

Greater Business Has Resulted From "Square Deal" TAYLOR'S

New sale days than from any form of advertising he has used since he originated the Cut-Rate Drug business in London. Greater business means a greater buying power for Taylor, and greater bargains for you. It will always pay you to wait for Taylor's Friday advertisements.

Taylor and every man employed by him is a Canadian, of British parentage. In fairness to yourself and your friends in the trenches, make sure that your druggist is a Britisher.

You will save money on the following wonderful

BARGAINS

For Friday, Saturday, Monday

PRICES THE SAME AT ALL SIX STORES.

INTSANT RELIEF

can be obtained from the first dose of Taylor's Throat and Lung Balm. This wonderful medicine is at least five times as strong as ordinary cough syrups, mixtures, etc., and does not contain one particle of "dope." It acts on the eliminating organs of the body, as well as on the throat and lung passages, and in this way enables the system to quickly throw off the worst cough or cold without upsetting the most delicate stomach. Try a 25c bottle on our no-cure-no-pay guarantee.

RHEUMATISM

and Rheumatic Pains yield readily to English Rheumatism Capsules. They remove the cause of all forms of rheumatism by dissolving the uric acid in the blood. We guarantee to relieve the worst rheumatic pains inside of six hours, and to cure permanently if given a fair trial. They will not upset the stomach. Price, 50c a box.

LONDON AGENTS FOR

VINOL

THE GREAT COD LIVER OIL AND IRON TONIC.

HAVE YOU TRIED THE NEW

MORINA GLYCERINE SOAP?

Regular 15c a cake 3 for 25c

BARGAINS IN CIGARS

10c Japs, Rex, Santa Claras, Humps, Suns, Havana Perfectos, Arabs, or Flag Heads..... 5 for 25c
5c Panatellas 8 for 25c

Bargains in Rubber Goods

\$2.25 Hot Water Bottle, two-year guarantee.....\$1.49
75c Combinations for hot water bottles.....59c
\$2.50 Taylor's Special Hot Water Bottle, absolutely guaranteed for two years, red rubber.....\$1.69
50c lengths Syringe Tubing.....39c
\$1.75 Hot Water Bottles, one-year guarantee.....98c
\$2.00 Fountain Syringes.....\$1.39
\$5.00 Dr. Morin's Guaranteed Whirlsyringe.....\$2.49

50c Sweet Nitre Kidney Pills.....23c	25c Lila de France Talcum.....9c
25c Electric Oil.....14c	15c Vaseline.....9c
50c Fruit-a-tives.....27c	\$2.00 Real Ebony Hair Brushes.....98c
25c White Pine and Tar 14c	50c Peerless Hair Restorer, restores color to grey, faded hair.....29c
60c Abbey's Effervescent Salts.....35c	50c Dodd's Kidney Pills 28c
\$1.50 Syrup of Hypophosphites, the best nerve tonic.....79c	\$1.00 Tasteless Cod Liver Oil.....69c
35c Listerized Tooth Paste.....24c	50c Thermogene.....34c
\$1.00 Bunker Hill Suspensories.....69c	25c Mennen's Talcum.....11c
25c Bovril.....19c	25c Witch Hazel Cream.....16c
50c Bovril.....39c	\$1.00 Nuxated Iron.....57c
25c Chamberlain's Cough Syrup.....18c	25c Fluid Magnesia.....14c
35c Wild Strawberry.....22c	25c Carter's Pills.....2 for 25c
\$1.00 Best Beef, Iron and Wine.....43c	25c Carbolic Tooth Paste 14c
25c Bromide Quinine Tablets.....13c	50c Canthrox.....38c
25c Playing Cards.....16c	\$1.00 Household Rubber Gloves.....49c
\$1.00 Allenbury's Foods 89c	35c Syrup of Figs.....18c
25c Nature's Remedy.....13c	50c Syrup of Figs.....33c
50c Emulsion Cod Liver Oil.....29c	100 A. B. S. and C. Tablets.....14c
50c Pebecco Tooth Paste.....38c	100 Bland's Improved Iron Pills.....16c
25c Danderine.....15c	25c dozen Aspirin Tablets 18c
35c Best White Liniment 18c	50c Household Ointment 28c
25c Foot Elm.....13c	35c Castoria.....22c
25c Tooth Brushes.....2 for 25c	50c Peps.....36c
	10c Dutch Drops.....3 for 10c
	25c Baby's Own Tablets, 14c

London's Greatest Cut-Rate Druggists

Taylor Drug Co.

—6 RED STORES—

Main Store—399 Talbot St., Opposite Market. Phone 1194
East Branch—652 Dundas Street East. Phone 663
North Branch—Cor. Richmond St. and Central. Phone 4157
South Branch—Cor. Horton and Wellington Sts. Phone 379
Hamilton Rd. Branch—Hamilton and Anderson. Phone 405
London South Branch—Wortley Rd. and Craig. Phone 1920

QUALITY STORE

Christmas cooking is in the air—now is the time to buy your fruit for your baking, and you will have everything on hand when needed. Always the largest assortment, and always dependable quantities, at this well-appointed store.

Valencia Raisins, finest quality, per lb. 15c
Seeded Raisins, per package.. 15c
Seedless Raisins, per package. 20c
Sultana Raisins, per lb. 20c
New Currants, clean, large, lb. 25c
New Currants, per lb. 19c
Lemon Peel, best quality, lb. 30c
Orange Peel, best quality, lb. 30c
Citron Peel, best quality, lb. 35c
California Prunes, lb. 15c and 20c
New Layer Figs, lb. 20c and 25c

RAW SUGAR.
SWEET CIDER.

OKA CHEESE.
ROQUEFORT CHEESE.

Our usual supply of Fresh Vegetables for Saturday.

Telephone your grocery order. It will have our prompt attention.

Harry Ranahan

515 RICHMOND STREET.
Phones 1024 and 3323.

Don't Spoil Your CHRISTMAS CAKE

We have the finest raisins, currants, walnuts, almonds, and everything that is needed for it. We handle "Coast Sealed" Oysters, and always have them fresh.

Give Us a Trial Order

WILLIS & CO.

565 Richmond Street. Phone 3279

Brown Optical Co.

SPECIALISTS.

EYES EXAMINED

No Drugs Used.

Glasses of Quality

Ground and fitted at a very moderate cost.

223 Dundas St. Phone 1877.

Just look at the size of these Giants! They are coming here soon!

The Giants of Lilliputania

Peters

Saturday Cake Specials

Vanilla Buns 2 for 5c
Bath Buns 2 for 5c
Cream Puffs 3 for 10c
Marguerites 3 for 10c
Raisin Bar 15c each

Candy Special

Have you promised a weekly Saturday Box of Sweets? Here's PETERS suggestion for this week:

Cossacks

The centre, a new combination, rolled in Dutch Chocolate Paste and then in Coconut.

"A Sweetmeat hard to beat," regular 40c, on Saturday till they vanish.....28c lb.

Peters Shops

Wegner's BIG 2 Wegner's

GIANT CLOTHING HOUSE

120 Dundas Street

Men's Overcoats

Men's Suits

Men's Trousers

Men's Underwear

Men's Overalls

SALE

SWEATER COATS

No. 1 Special Values up to \$2.25, for.....\$1.69

No. 2 Special Values up to \$3.25, for.....\$1.95

No. 3 Special Values up to \$4.25, for.....\$2.95

No. 4 Special Values up to \$5.25, for.....\$3.95

No. 5 Special Values up to \$6.75, for.....\$4.95

Look for the "Heart of London" trade mark over the entrance before you enter. It's your safeguard.

Danish Language Spoken Here

OPEN EVENINGS

CHRISTMAS FRUITS

The very choicest quality, selected from the best markets, is here for you.

Superior Quality Fruits

If you order early you have best selection. At this store it means supreme quality.

NEW CURRANTS.
NEW RAISINS.
NEW PEELS.
NEW SHELLS ALMONDS.

CALIFORNIA WALNUTS

Good, large, meaty walnuts that will please.

40c per pound.

ENGLISH PICKLES

A shipment from the popular Lazenby Company is here. In pickles we have Mixed, Chow-Chow, Onion, Walnuts, Anglo-Indian Pickles.

25c and 45c bottles.

CHEF SAUCE.
The popular cold meat sauce.

25c per bottle.

Col. Skinner and Bombay.

25c and 35c bottle.

FINNAN HADDIE

Place your order early. They are shipped us direct from the coast. The backbones are removed.

ROWAT'S COFFEE

The increasing orders mean satisfied users. It pleases people who are particular. Buy it when you want the best.

50c per pound.

CHOICE CODFISH

Thick, thick Codfish. You will enjoy it.

Halifax, 3-pound box 60c

Halifax, 1-pound box 25c

Acadia, 1-pound box 15c

Shredded, package 10c

CHOICE OLIVES

If you prefer a certain brand of olives you will find it here. We stock olives for every taste.

Spanish, 15c to \$1.25.

CALIFORNIA RIPE OLIVES.

Glasses, 35c, 40c and 75c.

Tins, 25c, 35c, 45c and 50c.

PHONE ORDERS

Receive the same care and attention as though personally given.

T. A. Rowat & Co.

250 Dundas St. Phone 3051, 3052

PIANO TUNING

Have your piano tuned or repaired by one of our expert factory tuners. All work fully guaranteed. City tunings, \$2.00.

Mason & Risch, Limited.

Phone 1265. 248 Dundas Street.

OPENS ST. THOMAS BRANCH.

Once again the Standard Drug, Limited, of this city, has branched out. This time it is in another city, St. Thomas.

This company, now has four stores in London, and with the addition of this up-to-date store in St. Thomas they will have far greater purchasing possibilities.

The rapid growth of this company in London and its patronage is an evidence of the appreciation of the people of London and Western Ontario.

Barry, three years ago, the Standard Drug opened the first store in London, and since that time they have had a phenomenal growth.

The new drug store in St. Thomas will be run along the same lines as those in operation in this city, and the company's slogan, "We Save You Money," will no doubt carry considerable weight with the drug-buying public in St. Thomas and district.

The new store opened in St. Thomas today for the first time, and it is expected that a record-breaking business will be the result of the first day's operation.

NOTICE TO ADVERTISERS

It would assist work in our mechanical departments if advertisers would send in their copy at least 24 hours prior to publication.

Owing to the holiday advertising it is necessary to have copy in hand at least 24 hours in advance, to guarantee publication.

231f

DIAMOND RINGS. \$5.00 TO \$500.00.

C. H. WARD & CO.

Diamond Merchants and Jewelers.

386 Richmond Street. Phone 1084.



The Home of Xmas Suggestions

Purdom Hardware

CUT-GLASS, ALUMINUMWARE, BRASS GOODS, VACUUM CLEANERS, CARPET SWEEPERS, SKATES, HOCKEY STICKS, PEARL-HANDLE GOODS, TOBAGGANS, ETC. HAVE YOUR PRESENTS LAID ASIDE FOR CHRISTMAS.

COPPER-BOTTOM PIT TIN TEAKETTLES.
Now worth 90c. At 25c each
Just a few left.

LANTERNS.
New style lanterns. Same as cut 90c each

ELECTRIC IRONS.
The Pelouze is the only iron that has the finger control. Price \$6.00

RAZORS.
In this style of razors we have a large stock of English make. Price \$1.50 up

JACKKNIVES.
We have a very large and complete stock of jackknives and pocket knives. Prices 35c up to \$2.50 each

BOYS' WAGONS.
Pick the boys' wagon out now. They are very hard to get and prices are soaring. What we have range in price from \$1.25 up

CRUMB TRAYS.
Used in every home three times a day. Price \$1.50 up
New styles. New goods.

BREAD MIXERS.
Universal Bread Mixers.....
4-loaf \$2.75
8-loaf \$3.50

CHAFING DISHES.
Useful for making many different dishes. Price \$5.00 up

COFFEE PERCO. LATERS.
Coffee made in a percolator is delicious. Price.....
Electric \$15.00

EUREKA VACUUM CLEANER
Price \$45.00

ROAST PANS.
Steel Roast Pans.....
..... 75c in oval up
Aluminum \$5.00

ENGLISH CARVING SETS.
The only carving set worth buying. Price \$3.00 up
Per pair \$2.50 up

CHILD SETS, IN CASES.
Teach the children to use the knife, fork and spoon early. Prices 25c, 50c, 75c, \$1, \$1.25, \$1.75, \$2 per set

BISSELL GRAND RAPIDS VACUUM CLEANER.
Makes a handsome gift, besides useful. Price.....
..... \$7.50, \$9.50, \$11.50

BISSELL GRAND RAPIDS CARPET SWEEPER.
The sweepers with the best reputation and the largest sale. Price \$3.00 up

THE PURDOM HARDWARE CO.

124 DUNDAS—123 CARLING STREETS. PHONES, 2800—2801

OFFERS TO FURNISH NATURAL GAS FOR CITY INDUSTRIES

Bylaw Will Be Considered at Next Council Meeting.

RATE TO BE 42 1-2 CENTS

Whole Question Will Be Gone Into as Soon as Possible.

The City Gas Company submitted a proposition to No. 4 committee of the city council yesterday afternoon to furnish natural gas to the industrial section of London at a price not to exceed 12 1/2 cents per 1,000 feet, less 5 cents per 1,000 feet for prompt payment. The committee instructed City Solicitor Meredith to prepare the necessary bylaw, and have it ready for the meeting of the city council on Monday evening.

In the meantime the committee will interview J. C. Duffield and the directors of the company to clear up a few points. If it is found impossible to settle the questions before the time expires for taking a vote, it is probable that one year's right to distribute the gas will be given. The company agrees to furnish gas at as low a rate as possible.

Controller White wanted some assurance as to the possible duration of the supply and the arrangements that would be made in case of breakage, and this will be cleared up at the interview. Gordon Philip, commissioner of industries, and the committee as a whole were heartily in favor of it, considering that it would be a great boon to the city.

Ask Plebiscite.

Frank McVean and Joseph Dean appeared on behalf of the trades and labor council, and asked that a plebiscite be submitted to the people on the question of establishing a coal yard. There was a lively discussion as to the price of coal, and there was a warm time for a spell. However, the committee decided to submit the plebiscite. Frank McVean stated that coal could be bought in London at the following rates: Grate, \$5.74; egg, \$5.54; stove, \$6.14; chestnut, \$6.24, and pea, \$4.71.

Those figures are absolutely wrong," said Ald. R. J. Webster. "It will give

Mr. McVean a ton over that price for all the coal he can deliver to me at this time."

Mr. McVean further stated that the coal dealers made \$250,000 a year on the proposition, delivering about 70,000 tons a year. The delivery cost about 20 cents a ton.

Disputes Figures.

Controller White and Ald. Webster disputed these figures. Mr. Webster declared that contracts for that price for delivery could be secured without number.

"Let the people decide," said Joseph Dean. "They know what they want, and if they do not consider it a good thing, they will turn it down."

The committee decided to submit a plebiscite in any event. The question of a municipal bakery was not taken up. It is expected that the coal dealers will dispute the figures of Mr. McVean. He claims that they are absolutely correct, while the dealers state that the figures are altogether wrong.

A petition signed by Regina Christian and about one hundred others was submitted, asking that a plebiscite be submitted to the electors, asking whether or not they were in favor of having the hospital trust manage Victoria Hospital, or whether or not the city council should manage it. Controller White advocated laying the matter over, as there was no demand for such action, but the committee decided

to recommend that the electors be allowed to vote on the proposition.

The Federal Square.

The plebiscite relative to the federal square was presented, and it stated the question as follows: Are you in favor of the council building a new city hall, and completing the federal square?

The original motion was a question: Are you in favor of completing the federal square scheme? City Solicitor Meredith changed it, as the motion must conform to the original bylaw. The committee was not in favor of that, and the bylaw was laid over.

Bylaws to take a plebiscite on the questions of a municipal paving plant and daylight saving were presented, and were sent to the council for its approval.

The Ontario Electric Association submitted a short form of bylaw to obtain the feeling of the ratepayers as to whether or not they are in favor of the hydro-electric commission, developing power on its own account at the Falls. The committee took the ground that the government was looking into this problem, and in consequence there was no need of action at the present time. The communications were filed for their reference.

Owen Sound and Hamilton councils sent recommendations as to the methods of investing the high cost of living. The committee took the ground that the government was looking into this problem, and in consequence there was no need of action at the present time. The communications were filed for their reference.