Things Well Said and Worth Repeating

"Never fix the price of anything so low that you can't afford to advertise it."

"Circulars hit only once, and are then consigned to the waste-basket."

"Don't advertise spasmodically—keep at it. Your particular line of goods may not be wanted to-day; they will be sought to-morrow, or the day after."

"Don't run the same card from January to December. Change occasionally. Don't get into a rut. Have some vim."

"People won't and can't guess that you have a good thing."

"Success means thought. It costs no more to publish good matter than poor. Prepare your matter carefully; make it attractive; don't crowd; let your catch lines be bold."

"There should be a point to every advertisement. State your point and stop right there. Don't keep on just to fill space."

"Judicious advertising
Creates many a new business.
Enlarges many an old business.
Revives many a dull business.
Rescues many a failing business.
Preserves many a large business."

"He who in the world would rise, must either fail or advertise."

"Your advertisement is your representative. It need not be large or imposing, but should be honest and respectful."

"Advertising is to business as a man well shod; without advertising, man will always plod."

"Advertising is an eloquent and effective 'salesman'—distinguished from the verbal salesman in this, that while the latter talks to one customer the advertising salesman is talking to tens, possibly hundreds, of thousands.

"Courageous, intelligent, persistent advertising means the largest possible success in any particular line.

"Non-advertising means the limitation of business to personal influence."

99-o-zxv

SPECIAL NOTICES.

Teeth without plates; gold and porcelain crowns; established fifteen years. J. B. COOK, L.D.S.

All the new leading odors in perfumery and sachet powders may be had at STRONG's drug store, 184 Dundas street. 47tf

A practical cook book containing nearly 1,000 valuable receipts free to housekeepers by calling at STRONG's drug store, 184 Dundas street. 47 tf

Stoves and furniture, large assortment to select from, very cheap. Call and inspect before buying. WM. TRAFFORD, 95 and 97 King street.

Our fall stock is now complete and we are offering a good assortment of new goods at cut prices; special values in ladies' and gents' fine lines. R. KIRKPATRICK, 219 Dundas street. zxv

Every mother, wife and daughter should use Strong's Baking Powder; 25 cents per pound, guaranteed strictly pure, made fresh daily and sold only at STRONG'S Drug Store, 184 Dundas street. 47-tf

W. Stilling, who for the past four years kept the bakery on Wellington street, will now be found at 312 Dundas. Pastry and confectionery of all kinds. Home-made pies a specialty. vy

STREET RAILWAY TIME-TABLE.

DUNDAS STREET—(5-Minute Time.)

First car leaves Egerton street for G. T. R. 7:05 a.m. First car leaves G. T. R. for Egerton street 7:27 a.m.

Last car leaves Egerton street per G. T. R. 10:40 p.m. Last car leaves G. T. R. for Egerton street 11 p.m.

SOUTH LONDON AND RICHMOND STREET—(12-Minute Time.)

First car leaves stables 6:45 a.m., leaving G. T. R. for South London at 7 a.m. First car leaves South London for G. T. R. and Mount Hope at 7:15 a.m.

Second car leaves stables 6:50 a.m., leaving G. T. R. for Mount Hope at 7 a.m First car leaves Mount Hope for G. T. R. and South London at 7:15 a.m.

Last car leaves Mount Hope for South London 9:45 p.m.; leaving G. T. R. 10 p.m. for South London; returning from London South 10:15 p.m. for G. T. R. and stables.

Last car leaves London South for Mount Hope 9:50 p.m.; leaving G. T. R. for Mount Hope 10:05 p.m.; returning from Mount Hope 10:20 p.m. for G. T. R. and stables.

HAMILTON ROAD AND PALL MALL—(18-Minute Time.)

First car from G. T. R. for Hamilton road and Adelaide street 7:11 a.m., leaving Hamilton road and Adelaide street for G. T. R. and Pall Mall 7:26 a.m.

First car from G. T. R. for Pall Mall and Adelaide streets 7:05 a.m., leaving Pall Mall and Adelaide streets for G. T. R. and Hamilton road and Adelaide street 7:26 a.m.

Last car leaves G. T. R. for Hamilton road and Adelaide street 9:53 p.m. Last car leaves Hamilton road and Adelaide street for G. T. R. and stables 10:08 p.m.

Last car leaves G. T. R. for Pall Mall and Adelaide streets 9:47 p.m. Last car leaves Pall Mall and Adelaide streets 10:08 p.m. for G. T. R. and stables.

CHOLERA
CHOLERA
CHOLERA
INFANTUM,

Cholera Morbus, Diarrhœa, Dysentery, and all Summer Complaints are promptly cured by

DR. FOWLER'S EXT. OF WILD STRAWBERRY,

Nature's remedy for all relaxed conditions of the bowels.

N.B.—The price of the GENUINE Wild Strawberry is 35 cents per bottle. Beware of fraudulent imitations offered at lower prices.

USE Dr. Sey's Remedy

THE GREAT FRENCH REMEDY for DYSPEPSIA, BILIOUS AFFECTIONS, CONSTIPATION, and all diseases of the stomach, lever and bowels.

SOLD BY ALL DRUGGISTS.

Price: $1.00

WESTERN ONTARIO.

BRANT.

A few days ago F. Glover, who is nearly 80 years of age and who is an old resident of Scotland, was charged with the crime of arson. He was remanded and allowed out on bail. On Sunday he was stricken with paralysis and it is not thought that he will recover.

An Indian named W. Seth was on Tuesday sentenced to two months in jail. He stole three cows from another Indian, and driving them to Norfolk sold the bovines to a farmer there.

Robbie Fyles, a young lad whose parents reside at Paris Plains South, was struck some time ago by a stone projected from a catapult in the hands of another boy. The stone struck his left eye, the sight of which he will lose. He was taken to Toronto for treatment, but without success.

A young man named Trenwith, while working a circular saw on the farm of Floulds Bros., near Brantford, was thrown against the saw and received injuries of a very serious nature.

John Armour, of Onondaga, has been arrested on a charge of assaulting County Constable Elijah Thomas.

Ald. Robertson, chairman of the manufacturers' committee, and Ald. Bunnel, Brantford, have visited Hamilton on a trip of inquiry with reference to the boot and shoe factory which is anxious to remove to Brantford. The concern employs 45 hands, and a $10,000 bonus is wanted from Brantford.

The Alabastine Company in Paris have sold out to an American firm.

Rev. G. W. Calvert and James Wheeler, Paris, brought home ten fine deer from Muskoka. One weighed 219, and another 214 pounds.

ELGIN.

Chief Fewings, of St. Thomas, has lately received a letter from Chris Gaynor, sheriff of Waukesha county, Wis., asking for the record of Bert Upper, formerly of that city, arrested for housebreaking and resisting an officer.

Rev. J. A. Brown, B.A., late of Belmont, but who is about to be inducted as minister of Knox Church, Scarboro, has been presented by the congregation of Knox Church, St. Thomas, with an address and a complete set of the latest edition of Chambers' Encyclopædia, in recognition of his services as interim moderator of the session during the time, a year and a half, the congregation has been without a pasior.

Yarmouth Center Methodists netted $225 at recent anniversary services.

GREY.

The inquest concerning the death of Mrs. Joseph Jackson at Owen Sound showed that the woman before dying had stated that whatever blame there might be was attached to herself. The jury brought in a verdict in accordance with the evidence that Mrs. Jackson died from blood poisoning, supposed to have been the result of a miscarriage, which took place two months previously. Coroner Cameron at once ordered the discharge from custody of Malcolm Blue, who had lived with the woman for some time, and was arrested on the supposition that he was instrumental in causing her death.

HURON.

Lieut. D'Arcy Strickland, of Lakefield, has been appointed to a position on the Northwest mounted police force as an officer. Lieut. Strickland is an officer of the Prince of Wales Dragoons, and is a graduate of the cavalry school.

KENT.

The little son of Rev. Geo. Baker, Tupperville, met with a serious accident on Sunday evening. He was out in the yard and a young colt kicked him the face, breaking his nose and cutting his face badly.

LINCOLN.

The St. Catharines Standard was nominally sold under two executions the other day—one for rent and taxes and a chattel mortgage held by Lizzie M. Leavenworth, wife of E. J. Leavenworth, against George W. Miller. The sale resulted in the entire stock being bought by E. S. Leavenworth for $2,065; $165 is to be applied on the rent and taxes, and the balance on the mortgage. It is understood, says the Star, the concern was bought for Messrs. Rykert and Murray.

The St. Catharines, Merritton and Thorold Electric Railway is in trouble and the master in chancery at Hamilton has been directed to appoint a receiver. This was one of the first electric roads built and went into operation fourteen years ago. It cost then $160,000.

LAMBTON.

Florence has a watchmaker.

Peter Murray, son of J. D. Murray, of the G. T. R., Sarnia, has been appointed agent of the C. P. R. Telegraph Company in Sarnia, in the place of A. Burrows, who has resigned. Miss Nelly Dean, from the Western Union's Port Huron office, and Miss Amelia Davis, of Sarnia, will be the telegraph staff; and Mr. Murray will manage the express service.

During the past three months Mahler Bros., proprietors of the Forest fruit and evaporating works, have purchased over 12,000 bushels of apples from the farmers of that locality. During the time they have been operating they have paid out about $50 per week in wages and $20 per week for fuel. They are still buying the apples, and intend to operate there on a larger scale next year.

W. J. Robinson has been re-engaged as master of the Oil Springs schools for 1892.

Clark's cheese factory in Warwick had a big delivery of milk for this season of the year on Tuesday—9,400 pounds. B. A. Williamson drew over 2,000 pounds on his wagon.

William, eldest son of Rev. John McRobie, Petrolea, died a few days ago, aged 23 years. He was a member of the hardware firm of McRobie & Dunlop.

Peter Smith, formerly principal of the Watford public schools, has been re-engaged as principal of the Madoc public school at an increased salary.

Rev. Mr. McKinnon has been ordained pastor of the Florence Baptist Church.

Rev. Mr. Iler baptized four persons in the Sydenham River, near Sutherland's Corners recently.

Port Lambton Masons have dedicated a new hall.

Rev. Joseph Hill and family of Port Lambton, will spend the winter months with his two sons at Brigden.

MIDDLESEX.

The Duncrief flour mill is putting in a 25-horse power steam engine.

Donald Fraser, Duncrief, has shipped a large quantity of apples this fall. A. C. Attwood has also shipped a considerable quantity.

Miss Doyle has resigned as teacher of the Bear Creek school, and C. Johnston has been engaged.

Arthur McRae has purchased lot 27, con. 7, London township, 50 acres, for $2,900. The farm is about half a mile from Ilderton.

Within a fortnight this month about $20,000 worth of stock has been shipped from Parkhill by Mr. Scott, of Galt.

Parkhill is organizing a board of trade.

John Forbes, Mosa, has sold a portion of his farm at $48 an acre to John Stinson.

Hon. E. Blake was born in Adelaide township Oct. 13, 1833, and therefore is now 58 years old.

While moving some apples on the veranda the other day A. C. Attwood, Vaneck, slipped on some snow and fell, breaking his left arm two inches above the wrist.

NORFOLK.

Daniel Wilson, who resides in the township of Windham, had eight fine sheep killed by dogs one night recently.

The managers of St. Paul's Church, Simcoe, asked for sufficient collection the other Sunday to remove a debt of $1,500 off the church. The congregation responded by placing on the plate $1,156 25. The required amount to pay off the debt has since been raised.

After occupying the position of engineer for the township of Middleton for five years, John Ostrander, of Courtland, has resigned the position.

A lad named Jesse Newell, son of John Newell, of Waterford, was riding a horse recently, when he fell off and broke his left arm close to the elbow, and also put the elbow out of joint. He was placed under influence of chloroform, and several medical men worked for some time to put the elbow in joint and reduce the fracture, but were unable to do so. A few days later another attempt was made, when the break was adjusted, but they were unable to place the elbow joint in position, and the arm will consequently remain stiff at the elbow joint during the remainder of his life.

Mr. and Mrs. Isaac De Coe, Charlotteville township, celebrated their golden wedding recently. All their nine children are alive and prospering.

OXFORD.

R. J. Carson, principal of the Culloden schools, has been re-engaged for the first half of 1892. He will then study for a profession.

The Oxford Teachers' Institute will hold its next session at Woodstock on Dec. 3 and 4. Bernard Bigsby, M.A., the great word painter, of Detroit, will be present, and give some interesting lectures.

Ten cars of freight were shipped by Tilsonburg shippers from the B. and T. station one day recently, upwards of 1,000 barrels of apples being part of it.

Two carrots grown by Ashton Wilson, West Oxford, measure in circumference around the largest part, 19½ inches each, and weigh eight pounds each.

Ingersoll's curfew bell rings at 9 p.m., after which hour boys under 15 years of age are not allowed to be on the street.

Mrs. O'Hanley, while engaged at the O'Grady House, in Ingersoll, on Friday, had the misfortune to fall in the cistern. Owing to her great age, 86 years, she was unable to climb out and stood in water up to her shoulders for a considerable length of time. She was eventually pulled out by means of a rope.

It is officially announced that the Patterson & Wisner Company has amalgamated with the Massey-Harris firm, of Toronto. This will be one of the largest combinations in America, and will control the agriculture trade of the Dominion. For some time negotiations have been in progress, but the deal has been kept so quiet that it created the utmost surprise. The feeling is to the effect that Woodstock will not benefit by the transaction. It is said that the headquarters of the new firm will be located at Toronto.

Fred Richards, of the firm of D. Richards & Co., soap manufacturers, Woodstock, met with a rather serious and painful accident on Tuesday. He was walking on the street when he slipped and fell on his left leg, breaking two small bones of the ankle.

Another old landmark has passed away in the wife of ex-Ald. Francis Stewart, at the ripe age of 76. The deceased and her husband settled in Ingersoll in 1852, when the town was in its infancy, and have resided there ever since.

Hon. John Dryden, Provincial Minister of Agriculture, gave an address at the Baptist College, Woodstock, on Tuesday evening.

Dr. J. E. Clark, of Detroit, son of F. J. Clark, Norwich, has begun suit for libel against the county auditors in Detroit, laying damages at $25,000.

At the South Oxford election trial on Dec. 7 will be the first occasion when a Superior Court judge has held court in Ingersoll.

The average price for cows at a recent sale at John Morley's, near Ingersoll, was $33. At another sale at Isaac Edwards' the average price was $31.

PERTH.

For some weeks small advertisements have been inserted in Toronto and Hamilton papers calling attention to the "Industrial Protective Alliance, devoted to the interests of the merchant, the manufacturer and mechanic; head office, Stratford, Ont." These flashly-worded advertisements usually ended with a "send stamp for reply." The alliance consisted purely and simply of a printer named W. H. Spears. He got several hundred letters, many of them inclosing stamps, and it is said he got from $50 to $100 from "members" who were imbecile enough to send $1. On Tuesday he learned that the game was up and left for Buffalo.

Ben Sleet, ice dealer, and an old resident of Stratford, died suddenly on Wednesday morning, aged 64 years.

Dr. D. B. Fraser, of Stratford, has been appointed an examiner in medicine in connection with the Trinity College University, for the coming year.

There is a strong feeling among the members of the Twenty-Eighth Battalion resident in Stratford, that the Twenty-Eighth should be made a city battalion with headquarters in Stratford. It is urged by those who favor the scheme that a better class of men could be got to join the battalion and that the men could be more efficiently drilled is a city battalion than under the present system of twelve days drill once every two years, while many of the men never go to camp a second time.

A daring robbery was committed in Seaforth on Saturday night. Mrs. Carling was in her house alone at about 9 o'clock in the evening when a man called and petitioned for some money to keep him over Sunday. She was in the act of responding to the amount of a dollar bill when the fellow grabbed her purse containing $300 and made off. The alarm was promptly given but the fellow made good his escape.

WELLINGTON.

The Guelph Council has passed a resolution to Geo. Elliott, ex-mayor, and an honored member of the council for a quarter of a century, expressing to him the great respect and esteem in which he is held by the council and the citizens. Mr. Elliott is to leave soon for Southern California for the benefit of his health.

At the Guelph City Council meeting Ald. Coffee has given notice of motion to petition the Legislative Assembly at its next session to amend the Municipal Act respecting the qualification for aldermen of cities of less than 20,000 inhabitants as to permit any duly qualified elector of a city to be eligible as a candidate for alderman at any election for aldermen to be held in such cities after Dec. 1, 1892, and that the clerk forward a copy of the resolution to the clerks of the different cities of the Province whose population is less than 20,000, with a request that the councils of such cities give the proposed amendment their support.

Oatmeal and wheat millers are making pilgrimages this week to Guelph Agricultural College.

WATERLOO.

Miss Maxwell, an old lady who lived alone, was found dead in bed the other day in Berlin by the person who was in the habit of taking her meals to her.

Mrs. Adam Ferrie, who died recently, was well known to the old residents of Galt, Preston and Doon. Her late husband was the founder of the village of Doon, and during his life it was a most prosperous place. Mr. Ferrie died nearly 40 years ago, his brother, the late Robert Ferrie, who was member for Waterloo at one time, succeeded to the business. Mrs. Ferrie's home for many years was in Preston, where she resided with her daughter, who married Mr. George H. Patterson, then manager of the Galt branch of the Canadian Bank of Commerce, and who afterwards removed to Montreal. When Mrs. Patterson died a few years ago, the mother returned to Galt, where her kindly disposition had made her many friends.

CITY FIRE ALARM CARD

Locality and Numbers of Boxes, with Directions for Giving an Alarm.

No. 2. Central Fire Station Signal.
No. 4. Central Police Station.
No. 5. Dundas and Wellington.
No. 6. Talbot and Kent.
No. 7. Richmond and Sydenham.
No. 8. Waterloo and Piccadilly.
No. 12. Colborne and Bond.
No. 13. Dundas and Maitland.
No. 14. Simcoe and Maitland.
No. 15. Wellington and Simcoe.
No. 16. Talbot and Horton.
No. 17. Ridout and York.
No. 21. Clarence and G. T. R. Crossing.
No. 23. York and Burwell.
No. 24. Lichfield and Raglan.
No. 25. Carling's New Brewery.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it steadily and firmly wide open. Then grasp the knob or button which is on a crank on the inside door and pull it slowly and steadily to your right, and downwards (once only) as far as it will go. Then release it and it will at once fly back to its place.

No. 9. William and Oxford.
No. 26. Dundas and Ridout.
No. 27. South street, opposite Hospital.
No. 31. Waterloo and Bathurst.
No. 32. Wellington and York.
No. 34. Richmond and Bathurst.
No. 35. William and Hill.
No. 36. Maitland and Pall Mall.
No. 41. Dundas and Adelaide.
No. 42. Ridout and Fullarton.
No. 43. Richmond and Maple.
No. 45. William and Bathurst.
No. 51. Waterloo and Queen's avenue.
No. 52. Richmond and Ann.
No. 53. William and Bond.
No. 54. Thames and Bathurst.
No. 61. Hill and Clarence.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it firmly and steadily until it is wide open. Pulling the door wide open is all that is necessary to give an alarm from these boxes.

No. 3. Talbot and King.
No. 62. Dundas street and Street Car Stables.
No. 63. Elizabeth and Lorne avenue.
No. 64. Ontario and Franklin.
No. 71. Dundas and Quebec.
No. 72. G. T. R. Car Shops Gate.
No. 81. Rectory and Hamilton Road.
No. 82. Rectory and G. T. R. Crossing.

Directions for giving an alarm from above boxes: Unlock and pull open the outside door. Then pull the hook on the inside door straight down as far as it will go (about two inches)—only once—and let it go.

No. 18. Queen street and Maple avenue.
No. 19. Stanley and Horn.
No. 28. Wellington and Bridge streets.
No. 46. Elmwood avenue and Edward street.
No. 47. Wortley road and Briscoe street.
No. 56. Wharncliffe road, McMillan's Hotel.

Directions for giving an alarm from above boxes: Unlock the outside door and pull it open. Then pull the hook on the inside door slowly and steadily to your left and downwards (once only) as far as it will go. Then release it and it will fly back to its place.

A Small Quantity of **Liebig Company's Extract of Beef**

Added to any Soup, Sauce or Gravy gives Strength & Fine Flavor.

Invaluable in Improved and Economic Cookery. Makes cheapest, purest and best Beef Tea. yv

LEADING HOTELS.

THE TECUMSEH HOUSE
LONDON, ONT.
Largest and Best Hotel in Western Ontario,

Large sample rooms free; no charge for baggage; elevator day and night. Rates $2 50 and $2 per day. Special rates for boarders and excursion parties. C. W. DAVIS, Proprietor.

ROSSIN HOUSE
TORONTO.

Remodeled and refurnished. The most complete, luxurious and liberally managed hotel in Toronto. Immunity from noxious gases and malaria guaranteed by the most perfect system of ventilation traps and thorough plumbing known to sanitary science. zx

LIVERY STABLES.

WILLIAM TRIPP, LIVERY, RICHMOND street north. Stylish rigs, good horses, (both riding and driving), at the shortest notice; also boarding and sale stables. Telephone 423.

A. DUFTON, LIVERY, KING STREET—Stylish rigs and good horses, Rigs at shortest notice. Telephone 335.

LILLEY'S LIVERY—NO. 619 DUNDAS street, East London, Ont. Telephone No. 666.

HUESTON'S.
Finest Livery in the City
HACKS, COUPES.
LIVERY OF ALL KINDS.
Telephone 441. Open Night & Day

Our Far-Killing Duck

In 1 lb. and 6¼ lb. tins, is the best Shooting Powder made in America.

OUR QUICK SHOT GUNPOWDER

Is superior to any powder made and put up in kegs in Canada,

HOBBS
Hardware Company,
LONDON, ONTARIO.

NAVIGATION AND RAILWAYS.

FOR POINTS IN
BERMUDA,
JAMAICA,
CUBA,
CALIFORNIA,
NEW MEXICO,
TEXAS,

Or wherever you wish to go to spend the winter get your tickets at

De la Hooke's Office.

He will give you lower fares and make all arrangements for your having a comfortable trip.

NO. 3 MASONIC TEMPLE.

☞ Ocean steamship office. A choice of twelve lines.

FLORIDA,
GEORGIA,
ALABAMA,
LOUISIANA,
And All Points in the South,
Via the direct line, the

Michigan Central Railroad

THROUGH TICKETS,
STEAM-HEATED TRAINS,
CLOSE CONNECTIONS.

At all points. No transfers. Baggage checked through. Sleeping berths reserved. Call at the

City Ticket Office, 395 Richmond St.,

Or depot, corner Clarence and Bathurst streets, for all information, time tables, maps, etc. JOHN PAUL, City Passenger Agent. Telephone, 205.

ANCHOR LINE

Steamers leave New York every Saturday
For GLASGOW VIA LONDONDERRY
Rates for Saloon Passage
$50 and upwards, according to accommodation and location of room. Second Cabin, $36. Steerage, $26.
MEDITERRANEAN SERVICE.
New York to Gibraltar and Naples.
Cabin passage, **$80 to $100.**
Passengers booked at through rates to or from any city in Great Britain or on the Continent.
Drafts on London sold at lowest rates.
Book of information, tours and sailing lists furnished on application to agents.
HENDERSON BROTHERS, 7 Bowling Green, New York, or A. G. SMYTH, insurance agent, 443 Richmond street; THOS. R. PARKER, ticket agent, No. 1 Masonic Temple, Richmond street, or EDWARD DE LA HOOKE, No. 3 Masonic Temple, Richmond street.

CUNARD LINE
"LANE ROUTE."
From New York to Liverpool via Queenstown. Fast Express Mail Service.

SERVIA.....Saturday, Nov. 21, 9 a.m.
ETRURIA.....Saturday, Nov. 28, 3 p.m.
AURANIA.....Saturday Dec. 5, 7:30 a.m.
UMBRIA.....Saturday, Dec. 12, 2 p.m.
SERVIA.....Saturday, Dec. 19, 7:30 a.m.
ETRURIA.....Saturday, Dec. 26, 2 p.m.
AURANIA.....Saturday, Jan. 2, 6:30 a.m.
UMBRIA.....Saturday, Jan. 9, 1 p.m.

RATES OF PASSAGE—Cabin, $60 and upwards, according to accommodation. Second cabin passage, $35; return tickets on favorable terms. Steerage tickets to and from Liverpool and Queenstown, and all other parts of Europe, at lowest rates. Through bills of lading given for Belfast, Glasgow, Havre, Antwerp and other ports on the continent, and for Mediterranean ports.
VERNON H. BROWN & Co., agents, 4 Bowling Green, New York.
H. DE LA HOOKE, No. 3 Masonic Temple, and A. G. SMYTH, 443 Richmond St., sole agents for London.

WHITE STAR LINE

Royal and United States Mail Steamers for Queenstown and Liverpool.

BRITANNIC.....Nov. 25
*MAJESTIC.....Dec. 2
GERMANIC.....Dec. 9
*TEUTONIC.....Dec. 16
BRITANNIC.....Dec. 23
*MAJESTIC.....Dec. 30

*superior second cabin accommodation on these steamers.

From White Star Dock, foot West Tenth St. Saloon rates, $50 and upwards; on Teutonic and Majestic, $60 and upwards; second cabin rates, Majestic and Teutonic, $35 and $40 round trip, $75 and $85, according to location of berth. Excursion tickets on favorable terms. Steerage, $20. Company's Office, 41 Broadway, New York.

For further information apply to W. Y. BRUNTON & SON, 181 Dundas street, or EDWARD DE LA HOOKE, No. 3 Masonic Temple, agents of the line for London, Ont.

ALLAN LINE
ROYAL MAIL STEAMSHIPS.
Liverpool (not calling at Moville).
REDUCTION IN CABIN RATES.

	From Montreal.	From Quebec
CIRCASSIAN	Nov. 13	Nov. 19
	From Portland.	
SARDINIAN		Nov. 26
PARISIAN		Dec. 3
MONGOLIAN		Dec. 22

Rates of passage—Cabin, by Parisian, Sardinian and Circassian, $40, $50 and $60; intermediate, $30; steerage, $26. Cabin by Numidian and Mongolian, $40 and $45.

STATE LINE SERVICE
of Allan Line between New York and Glasgow via Londonderry.
State of California, from New York, Nov. 26.
State of Nebraska, from New York, Dec. 17.
Cabin passage, $35 single and upward; return, $65 and upward, according to location of berth. Steerage, $20.
AGENTS—For Allan Line and Allan State Line, E. De la Hooke, No. 3 Masonic Temple; Thos. R. Parker, No. 1 Masonic Temple; H. Taylor, 5 Masonic Temple. AGENTS—For Allan State Line, F. S. Clarke, 416 Richmond street; John Paul, 391 Richmond street.

CANADIAN PACIFIC STEAMSHIP LINE

One of the electric-lighted express steamships.

MANITOBA, ALBERTA AND ATHABASCA

Is intended to leave Owen Sound every

Monday, Thursday & Saturday

On arrival of the regular morning express leaving Toronto at 7:35 a.m., for Port Arthur and Fort William direct, calling at Sault Ste. Marie, Mich., only, making close connection with the through trains of the Canadian Pacific Railway for Winnipeg, British Columbia and all points in the Northwest and Pacific Coast.

W. C. VAN HORNE, President, Montreal. HENRY BEATTY, Man. Lake Traffic, Toronto. 77tf

PEOPLES POPULAR ONE WAY PARTIES TO THE PACIFIC BY THE COING WEDNESDAYS

Dec. 2-16-30

1891

HAVE THE ADVANTAGE OF
Polite Attendants
Progress Rapid
Price Low
Plenty of Room

PARTICULARS FROM ANY AGENT OF THE COMPANY

For tickets and all information apply to Thos. R. Parker, city passenger agent, No. 1 Masonic Temple, London, Ont.

CHRISTMAS! CHRISTMAS!

The Holiday Season is near at hand—the time when everybody, old and young, rich and poor, will be on the lookout for the best and most

SUITABLE PRESENTS

As these articles embrace goods of almost every line of manufacture,

NOW

Is the time for MERCHANTS and DEALERS to announce to the people of

WESTERN -.- ONTARIO

Where these goods may be procured.

THE WESTERN ADVERTISER

Is the best medium for doing so

PROMPTLY,
THOROUGHLY,
EFFECTIVELY,
CHEAPLY.

This splendid "Double Weekly"—published at an early hour on Tuesdays and Fridays—goes into the best homes of Ontario, and

Gives More for the Money

To advertisers, as well as to readers, than any other publication.

ALL ADVERTISEMENTS

Should be attractively written and frequently changed.

For Rates, etc., call on or address—

ADVERTISER PRINTING CO.,
LONDON, ONTARIO.