

THE GREAT FAMILY NEWSPAPER OF THE WEST

THE WESTERN ADVERTISER

AND WEEKLY LIBERAL,

LONDON,

ONT.

ESTABLISHED 1863.

This is the leading journal of Western Ontario, its very wide-spread and general circulation giving it a pre-eminence never before attained by any paper in Ontario (excepting only one Toronto journal). While it has NO RIVAL as a western medium, it also extends to all sections of the Dominion.

Its circulation is nearly **20,000 COPIES**, and is rapidly increasing. This figure is entirely unprecedented in Ontario, with the one exception noted.

That the ADVERTISER is the most economical medium for advertising, is well known and conclusively proved by those whose advertisements frequently and continuously appear in its columns. Considering the extent and character of the circulation, it is confidently asserted that its rates are cheaper than those of any other newspaper.

The ADVERTISER, in the future as in the past, will be found advocating every true reform and every really Liberal measure. Among other reforms it advocates an Elective Senate and the passage of a Prohibitory Liquor Law.

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- 1.—The best eight-page Family Newspaper in Canada.
- 2.—We prepay postage.
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- 5.—A magnificent steel-plate engraving free.
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- 7.—Songs (music and words), pictures, chess, etc.
- 8.—W.F. Clarke edits our Farmers' Department.

All for \$1.60 per year,

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The ADVERTISER, DAILY and WEEKLY, circulates every week in Western Ontario, over 40,000 copies, and is rapidly increasing everywhere.
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