

Character in Men's Clothes

We design and cut all our made-to-order garments. There is individuality to the style and cloth.

O. LABELLE & CO.
Merchant Tailors.
346 RICHMOND STREET.

R. K. GOWAN
BARRISTER, SOLICITOR, ETC.,
County Bldg., next Court House, London.

GRIFFITH BROS.
LEADING FUNERAL DIRECTORS AND EMBALMERS
Private Ambulance in Connection.
104 DUNDAS ST. PHONE 459.
CARL MILLER, Asst. Manager.

SMITH, SON & OLARKE
UNDERTAKERS
115 DUNDAS ST. PHONE 586
629 DUNDAS ST. PHONE 678
Residence on Premises.
Private Ambulance Service.

FERGUSON & SONS
Funeral Directors
180 KING STREET.
PHONES 543, 373, 2056.
OPEN DAY AND NIGHT.

Logan & Ball
Funeral Directors
412 RICHMOND ST. PHONE 138.
Residence on Premises.

W. H. Winnett
Has just received a consignment of fresh-milled

D. L. & W. Scranton Coal
ALL SIZES
Good time to get your bin filled with dry, bright, well-screened coal. Best in city.
Phone 481. Office, Horton and William Streets. ywt

The Stylish Woman
has her corsets made to the special requirements of her figure.
MISS L. QUINN
will tell you all about the best of custom corsets. 274 Dundas Street.

KINDLING \$1
WOOD Per Load
Delivered to All Parts of the City.
LONDON BOX CO.
309 BATHURST ST. Phone 528.

When You Think of Christmas Think of Coal
For yourself first—Have you got enough in the bin at this time. Then for others—Coal is such an acceptable gift for everybody.

Hunt Bros. Ltd.
OFFICE, 363 Richmond. Phone 123.
YARD, Waterloo-M. C. R.
Phone 412.

Green & Co.
495 YORK STREET
SOL MURRAY MINE ANTHRACITE CHESTNUT COAL. No smoke, no cinders; burns bright; best burning coal in the city, and only \$5.50 per ton.
GOOD DRY SLABS \$1.50 PER LOAD.
PHONE 1391

THE LONDON LOAN AND SAVINGS COMPANY OF CANADA

Dividend No. 65
Notice is hereby given that a dividend at the rate of 5 per cent per annum on the capital stock of the company has been declared for the current half-year, and is payable on Dec. 31, 1909.
M. J. KENT, Manager.
London, Dec. 22, 1909.

A "PENN." DIVIDEND.
Philadelphia, Dec. 22.—The directors of the Pennsylvania Company declared a semi-annual dividend of 5 per cent, which makes the dividend paid for the year 8 per cent, an increase of 1 per cent.
The directors of the Pittsburgh, Cincinnati, Chicago and St. Louis Railway Company declared a semi-annual dividend of 2½ per cent on the common stock. This is an increase of half of one per cent over the previous semi-annual payment. The usual semi-annual dividend of 2½ per cent on the preferred stock was also declared.

The Canadian Pacific Railway City Ticket Office, will be open tomorrow (Friday) evening for the sale of Christmas and New Year's excursion and other tickets.

Order Hamilton's

Hamilton's Porter is fully aged. It is the best. Ask for Hamilton's when you are buying.

Order Hamilton's

THOS. WILSON
Merchant Tailor
212 DUNDAS STREET
HIGGINS' BLOCK. Telephone 594

OUR RECORD
Is before the public for some years. Here it is:
GOOD CLEAN COAL,
GOOD DELIVERY,
COURTEOUS TREATMENT.
Make one of our customers.
MAY BROS.
685 YORK STREET.
PHONE 1224.



Several Pointers on Our Coal
It is free from slate and stones—burns clear and bright, and gives out more heat to the ton than any other coal. Orders filled for any size coal, and delivered promptly.

D. H. GILLIES & SON
PHONE 1312.

All Yield First Place to JOHNSTON BROS' XXX BREAD
Your own interests demand that you eat Johnston Bros. XXX Bread. It is purest, lightest, sweetest and best.

Johnston Bros. Phone 944
LONDON AND DISTRICT

A Card of Thanks.
The trustees of Byron public school extend a hearty vote of thanks to Mayor J. W. Little for his generous gift of Christmas boxes to the school children this year, and also for years past.

Card of Thanks.
The Sisters of St. Joseph, in charge of the Roman Catholic Age People's Home and Orphan Asylum, beg leave to acknowledge the receipt of checks for \$50 and \$15, respectively, from the Irish Benevolent Society, and the sisters herein express their sincere thanks to that estimable society for its very generous assistance towards making Christmas a truly happy one.

Found Its Way.
That The Advertiser is a widely-known newspaper was shown by a letter handed to us this morning by the London postoffice addressed "The Advertiser, Ontario, Canada." It was sent from Washington, D. C., on Dec. 20. There may be other papers by the name of The Advertiser in this province, but it shows that this paper receives first consideration.

Presentation to Mr. Vanstone.
There was an interesting occasion at Askin Street Church last night, after prayer meeting, when Mr. J. H. Vanstone, who for ten years has had charge of the coupon system for raising the funds of Askin Street Church, and who has always proven a most efficient and courteous official, was presented by the quarterly board with a beautiful armchair and an address.

Festal Carol Service.
A festal carol service, composed entirely of carols selected from the Anglican hymnal, was rendered in St. Paul's Cathedral last night by the choir, and delighted a large number of people who were present. Mr. George B. Sippi presided at the organ. The lessons during the evening were read by Dr. Moorhouse, Rev. J. G. Perdue, Rev. Principal Waller, Archdeacon Young, Canon Dunn and Bishop Williams. The carol service will be rendered again at the Sunday evening service.

A Golden Wedding.
The home of Mr. Rufus Mackay, of Byron, was the scene of a quiet but very interesting event on Tuesday afternoon, when Mr. and Mrs. Mackay celebrated their golden wedding. Only immediate friends and relatives were present. Of the children, Mr. Charles Mackay, at home, and Mrs. Wm. Gill, of North Battleford, Sask., were present. The other daughter, Mrs.

LADIES' BRILLIANT COMBS
Opened up a large consignment of these, and now offer some bargains. New goods, new designs, at the lowest prices.
SUMNER
The Quality Jeweler,
380 RICHMOND STREET.

X CREEK LEHIGH COAL
IS JUST WHAT U WANT. TRY IT TODAY.
John Mann & Sons
401 Clarence St.
425 York St.

Parnell The Bread Man

Wishes to convey to his customers, one and all, his sincere appreciation of the patronage accorded him during the past year, and to wish all

A Very Merry Christmas and a Bright New Year

A Superb Display of Beautiful Christmas Gifts

FRENCH PERFUMES,
ENGLISH PERFUMES,
NURSES' CHATELAINES
(CASES in genuine seal),
EBONY MILITARY BRUSHES,
MANICURE SETS,
DRESSING CASES,
PERFUME ATOMIZERS,
EBONY MIRRORS.

Cairncross & Lawrence
Chemists and Druggists.
216 DUNDAS ST. LONDON

Andrew Mair, also of Battleford, was unable to attend. Among the presents received from the children in honor of the occasion was a beautiful gold watch for Mrs. Mackay, and an easy armchair for Mrs. Mackay. Mr. and Mrs. Mackay have lived continuously on their farm for forty-three years, and are widely known in Westminister and Delaware, and held in the highest esteem by the whole community.

A Welcome Visitor.
Brantford Expressing: Mr. Justice Magee (a former Londoner), was a welcome visitor at the dinner of Warden Sanderson last night. At the conclusion of the toast list his lordship made a very appropriate speech for the occasion, in which he said he was struck by the high plane of thought revealed by the representatives of the agricultural interest. The remarks of the judge were enthusiastically received.

Died in Detroit.
Mrs. Mary Ryan, relict of the late Matthew Ryan, died yesterday at the home of her nephew, Mr. Frank Taylor, 172 Porter street, Detroit. The funeral will be held tomorrow morning from Smith, Son & Clarke's undertaking rooms, and interment will be made in St. Peter's Cemetery. Mr. Richard Taylor, of 94 Cartwright street, is a nephew.

Don't Forget the Newsboy!
While everyone is thinking of the Christmas gifts, don't forget the newsboy. He is the faithful friend of every household, a regular visitor who never fails. So when making a list of Christmas gifts, let the carrier boy figure at the head of the list. He is a hard-working youngster, and deserves it all, and a little gift will help to make his Christmas a happy one. So don't forget him.

A Former Melrose Man.
Mr. Thomas Jaynes, formerly of Melrose, died in Port Huron on Tuesday at the home of his daughter, Mrs. John W. Gray, after a brief illness. He was in his 75th year, and was born near the Bay of Quinte. When a young man he came with his parents to London Township, and settled near Melrose, where he lived until a short time ago. He is survived by one daughter, Mrs. John W. Gray, of Port Huron; two brothers, Milo Jaynes, of this city; and Alonzo Jaynes, of Melrose, and one sister, Mrs. Hannah Carey, of London. The funeral will be held on Friday at Melrose.

Hicks on Christmas Weather.
Rev. Irl R. Hicks, in his weather forecast for December says that "a regular storm period will be central on the 22nd, covering the 20th to 25th. This period is at the centre of the winter solstice. In all reason it will bring heavy winter storms on land and sea. The mercury period begins at this time, and will increase the intensity and prolong the existence of storm conditions. This means hardship and danger to unprotected livestock and unwatchful men. These storms are apt to continue over the limits of the period in consequence of the mercury disturbance and the opposition of the moon on the 25th." For the balance of the month we are promised storms of sleet and snow, blizzards and winds and cold.

The Grand Trunk City Ticket Office will be open on Friday evening for the sale of Christmas excursion and other tickets.
Closed, heated carriages for all occasions. Hueston's Livery.

CLOSING OF THE AUTUMN TERM

'10 Arts at the Western University Make Merry.

Last night the senior class at the Western University celebrated the closing of the autumn term by holding a delightful and informal banquet. Everything went off pleasantly and everyone felt very much at home. During the progress of the dinner some enthusiastic members of the other years amused themselves by rolling balls and dropping weights on the floor above. But the seniors didn't mind even a "trifle," and they report having had a rousing time. Mr. Arthur L. G. Clarke, secretary of the class, presided as toastmaster in his usual inimitable and mirth-provoking style. The toasts were replied to as follows: "The King," by singing the National Anthem; "The Class of '10," by the class president, N. L. Ward; "The Western University," by E. N. Ward; "The Faculty," by President James; "The Literary Society," by E. Hawkins; "Athletics," by W. A. Nixon; "Our Absent Friends," by singing "Auld Lang Syne," and "The Ladies," by V. D. Howell. Among those present were President and Mrs. James, and Misses Reynolds, Lewis, Stockwell, Taylor, Thompson and Woolverton.

COMMISSION DECIDES FOR FIVE-LETTER CODE

Ottawa, Dec. 22.—The railway commission yesterday decided to cable code dispute against the Canadian Manufacturers' association and in favor of the telegraph companies. The manufacturers argued that the new telegraphic rates on code messages, making five letters instead of four, would be an impossible burden. Judge Mabey decided in favor of the telegraph companies, the rule to go into effect on July 1 next. The rule applying to international traffic will go into effect at once.

MR. ESTABROOKS PRESIDENT

Annual Election of the St. John Board of Trade.

Mr. T. H. Estabrooks, proprietor of Red Rose tea, was this week elected president of the board of trade of St. John, New Brunswick. In no city in Canada is the board of trade more intimately identified with the ambition and prospects of the city, and in no city is the board of trade more actively engaged in the improvement of the city than in St. John. The St. John Sun says: St. John is fortunate in the men who serve and have served her interests in the difficult and responsible position of the board of trade. Mr. W. E. Foster, whose two years' term of office came to a close yesterday, has been particularly active and energetic. Under his administration the board has largely increased its membership and efficiency and has been unremitting in its efforts for civic advancement. And in his successor, Mr. T. H. Estabrooks, the board has secured a man admirably equipped in public spirit and business energy and experience to carry along vigorously and progressively the board's work for the up-building and development of St. John. In the present circumstances Mr. Estabrooks is peculiarly well fitted for the position. His personal ability and vim he has built up from small beginnings one of the most successful business enterprises in the Dominion. One of the chief factors in this success has been extensive and intelligent advertising, and Mr. Estabrooks, we believe, recognizes this and recognizes also that civic as well as private business is capable of development by similar methods. There is nothing St. John needs more at the present time than an energetic and well-directed campaign of publicity.

Change in C. P. R. Coast Trains.

During the winter months C. P. R. Transcontinental train No. 1 will be discontinued. Last through train will leave Montreal at 10:10 a.m. on Dec. 28. On Dec. 29, 30 and 31 this train will run through Montreal to Calgary. On and after Jan. 1 train No. 1 will run between Winnipeg and Calgary only. Train 57, which leaves Montreal daily at 10:30 p.m. will run as usual during the winter months.

The Ladies Were There.

A crowd of between three and four thousand ladies of London and vicinity attended the Christmas exhibit Tuesday, at the Globe Furnishing Company's store, 644 Dundas street, East London. An advertised each lady was presented with a souvenir. Unfortunately a number of ladies who presented their coupons at the last minute were disappointed, as no such crowd was expected and provision not made for over 2,000. No such gathering of ladies was ever seen before in East London. A large number of articles were found next morning in clearing up, such as side combs, hair pins, knitted mitts and tails of ladies' coats, which were kept in perfect condition and delivered to the rightful owners on application.

Street car fares in Bordeaux, France, are less than 2 cents a ride, and people pay only half that between 5 and 6 in the morning and 6 to 7 at night. The negroes of the United States formed in 1890 18.8 per cent of the population; in 1890, 19.12 per cent; in 1890, 19.11 per cent; in 1890, 19.12 per cent, and in 1890, 19.13 per cent.

JACKSON'S MEAT MARKETS

A Christmas gift that is worth while. Send your friends a roast or quarter of our choice Christmas Beef, and you are sure to be making a Christmas gift that will be appreciated. The finest beef in the city, slaughtered by our own men, at our up-to-date private abattoir on the Wellington road.

Specials For This Week

Leg Roast Pork 14c
Sugar-Cured Ham 16c

STALLS 1-2 MARKET HOUSE, PHONE 2859.
87 WELLINGTON STREET, PHONE 1057.

GILLEAN'S

BUY JEWELRY GIFTS AT 1/4-Off 1/4-Off

A genuine sale that gives one-quarter reduction on every article in the store—positively no reserves and goods guaranteed the same as at any other time during the year.

If It's a DIAMOND See These Prices

Ladies' Diamond Ring (single), \$8.50, sale price \$6.40
Ladies' Diamond Rings (3-stone), \$36.00, sale price \$27.00
Ladies' Diamond Rings (5-stone), \$48.00, sale price \$36.00
Ladies' Diamond and Opal Cluster Rings, \$28.00, for \$21.00
Lady's Ring, with 6 Diamonds and Ruby, \$24.00, for \$18.00
Lady's Ring, with 1 Diamond and 2 Rubies, \$18.00, for \$13.50

SIGNET RINGS

Ladies' Gold Signet Rings, 10-k, \$2.00, sale price \$1.50
Gents' Gold Signet Rings, 10-k, \$3.00, sale price \$2.25
Gents' Gold Signet Rings (good weight), \$4.00, sale price \$3.00
Gents' Gold Signet Rings (very heavy), \$5.00, sale price \$3.75

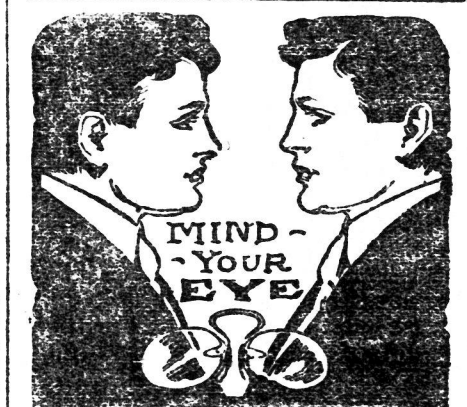
Sterling Silver Spoons

Sterling Silver Tea Spoons, were \$9 a dozen, now \$6.75
Sterling Silver Coffee Spoons, were \$6 a dozen, now \$4.50
Sterling Silver Coffee Spoons, were \$5 a dozen, now \$3.75

Bracelets

Ladies' Expansion Bracelets, were \$2.50, now \$1.90

STORE OPEN TONIGHT AND CHRISTMAS EVE.
THOS. GILLEAN 402 RICHMOND STREET



GOLD SPECTACLES OR EYE GLASSES

Make a Very Useful Christmas Gift

We put them up in a nice case for presentation, and examine the eyes at any time after, for the proper correcting lenses.

TAIT-BROWN OPTICAL CO.

PHYSICAL EYE SPECIALISTS,
And Makers of High Grade Spectacles and Eyeglass.



Santa

Is ready for his Christmas dinner. Fat coat and boots are discarded. He

Prefers

dress suit, white vest and immaculate linen means faultless laundering.

Our Laundering

Of course. How about your Christmas linen? Why not follow Santa's good example?

Forest City Laundry
"The Home of Cleanliness."
72-74 KING STREET.
White Wagon Will Call.
Phone 1043.

ROSS' Manufacturing Furriers

As a Christmas gift nothing more seasonable, fashionable, comfortable or useful can be given than some article in Fur.
Our stock was never larger or more attractive than now. Our values will bear comparison with that of any manufacturer in the trade.
Every garment guaranteed as represented. Money refunded if goods are not approved of.
Fur Sets, Muffs, Ruffs, Stoles, Scarfs and Neckpieces, in rich variety, in Mink, Persian Lamb, Sable, Fox, Lynx, Squirrel, etc.
In the face of an advancing Fur market, early buyers will profit.



ROSS' STORE FOR WOMEN

In Our Ladies' Wear Department
Attractive and Refined Selection in Waists and Neckwear

Dainty Waists will make highly desirable as well as practical presents. Selections here offer you an unlimited choice. New and handsome models in Net, Messaline, Taffeta and Chiffon, in a wide range of colors. Priced from \$2.75 to \$15.00.

Dainty and Distinctive Styles in Neckwear

Boxed Ruchings, six lengths, 25c
Boxed Fancy Collars, 25c
to \$1.25
Boxed Bows, all colors, 25c
Large assortment of Belts, Jabots, Lace Stocks, Scarfs, etc.

THE STORE FOR WOMEN

196 DUNDAS STREET LONDON, ONT.

MOTHERSPOON ESTATE.
Toronto, Ont., Dec. 22.—The will of Dr. William Motherspoon, Ireland, late of Musselburgh, Scotland, where he died May 17, was filed in Toronto today. Part of the estate consisted of Canadian securities, 20 shares of Con-

sumers' Gas stock valued at \$2,000, and 35 shares London and Canadian Loan Agency, worth \$1,925. Dr. Motherspoon's son, Thomas Ireland, who lived at Neguri, Bilbao, Spain, gets \$1,925 day. Part of the estate consisted of and his late father's sword, weapons and all war medals.