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you really didn't. All die was very attenve to me; he had to be; I took possession
him from the first. He doesn't dance, so
souldn't keep him dangling, but I had him
myself wherever men could be most usel. Margie, what are you looking so
oden about?"

"The idea!" said Margie, in a far away

"The idea " said Margie, in a far away of oice, as if her thoughts were just starting take from some distant point. "That heavy, ober fellow becoming a city beau! It's like juiderella and the princess. Do pinch me, o I may be sure I'm not dreaming." "Margie," whispered Lucia, suddenly eating herself on the bedside, and, instead of the desired pinch, burying her cheek on pillow close sgainst her sistor's shoulder, 'after he had put me into the carriage he tissed my hand—oh, ever so many times."

"Why, Lucia Tramlay! Where was pana?"

"Why, Lucia Tramlay! Where was paragra?"

"He hadn't come down yet."

"Goodness! What did you say or do?"

"What could 1? Before I could think at all'twas all over and he was in the house."

"That country boy a flitt!" exclaimed diargie, going off into blankness again.

"He isn't a flirt at all," replied Lucis, sharply. "You ought to have learned, even in the country, that Philip Hayn is in earnest in whatever he says or does."

"Oh, dear!" moaned Margie; "I don't want countrymen making love to my sister."

"I tell you again, Margie, that he's simply a splendid gentleman—the handsomest and most stylish of all whom Agnes Dinon invited—and I won't have him abused when he's been so kind to me."

"Lu," said Margie, turning so as to give

been so kind to me." Lu," said Margie, turning so as to give of Lucia's shoulders a vigorous shake, "I ieve you think Phil Hayn is in love with

""
"What else can I think?" said Lucia without moving her head. Her sister looked at her in silence a moment, and replied:
"A good deal more, you dear little wretch; you can think you're in love with him, and, what is more you are thinking so this very minute. Confess now!"
Lucia was silent; she did not move her head, excent to press it deeper into the pil-

Lucia was silent; she did not move her head, except to press it deeper into the pillow, nor did she change her gaze from the wall on the opposite side of the room, nevertheless, she manifested undoubted signs of guilt. Her sister bent over her, embraced her, covered her cheeks with kisses and called her tender names, some of which had been almost unheard since nursery days. When at last Lucia allowed hisr oyes to be looked into, her sister took both her hands, looked roguish, and said: "Say, Lu, how does it feel to be in love? I sit anything like what novels tell about?" "Don't ask me," exclaimed Lucia, "or I shall have a fit of crying right away."

"Well, I'll let you off—for a little while, if you'll tell me how it feels to have your hand kissed."

awful, and marry one man while you love another?"

"I'm not going to marry anybody until I'm asked," exclaimed Lucia, springing from the bed, wringing her hands and particular the floor: "and nobody has asked mere, if don't know that anybody ever will. And I'm perfectly miserable; if you say another word to me about it I shall go into lysteries. Nobody ever heard anything but good of Phil Hayn, either here or anywhere ise, and if he loves me I'm proud of it, and I'm going to love him back all I like, even I have to break my heart afterward. He was to break my heart afterward. He was to break my heart afterward. He was to droadful. Mamma has picked out Mr. darge for mme—who could love such a site."—And she'll be perfectly crazy if I marry myone else, unless perhaps' it's some one with a great deal more money. I wonder if wer a poor girl was in such a perfectly horable position?"

Margie did not know, so both girls sought to noolation in the ever-healing fount of maidenhood—a good long cry.

CHAPTED Years.

CHAPTER XII.

"Margie, Margie, wake up!" whispered Lucis to her slumbering sizer, on returning from the Dinon party.

"Oh, dear!" drawled the sleeper; "is it bear all shout the party, don't you?"

"No, you little goose; but you want to loar all shout the party, don't you?"

"To be sure I do," said the sister, with a long yawn and an attempt to sit up. Missa long yawn and an attempt to sit up. Missa long year one dorselve against her approach
Ing "Copyright, 1893, The Trade Company, Boston.)

CIRCULATION.

Cauntity v. Quality-Practical Sug
gostions on Determining the value of Newspaper

Circulation.

[By Nath IC. Fowler, jun., Doctor of Publicity.]

The gilt-edge newspaper, printed upon substing some or inkly hair with one another. The proceedings of con
say prudently acquiring all possible innowledge of society against her approach
fog "coming out." I cil me all about it. Who was thore?" continued the drowys girl, tubbing her eyes, pushing some crinkly hair leshind her ears, and adjusting some pillows to that she might sit at ease. Then she put iter hands behind her head, and exclaimed, why don't you go on? I'm all ears."

Lucia laughed derisively as she pulled an ar small enough, almost, to be a deformity, then tossed wraps and other articles of attire farelessly about, dropped into a low rocker, and said;

"Only the usual set were there. I danced word deep door of course, and there was plenty."

Mistasin' moonrise for the break of day. But saddenly, through causes that no one of the proper with a circulation of 600 or 7CO.

then tossed wraps and other articles of a thire ear eleasity about, dropped into a low rocker, and said;

"Only the usual set were there. I danced every dance, of course, and there was plenty of cream and coffee. Agnes and her mother know how to entertain; it's a real pleasure to go to supper there. But I've kept the best to the isst. There was one addition to the usual display of young mon—a tall, straight, handsome, manly, awfully stylish fellow, that set all the girl's tongues running. You've seen him, but I'l bet you a bound of candy you can't guess his name."

"Oh, don't make me guess when I'm not wide awake yet. Who was it?"

"It—was—Philip—Hayn!" said Lucia, so garnestly that she seemed almost tragical.

"Lucia Tramiay!" exclaimed Margie, arone began to talk hopefully of what have down him if I hadn't known he had been invited and would probably come. I was in terror lest he would come dressed as he did to our reception last week, and then the salk and tease me about him, But you never nyour life saw so splendid looking a fellow.

"Our really didn't. And he was very attentive to me; he had to be; I took possession of him from the first. He doesn't dance, so couldn't keen him dangling, but I had him from the first. He doesn't dance, so couldn't keen him dangling, but I had him.

Summer Weakness

sive it a trial and you will join the army of enthusiastic admirers of Hood's Sarsaparilia.

Sure, efficient, easy—Hood's Pills, They should be in every traveler's grip and every family medicine chest. 25 cents abox. c

Editor Woman's Home Queen—These jokes are old; I read them when I was a young girl. Humorist (anxiously and persausively)—But, surely, that can't be so very long ago! Editor (with dignity)—However, I think we can find a place for them. I'll take them.

Among the pains and aches cured with marvelous rapidity with Dr. Thomas' Electric Oil is carache. The young are especially subject to it, and the desirability of this Oil as a family remedy is enhanced by the fact that it is admirably adapted not only to the above ailment, but also to the hurts, disorders of the bowels, and affections of the throat, to which the young are specially subject.

Uncle Si—Marthy, them cows is gone wanderin' off ag'in an' I can't find 'em nowhar. I don't know what to do. Marthy—Why don't ye go daown to th' railroad peeple an' ask 'em to sell ye a second-hand cow-ketcher?

Am Oid Nurse for Children.

An Old Nurse for Children.

MRS. WINSLOW'S SCOTHING SYMUP has been used for over HIFTY YEARS by MILL LIONS of MOTHERS for their CHILDREN WHILE TEETHING WITH PERFECT SUCCESS. It SOOTHES the CHILL, SOTTENS the GUMS, ALLAYS all PAIN; CURES WIND COLIC, and is the best remedy for DIARRHEA. Sold by druggists in every part of the world. Be sure and ask for "Mrs. Winslow's Soothing Syrup," and take no other kind. Twenty-five cents a bottle.

"I never give money to beggare on the street," said the pedestrian. "But, my dear sir, returned the beggar, "I can't afford an office these hard times. You expect too much."

office these hard times. You expect too much."

No one need fear cholera or any summer complaint if they have a bottle of Dr. J. D. Kellogg's Dysentery Cordial ready for use. It corrects all looseness of the bowels promptly and causes a healthy and natural action. This is a medicine adapted for the young and old, rich and poor, and is rapidly becoming the most popular medicine for cholera, dysentery, etc., in the market.

Intellectual Arithmetic.—She—You have brothers? He—Onlyone, She—It's curious. I was talking to your sister, and she said

Intellectual Arithmetic.—She—You have brothers? He—Onlyone. She—It's curious. I was talking to your sister, and she said she had two brothers; how's that?

Dropsy and all diseases of the kidneys and bladder are curable through the perfect action of Burdock Blood Bitters.

Mrs. Busle (to railtond ticket percent)

Absolutely cures nervous debility, impotent and all their attendant evils. It never fails. This new medicine makes itself manifest in CHAPTER XII.

The truth of the old saying regarding the eluctance of watched pots to boil is proved as well in business as elsewhere, as Edgar ramlay and a number of other men in the ron trade had for some time been learning

Extra Choice, Boneless, Gold Medal, Ordinary. Rodel's Pate De Foie ras, Pate Des Touristes, Faie Gras, Lamproie, Ala Bordelaise, Lunch Tongue, Ox Tongue, Olives, Pickles, etc. Highest quality.

FITZGERALD, SCANDRETT & CO., 169 DUNDAS STREET.

any other publication in the town.

Papers like these exist, and always will.
They sail by the water which has passed, and so long as folks think they're moving, it matters not whether they do or not.
The space in a thoroughly high grade, or old-fashioned paper, with a circulation of 500 copies, is worth more than in a cheap paper with a circulation of 600 or 700.
Old fogy circulation has value, per copy, from 10 to 15 per cent. more than the same number of copies of a publication owing its existence to high pressure, but the progressive publication, with a circulation of 5,000 copies, certainly possesses advertis-5,000 copies, certainly possesses advertis-ing space worth at least eight times more than the gilt-edged paper of 500 circula-

Old fogyism has its value, for old fogy papers are read by people who will not rea any sother papers, but the majority old fogies are seldom influenced by adve

tising.

The world over, the people's paper, so The world over, the people's paper, so long as it does not descend too low, is the paper which is and always will be, the advertising medium of the city.

The paper which does not cater to the aboring class, and by not so catering, does

not reach the people who are the buyere, is the paper which only reaches a species of so called blue-bloods, who buy in charmed

the paper which only reaches a species of so called blue-bloods, who buy in charmed circles, outside of public channels.

There are not, in any community from New York city to the smallest town, enough real blue-blooded aristocraft to keep a progressive peanut stand in profitable business condition.

The hue and cry made by publications printed upon highly calendared paper and containing nothing of interest to any one, that they reach the tone of the town, simply means, if this be true, that the circulation is limited to from 100 to not exceeding 500 copies, with 90 per cent. among people who ape blue-bloodism, but have not felt its sluggish circulation.

The paper which is sold in the street, at the news-stand, or on the care, is the paper the people read, for women like news, and men like news, and new slapers are read where other publications are ignored.

The clerk, the clerk's wife, and the great middle class of people, are the buyers in overy community, and while these people ape artstocracy, they do not read the papers of the highest grade. They occasionally glance at them, and depend upon the popular daily for their reading food, which they digest and live upon.

The paper of only quantity, may not be a good advertising medium, but'li is simply senseless to advertise in a paper of all quality.

senseless to advertise in a paper of all quality.

The advertiser must reach the public

The advertiser must reach the public through the paper which goes to it.
The advertiser receives his trade from the people at large, not from the very poor nor the very rich, but from the great middle class, the predominating class, in every community, which reads the popular local paper not run in the interests of any clique, but for the people as the people.
The polities of a paper have absolutely nothing to do with its value as an advertising medium.

The newspaper is looking for readers, and every line of its matter is made to

and every line of its matter is made to suit them. The paper which suits the reader is the paper which will bring business to the local advertiser.

papers of more or less questionable circula-

mamma say? And how are you going to get you needn't turn him over to me when I one out. I detest him."

Mrs. B.—Will you be so good as to tell me how soon the good complete the compounds to the majority of hourse I couldn't marry Phil if he were to sk me—notif he's going to stay poor and ive out of the world."

"But you're not going to be perfectly wful, and marry one man while you love cother?"

"The not going to marry anybody until me asked," exclaimed Lucia, springing in the bed, wrighted.

"I have prescribed Scott's Emulsion in Consumption and even when the digestive powers were weak it has been followed by good results."

"I, P. YEOMANS, A.B., I have papers cannot quote their circulation, not because they are ashamed of it, but because competing papers so overestimate their circulation, not because they are ashamed of it, but because competing papers so overestimate their circulation, that the publisher of the honest publication is obliged to either overestimate, or loss advertising, consequently he compromises with himself and says nothing, but the majority of papers give definite figures, and stand by them.

"I have prescribed Scott's Emulsion in Consumption and even when the digestive powers were weak it has been followed by good results." H, P. YEOMANS, A.B., M.D.



sieve can do

patience and hard work.

So you can wash clothes with soap and a wash-boardbut it isn't the best way. It's slow work, hard work, costly work. It wears out the things

you're trying to get clean. The best and easiest way is to use Pearline. That does the washing while you're doing something else-does it without any of the clumsy rubbing that takes so much time and makes so much wear and tear. Send products and some unacrupulous from groots will tell you "this is a good as" or "the same as Pear it Back. Pearline is new products and if your grocer send you something in place of Pearline be honest-send if back.

W. H. BAKER Eld Dundas Street, Upstairs. Telephone No. 1. PRACTICAL ELECTRICIAN.

(Late of the Bell Telephone Co.) Estimates given on all classes of electric goods. Repairing of all electric work promptly attended to.

Castoria is Dr. Samuel Pitcher's prescription for Infants and Children. It contains neither Opium, Morphine nor other Narcotic substance. It is a harmless substitute for Paregorie, Drops, Soothing Syrups, and Castor Oil. It is Pleasant. Its guarantee is thirty years' use by Millions of Mothers. Castoria destroys Worms and allays feverishness. Castoria prevents vomiting Sour Curd, cures Diarrhea and Wind Colic. Castoria relieves teething troubles, cures constipation and flatulency. Castoria assimilates the food, regulates the stomach and bowels, giving healthy and natural sleep. Castoria is the Children's Panacea-the Mother's Friend. /

"Castoria is an excellent medicine for children. Mothers have repeatedly told me of its good effect upon their children."

Da. G. C. Osgoon,

Lowell, Mass.

" Castoria is the best remedy for children of "Castoria is the best remedy for children of which I am acquainted. I hope the day is not far distant when mothers will consider the real interest of their children, and use Castoria In-stead of the variousquach nostrums which are destroying their loved ones, by forcing opium, morphine, soothing syrup and other hurtful agents down their throats, thereby sending them to premature graves." them to premature graves."

DR. J. F. KINCHELOE,

Cónway, Ark.

ALLEN C. SMITH, Pres.,

Street, Now

Castoria.

I recommend it as superior to any prescription known to me."

H. A. ARCHER, M. D., 111 So. Oxford St., Brooklyn, N. Y.

ment have spoken highly of their experi-ence in their outside practice with Castoria,

Ripans Tabules

spirits, will surely and quickly remove the whole difficulty.

Disease commonly comes on with slight symptoms, which when

If you suffer from Headache, Dyspepsia or Indiquestion,

If you are Billous, Constipated TAKE RIPANS TABULES If Complexion is Sallow, or you TAKE RIPANS TABULES

Ripans Tabules are prepared from a prescription widely used by the best physicians, and are presented in a form acceptable to the stomach. An infallible cure if given a fair trial. Contain nothing injurious.

ONE GIVES RELIEF.

BASY TO TAKE,

QUICK TO ACT.

W. T. STRONG, Druggist, 184 Dundas St., LONDON, . . ONTARIO,

AND ALSO AT RETAIL BY DRUGGISTS GENERALLY.



"Castoria is so well adapted to children that

"Our physicians in the children's depart-

The Centaur Company, 77 Murray Street, New York City.

act gently but promptly upon the liver, stomach and intestines; cleanse the system effectually; cure dyspepsia, habitual constipation, offensive breath and headache. One TABULE taken at the first indication of indigestion, biliousness, dizziness, distress after eating or depression of

neglected increase in extent and gradually grow dangerous,

For Offensive Breath and all TAKE RIPANS TABULES

SOLD WHOLESALE AND RETAIL BY

FOR 1894.

SAMPLES NOW READY.

NEW AND EXQUISITE DESIGNS IN IMPORTED AND DOMESTIC

Lithographs. Chromo

BANNERS. SHAPES.

PANELS, ETC.

Come and see them, or drop us a card and one of our travelers will call on you.

Advertiser Printing Company

SOLE AGENTS IN CANADA FOR

THE CALVERT LITHOGRAPHING COMPANY

DETROIT, MICH.

GRAND TRUNK-Southern Division

CORRECTED May 28, 1893. MAIN LINE—Geing East.	
Wabash Express (a) Limited Express Accommodation Atlantic Express (a) Day Express (bonding Express (a) Wabash Express (a) (b) Mixed (c) Eric Limited (a).	3:45 a.m. 3:50 a.m 12:10 p.m. 12:20 p.m 10:55 a.m. 2:20 p.m 3:10 p.m. 3:15 p.m 4:20 p.m. 4:25 p.m 6:50 p.m. 6:50 p.m 11:20 p.m. 11:40 p.m
MAIN LINE To	ing West.
Secretarion of the Contract of	ARRIVE, DEPART
Chicago Express (A)	5:14 a.m. 5:20 a.m

tChicago Express (a)...
West End Mixed
Reading Express (a)...
tEric Limited (a)...
Wabash Express (a)...
Accommodation Pacific Express (A).....

| ARRIVE | DEPART
| Chicago Express (ii) | 5:30 a.m
| Accommodation | 7:40 a.m
| Eric Limited (ii) | 11:25 a.m
| Accommodation | 2:30 p.m
| Pacific Express (ii) | 7:00 p.m London, Euron and Bruce,

E. DE LA HOOKE, City Passenger and Ticket Agent, the "Clock" corner Richmond and Dur-das streets,

Taking effect Monday, Sept. 25, 1893.

All trains stop at intermediate stations when assengers at or for.

CANADIAN PACIFIC RAILWAY. Coing East.

Halifax, N. S.... Trains arrive from the east at 11:05 a.m., 6:35 p.m., 8:06 p.m., 11:60 p.m.

Trains arrive from the west at 3:40 c.m., 12;35 c.m., 4:45 p.m., 10:15 p.m.

MICHIGAN CENTRAL RAILWAY.

American Express (adly).
Atlantic Express (adly).
New York and Boston
Limited (dafly).
Mail and Accommodation
(except Sunday).
North Shere Spe dial (daily).
Now York and Eastern Express (daily).
800 p.m.
800 p.m.

Canada Scuthern Divis on-Going West

John Paul, City Passenger Agent, 395 ERIE AND HURON RAILWAY. Trains South.

Trains North,

It is necessary that copy for changes of advertisements (to be sure of insertion) must be handed in on the day previous to

RAILWAY TIME TABLES

Sarnia Branch.

Toronto Branch.

These trains for Montreal.

These trains from Montreal.

These trains from Montreal.

It is a faily. Sandays included.

It is a faily. Sandays included, but makes no intermediate stop son Suidays.

(S) No. 20 carrier passengers between London and Faris only.

(B) This train connects at Toronto for all points in Manittoba, the Northwest and British points in Manittoba, the Northwest and British

LONDON & PORT STANLEY RY.

Leave London 644 6:30 2:50 8:60 Arrive St. Thomas, 7:20 10:10/3:00 8:50 Pepart St. Thomas, 7:25 10:10/3:00 8:50 Arrive Pt. Stanley, 7:45 10:35/3:30 Going North.

Kingston.
Ottawa.
Montreal.
Quebec.
Fortland, Me.
Boston.

THOS. R. PARKER, City Ticket and Passen ger Agent, 161 Dundas street, southwest cor-ner Richmond and Dundas.

Canada Southern Division-Geing East,

Stations. | Exp Exp Mix

ADVERTISEMENT CHANGES.

that on which their appearance is desired.