

PICTURES
There's a Merry Christmas for the men or women in selections from our Picture Department. The picture in a well-chosen picture is lasting.
O. B. GRAVES, Ltd.
222 DUNDAS STREET.

Highest Grades of
BURNING OIL,
LUBRICATING OIL
AND ALL OTHER
PETROLEUM PRODUCTS.
THE QUEEN CITY OIL CO.
LIMITED,
Head Office—Toronto.
London Branch, York St., East.

R. K. COWAN
BARRISTER SOLICITOR, ETC.
County Bldg., West Court House, London.

Gift Seekers Come Here
A superb assortment of goods admirably suitable for Christmas presents.
PERFUMES, TOILET ARTICLES, EBONY GOODS, IMPROVED CHOCOLATES.
Come and see this new stock tonight or early next week.
Bruce Wallace
419 RICHMOND STREET.

Artistic Picture Framing
At Reasonable Prices
Colerick Bros.
212 Dundas Street.

To Prospective Consumers of Electric Light and Power.
Take notice, that on and after Jan. 1, 1907, we will not do any free service wiring from our street lines to the consumer's premises, but in all cases a charge to cover the cost of making the connection will be made, and must be paid by the person ordering the same.
The London Electric Co., Ltd.

It will pay you to learn a good system of
Shorthand or Bookkeeping
If you want the best attend
Western Business and Shorthand College
110 DUNDAS STREET.
Winter term commences Jan. 2, 1907
Wm. C. Coo, C.S.R., Principal.

STAR FLOUR
always yields the lightest, whitest, sweetest and most nutritious bread and the choicest cake and pastry.

BAKERY
We Make Them
and we know they are good.
Christmas Cakes and English Plum Puddings
are our specialties for this week. The increased demand is a proof of the quality.

Fawkes
3 STORES.
Phones 1015 and 1063.
Phone 2428—Corner Adelaide Street and 9. T. R. Crossing.
THE D. & H.
Lackawanna Coal
This coal is guaranteed to keep the home cozy and everybody good-natured in the coldest weather. It is free from clinker, and just about what everybody has been looking for. Try it. Also best hardwood. Prompt delivery.

Brown & Cooper
ADELAIDE AND SOUTH G. T. R.
Phone 2428. ext

A contrary man can't be happy unless he is being contrary and he knows that contrarily isn't happiness.
A RECOGNIZED REGULATORY.—To bring the digestive organs into symmetrical working is the aim of physicians when they find a patient suffering from stomach irregularities, and for this purpose they can prescribe nothing better than **Farmacia's Vegetable Pills**, which will be found a pleasant medicine of surprising virtue in bringing the refractory organs into subjection and restoring them to normal action, in which condition only can they perform their duties properly.

Don't Wait
Make your will now while you are in full possession of all your faculties. We supply will forms free, and will act as your executor—a guarantee that your wishes will be carried out. Interviews invited.

The Canada Trust Company.
HURON & ERIE OFFICES.
D., L. and W.
Scranton Coal
is the finest coal mined today, and you will not lose money by getting in a stock of it as it is a money saver. You will save 10 per cent over other coals.

HEAMAN & SON
Office & Yard, G. T. R. and Burwell St.
Sewer Pipe and Cement. Phone 312.

Quality Store
Who would have imagined even a score of years ago that groceries would, or could, be shown with as much care for the artistic as jewelry is shown? And best of all is the absolute purity of everything—the merit tests that must be passed to enter this emporium of purity. If you cannot visit our store phone 1024 and be satisfied.

Choice Table Raisins
20c per lb. 25c per lb.
30c per lb. 35c per lb.
Mixed Nuts
Walnuts 20c
Almonds 20c
Pecans 20c
Filberts 15c
MALAGA GRAPES, per pound, 25c
California Naval Oranges
30c dozen. 40c dozen.
50c dozen.
Sweet Florida Oranges
25c dozen. 30c dozen.
40c dozen. 50c dozen.

Christmas Crackers
We have a full assortment of them, 25c per box to 75c per box.
Genuine Home-Made Mince-meat 20c per pound.
HEINZ MINCEMEAT, 4 1/2-pound stone jars, \$1.00.
Cresca Figs
1-Pound Baskets 35c
2-Pound Baskets 65c
Glass Jars 40c
Glass Jars (Stuffed) 50c
Glass Jars Dates (Stuffed) 50c
Boxes 35c

Cresca Olive Oil
(Alphonse Pinard Bordeaux) is the highest grade of Olive Oil that can be produced.
New Half-Pint Bottles 30c
One-Pint Bottles 50c
One-Quart Bottles \$1.00
Lowney's Bon Bons
In Fancy Boxes, per box 75c
25c, 60c, 75c, \$1.50, \$2, \$2.25, \$2.75
Telephone orders will be given our prompt and careful attention.

Harry Ranahan
Phone 1024. 515 Richmond St.

Umbrellas
Gold and Silver Mounted Umbrellas in only the best quality, forms the choicest assortment we have ever shown. This class of goods is very much in vogue as Christmas gifts for both ladies and gentlemen. They make a useful gift. Prices \$3.75 to \$15.00.
2 STORES. 2 STOCKS.
W. G. Young
214 Dundas. 674 Dundas.

Mrs. Garret A. Hobart, widow of the late vice-president, has given to the trustees of the First Presbyterian Church, of Paterson, N. J., ground on which to erect a new church and has also donated \$2,500 to the building fund.

Fun-Making Christmas Crackers
Every variety at the lowest prices ever offered in the city.
—**TABLE RAISINS**
Dehesa Imperials, per pound . . . 30c
Royal Dehesa Clusters, per pound . . . 30c
—**ORANGES**
20c to 50c per dozen.
—**CANDIES**
AT choice, fresh stock, bought within the last week.
—**NUTS**
A splendid mixture at 15c per pound.
J. & G. Bloomfield
Phone 865.

Dainty and Acceptable Gifts
Our Christmas Perfumes remind one of a garden of flowers. Nothing could be more dainty or sweet, or so suitable, as one of our new packages of Christmas Odors. It will carry with it the fragrance of the kindly thought that finds expression in this pleasant token, giving each day a new delight. A selection can be made that will please any recipient and you need not cripple your finances if you buy gifts here. Imported odors in beautiful boxes, from 25c to \$12.00 each.

CAIRCROSS & LAWRENCE
Chemists and Druggists.
216 DUNDAS STREET, LONDON.

A PRESENT IN FURS for Christmas
BELTZ'S

LONDON AND DISTRICT
—The Normal School closed yesterday at noon for the holidays.
—Mr. F. Cheesbrough and daughter, Miss Lizzie, have returned home after a six months' visit at the coast, Calgary and other western points.
—An at home is to be given in the Princess Avenue Kindergarten tomorrow, to which the Mothers' Club has been invited. The event will commence at 4:30 and will close at 6.
—Tomorrow night the first of the series of whist matches will be held in the South London Liberal Club. Every Liberal in South London is expected to take an interest in the match and be present.
—A Sunday school entertainment and Christmas tree are to be held in Winton Methodist Church on Friday evening. A good programme has been outlined, consisting of recitations and dialogues by the children. Music will be furnished by Zion choir, the Messrs. Shoebottom, of Siloam, and F. H. Talbot, London. Rev. Humphrey Graham, of St. Mary's, will be present and give an address.

SWAISLAND—JOHNSTONE.
Mr. W. J. Swaisland, son of Mr. W. Swaisland, clerk in the synod offices in this city, was married last Wednesday at Regina, Sask., to Miss Dottie Johnston, daughter of Mr. Justice Johnston, of Regina. The bride was supported by her sisters, Misses Queenie and Nora Johnston, and Mr. W. M. Logan acted as best man. Mr. Swaisland is manager of the Union Bank at Regina and is very popular in that city. Mr. and Mrs. Swaisland left after the ceremony for the east. They will visit in London, Toronto, New York and other places, and are expected here the end of the week.

NEW SUPERINTENDENT FOR BENNETTS.
Mr. Thomas W. Logan, who has been assistant treasurer of Bennett's Vaudeville Theater here, and also manager of the St. Thomas house, has been appointed by Manager Alois to the position of house superintendent of the local theater. Mr. Logan's wide experience and gentlemanly manner will fit him for the position.

CLAN FRASER'S OFFICERS.
The annual meeting of Clan Fraser of the Order of Scottish Clans was held last night, when the following officers were elected: Chief, Robert Fraser; taniat, J. F. Falconer; past chief, Donald Fraser; secretary, W. L. Johnson (retained); treasurer, Thomas D. Gray; physician, H. A. Stevenson, M. D.; S. H. John Munnoch; J. H. W. R. Murray; senechal, Charles Alford; warden, H. M. McLaren; sentinel, Edward Wilson; pipers, J. T. Faulkner, Charles Alford, Thomas McNeil; trustees, D. A. Fraser, Archie McCallum, H. A. Stevenson, M. D. On the third Tuesday in January the newly-elected officers will be installed by the royal officers.

West Shore Excursion To New York, December 28th.
\$9.00 for the round trip from Suspension Bridge or Buffalo to New York on Dec. 23, via West Shore Railroad, tickets good 15 days for return. This will be the last excursion of the year, and will enable passengers to spend the New Year in the big metropolis. Full particulars by writing Louis Drago, Canadian Passenger Agent, 60 1/2 Yonge street, Toronto.

To Business Men
How many of you business men of London have not at one time or other tendered advice to younger men on the subject of money spending and money saving? To son, or brother, or friend, doubtless everyone of you has given wise counsel. You have urged them to have the backbone to say "No" when "No" should be said. "Do you practice what you preach?" Or are you yourself one of many men in this city who are lured into foolish money spending by the peripatetic nuisances who regularly invade your store or office with fake publicity schemes?

During the past year how often have you been met by the man from out of town, the man whom nobody knows, but who has a proposition respecting a programme or booklet of some description which he says you should be in? How many times have you said to yourself, "I don't know anything about this man. I don't think there's anything in this for me?" Yet in spite of this, how often have you yielded and gone in with the others, whom you joined later in lamenting that your money had been thrown away.

The experience of years has been that the same amount of money is thus sunk annually in will-o'-the-wisp schemes, brings, when spent judiciously in legitimate advertising, a definite, profitable volume of business. You are not dealing then with a Mad Unhewn who has floated in from Nobody-Knows-Where, and departs as quickly as he collects your cash. You do business with men in your own city and you get a square deal.

London seems still in its heyday. Fifteen years ago he of the Orient Minstrel, and today he is able to sing with the best of them, and win encores for every effort. Last night he was given an ovation.

WARD CASSELMAN.
In Ottawa they are publishing pictures of the profane young citizens of the capital. The above picture of Ward Casselman, senior member of the firm of Casselman Bros., of the Slater shoe store, presents one of the best-known faces in Canada. Mr. Casselman has been a resident of London for some years now, and can be accorded a place in the gallery of prominent citizens.

OAK FARM AT ST. MARY'S HALL
Amateurs Present Pleasing Pastoral Play in Very Clever Manner.
St. Mary's Dramatic Society last night presented "Oak Farm" before a very large audience in St. Mary's Hall. The play is a cleverly written pastoral drama, with a strain of wholesome comedy rippling through it, which kept the house in laughter most of the evening.

TWO RUNS FOR FIREMEN
\$100 Damage at a Dundas Street Store—Slight Blaze at Labatt's.
The firemen were called at 8:30 this morning to the works of the Lehart Manufacturing Company, corner of Richmond and Bathurst streets, where a disconnected stovepipe had caused a small fire in a store room. The damage was very slight.

THE SARNIA MAYORALTY
Candidates Getting Ready for Contest—A Sad Disappointment.
Sarnia, Dec. 18.—Ald. E. H. Eidt, who has been a member of the town council for ten years, definitely announces that he is a candidate for the mayoralty. There are other aspirants for the office who have not definitely stated their intentions.

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The greatest fun makers at the Christmas gathering are
Christmas Crackers
Being the first crackers in the city to import crackers, we know the kinds that please the children most.

Every season increases their popularity, and they are not expensive. The bright and attractive colors look pretty on a Christmas tree. Each box contains one dozen Crackers, and each Cracker contains an amusing riddle and answer, besides one of the following articles: Funny hats, caps, aprons, bonnets, musical instruments, Japanese toys and novelties, military costumes, jewelry, trinkets and complete sets of paper costumes. 15 varieties from .15c up to 50c 10 varieties from 50c up to \$1.25

SANTA CLAUS STOCKINGS
The best thing to buy for boys and girls. We are selling more this season than ever before. Each stocking is filled with all kinds of toys and games. We have them packed especially for the boys and also for the girls. Come and see them.
Prices 10c, 15c, 25c, 50c, 75c, \$1.00

RED CHRISTMAS BELLS, HOLLY WREATHS, HOLLY
GOOD THINGS TO EAT
We have the best of everything.
Sweet Florida Oranges.
California Naval Oranges.
Pink-Tinted Malaga Grapes.
Choicest Layer Raisins.
New Mixed Nuts.
Fard Dates and Figs.
Candy of all kinds.
Your phone orders carefully filled. Call 1866 or 317.
T. A. ROWAT & CO.
234 DUNDAS STREET.

WISDOM DISPLAYED IN PROMPT ACTION
Fatal Results Narrowly Avoided by Prominent Citizen of B. C.
That hacking cough, that irritation in the throat, that pain under the shoulder or in the chest, that difficulty in breathing, that tired, languid feeling, that worried look upon the face, are the unfailing symptoms of a very serious condition that calls for immediate attention. Every time you cough, every time that pain catches you when you breathe, aggravates the trouble and can only result fatally unless arrested at once. The one thing that will do this quickly, effectively and positively is Psychine, that wonderful remedy for all diseases of the throat, chest and lungs. It not only acts directly upon the respiratory organs, but it builds up the entire system by strengthening the stomach, improving the appetite, aiding digestion and toning up the nerves.

Psychine pronounced Si-keen, for sale at all druggists at 50c and \$1 per bottle, or at Dr. Slocum's Laboratory, 175 West King Street, Toronto.
"I suffered with pains in the back and shoulders. I coughed so I could not rest. The doctor said my lungs were affected and he had come too late. I was as weak as a child when I started to take the Slocum treatment of Psychine and Oxymulsion. In a fortnight I was back at work in the woods."
JOHN R. WREN,
Reeve of Mission, B.C.

Purdom-Gillespie Hardware Co.
FOR GIFT SEEKERS.
Elegant Gas Lamps
FOR CHRISTMAS GIFTS?
Our Lamp Department is replete with suggestions for gift seekers. Here we have assembled the newest and handsomest productions in Lamps for every purpose.

Portable Gas Lamps
Make magnificent gifts for use in the home. They can be secured in superb designs—at all prices.
From \$3 to \$15 READY FOR USE.
Come to our store and see what we have to show you. WATCH OUR WINDOW DISPLAY FROM NOW TILL CHRISTMAS.

THE GAS APPLIANCE CO.,
Phone 922. 213 Dundas St.
Liquid preservative is more to be recommended than cold storage to keep friendship.
The owner of a yacht and an automobile ought to be able to run into debt faster than a man who has to walk.
"Handsome is that handsome does" is seldom applicable to the man with a three-days' set of whiskers protruding from his complexion.
Chickens, Ducks, Turkeys, Geese, at Smythe's, Hyman and Richmond streets. Phone 1291.

Useful Christmas Gifts.
Never was our store more attractive than at this Christmas season. Special attention has been given to the collection of a wide range of exclusive Oriental and European Novelties, and these, with our always complete stock of Fine Home Furnishing Goods, make Christmas shopping an easy task.

Bedroom Box Divans
For shirtwaists, skirts, etc., covered in cretonne, chintz and taffeta, in colors to suit any room, at \$7.50, \$8.50 and \$10.
Orders taken for delivery December 22.

Sofa Pillows
In silk, satin and velvet, new and beautiful styles, plain or with hand-embroidered designs, from \$1.50 to \$8.00 each.
Brio-a-Brao
A selection of choice pieces in Corinthian Pottery, Copperware, French Brass, Terracotta Ware, etc.
Fancy Furniture
Special pieces that are unique and attractive, at medium prices.
Special Arrangements for the Delivery of Christmas Gifts.

A. Screaton & Co
WARD'S
The Gift Store. Open Every Night.
If you cannot come to our store through the day time, come in the evenings. You can select your purchases then at greater leisure.

Special Show of Goods This Week
C. H. WARD & CO., 374 Richmond St
The Smaller Gift Goods. Ever Acceptable Presents.
—Fobs and Chains, —Silverware,
—Brushes and Hat Pins, —Cut Glass,
—Brooches and Bracelets, —Hand-Painted China.
All these articles and an immense stock of others are shown here, in limitless variety of design and at the very best prices in London.

THE SATISFACTORY HARDWARE
WE GUARANTEE EVERY ARTICLE.
Pearl Knives and Forks, in case, from .50 to \$20.00
Candelabras from .50 to \$10
Crumb Trays . . . 50c to \$2.50
Cake Lifters . . . \$2 to \$2.50
Ferm Bowls . . . \$1.50 to \$5.00
Children's Cups . . . 35c to \$1.25
Salad Servers, 10c to \$1.25
Butter Knives . . . 75c to \$1.50
Chafing Dishes, \$4.00 to \$7.00
Cake Baskets . . . \$3.50 to \$4.25
Scissors, in Cases, \$1.25 to \$2
Pickle Cruets, \$2.00 to \$3.00
Nickel Tea and Coffee pots, 85c to \$3.50

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