morrison

S. Morrison

S. Morrison

SEMI-READY TAILORING,
182 DUNDAS ST.

Tom. L. Haygarth

The London Pure Milk Co., Limited.

J. FAWKES & SONS,

J. G. STEELE & CO.,

SUMMERS BROS.

MY VALET
DRY CLEANING WORKS,
M. JacksonW. J. Strong
Druggist

GRAHAM BROS.

J. GAMMAGE & SONS, Limited.

Morrison Shoe Co.

Grafton & Co., Limited

People's Outfitting Co.

DAN CARTER.

Table Supplies
Richmond & Hyman Sts.

JACKSON BROS.

G. L. Jackson

T. J. Jackson

Arthur Drygood

Johnston Bros.

A. J. CLARK & CO.

W. A. BROCK

SUMMERS BROS.

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M. JacksonW. J. Strong
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Grafton & Co., Limited

People's Outfitting Co.

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Table Supplies
Richmond & Hyman Sts.

J. GAMMAGE & SONS, Limited.

Morrison Shoe Co.

T. A. ROWAT & CO

Groceries & L.

JOHNSTONE & JOHNSTONE,

BRICK & DUNDAS, LIMITED

OAK HALL,
CLOTHES,

GRAY'S LIMITED

The Purdom Hardware Co., Limited

Ross' Limited,

Casselman Bros.

Boots and Shoes

Grafton & Co., Limited

People's Outfitting Co.

DAN CARTER.

Table Supplies
Richmond & Hyman Sts.

J. GAMMAGE & SONS, Limited.

Morrison Shoe Co.

Grafton & Co., Limited

People's Outfitting Co.

DAN CARTER.

NATIONAL CIGAR STORE

Sifton C.

Diamond Hall Stores

J. H. BARK & CO.

J. S. Barnard

J. S. Barnard

J. S. Barnard

J. S. Barnard

J. S. Barnard

J. S. Barnard

J. S. Barnard

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J. S. Barnard

J. S. Barnard

J. S. Barnard

THE ANDREWS' TOGGERY, LIMITED.

J. A. Selate

Wilson & Slater,

A. E. JOLLY & CO.

MASON & RICH LIMITED

H. S. Barnard

H. S. Barnard

H. S. Barnard

H. S. Barnard

H. S. Barnard

H. S. Barnard

H. S. Barnard

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