

THE ALVINSTON NEWS,

The representative journal of Brooke Township and East Riding of Lambton County, Ontario.

Published Every Wednesday Morning, AT THE NEWS BLOCK, RIVER STREET, ALVINSTON

Devoted especially to the interests of Alvinston, Township of Brooke, and a surrounding Township. It aims to furnish a larger amount of news than can be found in any other journal.

It is an advocate for social reform and moral elevation. On political reform it maintains a strict independence, unbiased by political creed or party.

Our plan of issuing an extra edition of 1000 copies every three months, commencing October, 1878, in addition to our regular circulation, is to be mailed to every non-subscriber in the County of Lambton, cannot fail to be of benefit to our advertisers, to whom no extra charge is made for such editions. Their advertisements being of length, during the year, to the notice of

Nearly 150,000 Readers.

Advertisements should be sent in not later than Tuesday morning, and all changes not later than Monday of each week. Terms: Advertisements charged by the line. All communications intended for publication, must reach this office by Monday of each week; and in all cases the name of the writer must be made known to us as a guarantee of good faith on their part.

Subscription, \$1.00 per year; and no name will be entered on the list unless this amount accompanies the same. Advertising rates, made known on application.

JAMES C. TYE, Proprietor. WILL E. JOHNSON, GEORGE ADAMS, Editor. Business Manager.

The News. ALVINSTON, WEDNESDAY OCT., 16th.

SALUTATORY.

Custom has ordained that in the initial number of a newspaper should appear, a few words of introduction explaining the ways and wherefores of its appearance. We are here because a canvass of Alvinston merchants and business men convinced us that we were wanted, that if we devoted our columns to the best interests of this section of Lambton County, they would guarantee their patronage. Being desirous of some day becoming owner of real estate, even if it be only a building lot in a tamarack swamp, we have availed of the opportunity, and from this moment have "the blighted dollar" in full view.

As has been previously announced, THE ALVINSTON NEWS is neither a Grit nor Tory, Reform nor Conservative organ, but standing untrammelled by party politics, will, with perfect freedom, slash right and left the political issues of the day. On subjects, Moral and Social, we shall express ourselves fearlessly and independently, and if we do not make a few enemies it will be because our readers are all of one mind. Our chief endeavor will be to aid in drawing attention to Alvinston, and by full local columns to make as much of it as possible. To this end we invite the co-operation of all our readers. Any items of interest from any part of Brooke Township will be welcomed. Especially do we desire that the farmers, upon whom Alvinston depends for its prosperity, shall vie with each other in reporting interesting facts of occurrence, and then you may have reasonable prospects of checking the consumption of liquor in the Dominion of Canada.

We are glad to notice an increasing interest in the subject of incorporation for Alvinston, and that many of our business men are earnestly agitating the subject. We believe that those who oppose the plan are actuated by a "penny wise, pound foolish" principle; that the slight addition yearly expected—entailed—if there should be any increase—would be in the end, money in the pockets, of all interested in the prosperity of this place; and that the present unsettled state of the question is a drawback to the permanent investment of business capital. By all means let us have incorporation.

A LIBRARY and reading room would prove a point of attraction for our young people as well as many of the older ones. It would only require a little energy to inaugurate such an institution on a small scale at the outset, allowing it to enlarge according to increasing requirements. The writer was instrumental in establishing such a library in a growing town in the State of New Jersey, and the interest taken in it by the whole community was most encouraging. Young men, who were at their wits end to kill time, found it a place where they could spend a pleasant evening. Young ladies found the library a useful substitute for foolish conversation or slanderous gossip, and it at once assumed a position as one of the permanent institutions of the town. We should like to hear from our readers on this subject, as we hope to see the Alvinston Library and Reading Room established during the coming winter.

One word to the business men and merchants of Alvinston. It is the wisest operation in the world to sink money in a news and printing office, and a publisher can dispose himself of capital in a remarkably short space of time, if he does not receive the support of the community wherein his office is located. Now that is the whole secret in a nutshell. If THE ALVINSTON NEWS meets your approval, we demand your support, and for the credit of this enterprising village, prefer that if there is any failure it shall be laid to our charge rather than to the lukewarmness of Alvinston's business men and citizens of Brooke Township.

We have said our little say, and THE ALVINSTON NEWS now submits itself to the criticism and judgment of its many readers; assuring them that we shall endeavor to present them, in consecutive issues, a paper constantly improving in reading matter.

SPECIAL NOTICE.

A copy of this, the initial number of the News, has been mailed to every rate payer in Brooke Township, and a large number to readers in adjoining townships. We have taken this course with the first issue, so that no resident of Brooke will be able to plead ignorance of the establishment of a new weekly paper, devoted to their special interest.

Owing to the extent of territory over which a canvasser for subscriptions would be compelled to travel, we shall be obliged to rely in a great measure upon those of our readers who are satisfied with our efforts, to send in their subscription at once, thus ensuring the regular receipt of this paper by them.

We have established this office on the cash principle and shall strictly adhere to it. Experience has taught us that one hundred "paid in advance" subscribers, are worth more than five hundred "collect when you can" subscribers; and we shall not enter the latter on our list. If THE ALVINSTON NEWS is worth one dollar a year, patrons should not expect us to expend on an average at least fifty cents worth of valuable time in collecting from them, and if any do expect it, they will be disappointed. Send or bring your dollar when your name is entered on the list and that will settle the matter for one year from date of subscription. Those who subscribe during the coming week, will date from number one, volume one.

Those who are interested in the growth of our village, should preserve this the first issue of the NEWS. The full account of the first settlement and present condition of Alvinston, with the summing up of its future prospects cannot be of interest, not only to the present residents, but their descendants.

Our business men have shown a degree of enterprise, that proves they are not to be outdone by competitors in any section of Lambton, and a glance over our advertising columns will prove this assertion. They are deserving of patronage from near and far, and have our best wishes, as well as all the co-operation we can render them to that end.

A THOROUGH-BRED gossip and scandal-monger, does more to destroy the happiness of family and peace of village life than can be undone by a regiment of preachers. We regret to disparage the fair sex, but in the majority of cases they are wearers of petticoats. Those who feared their gossiping propensities would be superseded by our local columns, can rest in peace; we shall report actual occurrences only, and endeavor to keep out all "say-so" information from our local page.

The advocates of total abstinence hope to succeed in securing the passage of the prohibitory act this fall in this County. Well, suppose they do—will that stop the traffic in spirituous liquors here? We think not. As long as distilleries are run, because of the demand for their products, just so long will intoxicating beverages be indulged in. Cut at the root of the tree, gentlemen—if you can—by stopping the manufacturers, and then you may have reasonable prospects of checking the consumption of liquor in the Dominion of Canada.

We are glad to notice an increasing interest in the subject of incorporation for Alvinston, and that many of our business men are earnestly agitating the subject. We believe that those who oppose the plan are actuated by a "penny wise, pound foolish" principle; that the slight addition yearly expected—entailed—if there should be any increase—would be in the end, money in the pockets, of all interested in the prosperity of this place; and that the present unsettled state of the question is a drawback to the permanent investment of business capital. By all means let us have incorporation.

A LIBRARY and reading room would prove a point of attraction for our young people as well as many of the older ones. It would only require a little energy to inaugurate such an institution on a small scale at the outset, allowing it to enlarge according to increasing requirements. The writer was instrumental in establishing such a library in a growing town in the State of New Jersey, and the interest taken in it by the whole community was most encouraging. Young men, who were at their wits end to kill time, found it a place where they could spend a pleasant evening. Young ladies found the library a useful substitute for foolish conversation or slanderous gossip, and it at once assumed a position as one of the permanent institutions of the town. We should like to hear from our readers on this subject, as we hope to see the Alvinston Library and Reading Room established during the coming winter.

TO BUSINESS MEN.

Your attention is called to the unusual inducements offered to advertise your line of business in a most thorough manner throughout the Township of Brooke and neighboring townships.

To bring the News more directly to the immediate notice of readers, this First Issue is an edition of 1000 Copies, which will be mailed to every household in Brooke Township, Watford, and residents in adjoining townships.

An extra edition of 1000 Copies will be issued the last week in every third month without increase in rates to advertisers over the ordinary subscription list edition. Special rates will be made for advertisements to continue six months or longer, and no effort will be spared to make THE ALVINSTON NEWS the best advertising medium in the County of Lambton.

The News being the first regular newspaper ever published in Alvinston, cannot fail to command the attention of intelligent readers, whose patronage is obtainable by business men who have special inducements or bargains to offer.

The experience of many years on the part of large or moderate advertisers in various forms, in that of all other mediums in the world, the family and local newspaper excels them all; many men who have thrown away money on clap-net methods of advertising, have found out too late, that one fourth the amount they have wasted, if invested in judicious newspaper advertising, would have more than quadrupled their now sinking business.

With such knowledge as this, gained from the experience of others, it is almost needless to urge you to bestow a portion of your patronage upon THE ALVINSTON NEWS. The unusually large edition of quarterly issue, the attractiveness of live, spicy, entertaining reading matter of both general and local interest, cannot fail to command the attention of a large proportion of the purchasing public in this section of Lambton County.

MAKE HOME HAPPY.

This is an injunction often sounded in the ears of parents by magazine and newspaper writers, and as a rule is especially directed to those engaged in the arduous duties of farm life.

The incessant toil requisite to make ends meet, to pay off a debt, reduce a mortgage, or provide for various contingencies, is apt to lead the farmer, who has a family of children, to look at everything in a stern matter-of-fact light, and to discountenance any exhibition of youthful light-heartedness on their part. The mother, worn out by the petty annoyances and many cares of household duties, comes to look upon life as a scene of constant labor, with no time for pleasure or recreation; and naturally inculcates this idea in the minds of her children, until at last the home becomes a place to be dreaded by them, as a constant treadmill of unremitting toil, while to the farmer himself, it is only a place in which to eat his meals in day-time and sleep at night, and the idea of doing anything to make home happy, seems to him an impossible undertaking. But after all, it is far from impossible, as we shall endeavor to show in future editorials on this subject.

For the present, we will only say that a conscientious effort on the part of parents, no matter what their vocation or condition in life may be, to build up a home for the children, instead of making the children of secondary importance to the home, will go a great way towards settling the oft-repeated query, "what is the reason my children, as soon as they reach their majority, leave the farm or village home, to risk their virtue or strength of character in other and more morally dangerous fields of action." We know of many families in this neighborhood, whose younger members are drifting like helpless wrecks upon the stormy sea of life, away from home, strangers in a strange land, yet who look back to their days of childhood, and say, "I would rather be an independent vagabond on the face of the earth, than live over my childhood days of servitude to father or mother."

A MORAL FESTER.

The closing paragraph of our Inwood contributors interesting correspondence, compels us to notice a blot upon the fair reputation of Alvinston, which we would far rather have avoided in our first issue. But direct information reaching us that violent measures were to be taken to compel the parties referred to, to vacate the locality, we feel in duty bound, for the sake of our claims as a moulder of public opinion, to take up the subject at once. And we shall speak plainly. Of all the evils that afflict society, none is so productive of disorganization to moral teachings, family happiness, or physical well-being, as that of our civilized life, known as "the social evil." In all large cities and towns its baneful influence is seen, in the dissipated habits of young men and the lax morals

of many a fir woman. Catering, as such an institution does, to the lowest and most depraved elements of the animal nature of man, it is not to be wondered at that in all places where it finds a foothold, are found men, in all ranks of society, who give their hidden inclinations to retain it among them. And it is a remarkable fact, that while the clergy and teachers of morality, seize with alacrity upon such subjects as intemperance and gambling, on which to display their powers of vituperation, or persuasive skill, they seem to shrink with indefinite dread, from referring in any way to this far greater evil of modern society. Yet a fearless handling of the subject, is the only way whereby public sentiment can be brought to bear against it. We have seen to the depth of degradation, the pitiful misery, the heart-breaking woe, a woman reaches and experiences, who is led by the cunning temptings of a wily seducer or forced by the cruel scoffs of her sister woman, to adopt as a means of livelihood a profession which leads her down to the door of a moral, and physical ruin. If there is a man, in the shape of a man, more deserving of contemptuous scorn or a coat of tar all feathers, than a young man who is a blind to all sense of decency or morality, as to engage in this nefarious business, we have yet to have it shown to us, and would like to see it.

While we are radically opposed to mob law, or physical violence, so long as legal course can be taken to root out a nuisance of this kind, we have positive knowledge that steps are soon to be taken to forcibly break up the establishment, root and branch. The course proposed to be taken by a number of our citizens, shows a lack of confidence in the ability to so lead public opinion that the offending parties will be forced by pressure of public sentiment to vacate. It was with the hope that such a result might follow the presentation of the subject in this manner by us, that we urged the instigators of violent measures to wait the effect produced; trusting, for the reputation of Alvinston, we may not be called to chronicle that, which cannot under any circumstances ever be fully justified,—the irresponsible action of a mob.

J. C. G. LAMONT,

Alvinston, Ontario. Manufacturer and dealer in Harness, Saddles, Whip, Trunks, Valises, Brushes, Horse Clothing, Harness Oil, Combs, &c.

SCOTCH COLLARS A SPECIALTY

Repairing Neatly Done at Short Notice. October 16th, 1878. 1-yr.

THE DOMINION GROCERY,

EAST SIDE, RIVER STREET, Alvinston, Ontario.

Largest and Best

Selected Stock of CHOICE FAMILY Groceries & Provisions

Ever shown in the place, and is determined by close attention to the wants of his customers, and by the adoption of the motto:

Live & Let Live,

In the strictest sense of the term, to merit a full share of public patronage.

FRESH & NEW

Bought for Cash. Will be SOLD CHEAP

FARM PRODUCE

IN EXCHANGE FOR GOODS!

FREE OF CHARGE.

Dominion Grocery

Before purchasing elsewhere. JOHN MARLATT, PROPRIETOR. October 16th, 1878. 1-yr.

ALVINSTON FOUNDRY,

JAS PANNEL, PROPRIETOR. All kinds of CASTINGS

Made on short notice. Having the services of a first-class Moulder, I am prepared to make-to-order anything in

Agricultural Implements. Repairs Promptly Executed. October 16th, 1878. 1-yr.

CLARKE & ARCHER

Cabinet Makers, AND UNDERTAKERS.

Having lately removed to more commodious quarters we keep all kinds of furniture on sale or made to order and Furniture repaired. A fine assortment of PICTURE FRAMES, Of latest styles in stock.

A First-Class horse kept on hand. [UNDERTAKING,] In all its details promptly attended to. Please call and examine stock before purchasing elsewhere. October 16th, 1878. 1-yr.

ALVINSTON Steam Flouring Mill.

This is one of the largest flouring mills in Lambton County; is fitted up with new and improved machinery and in every way merits its claim as

AN A 1 MILL.

Customer's grist attended to with Expedition and Satisfaction! Flour, Meal, Bran, Shorts, Etc., For sale by the hundred, or less, for cash, and delivered in any part of Alvinston free of charge. PINCOMBE & MARTYN, Proprietors, October 16th, 1878. 1-yr.

Clarke's Saw Mills.

I am now running two heavy teams for the purpose of hauling in a large stock of lumber suitable for

BOARD FENCING

And will be in a position to furnish any quantity of such lumber to farmers and others. My mill being situated by railroad side I have unrivalled facilities for freight-ing.

Lumber Shipped

To any point via Canada Southern. During the winter I will be prepared to do CUSTOM WORK With prompt dispatch for patrons. Correspondence solicited. ADAM CLARKE, Proprietor. October 16th, 1878. 1-yr.

ELLIS & McINTYRE

Wagon and Carriage Maker. Blacksmithing in all its Branches. Plough repairing and Horse Shoeing a Specialty.

All Work Guaranteed.

Come and give us a call. Center street, east of River street, Alvinston. October 16th, 1878. 1 yr.

LANDS for Sale.

1,900 ACRES in the Townships of Brooke and Euphemis. IMPROVED AND WILD LANDS At from \$8 to \$40 per acre.

Parties intending to purchase will do well to call at my office and see description of Property.

Lands Sold on Commission

And advertised by me. No commission charged unless a sale is effected. Alex. Lucus, Real Estate Agent. October 16th, 1878. 1-yr.

FAWCETT'S BANK,

ALVINSTON, Does a general banking business. ISSUES DRAFTS PAYABLE AT PAR ON THE Bank of Montreal, And all its Agencies.

In the United States GOLD AND CURRENCY DRAFTS on Smithers & Watson, New York agents Bank of Montreal.

INTEREST PAID ON DEPOSITS.

Highest price paid for Mortgages and Debitments. Money to loan on real estate at 8 per cent. ALEX. LUCUS, Manager. Alvinston, October 16th, 1878. 1-yr.

E. & N. BOWLBY,

Wholesale and Retail Dealers in HARDWARE! The cheapest place west of Hamilton to buy Carpenters Tools, Axes, Saws, Cutlery, Glass, Paints, and Oils.

No. 1 COAL OIL

A delivery wagon is kept in connection with the store and all parcels will be delivered within the limits of the Village

CLOCKS, WATCHES, JEWELRY,

kept constantly on hand. Repairing of all kinds promptly attended to. River Street, opposite Bonours Hotel, Alvinston. October 16th, 1878. 3m.

J. W. BRANAN

PROPRIETOR OF THE GLENELG FLOURING MILL.

This mill being run by either steam or water power, no derangement of power is likely to occur to prevent its continuous operation.

GRISTS PROMPTLY GROUND!

Flour, Corn-Meal, and Mill Feed, Etc., Sold in quantities to suit, at lowest market price for cash.

Grain Bought at Good Prices.

Having lately erected a brick block on River Street, the chief business thoroughfare, I have for rent a commodious store, also a spacious hall on second floor, 40 x 50, for entertainments, lectures, etc.

J. W. BRANAN. October 16th, 1878. 1-yr.

THE Medical Hall,

ALVINSTON. PURE DRUGS, PERFUMERY, Toilet Articles AND PATENT MEDICINES ALWAYS IN STOCK.

Also a Large Stock of Wall Paper, Stationery, School and Account Books, AND FANCY GOODS.

P. A. McDiarmid, Chemist, &c. Sole Agent for Montreal Telegraph Co. October 16th, 1878. 3-m.

R. G. MORRISH,

Call the attention of intending purchasers to his large and complete stock of

Dry Goods, Groceries, Millinery Goods, Boots & Shoes, etc., etc., WHICH HE SELLS AT VERY LOW PRICES.

Millinery a Specialty. A competent Milliner in charge of this department.

A SPECIAL RUN ON MENS OALF BOOTS

AT \$4 PER PAIR. CLOTHING DEPARTMENT. Gentlemen's Suits made to Order in Latest Styles, Ten per cent below City Prices, and FIT GUARANTEED.

I WILL NOT BE UNDERSOLD. R. G. MORRISH, River Street, Alvinston. October 16th, 1878. 3m.

CASH PRODUCE STORE!

John A. McKenzie, PROPRIETOR. Groceries, Crockery, Dry Goods, Boots and Shoes, Clothing, Etc.

Unexcelled for cheapness and quality by any store in town. Everything First-Class. Examine his fine line

Hand Sewed Boots,

For men and boys, before purchasing elsewhere. River Street, North, Alvinston. October 16th, 1878. 1-yr.

WATFORD ADVERTISEMENTS

M. McLEAY,

is now opening out a New and Complete Stock of Fall & Winter DRY GOODS,

in the store Opposite Fawcett's Bank Watford.

He is prepared to give GREAT BARGAINS!

previous to moving into his new store. M. McLEAY. Watford, October 16th, 1878. 1-in

STOVES!

STOVES! R. A. Cook, Watford, HAS THE LARGEST STOCK OF STOVES IN THE WEST

and makes a specialty of them this season. He proposes to offer one who favor him with a call.

EXTRAORDINARY BARGAINS! In his stock will be found series of every description and every price, Oak or Wood, from \$4 to \$40.

All kinds of TIN, COPPER and SHEET IRON WORK executed in good style. No apprentice work. Extra-troubling a specialty. Watford, October 16th, 1878. 2-in

ANNOUNCEMENT.

For the best Flour in Ontario, go to Doherty's Watford. The voice of the people from Toronto to Sarnia says so.

The best Thrashing Machine wastes grain, runs, lasts long, was well tested this season.

A new style of Land Roller, just what the farmers want in Lambton. The best place to get repairs done is Doherty's. Because he keeps employed the best workmen and pays the highest wages and gives his customers the benefit.

Farmers, open the door "and walk in, and see for yourselves.

THE Checkered STORES,

WATFORD, STILL AHEAD.

Just received, a fine stock of Groceries, Glassware, Crockery, Hardware, Boots and Shoes!

which I am offering cheap.

IN BOOTS AND SHOES

I am offering Special Inducements!

and parties favoring me with a call can get on getting good goods, and very cheap from a new and well selected stock.

Having an unusual supply of STOVES

I have concluded to try every inducement to

SELL THEM AT COST FOR 30 DAYS!

IMPROVED SINGER SEWING MACHINES

in great variety and very cheap.

Don't Forget the Place! Checkered STORES,

WATFORD,

A call respectfully solicited at P. DODDS.

For the highest prices for Hides, Skins, &c. October 16th, 1878. 3m

NEW MARBLE WORKS

FLETCHER MOODY would respectfully inform the public that they have opened a shop on Main Street South of Metropolitan Block, Watford, where we are prepared to furnish

MONUMENTS, HEAD-STONES, MANTLES

and other articles in Marble and Granite, and Granite Monuments, etc., and also call and see specimens and prices. FLETCHER & MOODY. Watford, Oct. 16th, 1878.