

**The Liniment**—Is an excellent one for all general purposes where such an article is required, and is particularly valuable in healing cuts and bruises of all descriptions on either man or beast. The bottle contains fully three times as much as the 25 cent bottles commonly sold at the druggists.

**The Palatable Purgative**—Just meets the wants of the family in almost every case where a cathartic is required. It is mild in its action, but effectually cleanses the whole alimentary canal. And then as its name indicates, it is really pleasant to take. The smallest child will take it readily, and cry for more. Who does not have a vivid recollection of the detestable nausea produced by being compelled to take the abominable pills, powders, &c., that have been commonly prescribed as purgatives in the past, and the use of which has, in many instances, greatly augmented the sufferings of the poor invalid? Any medicine that will thoroughly accomplish the desired end, and which, at the same time, is not only free from any nauseous taste, but is absolutely palatable, must inevitably become vastly popular as soon as it is generally known. The Palatable Purgative is such a medicine. And besides, according to the number of doses contained in a bottle, it is one of the cheapest medicines in the market. It is purely vegetable in its composition, and exceptionally safe for the weakest constitutions.

**The Lightning Calculator**—Is a truly valuable little book, by Prof. Hutelings, late of Barnums's Museum, N. Y. City. It contains the most practical processes for rapid addition, four new forms of multiplication, rapid processes of squaring and cubing, and numerous short, practical rules of arithmetic, together with his amusing and instructive parlor feats, &c., &c. If it is carefully studied, and its rules persistently carried out, it will be worth its weight in gold to many who will thus receive it as a gift.

By the above, it will be seen that to all who buy the engravings on this plan, I sell them at their regular market price, and at the same time actually give the purchaser, in addition, more than the full value of his money in other staple household articles of genuine worth and reliability.

Should the total sales in Ontario and Quebec reach the comparatively limited number of 8,000, then the value of the premiums given would be very nearly \$25,000, but it is but fair to suppose that these sales will far exceed that number.

But, perhaps, it may be asked, "How can this be done?" "Is it possible that all that is promised in the foregoing paragraphs can be faithfully carried out? I will therefore add a few words of explanation.

**FIRSTLY THEN.**—The articles constituting the premiums offered by this plan, although they are all articles of superior merit, are new to the Canadian public, and as it is my intention to make their manufacture and sale a principal part of my business in the future, it will pay me to make them as generally known as possible at the outset, even though I do this at a temporary loss. I feel assured that all that is necessary, in order to create an immense demand for these goods, is to get people to give them a trial, and that the articles themselves, when thus introduced, will prove to be their own advertisement, and the very best that can be secured for them.

**SECONDLY.**—By offering these unparalleled inducements to purchasers, it will be such an easy matter to make sales, that my agents can afford to dispose of the engravings for a comparatively small commission, and yet make better wages in selling them, than they could in canvassing for anything else in the market, and the amount of commissions thus saved enables me to give better terms to my purchasers, than I otherwise could.

In these two particulars, when taken together, the reader has my answer to his questions; but he will please bear in mind that on this plan, except in cases where he orders direct from me by mail, he is not asked to take anything on trust, and that he is not expected to pay any money until all that has been promised is fully performed.

I want good agents everywhere, both male and female, to engage in the sale of these engravings, and shall deal as liberally with them as the state of the case will permit. Any person wishing to take an agency, will be supplied with my "Confidential terms to agents" on addressing me and giving satisfactory references with regard to their reliability.

Parties wishing to purchase in localities where an agency has not been established, can do so by sending the price of the engraving or engravings which they desire, direct to me by registered letter or Post Office money order. In such cases, the applicants must be very careful to write plainly, first, their Post Office address; second the name of the engraving or engravings desired; third by what conveyance they will have their premiums sent to them.

Those persons who purchase the engravings from an agent on this plan, will, as before stated, receive their engravings and premiums from him at the time of payment, but to those who purchase directly from me, the engravings and premiums will, on receipt of the money, be sent free by express or other conveyance, as they may designate, provided the cost of said conveyance does not exceed one fourth of the purchase money, and in case it does exceed that sum, then that part of the expense will be paid by me, and the excess will be left for the purchaser to pay on receipt of the goods. No goods will be sent C. O. D., (collect on delivery), unless at least one half of the purchase money accompanies the order. And all persons interested will please take particular notice of this last regulation, for it will be strictly adhered to. Residents of London and vicinity can see samples of the engravings and premiums, and have their orders filled, by calling at my office on Simcoe street, two doors west of Wellington, or at Bryce's Bookstore, on Richmond Street. Each canvassing agent is also furnished with the necessary samples for exhibition, and we guarantee that the goods delivered shall be equal to the samples shown you, or you will be under no obligation to take them.

And now in conclusion allow me to say, I have by the above plan of sale, placed it within the reach of almost every family to obtain *Three First-Class Works of Art* to adorn their homes. Engravings, that have hitherto chiefly been possessed by the wealthy and elite of society only, and I flatter myself, that by so doing I shall secure, as my reward, such a sale of the engravings as has, in its extent, never before been equalled in America. Having, in the past, for a long time been identified with the public interests of Canada, as the founder and proprietor of the London Commercial College, and having, during the past three years, conducted the London Literary and Art Agency, I am not a stranger to the Canadian public; and whilst tendering them my sincere thanks that for so long a time they have deemed me worthy of their confidence and patronage, I do not doubt but that I shall also be favored with their liberal encouragement in my present enterprise.

Circulars, and any further particulars, can be obtained at any time by addressing me at London, Ont. P. O. box 89 F.

**J. W. JONES.**

The foregoing plan of Sale shall be known as *Premium Plan No. One.*