

Only the Useful.

If you will look at the branches taught in the Forest City Business and Shortland College, London, Ont., you will see they are all useful.

Circulars free. Miss A. Kames, city, has been placed as bookkeeper with F. C. Toon, London; and Mr. F. Ware, city, as bookkeeper with Hilliard & McKinley, London.

J. W. Westervelt, Principal.

A Striking Bag Is a Useful Gift For Everyone.

It can be used by men, women and children. Develops strength and health, increases the appetite and drives away the blues. Lots of fun. Can be used in a doorway or small place.

Gurd's Good Guns, 185 Dundas Street.

ARE YOU COLD?

Then try one of our heavy Overcoats. 361 Southcott's, Richmond St.

ADVANCED STYLES...

We can give you the latest styles in patterns and out in overcoatings. If you desire a coat that will please yourself and wear to the utmost satisfaction see our stock.

O. Labelle, 372 Richmond.



W. C. Barron

Accepts Elementary and Advanced Pupils for Graduation.

PROUD OF IT.

A man always is when he puts on a collar, shirt or cuff that has been laundered here. It is the same of perfection in color and finish; looks as good as new. We aim to keep at the top notch of our art, and we want the trade of every man in town—and lady too. State a list if you wish dull or gloss finish. Phone 554.

Parisian Steam Laundry, J. K. Spry, Manager. zwt

WEATHER STRIPS

Baby Carriage Runners, Glass, Paint and Oil Sleighs and Coasters, In Skates a complete assortment, Sleigh Bell, Door Bells.

TAYLOR & SON, HARDWARE 288 Dundas Street, North Side.

FAIRBAIRN MERCHANT TAILOR

Opp. City Hall Upstairs EUROPEAN HOTEL

For ladies and gentlemen. First-class short-order chef. No waiting. Full course dinner. 5c. Open 7 a.m. to 12 p.m. jvt

YOU MAY BUILD SOON

If you do, it is necessary to have the building fitted up for electricity. All we desire is an opportunity to figure on the contract. We are satisfied our work will please. Guarantees if necessary. Phone 1103.

The Electrical Construction Co. of London (Limited).

The popular brand of Soap today is.....

SWEET HOME SOAP

for quality, quantity and price.

New lines of Premiums always offering.

THE LONDON SOAP CO.

"I suppose you will be glad to get in the harness again" said the friend. "I wish you wouldn't use that phrase," answered the sensitive member of congress. "It sounds too much as if I were depending on a pull."

THERE ARE SO MANY cough medicines in the market, that it is sometimes difficult to tell which to buy; but if we had a cough, a cold or any affliction of the throat or lungs, we would try Bickie's Anti-Consumptive Syrup. Those who have used it think it is far ahead of all other preparations recommended for such complaints. The little folks like it as it is as pleasant as syrup.

The hackney coach proprietors and cab-drivers of Naples have formed themselves into a company for the purpose of transferring the hackney coaches and carriages into automobiles.

IT IS A LIVER PILL.—Many of the ailments that man has to contend with have their origin in a disordered liver, which is a delicate organ, peculiarly susceptible to the disturbances that come from irregular habits or lack of care in eating and drinking. This accounts for the great many liver regulators now pressed on the attention of sufferers. Of these there is none superior to Parmelee's Vegetable Pills. Their operation though gentle is effective, and the most delicate can use them.

Good Furs...

would be more expensive than they are if it were not for the fact that we are constantly forcing the prices down. Highest styles and lowest prices. See our Astrakhan Jackets; they are right up to date and selling fast.

ROSS'

106 Dundas Street. PHONE 1319.

DIAMONDS

ALWAYS BEAUTIFUL. ALWAYS FASHIONABLE. ALWAYS APPRECIATED. ALWAYS VALUABLE. MOST ACCEPTABLE GIFT.

Large stock of unset stones to select from. WARD, The Jeweler 374 Richmond Street

A LOCAL BUDGET.

—Miss Parke, city, is visiting in Boston.

—Mrs. Budd, of Princess avenue, is spending the winter in California.

—Mr. John L. Johnston, who fell from a ladder at Wolsley Barracks, is recovering satisfactorily.

—Rev. H. W. Gustin, of Woodstock, is visiting his parents, Mr. and Mrs. Gustin, of the Gustin House.

—The St. George's Society meets tonight to arrange for their annual distribution to the poor of the city.

—The new St. James' Sunday school Literary Society will give an "At Home" on Monday evening next.

—Mr. Dudley Dingle, of Winnipeg, Manitoba, representative of the McCormick Company, of this city, is in town.

—The Atlantic express on the G.T.R. was two and a half hours late yesterday. A special was sent from here on time.

—General Superintendent McGuigan and Superintendent Ferritor, of the southern division, G. T. R., were here yesterday.

—Misses M. and I. C. Budd, of Princess avenue, left yesterday to spend a couple of months with their brother, Mr. R. C. Budd, in Montreal.

—Mrs. Turner, of Mill street, has received a menu card used at Windsor Lodge on the day the Canadians were defeated by the Queen, from her son Fred, of the Canadian Regiment.

—Hamilton Times: R. W. Bro. John D. Clarke, grand registrar of the grand lodge of Canada, A., F. and A. M., formerly of this city, will be here for the annual meeting of the Acacia Lodge, on Friday night, and the lodge will present him with a past masters jewel.

—The Simcoe Street Curling Rink has a good bed of ice and local curlers are already practicing there.

BOARD OF TRADE. A special meeting of the board of trade has been called for Friday evening to consider question of the belt line railway, and other municipal matters.

STRUCK BY A TROLLEY. The milk wagon of W. Morien, of Byron, was struck yesterday afternoon by a trolley car at the corner of Wellington street and Central avenue. The trolley was badly damaged, but the driver escaped injury.

DISCHARGED FROM CUSTODY. The governor-general has ordered that Arthur Howie, one of the men convicted of throwing stones during the recent street car strike, through the vestibule of a street car, be discharged from custody on Dec. 16.

AT THE PRINCESS. The Princess Rink was opened last night, with excellent ice, good music and a big crowd, who seemed to thoroughly enjoy the first skating at the popular winter resort. The new electric lights, installed during the summer, threw a bright even light over the whole rink.

SIXTH WARD LIBERALS. The Sixth Ward Liberal Club will hold a general meeting tomorrow (Friday) evening at the Bruce street rooms, when there will be brought under consideration several important matters affecting the organization of the club, and other business. The executive are looking forward to a large attendance.

W. C. T. U. The regular meeting of the W. C. T. U. was held on Dec. 11, with 41 members present. The president, Mrs. Thornley, presided. It was decided to hold a special prayer service on the afternoon of Dec. 31, between the hours of 8 and 9. Rev. Cecil Owen gave the Bible reading, which was very helpful. The usual business was transacted, and the meeting closed with prayer.

MILITARY BALL. The committees in charge of the military ball at Wolsley Barracks tomorrow night are: Sergt. Cockburn, chairman; Sergt. Cranston, treasurer; Sergt. Moore, secretary. Those on the working and decorating committees are: Corp. G. Evans, Corp. F. Walsh, Lance-Corp. G. Taylor, Lance-Corp. J. L. Egan, Lance-Corp. J. Strons, Pte. W. G. Foster, Pte. A. V. Glenn, Pte. F. Collins, Pte. J. Rogers.

NO. 3 COMMITTEE. After deducting all the expenses incidental to a year's management of the departments in its control, No. 3 committee learned by a report last night that there was a satisfactory sum in the treasury for the remainder of the year. Fireman Brazier, of No. 3 company, who had refused to do more line work at his present wages, will be instructed to do as ordered or apply for an increase of pay. The fines against Baldwin & Baldwin, street watering contractors, were remitted, and next year's council will be recommended to buy a length of hose from the Canadian Rubber Company.

TO ATTEND DIVINE SERVICE. By district orders, all the available troops in the city are ordered to parade for divine service in St. Peter's

Breaking Bread

When you ask a friend to break bread with you always see that you offer him the best that you can buy. Our delicious home made cannot be beat. For sale everywhere, or delivered. 5c per loaf.

Parnell-Dean Steam Baking Co. Phone 922. 75 Bruce St. Limited.

Cathedral, on Sunday next, at 3 o'clock. The several corps will parade in "divine service order," at 2:40 sharp, in the following order: 1st Hussars, 6th Field Battery, No. 1 Company Royal Canadian Regiment, 7th Regiment Fusiliers, 30th Regiment Middlesex Light Infantry. The forces will be under the command of Lieut.-Col. J. Stacey, district staff officer. Lieut. Col. Hemming, R. C. R., will act as brigade major; Capt. W. S. Smith, 7th Regiment, as orderly officer, and Sergeant-Major J. B. Munro, R. C. R., as brigade sergeant-major. The route to church will be via Wellington street, Central avenue and Richmond street, and the return via Dufferin avenue and Wellington street.

COMPLETING ARRANGEMENTS

For the Reception to the Returning Soldiers.

Awarded Contract for Watches—Arrangements for Parade—Proposed Monument.

The reception committee's meeting, which was held last night, was attended by Ald. Brenner, who presided, Ald. Stevenson, Winnett, Gerry, Barned, Pritchard, Ross, Jenkins, Dreaney, Winger, Cooper, Wray, Bartlett, Joly, Mayor Ramsdell, E. J. Macpherson (secretary), Capt. Smith, ex-Ald. Wilkey, Col. Stacey, P. Birtwistle, ex-Mayor Wilson, ex-Ald. Reed, ex-Ald. Bennett, and J. M. Wardell. Mr. Birtwistle was successful in getting five close tenders for the watches that will be given to the city's soldiers. He will supply 14-karat solid gold, hunting-case, Waltham watches, retail for about \$50, to the 64 or 65 citizens who return from Africa. It was suggested that something should be done for those who died during the campaign, and Mayor Ramsdell and ex-Ald. Wilkey earnestly advocated the erection of a monument in Victoria Park. His worship said that the citizens of London should begin at once to collect funds with which to build a monument that would commemorate these men for all time to come. These sentiments were warmly endorsed by Mr. Wilkey. There is already a nucleus of such a fund collected by an endless chain that had snapped when something over \$1,200 was realized. The soldiers will detain in the East End, to be escorted along a route laid out by Lieut.-Col. Holmes, D. O. C., and Ald. Douglas, to the city hall, where the Soldiers' Wives' League will provide a luncheon. The committee will ride in carriages. The county council will be invited to participate in the reception.

TO CLEAN THE COMPLEXION OF BLEMISHES NOTHING LIKE CUTICURA SOAP. Millions of Women use Cuticura Soap exclusively for beautifying the skin, for the stopping of falling hair, for softening and whitening red, rough hands, for annoying irritations, too free or offensive perspiration, washes for ulcerative weaknesses, for many sensitive antiseptic purposes, and for all the uses of the toilet, bath, and nursery. Sold by all Colonial Chemists, POTTER DRUG & CHEM. CO., Sole Props., Boston, U. S. A.

Do You Like A cup of good coffee, and who doesn't? Ask your grocer for COWAN'S FAMOUS Blend Coffee



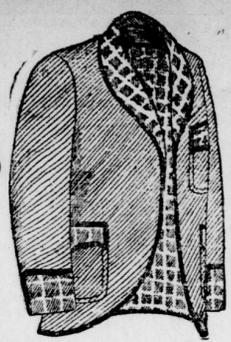
And you will have a treat. A Six of Beauty Is a Joy Forever. Dr. T. Felix Gouraud's Oriental Cream or Magical Beautifier. Removes tan, freckles, pimples, tan, freckles, black spots, redness, and every blemish on the face, and restores the complexion to its natural beauty. It is so harmless you can use it as often as you like. It is properly made. Accept no counterfeit of similar name. Dr. L. A. Sayre said to a lady of his name: "As you ladies will use them I recommend Gouraud's Cream as the least harmful of all the skin preparations." Also Poudre Sublime removes superfluous hair, without injury to the skin. FRED. T. HOPKINS, Prop., 27 Great Jones Street, New York. For sale by all druggists and Fancy Goods Dealers throughout the United States, Canada and Europe.

Smoking Jackets

\$4.00

—WE HAVE OTHERS AT—

\$5, \$6, \$7, \$8, \$10



Fit-Reform Wardrobe

ROBERT M. BURNS,

180 Dundas Street, - - - London, Ont.

DOUBLE TRADING STAMPS FOR

Friday Bargain Day

AT CHAPMAN'S

These items speak for themselves. Shop early and avoid the rush.

- 20-25c yard—Two pieces only, Royal Armour Weave, in Black Dress Goods, 48 inches wide, suitable for skirts or dresses, regular price 50c, on Friday, half-price, only 25c yard. 31-37c yard—Four pieces Black Dress Goods, small natty patterns, this season's purchase, regular price 50c yard, on Friday 37c. 32-35c yard—Ten pieces Fancy Colored Dress Goods, some all wool, some silk and wool, regular 50c and 75c yard, Friday 25c yard. 33-14c yard—Fifteen pieces Miscellaneous Dress Goods, 40, 42 and 44 inches wide, ranging in price from 25c to 50c, your choice Friday 14c.

DOUBLE TRADING STAMPS

- 34-31 1/2 pair—Forty pairs Nottingham Curtains, 2 1/2 yards long and 56 inches wide, lacey design, always sold at \$1 75, on Friday \$1 19 pair. 35-5c yard—Ten pieces Lace Net for Sash Curtains, assorted widths and prices, Friday to clear, 5c yard. 36-REDUCED TO 65c YARD—150 yards Cheviot Suiting, all wool, 50 inches wide, excellent quality, worth 25c, today only 19c per yard. Come early. Remember, only 100 yards. 37-50c for 25c—Twelve pieces Satin, no two colors alike, good width and good value at 50c yard, on Friday 25c yard. 38-LOOK HERE—100 yards Home-made Flannel Sheetting, full 36 inches wide, excellent quality, worth 25c, today only 19c per yard. Come early. Remember, only 100 yards. 39-Twenty ends Union Carpet, 26 inches wide, worth 80c, 55c and 40c, your choice end for 25c per yard. They range from 5 to 15 yards in each piece. 40-Three pieces Reversible Drapery, 50 inches wide, good colors and effective designs, regular price 50c, Friday 25c. 41-LINEN SNAPS—Twenty dozen Table Napkins, Irish Linen, full three-quarter-yard square, cheap at \$1 25, one dozen today to each customer at 95c. 42-Two dozen only, Fine Bleached Damask Table Cloths, border all round, hemmed ready for use, size 2 by 2 1/2 yards, price \$3 00, four patterns to choose from, take your choice today for \$2 19. 43-Fancy Pattern Drawn Work in Tea Cloths, with fringe, 42 inches square, these goods are worth \$1 00, they go Friday till all sold at 53c. 44-Bleached Linen Huck Towels, fancy borders, large size, extra value at \$2 40 per dozen. We have ten dozen left and will clear the line in not less than half dozen lots, for \$1 75 per dozen. 45-Here is a Surprise—One piece only Bleached Table Damask, one and three-quarter yards wide, fine finish, worth 85c, Friday only 25c yard. 46-10 Pairs—Only 10—Bleached Sheets, wigan twill, broad hems, large size, and very durable, worth \$1 10 each, will clear them out at 75c, \$1 50 per pair. 47-One case White Wool Blankets, 66 by 86, large size, worth \$4 00, on Friday \$2 75. 48-One case White Wool Blankets, 66 by 86, worth \$3 00, on Friday only \$2 25 pair.

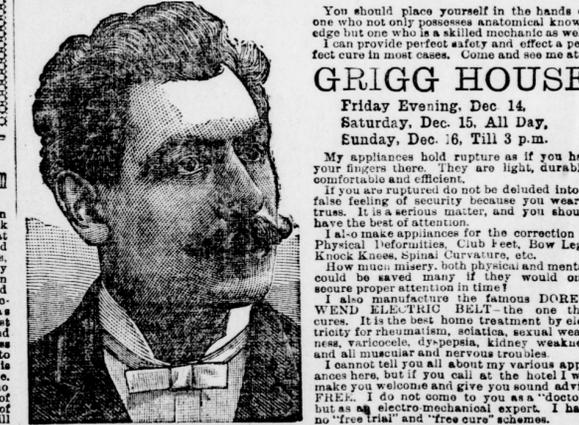
DOUBLE TRADING STAMPS

- 49-Ladies' Ribbed Cashmere Hose, spliced heels and toes, regular price 50c, Friday 40c pair. 50-Ladies' Ribbed Cashmere Hose, spliced heels and toes, seamless, regular price 30c, Friday 25c pair. 51-Misses' Ribbed Cashmere Hose, spliced, worth 25c pair, Friday 15c pair. 52-Boys' Ribbed Cashmere Hose, spliced, heels and toes, and four-fold knees, regular price 50c, Friday 40c pair. 53-Children's Colored Wool Leggings, worth 25c pair, Friday 15c pair.

JOHN H. CHAPMAN & CO., 126-128 Dundas Street, London.

RUPTURED and DEFORMED PERSONS YOU CAN BE CURED?

Are you aware that if properly treated by MECHANICAL MEANS,



C. H. DORENWEND, M.E. & R.S., 93 Yonge St., TORONTO.

If you cannot call, write to me at Toronto. Those who have made appointments please be on time. 38c y w v

Johnston Bros., The Best Bread Bakers.

CHOICE, NEW AND SEASONABLE GOODS.

THOS. WILSON, Merchant Tailor, Phone 598. 213 DUNDAS ST

Selections from Gillean's Store:

- In a jewelry store you may see hundreds of beautiful presents, suitable for the brother, sister, father or mother. See the list now offered. 3-Stone Opal Ring, \$3 50 Single Stone Opal Ring, \$2 00 Sterling Silver Bracelets, \$1 75 and \$1 00 Sterling Silver Heart Bracelets, \$1 25 and \$1 00 Netherole Bracelet, \$1 75 Finger Purses, \$1 00 up Gentlemen's Match Boxes, \$1 25 up Salve Boxes, \$1 25 up We will save your present until called for.

THOS. GILLEAN, 402 RICHMOND STREET.

London Advertiser.



Christmas Furs...

We have never attempted to deal in the cheaper grades of FURS, because we believe them to be dear at any price and we employ only labor of the highest skill. In no class of merchandise must the purchaser rely more on the good faith of the merchant than in furs.

E. BELTZ, Leading Furrier.

PROVINCIAL FAT STOCK SHOW.

Guelph, Ont., Dec. 13.—The winter fat stock show is now well under way. The dairy class is somewhat smaller than that of last year, but in beef cattle it is certain that never were so many fine cattle ever seen in a show ring. In sheep and hogs the exhibit is also very fine, and the poultry show is marvellous.