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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 ob-
tained on application at the Gymnasium from
8 to 12 and from 1.30 to 10.

RAILWAYS.

GRAND TRUNK RAILWAY
COMPANY OF CANADA.—1868.—Trains
now leave Bonaventure Station as follows:—

GOING WEST.

Day Express for Ogdensburg, Ottawa, Brock-
ville, Kingston, Belleville, Toronto, Guelph,
London, Brantford, Goderich, Buffalo, Detroit,
Chicago and all points West, 8.30 A.M.
Night do do, at 8.30 P.M.
Accommodation Train for Kingston and In-
termediate Stations, at 7.00 A.M.
Trains for Lachine at 5.30 A.M., 7.00 A.M.,
9.00 A.M., 12 Noon, 3.00 P.M., 4.40 P.M., and
5.00 P.M.

GOING SOUTH AND EAST.

Accommodation Train for Island Pond and
Intermediate Stations, at 7.00 A.M.
Express for Boston at 8.40 A.M.
Express for New York and Boston, at 4.30
P.M., via Vermont Central.
Express for New York via Plattsburg, Lake
Champlain, Burlington, and Rutland, at 5.30
A.M.
Do do do, 4.40 P.M.
Express for Island Pond, at 2.00 P.M.
Night Express for Quebec, Island Pond,
Gorham and Portland, stopping between MON-
TREAL and ISLAND POND at St. Hilaire, St.
Hyacinthe, Acton, Richmond, Sherbrooke,
Waterville, and Coaticook only, at 10.10 P.M.
Sleeping Cars on all Night Trains.
Baggage checked through.
The Steamer "CARLOTTA" leaves Portland
Every Saturday afternoon, (after arrival of
Train from Montreal on Friday night) for
Halifax, N.S., returning on Tuesdays. She
has excellent accommodation for Passengers
and Freight.
The International Company's Steamers, run-
ning in connection with the Grand Trunk Rail-
way, leave Portland every MONDAY and
THURSDAY at 5 P.M. for St. Johns, N.B., &c.
Tickets issued through at the Company's
principal Stations.
For further information and time of arrival
and departure of all Trains at Terminal and
Way Stations, apply at the Ticket Office,
Bonaventure Station.

C. J. BRYDGES,
Managing Director.
Montreal, 5th Oct., 1868.

CHEMISTS.

ONE Large (or 50c. size)
Bottle of Spencer's Horehound and
Cherry Balsam is warranted to cure the most
violent Cough. Sold by RICHMOND SPENCER,
Chemist, Corner of McGill and Notre Dame
Streets.

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,
144 St. Lawrence Main Street.
(Established 1857.)

CIGARS and TOBACCO.

S. DAVIS,
Manufacturer of the
CABLE CIGARS.
Has removed his office to
No. 72 GREAT ST. JAMES STREET.
Second door from John Street, and next to
Larins' Express Office.

HOLIDAY PRESENTS.

The undersigned begs to inform his Custom-
ers and the Public that he has just received a
large assortment of Meerschaum Pipes and
Cigar Holders, Seal Skin Cigar Cases and
Pouches, Meerschaum 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 follow-
ing celebrated Brands:—Partaga, Rezzina,
Reine, Londres, Princesses, Rose de Santiago,
Conchas, Henry Clay Regalia, 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
conoling influence concentrated in Tobacco,
especially when, according to his aristocratic
taste, it was drawn through genuine Meers-
schaum, tipped with amber mellow, rich and
ripe, should pay particular attention to an
advertisement of S. McConkey'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 cer-
tain to please. The same may be said of
McConkey'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 hay-
mow. Advertisers craving for larger letters,
bigger cuts, and blacker type, to make an im-
pression 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 con-
venient 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 best of the value of all ad-
vertising.

And it is here we claim particular and un-
rivalled 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 impor-
tance within a radius of 200 miles of Montreal;
and some time ago we addressed a circular to
the different newspapers 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 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 consider-
able 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 26 a year, in advance, and send it by mail
for 25. But in all cases when not in advance,
the price is 28 a year.

Weekly, 24 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 neces-
sity 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 im-
portant to know.

MONTREAL: Printed for the Proprietors by
J. G. B. 67 St. James Street.