Taylor's Method of Selling Christmas Goods Is Unusual, But Appeals to Everybody

Instead of Following the Usual Custom of Marked Down Sales AFTER CHRISTMAS, We Give the Discounts NOW BEFORE CHRISTMAS, When They Are Most Appreciated

Hairbrushes

We have an enormous stock to choose \$2.00 Real Ebony, solid back, with guaranteed bristles98c \$1.50 Real Ebony, good bristles ...74c 35c Baby's White Hairbrushes . . . 19c \$3.50 Ivory Brushes, all shapes, \$2.18 75c Rosewood, good bristles..... 39c \$3.00 pair Real Ebony Military Brushes, new shape\$1.98 50c Ivory Dressing Combs, large 30c Dressing Combs, best finish....19c EXTRA SPECIAL, Market Store only—About 250 Travellers' sample

Chaving Necessities

Hairbrushes will be sold at wholesale

cost while they last. Every Brush

marked in plain figures.

Snaving necessities
35e Shaving Mirrors19c
\$1.50 Shaving Mirrors98c
720 English Shaving Brushes. Regu-
\$1.00 value48c
\$1.50 Shaving Brushes74c
35c Shaving Brushes19c
\$2.00 Razor Strops98c
25c Williams' Shaving Sticks17c
15e Williams' Shaving Sticks 8c
\$2,50 Folding Safety Razors, in
neat nickel cases\$1.24
Cigars at Half Price
10c Cigars-Japs, Rex, Old Abes, David
Harums, Havana, Perfectos, Baled
Havanas, etc., either singly or by
the box

remumes
in exquisite Christmas packages, ranging in price from 25c to \$9.00
10c Bottles Perfume 5c
25c Bottles Perfume
35c Bottles Perfume
Dainty Chatelaines for the purse 250
75c Ounce Bulk Rose Perfume39c
\$2.50 Ounce Palmer's Gardenglo, \$1.48 \$1.50 Gold Plated Perfume Atomiz-
ers 98c
\$1.00 Perfume Atomizers 590

Cameras

We are agents for Ensign, Ansco and Carbine Cameras and Supplies. Dependable Cameras range in price from \$1.50 up \$60.00 Panoramic Cameras\$29.00 With every Camera, on request, we will give free a Hairbrush valued at \$1.

Chocolates

We are sole agents for Lundy's Chocolates, the best made, at prices ranging from 25c to \$4.00 We carry also Neilson's, Clarke's, Willard's and Savoy Chocolates. Our rapid turnover insures the freshness of every box you buy from us. Special 50c pound Fresh Assorted

Talcums

-	Face Powders, Etc.
1	25c French Rice Powder14c
	\$1.00 Morina Complexion Powder; the best made; all tints
	\$1.00 Mary Garden or Morina Tal- cum Powders690
1	25e Taleum, all odors 9c
	35c Djerkiss Talcum 22c
	25c Palmer's Talcums19c
	50c Peroxide Vanishing Cream, absolutely greaseless29
	25c Witch Hazel Cream14
	25c Violet Witch Hazel, the best after-shave lotion19

FREE

Claxton Player Piano. We will give, absolutely free, to the holder of the greatest number of coupons, a Player Piano that costs us \$650. This is the greatest premium ever offered, and it will be given away to still further prove to you that the Taylor Drug Company is by far the largest Cut-Rate Drug House in Western Canada.

YOU have as good a chance of winning this beautiful instrument as anyone else. Full particulars at any of our four London stores.

A glance over the following list of special prices will still further drive home the fact that TAYLOR SELLS GOODS TO YOU AT FAR LOWER PRICES THAN SMALLER DRUGGISTS CAN BUY THEM. The reason for this is that we buy direct from the manufacturers in quantities that insure the best discounts. No middleman's profit is ever added to the price of anything you can buy at any one of the four busy Taylor stores. Our tremendous turnover insures the freshness of every article you buy from us, and our reputation for square dealing guarantees the quality. Prices are always the same at all four stores every day of the week. For this reason it will pay you to preserve this advertisement for reference.

Ice Cream Bricks

(North Store only.) We have the sole agency for Toronto City Dairy Ice Cream Bricks; all flavors. Leave orders for Christmas

Soaps

	25c Castile, long bars
	Full Two-Pound Bars Genuine Shell
=	Brand Castile Soap22c
	45c Box French Toilet Soaps; all
	odors
	25c Box Assorted Toilet Soaps18c
	10c Cake Violet Glycerine Soap 5c
	10c Cake Buttermilk Soap 5c
	15c Glycerine Soap 9c
	15c Cake Peroxide Soap 8c
\equiv	10e Carbolie Soap 50
	25c Soap Boxes
=	Fine China
=	(East End Store only.)
	HOLDER MODELLE CONTROL CONTRO

We have marked our entire stock of Dainty China at prices that will save you at least 40 per cent.

Rubber Goods

1 1		
00	These are sensible Christmas	Gifts
ane	are all guaranteed.	
	00 Red Rubber Hot Water Bott	
\$2.	5 Hot Water Bottles	\$1.2
\$3.	00 Hot Water Bottles	\$1.4
	25 Whirling Spray Syringe	
	Combination Sets, with thr	
	ipes, to fit any hot water bottl	
	are a supplement of the control of t	plant.

Tooth Pastes, Etc.

25c Parma Violet Tooth Powder... 9c 25c English Carbolic Tooth Powder, 14c 25c King's Antiseptic Tooth Paste, 14c 25c Corbolated Tooth Paste 17c 35c Morio's Listerated Paste (con-tains Listerine, the best mouth 25c Parma Violet Tooth Powder... 9c 25c English Carbolic Tooth Powder, 14c 25c King's Antiseptic Tooth Paste, 14c 25c Corbolated Tooth Paste 17c tains Listerine, the best mouth

> 25c Hutax Tooth Paste or Powder 14c 25c Toothbrushes12c

Stationers

Stationery	
25c Linen Writing Pads	9
10c Package Linen Envelopes	5
35c Boxed Paper and Envelopes	19
\$1.50 Fountain Pens	79

Patent Medicines, Etc.
SOME VERY SPECIAL PRICES
Sc Perovide 8c
25c Peroxide
25c Frostilla
50c Zam-Buk 28c
50c Peps 28c
50c Mecca Ointment 29c
50c Mecca Ointment 29c 50c 5-Grain Lithia Tablets 24c
25c Eclectric Oil 13c
25c Carter's Liver Pills 13c
\$1.00 Emulsion of Cod Liver Oil 49c
25c British Army Liniment 14c
35c Blaud's Pills
25c A B S and C Tablets, 100 in
a bottle
60c Abbey's Salts
50c Bovril
50c Nature's Remedy Tablets 29c
\$1.50 Fellow's Hypophosphites 89c \$1.00 Sargol 67c
\$1.00 Sargol
50c Florida Water 33c
\$1.00 Turner's Invalid Port47c
\$1.25 Genuine Wincarnis77c
\$1 00 Reef Iron and Wine ordin-
ary strength 27c
ary strength
grade made
\$1.00 D. D. Eczema Cure 59c
25c Hamilton's Pills14c
25c Nerviline 15c
25c Catarrhozone 17c
25c Putnam's Corn Cure17c
50c Peerless Hair Restorer, restores color to grey, faded hair, 34c
stores color to grey, faded hair, 34c
50c Canadian Hair Dye 29c
\$1.00 Tasteless Preparation of Cod
Liver Oil, with Hypophosphites 49c
25c Beecham's Pills18c

35c Syrup of Figs19c 25c Chilblain Remedy18c 25c Aromatic Cascara 14c 50c lb. Best Baking Powder, made with absolutely pure Cream of 50c Canthrox 37c 10c H. D. Salts 7e 35c Best White Liniment 19c 35c Hazeline Snow 23c 50c Hind's Honey and Almond Cream 32c 75c Jad Salts 49c 75c Cuticura Salve 49c 50c Ely's Cream Balm 37c 25c Baby's Own Tablets17c 25c Robinson's Barley 19c

A Warning to the Public

The great popularity of TAY-LOR'S GUARANTEED REMEDIES has led many to substitute cheaper preparations of little, if any, medicinal value. We are sole manufacturers of the following remedies, and sell each one on a PRINTED GUAR-ANTEE attached to each bottle. If the preparation fails to cure we return your money without question.

Taylor's Throat and Lung Balm

This reliable old remedy has been curing the worst coughs, colds and bronchial irritations since 1868. It acts not only upon the throat and lung passages, but also upon the eliminating organs, thus enabling the system to quickly throw off the worst cough or cold. It is several times stronger than ordinary cough mixtures, syrups, etc., but will not upset the stomach, and is absolutely safe for children. It gives almost instant relief in asthma and bronchitis. Price 25c bottle

Toilet Cases

Brush Sets, Comb and Brush Sets, Military Sets, etc., in great variety, and all at lowest cut prices.

Taylor's Cream of Roses

The greaseless antiseptic lotion for the cure of red, rough, chapped hands or face. It is delightfully fragrant and is guaranteed not to promote growth of hair on the face. Sold in bulk, and we supply the bottles at, only 5c per ounce

English Rheumatism Capsules

are guaranteed to relieve the worst rheumatic pains inside of eight hours and to cure permanently if given a fair trial. They are absolutely harmless and will not upset the stomach. They act directly upon the blood, eliminating the uric acid, which is the direct cause of all forms of rheumatism. Price 50c box

Taylor's Stomach and Liver Cure

The guaranteed remedy for constipation, torpid liver, sour stomach, sick headache, bloating and indigestion. It is laxative, but, unlike pills, does not weaken the system, but acts as a powerful tonic. Price 25c bottle

Manicure Cases, Etc.

Prices range from	20c up
Ivory Puff Boxes, with Mir	ror and
Puff	25c
50c Ebony Nail Files	
50c Ivory Nail Files	290
\$1.00 Nail Buffers, in eveny	or ivory
Manieure Scissors, from	19c up
25c Nail Polisher	140
	en e

Preserved Ferns

We have about 1,200 of these Ferns. with Red Roses, each in a beautiful Japanese Smoked Bamboo Bowl. Regular \$1.00 value, for

TAYLOR DRUG COMPA WESTERN ONTARIO'S GREATEST CUT-RATE DRUGGISTS. FOUR BUSY STORES IN LONDON.

MARKET BRANCH, 399 TALBOT, OPPOSITE MARKET. PHONE 1194.

EAST END BRANCH, 652 DUNDAS STREET. PHONE 663.

25c Steedman's Teething Powders 18c

NORTH BRANCH, CORNER CENTRAL AND RICHMOND. PHONE 4151. OF THE CITY

RAPID MOTOR

DELIVERY

TO ALL PARTS

Christmas Hardware

Pearl Handle Silverware Goods

Pocket-Knives 25c up
Butter-Knives, one in box
60c up
Jam Spoons50c up
Cake Knives \$2.00
Cold Meat Forks \$2.00
Berry Spoons \$2.75
Pie-Servers \$2.75
Butter Spreaders, 1/2-dozen
in box \$3.00

Brass Goods	Tumblers \$6.00 dozen up
Jardinieres \$1.25 up	Nappies \$1.00 up
Umbrella Stands\$3.00	Sugar and Creams \$3.25 up
Pedestals \$2.50	
Toddy Kettles \$3.00 Hot Water Kettles \$1.50	Electric
not water netties	
Tile Trays (nickel railing),	Goods
Percolators \$2.25	Irons \$3.00 up
	Toasters \$2.50 up
90c up	Radiators \$5.00 up
Nickel Coffee Pots.	Reading Lamps \$3.00 up

Rogers' Knives and Forks
12-dwt., per dozen. \$4.0
Hawthorne Brand Knive and Forks, per dozen \$1.5
Teaspoons, plain handle
Teaspoons, fancy patterns
Butter Dishes \$1.2
Cut Glass

\$3.00

ordiniares \$1.25 un	Tumblers \$6.00 dozen up Nappies \$1.00 up Sugar and Creams \$3.25 up
Pedestals	Electric .
Percolators\$2.25 Romo Ware Jardinieres,	Irons \$3.00 up Toasters \$2.50 up Radiators \$5.00 up

SLEIGHS, TOBOGGANS, SKATES, HOCKEY STICKS, CARPET SWEEPERS, BRONZE STATUES, ETC.

Westman's Hardware

Cincinnati Killed By Police.

Canadian Press.1 CINCINNATI, Dec. 17.—The life of and was a fugitive from justice. Frank G. Hohl, notorious automobile

bandit, ended here today, following athree-hours' career of crime, which included the robbing of two Cincinnati banks, theft of an automobile, and a pistol duel with policemen that resuited with almost certain fatal wounds to one officer and the death of the bandit. Thirteen thousand and one hundred dollars are missing as the result of the Interdenominatioal Commitbank robberies, and the police are convinced that Hohl in his wild automobile drives managed to pass this moncy

The beginning of Hohl's end started after 10 o'clock in the morning, when he entered the west end branch of the Provident Savings Bank and Trust Company, Eighth and Freeman avenues. fired two shots at Cashier Edward Hughes, scooped up \$8,000 in curreacy, backed through the door, jumped into a waiting automobile, which had been stolen, and disappeared.

Second Robbery. Cashier Hughes fired after the robber, but his shots did not take effect. While the police were searching for the bandit, than an hour later he entered the Liberty Banking and Savings Com-pany Bank at Liberty and Freeman

nan Edward Knowl, was Nearly Escapes Again He again ran to his automobile, which was standing at a nearby corner, and bid fair to again make good his escape but in rounding a corner the machine ashed into a telegraph pole, and was wrecked. The bandit jumped out, and opened fire on the other two officers, who had pursued him. In the battle that followed, Hohl fell with four bul-Man Who Robbed Banks In let wounds in his body, and died shortly afterwards at the hospital. He was identified by Cashier Hughes, of the Provident Bank, as the man who had robbed his bank, and later a comparisor of a picture of Hohl to the dead man was made, and proved with other signs of identification to the satisfaction of the police that the dead man was Honl.

tee Finishes Its Task-Hopes For Success.

TORONTO, Dec. 17.—By a vote of 56 to 7, the interdenominational committee on church union approved of a basis of union which, it is confidently expected, will meet with general approval from the majority of

The committee completed its labors The committee completed its labors late this afternoon, the day's sessions outmatched in strength the German being taken up chiefly with discussion of matters of detail connected Scharnhorst, Gneisenau, Leipzig, Nurnwith the system of church courts decided upon by Wednesday. The whole question was referred to a Stanley, Falkland Islands, on December

When Admiral Sturdee's Warships Intercepted and Sank It.

[Canadian .Press.] BUENOS AYRES, Argentine, Dec. 17.

-The first detailed accounts of the naval battle off the Falkland Islands Carnarvon pursued the on December 8 when four German cruis- was not swift enough to overtake her ers were sent to the bottom, which reached here today from Puerto Gallegos, Patagonia, say the Germans were British possessions, when they came unexpectedly upon a lone British warclosed on the Germans and the fate of British warships was damaged. Admiral Von Spee's squadron was

The story of the battle was told by passengers of the British steamer Orissa, which arrived at Punta Arenas from Callao, Chile. They say that the losses of the British were placed at Germans Outmatched.

sealed.

It was a formidable British squadron that faced the Germans. Included in eral approval from the majority of it were the battleship Canopus, the battle cruisers Invincible and Inflexible, and the cruisers Kent, Cornwall, Car-The British squadron arrived at Port ideas, this is a mistake, Stanley, Falkland Islands, on December Heavy foods are as bad

pany Bank at Liberty and Freeman avenues, ten blocks away, fired two shots at Cashier George Winters, grabbed what proved to be \$15,100 in currency, ran to his automobile, and again disappeared. The shots were fired so close to Winters that he was powder-burned.

More than two hours later Harry Banking and Savings College avenues, ten blocks away, fired two committee on law to report on.

In the resolution summing up the canopus, which was guarding the canopus the options of tissue-building and energy producing materials, is the food for winton the producing materials, is the food for winton the producing materials,

The Nurnberg and Dresde vever, dropped back from the firing The British warships concentrated their fire on the Scharnhorst, which sank after an hour's fighting. It

soon became evident that the Scharn-horst, Admiral Von Spee's flagship was doomed, and her crew assembled on the forward deck. The Scharnhorst the forward deck. refused to surrender and soon plunged beneath the waves. The crew preserved its formation as the ship went down and cheered as the waters close

The Glasgow engaged the Leipzig and sank her. The Gneisenau went down 80 miles from Port Stanley. The Nurnberg attempted to escape but after pursuit of two hours was sunk. British Not Damaged.

After the battle the British picket on their way to seize the Falklands, up 194 Germans, including a few of Of these survivors 100 wer ficers. from the crews of the two German colship. The other members of the Brit-ish fleet were taking on supplies from neighboring islands at the time. Be-fused and they were sunk. The cruisfore the Germans were aware of the er Cornwall was damaged slightly be-strength of their opponents these ships low the water line. None of the other

NEW DEPUTY SPEAKER

OTTAWA Dec. 17. - Albert Sevigny, M. P. for Dorchester, will, it is understood, succeed Hon. Mr. Blondin as deputy speaker of the Commons,

"HEAVY" FOOD NOT NEEDED Old-Fashioned Ideas of Winter Diet Held To Be Erroneous.

There is an old-fashioned idea that we must ear more meat and other heavy ood in the winter time. Like a good many other old-fasl

CORNER HORTON AND WELLINGTON. PHONE 379.

COME IN AND LOOK OVER OUR STOCK

We have a fine assortment of high quality Silverware, Cutlery, Cut Glass, Etc.

SUGGESTIONS

Gillette Buildog Safety Razors \$5.00 Case Carvers \$1.50 to \$10.00 Gillette Aristocrat Safety Razors Case Pearl Knives and Forks, \$10.00 to \$18.50 Rogers' Berry Spoons \$1.00 to \$2.25 Rogers' Cold Meat Forks Gem Damaskene Safety Razors, \$1.00 to \$2.00 .\$1.25 to \$2.25 Ever-Ready Safety Razors .. \$1.00 Crumb Trays ... Serving Trays \$2.25 to \$5.00 ... 50c to \$1,50 Razor Strops ... 40c to \$1.50 O-Cedar Dustless Mops, round \$1.50 Razor Hones Carborundum Grinders O-Cedar Dustless Mops, triangle \$3.25 to \$4.00 Klenzo Dustless Mops \$1.50 Pocket-Knives ... 25c to \$2.25 Bissell's Carpet Sweepers.\$2.75 to \$4.25 grade, guaranteed Hammers, Saws. SPECIAL Planes, etc., in boxes. These ar Gold Coin Electric Irons guar-

FOR THE CHILDREN. 50c to \$5.00 Rocking Horses \$1.25 to \$1.50 Hockey Skates \$2.75 to \$3.25 15c to 50c Tricycles Hockey Sticks Express Wagons \$1.75 to \$5.00 25c to \$1.60

\$3,50

2 DOORS EAST OF TALBOT. 111 DUNDAS STREET Phone 588

FORMER LONDONER KILLED IN FRANCE Charles Finn Was Formerly Member of

anteed five years

Seventh Regiment. [Special to The Advertiser.] MITCHELL, Dec. 17. - Stephen

GOETHALS SAILS FOR HOME. COLON, Dec. 17.—Colonel W. Goothals, commander of the Panama Can accompanied by Mrs. Goethals left for New York tonight on a month's leave of absence. He Christmas with his children. He will spend

gifts father will appreciate.

SCHOONER IS ABANDOMED. VINEYARDHAVEN, Mass., Dec. 17.--