London Advertiser. (ESTABLISHED BY JOHN CAMERON IN 1863,

London, Monday, Dec. 18.

No Ground for Panic. Itary undertakings, the British have a in the end. We have only to point to and the conquest of the Soudan within the latter half of this century.

History today is repeating itself. Now that the Eritish people begin to Paliament, where the royalty could be realize the true proportions of the task before them, they will bend themselves to it with that invincible spirit which readiness to defend it, the men who has triumphed over far greater difficulties than now confront it.

The tidings of disaster have been borne with a magnificent calm, which has excited the admiration even of the jealous critics of continental Europe. There is not the slightest symptom of panic in the mother country. It is well for us to remember that the news sent to this continent is colored for use in the United States, which has the most sensational press in the world. We must discount much of it, while recognizing the gravity of the situation.

The East Middlesex Bye-Election.

late member Mr. T. D. Hodgens. new Premier, Hon. George W. Ross, ish trade and commerce lie were thorcommends itself to the electors of all oughly educated for their work. But shades of opinion, and it is especially commercial education would not by gratifying to us in this neighborhood itself go to the root of the matter. to see the highest position in the gift In his belief, better discipline among of the Province held by a son of Mid- children at home, greater and more dlesex. It would be a graceful tribute widespread belief among parents in If the unexpired term of the Legisla- the inestimable value of good educature were allowed to be filled by Mr. | tion for their children, and a thorough Hodgens' late opponent, Dr. McWil- foundation in elementary and secondliam, who conducted his campaign in ary education had done more to proa dignified, manly way, that com- mote the commercial success of Germended him to the large body of the many than any system of commercial so, there is no reason why, with pro- were well attended to in Great Britper organization and a moderate edu- ain, the best laid scheme of commershould not show as great relative good common sense in this criticism. friendliness to the policy of the new Premier, as did South Ontario and South Brant a few days ago. Dr. Mc- good nerves, eat sugar. That is the William, if he can be induced to again view of the surgeons and generals of become a candidate, would make an the German army, after careful experideal representative, being an exceed- iments on the men under their charge, ingly capable and persuasive speaker, a man of absolutely unblemished character, and disposed to take a large and who is now at the head of the physioltolerant view of politics looking to the well-being of all classes of the com-

The Money Value of British Rule. Among the speculations as to the results of the present war in South Africa not the least interesting to us In Canada are those of the gold mine owners. John Hays Hammond, a distinguished operator on the Rand, has just submitted a special report, along with the annual statement of the directors of the "Consolidated Gold Fields of South Africa." which the British Chancellor of the Exchequer will no doubt peruse with special satisfaction. In reference to the benefits likely to be gained to the gold fields as an outcome of the conflict now raging. Mr. Hammond says: "The amelioration of conditions consequent upon good government will most materially enhance the value of the properties of Wit-Watersrand district. Not only will there be a direct saving per ton on our treating, but the tonnage of payable ore will be thereby considerably increased." The economies to be effected will, he says, be in connection with the cost of labor and of mining supplies, especially dynamite. the suppression of the traffic in stolen amalgam and gold, now being extensively carried on, etc., And putting an estimate of the gains which the industry may be expected to realize, Mr. Hammond writes: "I would regard the sum of 6c. per ton as conservative estimate of the direct and indirect benefits of good government. The saving would be equivalent to an enhanced profit of from £7,500 to £12,-000, and would result in an increase of annual dividends by the amount of £4,826,535, based on last year's ton-

The arithmetical accuracy of Mr. Hammond's calculation may, of course, be objected to; but, in any case it must be conceded that this statement by one of the millionaire gold mine operators in the Rand will strengthen the determination of the British Chancellor of the Exchequer to charge a considerable portion of the expenses of the war to the treasury of the Transvaal. The fact that an industry should be specially selected for increased taxation. But when a heavy expenditure of public money is under- it, Liberal and Conservative alike suptaken, chiefly for the relief of an in- port the government in its intention dustry from special disabilities, and dustry from special disabilities, and verses that are now met with will to place it on a much more favorable only make the final settlement more and profitable basis, there is no in- secure. justice in calling upon it to contribute to the cost. In this view we are joined by the London Economist, a representative financial authority. In other words, it is suggested that in the Transvaal, the same measure of jusmining industry as Canada has extended to the gold miners in the Yukon. The poor or unfortunate miner, who does not dig out of the earth more than \$5,000 in a year, has to pay no tax. But the successful his political adversaries once accused him of deceitfulness and hypocrisy, but he rose to the occasion. "They say I am two-faced," said Mr. Eddy. "Now, gentlemen, looking mournful and homelier than usual, "do you believe that, if I had two faces, I would be wearing this one?" This did up all his critics tice shall be meted out to the gold

nage of ore crushed. It would, how-

ever, take several years to fully re-

alize the saving in question."

his ten per cent. With this money, means for the protection of life and property have been provided, British law and justice has been established, and kditor. John Cameron and a model camp has been maintained. A telegraph line has been built, roads have been opened up, hospitals aided, the poverty-stricken provided means for Without the royalty, the taxpayers History shows that in their great mil- in Canada would have had to put their hands in their pockets to provide these perfect genius for meeting calamity at necessaries to civilized life. Yet we the outset, and retrieving it gloriously have a section of our people endeavoring to make the miners disloyal to the Crimean war, the Afghan war, British institutions and formenting trouble by their attacks on the Government for collecting the royalty. It is a disgraceful attempt, because in assailed and where Hon. Mr. Sifton, Minister of the Interior, expressed his now go up and down the country caviling at it, failed to raise the issue.

In future, we may be sure, necessary new railways in Manitoba will be built as public works.—Hamilton Herald.

We don't believe it, though we should like to see it done.

In view of what is being said with regard to the best means to make the education of this country as practical as is possible, recent remarks on the subject of education in the Motherland will be interesting. Speaking at a gathering in the British metropolis in support of the establishment of a The electors of East Middlesex will faculty of commerce in connection shortly have laid upon them the duty with the University of London, Sir of choosing a representative for the Michael Hicks-Beach said that he was Ontario House to fill in the remainder not a great believer in the view that of the term of the present Legislature. the British people lacked success in the vacancy having been caused by commercial affairs, but he was perthe sudden and lamented death of the feetly ready to admit that success might be more largely augmented if We believe the forward policy of the | those with whom the interests of Brit-However, if this cannot be education, and unless these matters cative campaign East Middlesex cial education would fail. There is

> ly associated with Professor Koch, and ogical laboratory of the German army, states that a sugar diet increases the muscular power in a comparatively short time, and in a considerably shorter time than white of egg, the effect of which, however, is more lasting, though sugar has the advantage of being cheaper. The extraordinary rapidity with which sugar is absorbed by the body explains the rapid effect on the nervous system, which is of the greatest importance in all cases where a speedy bodily recuperation distance marching. Professor Pfuhl, in a series of successful experiments with sugar on his own person, has found that after long walks, three or four lumps of sugar removed all feelings of lassitude, and to a certain extent, restored elasticity in the muscles, this effect being frequently produced in the short space of a quarter of an hour. He is of opinion that artificial substitutes for sugar, such as saccharine, etc., have not all the same effect. Professors Senator and Munk, eminent physiologists of the Berlin University, have come to the conclusion that sugar has a high nutritive value as the purest and most easily soluble hydrate of carbon.

If you desire to be strong and have

What Others Say.

One Comfort. [Ottawa Journal.] The Boers will evidently make the British army a much better fighting machine before they are through.

Not So Deadly. [Detroit News.] Casualty lists from South Africa are

The Tail Twister.

calculated to reconcile us to the elu-

siveness of our Philippine foe.

[Louisville Courier-Journal.] A little of Senator Mason, of Illinois, is endurable. A little of a clown is usually endurable. But Mason every day the year round, and each day more asinine, if possible, than the pre-ceding day, has a tendency to pall.

No Doubt About the Result.

[Stratford Beacon.] If there is any bright side to the reverses the British have encountered it is the steadfastness and grim determination with which the British at home meet them. Whatever question there may be as to the causes which led to of seeing the matter through. The re-

Ugly Face, Pretty Wit.

[Boston Herald.] The homeliest man in congress is Mr. Eddy, of Minnesota, and he rather prides himself on this fact. Some of his political adversaries once accused

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

Tuesday and Wednesday Will Be Linen Days

All our Christmas stocks are at their best now, and we're ready with a completeness seldom seen in a city the size of London. The Big Store will be crowded from now till Saturday night, and buyers should come in the forenoon, if possible, when they can make their purchases with a certain degree of comfort. We've made big preparations for the holiday time, and the splendid collection of Christmas goods we are showing is the best evidence of the success that has crowned our efforts.

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.

Carpeto and Curtains

Lace Curtains, Draperies, Cushions

Special Discount 10 Per Cent. Staple Department

Wool Blankets, Comforters, Eider Comforters, Wrapperettes, Cotton Shirtings, Loch Lomond Flannels and

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-

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 \$1.25, with 10 Per Cent Off. 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

Special Discount 10 Per Cent. | set, with 10 Per Cent Off

...SPECIAL SALE OF.... AND WEDNESDAY.

In this department we hold the citadel, and are bullet-proof against all competition. The following prices are the lowest known for High-Class Linens, with

10 PER CENT OFF.

Cent Off.

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

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,

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 60, with 10 Per Cent Off.

Fine Linen Sets, Cloth and Napkins to match, from 21/2 to 4 yards long, and from \$5 to \$16 50 per Fine Satin-Finish Table Damask, best make, 21/4

72 inch Fine Satin-Finish Double Damask, good | Suits and Men's Dress Overcoats-10 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 | Suits-10 Per Cent Off.

Tray Cloths, fringed, 10c, 121/2c, 15c and 25c and 45c, with 10 Per Cent Off.

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

Linen D'Oylies, fringed, square, oval and round, at 8c, 10c, 121/2c, 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, 5oc, 65c, 75c, \$1, \$1 25 and \$1 75 each, with 10 Per Cent Off.

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

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 yards wide, special price per yard \$2, with 10 per | Black Worsted Suits and Coats and Vests-15 Per Cent Off.

10 per cent off all Men's Fine Serge

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

10 per cent off all Men's Tweed and Worsted Pants-10 Per Cent

20 per cent off all Boys' Reefers and Overcoats—20 Per Cent Off. 15 per cent off all Men's Water proof 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 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 23 Ladies' Silk Blouses, in plain surahs, all colors, made with tucked fronts and sleeves and lined throughout, regular \$5 00, special, Friday, each\$4 0 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

We guarantee all our Blouses a

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