

London Advertiser.

(ESTABLISHED BY JOHN CAMERON IN 1853.)

Managing Director and Editor, John Cameron

London, Thursday, Dec. 21.

Where Electors Should Agree.

The municipal elections are only a few days distant. Electors will differ in the choice of candidates, but there ought to be very little difference of opinion over the question of abolishing the wards, which, in accordance with Ald. Plant's resolution, will be submitted to a popular vote. If the ward system has any advocates, we hope they will discuss it. They owe it to the public to reveal the hidden beauties of the scheme, if it has any. We have been unable to discover any necessity for splitting a city like London into six imaginary sections, each pitted against the other in a scramble for expenditures. The abuses of the system are written in the record of every meeting of the city council. Even the best of aldermen are apt to lose sight of the general interests, in a mistaken loyalty to their own little constituencies. As a result, the money that should be applied to large and systematic improvements is too often frittered away in odd jobs and patch-work, to placate the ward vote. The system lends itself readily to the arts of the wire-pulling alderman, who tries to make a pocket-borough out of his particular ward and thus dissuades better men from entering the field. We might go on enumerating the evils of ward representation, but if there is anything to be said on the other side we should be pleased to hear it.

The Gospel of Hard Work.

Premier Ross' pleasant little talk to the Strathroy Old Boys in Toronto the other evening, contained some practical philosophy, which the young Canadian should lay to heart. The Premier modestly reviewed his own career—which is an inspiration to every ambitious youth, who has to fight his own battle in life. At the age of 16 Mr. Ross began teaching a rural school in this county, afterwards launching into journalism in Strathroy. As he facetiously put it, he was reporter, editor, collector and canvasser for advertisements and subscriptions. In the midst of these duties—and there is no busier man than the journalist—the future Premier of Ontario was already laying the foundations of his public career. He studied law, and cultivated his mental powers with that strenuous application which he accounts a main factor in his success. Those who regret their lack of educational advantages or academic training will find a stimulating example in Mr. Ross, who is virtually a self-taught man. The imprudent of a university is not necessarily the hall-mark of culture. By his own efforts Mr. Ross acquired a scholarship, which qualified him to direct the educational system of Ontario, upon which he has left the lasting impress of his own mind. He has also become the most polished orator in his native province. Hard work, he declares, has been the delight of his life. It is a gospel he can consistently preach, as he has exemplified it in his own life. Brains, energy and character are the only capital a young man requires in this country, where the avenues to the highest positions are open to all.

Waking Up the British Manufacturer.

The Ironmonger, the leading publication of the metal trades in Great Britain, has issued a special edition devoted to the hardware trade in Canada, with special reference to the Dominion as a market for British manufacturers in that line. The edition is a direct result of the interest in Canada awakened in the mother country by our preferential tariff. The Ironmonger sent to this country a member of its editorial staff with instructions to investigate on the spot the conditions of Canadian trade, and inform himself of the factors which had been instrumental in losing that trade to Great Britain. He traveled through Newfoundland, the Maritime Provinces, Ontario and Quebec, interviewing manufacturers, merchants and consumers. He reported to the Ironmonger in a series of very able letters. These attracted great attention in the British hardware trade, which cannot fail to profit by the variety and extent of the information gathered. The writer repeats the oft-told story of the backwardness of the British manufacturer, his adherence to old-time methods, and his refusal to adapt his wares to the requirements of the market. The Germans, he reports, are pushing their goods throughout Canada with great success, the secret of which is the thorough method in which they go to work. They quote goods delivered and duty paid to various centers in Canada, so that the purchaser knows exactly what he has to pay, but the British makers refuse to figure out the various items, such as duty, freight, package and dock dues, and in this way lose many sales. The Americans, too, show more adaptability than the British, and have an advantage in dealing direct with Canadian customers instead of through factoring houses, as the British habit is. The American is also satisfied with smaller orders. Another stumbling block to the British is the currency. In fact, the writer frankly tells the British manufacturer that he has much to learn and unlearn if he is to hold his own with his more alert competitors. The preferential tariff has done him a double service—it has awakened him to the necessity of greater activity in the Canadian market, and it has given a distinct advantage over his rivals if he is enterprising enough to seize it. He must learn that no market is his by divine right.

Perhaps there is some excuse for European joy over British reverses. There is a shrewd suspicion that the British are fighting European strategy.

All the British generals now in South Africa are described as highly educated men. But what's the good of education if you cannot put it to a proper use?—Kingston Whig.

Don't the generals put it to a good use in writing dispatches?

A Scotch constituency flopped over from the Unionists to the Radicals yesterday. This may not be the handwriting on the wall, but it hints at the temper of the electors. The Government's fortune will be swayed by the fortune of war.

The smallest municipal body in this city is the board of water commissioners. The members of it are elected by general vote. Is it not a fact also that the waterworks is probably the best managed department in the city? The moral is obvious.

If the electors vote to abolish the ward system on Jan. 1 next, the change will not go into effect until 1901, so that there will be plenty of time to prepare for the new mode of representation. It ought to be accompanied by a reduction of the number of aldermen and the extension of the aldermanic term to two years.

Another pitiable attempt is being made to bring Canada into contempt in the eyes of the empire by representing that the Cabinet is divided on the question of sending another contingent to South Africa. To some extent this effort may succeed. Other parts of the empire are apt to incur a pretty poor opinion of Canada when they find that it contains people so ready to fling mud at their own country.

We advise the electors to study the very able paper read by Ald. Parnell at the recent municipal convention and published in last night's Advertiser. The paper is the joint production of Ald. Parnell and Ald. Graham, two of the ablest and most progressive representatives in this year's council. It will be noticed that they regard the abolition of the wards as the basis of municipal reform. Some of the ratepayers may not agree with all their ideas, but the paper indicates the growing opinion that a change of some kind is necessary.

What Others Say.

Poking Fun at Us.

[Boston Herald.] If the report that Correspondent Winston Churchill has escaped from the Boers is true, he has scored by all odds, the biggest British beat of the campaign so far.

A Canadian of the Best Type.

[Montreal Herald.]

Sir George Kirkpatrick's latter years furnished a fine example of a strong will and a fine mind triumphing over the ills of the flesh. He was a man sick unto death for a couple of years, but nothing in his despondency, whenever he was able to appear in public, could have led anyone to believe that he had perforce to think of himself before others. His latter years showed Sir George Kirkpatrick to be a man of high fortitude, just as in his whole life was displayed the best type of manly Canadian.

The British Bull Dog.

[Louisville Courier-Journal.]

But the most important result of all is that the British bulldog has been aroused. He now, for the first time, knows the real fight before him. His muscles are tense, his jaws are set, his muscles tense with a grim determination that will not relax until he or his foe is beaten. Certainly not in the present generation have the British people been so stirred. They will conquer South Africa now, or they will exhaust themselves in the struggle. The vast resources of the empire in men and money will be drawn on to the utmost if necessary, and they have been signally overestimated or the Boers will be completely whipped, and any outside power like France that may dare to push itself into the quarrel will be served likewise.

FACE & HEAD COVERED WITH SCALES

Shed a Tablespoonful at Night. Hair Full of White Scabs. Offer \$100 for Cure. Friend Suggests CUTICURA REMEDIES. Tries Them and is Cured.

Last summer I had company, a man and his wife. The man's hands and face had dry, scaly scales on them, and his head was covered with the same, his hair being full of those white scabs or scales. His wife said, "Some morning she would find a tablespoonful or more of them in the bed." I asked him what ailed him, and he replied, "I tried everything, but nothing would cure myself." "Why don't you cure yourself?" "I would give a hundred dollars to be cured. I have paid out a lot of money, but don't get cured." He said, "Well, I told him 'I would cure him for less than that,' and told him to get the CUTICURA remedies and use them. As he was living in Bristol, Vt., I did not see him for some time after, and he has fully recovered. He said, 'I am cured. CUTICURA has done it. The Lord bless you and CUTICURA.'"

Mrs. SARAH E. MINER, Feb. 27, 1898, Lincoln, Addison Co., Vt.

TETTER CURED BY CUTICURA

I had Tetters on my hands for two years. My hands were all cracked to pieces, and bled so that I could not decently dress myself, and they itched terribly. I tried everything, but nothing seemed to do me any good. I tried the CUTICURA remedies and they no longer bother me at all.

BALLIE E. COPELAND, Woodland, N. C. Sept. 17, 1898.

CUTICURA

Begins with the Blood and Ends with the Skin and Scalp.

That is to say, CUTICURA, the greatest of blood purifiers and humors expellers, purifies the blood and drives out all of those poisons and humors that cause the scales, while warm baths with CUTICURA SOAP, and gentle anointings with CUTICURA OINTMENT, greatest of emollient skin cures, cleanse the skin and scalp of crusts and scales, allay itching, burning, and inflammation, soothe and heal. These are speedily, permanently, and completely cured, the most torturing, disgusting humors of the scalp, scalp, and blood, with loss of hair, when all other remedies fail.

Sold throughout the world. For Sale by D. J. O'Connell, Proprietor, Boston. "How to Cure All Humors," Free. Full Size, 100 Pages, 10 Cents. Baby Size, 50 Pages, 5 Cents. Also Cured by CUTICURA SOAP.

1899

Phone 1046 THE RUNIANS, GRAY, CARRIE CO. Phone 1046

1900

Stock-Taking Discount Sale

Discounts ranging from 10 to 25 per cent on Dress Goods, Staples, Ladies' Jackets and Furs, Millinery, Clothing, Shoes, Carpets, China and Crockery.

Our Friday offerings this week will consist of Special Discounts, and are better than ever, being goods that will help you out with your Christmas list. There's dollars to be saved if you'll take advantage of these chances, dollars you can put to good use in buying extras you may require. Above all things, come early. In the afternoon you are not sure of elbow room, but we'll bend every effort to make your shopping comfortable.

See Our Christmas Windows—The Most Artistic in Canada

Mantles and Furs

All Ladies' and Children's Jackets and Furs, Fur Jackets and Capes, Special Discount 10 Per Cent.

Carpets and Curtains

Lace Curtains, Draperies, Cushions and Carpets. Special Discount 10 Per Cent.

Staple Department

Wool Blankets, Comforters, Eider Comforters, Wrapperettes, Cotton Shirtings, Loch Lomond Flannels and Tickings. Discount 10 Per Cent.

Hats and Caps

25 per cent off all Men's, Boys' and Youths' Hats—hard or soft—Discount 25 Per Cent.

25 per cent off all Men's and Boys' Fancy Tweed and Corduroy Caps—Discount 25 Per Cent.

10 per cent off all Men's Fur Caps—Discount 10 Per Cent.

10 per cent off all Men's Underclothing—Discount 10 Per Cent.

China & Crockery Dept

Tea Sets, Japanese Ware, Fancy Cups and Saucers, and all China Ware. Special Discount 10 Per Cent.

Shoe Department

10 per cent off all Women's Laced and Button Boots—10 Per Cent Off.

15 per cent off all Women's Oxford Shoes—15 Per Cent Off.

10 per cent off all Misses' and Children's Laced and Button Boots—10 Per Cent Off.

10 per cent off all Men's Laced and Congress Shoes—10 Per Cent Off.

10 per cent off Boys' and Youths' Shoes—10 Per Cent Off.

10 per cent off all Men's Rubbers and Overshoes—10 Per Cent Off.

Table Linens

Bleached and Unbleached Table Linens, Tablecloths, Linen Sets, Lunch Cloths, Fancy Linens and Towelings.

Special Discount 10 Per Cent.

...SPECIAL SALE OF...

Fancy Christmas Linens CONTINUED.

Hemstitched Lunch Cloths, 33x33, worth \$1.00, for 75c and 10 Per Cent Off.

Fine Satin Damask Lunch Cloths, fringed, 33x33, special prices 50c, 65c and \$1.00, with 10 Per Cent Off.

Plain Linen Lunch Cloths, embroidered, elegant goods, \$1.00, \$1.25 and \$1.50, with 10 Per Cent Off.

Damask Lunch Cloths, heavy knotted fringe and fancy drawn, 37x37, special price 85c, with 10 Per Cent Off.

Fine Damask Lunch Cloths, 36x36, at \$1.00, 95c, \$1.25, with 10 Per Cent Off.

Handsome Damask Towels, heavy knotted fringe, worth \$1.00 a pair, for 75c and 10 Per Cent Off.

Fine Damask Towels, heavy knotted fringe, two rows of drawn work, 75c each, with 10 Per Cent Off.

Hemstitched Huck Towels, Damask Border, very fine, 50c, 60c and 65c each, with 10 Per Cent Off.

Genuine Irish Linen Damask Table Cloths, 8-4, \$1.00, \$1.25 and \$1.50, with 10 Per Cent Off.

Fine Linen Sets, Cloth and Napkins to match, from 2 1/2 to 4 yards long, and from \$5 to \$16.50 per set, with 10 Per Cent Off.

Fine Satin Finish Table Damask, best make, 2 1/2 yards wide, special price per yard \$2, with 10 Per Cent Off.

72 inch Fine Satin-Finish Double Damask, good pattern, at per yard, \$1, with 10 Per Cent Off.

Hemstitched Linen Sets, Cloth and Napkins to match, special price per set \$8.50, with 10 Per Cent Off.

Tray Cloths, fringed, 10c, 12 1/2c, 15c and 25c and 45c, with 10 Per Cent Off.

Hemstitched Tray Cloths, 35c, 40c, 45c, 50c and 70c, with 10 Per Cent Off.

Linen D'Oylies, fringed, square, oval and round, at 8c, 10c, 12 1/2c, 15c and 25c each, with 10 Per Cent Off.

Hemstitched D'Oylies, embroidered, 25c, 35c and 50c, with 10 Per Cent Off.

Sideboard Scarfs, in linen, 25c, 35c, 75c and 90c, \$1.25, \$1.50 and \$2 each, with 10 Per Cent Off.

Swiss Applique Drapes, at 50c, 75c, \$1 and \$1.25, with 10 Per Cent Off.

Swiss Oblongs, at 15c, 20c, 50c, 58c, 60c, 75c and 95c each, with 10 Per Cent Off.

Swiss Pillow Shams, elegant new designs, an 35c, 45c, 50c, 65c, 75c, \$1, \$1.25 and \$1.75 each, with 10 Per Cent Off.

Extra Special FOR Friday AND Saturday

1 only Ladies' Black Persian Lamb Sacque, size 36, quilted Satin lining, real Seal finish, A1 grade, price \$135, Friday and Saturday\$110 00

1 only, Black Persian Lamb Sacque, size 36, quilted Satin lining, No. 2 goods, price \$115, Friday and Saturday\$90 00

1 only, Fur-Lined Cape, Black Broche Cloth, gray squirrel lining, best grade, price \$45, Friday and Saturday\$35 00

2 only, Fur-Lined Capes, 36 inches long, Squirrel lining; one red Broadcloth and one Blue Broadcloth; regular value \$28 and \$32, Friday and Saturday each\$20 00

2 dozen Fur-Lined Capes, Silk Brocade Matalassie Cloth, Gray Squirrel lining, regular price \$50, Friday and Saturday\$38 00

3 only, Black Matalassie Capes, 60 inches long, Fur lined, beautiful garments, worth \$75 and \$85, Friday and Saturday\$59 00

1 only, Fur-Lined Opera Cloak, 36 inches long, Cardinal Box Cloth, Gray Squirrel lining, white Thibet trimming, regular \$40, Friday and Saturday\$32 00

1 only, Gentleman's Fur-Lined Overcoat, Blue English Melton, lined with best Muskrat, Black Persian Lamb Collar, price \$65, Friday and Saturday\$40 00

Ladies' Woolen Underwear

All Ladies' and Children's Vests and Drawers and Combination Suits. Special Discount 10 Per Cent.

Dress Goods Dept.

All Black and Colored Dress Goods, Velvets and Silks (except specially-reduced lines.

10 Per Cent Off.

Millinery Department

All Trimmed and Untrimmed Hats, Wings, Fancy Feathers, Plumes and Ribbons.

Special Discount 25 Per Cent.

Clothing Department

25 per cent off all New Frieze Ulsters and Fancy Tweed Overcoats—25 Per Cent Off.

15 per cent off all Men's and Youths' Tweed Suits, also Men's Black Worsted Suits and Coats and Vests—15 Per Cent Off.

10 per cent off all Men's Fine Serge Suits and Men's Dress Overcoats—10 Per Cent Off.

10 per cent off all Children's Vestee Suits, Boys' Two and Three-Piece Suits—10 Per Cent Off.

10 per cent off all Men's Tweed and Worsted Pants—10 Per Cent Off.

20 per cent off all Boys' Reefers and Overcoats—20 Per Cent Off.

15 per cent off all Men's Waterproof Coats—15 Per Cent Off.

Blouses.

Ladies' Silk Blouses, in stripes, plaids or plain colors, lined with fitted lining, were \$3.00 and \$3.50, special, each\$2.50

Ladies' Striped Silk Blouses, in red, black, blue or mauve, with strong fitted lining and tucked fronts and sleeves, regular \$4.00, Friday, each\$3.25

Ladies' Silk Blouses, in plain sarahs, all colors, made with tucked fronts and sleeves and lined throughout, regular \$5.00, special, Friday, each\$4.00

Ladies' Silk Blouses—A large assortment in silk and satin, all the new shades and styles, any of our \$5.50, \$6.00 and \$6.50, to sell, special, Friday, each\$5.00

We guarantee all our Blouses a perfect fit.

RUNIANS, GRAY, CARRIE COMPANY

208, 210, 210 1/2 and 212 Dundas Street.