vatory of Music and School of Elocution at present.

W. Caven Barron, Principal

ADVERTISEMENTS SINCE LAST ISSUE

Xmas Goods—R. Lewis,
Flat to Let—Goo, T. Hiscox.
Cook Wanted—Mrs. Smallman.
Milk for Sale—Sifton's Creamery.
Holp Wanted—Grigg House,
Holly, etc.—J. S. Pearce & Co. Miss Agnes Dunlop—Service of Praise.
Christmas Presenta at Johnston's.
Plebiscite Gathering—Victoria Hall.
Great Bargains—Burns, the Clothiers,
Xmas Presents—Graham Bros.
Xmas Presents—A. Screaton & Co.
Bargains in Presents at Whiskurd's.
Fine Furs—Rivard.
Holiday Sale—W. J. Reid & Co.
Xmas Presents—Calrucross & Lawrence,
Man Wanted—G. W. Kont.
Donshoe's Magozine.
Service of Praise—Dundas Street Conter.
Girls Wanted—W. W. Osborne.
Lecture—First Presbyterian. Miss Agnes Dunlop-Service of Praise. Greis Wanted—W. W. Osborne.
Leoture—First Presbyterian.
Jubilee Singers—First Congregational.
Master Willie Kerr—Service of Praise.
Michael J. Fanning—Victoria Hall.
Meeting—irricklayers' and Masons' Union.
Mr. Wm. Moxon—Service of Praise.

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COMPTERCE AND FINANCE.

Latest Market Reports by Mail and Telegraph.

London Money Market.

London Money Market.

London, Dec. 14—12:39 p.m.—Consols, 98 1-16
for money, 98 3-16 for account; Mexican, 15;
Mexican Central, 55; 5t. Paul, 65% Eric, 168-conds, 80%; Pacific Central, 50;
Reading, 10%; Canadian Pacific, 76; New York
Central, 10; Illinois Central, 96; Bank of England rate, 3 percent; open market discount, 24.

New York Stock Market.

New York, Dec. 14—1 p.m.—Stock market.

New York Stock Market.

New York Dec. 14—1 p.m.—Stock market
dull but weak.

Atchison. 193 C. B. & Q. 783
Can. Southern. 54 Can. Pacific. —
Del. & Hudson. — 1, & N. —
Lake Shore. 1203 D. & L. —
Nor. Pacific. — Nor. Pacific. pref. 221
Northwestern. 1028 Mich. Central. —

Rhode Island. 683 N. Y. C. 102
Et. Paul. 63 St. Paul. pref. —
Union Pac. 218 Western Union. 883

Montreal Stock Market. Montreal Stock Market.

uluth Railway, preferred... rand Trunk Ry., firsts..... rand Trunk Ry., seconds... ommercial Cable Company Commercial Cable Company
Wabasa, preferred.
Wabasa, preferred.
Wabasa, preferred.
Wabasa, Preferred.
Wabasa, Preferred.
Wabasa, Street Railway.
Wontreal Gas Company.
Heil Telembone Company.
Hoyal Elemented.
Gonario Bank
Bancue du Peuple.
Wolsons Bank
Wolsons Bank
Wolsons Bank Banque du Peulle
Miclions Bank
Bank of Toronto
Banque Cartior
Merchants' Bank of Halifax
Union Bank
Bank of Halifax
Union Bank
Bank of Commerce
N. W. Land Company
Wontrasi Cotton Company N. W. Land Company 122 117.

Montreal Cotton Company 122 117.

Canada Colored Cotton Co. 72 67.

Dominion Cotton Company 115 16.

SALES-Canadian Pacific, 4 at 72; Commercial Cable, 75 at 138; Merchants, 5 at 154, 25 at 154.

Toronto Stock Market on Life. Huron and Eric L. and S.
Huron and Eric, 20 per cent.
London and Canada, L. and A.
London Loan
London and Ontario
Ontario Loan and Debenture.

SALES Compares 5.1, 3 and SALES—Commerce, 6, 1, 3 and 7 at 1364; Imperial, 15 at 179; British America, 20 and 20 at 117; Ostern Assurance, 20 at 134; Consumers Gas, 15 at 1894, 3 at 1862, 128 at 187.

Fresh Buckwheat Flour Orders delivered free in the city.

A. M. HAMILTON & SON, 373 Talbot St. Telephone 662.

COMMERCIAL.

Local Market Quotations.

Local Market Quotations.

Reported by A. M. Hamilton & Son.

Thursday, Doc. 14.

Business was quiet on this market to-day.
The only line in which there was any change was outer. They sold at 90c to 33c. Wheat was quet. Butter and easy steady, the strongest demand existing a long stoady at \$5.00 to 155.

Easy to be easy. Dressed hogs stoady at \$5.00 to 155.

Hay was slow at \$8 to \$5.00 for the best. General values as follows:

Brains.

Wheat, white, fall, loo bis. \$93 to 98.
Wheat, red, fall, per 100 lbs. \$93 to 98.
Wheat, red, fall, per 100 lbs. \$93 to 98.
Wheat, gring, per 100 lbs. \$95 to 150.

Wheat, spring, per 100 lbs. \$95 to 150.

Wheat, per 100 lbs. \$95 to 150.

Brains, per 100 lbs. \$95 to 350.

Feas, per 100 lbs. \$95 to 350.

Brains, per | Hatter, sancie rolls, per tolls, per tolls Toronto Market.

FLOUR-Straight roller, \$2 75 to \$2 85; extra #I.OUR.—Straight roller, \$2.75 to \$2 co; extra \$2.50 to \$2.75.

WHEAT.—White, 67c to 57c: spring, No. 2, No to 57c: red winter, 57c to 57c; goose, 54c to 54c: Manitoba hard, No. 1, 73c to 73c; Manitoba hard, No. 2, 71c to 71c; Manitoba hard No. 3, 66c to 66c.

PPAS-No. 2, 51c to 51c,

FEED.—No. 2, 55c to 57c,

BARLEY.—No. 1, 40c to 41c,

OATS.—No. 2, 22jc to 22jc,

OATS.—No. 2, 22jc to 22jc,

Maybet a little more active than usual, Sales

Market a little more active than usual, Sales —Red and white wheat outside at 56½ to 57c; oats outside at 51½ barley Ao. 1 outside at 41c; peas outside at 51½ to 52c. English Markets.

Beerbohm s reportby cable Loxnon. Dec. 14.

Floating cargoes—Wheat quict; corn none.
Cargoes on passage—Wheat and corn quict.
Mark Lane—Number of floating cargoes on
Sale off coast, between 5 and 10.
Weather in England cooler.
Liverpool—Spot wheat firm, but not active;
corn steadily held; No. 1 Cal., 5s 6d—unchanged.

Dec. 12. | Dec. 13. | Dec. 14.

Montreal Produce Market.

American Markets.

NEW YORK, Dec. 14. stern, 50c to 57c.

io 183c. SUGAR—Stendy: Standard "A," 4 3-16c to 48c; confectioners "A," 44c to 4 5-16c; cut-loaf and crushed, 5c to 53-16c; powdered, 4 9-16c to 43c; granulated, 4 3-16c to 43c. CHICAGO, Dec. 14.

WHEAT-Spring wheat -

extra red, 53; No. 1 Willia, 53 asset, coloring weak; No. 2 red, 61c to 61c; No. 1 Willia, 61c to 65c; No. 3 extra red, 52c to 63c. The only sale was 1 car No. 2 red at 64c.

CORN—Market very quiet, but feirly steady; No. 2 yellow, 42c to 62c; No. 2 corn., 41c to 41c; No. 3 corn. 30c to 40c; No. 3 corn. 30c to 41c; No. 3 corn. 30c to 41c; No. 3 corn. 30c to 40c; No. 3 corn. 40c to 41c; No. 3 corn. 30c to 40c to 40c

iberal. RYIS-Dull; No. 1, 55c: No. 2, 55c, in store, FLOUR-Dull, but firm. MILLFED-Firm; offerings light, Live Stock Markets.

EAST BUFFALO, N. Y.

Slonds, Market dull and weak, with a light demand. Local butchers compiain bitterty about the state of the dressed meat with market. All the markets are

ly about the state of the dressed mea market. All the markets are overstocked but poultry, game, otc., which is selling a such low prices are to the beavy meats. A long control of the dressed mea such low prices are to the heavy meats. A long could fact cover and helfers sold at §3 leer cwt, and some coarse, heavy, rough steers, if 1,250 lbs, went at §3 35, and were slow of sale at that.

Those-Offerings, IS loads of fresh and 4 loads of held-over stock. Market sie ady and firm, but of offerings selling at §5 40, except for good prime light lots and pigs., which sold up to \$5.52. Local packets were out for hogs, and with favorable eastern a dries and this could be sold as \$5.50 km sizes, \$5.50 km, \$5.50 km,

per dozen bunches 20 to 50 to

[Hamilton Speciator.

—Messrs, Dayton & McCormick gave another of their pleasant informal hops at the Palace Dancing Academy Wednesday evening. A very large crowd attended.

—Atter a weary month in the prison toils, Abraham Pinkham, who pleaded guilty to stealing grain from the barns of John Sifton, London township, has been released.

-The many friends of Rev. Dr. Douglas, —The many friends of Rev. Dr. Douglas, of Montreal, will regret to learn that he is seriously ill with la grippe. He has been confined to bed for the past two weeks and will not be up for some time yet.

—Dr. Peter B. Wood and family have gone to reside in Hamilton, where Dr. Wood has begun the practice of his protession on Hess street. The ex-ball player's pany friends in he retire city wish him

many friends in his native city wish him

-resident purke, or the Young Liberal Club, has arranged to have Hon. L. H. Davies, the elequent Liberal leader from Prince Edward Island, deliver an address

Parliament.

—Mr. T. G. Davey, of this city, is well represented at the great Chicago Kennel Club show. In English setters he enters Esmeraida, Liberty II., Monk of Furness Lill and Roy of Coleshill; in pointers, Lady Gay Spanker. They are famous dogs.

—The case of Mr. Lane against his brother-in-law, Alfred Hall, of con. 1, London township, has been postponed till Monday on account of the non-appearance of the plaintiff. Lane, it is said, worked for Hall during the summer and now claims \$33 wages.

thoroughly clean out the office, at the com-pletion of which the headquarters of the Middlesex County Council were renovated. Next week the Court House will undergo a thorough overhauling.

a thorough overhauling.
—In County Crown Attorney Magee's office yesterday morning Sheriff Cameron, Mar. John Macpherson and Squire J. B. Smyth balloted for 48 petit and 28 grand jurors for the Winter Assizes, which are to open on Jan. 9 before Mr. Justice Rose. At the request of Mr. Magee permission has been grayted by the Attorney-General to try both criminal and civil cases at the approaching sitsing of the court.

by the Attorney-General to try both criminal and civil cases at the approaching sitting of the court.

—At a meeting of the Emerald Beneficial Association Wednesday the election of officers took place, resulting as follows: Rev. M. J. Tiernen, chapiain; Thos. F. Gordd, president; J. Tierney, vice-president; M. J. Quirk, recording secretary; Philip Mohan, financial secretary; J. B. Henry, treasurer; F. Kenny, marshal; M. Delancy, treasurer; F. Kenny, marshal; M. Delancy, treasurer; E. Kenny, marshal; M. Delancy, treasurer; E. Kenny, marshal; M. Delancy, treasurer; E. Kenny, messenger; W. Hickey, guard.

—Through a misprint the following figures were misquoted in an address on a narcotics at the workers' convention, South London. The following figures were misquoted in an address were the ones given: Number of cigars taken out of bond for consumption during twelve months ending June, 1892, 104,000,000, representing at retail price about \$5,000,000,000, instead of \$25,000,000 as printed; number of cigarettes, 49,090,000, the retail value of which would be about \$600,000, instead of \$40,000,000.

—The funeral service of the late James A. P. Pool was held fearn his residual price and the control of the service of the late James A. P. Pool was held fearn his residual price and the control of the service of the late James A. P. Pool was held fearn his residual price and the control of the service of the late James A. P. Pool was held fearn his residual price and the control of the service of the late James A. P. Pool was held fearn his residual price and the control of the service of the late James A. P. Pool was held fearn his residual price and the service of the late James A. P. Pool was held fearn his residual price and the service of the late James A. P. Pool was held fearn his residual price and the service of the late James A. P. Pool was held fearn his residual price and the service of the late James A. P. Pool was held fearn his residual price and the service of the late James A. P. Pool was held fearn his re

Instead of \$40,000,000.

The funeral service of the late James A. P. Peoi was held from his residence, London township, yesterday, Worshipful Bro. Thomas Clark, of St. John's Lodge, A., F. and A. M., this city, read the Mesonic liturgy for the occasion. A large number of members of that body, as well. number of members of that body, as well a of Fidelity Ledge, A. O. U. W., werpresent. The procession wended its war to the G. T. R. station here. The caske was taken to Suspension Bridge, N. Y. Burial was to take place at Dicker

The Residue of the place at Dickersonville Commercy.

-No doubt much of romance has been written in regard to the treatment accorded to the Russian exiles in Siberia, but the Vard, - Burwell St. at G. J. R. Lyman, agents:

bare facts, could they be written, of the untold cruel ties perpetrated by the myrmidons of the autocratic Czar of all the Russias on the victims of political intrigue would fill volumes of more extraordinary and blood-curdling seenes than could well be imagined by a Victor Hugo or any other writer. Mr. Faskin will handle the subject at the First Presbyterian lecture hall this evening.

HANDSOME
NEW AND CHEAP

The property of the past week.

Mr. E. B. Smith has an attack of grip.

Adiphtheria card has been put up on Askin street, South London.

Market Weigh Scales Clerk Healy has been ill with tho grip for the past week.

Mr. W. K. Summer, of Ingersoll, is confined to his home with a severe attack of la grippe.

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W. W. K. Summer, of Norwich, have been the guests of Mrs. Capt. Wilson, Maple street.

Miss Empleon; reading, Sister Cheasley; recitation, Miss Pannal; song, Mr. Harding; duet, the Misses Bartholemew, of Norwich, have been the guests of Mrs. Capt. Wilson, Maple street.

—The London Weat Conncil will hold a meeting to-night, when the report of Treasurer Nicholls for the year will be received.

—Rev. D. Robertson, assistant minister at Knox Church, will accept the call from member. A committee was appointed to be received.

—Rev. D. Robertson, assistant minister at Knox Church, will accept the call from member. A committee was appointed to business was pent.

—St. George's Society met last evening. Mayor Essery was elected an honorary member. A committee was appointed to

The Well-Balancing of Good Business cceived.

-Rev. D. Robertson, assistant minister tknox Church, will accept the call from the East London Presbyterian Church.—

distribute the Christmes cheer.

-The first public meeting of the muni-

The first public meeting of the muni-cipal campaign will be held to-night in the City Hall. There will doubtless be a large crowd and a lively time.

The Ottawa authorities have modified the postage rate on Christmas numbers of the Montreal Star to 1 cent for four ounces, the regular newspaper rate. The paper weighs 25 ounces.

welfs 25 ounces.

—President L. W. Burke and Admiral Wm. Wanless have taken charge of the arrangements to put on a grand entertainment at the Princess Skating Rink, under the auspices of the Young Liberal Club entitled. "The Midway Plaisance." The date will be fixed for during the holidays, and no doubt will be the event of the

"Ranch 10" To-Night.

"Ranch 10" To-Night.

Another good audience greeted the Frank Tucker Dramatic Company at the Grand last night. The sterling comedy-drama, "A False Marriage," was given a capital production, with Mr. Tucker as the redoubtable Simpkins, and Miss Claire as Mabel Heath, the heroine. The performance confirmed the good opinion of the theater-goers who enjoyed their previous plays. To-night the powerful melodrama, "Ranch 10," will be put on. A grand family matinee will be given Saturday, and the engagement concludes Saturday evening.

Marvelously Melodious.

The Canadian Jubilee Troups of Singers was the attraction that filled the London West Methodist Church last evening, and a more delighted audience could not have been found. The various selections ren-dered by this marvelously melodious band — A meeting of the executive of the Edwards estate heirs was held in the city to day. The chairman, Mr. Henry Edwards, of Komoka, has matters in a much better shape, as he has a special attorney in New York looking after the interests of the Canadian claimants.

— The Young Liberals are preparing for a grund fancy dress carnival at the Princess Rink in the near future. At a meeting of the executive Vednesday it was decided to recarge the rooms and make them attractions. All "At Home." attrac. All "At Home."

The rear hall in the Duffield Block was The rear hall in the Duffield Block was the scene of a large gathering last night. It was a social reunion and "At Home" given by Court Dufferin, No. 4, I. O. F., for which special arrangements had been made. Addresses were delivered by Messrs. A twell Fieming (High Court treasurer), a lex. Atkman (chairman), James Lucas, James Crawford and Henry Pratt. Through some unforescen cause, Rev. Canon Davis was unable to attend, buring a short intermission refreshments in abundance were served by the ladies. In the musical portion of the programme Mr. W. Shipman won hearty applause for his comic songs, while Mr. Bradley in Irish recitations was equally tavored. Fol-Irish recitations was equally favored. Following was the programme:

Wonderful Enamel Paint .- Blundell Wonderful Enamel Paint.—Blundell spence & Co., of London, Eng., are the nanufacturers of a very superior enamel paint, every color of which will stand the est of hot water and guaranteed not to dee, and will produce exceedingly fine them. When wead in connection with the ss. When used in connection with the ebrated Gold Leaf Substitute paint for ecorating purposes very fine and lasting fects can be produced. For sale in all effects can be produced. For sale in a colors by E. N. HUNT, 190 Dundas street.

1st.—Exactly what you bargained 2nd.-A superior quality of coal and wood.

3rd.—Good value for your money When you buy from us.

XMAS GIFTS!

We have just received special and useful goods for the Christmas trade

Honiton Lace Handkerchiefs, Maltese Lace Handkerchiejs, Embroidered Silk Handkerchiefs, Embroidered Linen Handkerchiefs, Embroidered Lawn Handkerchiefs, Initial Handkerchiejs,

Opera Fans, Opera Gloves, Fan Cases, Opera Wraps, Dressing Jackets, Dressing Gowns.

These goods are all new and are choice.



TELEPHONE 611.

MAITLAND STREET.

202 DUNDAS S

TRY OUR SCRANTON CHESTN

WM. HEAMAN

Copyright, 1893, by The Trade Company HARMONY IN PUBLICITY

-The Dovetailing of Profitable Advertising Into Successful Business. By Nath'l C. Fowler, Jun., Doctor of Publicity.

by Nath 1C. rowler, Jun., Dector of Publicity.

If the rudder and sails don't work together, the ship won't sail.

If there isn't enough fire for the water in
the boiler, or enough water in the boiler
for the fire beneath it, the engine won't
work

work.

A man can't sell black goods in the dark, nor white goods with too much light on

In harmony of method is the success of

In harmony of method is the success of business.
Forty dollar overcoats, on a rickety counter, in a cobwebed store, with a shabby salesman, won't make anybody rich.
The office boy may be an insignificant part of business, but so long as he is a part he must fill the hole of his positiom, or profit will fall into it.
Business has never been successful unless every detail, from the smallest to the greatest, works in harmony with all the other details, that each line may pull with its full strength, without slock or strain. There must not be waste of space, waste of goods, nor waste of energy.

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The advertising must barmonize with the business, out the advertising. Better not force the advertising and the concessions. Better let the business must harmonize with the advertising half way, and the advertising half way, and the advertising half way, and the dustress, but they may come together at the point of profitable harmony.

Dignified advertising must be used for dignified goods. Large space must be had

the point of profitable harmony.

Dignified advertising must be used for dignified goods. Large space must be had for large business. Flashy, cheap advertising is profitable for filmsy stock and transient business.

The advertising is the face of business.

No amount of symmetry of form counts for much unless there be a good face attached to it.

Awertising is that which meets the pub-lic before the public meets the goods, and if it fails to make a good impression the goods will never have a chance, no matter how superior they may be, to impress the public, because the public will not see them.

them.

Advertising is just as much a part of business as the counter, or the bookkeeper's ledger, and it must harmonize with the business. It must be true and correct, a proper and honest representative of that leads of the second or the second of the second or the second or the second or the second of the second or the se

back of it.

Advertising should harmonize with itself, Advertising should narmonize whith treest.
It must not contain contradictory statements. If of the "fire, smoke, and water" order, it should be all of that style. If of an modest and honest order, every line from beginning to end should harmonize with the statement of the state

beginning to end should harmonize with every other line. It must be one way or the other, not half way between, and when it starts to say something in a certain way, it must say it in that way from start to finish.

One great mistake made in advertisement writing is to have part of the advertisement strong and the rest of it weak—a strong statement in the heading, with the so-called filling or descriptive matter so weak and insignificant that the good impression made by reading the heading is completely and insignificant that the good impression made by reading the heading is completely an annihilated by the weakness of that which by reading the heading is completely an nihilated by the weakness of that which

follows.

Another mistake is the conglomeration of typographical styles. One kind of type, or different kinds of type, each harmonizing with the others, are all the styles permissable Bold Gothic does not look well if flanked with ornamental job type Old English style seldom should be used, and ornamental type has no place in the news. ornamental type has no place in the news paper advertisement. Roman fits well into place everywhere. It can follow any style, because Roman is the standard.

because Roman is the standard.

Too many headings distributed throughout the advertisement, all of them prominent, not only offend harmony, but materially weaken the force of the advertisement for three strong points, unless presented one at a time, with sufficient intervals between, are worse than no points at all, for the public carnot swallow more than one swallow at a time.

Hurry up, and get your Xmas photos taken at WESTLAKE'S, 201 Dundae street. Latest styles for holidays. ywt

Frank Cooper secured first prize fo photographs at the Western Fair. Call

surver Polish.

The best manufactured. For sale at J.
E. ADELINS', on the corner, East London.
Try it. Something new. Piles : Piles ! Itching Piles.

SYMPTOMS—Moisture; intense itching and stinging; most at night; worse by scratching. If allowed to continue tumors form, which often bleed and ulcerate, becoming very sore, Swayne's Olymmery stops the itching and bleeding, heals ulceration and in most cases removes the tumors. At druggists, or by mail, for 50 cents, Dr. Swayne & Son, Philadelphia. Lyman, Sons & Co., Montreal, wholesale agents.

LONDON, CANADA.

London and suburbs have a population

London and suburbs have a population 40,000 persons.
London is situated in the garden Canada, midway between the Niagara a the Detroit Rivers.
London is the center of nine differ lines of railway, giving easy access to twhole continent, and to the lakes and seboard.

three great Canadian lines of railway-t Grand Trunk, the Canadian Pacific, and t

Michigan Central.

London controls a line of railway frethe city to Port Stanley, on Lake Erie.

Each day more trains arrive at and depart from London than arrive at and depart from any other Canadian city in the sate time.

London has six banks and eight loan an investment associations.

London is an excellent center for manufacturing and commercial enterprise. There are already established wholesal houses for groceries, hardware, drygood small wares, boots and shoes, drugt crockeryware, etc. There are one or mor manufactories of furniture, engines, boilers stoves, furnaces, iron and brass foundries carriages, burial caskets, agricultural implements, stamped tinware, railway carrollering, cigare, office and school furniture biscuits and confectionery, mirrors an beveled plate-glass, corsets, furs, beer washing compounds acids, woodwork of every description, etc.

and the balance

Wood Coal

Clean, compact, effective; burns fiercely, always ready; no preparation; no kindling; no paper; touch a match, it does the rest.

Kept by grocers, coal dealers and all general stores, and manufactured solely by HILLIAED & McKINLLY,

London, Ont. Patented in Canada and United States

D. FERGUSON & CO., sole agents 48 York s treet, London, Ont. 2xv Southcott's