

The Many Advertisements.

[Straford Beacon.] "I don't want that paper, it has too many advertisements; I want general reading; I don't care for advertisements. Such are the remarks one sometimes hear, about newspapers. Do the good people who speak in this way ever reflect on the fact that without advertisements no newspaper could exist for any length of time? The amount obtained from the patrons of a paper as mere subscribers, would not buy the paper on which it is printed and oil the machinery which prints it. By advertisements and advertisements mainly a newspaper is maintained, and without such patronage the most enterprising and judiciously managed journal would speedily languish and die—unless its publisher happened to be blessed with abundant private capital. Hence the absurdity of condemning a newspaper because its columns are well supplied with advertisements. Considering the important service rendered to the community in general by well-conducted newspapers, business and professional men patronize them far too little. A liberal advertising patronage is the best possible thing for the reader as well as for the publisher, as it enables the latter to keep the other departments of his paper in a higher state of efficiency. A newspaper whose advertising columns are sparsely filled conveys an impression the reverse of favorable of the community in which it is published. But after all, are advertisements of no special interest to the general reader? It is far otherwise. A commercial or professional man who does not carefully scan the advertising columns of his local paper does not know his business. About the first thing a keen, shrewd, live man of business does when he lifts a newspaper is to peruse the new advertisements, whether they relate to the line in which he is engaged or not. There is no better index of the business prosperity of a town or city than the advertising columns of a local newspaper. If these are pretty full of stirring announcements it may be inferred that things are going lively. If there is no life or animation in that department of the paper, no matter how full and sparkling the editorial columns or how piquant may be the home and news items, the reader may conclude that there is not much prosperity in that community. We can form a pretty accurate idea of the state of trade in any town in Ontario any week in the year, by glancing at the advertising columns of our exchanges.

Thoughts During Hair-Cutting.

Will he cut it well, or will I look an object for the next ten days? Will he ask me how I would like it cut? Will he talk to me? Will he blow upon me? Will he snip a bit off my ear? Will he prick my lip when he trims my moustache? Will he tell me that my hair is getting rather thin at the top? Will he ask me whether I have tried, or would like to try, their marvellous Balm, or their wonderful Wash, or their unrivalled Restorative? Will he ask me whether I will be shampooed? Will the brushing business bring tears into my eyes? Will he part my hair on the wrong side? Will uncomfortable hairs get between my collar and my neck? Will he not, when all is over, say: "Will there be anything for the toilet?"—Punch.

Mrs. Modesty.

The other night a policeman observed a man hanging around the entrance to Michigan avenue hall in a queer sort of a way, and he asked him if he belonged to the other then in season upstairs. The man replied that he did, and the officer inquired: "Then why don't you go up?" "Well I was thinking of it." "Haven't been expelled, have you?" "Oh, no." "Aren't afraid of anybody?" "No." "And you haven't lost your interest?" "I might as well tell you," said the man, after beating around a while longer. "I went down to Toledo a few days since, and somehow the story came back here that I was drowned. My lodge thereupon passed a resolution to the effect that I was honest, upright and liberal, and a shining ornament, and that what was its loss was my gain. I wasn't drowned, but I kind o' hate to walk in on 'em and bust those resolutions. I've tried it three times, and I can't get higher than the fifth stair before I weaken."

As Mr. Joseph Tewsley was driving along the boundary line between Hullett and East Wawanosh on the 23rd inst., a young horse he was driving took fright at some object on the road and started on a frolic. Fortunately Mr. T. got off unhurt, but the wagon will require repairs.

Mrs. Liberty Ratcliff, living three miles south of Great Bend, Kan., committed suicide on Wednesday, by taking strychnine. She lived two hours. Her age was about 20 years, and she was married a year ago. Since the age of 12 she has been trying to write a novel, and became so absorbed in it that her husband threatened to burn the manuscript. When he went out to do some chores she took the fatal dose.

A healthy man never thinks of his stomach. The dyspeptic thinks of nothing else. Indigestion is a constant reminder. The wise man who finds himself suffering will spend a few cents for a bottle of Zepes, from Brazil, the new and remarkable compound for cleansing and toning the system, for assisting the digestive apparatus and the liver to properly perform their duties in assimilating the food. Get a 10 cent sample of Zepes, the new remedy, of F. Jordan, druggist. A few doses will surprise you.

Ontario Branch of the Dominion Alliance—Call for a Convention.

The Executive of the Alliance has determined to hold a grand Temperance and Prohibitory Convention for the Province of Ontario, in Hamilton, Sept. 15th and 16th. All temperance organizations are asked to send special delegates. Any persons in sympathy with the aims of the Alliance, and all Christian ministers, are cordially invited. Noted speakers from Canada and the United States are being corresponded with to address the evening meetings. The railways will give reduced rates of fares to delegates. All delegates to the Convention will be entertained free of cost by the temperance people of Hamilton. Circulars will soon be issued giving full information. Among other topics, the following will be discussed:— 1. The adoption of the Canada Temperance Act in all the counties where feasible, and the maturing of some solid financial proposals. 2. The amendment of present license laws providing for: (a) The separation of liquors from groceries; (b) the refusal of saloon licenses; (c) the restriction of hotel licenses to one for every 800 or 1,000 inhabitants. 3. The consideration of what political action is necessary in order to retain and strengthen our present Temperance Act in the Dominion. 4. The introduction of scientific temperance instructions in the schools. It is hoped that throughout Ontario there will be a hearty and generous response to this invitation, and that no considerable part of the Province will be unrepresented in the convention. A powerful and influential assembly is what we need to adequately voice the temperance sentiment, and plan for the temperance work of the future. Any information as to the Convention, Alliance work, organization in counties, literature etc., will be cheerfully given by the Secretary, GEO. E. FOSTER, Box 438 Hamilton, Ont. Hamilton, Aug. 1881.

One of Garfield's Addresses.

Washington Correspondence Providence Press. On February 8, 1876, after the regular business of the day, it is stated in the formal phraseology of *The Record* that Mr. Phelps (Connecticut) offered a resolution that the House has received with profound sorrow the announcement of the death of Orris S. Ferry, and that proper tributes be paid for his public and private virtues. After several touching tributes, notably one from Professor Seelye, of Amherst, a boyhood friend of the dead Senator, Mr. Garfield, then in his prime as an orator, and already wearing the indefinable aureole that settles round the head of one set apart for a higher destiny than his fellows, rose.

Then followed a touching and fraternal tribute, not necessary to quote in full, but ending with the following, which seems to one who knew the style of each about equally the work of the author and his eloquent reviser: "Before closing, however, let me refer to the crowning glory of his life. Mr. Ferry had a strong religious element in his character. This was with him a great controlling force, and not a sentiment. No cloud obscured the effulgence of his hope or dimmed his vision. Clear and high his intellect and his faith rose above all storms and darkness, and sustained him in sweet companionship amid the unrevealed mysteries of pain. As his end drew near he came back to his home after a brief absence. There, under his own roof, with the angels of his household about him, he passed to his rest. Thinking of trials past, and knowing as we do how well he had wrought for the future, trusting in the merits of his dear Lord, he could repeat the sweet lines of Bonar: "Beyond the parting and the meeting, I shall be soon; Beyond the farewell and the greeting, Beyond this pulse's fever beating, I shall be soon. Love, rest and home! Sweet hope! Lord, tarry not, but come. 'Beyond the frost-chain and the fever, I shall be soon; Beyond the rock-waste and the river, Beyond the ever and the never, I shall be soon. Love, rest and home! Sweet hope! Lord, tarry not, but come.' "Ay, the sweeter word of inspiration—in the volume of the Book it is written: 'Lo! I come quickly. Even so, come, Lord Jesus.'"

And thus is chronicled the memory of a scene so unusual, so profound, that the great hall of legislation, with its scores of careless, worldly men, seemed for the time transfigured. We all seemed to be "sitting in heavenly places in Christ Jesus." Even the reporters' gallery, a cool, plagiatic region, as you may guess, showed a suspicious, surreptitious display of pocket handkerchiefs, and tears were in the eyes of many members on the floor. I have often heard General Garfield eloquent but I have never before, or since, heard him approach the touching pathos of that hour. The occasion was ripe for him when he rose; he felt the solemn glow reflected from all hearts around him, and his voice always sympathetic, took on an almost priestly function and in unconscious tone of exaltation that

seemed above mortality, as he recited the dead man's tribute to the dead. The poem that formed its fitting climax seemed to glow with beatific flame. I never can recall it even now without some faint glow of that day's inspiration.

It is a sorrowful fact that the barrooms are more honest with their lemons than the temperance picnics are.

Zepes, from Brazil.

Its wonderful affinity to the digestive apparatus of the human stomach, its most surprising effect upon a torpid liver, and in cleansing and toning the system, can be tested with a ten cent sample bottle.

Newspaper Laws.

We call the special attention of post-masters and subscribers to the following synopsis of the newspaper laws: 1. A postmaster is required to give notice by letter (returning a paper does not answer the law) when a subscriber does not take his paper out of the office, and state the reasons for its not being taken. Any neglect to do so makes the postmaster responsible to the publishers for payment. 2. If any person orders his paper discontinued, he must pay all arrears, or the publisher may continue to send it until payment is made, and collect the whole amount, whether it be taken from the office or not. There can be no legal discontinuance until the payment is made. 3. Any person who takes a paper from the post-office, whether directed to his name or another, or whether he has subscribed or not, is responsible for the pay. 4. If a subscriber orders his paper to be stopped at a certain time, and the publisher continues to send the paper, the subscriber is bound to pay for it if he takes it out of the post-office. This proceeds upon the ground that a man must pay for what he uses. 5. The courts have decided that refusing to take a newspaper and periodicals from the post-office, or removing and leaving them uncollected for, is prima facie evidence of intentional fraud.

Nature, after all, is the great physician. She hides all the secrets of health within her broad, generous bosom, and man needs but to go to her intelligently for his every need. The discovery of the great Cough Remedy, GRAY'S SYRUP OF RED SPRUCE GUM, is an apt illustration of this. As a cure for Coughs, Colds, Loss of Voice and Bronchitis it stands unrivalled, while its low price and readiness of access places it within the reach of all. Try it and be convinced. All chemists keep it in 25 and 50-cent bottles.—ad

EPPE'S COCOA.—GRATEFUL AND COMFORTING. "By a thorough knowledge of the natural laws which govern the operations of digestion and nutrition, and by a careful application of the fine properties of the selected Cocoa, Mr. Eppe has provided our breakfast tables with a delicately flavoured beverage which may save us many heavy doctors' bills. It is by the judicious use of such articles of diet that a constitution may be gradually built up until strong enough to resist every tendency to disease. Hundreds of subtle maladies are floating around us ready to attack wherever there is a weak point. We may escape many a fatal shaft by keeping ourselves well fortified with pure blood and a properly nourished frame."—*Civil Service Gazette*.—Sold only in Packets labelled "EPPE'S COCOA." Also makers of Eppe's Chocolate Essence for afternoon use. 161

TO BUILDERS.

KINTAIL BRICK YARD. A quantity of good white brick on hand and for sale at reasonable rates. The subscriber is now carrying on the brick making business at the Kintail kilns, and will give all orders which may be sent him the most prompt attention. The brick is of first class quality, and the terms are reasonable. Address JOHN K. MCGREGOR, Kintail, P. O.

RIVERVIEW SCHOOL GODERICH.

Boarding and day school, for the higher education of young ladies. Mrs. Fitch will receive her school on FRIDAY, SEPT. 2ND. Pupils prepared for High School. For full particulars address R. T. FLETCHER, North Street, 1800-31.

\$5 to \$20 per day at home. Samples worth \$5 free. Address STRINSON & Co., Portland, Maine.

The Great American Remedy for COUGHS, COLDS, ASTHMA, BRONCHITIS, LOSS OF VOICE, HOARSENESS AND THROAT AFFECTIONS. Prepared from the finest Red Spruce Gum. (Doubtless Flavor.) Balsamic, Soothing, Expectorant and Tonic. Superior to any medicine offered for all the above complaints. A scientific combination of the Gum which excites from the Red Spruce tree—without doubt the most valuable native Gum for Medicinal purposes.

GRAY'S SYRUP OF RED SPRUCE GUM. In its preparation the Gum is separated, and its antispasmodic, expectorant, balsamic and astringent properties are preserved. This Syrup, carefully prepared at a low temperature, is a safe and reliable remedy for all the above complaints. It is made from the purest and best Spruce Gum.

Its remarkable power in relieving certain forms of Bronchitis, and its almost specific effect in curing obstinate hacking Coughs, is now well known to the public at large. Sold by all respectable chemists. Price, 25 and 50 cents a bottle. The words "Syrup of Red Spruce Gum" constitute our Registered Trade Mark, and our wrapper and labels are also registered. KERRY, WATSON & CO., Wholesale Druggists, Sole Proprietors and Manufacturers, Montreal.

Best alive in the world for cuts, Bruises, Sores, Ulcers, Salt Rheum, Fever Sores, Tetter, Chapped Hands, Chilblains, Corns, and all Skin Eruptions and positively cures Piles. It is guaranteed to give perfect satisfaction or money refunded. Price 25 cents per box. For sale by all druggists.

THE KEY TO HEALTH.

BURDOCK BLOOD BITTERS. Unlocks all the clogged avenues of the Bowels, Kidneys and Liver, carrying off gradually without weakening the system all the impurities and foul humors of the secretions; at the same time Correcting Acidity of the Stomach, curing Biliousness, Dyspepsia, Headaches, Dizziness, Heartburn, Constipation, Dryness of the Skin, Dropsy, Dimness of Vision, Jaundice, Salt Rheum, Erysipelas, Scrofula, Flattening of the Breast, Nervousness and General Debility; all these and many other similar Complaints yield to the happy influence of BURDOCK BLOOD BITTERS. Sample Bottles 10c; Regular size \$1.

For sale by all dealers. T. MILBURN & Co., Proprietors, Toronto.

The Perfectest Best Medicine ever Made. A combination of Hops, Sassafras, Burdock and Dandelion, with all the best and most valuable properties of all other Bitters, makes the greatest Blood Purifier, Liver Regulator, Stomach and Health Restoring Agent ever known. No disease, as possibly long exist where Hop Bitters are used, so varied and perfect are their operations. They give new life and vigor to the aged and infirm. To all whose employments cause irregularity of the bowels, irregularity of the system, indigestion, nervousness, and all ailments, Hop Bitters are invaluable, without intoxicating. No matter what your ailment or symptoms are, what the disease or want is, use Hop Bitters. Don't wait until you are so sick but if you only feel bad or miserable, swallow at once a few of these Bitters, and you will have saved hundreds. \$1.00 will be paid for a cure, so they will not suffer but use Hop Bitters. Remember, Hop Bitters is no vile, drugged medicine, but the most perfect and best Medicine ever made; the "SASSAFRAS, BURDOCK AND HOPS" and no person or family should be without them. D. J. C. is an absolute and trustworthy cure for Rheumatism, Gout, Gravel, and all other ailments. All sold by druggists. Send for Circulars to T. Milburn & Co., Rochester, N.Y. and Toronto, Ont.

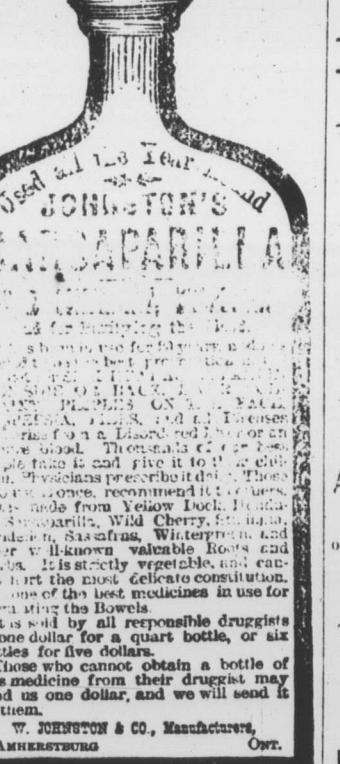
LOVELL'S

Province of Ontario Directory FOR 1881-1882. TO BE PUBLISHED IN NOVEMBER 1881. Price \$5.00.

M. L. LOVELL, at the request of several Merchants and others of the Province of Ontario and the City of Montreal, etc., begs to announce that his firm will publish a PROVINCE OF ONTARIO DIRECTORY, in November next, containing an

alphabetical Directory AND A THOROUGH Classified Business Directory OF THE CITY OF MONTREAL.

The same care and attention bestowed on the Dominion and Provincial Directories of 1871 will be given to this work. Subscriber names respectfully solicited. Terms of Advertisement made known upon application. JOHN LOVELL & SON, Montreal Dec. 1881. Publishers. 1700



FOR SALE BY JAMES WILSON, GEORGE RHYNAS, Chemists and Druggists.

FOWLER'S EXTRACT OF WILD STRAWBERRY

Cures Cholera, Cholera Morbus, Dysentery, Cramps, Colic, Sea Sickness and Summer Complaint; also Cholera Infantum, and all Complaints peculiar to children teething, and will be found equally beneficial for adults or children. FOR SALE BY ALL DRUGGISTS. T. MILBURN & CO., Proprietors, Toronto.

AFTER THE FIRE.

JOHN STORY The Tinsmith is still to the front.

I have pleasure to state that despite the inconvenience I was put to in my business by the recent fire in my premises, that I am now in full blast again, prepared to give the greatest bargains in Goderich in STOVES, TINWARE, LAMP GOODS, and every other line in the business.

I would also return my thanks to the Fire Brigade and people of Goderich for the successful efforts in saving my property in my absence from home, at the late fire. John Story.

SAUNDERS' VARIETY STORE.

NEW GOODS. 5,000 ROLLS WALL PAPER.

FRESH STOCK. NEW STYLES. WINDOW SHADES, TRAVELLING BAGS, BASKETS, BABY CARRIAGES. A FINE STOCK, STYLISH AND CHEAP. Note the Stand. "The Cheapest House Under the Sun." Next door to the Post Office.

AT THE OLD STAND.

D. C. STRACHAN HAS REMOVED HIS GROCERY BUSINESS

To the old stand in the Albion Block, formerly occupied by him, where he will be pleased to welcome all his old customers and the public generally. A large quantity of NEW, FRESH GROCERIES AS CHEAP AS THE CHEAPEST. D. C. STRACHAN.

I HAVE BOUGHT THE

HARDWARE STOCK. MR. D. FERGUSON

VERY GREAT DISCOUNT! Nearly all of said Stock, as well as my own original Stock, was bought before the Advance of Hardware. I am therefore in a position to sell Cheaper than any other House in the County. MY STOCK OF

Farmers', Builders', & General Hardware IS COMPLETE which I want to run off quickly.

COME AND BUY AT SUCH PRICES AS WILL PLEASE YOU.

Fresh Ground Water Lime in Stock. AGENT FOR BEST STEEL BARB FENCE WIRE. R. W. MCKENZIE

1751-4th.

HURON CARRIAGE WORKS.

T. & J. STORY, (SUCCESSORS TO JOHN KNOX, MANUFACTURERS OF Buggies and Carriages

ANY STYLE OF VEHICLE BUILT TO ORDER. REPAIRING and JOBBING done with Neatness and Despatch, and at Reasonable Rates. Call and examine before purchasing elsewhere.

T. & J. STORY, HAMILTON STREET. KNOX'S OLD STAND.

GRAND CLEARING SALE

Boots and Shoes.

CAMPBELL'S BOOT and SHOE EMPORIUM, FOR ONE MONTH.

Previous to stock taking. My Stock is Large and well-assorted, and GREAT BARGAINS will be given.

TERMS - CASH WM. CAMPBELL.

Goderich, Jan. 13, 1881. 1769