Tondon Adbertiset. TWO DAILY EDITIONS AND WEEKLY. The Leading Medium for Advertisers in Western Ontario.

THE LONDON ADVERTISER COM-PANY (Limited.)

LONDON, ONTARIO. London, Thursday, Dec. 25.

The Passing of Santa Claus. Under King Charles I., Christmas was a leading festival of the year, being celebrated with much singing and dancing. When the Puritan element came into power the natural reaction was shown upon all festive songs and emblems of Christmastide. Under directions from the austere clergy, street heralds, with hoarse bells, proclaiming, "No Christmas!" took the place of the carols of rejoicing and good cheer. It was surely something of this spirit that prompted a minister of the Gospel recently, in declaring his intention of preaching against the popular childhood conception of Santa Claus. He stigmatizes Santa Claus, as a monstrous lie, blames parents for fostering the idea, and will attempt to uproot It bodily from the child mind and a matter of fact, will look about him, he is bound to be encouraged by the many signs of the decadence of the dear old superstition, for every year sees a smaller percentage of children who be-Heve in the concrete Santa Claus. This is an age of child precocity, and it

is a very small if enthusiastic section

of the community that still pins its

faith to the impossible old gentleman

of the reindeer and whiskers, who goes

hurling himself acrobatically into fire-

But if tomorrow the corporeal Santa were taken out of the question, we would still have the Christmas spirit of geniality, cheeriness and unselfishness. What we may have lost in fable or fairy story has been superseded by something infinitely finer. The charm of the season is no less present today than formerly. For weeks our homes been filled with a host of fascin ating mysteries. There have been by the score. If possessed of the proper Christmas spirit we have obligingly fallen in with all this until intellects naturally acute have been unable to discern that which is as patent as the nose on one's face. It is this gift-giving that constitutes the greatest charm of Christmas. There are those among us, blase and worldweary folk, who designate the custom as genteel blackmail. Much more pleasant is it to think of it as concentrated generosity and unselfishness.

It is a poor heart that at this season does not go out in a genial glo to its fellow-creatures and wish them: well. But these fine feelings would tend to evaporate in mere smoke were they not condensed and directed through just such a channel as gift-giving offers. After all is said, it is everyday, simple kindliness that is the dom-Inant characteristic of the season, and tuned we wil leatch something of the music of the angels of Bethlehem, announcing peace and goodwill to men.

A Warning to Santa Claus.

[S. E. Kiser.] When the tree is in the parlor and the lights are on the tree.

And the strings of colored popcorn are And the strings of colored popcorn are a-dancing merrily.

When the dripping of the tallow makes the drooping branches white.

And the children raise a chorus of unanimous delight.

Oh, Santa Claus, be careful as you gayly sales about. skip about, For you whiskers'll catch fire

don't

and they shout.

watch out! Oh, it's good to hear the shouting of the happy girls and boys.

As you reach up in the branches and untie the swaying toys; He is hardly half a Christian who would stop such joy as this,

And without the tree our Christmas would be robbed of half its bliss, But, Santa Claus, be careful, as you frolic

You'll be turned to pyrotechnics you don't

watch

Is Hamilton Alone in This? [Hamilton Times.] many decent Tories have enough of the gang that ran

last year's council. Woman's Work.

[Cincinnati Post.] The world respects the length world respects the length world recognizes her earliercy. It knows she can do most things as well a man, and many things better. t the thinking part of it remembers the tired faces of the army that is going home from work; searches almost in vain for smiles, and hopes and prays that the day will come when the need for and the needs of the woman in business will be less keen, and the lot of the mothers of a coming generation will be less hard.

Deceased Is Forgiven. [Imlay City, Mich., Times.] An old acquaintance, John Fraser, was buried at Metamora, last week. During our residence at

Metamora, Mr. Freer was one of our bitterest enemies, and the publisher scored him without stint. In the shadow of the tomb all is forgotten. Deceased had his faults. We all have the good traits of them. However, the good traits of deceased greatly outnumbered his faults, and in the great beyond it is hoped that his will be an unbroken family. Rest in peace.

Wanted-A House of Refuge. [Hamilton Herald.]

Six poor old women in the county jail—and their only crimes poverty and old age! What do you think of it?

[Boston Transcript.] Fuddy - I hear your horse threw ou in the park yesterday? Duddy - No such thing. He took advantage of the opportunity while was up in the air to run from un-

Quite a Different Matter.

p-c-o-o-o-o-o-o-o-o-o-A CHRISTMAS GREETING

A Poem of the Yuletide

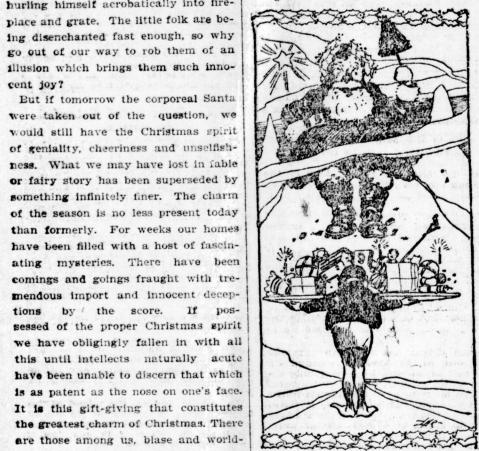
\$-0-0-0-0-0-0-0-0-0-0-ô SONG for old Christmas, For folly old Christmas, The monarch of merriment, fun and good cheer! Let all the bells chiming Ring out with a rhyming For Christmas, good Christmas, King

Pile up the log fire Still higher and higher; He loves the bright blaze of a wide open

No shadow of sadness Must darken our gladness, Christmas, blithe Christmas, now rules the broad earth.

The stars are all winking As if they were drinking Time out of ethereal champagne that he brings.

The winds shout in chorus: 'Long may he reign o'er us! Good Christmas, King Christmas, the greatest of kings!" bumping amongst the chimney-pots,



"HAIL TO KING CHRISTMAS!" O'er snow piles, high drifted,

star. And down the dim ages Saints, sinners and sages Cry, "Hail to King Christmas, who rules near and far!"

His throne is uplifted!
His mantle is pinned by the North Polar

His brows wreathed with holly,

Fat, rosy and jolly, He sways the proud scepter no monarch O'er realms that are boundless And depths that are soundless, For he, mighty Christmas, alone rules the

Then plump be the purses

Of all whom these verses If our spiritual ears are rightly at- May reach, with their tiding; of folly good cheer. Their presents be many,

Their fun best of any, For Christmas comes once—only once—in -Aimee Carey in Philadelphia Ledger.



to the derangement of the stomach.

When the stomach is in a healthy condition the feeling after a meal is one of satisfaction and comfort. Whenever there is discomfort after eating it is a sign of stomach derangement or disease.
Dr. Pierce's Golden Medical Discovery cures diseases of the stomach and other organs of digestion and nutrition perfectly and permanently. The cures effected by this medicine are almost countless.

"I have taken one bottle of Dr. Pierce's Golden "I have taken one bottle of Dr. Pierce's Golden Medical Discovery for indigestion and liver complaint," writes Mr. C. M. Wilson, of Yadkin College, Davidson Co., N. C. "Have had no bad spells since I cemmenced taking your medicine—in fact have not felt like the same man. Before I took the 'Golden Medical Discovery' I could not eat anything without awful distress, but now I can eat anything I wish without having manufactant feelings."

Don't be fooled into trading a substance for a shadow. Any substitute offered as " just as good " as " Golden Medical Discovery" is a shadow of that medicine. There are cures behind every claim made for the "Discovery," which no "just as good" medicine can show. Dr. Pierce's Pleasant Pellets cleanse the bowels and regulate the liver. They produce permaneut benefit and do not react on the system.

Rhymes and Jingles

Johnnie Has a Mead For Business. "Johnnie, what do you want me to buy you for Christmas?" "How much money have you got?"-Cleveland Plain Dealer.

Unpoetic.

"Unristmas is in the air," said Mrs. Fosdick, looking out of the window. "Oh, that's mostly soot you see," her husband explained.-Detroit Free

His One Request. Mamma-Now, what would you like best for a Christmas present? Willie-Oh, I'd like to see the schoolhouse burn down! May I?-Philadelphia Press.

Undoubtedly.

"I wish you a happy and prosperous new year," said the soubrette. "Thank you," replied the contortionist, "I am reasonably sure of making both ends meet."

Sudden and Surprising. "What do you most desire for Christmas, Miss Mabel?"

"Oh, George, this is so sudden!" "Wh-what do you mean?" "Why, of course, I want you!"

Not Through Yet. "What kind of a Christmas did you pass?" asked the friend. "The same as usual," answered Mr. Bliggins sourly. "Twenty minutes of turkey and mince pie, and six weeks of pepsin."-Washington Star.

One Who Knew. Mr. Oompah (Christmas eve)-Maria, I have forgotten where I put Ben's

Erastus Pinkley. "Deed I isn'," answered Mrs. Miami

Brown. "I'ze got a little too much

pride to advertise foh de ordinary courtesies dat a lady has a right to expect." Couldn't Give Herself Away. Charley Easyman-Well, Willie, your sister has given herself to me for a

Christmas present. What do you think of that? Willie-Huh! That's what she done for Mr. Brown last Christmas, and he

gave her back to herself before Easter.

Christmas Causerie. There is a Christmas tide in the affairs of men, which, taken at the flood, leads on to-bankruptcy. A young man will "hang up" more than his stocking if he buys his best

girl a present. The tall man will be short after Christmas.

A man is thankful for small favors; but No. 12 slippers do not come under that head. It will not be necessary to tell the neighbors that you gave your son a drum.-Truth.

That Bad Teddy Brown. The wurstest boy I ever see Is jes' that Teddy Brown; He's jes' as bad as he can be. For one day he came down To visit me awhile an' play An' said our pas an' mas

Jes' give us things on Christmas day, An' th' ain't no Santy Claus. I hain't go'n' play with Teddy Brown; I'd like to well as not, But he says Santy can't come down A chimbly like we got, An' he says how would his sleigh go Last Christmas time, because There wasn't then a speck of snow?

He's jes' the wurstest boy I guess That ever was, an' I Hain't go'n' to play with him, but jes' Go on an' pass him by. So'd you ef you could hear him say That jes' our pas an' mas Will give us things on Christmas day, An' th' ain't no Santy Claus. -Margaret Vincent in Womankind.

So th' ain't no Santy Claus.

Modern Santa Claus.



'Twas the night before Christmas; In each little house The children were waiting

As still as a mouse To hear the puff puff And the pish, chugg and squeal Of good old St. Nicholas

Automobile! -New York Herald. Holden, sent to Kingston penitentiary for complicity in the Napanee bany robbery in 1898, completed his term Wednesday and was released.

Send Name and Address Today-You Can Have It Free and Be Strong and Vigorous for L ife.

IN SURES LOVE AND A HAPPY HOME How any man may quickly cure him-self after years of suffering from sexual weakness, lost vitality, night losses,



Health, Strength and Vigor For Men. varicocele, etc., and enlarge small, weak organs to full size and vigor. Simply send your name and address to Dr. Knapp Medical Company, 774 Hull building, Detroit, Mich., and they will gladly send the free recipe with full directions, so any man may easily cure himself at home. This is certainly a most generous offer, and the following extracts taken from their daily mail show what men think of their generosity: from their daily mail show what hele think of their generosity:

"Dear Sirs,—Please accept my sincere thanks for yours of recent date. I have given your treatment a thorough test, and the benefit has been extraordinary. It has completely braced me up. I am just as vigorous as when a boy, and you cannot realize how happy I am."

"Dear Sirs,—Your method worked beautifully. Results were exactly what I

present.

Mrs. Oompah (calling out)—Benny, come and tell your father where he hid that drum he's going to give you.—Chicago Tribune.

A Matter of Principle.

"Is you all gwine to hang up any mistletoe dis Christmas?" asked Mr.

Erastus Pinkley

"Dear Sirs,—Your method worked beautifully. Results were exactly what I needed. Strength and vigor have completely returned and enlargement is entirely satisfactory."

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Very Likely.

[Chicago Record-Herald.] "I see that some of the guests at the Waldorf-Astoria in New York were greatly exercised the other evening. when an old man at one of the tables closed his eyes and said grace before he started to eat."

"I suppose they decided that he must be crazy to think that prayer would where money is the only thing that goes.'

is the typical Christmas bird, although most families dine on turkey that day, and some like a pair of ducks and a fine roast of beef. The goose must be young, or what is called a green goose. Yellow and flexible feet are a sign of youth. A goose is dressed and trussed in the same manner as a turkey, but the skin should be thoroughly washed.

Sage and onions are the traditional seasonings, and a very good way to stuff a goose is to boil and mash some white potatoes and season highly with onion juice, sage, also salt and pepper. Dredge the outside lightly with salt and pepper and thickly with flour. Lay the goose on a rack in the baking pan and put a few tablespoonfuls of water in the pan; baste often. Twenty minutes to the pound is the average time to allow for the baking. Garnish with blood oranges cut in sections on parsley, celery tips or any other green garnish.

Make a sauce from the contents of the pan, thickening with flour, and after straining add the giblets, which have been cooked until tender in water and chopped coarsely.

An old goose cannot be cooked satisfactorily in this way. It will need to be parboiled and then braised .- Chicago Inter Ocean.

BICKLE'S Anti-Consumptive Syrup stands at the head of the list of all diseases of the throat and lungs. It acts like magic in breaking up a cold. A cough is soon subdued, tightness of the chest is relieved, even the worst case of consumption is relieved, while in recent cases it may be said never to fail. It is a medicine prepared from the active principles or virtues of several medicinal herbs, and can be depended upon for all pulmonary complaints.

Engineers and artificers for the French navy are to be trained on board an old transport which has been turned into a naval schoolship at Bordeaux. She will accommodate 400 eadets, who will go through a four years' course. A LADY WRITES: "I was enabled to

remove the corns, root and branch, by the use of Holloway's Corn Cure." Others who have tried it have the same experi-

The Bushmen, or low-grade Hottentots, on the plains of South Africa have a language which has been declared by Prof. Garnier to be a close approximation to that of the higher apes. It consists of hissing, clicking and grunting sounds.

A MEDICINE FOR THE MINER'S PACK.—Prospectors and others going into the mining regions, where doctors are few and drug stores not at all, should provide themselves with a supply of Dr. Thomas' Eclectric Oil. It will offset the effects of exposure reduce sprains and effects of exposure, reduce sprains, and when taken internally will prevent and cure colds and sore throat, and as a lubricant will keep the muscles in good Two children named Mills have died

n a gypsy caravan at Battersea from eating mu sles. At the inquest a doctor said that a perfectly good muss e would cause the death of a child. The coroner considered there should be regulations for the sale of such food. ATHLETES, BICYCLISTS and others should always keep HAGYARD'S YELLOW OIL on hand. Nothing like it for stiffness and soreness of the muscles, sprains, bruises, cuts, etc. W

Children Cry for CASTORIA

Weak Men Cured Free. FIT! FORM! COMELINESS!



Every lady has her own idea of what is comfortable in orsets.

Many brains have been kept active in the past trying to produce a Corset that will be perfect; and the game goes on. There are still brains kept busy. One of the latest is the Duplex Diagonal Cont !, known as the B. & I. The inventor has a great deal to say in its favor. Wind him up and he talks about its wonderful advantages. They are well made from Good Materials,

Various Forms, Short and Long Waists, Slender and Stout.



The Price is \$1, \$1.25, \$1.50, \$1.75, \$2-Try them at Kingsmill's.

CHRISTMAS CHEER IS HERE!

AND HOW INTERESTING

The Great Bankrupt Stock of \$67,460.00

of RUNIANS, CARSON & McKEE, Purchased at 55c on the Dollar!

Kingsmill is the distributor. It has enabled us to give you desirable goods in every department, so much under value.

What Will It Be? Gloves, Handkerchiefs, Waists, Millinery, Hats or Feathers, something in Bric-a-Brac, a Doll, a piece of Stamped Felt for Embroidering, a Charm, a Purse, a piece of China, any Curios?

"THE BEST."

What every lady says must be true. So many years Wertheimer's Gloves have stood the test. Every pair guaranteed. Every size. Every

color. Every make.		
"The Sovereign," price	\$1	
Walsdorf	1	
Coronet	1	
uede	1	
Carlton	1	
Majestic	1	
Sublime	1	

"NOT WERTHEIMER'S"

89 pairs colored and black Kid Gloves, Runians, Carson & McKee price \$1, Kingsmill's reduced price.....

132 pairs black and colored, odd sizes, odd makes, Runians, Carson & McKee price 75c to \$1 50; Kingsmill's reduced price...... 50a 65 pairs black, 53/4 and 6, Runians, Carson

& McKee price 75c; Kingsmill's reduced 7 pairs only, Washable French Kid Gloves,

price \$1 75, reduced to.....\$1 00 65 THE CHRISTMAS BIRD. How to Prepare and Cook a Goose, Old or Young. A goose in the typical Chairman

SPECIAL NOTICES.

Cushions! Cushions! Feather and Down Cushions from 50c each, Goose Feather Pitlows, Mattresses, Springs, Beds, Brass and Iron Bedsteads, from \$4 each. Bedroom Suites, Sideboards,

Jenuine Castoria always bears the Signature of Chas. H. Fletcher.

When Baby was sick, we gave her Castoria. When she was a Child, she cried for Castoria. When she became Miss, she clung to Castoria. When she had Children, she gave them Castoria.



perts. Preliminary advice free. Charges moderate. Our Inventors' Help, 125 pages, sent upon request. Marion & Marion, New York Life Ridg. Montreal; and Washington, D.C., U.S.A.

No taste. No odor. Can be given in glass of water, tea or coffee, without patient's knowledge.

Colonial Remedy will cure or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or drunkard. Impossible for anyone to have an appetite for alcoholic liquors after using Colonial Remedy. Indorsed by Members of W. C. T. U .

Mrs. Moore, press superintendent of Woman's Christian Temperance Union, Ventura, California, writes: "I have tested Colonal Remedy on very obstinate drunkards, and the cures have been many. In many cases the Remedy was given secretly. I cheerfully recommend and indorse Colonial Remedy. Members of our Union are delighted to find an economical treatment to aid us in our temperance work. temperance work.

Druggists or by mail, \$1. Trial package free by writing to Mrs. M. A. Cowan (for years secretary of a Woman's Christian Temperance Union). 2.204 St. Catharine street, Montreal. Sold in London by W. T. Strong & Co.

DISEASES OF THE KIDNEYS. Albert Wesley Kahle, M.D., 190 DELAWARE AVE. OFFICE HOURS: N.Y.

RAILWAYS AND NAVIGATION.

CANADAN PACIFIC For Christmas and

New Year's Vacation.

W. FULTON, C. P. and T. A., London;
A. H. NOTMAN, assistant general passenger agent, 1 King street east, Toronto.

Taking until Jan. 19, 1995.

For tickets and all information apply to agents. E. DE LA HOOKE, C. P. and T. A., London; C. E. HORNING, depot Holiday Rates Via

MICHIGAN CENTRAL "The Niagara Falls Route."

Tickets will be sold at SINGLE FARE FOR ROUND TRIP, going Dec. 24 and 25, returning Dec. 26; going Dec. 31 and Jan. 1, returning Jan. 2. FARE AND ONE-THIRD, going Dec. 22 to 25, going Dec. 29 to Jan. 1, returning until Jan. 5, 1903. STUDENTS AND TEACHERS—On presentation of certificates, special tickets may be purchased, Dec. 6 to 31, returning Jan. 20. Special rates to United States points. Full particulars at the city ticket office, 396 Richmond street. 'Phone 205. JOHN PAUL. City Pass. Agent.

For the Winter Go to Weekly from New York, 48 hours by elegant steamers of the Quebec Steamship Company. Frost unknown. Maiaria impossible.

O. W. RUGGLES,

For Winter Tours WEST MUES Cured by COLONIAL REMED

No taste. No odor. Can be given in glass of water, tea or coffee, without patient's knowledge.

Colonial Remedy will cure or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate, a "tippler," social drinker or destroy the diseased appetite for alcoholic stimulants, whether the patient is a confirmed inebriate. Broadway, New York or to E. DE LA HOOKE and W. FULFON, Ticket Agents,

United States and Royal Mail

Steamers. New York, Queenstown and Liverpool CELTIC DEC. GERMANIC JAN 7, NOON.
CYMRIC JAN 21, NOON.
CELTIC JAN 28, NOON.
CELTIC JAN 28, NOON. JAN. 28, 5 A.M. FEB. 4. NOON

E. DE LA HUOKE, CLOCK CORNER, Sole Agent for London. Observing a young fox chasing cats to the police station.

RAILWAYS AND NAVIGATION.

GRANDERUNIA STEM Christmas and New Year Holidays,

Beds, Brass and Floir Steel Bedroom Suites, Sideboards, \$4 each. Bedroom Suites, Sideboards, \$597 ming Couches, Fancy Chairs, at Hunt & Sons, Mattress and Feather Pillow Manufacturers, 593 Richmond street north. Telephone 997.

The exports of pig iron from the United Kingdom in the eight months ending Aug. 21 were 612,930 tons, as ending Aug. 21 were 612,930 tons, as compared with 583,930 tons in 1901, and with 1,045,256 tons in 1900.

If Tormented by Corns

Lextractor: it acts in one night and never causes discomfort. For years "Putnam's" causes discomfort. For years "Putnam's" ing until Jan. 19, 1903. Between all standard corn cure of Great has been the standard corn cure of creat has been the standard corn cure of great has been the standard corn cure of creat has been the standard corn cure of creat has been the standard corn cure of great h

European Mail Service

Canada's frain....

ticket agent.

"Maritime Express."

Leaving Montreal (Bonaventure Depot) 12 noon, Sunday, carrying the English Mail,

Lands Passengers, Baggage and Mail Alongside the Royal Mail Steamships at Halitax the following monday.

The Grand Trunk's Express from the west makes connection at the Bonaventure Depot.

Write for Time Tables, Fares, etc., to WM. ROBINSON, General Traveling Agent, 10 King street west, Toronto, Ont.

> ALLAN LINE ROYAL MAIL STEAMSHIPS.

MONTREAL to LIVERPOOL, via Moville. RATES OF PASSAGE: First cabin, \$50 and upwards; second cabin, from \$37.50; third class, \$25 to \$25, Liverpool, Derry, Belfast, London, Glasgow.
MONTREAL to GLASGOW direct—S.S.
Mongolian, Dec. 27. First cabin, \$45 and
upwards; second cabin, \$35; third class, London Agents: E. De La Hooke, W. Fulton, F. B. Clarke.

Alexander the Great used his sword in a densely populated part of Hali-fax, England, one of the local con-and one of his favorite pastimes was against women rather than for them, stables seized reynard and took him beating his wives with the flat-of his steel blade