"What a remarkable story !" says Miss Anson. "And-what happened ?" 'They had to get a stomach-pump, I be

"Laurence!" says Mr. Kitts, fixing him with his eye-glass, "did you ever hear that a thing may 20 too far?" "Rather!" says Larry, calmly. "One of

those dice went too far, anyway. It was never heard of again. "He's incorrigible!" says Mrs. Adare, throwing up her hands. "And it wasn't one of the dice, Larry. It was her false

"Anyway, she frightened old Sir Darby "You've ruined your tale," says Mrs. Adare, "No one will believe in it now. We all know that for the last twenty years of his life he had no senses to be frightened

"It was wonderful how straight he could keep at times, though, when it suited him."
"When his wife had her eye on him, you

Here Mr. Kitts gives way to mirth. "Do you remember that last time we caw him?-when the English fellow came round on a temperance crusade? He didn't know anything about Sir Darby's propensities, of course, and, thinking the title would sound well on the notices, asked him to take the chair at the meeting in the village. And he came, you know,"—to Miss Anson, who is the only person present who doesn't know the sorry tale-"a little-just a little-d'ye see? and when he got on his legs to start the show, he-ha! ha!-never got beyond the opening sentence. And what was that, d'ye think? 'Ladies an' gemmen, I'm so full of the subjeck—' Ha! ha! ha! he got no farther. He was so full of the subject," roars Mr. Kitts, "that he slipped, and was carried out by the temper-

"Oh, was he?" says Miss Anson. She looks perplexed. "And what was the asks she, curiously. She is certainly terribly English.

At this Mr. Kitts turns away sadly and reproachfully, leaving Larry to explain. "Whisky," says that young man, in a

cheerful tone.

Providentially at this moment something occurs to change the current of their thoughts. It is the afternoon post: it consists of one letter for Terry, who, letters being very rare with her, seizes upon it, and, after a little glance at Fanny as if to ask permission, tears open the envelope:

CHAPTER XVII.

She is still reading it, when Max, swooping down upon her from behind, snatches it out of her hand.

'Now," cries he, darting away with it "you told me yesterday you had no secrets from any one, so I'll read this out loud.' He holds up the letter teasingly, as if about to begin.

"Max!" cries Terry. There is something so sharp, so agonized in her tone, that Trefusis starts, and looks at her. Her face! What a face! Crimson when first he sees it, and now absolutely colorless, as white as paper, and with something in the eyes that is surely fear.

"Max, give me back my letter." says she, trying to control her voice, but failing.

"Max, do you hear?" She is actually trembling. It is fear, then, that is stirring her! Trefusis feels suddenly as if everything has given way beneath him. Only a moment ago, and his path so sure as in that moment ago. He had told himself that all was coming right with her and him, and now, now, suspicious seem to swarm upon him. What is in this letter to make her look like that?-guiltyyes, guilty, frightened. Would he have his wife look like that? She is not his wife yet, and his doubts of her are many and various. If, when she was his wife, he saw

her look like that-Larry, happening at this instant to look at him, reads the situation in a glance, and something of contempt enters his heart.

He, that cold, cynical fool, to doubt her!
"A love-letter, Terry?" he asks. There is malice in the question—a sort of mad longing to dig a little dart into Trefusis's soul. Had he thought his idle, mischievous words would cause Terry the very faintest annoyance, it is only fair to him to say that he would have died rather than utter

Terry turns her large eyes on his. "Get it, get it for me !" says she. Larry takes a quick step forward, seizes Max by the neck, and adroitly pulls the letter out

of his hand 'Here it is," says he, holding it out to Terry, whose fingers close over it with a most unmistakable haste. Trefusis moves abruptly away. Whatever this letter means, and it occurs to him that it means nothing, so far as either he or O'More is concerned, still it was to O'More she had turned for help; not to him, the man she

has promised to marry.

It is another little fillip to the already too great anger that is burning in his The letter-it was not from him or from O'More; certainly it was then from a third. How many lovers has she? And who is this last one, of whom no word has

been uttered up to this? With an impatience that scorehes him, but that he hides so completely beneath the self-control that nothing can ruffle, he waits until the last of Terry's guests have driven away from the door, and then turns to her. "I want to speak to you," says he,

abruptly. "To speak to me?" The girl stares at him lost in wonder. What does the cold anger in his face mean? She, once the letter was returned to her, had thought nothing more about it, had not understood that it might be a subject of thought to others. She had been taken up with her guests, and had scarcely had time, even if she had knowledge of it, to take notice of Trefusis's coldness. "You wish to speak

"Yes," says he, strong displeasure in his tone. "Well, speak."

"Not here, where we may be interrupted; in the garden. "Come, then." She takes the initiative, going, indeed, quickly before him, not speaking another word until the sweet precincts of the garden are gained. Here

"It has always been so peaceful here," says she. "I have had nothing hateful said to me here to make it sad to me.' "Here or there," says he, remorselessly,

"I shall speak to you."
"Come, then," says she. She passes through the pretty hedges, and then stands

"You had a letter this afternoon." His air is rather too like the counsel on the

Terry looks at him with great surprise.

"Yes, you know that," says she. His continued gaze, however, mingled with the for saving my life. Mrs. S. Kellett, Minremembrance of what that letter contained, den, Ont.

brings a bright and beautiful flush to her

face. Unlucky blush! It inflames his ire. As if driven to frenzy by it, he turns upon her.
"I may as well say at once what is in my mind," says he, in the slow hold-back sort of way that always incenses her; "it will be better, fairer. I have asked you to marry me, and you have said 'Yes.' You"-looking at her for the first time-"you have said yes ?

"Why ask me?" she replies. "There is nothing to contradict. But what has all this got to do with-the letter?"

"Something, surely."

"Nothing, certainly
"Do you say that? Will you tell me that
there was nothing in that letter you did not wish me to see? Me? The man who is to be your husband?" There is passion in his tone now. Terry's

delicate face flushes. She hesitates. What does it all mean? What can she say? "I--" begins she, faintly. She stops. The stop is fatal. "Don't be unhappy about it," says he, coldiy. "You need not answer me. Your face," with a contemptuous smile, "is an

answer enough. And your agitation when your brother seized that letter—your fear lest he should betray its contents-"Well," says Terry, interrupting him hurriedly, "it was my own letter. Even supposing all you say be true, that I did not wish you to see it-still it was my own letter, my own affair. It had nothing to do with you or any one."

(To be Continued.)

A Grand Feature of Hood's Sarsaparilla is that while it purifies the blood and sends it coursing through the veins full of richness and health, it also imparts new life and vigor to every function of the body. Hence the expression so often heard: "Hood's Sarsaparilla made a new per-son of me." It overcomes that tired feeling so

Hood's Pills are purely vegetable, perfectly harmless, always reliable and beneficial. Three cities in the States have over 1,000,000 inhabitants: New York, Chicago and Philadelphia.

A Wonderful Cure.-Mr. David Smith, Coe Hill, Ont., writes: "For the benefit of others I wish to say a few words about Northrop & Lyman's VEGE-TABLE D TOVERY. About a year ago I took a very severe cough, had a virulent sore on my lips, was bad with dyspepsia, constipation and general debility. I tried almost every conceivable remedy, outwardly and inwardly, to cure the sore but all to no purpose. I had often thought of trying Northrop & Lyman's VEGETABLE DIScovery, so I got a bottle and when I had used about one half the sore showed evident signs of healing. By the time that bottle was done it had about disappeared and my general health was improving fast. I was always of a very bilicus habit and had used quinine and lemon juice with very little affect. But since using three bottles of the VEGETABLE DISCOVERY the biliousness is entirely gone and my general health is excellent. I am 60 years old. Parties using it should continue it for some time after they think they are cured. It is by far the best health restorer I know." 3 Aluminum is now used as a substitute for

leather in building up the heels of boots Among the pains and aches cured with marvelous rapidity with Dr. Thomas' Electric Oil is earache. The young are especially subject to it, and the desirability of this Oil as a family remedy is enhanced by the fact that it is admirably adapted not only to the above ailment, but also to the had seemed firm, sure; and now the earth only to the above ailment, but also to the has suddenly opened. He had never been hurts, disorders of the bowels, and affections of the throat, to which the young are

specially subject. A Spanish musician has devised a system of musical notation by which sharps and flats are done away with.

SHILOHS VITALIZER. Mrs. T. S. Hawkins, Chattanooga, Tenn., says: "Shiloh's Vitalizer 'SAVED MY LIFE." I consider it the best remedy for a debilitated system I ever used." For Dyspensia, Liver or Kidney trouble it excels, Price 75 cents, Sold

It was said of both Athens and Rome that so numerous were the temples and statues of gods it was easier to find a god than a man.

Why will you allow a cough to lacerate y our throat or lungs and run the risk of flling a consumptive's grave, when by the timely use of Bickle's Anti-Consumptive syrup the pain can be allayed and the danger avoided? This Syrup is pleasant to the taste, and unsurpassed for relieving, healing nd curing all afections of the throat and ungs, coughs, colds, bronchitis'

Electrical weaving machines are in use in Germany. Seamless stockings with double heels are rattled out of each machine at the

rate of eleven pairs an hour. Worms cause ieverishness, moaning and restlessness during sleep. Mother Graves Worm Exterminator is pleasant, sure and effectual. If your druggist has none in

stock, get him to procure it for you. In the coal region of Kansas they have begun to mine coal by electricity. Two coal cutters, operated by electrical current are now in use, and the results are very

SHILOH'S CURE is sold on a guarantee. It cures Incipient Consumption. It is the best Cough Cure. Only one cent a dose. 25 cts, 50 cts, and \$1 per bottle. Sold by W. T. Strong.

Musical amateurs are respectfully advised that some folks felt worse when Nero fiddled than when Rome burned. Captain Sweeney, U.S. A., San Diego, Cal., says: "Shiloh's Catarrh Remedy is the first medicine I have ever found that would do me any good." Price 50 cents. Sold by W.

The man who took everybody's direction got lost and met the one that refused to

consult the guide-post. The Governor of Vermont, Hon. Levi K, Fuller, writes under the date of April 15. 1893: "I have used your remedy (Pond's Extract) for many years with gratifying

Even partisans have little confidence in newspapers that are edited at political headquarters.

uibbons' Toothache Gum acts as a temporary filling and stops toothache in-

A wood-stone is now made of sawdust, cement and magnesia, which can be sawed, planed or bored like natural wood.

There are 10,000 more women than men in the District of Columbia.

I was attacked severely last winter with diarrhea, cramps and colic, and thought I was going to die, but fortunately I tried

Try Our Cooked Ham

Delicious.

Slice It.

FITZGERALD, SCANDRETT & CO.

169 DUNDAS STREET. TELEPHONE 485

THE KING'S DAUGHTERS.

Inspiring Address of Mrs. Margaret Bottome, President of the International Society.

The parliament of King's Daughters was n session on Thursday, Friday and Saturday last at Long Beach, New York. The convention room was decorated with

flags, bunting and flowers. Against the wall above the speakers' heads was a semicircle, formed of 29 medallions framed in gold, on which were the names of the countries with which the corresponding secretary, Mrs. Isabella Charles Davis, has official communication.

"The cross of the King's Daughters," said Mrs. Davis, "is worn in every land

beneath the sun. At one side, back of the platform, was stretched a handsome ivory white satin banner of the international order, on which was inscribed in purple velvet letters the motto, "Not to be ministered unto, but to minister." On the other side of the platform was hung the society's banner of the State of New York, with its motto in gold letters, "By the cross we conquer."

THE SPEAKER OF THE DAY. Among those who were on the platform at the opening of the parliament were Mrs. Chas. E. Dodge, Mrs. Margaret Bottome (president of the International Society of the King's Daughters), Miss Mary Cookman. Miss G. H. Libby, Mrs. Isabel Charles Davis and the Rev. Dr. David James Burrell, who opened the meeting

with an address of welcome, After this a hymn was sung, and then in a poem Mrs. Mary Low Dickinson told what the King's Daughters were. Then she introduced the speaker of the day, Mrs. Margaret Bottome, president of the International Society of King's Daughters. Mrs. Bottome is a fine looking woman, whose hair is slightly gray and whose voice has the ring and quality of a man's. She is a very enthusiastic speaker, and holds her audience by her personal magnetism. Mrs. Bottome began by a quotation from the New Testament, "I must be about my

Father's business."
"I could not," she said, "give you s better keynote for this our first meeting by the sea. I have wanted so much to get light on the business of the Father, and the mind of the Master when he stood in the temple and said those words, 'Wist ye not that I must be about my Father's business?'

"I am sure that it came to him that his Father's business was sacrifice. And in doing his Father's business he gave to us, who needed it, the best he had-his life. "I want to give you three musts, which should be the watchword for us to live by. I must work, I must do my Master's work, and I must suffer.

"A man or woman who has no must in them is good for nothing;

THEY ARE ONLY PUTTY. Let us give our time, our energies, our lives for the Master's work, Did he not give his life for us? Why should we not give ours for others? We are all as sure to die as we live, and while it is called day let us do the work of him who sent us, that our lives, that our deaths, may not be in

"The sad thing to contemplate is that link it to the lines of Christianity, for without the light of the Gospel all work is vain. It is the only thing to make our lives sublime.

"There is an inseparable link between suffering and beauty. It is through suffering, through sacrifice, that our lives, our characters are made beautiful. Some time we will know the highest, the noblest and the most beautiful reward for all we suffer

and do here in his name." It was an evidence of her suffering "in his name" for Mrs. Bottome to appear before an audience and speak. She is in the deepest grief for the death of her husband, the Rev. Dr. Bottome, who just two weeks ago met with sudden death through an accident in England, where he had gone to spend his vacation .- [New York Herald.

SHORT TALKS ON ADVERTISING.

(By Charles Austin Bates.) Don't be too distinctly original in your advertising. Don't try to startle people with your wit.

The successful new idea is the one that everybody has unconsciously recognized for a long time. Don't get beyond the age. I don't believe in cute advertising. It may pay in the show business. I've heard

that it does. The other day I asked a theatrical manager whether he had ever tried newspaper advertising alone and unaided by posters. He said he had. Said he had tried posters alone, too, and that a combination was better, but he said: "Novelties and start-

ling effects are best of all." That is for theatricals. Business methods and show methods must of necessity differ. A show stays a day, or three days, or a week. May never come again. Must get all it can then and get it quickly. There must be a "hurrah." The more people are startled and the more

their curiosity is aroused the better. It isn't that way in a mercantile business. That stays. The longer it stays in one spot the better-if it is properly conducted. Show methods of advertising will beget suspicion. Can't have "startling reductions" and "bankrupt sales" every day. That doesn't mean, never have a "sale," Have plenty of them, but find a good, honest reason for each one, and tight it out on that line." Remember the boy who cried "Wolf!" and don't say anything startling unless it can be backed up with the facts. If you cry "Wolf!" let folks hear him howl.

Eciton!

You may puzzle a long time over that word before you tell how to pronounce it. Take the last end first and read backwards, and you have the familiar word "notice. Thus it might puzzle you to learn that 'Yrevocsid Lacidem Nedlog" cures incipient consumption and all scrofulous impurities of the blood, and is a sure remedy for piles, skin affections and all complaints due to deranged liver. Take the right hand end of your title and read backwards and you have the "Golden Medical Discovery," the famous preparation of Dr. Pierce, of Buffalo. Get hold of disease by the right end. Don't wait till the undertaker is the only man that can do anything. "G. M. D." cures consumption, lung scrofula, when taken in the early stages of the

LIVERY STABLES.

ILLEYS LIVERY-NO. 619 DUNDAS street, East London, Ont. Telephone

W.M. TRIPP'S LIVERY, RICHMOND street north, has added a first-class hack and team to it's outfit. Careful drivers. Satisfaction guaranteed. Charges right, Tele-

A MERICAN HOUSE LIVERY, YORK street—Hacks and light livery. Telephone 512. A. G. STROYAN, Proprietor. A. Stylish rigs and good horses, Rigs as thorsest notice. Telephone 335.

What is

Castoria is Dr. Samuel Pitcher's prescription for Infants and Children. It contains neither Opium, Morphine nor other Narcotic substance. It is a harmless substitute for Paregoric, Drops, Soothing Syrups, and Castor Oil. It is Pleasant. Its guarantee is thirty years' use by Millions of Mothers. Castoria destroys Worms and allays feverishness. Castoria prevents vomiting Sour Curd. cures Diarrhea and Wind Colic. Castoria relieves teething troubles, cures constipation and flatulency. Castoria assimilates the food, regulates the stomach and bowels, giving healthy and natural sleep. Castoria is the Children's Panacea-the Mother's Friend.

Castoria.

"Castoria is an excellent medicine for children. Mothers have repeatedly told me of its good effect upon their children."

Dr. G. C. OSGCOD.

"Castoria is the best remedy for children of which I am acquainted. I hope the day is not far distant when mothers will consider the real interest of their children, and use Castoria instead of the various quack nostrums which are destroying their loved ones, by forcing opium, morphine, soothing syrup and other hurtful agents down their throats, thereby sending them to premature graves." DR. J. F. KINCHELOE,

Castoria.

"Castoria is so well adapted to children that I recommend it as superior to any prescription

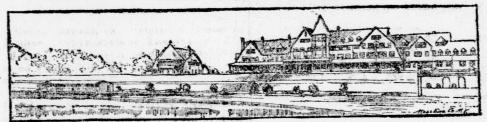
H. A. ARCHER, M. D., 111 So. Oxford St., Brookiyn, N. Y. "Our physicians in the children's depart-

ment have spoken highly of their experience in their outside practice with Castoria, and although we only have among our medical supplies what is known as regular products, yet we are free to confess that the merits of Castoria has won us to look with favor upon it." UNITED HOSPITAL AND DISPENSARY,

ALLEN C. SMITE, Pres. The Centaur Company, 77 Murray Street, New York City.

THE METTAWAS. KINGSVILLE, ONT.

OPEN SATURDAY, JUNE 16, 1894. Commencing Saturday, June 30th, music will be furnished by the Valisi Mandolin Orchestra, of Chicago.



--- RATE, \$2 50 PER DAY AND UPWARDS.--Lake Erie and Detroit River Railway Time Card and Rates:
Exp. Mettawas Special Exp. Ferry leaves Campau avenue, Detroit local time.... 8:30 a.m. 4:30 p.m. 5:30 p.m. 6:20 p.m. Trains leave Walkerville, Eastern standard time... 9:25 a.m.
Trains arrive Walkerville Eastern standard time... 9:10 a.m. 5,25 p.m. Ferry arrive Walkerville Eastern standard time... 8:50 a.m. 7:20 p.m.,
Ferry arrive Campau avenue. Detroit local time... 8:50 a.m. 7:20 p.m.,
Detroit (foot of Campau avenue), Windsor or Walkerville to Kingsville and return, Wednesdays and Saturdays, June 15 to Sept, 15, at 50c round trip, good only on date of issue,

June 15 to Sept, 15, round trip from above points at \$1, good for one month.

MARSHALL BROS.,

Wholesale importers of

TEAS and COFFEES

67 Dundas Street, London, Ont.

Lies in buying genuine Hair Mattresses at \$9. Good Mattresses need not be high priced. There's a certain hard wall of facts amo figures, however, that stands between possibility and prodigal promises. There are certain prices below which no genuine Hair Mattress can be bought. Those prices are ours, for a short time only. If you pay less, you don't get hair.

No use dodging a jact. We also stock the best Spring Mattresses made, American and Canadian,

See our Suspension Oil Tempered Spring Bed. Will last a lifetime.

You get good value now at

John Ferguson & Son's

174-180 KING STREET

Our Prices Pull the Business and the

People Must Come.

CHILDREN'S SUITS, \$2 and \$2 25 Only about 100 of these suits will be sold. Regular price, \$3 50.

SHORT PANTS. 25 cents.

ONLY A FEW. COME EARLY.

+++++++++++++++++++

148 and 150 Dundas street, London.

ALFRED TAYLOR, Manager.

THE STAR! COIL SPRING SHAFT SUPPORT THE DECATUR SHAFT SUPPORT CO.

RAILWAY

MICHIGAN CENTRAL RAILY

WIOTHGATT COLOR				
LONDON TIME. Canada Southern Division—Geing East.				
American Express (daily except Monday)	9:50 a.m.	11:00 a.m. 2:10 p.m. 3:45 p.m.		
New York and Boston Special (daily)	7:45 p.m.	10:15 p.m.		
Fast Eastern Express (daily)	7:45 p.m.	3:35 a.m.		
North Shore Limited		The second second		

(daily)..... 2:55 r.m. 8:25 p.m. Canada Southern Division-Going West North Shore Limited (daily) 6:25 a.m. Detroit Express (daily Fast Western Express (daily). 9:50 a.m. 10:40 a.m. American express daily except Monday). 9:50 a.m. 11:15 a.m. Mail and Accommodation Mail and Accommodation
(daily except Sunday)....
Pacific Express (daily)....
Boston, New York and
Chicago special (daily)...

Norman No tweine 1.45 p.m. 3:45 a.m.

Note.-No trains to or from London on JOHN PAUL, City Passenger Agent, 395 Richmond street.

ERIE AND HURON RAILWAY. Trains South. Noi No 5 No 7 No 3 Sarnia (G. T. R.) A.M. A.M. P.M. 7:30 5:05
Courtright 8:05 5:33
M. C. R. Junetion 8:10 7:25
Chatham (C.P. R.) 4arr 7:45 10:30 4:40
Fargo 8:05 11:30 5:07
Blenheim 8:15 11:10 5:17

Trains North. Stations. No 2 No 4 Not A.M. P.M. P.M M. C. R. Junction 11:02 7:58

Courtright 11:05 8:00

Sarnia (G. T. R.) 11:40 8:35

MONDON & PORT STANLEY RY. Taking effect Tuesday, June 1, 1874.

Leave London	6:30	a.m. 10:05	2:30	5:
Arrive London	8:45	p.m. 2:05	5:20	11:
NOTE-Trains leaving arriving at 5:20 p.m., on	g Lon	to St.	thom	91 as.

Galt..... 6:00 9:55 Gnelph a.m. 5:00 5:55 7;50 Ottawa 5:35 Montreal 7:55
 Quebec.
 a.m. p.m.

 Portland, Me.
 8:25

 Boston
 8:32

 Halifax, N. E.
 11:20

Trains arrive from the east at 11;25 a.m., 8:00 p.m., 11:40 p.m. teing West. p.m. a.m. p.m.

Et.Louis.....

Trains arrive from the west at 4:10 .m., 4:25 Thes. R. Parker, City Ticket and Passenger Agent, 161 Dundas street, southwest corner Richmond and Dundas.

Kansas City. 7:06 7:06

GRAND TRUNK-Southern Division CORRECTED June 3, 1891.

MAIN LINE—Going East.			
	ARRIVE.	DEPAR	
*Lehigh Express (B)	12:17 p.m. 10:45 a.m. 4:25 p.m. 6:40 p.m.	8:15 a.n 12:30 p.n 2:45 p.n 4:30 p.n 6:50 p.n	
MAIN LINE-Go	ing Wes	t.	
	LARRIVE	DEPAR	

 tChicago Express (A)
 5:20 a.m.
 5:35 a.m

 West End Mixed
 6:35 a.m

 Wabash Express (A)
 11:15 a.m.
 11:20 a.m

 1Erie Limited (A)
 12:12 p.m.
 7:25 p.m.

 Accommodation
 12:35 p.m.
 7:25 p.m.

 1Erie Limited (A)
 12:12 p.m.

 Accommodation
 12:35 p.m.

 1Pacific Express (A)
 6:50 p.m.

 Sarnia Branch. ARRIVE. | DEPART
 Accommodation
 8:50 a.m.

 Atlantic Express (B)
 11:10 a.m.

 Accommodation
 2:20 p.m.

 Mixed
 5:35 p.m.

 Accommodation
 7:50 p.m.

 Brie Limited (B)
 11:35 p.m.

Sarnia Branch. ARRIVE. | DEPART Chicago Express (B)...
Accommodation...
Lehigh Express (B)...
Eric Limited (B)...
Accommodation...
Pacific Express (B)...

London, Huron and Bruce. ARRIVE. | DEPART Express | 10:00 a.m. | 8:15a.m Mail | 6:25 p.m | 4:30 p.m St. Marys and Stratierd Branch. ARRIVE. DEPART Express. 2:05 p.m. 5:40 p.m. 2:40 p.m. Express—Mixed 9:15 p.m. 6:55 p.m.

Toronto Branch. Hamilton—Depart—
a.m. | a.m. | p.m. | Hamilton-Arrive-

a.m. | a.m. | a.m. | p.m. | p.

* These trains for Montreal.
† These trains from Montreal.
(A) Runs daily, Sundays included,
(B) Runs daily, Sundays included, but makes
no intermediate stoys on Sundays.
(C) Carries passengers between London and Paris only.
(D) This train connects at Toronto for a points in Manitoba, the Northwest and Briti-Columbia via North Bay and Winnipes.

E. DE LA HOOKE, City Passenger and Tick Agent, the "Clock" corner Richmond and Di das streets. ADVERTISEMENT CHANGES

It is necessary that copy for char of advertisements (to be sure of insertion must be handed in on the day previous to that on which their appearance is desired