

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

R. S. Morrison

SEMI-READY TAILORING,

182 DUNDAS ST.

Tom. C. Haggart

The London Pure Milk Co., Limited.

J. FAWKES & SONS,

J. G. STEELE & CO.,

SUMMERS BROS.

MY VALET

DRY CLEANING WORKS,

M. Jackson

W. J. Strong

GRAHAM BROS.

J. GAMMAGE & SONS, Limited.

Morrison Shoe Co.

Per J. Morrison

Grafton & Co., Limited,

London, Ont.

PEOPLE'S OUTFITTING CO

240 DUNDAS ST.

A. D. Thomas

JACKSON BROS.

BUTCHERS

G. L. Jackson

T. J. Jackson

ARTHUR DRYGOODS

per A. A. Arthur

Johnston Bros.

A. J. CLARK & CO.

W. A. BROCK

182 DUNDAS ST., LONDON, ONT.

Smith Furniture Co., Limited

725 Dundas St.

Kingsmills

Dry Goods, Carpets

millinery, Ready-to-wear

per A. J. Smith

Casselman Bros.

Boots and Shoes

per J. Morrison

Grafton & Co., Limited,

London, Ont.

PEOPLE'S OUTFITTING CO

240 DUNDAS ST.

A. D. Thomas

T. A. ROWAT & CO

PER J. ROWAT

Groceries &c

JOHNSTONE & JOHNSTONE,

Per J. A. Johnstone

BRICK & DUNDAS, LIMITED

PRES. & TREAS.

OAK HALL,

CLOTHES,

per J. A. Johnstone

GRAY'S LIMITED

per J. A. Gray

The Purdom Hardware Co., Limited

per J. A. Purdom

Ross' Limited,

per J. A. Ross

Johnston and Murray

Boots & Shoes

per J. A. Johnston

per J. A. Murray

W. J. WRAY & CO.,

WHOLESALE JEWELERS,

per J. A. Wray

Taylor & Krug Co

4 stores

per J. A. Taylor

J. P. COOK CO.

The Store that Serves You Best

157 DUNDAS ST. ANNE 338 RICHMOND ST.

per J. A. Cook

DAN CARTER,

Table Supplies

Richmond & Hyman Sts.

per J. A. Carter

J. A. Bland,

Mantels, Grates & Tile.

LONDON, CANADA

per J. A. Bland

W. J. WRAY & CO.,

WHOLESALE JEWELERS,

per J. A. Wray

Taylor & Krug Co

4 stores

per J. A. Taylor

J. P. COOK CO.

The Store that Serves You Best

157 DUNDAS ST. ANNE 338 RICHMOND ST.

per J. A. Cook

NATIONAL CIGAR STORE

Sifton C.

Diamond Hall Stores

J. H. BARKER & CO.

Kodaks & Supplies

Jno. S. Barnard

per J. A. Barnard

Haintman & Co., Limited

per J. A. Haintman

J. A. Bland,

Mantels, Grates & Tile.

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THE ANDREWS' TOGGERY, LIMITED.

per J. A. Andrews

Wilson & Slater,

per J. A. Wilson

A. E. JOLLY & CO.

per J. A. Jolly

MASON & RICH, LIMITED

per J. A. Mason

Haintman & Co., Limited

per J. A. Haintman

J. A. Bland,

Mantels, Grates & Tile.

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