

## KNITTED WOOLEN GOODS!

## NEXT WEEK

We will place on our Cheap Tables our Entire Stock of Knitted Woollen Goods at Greatly Reduced Prices.

Men's Shirts and Drawers,

Ladies' Underwear,

Cardigan Jackets, 90cts up,

Knitted Shawls,

Caps, Hoods, Fascinators, Clouds, &c., &c.

Now is the time to secure seasonable goods at bottom prices.

Call and see them whether you wish to buy or not.

**JOHN ACHESON.**

**THE PHARMACY.**

DRUGS, PERFUMERY, AND DRUGGIST'S GOODS, PATENT MEDICINES.

MR. CAMERON,

recently of Toronto,

AN EXPERIENCED PHARMACEUTIST.

Has charge of the PRESCRIPTION DEPARTMENT; he will be assisted by MR. CHARLES WILLIAMS, thus assuring to the public accuracy and despatch.

MRS. RHYNAS takes this opportunity of thanking those who have, in the past, so generously supported the Old Establishment, and respectfully solicits a continuance of their esteemed favors.

Estate of Geo. Rhynas,

ACHESON'S BLOCK, Market Square.

## A Penny Saved, a Penny Earned!

ESTABLISHED 50 YEARS.

I still take the lead in special value in

## DRESS GOODS

Dress Meltons, from 9c per yard up, Twill Meltons, Stripe Foule and Amazon Cloths, Stripe and Check Costume Cloths, Velvets, Ribbons, &c.

## MEN'S SUITS,

SPECIAL VALUE.

Tweeds, full lines. Overcoats very low, Good Quality, Nearly all Gone, Price Sells Them.

## In Grocery Department,

In Teas especially, I take the Lead, both in Quality and Prices. Pure Unadulterated Coffee only kept, price, 30c. per lb. Pure Spices only kept.

## In My Hardware Department

I have a full assortment. Glass, my own importation, from 7x9 to 34x58, full supply. Crosscut Saws, &c. Wagon and Buggy Gear, full assortment.

**C. CRABB,**

Goderich, Nov. 28th, 1888.

The man who went out to milk and sat down on a boulder in the middle of the pasture and waited for the cow to back up to him was the eldest brother of the man who kept store and did not advertise, because he resented that the purchasing public would back up to his place when it wanted something.—The Sioux City (Ia.) Tribune.

For Delicate, Sticky Children

Scott's Emulsion is unequalled. See what Dr. C. A. Black, of Amherst, N.S., says: "I have been acquainted with Scott's Emulsion of Cod Liver Oil, with Hypophosphites, for years, and consider it one of the finest preparations now before the public. Its pleasant flavor makes it the great favorite for children, and I do highly recommend it for all wasting diseases of children and adults. Sold by druggists, 50c and \$1."

TO MAKE ROOM

FOR OUR

## Christmas Display!

WE WILL SELL

THE STOVES

ON OUR FLOOR AT

Reduced Prices.

SOLE AGENTS FOR

The E. & C. Gurney Coy's

Stoves and Ranges acknowledged by all to be the finest Stoves in Canada.

The cheapest house under the sun

**J. SAUNDERS & SON.**

## LADIES

## CAN SHOP BY POSTAL CARD!

Parties at a distance who cannot conveniently visit Brantford

in Person, may have Samples sent them, of Dry Goods of all

kinds, if they will write us. No charge and no need to order if not suited.

We make it a business to attend to such letters QUICKLY, and when orders come we send the EXACT ARTICLE wanted at exactly the same price as other customers pay when here buying in person. Goods are sent by mail, express or freight, according to circumstances, subject to return and refund of money if not satisfactory. Having trained and responsible clerks, who are able to use discretion in filling orders, we are enabled to give Great Satisfaction to the many customers

WHO LEVE THEIR CHOICE TO US.

With a reputation of over twenty years at retailing, we cannot afford to lose our good name by lack of proper services to absent customers. Write plainly and describe fully what is wanted, and about the price desired.

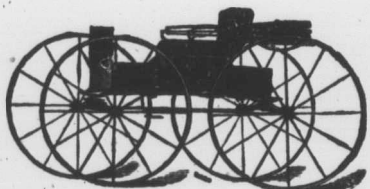
**CROMPTON, APPELBE & CO.,**

(Successors to H. W. Brethour & Co.)

90 Colborne-st., BRANTFORD.

## CHANGE OF BUSINESS.

The Carriage Business of the late ALEX. MORTON has been purchased by MESSRS. MCCREATH & WALKER, who will conduct it as usual in future. Both gentlemen are well and favorably known, and the public can look for a continuance of that prompt and satisfactory dealing which characterized the Dominion Carriage Works under its late management.



WE ARE NOW MANUFACTURING SOME

First Class Cutters.

Any style of Cutter Made to Order, and on the Shortest Notice. Now is the time to leave your orders.

Old Cutters repainted and retrimmed, and made to Look Like New Ones, at prices to suit the times.

We invite a personal inspection, and guarantee low prices for the class of work offered. All work warranted.

**MCCREATH & WALKER,**

(Successors to Alex. Morton.)

## JUST RECEIVED.

A large assortment of the Latest Styles in Fall and Winter

HATS and BONNETS,

Also a choice variety of FEATHERS, RIBBONS and PLUSHES at the

Misses Yates.

## MILLINERY!

In the latest and best styles at

**MRS. SALKELDS.**

Also a number of

HANDSOME TOQUES

at \$1.50 each—Good value. They are going off fast. Call early and make a good choice.



"WORTH ITS WEIGHT IN GOLD."

300 people who have purchased

**WANZER LAMPS**

FROM **GEORGE W. THOMSON**

Will testify to the truth of the above statement.

PRICE REDUCED TO \$4.00 EACH.

Call on the Agent, GEO. W. THOMSON, who will sell you all you may require, and give you full directions.

**SEWING MACHINES, PIANOS AND ORGANS,**

AT ROCK BOTTOM PRICES FOR CASH.

Don't forget the place, West side of Square. Goderich, Oct. 31, 1888. 227-3m

**NOTICE.** It will soon be time to make out accounts. "The Signal" does good printing and furnishes good paper.

## CHRISTMAS IS COMING!

and everybody who sees our MAMMOTH DISPLAY of

HOLIDAY ATTRACTIONS

is glad of it.

Xmas Cards, New Year's Cards, Booklets, Recitation and Dialogue Books in large variety. Our desirable goods and LOW PRICES make Christmas shopping a real pleasure. Great Variety and Great Bargains in toy books, toys and fancy goods.

A discount allowed to persons getting up Christmas trees.

If you want furniture give me a call, as I will not be undersold by any other dealer in town. Also cornice poles and picture frames. All kinds of repairing done on the shortest notice.

**G. C. ROBERTSON** (CRABBS' BLOCK)

UNDERTAKING. BEST IN THE COUNTY. BEST HEARSES, BEST STOCK.

DON'T - BUY - ANY

FURNITURE

until you call and see

**A. B. CORNELL'S**

Beautiful stock of Bed Room Sets and Parlor Sets, Sideboards, Centre Tables, Cornice Poles, Pictures, &c.

—A SPLENDID LOT OF—

**Window Shades**

Just arrived. Blind Rollers. Call and see the NEW RAYMOND SEWING MACHINES, Machine Oil.

**A. B. CORNELL,**

HAMILTON-ST.

## WE HAVE GOT IT!

A nicely finished, light, strong, durable and cheap

**CARPET SWEEPER** Much cheaper than brooms to a ten-penny nail.

Won't wear the carpet, and won't cost you anything for A TRIAL.

**WILL YOU HAVE ONE?**

We have also the famous KEYSTONE EGG-BEATER which BEATS the world, and WHIPS everything in a truly mechanical way.

All other lines, as usual, are well selected and complete for the fall trade.

**R. P. WILKINSON & Co.**

## Look! -- Look!

**J. M. PROUDFOOT**

Has just received a large stock of the Finest Groceries

and Dry Goods to be had for Money, and is selling at a very great reduction. Just give him a call and be

satisfied. Also Flour and Feed.

**GOODS DELIVERED FREE.**

## DISCOUNT.

I beg to inform my Customers and the public generally that I have decided to offer the following Discount for

**SPOT CASH**

5 per cent off all purchases of \$1.00 and less than \$3.00; 10 per cent off all purchases of \$3.00 and over.

On goods of my own manufacture 5 per cent will be allowed.

I have on hand one of the largest stocks of

**BOOTS & SHOES**

in the Dominion, a detailed list of which would occupy more space than the "Signal" is prepared to give; suffice it to say it comprises every desirable line to be found with the best Manufacturers of Canada.

Every line is already marked

**BELOW ACTUAL VALUE**

and the above terms make my store the Cheapest place in Canada to buy your shoes. An immense stock of

**RUBBERS AND OVERSHOES**

in every style both in Canadian and American, Glove Goodyear make, which are subject to the same

**LIBERAL TERMS.**

A Large Stock of Ladies' Imported Kid Slippers, very fine. Call and see them.

Cor. East-st. and Square.

**E. DOWNING.**

## WE GET THERE

Seems to be the popular verdict in all the lines we carry.

**OUR STOCK IS COMPLETE,** and we can show you the

finest and most complete assortment of goods ever shown in

Goderich. We have lately received several superb lines of

**TABLE CHINA,**

To which we Desire to Call Special Attention.

**CHAS. A. NAIRN,** FINE GROCERIES AND FRUITS.

COR. HAMILTON-ST. & SQUARE.

Wholesale and Retail. N.B.—Try Cereline Flakes for Summer

**10,000**

**Bread & Milk Tickets at Signal**

PRICES REASONABLE.