

# FALL DRY GOODS

Our Exhibit of New Goods for this  
season is now open.

YOU ARE INVITED!

JOHN ACHESON.

TOILET SOAPS!

ENGLISH AND CANADIAN.

AMERICAN MAKERS.

FAVORITE WHITE CASTILE

F. JORDAN'S MEDICAL HALL.

NEW AND STYLISH

MILLINERY!

MRS. SALKELD

VELVET DRESS TRIMMINGS,

MRS. SALKELD.

THE MAMMOTH HARNESS DEPOT

WM. ACHESON.

HAMILTON-ST., GODERICH.

Wm. Acheson.

DO YOU READ

THE COSMOPOLITAN,

THE CHEAPEST ILLUSTRATED MONTHLY IN THE WORLD!

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Enlarged, October, 1909, to 128 Pages.

THE COSMOPOLITAN is literally what the *New York Times* calls it, "As its price, the brightest, most varied and best edited of the Magazines."

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FOR NEW SUBSCRIBERS, FOR ONE YEAR ONLY.

The Cosmopolitan, per year, \$2.40

The Huron Signal, " " 1.50

The price of the two publications, - 3.90

We will furnish both for only - 2.50

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"It has more articles in each number that are readable, and fewer uninteresting pages, than any of its contemporaries."—*Boston Journal*.

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A SPLENDIDLY ILLUSTRATED PERIODICAL AT A PRICE HITHERTO DEEMED IMPOSSIBLE.

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It will be a liberal educator to every member of the household. It will make the nights pass pleasantly. It will give you more for the money than you can obtain in any other form.

Do you want a first-class Magazine, giving annually 1536 pages by the ablest writers, with more than 1500 illustrations, by the cleverest artists—as readable a Magazine as money can make—a Magazine that makes a specialty of live subjects?

"The marvel is how the publishers can give so much for the money."—*Philadelphia Evening Call*.

Send \$2.50 to this Office, and secure both The Cosmopolitan and The Huron Signal.

Envelopes, Note, Letter and Account Papers at "The Signal."

## LADIES CAN SHOP BY POSTAL CARD!

Parties at a distance who cannot conveniently visit Brantford

in Person, may have Samples sent them, of Dry Goods of all

kinds, if they will write us. No charge and no need to order if

not suited.

We make it a business to attend to such letters QUICKLY, and when orders come we send the EXACT ARTICLE wanted at exactly the same price as other customers pay when here buying in person. Goods are sent by mail, express or freight, according to circumstances, subject to return and refund of money if not satisfactory. Having trained and responsible clerks, who are able to use discretion in filling orders, we are enabled to give Great Satisfaction to the many customers.

WHO LEAVE THEIR CHOICE TO US.

With a reputation of over twenty years at retailing, we cannot afford to lose our good name by lack of proper services to absent customers. Write plainly and describe fully what is wanted, and about the price desired.

CROMPTON, APPELBE & CO.,

(Successors to H. W. Brethour & Co.)

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GOODE, THE DRUGGIST

MAKES A SPECIALTY OF FINE DISPENSING, PERSONAL ATTENTION, FINEST WORK, NIGHT ATTENDANCE.

TELEPHONE CALLS PROMPTLY ANSWERED.

If you request it, your Physician will leave his order at my Establishment, thus securing you these advantages and moderate charges.

—We lead on—

HORSE AND CATTLE MEDICINES.

Try us for SPONGES, TOILET ARTICLES, PERFUMERY, ETC. A few pieces of that BEAUTIFUL MUSIC given to ladies with purchases, still in stock.

McLEOD'S SYSTEM RENOVATOR,

and all other leading Patent Medicines.

W. C. GOODE,

DRUGGIST, ALBION BLOCK.

WE HAVE GOT IT!

A nicely finished, light, CARPET SWEEPER Much cheaper than brooms, strong, durable and cheap to a ten-penny nail.

Will you wear the carpet, and won't cost you anything for A TRIAL.

Will YOU HAVE ONE?

We have also the famous KEYSTONE EGG-BEATER, which BEATS the world, and WHIPS everything in a truly mechanical way.

All other lines, as usual, are well selected and complete for the trade.

R. P. WILKINSON & Co.

LATEST STYLES

—IN—

MILLINERY.

We have now on hand a complete stock of Pattern Hats and Bonnets, with Latest Novelties in Ribbons, Plushes and Trimming Materials.

Inspection cordially invited.

Miss Boland,

(Successor to Miss Graham, West-st.)

FALL MILLINERY.

MISS CAMERON, Hamilton Street, begs to announce that she has now in stock the latest styles in fall Millinery, specially imported from the British markets for this season's trade, which comprise some of the most handsome goods ever seen in this section, including Feathers, Flowers, Ribbons, Shapes, Trimmed Goods, etc.

A CALL SOLICITED.

MISS CAMERON.

WANTED

SALESMEN to sell choice Nursery Stock. Liberal Pay Weekly. Will pay salary, but can give something better to workers. No experience needed. Write FRED. E. YOUNG, Nurseryman, Rochester, N. Y. A PRESENT. If you become my agent and sell \$100, will give \$25 for copy of this ad. Cut it out.

GRAPEFUL—COMFORTING.

EPPE'S COCOA.

By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the fine properties of well-selected Cocoa, Mr. Eppe has provided our breakfast tables with a delicately flavored beverage which may save us many heavy doctors' bills. It is by the judicious use of such articles of diet that a constitution may be gradually built up until strong enough to resist every tendency to disease. Hundreds of subtle maladies are floating around us ready to attack wherever there is a weak point. We may escape many a fatal shaft by keeping ourselves well fortified with pure blood and a properly nourished frame."—*Old Service Gazette*.

Made simply with boiling water or milk. Sold only in packets by grocers, labelled thus: JAMES EPPE & Co., Homoeopathic Chemists, London, England.

Wines, Liquors, &c.

FOR SALE BY

G. H. PARSONS

ALBION BLOCK, GODERICH.

Fall and Winter

GOODS.

Ready made Clothing at

Prices to suit Pur-

chasers.

MUST BE CLEARED OFF.

H. DUNLOP,

The Tailor, West-st.

## ANOTHER STEP TO THE FRONT!

ISAAC N. CASSIDAY,  
GROCER

has removed from Crabb's Block, to McLean's new Block Court-house square, into the Plate glass grocery store, 3rd door west of British Exchange

Hotel, 2 doors east of T. 1st-  
lor's Dry Goods Store,

Where Both Old and New Customers will be Welcome.

I also intend to give Great Bargains in Teas and Sugars. I have just got in a fine assortment of fancy Delft and of the very latest patterns in Brown Rustic Tea Sets, Slate Rustic Tea Sets, Enamelled Floral Tea Sets, Brown Rustic Dinner Sets, Slate Rustic Dinner Sets, Sage Rustic Dinner Sets, Blue Bonak's Toilet Sets, Brown Summer Toilet Sets, Begonia Toilet Sets, Enamelled Toilet Sets, also a very fine assortment of plain Delft that will be sold cheap, and I intend to pay the highest price for Farmers' Produce.

Thanking my Customers for past patronage, also soliciting their further orders. Orders will be delivered with pleasure to any part of the Town

I. N. CASSIDAY,

Goderich, Oct. 8th, 1899.

Look! - Look!

J. M. PROUDFOOT

Has just received a large stock of the Finest Groceries

and Dry Goods to be had for Money, and is selling at

a very great reduction. Just give him a call and be

satisfied. Also Flour and Feed.

GOODS DELIVERED FREE.

The GRAND DUCHESS RANGE

See the Full Stock of SAUNDERS & SON.

DISCOUNT.

SPOT CASH.

5 per cent off all purchases of \$1.00 and less than \$3.00; 10 per cent off all purchases of \$3.00 and upward.

On goods of my own manufacture 5 per cent will be allowed.

I have on hand one of the largest stocks of

BOOTS & SHOES

in the Dominion, a detailed list of which would occupy more space than the "Signal" is prepared to give; suffice it to say it comprises every desirable line to be found with the best Manufacturers of Canada.

Every line is already marked

BELOW ACTUAL VALUE

and the above terms make my store the Cheapest place in Canada to buy your shoes. An immense stock of

RUBBERS AND OVERSHOES

in every style both in Canadian and American, Glove Goodyear make, which are subject to the same

LIBERAL TERMS.

A Large Stock of Ladies' Imported Kid Slippers, very fine. Call and see them.

Cor. East-st. and Square.

E. DOWNING.

WE GET THERE

Seems to be the popular verdict in all the lines we carry.

OUR STOCK IS COMPLETE, and we can show you the

finest and most complete assortment of goods ever shown in

Goderich. We have lately received several superb lines of

TABLE CHINA,

To which we Desire to Call Special Attention.

CHAS. A. NAIRN, FINE GROCERIES

AND FRUITS.

COR. HAMILTON-ST. & SQUARE.

Wholesale and Retail. N. B.—Try Caroline Flakes for Summer

NOTICE.

It will

soon be

time to make out accounts. "The

Signal" does good printing

and furnishes good paper.