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The old place is as lively as ever!

W. D. McLAREN,

ST. LAWRENCE STREET,

Corner (939) of St. Catherine.

(Established 1845.)

Has constantly on hand

GROCERIES

Suitable for

All Seasons,

And of the very BEST QUALITIES.

TERMS CASH.

DEPOT & MANUFACTORY

OF THE

COOK'S

FRIEND

BAKING

POWDER,

The best in use.

BEWARE OF IMITATIONS.

For the protection of the public the following TRADE MARK has been registered, and no Package is genuine without it.



PHOTOGRAPHERS.

ALEX. HENDERSON, PORTRAIT AND LANDSCAPE PHOTOGRAPHER.

Sleighs, Tobogganing, Snow-shoeing, &c., Photographed. Canadian Landscapes in great variety. Rooms—10 Phillip's Square.

GYMNASIUM.

BARNJUM'S GYMNASIUM, 19 UNIVERSITY STREET. A new term of the Ladies and Children's Classes will commence on THURSDAY, 7th inst.

Mr. BARNJUM would call particular attention to these classes, the more especially as he has lately received such gratifying accounts from several parents of the immense benefits their Children have derived from the exercises, which are CAREFULLY ADAPTED TO THE STRENGTH OF THE PUPILS, so that the most delicate may engage in them without fear of injury.

Mr. BARNJUM has testimonials from several of the leading physicians of Montreal, as to the excellence of his method of physical training. The Evening Classes for Gentlemen are from 8.30 to 9.30 every Tuesday, Thursday, and Saturday Evenings.

Subscriptions date from the day of joining. Prospectuses and full particulars can be obtained on application at the Gymnasium from 5 to 12 and from 1.30 to 10.

HOTELS.

ST. LAWRENCE HALL, Great St. James Street, MONTREAL. H. HOGAN, PROPRIETOR.

CONFECTIONERS.

(Established 1842.) CHAS. ALEXANDER & SON, 391 NOTRE DAME STREET, PREPARE Jellied Turkeys, Game Pies, Ornamented Hams, Salads, &c. Italian Cream, and Pyramids of all kinds, Jellies, Blancmange, &c. Marriage Breakfasts and Supper Parties supplied at moderate prices. CHAS. ALEXANDER & SON.

AMUSEMENTS.

THE VARIETIES, ST. PETER STREET, between NOTRE DAME and ST. JAMES STREETS.

The Proprietors of this new and commodious Hall have much pleasure in announcing to the public that, On and After CHRISTMAS EVE, the 24th instant, Every Evening will be presented, at Half-Past Seven O'Clock, a most VARIED, ATTRACTIVE, and BRILLIANT COMIC and MISCELLANEOUS ENTERTAINMENT, consisting of OPERATIC, VOCAL and INSTRUMENTAL MUSIC—GREAT CHARACTER IMPERSONATIONS and DANCES by English and French Artists.

The Programme will vary every evening. Prices of Admission.—Reserved Seats, 50 cents. Chairs, 25 cents. Seats in body of Hall, 15 cents. Soldiers and Volunteers in uniform, 10 cents. Refreshments at reasonable prices.

MUSIC.

MUSIC.

The undersigned will furnish Balls, Parties, &c., with a QUADRILLE BAND, or with a VIOLIN and PIANO. The best Music used as soon as published. The Piano, Violin, Flute, Clarinet, Cornet, &c., taught before 7 P.M. at moderate rates. Orders left at 50 Hermine Street will be attended to.

PAUL McINNES.

CHEMISTS.

X'MAS SYRUPS.

Warranted from the Fruit, and not from the artificial essences. Just arrived from England a large selection of FRUIT SYRUPS for retail trade only.

HENRY R. GRAY, DISPENSING AND FAMILY CHEMIST, 141 St. Lawrence Main Street. (Established 1859.)

CIGARS and TOBACCOS.

HOLIDAY PRESENTS.

The undersigned begs to inform his Customers and the Public that he has just received a large assortment of Meerschaum Pipes and Cigar Holders, Seal Skin Clear Cases and Pouches, Vesuvian Boxes, Morocco and Russian Leather Cigar Cases, Tobacco Jars, and the latest novelties in Pipes, &c.

Also just received direct from Havana, a Fresh Supply of CIGARS, comprising the following celebrated Brands:—Partaga Regalias, Reine, Londres, Princesses, Rose de Santiago Conchas, Henry Clay Regalias, Henry Clay Conchas, Cabanas, Figaros, &c. &c.

S. BRAHADI, TOBACCONIST, 277 Notre Dame Street, (Cathedral Block.)

CHRISTMAS & NEW-YEAR'S PRESENTS.

The Subscriber would respectfully call the attention of his friends and the public to his fine Stock of

Meerschaum and Briar Root Pipes, Tobacco Jars, and Choice assortment of Tobaccos & Cigars. Presents suitable for the ensuing Holidays. H. SWAIN, JR., 241 McGill Street.

E FUMO DARE LUCEM.

Those who believe with Byron the consoling influence concentrated in Tobacco, especially when, according to his aristocratic taste, it was drawn through genuine Meerschaum, tipped with amber mellow, rich and ripe, should pay particular attention to an advertisement of S. McCORKY's in another column. The gouty purse, or the one of lean proportions, can alike be suited. Pipes of every make and fashion, from the superb carved Meerschaum to the Austrian Charcoal and the English Clay. If you are ticklish about your health invest in a Sanitary Pipe, or if combative in your temperament go for a Breech-loader. The variety is large and certain to please. The same may be said of McCORKY's stock of Tobaccos, Cigars, &c. He keeps on hand everything suited to the requirements of his really first-class trade, and is now better prepared than ever before for the festive season approaching; his sample room is stocked with genuine brands, and is now the popular resort with lovers of good cheer.—Herald, Dec. 7, 1868.

THE GAZETTE Prospectus for 1869.

It is now about 18 months since The Gazette has been published in its present form—in other words, upon the principle of combining economy of space with giving, at the same time, a large amount of reading matter, so as to enable the publishers to sell a moderate sized and closely filled sheet, with profit, for ONE PENNY.

This system is that which is adopted by the most successful papers in the world—in Great Britain, the United States, the Australian Colonies and South Africa.

It necessarily excludes the village system of hand-bill or placard advertising, and insists upon uniformity, as well in the interest of the advertiser as the publisher, on the ground that uniform and classified advertisements are easily found and seen at a glance, while, on the other hand, where a large collection of hand-bills is grouped together, a maze of confusion is created, and no single advertisement can be readily found, except indeed there may be a particular kind put in an accustomed place, say at the top of a column, at the expense of others.

One column of advertisements set in the present style of The Gazette would fill upwards of four of the old blanket-sized sheet we formerly published, so that when we have now 12 or 13 columns in our present uniform style, they are equivalent to 48 or 50 of the village or hand-bill style,—which would make a perfect wilderness of confusion of job-type in which the search for any particular advertisement (except in the circumstances mentioned) would be almost as hopeless as for a needle in a haystack. Advertisers crying for larger letters, bigger cuts, and blacker type, to make an impression in the confusion, only add to it instead of overcoming it.

The essential principle is that, while one gold dollar is quite as valuable as one hundred red copper cents, it is a great deal more convenient to carry, and so a given and say small space in one column, among 12 columns, where all is compact and uniform, is much more valuable than four times that space in a great mass of confusion among 48 columns.

There is this important fact in addition,—the uniform, well-filled sheet commands a much larger circulation, which, taking into account at the same time the quality of the circulation, is the test of the value of all advertising.

And it is here we claim particular and unrivalled advantages for The Gazette. None of the morning journals in the Province begin to approach it in extent of circulation. Besides its very large circulation in this city, it is sold every day in every town and village of importance within a radius of 200 miles of Montreal; and some time ago we addressed a circular to the different newsvendors within that radius, asking for a comparative return of the numbers of all newspapers sold, and the result showed an average of between twelve and twenty Gazettes to one of any other newspaper in the Dominion. We will furnish the proof of this to any one who desires to see it.

Advertisers will please note that the majority of these readers out of Montreal obtain a great part of their supplies from the Commercial Metropolis.

ADVERTISEMENTS.

We shall make special rates with advertisers by the month or year for squares.

It is a golden rule for business men who have goods to sell to advertise liberally. The most successful business men have done it, and the shrewd and keen business men among the Americans much more than our own people.

Even if advertising were to cost a considerable per centage on the sales, it would be much better than keeping goods on the shelf.

SUBSCRIPTIONS.

We offer inducements of liberal discount to subscribers to PAY IN ADVANCE, with a view to make the system uniform and general.

We deliver the Daily by carriers in the city for \$6 a year, in advance, and send it by mail for \$5. But in all cases when not in advance, the price is \$8 a year.

Tri-Weekly, in advance, by mail, \$3 a year. Weekly, \$1 a year. Parties may subscribe to the Daily edition either by the month or the week.

In the future we shall not relax, but rather increase, our exertions to make The Gazette so useful and attractive as to be almost a necessity in counting houses, places of business, and the homes of the people. All important news, of all public events transpiring in any part of the world, and of all sides of all political parties, will find an immediate place in its columns, in such way that its readers will be kept au courant of every fact and event that it is important to know.