

Xmas is in the air.

GIGANTIC

Everybody is thinking and planning for the 25th.

Xmas Display

NOW ON AT

Keeler's Mammoth Jewelry, Book, Stationery & Fancy Goods Store



We have the largest and best Xmas Stock to be found in Durham



And the best of all is that our Xmas goods are all new and we have prepared and we are ready for a bigger rush than ever this year. Having extended our store back another 40 feet, which makes the largest store of its kind in this part of the country, as everybody knows that we had the rush last year which cleaned our Xmas stock out. This year we have thousands of dollars' worth of brand new goods.

WE WILL SAVE YOU BIG MONEY ON YOUR CHRISTMAS PURCHASES

And will give you the greatest stock to choose from. No old goods here but everything bright and new. We will lay any article or articles away for you until you want them without one cent of deposit. We do not insult our customers by asking them for a deposit on chosen goods.

Come with the Crowd and have what you want laid away for you. No trouble to show goods

A FEW XMAS GIFT SUGGESTIONS

- | | | |
|---------------|------------------------|---------------------|
| Gold Watches | Hymn Books | Fancy Boxed Cigars |
| Clocks | Prayer Books | Musical Instruments |
| Jewelry | Books of Poems | Toilet Cases |
| Silverware | Miscellaneous Books | Dressing Cases |
| Spectacles | Picture Books | Shaving Sets |
| Eye Glasses | Gold Mounted Umbrellas | Xmas Cards |
| Fountain Pens | Cased Pipes | Sleighs |
| Japan China | Tobacco Pouches | Dolls |
| Bibles | Cigar Cases | Toys and Games |

Choice Confectionery

In FANCY BOXES and in BULK

Choice Perfumery in Fancy Cases at Money Saving Prices



See our great display of **Burnt Leather Goods**

They are certainly swell.

WATCH OUR WINDOWS For Xmas Suggestions



All goods bought at Keeler's will be Engraved free of charge.

R. B. Keeler & Sons

The great Xmas rush is now on at Keeler's Store.

The Busy Jewellers
In the Busy Store—on the Busy Corner—in Durham.

Prices are going to be the magnet that will draw shoppers here for their Xmas gifts.

NEW YORK CHURCHES.

Trinity and the Land It Occupies valued at \$12,500,000.
Trinity church is valued at \$12,500,000. This estimate includes the land occupied by the churchyard. It is in the most valuable division of property in the world.
St. Paul's church is valued at \$5,500,000.
Grace church, at what was once described as the head of Broadway, is valued at \$950,000.
The First Presbyterian church, on Fifth avenue, between Eleventh and Twelfth streets, is valued at \$750,000.
St. Mark's church, on Second avenue, an old landmark in that neighborhood, is valued at \$275,000.
The Marble Collegiate church, Fifth avenue and Twenty-ninth street, is valued at \$1,000,000.
The Church of St. Paul the Apostle (the Paulist church), at Fifty-ninth street and Columbus avenue, is valued at \$700,000.
The West Presbyterian church, on West Forty-second street, is valued at \$450,000. St. Thomas' at \$1,700,000 and the Fifth Avenue Presbyterian church, 9 and 11 West Fifty-ninth street, at \$1,000,000.
The valuation of the Temple Emanuel is \$1,530,000, of St. Patrick's cathedral \$6,000,000, of the B'nai Jeshurun synagogue \$300,000, of the Temple Beth-El, at the corner of Fifth avenue and Seventy-sixth street, \$1,300,000, of the Broadway Tabernacle, Broadway and Fifty-sixth street, \$700,000 and of the Christian Scientist church, Central Park West and Sixty-eighth street, \$300,000.

PRACTICAL PICTURES.

Odd Parlor Ornaments and a Very Substantial Dinner.
There is a practical minded millionaire who has invented a substitute for valuable pictures which it is hoped will not commend itself to others. He has had a large number of bank notes framed, and these are hung upon the wall where the pictures should be.
In the drawing room is one frame that contains a bank note for £100,000, and he says: "There is the money in case I find a picture which is sufficiently valuable to pay that price for it. Meanwhile the note tells its own tale and saves me from explaining to my visitors that 'this picture cost so much,' as most other rich men do."
"The chief pleasure of these collectors appears to arise not from the beauty of the work, but from the cost of it; then why not have checks or bank notes for a large sum hung on the walls, as I do? Besides, I find that it is much more interesting to my visitors, for most of them look long and carefully at the bank notes who would but glance at the work of art."
This eccentric man gave a dinner on the same principle. In the soup plates there was no soup, but sovereigns; for fish were served five-pound notes, for game checks and for sweets shares in a thriving company, and there was not a guest who did not enjoy this entertainment more than any he or she had ever before been present at.—London Truth.

Dean Swift on Spelling.

Dean Swift roundly denounced the poets of his day who had introduced the "barbarous custom of abbreviating words to fit them to the measure of their verses." Swift instances "drugg'd" and "disturb'd" as mortal offenses. The custom so introduced had begun to dominate prose. Another cause—borrowed, Swift suggested, from the clipping process—which he held had contributed to the maiming of the language, "is a foolish opinion advanced of late years that we ought to spell exactly as we speak; which, besides the obvious inconvenience of utterly destroying our etymology, would be a thing we should never see the end of."

Risks in Railway Journeys.

The idea that the man who goes on a railway journey takes his life in his hand and is rather more likely than not to meet with an untimely death at the first curve the train negotiates is scarcely borne out by the fact that the chances against any one passenger meeting his death on the railway are 36,000,000 to 1. This immunity from disaster reflects considerable credit upon the companies, but still more upon engine drivers and signalmen, whose skill and care are the main factors in the safety of the passenger.—London Court Journal.

Reason.

Reason, reason as much as you like, but beware of thinking that it answers to everything, suffices for everything, satisfies everything. This mother loses her child. Will reason comfort her? Does cool reason counsel the inspired poet, the heroic warrior, the lover? Reason guides but a small part of many, and that is the least interesting. The rest obey feeling, true or false, and passion, good or bad.

Taking Him Down.

"Critick was pleased to say that my play had few equals as a bit of realism," remarked young De Riter.
"He said even more than that," said Peppy.
"Indeed?"
"Yes," he added, "and positively no inferiors."—Exchange.

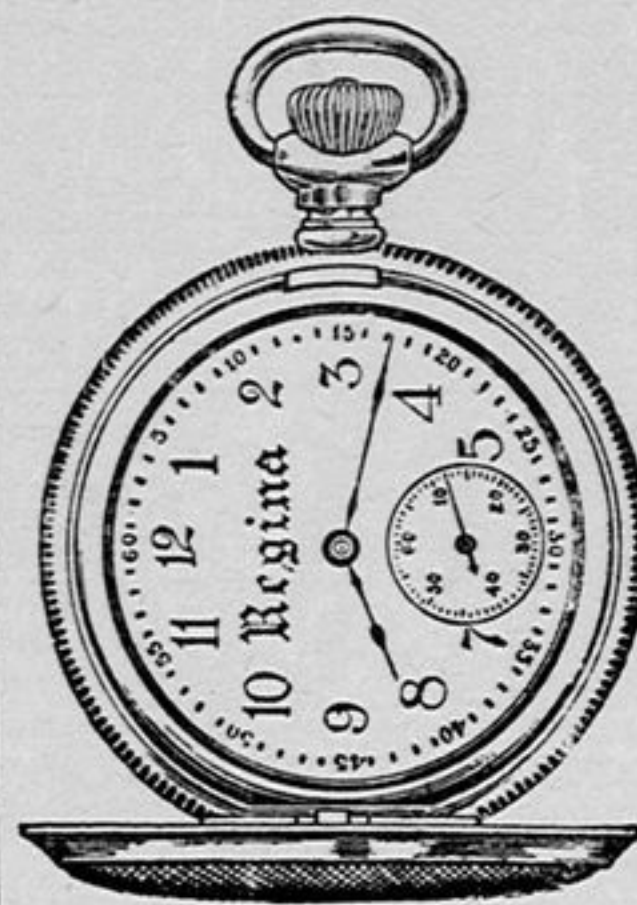
Carelessness Somewhere.

Gladys—Mamma can't see anybody today. She's upstairs with the new baby. You see, they sent her a girl when she'd ordered a boy, and she's so disappointed she's sick.

The men who go through life with chips on their shoulders always avoid meeting the right man. — New York News.

"DIAMOND HALL."

Everything at Your Service



See our Magnificent

Christmas and New Years Display of Jewellery Diamonds and Silverware

We are never undersold by any business rival.

We aim at doing better by you than any other Jeweller.

Percy G. A. Webster,

JEWELLER AND OPTITIAN

This Store will be open every night till Xmas.

AYTON MILLS

Are now being operated by

WENGER MILLING CO.

Who by using only best wheat and careful grinding are producing flour of superior quality, second to none made in Canada.

Frost & Wood

IMPLEMENTS

SEE MY STOCK OF

Melotte Cream Separators, McLaughlin Buggies and Cutters, White and Standard Sewing Machines, Clothes Wringers, Harness, Etc., Etc.

JOHN MURDOCH

Middaugh House Block.

ENCORE

A blend of best Ontario Fall and No. 1 Manitoba wheat is a strictly

Superior Family Flour

PURE MANITOBA

Made of best Manitoba wheat obtainable in every respect a flour of

Superior Quality

Give these flours a trial you will be delighted and will want no other.

—FOR SALE BY—

MATTHEWS & LATIMER

Christmas is Near Time to Get Busy

So much to buy so many things to think about. Avoid all the worry and disappointment possible by shopping now

FURS

Make a highly appreciative gift. We have a new lot just in, bought at reduced prices.

- Fur Ruffs, Throw Overs, Capelines, etc. \$3.50 to \$15.00.
- Fur Jackets, plain and Sable Trimmed, \$30 to \$50.
- Fur Muffs, Fur Caps, Fur Sauntlets.

These Make Splendid Christmas Gifts . . .

- Dress goods
- Umbrellas
- Boys' & Girls' Tuques
- Mens' Gloves
- Ladies' Gloves
- Men's Mufflers
- Men's Caps
- Fancy Sweaters
- Lovely Ribbons

For the Housewife

- Linen Table Cloths
- Table Napkins
- Sideboard Scarfs
- White Bead Spreads
- Floor Mats
- Chenille Table Covers
- Tapestry Table Covers

Mens' Neckwear

There never was such a showing in Durham before It's simply elegant. Choose yours now.

Ladies' Neckwear

We wish we could describe the beautiful creations. We can't—but we want you to see them.

Christmas Groceries

This is headquarters for the freshest and purest of Christmas Groceries—Nuts, Peels, Fruits, Spices etc.—prices reasonable.

JAMES IRELAND

McIntyre Block.

Only Nine Shopping D
Get

TH

Our prepara
ings of taste
in long des

Ladies Fa
Silk Colla

Regular 35c
values, for.....

Our buyer m
Christmas sto

Gloves

Men's lined Mocha glo
pair.....

Men's finer grades, two
.....

Men's extra choice gray
lined.....

Men's silk lined Mocha
.....

3 Specials

Fine imported cashmer
.....

Fine embroidered half
.....

Beautiful new patterns

Ladi

Largest stock of belts

Beautiful Dresden silk

Fine silk belts in all sh

Special black silk belt,

Better and more elabor
the best we have s

Tartan belts very new

Crush leather belts in

The latest black elast
neat.....

100 DOZ

10 dozen beautif

40 dozen finer go

20 dozen plain li

15 dozen fancy b

10 dozen large co

5 dozen beautifu

Toques,

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Nothing will please
headgear than of
fancy.....

Ladies' golf jackets a
white and navy

We have everything

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We cordia

glass is ge

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We will ha