

» LONDON "OLD BOYS" who have not visited the Old Home Town during the past seven years will find it pleasant to become acquainted with Zeller's store on Dundas Street, under the management of Mr. Sydney A. Belmont, Sr.

» MR. BELMONT is a member of :

London Old Boys' Association	Enoch Council No. 10, R. and S.M.
Chamber of Commerce	Richard Coeur de Lion
Kiwanis Club	Preceptory, No. 4
London Club	Y. M. C. A.
Elmwood Bowling Club	Vice-President London Advertis-
London Rowing Club	ing and Sales Club
Tuscan Lodge A.F. and A.M.	Director London Retail
No. 195	Merchants' Association
St. Andrew's Chapter R.A.M.,	
No. 238	

» SINCE its opening in November, 1931, Zeller's store has been a worthwhile addition to this city's business section; and the many shoppers who patronize this store for the thrifty are evidence of its great popularity.

» SPECIALIZING in the sale of staple and seasonable, as well as high-style merchandise, Zeller's policies of moderate prices, courteous service in pleasant surroundings and a "money refund" guarantee, combine to distinguish the store as one of undoubted merit.

» MR. WALTER P. ZELLER, president and founder of Zeller's Limited, who now resides in Montreal, Que., was at one time a resident of London. Mr. Robert T. Hartt, vice-president and merchandise manager, also at one time made his home in the city.

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