

FACTS for ADVERTISERS.

The circulation of the **DAILY and WEEKLY MERCURY** is **DOUBLE** that of any Paper in Guelph, and larger than that of any paper published west of Toronto. Advertisers, both in this County and at a distance, should bear this fact in mind when they wish to make their business known to the public.

Guelph Evening Mercury

OFFICE: MACDONNELL STREET

FRIDAY E.V.G., SEPT. 4, 1868

ADVERTISING HUMBUGS.

The Listowel *Banner* of this week has a timely and sensible article on the advertising humbugs and swindlers who, with scarcely a week's interval, continue to annoy publishers of newspapers. It comes down heavy on that numerous class of swindling advertisers who have their field of operations in the States, and who periodically pester Canadian publishers with shoals of advertisements, for the insertion of which they offer all sorts of articles at fabulous prices, from a needle to an anchor, from a piano to a toothpick. These are invariably valued at double what they are worth, and after offering the publisher a certain amount for inserting the advertisement, he is modestly asked to pay the balance due on the article in cash before he can get possession of it. Sometimes we receive as many of these advertisements at one time as would fill half a page of the *Mercury*. Were we to comply with the request we would have to pay out hundreds of dollars, while all we would get for our money and our work would be a lot of trumped-up articles not worth half the value put on them. Our rule is to consign all such advertisements, with their accompanying circulars and due bills, to the waste paper basket, and we are glad to observe that almost every respectable paper in Canada treats them in the same way.

But there is another class of advertisers who are willing to pay, and who do pay cash for their advertisements, but who want them inserted for the merest trifle—usually about a third of what would be considered a fair price. These parties are generally the makers or vendors of patent medicines or other nostrums, who make their living solely by advertising or puffing, and who somehow have reduced it to such a nice system as generally to get their puffing done for much less than those who are in what we would call legitimate business. The *Banner* instances Dr. Radway, of Montreal, the man who has made a splendid fortune out of the three K's—who had the impudence to offer \$20 for a yearly advertisement of one column, together with fifty-two special notices! There are many similar cases we could mention within our own knowledge, but we have invariably given these gentry a wide berth, or sent them off to some more accommodating customer. Radway has tried us several times with similar offers, but we took no notice of them. There are other parties outside the medicine business who imagine because they get their advertisements inserted in some third-rate backwoods paper for a mere song, that all the other papers in Canada should do likewise. Only the other day we received a proposal from the head of a Commercial College in Ontario, to insert an advertisement for a year, which would occupy half a column of the *Weekly Mercury*, and a special notice which would require a third of a column, and all for \$20, payable in script, which we might be able to sell in three years at twenty-five per cent discount! As an inducement to accept these terms we are often told that other papers do so. Our answer is, that we don't care a straw what other papers do—our circulation warrants us in charging the regular rates, which are fair and equitable, and if these do not suit, then they can go somewhere else. Besides, we hold it to be wrong and unjust to charge local advertisers these rates, and make a reduction on them to parties at a distance who may wish to use our columns for the purpose of selling their wares.

We would fain hope that publishers are now beginning to be conscious of the fact that this class of advertisers have hitherto been reaping all the advantage, while they have been doing the work for much less than it was worth, and for much less than they could have obtained had they only stood on their rights. We should like to see every newspaper in the country take the matter up in the same style as the *Banner*, and manifest the same manly, independent spirit in dealing with Dr. Radway and all others in the same line of business. Its concluding paragraph contains some wholesome truths, which our brethren of the press will profit by if they would carefully consider and act up to them. It says:—"We could never see the propriety of newspaper publishers inserting quack medicine advertisements at a lower rate than is charged to their local patrons. Why should a merchant be charged a certain price for a column or half-column advertisement, and the same amount of space given to a foreign humbug for a less sum? We know that hundreds of country news-

comprehend the policy that allows them to degrade and injure their own business in such a manner. If our country contemporaries generally would make up their mind to change their policy and insist upon a full rate for foreign advertisements, we feel convinced they would still get just as much of that sort of patronage as they desired."

The Railway Contest in Normanby.

The *Mount Forest Examiner* of this week refers to the spirited canvass which has been going on in Normanby between the Hamilton and Guelph Railway delegation on one side, and the Toronto narrow gauge men on the other. The policy of the broad gauge men, it says, was to procure the withdrawal of the published by-law in favor of the narrow gauge, and the substitution of one for each road, to be voted upon simultaneously, in which event the draft of their by-law was to embrace the condition of a road from Mount Forest or Harriston via Ayton and Neustadt. The Council, however, at its meeting on Monday, found, on taking legal opinion, that two by-laws cannot be admitted simultaneously, and rejected the application. Failing this, the broad gauge men went in to fight the narrow gauge by-law, and so effectually did they conduct the contest that the Normanby Council held another meeting on Wednesday, when they agreed to withdraw the narrow gauge by-law. This was done as announced in our telegraph dispatch received yesterday from Mount Forest. The *Examiner* says it is now in contemplation to submit another by-law offering a bonus to the first railway to be built through the township by way of Mount Forest. The Toronto delegation consists of, Messrs. T. G. Worts, T. C. Chisholm, Mayor Smith, Aldermen Boxall and Bennett, Messrs. G. Laidlaw, W. S. Taylor, J. G. Moylan, N. Barnhart, of Toronto, and others.

BIRTHS.

WEBSTER—In Fergus, on the 20th ult., the wife of Mr. Henry Webster, of a son.
BUSHMAN—In Arthur Village, on Friday, 27th August, the wife of Mr. John Bushman, of a daughter.
DRAPEL—In Arthur village, Friday, the 21st August, the wife of Mr. Joseph Draper, of a daughter.

MARRIAGES.

PATTERSON—FERRIE.—In Hamilton, on Wednesday, 2nd Sep., by the Rev. M. Boomer, LL.D., Rector of Trinity Church, Galt, George Huton Patterson, Esq., Manager of Royal Canadian Bank, Galt, to Rachel Ferrie, daughter of the late Adam Ferrie, Esq., Preston, Ont.

DIED.

WILLIAMS—In Owen Sound, on the 22nd ult., after a lingering illness, Mr. Thomas Williams. The deceased was for many years a resident of Guelph, and was highly respected by all who knew him.
BRISTOW—At his residence, Arthur Village, on Monday, Aug. 31, Mr. John Bristow, aged 69 years.
PATTISON—On the 26th Aug., Mr. John Pattison, of Arthur Township, aged 82 years.

New Advertisements.

WANTED.

WANTED, before the 30th September, a house containing five or six rooms, within ten minutes walk of the market. Apply at this office. Address Box 48.
Guelph, September 4th. dw1

KINGSTON PENITENTIARY

BOOT & SHOE STORE

KEEP THE FEET DRY AND THE HEAD COOL.



TO THOSE who don't wear Coats we would say, come in out of the wet as you will get a good, at the same time we would advise the general public to buy their

BOOTS AND SHOES

At the Penitentiary Boot & Shoe Store,

JOHN CRIDIFORD.

Guelph, September 4th. dw

Change of Business.

THE subscriber begs to notify his customers and the public that he has disposed of his business and interest in the Butcher's Stall No. 2, Guelph Market, to Mr. James Simpson, whom he recommends to their favorable notice as an experienced butcher, in whom they may have every confidence. The subscriber in retiring from the business begs to return his sincere thanks to his friends for the liberal support he has received from them for the past eight years.

NOTICE TO THE PUBLIC.

In reference to the above, the subscriber begs to inform the public that he will always have on hand at Tyson's old stand, meat of the best quality, which he will sell at the lowest possible rates.—He hopes by strict attention to business to continue to receive the patronage so long bestowed on his predecessor.

WELLINGTON HUNT.

Guelph, 3rd September. dw

WANTED

WANTED immediately, a Steady Young Man to look after the Wellington Fox Farms. For particulars apply to

Anglo-American Hotel FOR SALE.

THIS HOTEL is the only first-class building that lies on the line of the Grand Trunk Railway between Toronto and London. It is 120 feet long by 45 feet in width, 3 stories high, and of cut stone; 12 and 11 feet high between ceilings; cellar full size of building, 10 feet deep. Also stone kitchen 40 x 24, with a cistern that holds over 1000 barrels of water. It is situated in the best business part of the town, and is directly opposite the proposed site of the new Union Passenger Station of the Great Western and Grand Trunk Railways. It is the only first class building in the town that is capable of doing a first-class business. The hall runs through the centre of the main building; the rooms are well ventilated and none in the house dark. The furniture is nearly new, having been purchased only four years ago, and will be sold at a valuation. There is a stone stable, capable of affording accommodation for 100 horses; well arranged and runs through to back street.

A CAPITAL FARM.

Likewise there is a farm of 90 acres of the best land in the county, and the best cultivated, and will produce more per acre this season than any farm of its size in this county. Three barns and feeding stable and log house are on the farm. Also a running spring creek, and other springs that never fail. The fences are of board and new. The farm is laid out in ten acre fields. All the farm implements are new, and will be sold if desired at valuation.

First-Class LIVERY STABLE.

Also, there is in connection with the hotel a Livery Stable, one of the best in Ontario, of fifteen horses, doing the only first-class business in town and indisputably surpassing all others.

TERMS

For the hotel property, half cash down will be required, the remainder to be paid in six early instalments, or ten per cent. allowed off the second half, if paid at time of sale.

NO MONOPOLY

PETRIE'S Drug STORE,

Old Post Office, Wyndham Street.

DYE STUFFS!

THE BEST DYE STUFFS IN GUELPH,

Very FINEST SHADE.

JUST OPENED!

AT BUCHAM'S.

Just opened and selling remarkably Cheap, a nice selection of

WALL PAPER,

Day's Bookstore,

OPPOSITE THE MARKET.

CONCERTINAS

CHEAP.

At Clark's Music Store.

Several NEW PIANOS.

Inspection invited. SHEET MUSIC IN GREAT VARIETY.

At CLARK'S MUSIC STORE,

Market Square, Guelph. Guelph, Aug. 29, 1868. daw tf

FRIEND,

WHERE can I get good, sound first-class

Bacon, Hams and Shoulders?

AT WILKINSON'S

He has the best in town. The cheapest, best assortment of

BRIAR ROOT AND FANCY PIPES

IS AT GEO. WILKINSON

New Advertisements.

FALL GOODS, 1868.

New Fall Goods.

An Immense Stock.

ARRIVING DAILY

AT THE GUELPH CLOTH HALL

A. THOMSON & CO.

Guelph, 4th September 1868.

EVERYTHING as it SHOULD BE

AT THE Wellington Boot and Shoe Manufactory,

WYNDHAM STREET, GUELPH, ONT.

SHOULD you want to see John A. McMillan, personally, you will please walk up stairs to the first flat of my Factory, and you will there find me at the Cutting Board. I have to work hard, because the price at which I sell Boots and Shoes being less than everybody else in the County of Wellington, I cannot afford to gabouit with my coat on, dressed like a gent.

JOHN A. McMILLAN,

Guelph, 3rd September. (dw) Wellington Boot and Shoe Manufactory, Wyndham-st., Guelph.

JUST OPENED!

AT BUCHAM'S.

Just opened and selling remarkably Cheap, a nice selection of

New Fall Dress Goods,

New French Lustres,

New Empress Cords,

New Sultana Cords,

New French Merinoes,

NEW FIGURED LUSTRES.

The above Goods are new and decidedly Cheap. See them.

NEW PRINTS. NEW PRINTS.

We will guarantee the Cotton Goods just opened, fully FIFTEEN PER CENT UNDER REGULAR CURRENT PRICES.

A. O. BUCHAM.

Wyndham Street, Guelph, September 3, 1868. dtf

A. R. McMASTER & BRO.,

Are Now Opening their FALL

IMPORTATIONS!

And will be glad to see their friends and customers at

32 Yonge Street, TORONTO.

Toronto, September 1, 1868. daw tf

1868 Fall Importations. 1868.

KERR, BROWN AND MACKENZIE,

HAMILTON,

Beg leave to inform the Trade that they are now receiving and opening their

Fall Importations of DRY GOODS,

And will have their Stock complete early in September. Their assortment of

Canadian Woollens, Cotton Goods and Hosiery

IS LARGE. A FULL STOCK OF

Teas, Sugars, Coffees and General Groceries

MEDICAL HALL!

E. HARVEY & CO.

MINCASEA

For the successful rearing of Infants.

Cocoa Nut Oil Soda Soap

For imparting a Beautiful Whiteness and Softness to the Skin.

Quinine Wine!

A large supply just received.

E. HARVEY & CO.,

Cor. Wyndham & Macdonnell-Sts. Guelph. Guelph, September 1st. dw

Special Notice

TO THE PUBLIC GENERALLY.

E. CARROLL & CO.

BEG to notify that they are now receiving a large lot of NEW CROP

TEAS

which they intend to sell cheaper than any house in Guelph. Examine OUR PRICES and judge for yourselves.

Young Hyson per lb. 75c. worth \$1 00
Old Hyson... " 50 " 0 75
Gunpowder... " 37; " 1 00
Japan... " 62; " 0 75
Congou... " 50 " 0 62;
Souchong... " 62; " 0 75

nd all other Goods equally low at

No. 2, DAY'S BLOCK.

Guelph, August 12. daw tf

GOOD

Pure CIDER VINEGAR

25 cents per gallon.

AT JOHN A. WOOD'S.

FACTORY AND DAIRY CHEESE,

Wholesale and Retail.

AT JOHN A. WOOD'S.

Good Young Hyson Tea, 50c
Good Congou Tea, - - 50c.

At John A. Wood's.

Fresh ROASTED JAVA COFFEE

At JOHN A. WOOD'S.

JUST RECEIVED

Medical Dispensary

An entire NEW STOCK of

Toilet

Requisites.

E. HARVEY.

Wyndham Street,
OPPOSITE ENGLISH CHURCH.
Guelph, August 31st. daw

OATS, OATS.

OATS can be purchased from the subscriber for

62 1/2 CENTS PER BUSHEL

at his store, West Market Square.