

1873.

1874.

FALL CAMPAIGN.

WESTERN ADVERTISER!

LONDON, ONT.

FROM NOW UNTIL NEW YEAR'S GRATIS.

THE canvassing season has opened out briskly, the fine harvest with which Ontario has been favored, placing the farmers in a good position; and, in consequence, agents have less work to secure subscribers, and find little trouble in raising large clubs. Intending canvassers should lose no time in going to work—now is the time! We have hundreds of friends, ladies and gentlemen, who regularly, with each recurring year, give us effective aid in extending our circulation, and we feel grateful for their very efficient help. Since last fall public sentiment has been turned more than ever in favor of Reform, owing to the recent political developments. This fact, in addition to the steady improvement in the WESTERN ADVERTISER, gives agents a fine opportunity of introducing a reliable Liberal journal into new sections. All the special features of the ADVERTISER will be continued during the coming year, and, as in the past, our best attention will be given to present our readers with a first-class newspaper, containing all the latest and most reliable news, Canadian and Foreign, spicv editorials, and a fund of entertaining and instructive reading matter, suitable for all portions of the family. This is the great secret of the unparalleled success of this journal—we publish a paper which interests young and old. Notwithstanding the large circulation we have already attained, we fully expect to add several thousand new names during the present campaign, and, with the help of our friends, we feel confident of this result.

ONLY ONE DOLLAR!