





# THOMAS BEATTIE & CO.'S

## IMMENSE SALE

OUR STOCK IS STILL FRESH AND NEW.

FOR THE CHRISTMAS TRADE.

THOMAS BEATTIE & CO.,  
176 AND 178 DUNDAS STREET, LONDON.

A sale just commenced, a sale that is positively reducing our stock, while gladdening the hearts of our bargain seekers. In a few weeks we close the store. This is the reason of these cuts and reductions throughout the house. Come early. First come first served. Furs, Robes, Hats, Gloves, Mitts, at the Lioness Store.

**XMAS CARDS**  
—AND—  
**Booklets.**

Full stock of Pansy and  
Elsie Books at 25c. each.  
Chatterbox, Sunday, etc.  
Office and Pocket Diaries  
and Canadian Almanac. 1891.

**John Mills,**  
Bookseller and Fancy Goods,  
404 Richmond Street, first door  
south of Dundas Street.

**BLANKETS,  
UNDERWEAR,  
Yarns, Tweeds, Etc.**  
**OUR OWN MANUFACTURE.**  
Call and see our bargains before purchasing elsewhere.

**Dufton's Woolen Mills,**  
King Street West, London, Ont.  
ASK FOR THE  
GOVERNMENT

**SCHOOL OF ART**  
Will Reopen Monday, Sept. 29  
Classes Monday, Wednesday and Friday  
from 7 to 9 p.m.  
Fees for 5 lessons, \$3. Subjects taught:  
Mechanical, Geometrical, Freehand and Model  
Drawing, Perspective Geometry, Ornamental  
and Industrial Designing, Modelling, Letter-  
ing.  
Extra classes—China painting classes, Mon-  
day and Saturday, from 3 to 4 p.m.; oil and  
color painting—Saturday, from 2 to 4 p.m.  
**Mechanics' Institute, Dundas Street**  
Send for circulars.  
J. H. GRIFFITH, Sec-Treas.

## GOOD DAY.

We want you to know that our stock of new fruit has arrived; and that The Thistle Brand of Indo-Ceylon Tea is the best Tea in the world. California Apricots, canned vegetables, and a full stock of general Groceries, and Provisions, Flour and Feed. Telephone No. 684. Prompt delivery and prices right.

**W. H. SANBORN**  
GROCER,  
704 DUNDAS STREET  
YY

# LINSEED AND TAR



Never fails to cure a bad cough. Ask your druggist for it. 25c. per bottle.

TRADE MARK.

J. F. BURKHOLDER,  
CHEMIST.      v7

Those answering an Advertisement will confer a favor upon the Advertiser and Publisher by stating that they saw the Advertisement in the LONDON ADVERTISER.

BY THE REV. LYMAN ABBOTT.

J. COTTER MORRISON, in his "Service of Man," denounces as immoral the saying of Jesus, "Blessed are they that have not seen, but have believed." He says that a Christian believes, contrary to the contrary, in saying as the root of all morality. Because man does believe what he desires to see that he is a moral being. Any man who believes that he is a moral being is a true honesty; true honesty is based on the truth's perception of its reality. But honesty is uneven. We are sorry for those who can see in conversation nothing more than a mere exchange of words. There is a real touch of spirit with spirit. The invisible looks out upon us through the eyes of a friend; we see something else than the ingenuous instrument of vision. We love to see the invisible through our eyes. Two invisible touches our spirit in the presence of a hand; and love touches love in the thrill that attracts our inmost being. We look into the eternal and see; and, seeing, him who is with him; our life is interwoven with him; and we are not able to account for his presence, but a personal and real presence. We are not able to see him, but we immediately perceive his presence. Our husband, or dearest friend, besides him who is invisible is a metaphor. Looking upon the things that are not seen, we know him. We know him, but we dwell with you and I, and I, and I, is no mystery. We have no philosophy to explain it to those that know it not; but we are an experience which we cannot doubt, for it is the existence, for it is a part of our existence.

principles and generally acknowledging readily his errors and failures, and seeking to repair the evil they have wrought. If he is not intellectually active and inquiring, he is not a true Christian. He is a circle without much investigation, and therefore without much difficulty. If he is intellectually active, and wants a reason for every hope that is in him, he searches that reason. If he is not a true Christian, he is not a true Christian. If he is outspoken his skepticism against his mother, and possibly horrifies his pastor, God the Father appears to him, and he is not a true Christian. He is not a true Christian to himself than the fear might have to a peasant in one of the remote provinces. The Holy Spirit appears to him a tenuous and impalpable spirit, as necessary perhaps as air, and as impossible to reach, touch, love. Christ is truly adorable; but Christ lived eighteen centuries ago, and eighteen centuries is a long distance to reach, and in the distance of time. Moreover, no one seems to him long to believe in Christ. It would be beautiful to live according to the Sermon on the Mount; but it is not a true Christian. In church and Sunday school he is very likely—at least he thinks so—to hear the explanation that the ideals of that Sermon are not to be taken too literally or applied too absolutely to the conditions of this society. He attends public worship at home, perhaps gets some conscious benefit there; but at college, where he finds it little to do, he is not a true Christian. If he lays aside the reverent habit, and if he is too truly a gentleman to con over his lessons in chapel from a text-book, he occupies the time without a text-book in new books. It affords perhaps a favorite opportunity.

spirit in all lives a life. He does not reason it out, he sees it. The Christ stands revealed to him. It is the Christ in history, in literature, in poetry, in life, who has been the light of the world, the life of his eyes, spoken to his heart, thrilled his spirit. Mother, wife, child, friend,—these all are single letters which, when put with them together, spell Christ. He has no longer to seek for Christ. For eighteen centuries back to find a Christ to love. The Christ he thought had been dead is revealed in all that he has loved and loved and thought to suit it and embody in his own life. This is not a theory; he has not wrought it out. It is a vision, a perception; the sun has broken through the clouds and he sees it; the incognito has been revealed and he knows it. Christ has been discerned in the peasant. Henceforth all life is sacred, all love divine, all reverence exalted and exalting, for the Christ who has been revealed to him, and henceforth is his all and in all.

To reverse, love, follow after the Christ-like in humanity, to have the heart induced by the Christ virtues dignified in him, to have the Christ-like in the unknown Christ. To see the Christ really and veritably present in all that is Christlike, the universal presence spiritually and in fact, that is venerable, lovely, divine, to see him in the tale, in the flesh, to behold his glory in all that is glorious, is to have the before unknown Christ made known.

International Sunday School Lesson  
Oct. 14, 1890.—Luke xxiv, 28-33.

**A December**  
**SUCH IS**

A sale just closing, reducing our stock, and giving bargain seekers. This is the reason we are clearing out the house. (Furs, Robes, Hats, THE

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**& CO**

[illegible]

unity to lay out his thesis or literary or policy debate. He cannot be called a religious poet, for he is not religious.

And yet he is not lacking in a true reverence, faith and love. He reveres the divine wherever he sees it, and he sees it everywhere. He reveres the human soul. He reveres strength of noble purpose in man, saintliness and purity in women, self-denial and heroism in all. When a soul is noble, he is noble. When a woman is pure, he is pure. When a man is good, that man, his soul is easily set aflame. It often burns within him. Sometimes it is an inspiring poem, sometimes a heroic deed, sometimes a noble action, sometimes a spiritual fervor which kindles him, but he is occasionally being kindled. Hypocrisy, false pretense, conventionalism, grow more and more repulsive to him. He is more and more at church, and often a superior member of it. He meets them, church services grow indifferent and even distasteful to him. He even grows weary of church more and more. He is irreligious, and it is not before, after, and during that others think this of him. Yet all the time he is growing more and more reverent toward God, and more and more reverent toward the most Christlike in human life. He is walking by the side of the unknown Christ.

If his biography stops here, the life is not wholly complete. For friends, wife, parents, interpret to him the life which they have received from the Christ. Yet he who might walk in the light of day, walks in the light of the stars, and the stars are not visible to him.

But often it does not stop here. Some incident, some word, some mysterious revelation within, or some gradual and imperceptible change, comes over him, and he is mystic light. It comes to him, perhaps in a flash of almost dazzling brightness, perhaps in a gradual transition from gray to white, and he is as if he had been brought to a point where he is to go on. He comes to him that in all the lives which he has cherished, loved, honored, sought to imitate, there is a purpose, a mission, a duty, a goal, a vision, a

**Good News For Those Afflicted With Rheumatism.**

Prof. Jacob Her, Cetam, of Essex county, writes: "J. W. Kern: Dear sir,—For several months I was severely afflicted with sciatica rheumatism. In December last inflammation set in, and my family doctor failed to cure me. I tried various remedies, also Colery Compound and Pride of the Valley, to no benefit. I sent to Essex county for a bottle of your Rheumatic Compound, and also to Kingsville, but could get none. My friend, Mr. James Doan, druggist, of Kingsville, sent me a bottle of Kern's Rheumatic Compound, and it cured me. It caused me to say to my family this preparation is for some irresponsible person of whom we have no knowledge, and if his name were known, he would not stay here. I did believe it to be one of those many hundreds of worthless preparations that flood the market these days. After using your Rheumatic Compound, I can't prove more worthless than the drugs I have been taking. But, sir, I had not taken more than half a dozen doses of it before I was cured. I had not used it more than several months ago, and I have felt nothing of them since. must pronounce your preparation—Kern's Invaluable Rheumatic Compound—the best I ever used. It is your duty, as well as your interest, to make yourself and your cure more extensively known. I am a Baptist minister of Cetam, N. J."

P. S. The reverend gentleman was 80 years old, and his complete cure after a long period of intense suffering that he put an end to, is a recommendation of Kern's Rheumatic Cure at his own expense. He is upwards of 70 years of age.

Boys, for the cheapest liver in London try W. Lindsay, Dundas street, London

**CHRISTMAS CARDS**  
—AND—  
**Booklets.**

*A choice assortment, every one a work of art and prices away down. Pick them out while fresh.*

*Full stock of Pansy and Elsie Books at 25c. each. Chatterbox, Sunday, etc. Office and Pocket Diaries and Canadian Almanac, 1891.*

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CHEMIST. 77

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## London Advertiser.

FOUNDED BY JOHN CAMERON IN 1858.

TERMS OF SUBSCRIPTION:  
Daily, by mail, per year ..... \$1 00  
Daily, by mail, for four months ..... 1 00  
Daily, by mail, for one month ..... 1 00  
All subscriptions payable in advance.  
IN LONDON.  
Morning or Evening Editions (delivered) 10 cents per week.

## THE WESTERN ADVERTISER.

By mail, per year ..... \$1 00

JOHN CAMERON, President and Manager

ADVERTISING RATES

Made known on application at office. Address all communications to

ADVERTISER PRINTING COMPANY

LONDON - CANADA.

BRANCH OFFICES:

Toronto - C. Rowland Orr, 11 King street west.

Montreal and Maritime Provinces - A. McKim &amp; Co., Montreal, Que.

London, Friday, Dec. 12.

## THE WARD REDUCTION PETITION.

The response which citizens of all classes

have made to the petition favoring a popular

vote on the question of ward reduction

proves that there is strength in the movement.

When the petition is presented to the

aldermen on Monday evening next

there will doubtless be no opposition to its

prayer. It proceeds on the proper line of

asking that the question be submitted to the

taxpayers in the same way as the license

reduction matter has been. He would be an

unreasonable representative of the

people, and entirely out of touch with the

current ideas of popular rule who would

raise any obstacle to the submission of this

or any other question of kindred importance

for the consideration of the taxpayers, especially when any thousand of electors,

more or less, request its submission.

Much can be said in favor of the

ward reduction idea. One of its

merits would be a concentration of

responsibility. In the multitude of alder-

men there is log-rolling and wire-pulling

and very often a shameful waste of time,

and that is money to business men. Experience

has taught the people that small ruling

bodies are more economical than large ones,

and it is far easier to reach and punish

wrongdoers.

The present system requires the sacrifice

of much time at the hands of a conscientious

alderman, and there is abundance of

proof that many good men refuse nomination

to a seat at the Board because of this fact.

With but nine aldermen there would be

far less talk, and a quicker dispatch of

business, and successful business men, now

debarred from entering the Council, would

be found in the field. As a matter of

course, the influence of the ward politician,

who is so great a bother to many an alder-

man, would be vastly lessened, and ward-

grabbing would be minimized. The result

would be saving in time and money for

both the aldermen and taxpayers, and a

correspondingly larger fund for legitimate

improvements in all parts of the city.

The objections to the reduction of the

city divisions from six to three may be out-

lined. They are raised, in some instances,

by sitting aldermen, who may not be alto-

gether disinterested critics. But it is well

that the friends of the reform should know

them and be prepared to meet them. The

chief objection lies in a misapprehension re-

garding the prospective rearrangement of

the wards. It is represented by some that

if the city is divided into three, instead of

into six parts, the center of the city will re-

ceive greater attention in the matter of im-

provements than the outlying districts. A

moment's reflection shows the fallacy of this

assertion. With the city divided, as we be-

lieve is the intention, into three sections,

each embracing a substantial portion of the

business center, there would be no com-

plaint on that score. Suppose Ward 6

were to have added to it all that part of the

present Ward 1 bounded by Richmond

street on the east, and Dundas, Carling, or

some neighboring street on the north, and

were reconstituted the new First Ward. Then

let Ward 2 be made up of all that

portion of the city lying between the north

side of Dundas and Carling streets (or a

street further north), and the city limits.

That would leave the remaining portion of the

city, bounded by the southern side of

Dundas, eastern side of Richmond, and the

river and the city limits, to be embraced in

Ward 3. This rough outline, which can, of

course, be changed to equalize the three

divisions, shows how the city could be fairly

divided, so as to put within each ward a

fair proportion of business and residential

property, while affording no undue advan-

tage in point of representation. It would

have the extra beneficial effect of cutting

off duplicate voting by rich property

owners, many of whom now have votes in

all or nearly all the six wards. To the as-

sertion that nine men could not conduct

the city's business, we reply that there is

really no reason for believing that nine

capable men would not be able to efficiently

legislate for the welfare of the

people, and expend their taxes to the best

possible advantage for the benefit of the

whole city. If the civic officials are

efficient, the mayor able, and the aldermen

see to it that the heads of departments do

their whole duty, the work of the aldermen

need not be heavy. The worst of it is that

many aldermen run away with the idea

that their duty is to act as overseers of

ward jobs, whereas the city officials are

paid for that work. Surely if two men can

manage the waterworks with so much

credit to themselves and benefit to the city,

as have the Water Commissioners, nine

men can look after the ordinary civic ex-

penditures on streets, sewers, sidewalks,

and public lighting.

There are those who think that the re-

duction of wards to three is not enough,

and only a partial cure for civic troubles.

We might grant that there is some founda-

tion for the belief; but it must be recol-

lected that to secure anything more than a

reduction of wards further legislation is

necessary, and no one knows how long the delay might be. Practical men, including almost every employer of labor in the city, favor ward reduction as a reform in the right direction that is immediately attainable. Their view is endorsed by many hundreds of taxpayers throughout the city, as will doubtless be evidenced by the coming vote.

## NEW BOOKS.

*Under Hatches; or Ned Woodthorpe's Adventures.* By F. Frankfort Moore. (London: Blackie & Son; Toronto: J. E. Bryant Company, 58 Bay street.) In rescuing another boy from drowning, Ned Woodthorpe is compelled to take refuge in a light-ship, from which he is transferred to an out-ward-bound convict ship. After a series of exciting events, in which Bowkitt, an innocent crew member, the master under the leadership of a fanatical god-seeker, the officers, Ned and Bowkitt, are set adrift in the cutter, and eventually land on a desert island, to which also the mutineers find their way. By the want of discipline of the latter, opportunity is afforded for the daring recapture of the ship by the loyal and true crew. The story is not improbable enough to be unworthy of the attention of young people whose parents read Rider Haggard.

*Captain Bayley's Hair.* A tale of the Gold Fields of California. By G. A. Henty. (London: Blackie & Son; Toronto: J. E. Bryant Company, 58 Bay street.) Under a false accusation of theft by the hero of this story leaves England for America. He works his passage before the mast, becomes one of the hands on a river trading-boat, joins a small band of hunters, crosses a track of country infested with Indians to the California gold diggings, and is successful both as digger and trader. He returns home rich in valuable experiences as well as in ore.

*Filled With Gold.* By Jennie Perrett. (London: Blackie & Son; Toronto: J. E. Bryant Company, 58 Bay street.) This is an account of a boy in poor health, who is adopted by a miserly uncle. The affection of the nephew becomes overvalued, and by a mysterious theft, which he seems guilty of, the stirring scenes that ensue before the matter is cleared up occupy most of the story. This book, like the two preceding, is beautifully bound, printed, and illustrated.

*My Uncle Benjamin.* By Claude Tillier. Translated from the French by E. R. Tucker. (Boston: H. R. Tucker, publisher.) This is called a humorous, satirical and philosophical novel. When the reader falls to encounter humor, satire, or philosophy, he is pretty sure to run across a sentimental pathos or pessimism. An idea of it can best be given by quotation, and the book, above everything else, is quotable.

"What is it to live? To rise, to go to bed, to breakfast, to dine, and begin again tomorrow. When we have performed this task for 40 years, it finally becomes very insipid."

"When we have all the appetites of youth, when our blood is full of iron and alcohol, we are without a cent; when our teeth and stomach are gone we are millionaires."

"My opinion is that man is a machine made expressly for sorrow. He has only five senses with which to receive pleasure, and suffering comes to him through the whole surface of his body."

"To-day you are a great philosopher, a great writer, a great poet; a fibre of your brain in breaks, and in vain will they bleed you or put ice on your head tomorrow you will be only a poor madman."

"I tell you that under certain circumstances you would have even a rattlesnake; the living fire in many men remains entirely inert. The human soul abhors the vacuum; observe attentively the most hardened egotist, and at last you will find, like a little flower among the stones, an affection hidden under a fold of his soul. Man must love something. The prisoner who cannot in decency love his jailer, loves the spider that spins a web in the window of his cell, or the fly that comes down to him in a ray of sunlight. When we find nothing animate to absorb our affections, and suffering comes to him through the whole surface of his body."

"He who has no philosophy amid the miseries of this world is like a man bareheaded in a shower. The philosopher, on the contrary, has over his head a good umbrella, which shelters him from the storm."

"After all, life is as good as gold as another. She was a woman like 25 out of every 30. She knew how to talk very pertinently of a thousand insignificant little things, and she made very good cream cheese."

"Not to believe enough in as sure a sign of ignorance as to believe too much."

"In all other respects women are like flowers; but in the matter of fecundity they bear no resemblance to them. When the clerk's wife has had her little clerk, and the notary's wife her little notary, they believe that they have fulfilled their obligation to the human race, and they abdicate."

"So far I have lived poor; I know the joys of poverty, and I am ignorant of the miseries of wealth; in exchanging my gay and laughing opulence perhaps I should make a bad bargain."

"Fortune is like the tall trees; only the insect that creeps or the bird that flies can build its nest on them."

"I hold that a garment in the closet does not serve as clothing, and so my entire wardrobe consists of a great coat of agreeable thickness for winter, and of a thin coat for the mild days of the pleasant season. I try to make these garments last as long as possible; and it concerns me very little if fashion looks at me askance when I meet her. When I am saluted I can at least feel assured that the salute is not meant for my coat."

*A Manual of Doctrine and Church Policy.* by the Rev. William Wye Smith, is a neat little pamphlet of some 50 pages. The author, in his preface, while professing himself a Congregationalist, deprecates denominationalism. The principal doctrines of the Christian religion are brought before the reader briefly and in simple language. A good point is made in the statement that "the world is willing for Christians to have as much religion as they please inside their own churches, but opposes Christianity coming into business, politics or social life."

It is hardly probable, however, that the manual will prove universally acceptable, taking as it does strong ground in regard to church policy, upholding congregational principles, and denying Scriptural authority for permanent church courts. The spirit of the outline generally, however, is admirable, and in his conclusion, the author

candidly confesses imperfection in his "creed," and reserves for himself the right of correcting his mistakes as he discovers them.

MAGAZINES.

*The New England Magazine.* (New England Magazine Corporation, Boston.) A pathetic interest attaches to the two stories by John Eliot Bowen and John Elliott Curran, which appear together in the present number. The stories were accepted for publication about a year ago at almost the same time. A few months later letters were received from friends of the two writers, speaking of their deaths.

Both were men of good promise in literature, of warm humanitarianism, and of high aspiration. The place of honor this month is given to a readable and well-illustrated account of the places most frequented by "Emerson and his friends in Concord." The question "What shall we do with our millionaires?" is answered thus: Suppose, for instance, there is needed a city hall. We will not keep the post to pay taxes for the new building, but we will substantially say to perhaps a single very rich man: "Here is an opportunity for the opportunity to recognize the obligation which you are under to the city which has provided you with the shelter of her laws and institutions. We will allow you the privilege of giving the city its hall. A similar appeal might be made for a new park. There is of course the objection that the rich man would not give out of his superabundance. To this it is said that it is tax a man and put the law upon him who rebel. But take him on the side of his honor, or his generosity, or his public spirit—bring to bear, not the law, but a vigorous public opinion, and the man will give. This is human nature, and according to history."

*The Cosmopolitan.* (New York, Fifth Avenue and Broadway.) The holiday number has an ornamental border around the margin of each page. "Mrs. Pendleton's Four-in-Hand" is a very New-Yorky story of a youthful widow, who became engaged to four men at the same time. She marries the most disagreeable man of the lot, on the principle that "a woman of brain and headstrong will—no negotiable like a brutal and masterful man." An egotistical woman, whether she be fool or brilliant, likes a slave. "The Passion Play at Oberammergau," is well described by Elizabeth Bland, who says that there is no one who has witnessed the play whose face has not been washed with tears—who is not pale and grave. "They do not talk much, but there are few hearts that have not been, for a while at least, swept out of selfishness, flattery or cynicism, have not been stirred to humility and shame by the story of the Passion as acted by these Bavarian peasants."

*North American Review.* (New York, 3 East Fourteenth street.) A vivacious paper is contributed to the December number by Mrs. Burton Harrison, on "Malden and Matrons in American Society," in which it is predicted that the reputation of the married girl will soon be overthrown. In a description of the mechanics of war, Captain E. L. Zalinski, in an article on the "Future of Warfare," contends that the human race must be greatly modified before it will avoid war, either through fear of consequences or from higher motives than those of expediency. Swinburn contributes a critique on the latest of the posthumous works of Victor Hugo, whom he regards as the greatest poet of "an age glorified by Tennyson, Browning, and Keats, and by Disraeli." Right Hon. Sir Lyon Playfair makes as "A Lope for Christmas" a plea for international relations in case of international dispute.

*The Youth's Companion* (Boston) presents its 2,500,000 readers with a double Christmas number. It is just out, and contains no less than seven complete stories. As we turn the pages over, and enjoy the feast that lies before us of picture, story, poem and anecdote, we feel that we have been wished at least one "Merry Christmas."

*The Population of London* is about 40,000, and we should say at least one-half are troubled with some affection of the Throat and Lungs, as those complaints are, according to statistics, more numerous than others. We would advise all our readers not to neglect the opportunity to call on their druggist and get a bottle of Kemp's Balm for the Throat and Lungs. Trial size free. Large bottle 50 cents and \$1. Sold by all druggists.

A German resident of Glendale, Ohio, has sued for a divorce from his wife because she throws sticks and stones at him. He says she has chased him a full mile from the house.

*Advice to Mothers.*

Mrs. Winslow's Sore Throat Syrup should always be used for children's sore throats. It cures, softens the gums, allays all pain, cures wind colic, and is the best remedy for diarrhoea. 25c a bottle.

Green, the jeweler, 374 Richmond street is giving unequalled value in watches and jewelry. Call and see. No trouble to show goods.

Four Dollars—Ladies' plush rocker at \$4. Oak, cherry and Queen Elizabeth. Drum chairs very cheap, at TRAFALGAR, 96 King street.

No Christmas and New Year's gifts should be without a bottle of Angostura Bitters, the world renowned aperitif of exquisite flavor. Beware of counterfeits.

At this season of the year Xmas presents are in order. Gents, you cannot do better than present yourself with one of those ulsters of EXON'S. They are made in Scotch checks; all the latest shades pick from.

**THE HINTON-MILLS**

MANUFACTURING COMPANY.

Have a fine stock of Parlor Suites, Lounges, Easy Chairs, on hand for the Christmas and New Year Trade. Their prices from now until Jan. 2, 1891, are away down.

202 King Street, London.

**W. Chapman**

BUTCHER.

Fresh and Salt Meats, Beef, Mutton, Poultry, Goods delivered to any part of the city.

269 DUNDAS STREET

## Now, Boys, Get Ready!

## BURNS, THE CLOTHIERS

Are Ready for You.

We have 500 beautiful Sleighs, which we are giving away FREE to every boy who buys his SUIT or OVERCOAT from us.

Make your selections now while our stock is overflowing with nice goods at the lowest possible prices.

Every boy gets his Sleigh FREE with his Suit or Overcoat.



BURNS, THE CLOTHIERS.

## Great Caesar's Ghost!

Can you blame us for selling first-class Drygoods cheaper than any other house in London? Our Great December Sale has been a Waterloo to the Drygoods trade of the city. This week we will offer the following bargains:

Ask to see our 75c Henrietta Cloths at 59c a yard.  
Ask to see our 75c Black French Soleil at 59c a yard.  
Ask to see our 25c Tweed Dress Goods at 12 1-2c a yard.  
Ask to see our 50c Plushes at 25c a yard.  
Ask to see our 25c Colored Satinets, all Shades at 14c a yard.  
Ask to see our 35c Black Cashmere Hose at 23c a pair.  
Ask to see our 37 1-2c Black Wool Hose, extra heavy, at 25c a pair.  
Ask to see our \$10 Sealettes at \$6 95 during this sale.  
Ask to see our \$8 Sealettes at \$5 95 a yard.  
Ask to see our 25c All Wool Flannels, in plain or twill at 15c a yard.  
Ask to see our 25c German Plaids, all wool, at 12 1-2c a yard.  
Ask to see our \$5 White Wool Blankets at \$3 95 a pair.  
Ask to see our \$2 50 White Wool Blankets at \$1 29 a pair.  
Ask to see our \$2 50 Home Made Flannel Sheetings at \$1 75 a yard.  
Ask to see our \$12 Black Cloth Ulsters at \$7 50 during this sale.  
Ask to see our \$4 50 Short Jackets at \$1 95.  
Ask to see our \$3 50 Short Jackets at \$1 95.  
Ask to see our 75c Jersey Flannels, for children's coats at 37 1-2c.

Friday is Our Special Bargain Day.

## The London Bargain Store,

136 DUNDAS STREET,

Opposite the Market Lane.

K. J. TOBIN, Manager.

## SPECIAL REDUCTIONS.

Scotch Tweed Suits (\$25 for \$20)

Scotch Tweed Suits (\$22 for \$18)

—AT—

ROBT. G. BALMER'S,

146 Dundas Street, Robt. Wallace's Old Stand.

IT STANDS AT THE HEAD.

To the Business and Professional Men of London:

Mr. George Brough, general agent, has appointed Mr. A. Campbell, Molsons Bank Building, agent for London of this high-class writing machine, and invites all who are desirous of getting a typewriter to call and inspect the work of these machines.

**The Remington**

Standard Typewriter,

for fifteen years the standard, and today the most perfect development of the writing machine, embodying the latest and highest achievements of inventive and mechanical skill.

**TO PAINTERS AND BUILDERS.**

Special inducements are given to the above-mentioned at

**McLean's New Hardware,**

151 DUNDAS STREET.

Give us a call and see our prices.

## DON'T

Stand out in

The cold and

Shiver and shake,

But come into

Bapty's to order

An overcoat.

We will make

You a coat

For a small sum

That will

Defy Jack Frost

Of Melton,

Beaver, Nap,

Frieze or Tweed.

Such a variety.

Remember name

And place.

**BAPTY,**

Dundas Street.

JOHN T. STEPHENSON.

Wholesale dealer in metallic caskets and sole agent for the Dominion of Canada for the Detroit Metallic C







HEW  
CON  
French  
CADB  
FINE

Lunch

220 D

BIRTHS, A

CLEMENS

Rev. W. J.

McDonald,

WALLINGTON

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P. J. WATT,

Agent for New York Ginger Ale,

Superior in quality to Belfast, put

up in quarts.

NOW IN STOCK.

New Currants, New Raisins, New

Figs, Edwards' Dried Apples, Sops,

Bushnell's Irish Whisky, Caymore's

Scotch Whisky, Benard's English Gin

ger Wine, on draught.

231 Dundas Street, 12 Market Square

TELEPHONE, 461.

BIRTHS, MARRIAGES AND DEATHS

BORN.

DIONAN, On Dec. 9, at the Talbot street, the

wife of H. H. Dionan, of a son.

DIED.

DAVIS, In Toronto, at his son's residence,

Dec. 11, 1899, Rev. Wm. Davis, rector of

St. James' Church, aged 75 years.

Funeral service, from G. T. R. station,

on arrival of 11:35 a.m. train to St. James'

Church, South London, Friends and ac-

quaintances are respectfully requested to at-

tend.

MERCHER, On Thursday, Dec. 11, at his

father's residence, Oak street, London West,

John A. son of James, aged 8 years.

Funeral on Saturday, Dec. 13, at 2:30, to

Mount Pleasant Cemetery. Friends and ac-

quaintances will kindly accept this invita-

tion.

Christmas Cards

CHRISTMAS PRESENTS

Engravings, Etchings, Fancy Mir-

rors, Screens and Easels of

All Descriptions.

O. B. GRAVES,

222 Dundas Street.

REMOVED

From next York street bridge to 69 Dundas

Street West.

W. F. HOWELL,

Plumbing, Gasfitting, Hot Water Heating and

Boil Hanging.

69 DUNDAS ST.

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Plumbing, Gasfitting, Hot Water Heating and

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Boil Hanging.

69 DUNDAS ST.

WE ARE SHOWING

A GREAT VARIETY

Novelties

Xmas Presents

PRIDDIS BROS.

SKATES! SKATES!

WM. GURD & CO.,

185 Dundas Street, London, Ont.

We have now opened out our large

and well assorted stock of Skates—

Spring Skates, nickel plated and finest

steel; also cheap skates for the boys

and girls. Skate straps, keys and

best style. Sole agents for the Paris

New Patent Skate, the latest, simplest

and best on the market.

THE WEATHER PROPHECY.

Toronto, Dec. 11—A. An area of

high pressure which had developed with

rapidly since last night now covers the North

west states and Territories, and pressure

has been generally, more pronounced in

the Maritime Provinces than elsewhere.

Minimum and maximum temperatures: Can-

ada, 10-25; Winnipeg, 10-22; Toronto, 20

Montréal, 21-29; Québec, 16-26; Hal-

ifax, 31-40.

30-DAY PROBABILITIES.

Toronto, Dec. 12-19 a.m.—The indica-

tions for the next 21 hours for the lower lakes

and as far west as Belleville are: Fresh to strong west-

erly to northerly winds, fair and cooler,

with a few snow flurries.

CAUTION.

Uncrumpulous dealers in

woolen fabrics, seeking to

take advantage of the ever

increasing popularity of the

Jaeger Sanitary Woolen

Underwear, are putting on

the market spurious articles

manufactured in imitation

of Dr. Jaeger's goods and

brand. We are the only

firm in the city where these

goods can be had, and are

now offering them at great-

ly reduced prices.

N. WILSON & CO.

712 Dundas, near Talbot.

London Advertiser.

Telephone Numbers:

707.....Business Office.

1454.....Editorial Room.

1540.....Job Department.

LONDON AND ENVIRONS.

A living world you try to make?

An increased trade has been had

by you but in your own "ad."

Mr. R. Green, Star Hall, left yesterday

on a purchasing trip to Montreal.

The fresh fall of snow brought no extra

business to the Police Court this morning.

One drunk, a woman, carried off all the

honors.

Mr. W. H. McCutcheon gave a social

reception at his residence last evening to

the girls of No. 3 class of the Wellington

Street Methodist Church.

The Bishop of Huron and the Dean of

Huron will assist at the consecration on

Sunday of St. James' Church, Albia Craig,

which is now free of debt. In the evening

57 persons will be confirmed.

All Anderson's notices of motion at

last meeting of the Council was that the

number of aldermen in each ward be

reduced from three to two. It will come up

at Monday evening's meeting.

The Rev. J. V. Smith, of Toronto,

formerly of Dundas Center and Wellington

Street Churches, and pastor-elect of the

Metropolitan Church, Toronto, preaches

anniversary sermons in Colborne Street on

Sunday. Large congregations are ex-

pected.

A resident of No. 6 ward complains of

the manner in which the lights there are

being located. He says they are being

concentrated in the wealthier and more

settled portion, while in the outlying streets

there is no provision at all, although the

aldermen have been talked to.

George McCabe, convicted of arson,

George McCabe, who is well known in

London and throughout the country, hav-

ing been tried for murder three times, get-

ting off each time, was charged before the

court at Woodstock yesterday with hav-

ing set fire to the house and barn of Edwin

Scott, West Oxford, on Nov. 21, 1889. The

principal informant, Ashton Fletcher, C.C.,

sware that the property on which the build-

ings were situated belonged to one of the

prisoner's former wives, Ann Mc-

Cabe, a sister of Edwin Scott. The prisoner

had called into his office the day previous

to the fire and had said, "I'll fix those

Scotts; I'll fix you," (meaning the witness,

Finkle, Ball, Beard and Wells.) "I'll