

STANDARD DRUG, LIMITED

252 Dundas Street
PHONE 4040

SAVE YOU MONEY

344 Richmond St.
PHONE 1261

CONTINUED CONSTERNATION IN THE RANKS OF OUR RIVALS

When it became known that we were about to open a New Modern Method Drug Store in London, the high-priced druggists awoke in alarm. A conference was hurriedly called, and ways and means were discussed to meet the new condition. A member of the high-priced combine was solemnly appointed a delegate to meet officers of our Company in Toronto, who were notified in due course of this event by a drug traveller. The interview was granted with all the courtesy necessary; the duly appointed delegate appeared and was greeted with welcome, and asked to explain the cause of his mission. The absurdity of the errand became apparent to the delegate himself, and no threats were ever uttered, and the wily diplomat returned a wiser and sadder man to tell his colleagues, the members of the high-priced combine, the folly and foolishness of the errand. Then there was **MORE CONSTERNATION**. Busy brains got working again, but the shock of failure shattered the combine for the time being. And a system of "Every Man Save Himself" was the cry. Then any methods, fair or unfair, manly or unmanly, were resorted to. Our grand and successful opening came, and customers crowded our store, everyone leaving pleased and delighted with the new system, and satisfied that a **NEW ERA** had dawned in London in the drug trade. **CONTINUED CONSTERNATION**. Then commenced the infantile business of trying to copy our "Modern" Methods, imitate our ways, waiting and watching for our advertisements. Threats to wholesalers and manufacturers not to sell us goods, silly reports that they would put us out of business, peeking into our windows to find our prices, and funny efforts to repeat them. But on we went, and our expanding business compelled us to open a Branch Store, which caused **CONTINUED CONSTERNATION**. Then another delegate calls upon us, wishing us to enter into an agreement on prices, to which we gave an emphatic "No." No Combine for us. We are the enemy of the drug combine in London. We started, and we will always continue to give you drugs at prices which **SAVE YOU MONEY**. Who ever heard of cut prices in drugs before Standard Drug opened in London? Yet some have the mendacity to claim they caused the "REVOLUTION." We have just finished stocktaking, and are more than pleased at the enormous business done. **BUT OUR STOCK IS STILL TOO LARGE**. Hence the following wonderful Bargains on Friday and Saturday. The Standard Drug was founded on the most modern methods of doing business, learned in the school by apt pupils always open to the reception of new ideas. We must be honest, sincere and true; this we earnestly promise. We sincerely thank those patrons who have so largely contributed to our phenomenal success, and our constant aim shall be to continue to win it in a still greater measure.

Friday and Saturday Money-Saving Opportunities at Both Standard Drug Stores

Special Clearing Sale of Whisks

Regularly sold at 25c, 35c and 40c each. Friday and Saturday, while they last, each 19c

Extract from a letter received from a manufacturer last Saturday:

"The price you offer our goods at is lower than any cutter anywhere."

Thus demonstrating the fact that we are the greatest price cutters in Canada.

We have the letter on file in our office.

"MODERN DRUG SELLING"

When did you ever see the word "modern" used in connection with the drug business in London previous to November 14, 1913?

Our Opening Day.

Clearing Sale S-D-L Tooth Paste

Regular 25c. Friday and Saturday 2 for 25c

ZONOX

TASTELESS PREPARATION COD LIVER OIL

Without a doubt, the largest selling Cod Liver Oil in London. As a building tonic it has no equal. Combines the extract of cod livers with wild cherry, syrup of hypophosphites and extract of malt. Regular \$1.00, for 79c

Drugs

35c Wood Alcohol.....19c
25c Witch Hazel.....19c
25c White Pine and Tar.....2 for 25c
20c lb Borax.....10c
20c lb Boracic Acid.....9c
10c Moth Flakes.....5c
20c lb Saltpetre.....9c
25c Baking Soda.....5c
\$1.00 Beef, Iron and Wine.....39c, 3 for \$1.00
50c Milk Magnesia.....39c
75c Peroxide.....39c
40c Peroxide.....15c

SPECIAL

Zonox Tooth Paste, Tooth Brush, Tooth Brush Holder, all for 25c

WELCH'S GRAPE JUICE, 10c, 20c, 30c and 50c

ZONOX RHEUMATISM CURE

A specific for all forms of rheumatism, sciatica, gout, lumbago; composition purely vegetable medicine. Regular 50c, for 39c

Special

Norwegian Cod Liver Oil, direct from manufacturer, put up in pint bottles, regular 60c pint. Friday and Saturday 29c

RUBBER GOODS DEPARTMENT

BARGAINS FOR FRIDAY AND SATURDAY

\$2.50 Guaranteed Hot Water Bottles.....\$1.29
\$2.00 Hot Water Bottles, guaranteed.....98c
\$1.25 Hot Water Bottles, to clear.....39c
50c Breast Pumps.....29c
\$1.25 Enema Syringe.....98c
\$1.00 Enema Syringe.....79c
75c Fountain Syringe.....59c
40c Tubing Lengths.....25c
10c Dozen Jar Rings.....5c
\$2.00 Shower Bath Sprays.....\$1.59
\$1.00 Atomizers.....79c
75c Atomizers.....49c
\$1.00 Rubber Gloves.....49c
\$3.50 Ladies' Bulb Syringe.....\$2.19
\$3.00 Ladies' Bulb Syringe.....\$1.98
50c Atomizer Bulbs.....29c
10c Adhesive Plasters.....5c

PICTURE POST CARDS

Views of London. Friday and Saturday 6 for 5c Both Stores.

SPECIAL

English Sanitary Towels. Regular 65c. Friday and Saturday, while they last, each 29c

TALCUMS

At Stock Reducing Prices on Friday and Saturday.

25c Lyman's.....2 for 25c
25c Mennen's.....2 for 25c
25c Ideal Poinsettia.....3 for 25c
25c Blue Bird.....3 for 25c
25c Williams'.....2 for 25c
25c Corylopsis.....2 for 25c
25c Pound Talcums.....16c
5c Fuller's Earth.....2 for 5c

SPECIAL--HORLICK'S MALTED MILK

A direct shipment, just in from the manufacturers. Friday and Saturday, Regular 50c.....34c
Regular \$1.00.....68c
Regular \$3.75.....\$2.69

Stock Reducing Sale of Hair Tonics

50c Parisian Sage.....29c
50c Wyeth's Sage and Sulphur.....29c
\$1.00 Wyeth's Sage and Sulphur.....69c
50c Canadian Hair Dye.....29c
50c Pinaud's Quinine.....35c
\$1.00 Pinaud's Quinine.....74c
65c Mulhen's Cologne.....29c
25c Bay Rum.....19c
75c Toilet Waters.....39c
\$1.00 Danderine.....69c
\$1.00 Shadeine.....79c
25c Vaseline Hair Tonic.....19c
50c Vaseline Hair Tonic.....39c
50c Zonox Hair Dye.....39c
50c Zonox Hair Restorer.....39c
50c Zonox Hair Tonic.....39c
\$1.00 Zonox Hair Tonic.....79c
50c Danderoff.....35c
50c Vinolia Hair Wash.....39c
25c Brilliantine.....19c

FACE POWDERS

At Bargain Prices.
50c Melba.....39c
\$1.00 Pivers' Powders—Azurea, Safranor or Vitvitz.....69c
\$1.00 Djerikiss.....79c
50c Velveola.....39c
25c R. & G. Rice Powder.....19c
50c Java Rice Powder.....35c
\$2.50 Houbigant's Powder.....\$1.49

Bargains for Shavers

Our stores are headquarters for these daily needs for men: \$1.50 Razor Strops.....98c
\$1.00 Razor Strops.....65c
25c Williams' Shaving Cream.....16c
25c Williams' Shaving Powder.....16c
25c Taylor's Cream.....15c
20c Colgate's Bar.....5c
\$1.00 Gem Junior Razors.....69c
\$1.25 Straight Razors.....69c
25c Massage Cream.....14c
50c Massage Cream.....29c
50c Shaving Lotion.....39c
25c Shaving Lotion.....19c
25c Creams.....19c
Seely's After Shave in 25c and 50c bottles.
10c Styptic Pencils.....5c
\$1.00 Razor Hones.....29c
25c Bay Rum.....19c

Bargains in Soaps

25c Box, 3 cakes; English Lilac.....19c
25c Box Vinolia.....19c
15c Jersey Cream Soap.....10c
15c Snap.....2 for 15c
25c Box Rose Blossoms.....15c
25c Packer's Tar.....19c
15c P. & S. Soap.....3 for 25c
10c Williams' Nursery Cream.....5c
10c Baby's Own.....2 for 15c
10c Infants' Delight.....2 for 15c
15c Zonox Glycerine; full 8-ounce cake.....10c

CIGAR BARGAINS

Friday and Saturday, Both Stores.

David Harum.....5 for 25c
Black and White.....5 for 25c
Irving's.....5 for 25c
Standard.....4 for 25c
Japs.....9 for 50c
Arabellas.....9 for 50c
Bachelors.....9 for 50c
Simon's Roosevelt.....5 for 50c
El Smoka.....5 for 25c
If you like a nice mild smoke, try the Standard Cigar, 4 for 25c.

Special

Irrigator Cans, with complete set of tubing, regular \$1.50. Friday and Saturday, 98c

Soda Fountain

Have you ever patronized our Fountain? The most sanitary fountain in Ontario, modern in every way. We dispense Neilson's Ice Cream. Just try a tempting dish of any kind, fresh fruits, etc. Quick and courteous service. We also carry full line of Neilson's Ice Cream Bricks. Free delivery to all parts of city.

Stationery Bargains

For Friday and Saturday
25c Papeteries, to clear.....2 for 25c
25c Writing Pads.....15c
15c Writing Pads.....9c
5c Lead Pencils.....2 for 5c
5c Envelopes.....2 for 5c
15c Playing Cards.....9c
5c Blotters.....2 for 5c
Clearing Sale of Fountain Pens. Regular \$2.00 value. Friday and Saturday.....98c
Clearing sale of Initial Correspondence Cards, with envelopes. Regular 25c. Friday and Saturday.....19c

Toilets

\$1.25 Djerikiss Toilet Water.....98c
75c Taylor's Lotion.....39c
\$1.50 Dralle's Perfumes.....\$1.39
50c Dralle's Perfumes.....39c
\$2.50 oz Houbigant's Perfume.....\$1.79
\$1.00 oz Djerikiss Perfume.....89c
\$2.50 oz Mary Garden Perfume.....\$1.49
\$2.00 La Rose Pompons.....\$1.49
\$1.00 oz Payan's Perfumes.....49c
\$1.00 oz R. & G. Perfumes.....69c
\$1.00 oz Pivers' Perfumes.....49c
\$2.00 Mirrors, Solid Ebony.....\$1.19
50c Dressing Combs.....29c
35c Dressing Combs.....20c
25c Dressing Combs.....15c
25c Pocket Combs.....15c
25c Cloth Brushes.....2 for 25c
25c Soap Boxes.....9c
5c Orangewood Sticks.....2 for 5c
25c pair Bath Mitts.....15c
20c Wash Cloths.....10c
15c Wash Cloths.....9c
10c Wash Cloths.....5c
50c Derma Viva.....39c

Prescription Dept.

Imagine how you would feel if you brought in a prescription to us to be refilled and the clerk said "Ten cents, please," when you had been paying 40c for the same prescription many times previous. We might say it cost us exactly 8c to fill, allowing us a profit of 2c on a 10c sale, whereas our high-priced competitor made 32c on a 40c sale. We tell you this (being an actual fact, by one of our customers at our main store) in order to show you how you are taken advantage of when you do not know exactly what you are buying. We want you for a customer, and if honest methods, honest values and courteous service will win you we shall surely have you. We fill prescriptions by graduates, do not substitute, and save you money.

Zonox Tooth Paste

The next best thing to your dentist. 19c buys a package of this grand dentifrice.

Candy Department

We are special selling agents of Neilson's Chocolates, "the Chocolates that are different." We firmly believe this is one of the best lines in Canada today. We carry a full stock at both stores, in prices ranging from 10c to \$2.50 per box. Clarke's Delicious Sweets, a comparatively new line, but well received in London, where we control the sale. We cut the price of these Sweets:
\$1.25 box Queen's Court.....\$1
50c London Club Cherries.....39c
\$1.00 Roman Bittersweets.....79c
75c Vaudeville Box.....59c
50c Maraschino Cherries.....39c
\$1.00 Maraschino Cherries.....79c
\$1.00 Trocadero Box.....79c
\$1.00 Tivoli Box.....79c
And full line Nylo Chocolates and
50c Saturday Special.....29c
30c Turkish Delight.....16c
5c Bars.....7 for 25c
Suchard Cocoa, per lb.....79c
Spearmint Gum.....2 for 5c
You can depend upon our Candies always being fresh. Our immense turnover denotes this.

Patents

At Stock Reducing Prices

60c Chase's Ointment.....39c
25c Carter's Pills.....2 for 25c
50c Pebecco.....35c
25c Euthymol.....19c
75c Bisurated Magnesia.....49c
50c Gin Pills.....27c
25c Eclectic Oil, 2 for 25c
50c Fruit-a-tives.....27c
25c Laxa Bromo Quinine.....15c
\$1.00 Sargol.....79c
10c Vaseline.....5c
15c Vaseline.....9c
25c Liquid Sulphur.....29c
10c Vaseline Tubes.....7c
\$1.00 Syrup Hypophosphites.....59c
\$1.00 Eno's Fruit Salt.....55c
25c Listerine.....15c
25c Chase's Syrup Linseed.....15c
50c Syrup of Figs.....29c
25c Fluid Magnesia.....2 for 25c
\$1.00 Ferrol.....39c
25c Mecca.....2 for 25c
50c Mentholatum.....29c
50c Massage.....29c
25c Massage.....14c
50c Dodd's Pills.....27c
50c Zam-Buk.....27c

Flowers for Mother's Day

We have at our command the largest and best sources of supply in the country, but even they will be taxed to the utmost to supply the demand. It will be to your interest to order as early as possible.

The citizens of London were the first in Canada to celebrate Mother's Day. At the prices we offer Flowers, everyone may participate this year.

Roses, each 5c, per dozen 49c.
Carnations, each 5c, per dozen 54c.
Tulips, 3 for 10c, or per dozen 39c.
Daffodils, 3 for 10c, or per dozen 39c.
Valley Lilies, each 5c, per dozen 54c.
Sweet Peas, bunch with cord to match.....39c
American Beauty Roses, each 10c.
Marguerites, per doz.....23c
Snapdragons, per dozen 59c.
Delivery prepaid on orders of \$1.00 or more, anywhere in Ontario.

ZONOX GUARANTEED REMEDIES

ZONOX ECZEMA OINTMENT—Effective, and will cure worst cases of Eczema, Salt Rheum, Scoury, Ulcers, etc.

Regular \$1.00.....79c
Regular 50c.....39c
\$1.00 Blood Purifier, an ideal spring tonic.....79c
\$1.00 Peptonized Beef, Iron and Wine.....79c
50c Kidney Cure, for kidneys, liver, etc.....39c
25c Sulphur, Cream Tartar and Molasses, the good old-fashioned spring medicine.....19c
25c Zonox Worm Syrup.....19c
25c Zonox Carminative.....19c
25c Eye Water.....19c
50c Syrup of Figs, a mild laxative.....39c
25c Headache Wafers, a safe and positive cure.....19c
\$1.00 Celery Nerve Tonic.....79c
25c Larkspur Lotion.....19c
25c Diarrhoea Cure.....19c
25c Dry Shampoo.....19c
25c Foot Tablets.....19c
50c Pile Cure in tubes, the latest product of Zonox laboratories.....39c
FOUND.—The party who left Opera Glass in our store Saturday last, please call, identify and receive the same.

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Free Delivery to All Parts of the City
Canada's Greatest Price-Cutters

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