

UNDERSTANDING

Your work is the secret of success. The



Forest City Business and Shorthand College, London, Ont.
Besides having the best rooms and equipment in Ontario has efficient teachers. They will instruct you carefully. Catalogues free.
J. W. WESTERVELT, Principal.
J.W.

A HAPPY HOME

Your home is your first care after your family is contented. To make a house cheerful the walls should be covered with tasty Wall Paper. It is wonderful how cheap the cost is. Let us show you the designs.

R. LEWIS,
434 Richmond St.
J.W.

The Parisian Laundry's
work is not good today and had tomorrow. It's good ALL THE TIME. Send us your names and addresses and a wagon will call for your bundle.

Parisian Steam Laundry (LIMITED)
J. K. Spay, Manager, Phone 559.
J.W.

SEE OUR WINDOW

For the finest line of Christmas confectionery in fancy boxes. All our own make. Just received a supply of the best French Fruits.

G. W. KENT,
209 Dundas Street.
J.W.

YOUR WARDROBE

Isn't complete unless you own a Dress Suit. This is a garment that ought to last for years—you cannot afford to have anything short of the best. Better let us make it—then you'll be sure of tailoring par excellence. Moderate prices. Best workmanship—smallest style.

SOUTHCOTT'S, 361 Richmond Street.
J.W.

Watson's Cough Drops

Alleviate irritation and produce a soothing effect upon the vocal organs. TRY THEM.

Walter Fairbairn,
MERCHANT TAILOR
Clothing made to suit the most fastidious. Over: Priddis Bros., (Entrance Through Store), 153 Dundas Street.
J.W.

MODERN STYLES!

If you wish to see the largest and most varied stock of Electric and Gas Fixtures in London call on us.

Rogers Electric Co'y,
425 RICHMOND STREET.
J.W.

ACTIVE RANGES

We have a stove that can be guaranteed. It sells easily. The latest improvements are attached to it. The best assorted stock in the city and the lowest prices.

WM. STEVELY & SON,
362 Richmond St.—Phone 452.
J.W.

TOYS!

Your Choice of All Our Toys and Games at

25c EACH...

We are determined to carry nothing over. Come early and avoid the rush.

Priddis Bros.
153 Dundas Street.
157 Carling Street.
Telephone 324.
J.W.

Christmas Presents.

Club Skates.....	25c
Spring Skates.....	50c
Hockey Skates.....	\$1.00
Hockey Sticks.....	25c to 50c
Steam Engine.....	\$1.50
Air Rifle.....	\$1.00
Flobert Rifles.....	\$2.50 to \$4.00
Cartridge Pistols.....	75c
No. 22 Revolvers.....	\$1.00
Toy Pistols.....	5c to 25c
Boys' Pocket Knives.....	10c to 25c
Girls' Pocket Knives.....	15c to 30c
Ladies' Pocket Knives.....	25c to 50c
Gentlemen's Pocket Knives.....	35c to 75c
Fine Razors.....	75c to \$1.50

Wm. Gurd & Co.
185 Dundas Street, London.
J.W.

DECIDEDLY COLD.

Toronto, Dec. 23.—11 p.m.—The depression central over Ohio yesterday has passed off the Middle Atlantic coast, at decidedly higher pressure, and is now covering the whole country from the Pacific to the Atlantic. Minimum and maximum temperatures:
Calgary, 24-30; Edmonton, 20-28; Qu'Appelle, 12-20; Winnipeg, 12-10; Fort Arthur, 6 below-2; Toronto, 6-11; Ottawa, 8 below-4; Quebec, 10 below-4; Halifax, 12-20.

PROBABILITIES.
Toronto, Dec. 24.—1 a.m.—Probabilities for 24 hours for lower lake region: Fine and decidedly cold both Thursday and Friday; snow flurries in a few places.

LOCAL TEMPERATURES.
The highest and lowest readings of the thermometer at the observatory yesterday were: 23 above, and 4 above.

YOU CAN'T BAKE BETTER BREAD
At home than ours. We're sure of this, because we use only the best ingredients and employ skilled bakers. There's a big saving in time and money. If you have us send all the BREAD you require.

JOHNSTON BROS., Wellington Street
J.W.

Progressive Prosperity

with Safety and Equity characterize the unconditional policies of the Confederation Life Association. Ladies insured on equal terms. Full information furnished by
FRED H. HEATH, GEO. FRITCHARD,
General Agent. City Agent.
9 Market Lane.
J.W.

SENSIBLE GIFTS:



Fancy Slippers, Footwear, Trunks, Valises, Satchels, etc.

FREE Beautiful Doll or Box of Cream Candy to every purchaser of \$1.50 or over.

In all the years of steadily increasing business we've never known such a slow day. Enlarged facilities and greatly improved service give us a big advantage over last year. SHOP EARLY and choose quickly. In spite of the crowds plenty of goods still remain at low prices.

Articles Suitable for Christmas Presents

FOR MEN:
Pair Slippers, 50c to \$2.
Pair Hockey Boots, \$2.
Pair Patent Leather Shoes.
Pair Fine Overshoes.
Pair Skating Shoes.
Thousands of pairs all kinds of Shoes, from \$1 to \$5.
All kinds of Boys' Shoes 75c to \$1.50

FOR WOMEN AND CHILDREN:
Rubbers and Overshoes.
Fine Kid Boots, buttoned and laced.
Fancy Slippers.
Leggins and Overgaiters.
Skating Boots.
Cosy House Slippers.
Tiny Infants' Shoes.
All kinds of Girls' School Shoes, from 75c to \$1.25

Pocock Bros.
SOLE AGENTS FOR THE FAMOUS SLATER \$3, \$4 AND \$5 SHOES.

WE WISH ALL OUR PATRONS A VERY MERRY XMAS...

By selecting a pretty present for them from our bright and attractive display.

Mirrors, Cuff Boxes, Glove and Handkerchief Holders, Dressing Cases, Shaving Sets, etc., etc.

Our goods are the latest, and up-to-date. We have also a fresh assortment of McCormick's Purest Creams and Chocolates, for the holiday trade.

Barkwell's Drug Store
268 Dundas Street.
J.W.

Christmas Table Supplies.....

The choicest goods in the market are here for your inspection.

Choice Malaga Grapes, Fine Sweet Florida Oranges, The Finest Table Raisins, Choice Seven-Crown Figs, Choice New Dates and Prunes, The Best Grenoble Walnuts, Fine Barragans Almonds, Choice Cape Cod Cranberries.

TURKEYS, TURKEYS, TURKEYS!
Choice, Young, Plump Birds.

T. A. Rowal & Co., DUNDAS ST.
J.W.

Worthy Work Always

WE WANT YOUR TAILORING TRADE. NOT A BETTER SELECTED STOCK TO CHOOSE FROM.

J. D. DAMBRA,
2621 Dundas Street.
J.W.

There Are Others.

But you make no mistake if you buy your gentlemen friends an Xmas gift at this store. You can get a present that is appreciated and inexpensive. Leading brands of Cigars in boxes of tens and twenty-fives from 50c up. Brier and Meerschaum Pipes, Pouches, Cigar Cases and Holders, and all Tobaccoists' Sundries. Prices right.

W. J. PORTWOOD,
324 Richmond Street, Opp. City Hall.
Promotive of Arts tickets for sale here.
J.W.

London and Environs

—The G. T. R. is making fast time with freight these days.

—Mr. Burris Gahan, of Toronto University, is spending the holiday season in the city.

—Mrs. A. W. Spry, of Dufferin avenue, has gone to Petrolia to spend the Christmas holidays.

—Miss Allie Salmon has returned home from visiting relatives in St. Mary's during the past week.

—A most enjoyable concert was given last night at the Asylum by 40 pupils from the Aberdeen school.

—Mr. Peter McDonald, of this city, left for his home in Barrie this morning, where he will spend Christmas.

—Fifteen of the short course men who have completed their term at Wolsely Barracks, left for home yesterday.

—Miss Annie Cannell, of this city, left yesterday on a short visit to her sister, Mrs. A. K. Melbourne, Hamilton.

—Catalogue and pamphlet work a specialty at The Advertiser Job Department. Estimates cheerfully furnished.

—Mr. and Mrs. James Carrie, St. Thomas, will spend Christmas with their daughter, Mrs. D. E. Gairrath, London.

—The old-fashioned weather-saw that "When the days begin to lengthen the cold begins to strengthen" is about the most correct of the lot.

—Miss Lizzie Campbell, of 54 Miles street, Bay, left for Chicago this morning. She will be the guest of her sister, Mrs. G. J. Blodgett, of Maywood Park.

—Mr. and Mrs. J. E. Vandenberg and two sons, Master Warren and Roland, leave on Thursday to spend the Christmas season with friends in Detroit and other parts of Michigan.

—Rev. Dr. Fotts, of Toronto, and Rev. James Allen, M.A., pastor of the Metropolitan Church, Toronto, are announced to preach in the First Methodist Church of this city on Sunday, Jan. 10.

—A former Londoner, Mr. R. F. Hungerford, of the Merchants' Bank staff, Stratford, has been transferred to the branch at Galt. His successor will be F. R. Dromgole, of the Mitchell Branch.

—Obediah Cannon's smokehouse on the Hamilton road was burned on Tuesday night. Mr. Cannon had loaned the place to Mr. Bowles, a neighbor, to smoke a pig. The place caught fire, but no one knows how, and Mr. Bowles' pig was roasted.

—The many friends of Mrs. J. Garland, Detroit, will hear with regret of her death, which took place at the Detroit hospital last week, where she had gone to undergo an operation. Mrs. Garland is the sister of Mrs. Binns and aunt of Mrs. Tallafaro, of this city.

—Wm. S. Case, who has for the past 21 years represented Robinson, Little & Co., this city, has severed his connection with that firm. He leaves to devote his whole attention to the business of Simpson & Case, Aymer, of which firm he is a member. As a

Great Rush
for our Xmas bargains. Don't miss your chance. Great variety of goods to select from. We do not deal in cheap, trashy goods, but are selling good goods at

RIDICULOUSLY LOW PRICES

CALENDARS, CARDS AND BOOKLETS.
ANDERSON'S 193 Dundas St.
J.W.

Make Your Friends Happy

By selecting a pretty present for them from our bright and attractive display.

Mirrors, Cuff Boxes, Glove and Handkerchief Holders, Dressing Cases, Shaving Sets, etc., etc.

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parting token of the esteem in which he was held by his late employers he was presented with a year's salary.

An Ottawa dispatch says: John Lambert Payne, Sir Mackenzie Bowell's, and afterwards Sir Charles Tupper's private secretary, has been transferred to the Militia Department, and William Wilfrid Campbell, the poet, goes to the Privy Council in place of Payne. Mr. Payne is a former London newspaper man.

—Marks Bros.' Company at the Music Hall last night played to a large house. The audience, which was largely composed of ladies, appeared to be well pleased with the performance.

—The rapidity with which the lovers of high class music in London are filling the lists of subscribers to the Ashman concert on New Year's night gives promise of a large and fashionable audience on that occasion.

—The sale of seats begins on Monday next, the subscribers having the choice for the first two days, after which the plan will be open to the general public. The programme for the occasion is one of exceptional musical interest.

—The annual meeting of the St. John's Royal Arch Chapter, No. 3, G. R. C., took place last night in Masonic Temple, the attendance being large and the proceedings of general interest to Capitulian craftsmen. After the usual routine business had been disposed of, R. Ex-Comp. Arthur Carrothers, P.O.S.N., presided over the ceremony of installation, assisted by R. Ex-Comp. J. S. Dewar, P.O.S.N., and Ex-Comp. J. D. Balfour, M.D. The following is a complete list of the new officers: Z., Ex-Comp. Alexander Findlay; H., Ex-Comp. W. J. Carson; J., Ex-Comp. Jas. A. Gauld; S. E., Comp. John Siddons; S. N., Comp. Wm. D'Brien; Fin., Sol., Comp. Oliver Elwood; Treasurer, Ex-Comp. A. E. Cooper; Janitor, Comp. John Robertson; Sen. Sol., Comp. A. B. Greer; Jun. Sol., Comp. John Caldwell; M. of First Veil, Comp. C. B. Edwards; M. of Second Veil, Comp. J. O'Brien; M. of Third Veil, Comp. J. M. Slater; M. of Fourth Veil, Comp. J. Hobbs. Ex-Comp. Dr. Balfour was elected representative of the chapter to the Grand Chapter meeting at Toronto in January next. At the close the Companions spent a social hour with the new officers. The Chapter is sure to continue its prosperity under Ex-Comp. Findlay's guidance.

—Pleasantly surprised.

—Mr. Thomas W. McFarland, at D. S. Perrin's, was surprised by his fellow-employees yesterday in a very happy way. The occasion being the eve of Mr. McFarland's marriage, the high esteem in which he is held was mani-

SANTA CLAUS DRYGOODS HEADQUARTERS.

GREAT SACRIFICE SALE

IN ALL DEPARTMENTS.

SENSIBLE, SERVICEABLE, ECONOMICAL, JUDICIOUS, ATTRACTIVE, APPRECIABLE CHRISTMAS GIFTS.

GLOVES.

Perhaps throughout the whole inventory of drygoods stock nothing strikes one as being more desirable for a gift thing than GLOVES. Our Ladies' Glove Department is the best in the city. We are exclusive agents for four leading manufacturers. Ask to see our

MONARCH, COUVERSIER, CZECHAN, QUEEN, IDEAL, MAJESTIC, DEREV, ALEXANDRIE. A special line Red and Tan Mousetraire Gloves, worth \$1, for 75c. Special line Ladies' Black Silk Mitts, worth \$1, for 50c.

HANDKERCHIEFS.

Our assortment embraces over 1,000 dozens of all kinds, from 5c to \$5. Every one has been reduced. Our buyer took a whole day, at the job of cutting the prices—some lots a quarter off, others a third, and some others a half. They are here for your inspection and choice. Inquire for our Silk Handkerchiefs at 10c and 25c each.

EIDERDOWN QUILTS.

Warm, light, pretty, cheap. Nothing shows better taste in selecting a Christmas reminder than a nice Eiderdown—real Eiderdown—Quilt. We have them covered with cotton, satin, and all satin, ranging in price from \$4 to \$17 and every one a bargain. A line of our own make Sateen-covered Comforters, extra large size, reduced to \$2.25 and \$3.25 each.

DRESS SILKS.

If there's one thing more than another we're proud of it's our Silks. We are strictly within the bounds of truth when we say our silk stock is larger than the best stock of any store of town. That means big business and big selling, also cheap buying and cheap selling. Just now we are making special dresses in the most fashionable Black Dress Silks. The dress is from \$9 to \$12; former prices, \$15 to \$18.

WOMEN'S IMPORTED COATS, \$5.

Last week we started the selling of about 200 Ladies' Imported Coats at \$5. The number fell to 55. We have received another lot, and there is still about 100 to choose from. These garments started the season at from \$8 to \$15, and at those prices were unmatched values. They are made principally from Beaver and Cheviot Cloths, plain or broad-trimmed, or fur-trimmed. We ask you to examine these before you buy.

WILLINERY.

Do you want one of those real French Pattern Hats or Bonnets that made our first show this season so particularly attractive? They've served their purpose, and you may choose from them today at about one-third cost to us. Your choice for \$5. Any other trimmed millinery at half price. Ladies' and Misses' Black and Colored Walking Hats, 75 cents and \$2.

BLANKETS.

There must be a reason for this blanket selling passing all former records. It is worth money to you to understand the reason, and be guided to this one best blanket store. It isn't what we say that keeps the old store a hive of busy-ness. It is what we do. See the marvelous values offering at \$2.50, \$3 and \$4 a pair.

DUNDAS STREET KINGSMILL'S CARLING STREET

FLUID BEEF SET (Made of Pure Aluminum.)

A Handsome and Convenient Outfit for Room or Office. OUR SPECIAL OFFER: 1 Tray, 1 Spirit Lamp, 2 Cups, 2 Spoons, 1 Water Boiler, 2 Salt and Pepper Casters, 1 Bottle Methylated Spirits, 1 16 oz. Bottle JOHNSTON'S FLUID BEEF (Brand Standard). The whole neatly cased for \$3.50. Express prepaid on receipt of price.

THE JOHNSTON FLUID BEEF CO., MONTREAL.
555-VANWATW

KIND WORDS.

Many chances occur to newspaper publishers to show to their advertisers where direct returns are received from their advertising. When the potent power of an advertisement is applied to an article in a paper that is read by people at their homes, the returns are sufficient to the advertiser to warrant a continuance of his patronage in that medium. It has always been the custom of The Advertiser to look out for occasions where benefits have been derived, especially to outside patrons. The following letter has just been received from the Munyon Homeopathic Home Remedy Company, of Philadelphia, whose aggressive advertising in The Advertiser during the past few months has been very effective on account of the authenticity of their testimonials and the bright style of advertising used. The testimonial referred to in the letter was secured by an Advertiser representative, and was the result of reading the advertisement in this paper.

—Philadelphia, Dec. 21, 1896. "Advertiser Printing Company, London: "Dear Sirs,—We desire to extend to you our sincere thanks for the very

Is It To Be Diamonds?

If your Christmas giving is to be along the line of Diamonds, we can most certainly interest you, especially in RINGS and PENDANTS, such as Stars, Sunbursts, etc.

Not only is there 'style' to them, but you can place confidence in our qualities and values.

Our special \$10.00 Diamond Solitaire is a marvel of beauty and value—18 karat setting.

A. MORPHY & CO
DIAMOND MERCHANTS,
178 DUNDAS STREET,
J.W.

R.K. Cowan

Barrister, etc., over Bank of Commerce London.