

TO ADVERTISERS.
 Hereafter parties who have contracted advertisements in the WEEKLY MERCURY must bring in their fresh advertisements, or give us notice of the same, on Saturday, before the first side of the next week's paper is printed. We are obliged to make this rule in order to prevent the duplicating of advertisements which is sometimes the case now, and which we cannot do in future on account of our crowded space.

Guelph Evening Mercury

THURSDAY EVENING, SEPT. 5, 1872

IMPORTANT to MERCHANTS

FALL ADVERTISING!
 The MERCURY has a guaranteed circulation THREE TIMES MORE than that of any other paper published in Guelph, or in the County. Merchants when they are arranging for their Fall Advertising should not forget this fact. Contracts made for any period at moderate rates.

Reform Demonstration in Mount Forest.

At a meeting of the Mount Forest Branch Reform Association, held on Monday evening, it was resolved to celebrate the late Reform victories in Wellington and Grey by a public dinner, to be held in that village, on Friday 20th Sept. Messrs. Brown, MacKenzie, McKellar, Young and other leading Reformers have been invited, also the Reform members lately elected for Wellington and Grey. We have no doubt the demonstration will be a great success, and will be largely attended by Reformers from both Counties. We would suggest, however, that it should be held on Thursday the 19th, instead of Friday, as the Minto Township Show will be held on that day, and no doubt some of the members elect will desire to be there. We hope our Mount Forest friends will take the hint and change the day to the 19th.

The Three Emperors.

The meeting of the Emperors of Germany, Russia and Austria at Berlin is attracting considerable attention in diplomatic circles. The event itself is of importance, for it foreshadows one of two things—either the cultivation of friendly relations between these great potentates, which may result in a prolonged peace; or a mere ceremonial visit, to the German Kaiser, with hollow pretences of friendship, which may be maintained only so long as suits the purposes of the other two emperors. Still, judging from the historical record of the past two years in Europe—the deadly struggle in which France and Germany were engaged and the results which followed that great conflict—we are led to believe and hope that the object of the present meeting is of a pacific character. Russia stood aloof during the Franco-German war. She shared in the common delusion that the issue would be a drawn battle, and that when both powers had thoroughly exhausted themselves, she could pursue her policy unmolested. She felt herself equal to cope with Turkey and Austria, and believed that Britain would abstain from interference. But the Sedan victory dissipated these calculations. The close of the war proved the incontestible military superiority of Germany, which crushed France for years, and gave to Bismarck the power of dictating to Europe. Had Russia interfered, or assisted France, her fate might have been very different, but as it now is, Germany controls the fate of Europe, and Russia has to stand by and acquiesce in her policy whether she likes it or not. The ambition of Russia is one of aggression on Central Europe and Constantinople, but whatever may be the Czar's secret aspirations, he finds it more convenient to extend his empire eastward, and he is at this time sending an army to the conquest of Riva. He could not encroach on the Danube without fighting Germany, Austria, and Turkey, single-handed and in the present position of Germany it would be madness to attempt any aggressive movement in that direction.

Austria is merely thrown in to make up the magic trio. She has not yet recovered from her war with Germany, and now that she is entirely bereft of her dependencies in Italy, with her finances still crippled, and the consolidation of the Empire not yet completed, she is at present powerless either for good or evil, and will per force have to acquiesce in the policy chalked out by her more powerful neighbors. It is hard to say what that policy may be, but it is quite certain that so long as Germany, Russia and Austria cordially co-operate, no nation on the continent can presume to disturb the peace, and therefore civilization will be the gainer by the proposed alliance.

DR. STEWART THE OCELIST.—We direct attention to the advertisement of Dr. Stewart, the well-known oculist, who proposes to be in Guelph from the 10th to the 16th of September. Dr. Stewart has had much experience in the treatment of diseases of the eye and ear. Those afflicted with diseases in these organs should call and see him.

New Brunswick Letter.

Your correspondent before entering upon his duties as chronicler of every day events, has determined to give a few short sketches of the principal towns and districts in this Province, thereby preparing the minds of the readers of the MERCURY for enjoying the news items which from time to time will be contained in these our letters. Let us therefore begin with an epitomized description of the capital, hoping that, dry as our description may be, it may induce many of our Western kindred to pay a visit to the Maritime Provinces, with their cool, exhilarating breezes and healthy holiday excitements.

Few have visited New Brunswick without spending a short time in investigating the places of interest in and around Fredericton, which many of our newspapers, with a heavenly exuberance, have apostrophized as

THE CELESTIAL CITY.

Some months ago a series of exhaustive articles, well-written and interesting, appeared in the columns of the St. John's Tribune, which, if published in separate forms, would be an excellent guide to the tourist during his celestial rambles, giving him a readable and reliable account of the various institutions, buildings and factories of which this small, but highly aristocratic city, boasts. We may mention for the benefit of those who expect to visit this part of the world at some period of their lives, that the two best guide-books are EASTMAN'S and LEVING'S. The former is published monthly, and contains all the information about railroads and steamboats, with interesting notes and anecdotes of the places through which the traveller may pass, thus enabling the visitor to visit without total ignorance, any part of New Brunswick. There are two routes by which the tourist may reach Fredericton from St. John; one by railroad, the other by steamboat. The railway depot is in Carleton, which lies opposite the city proper, in communication with St. John by means of the *St. John's Extension*. The Indian town wharf is as far down as the steamboats for Fredericton town may go, the falls of the river at the Suspension Bridge preventing them from passing up and down with any certainty as to time. We advise strangers to go by rail and return by steamboat, or vice versa; for by doing so they will not miss the beautiful scenery on the river, or the interesting sight on the Fredericton Railway.

ALL ABOARD!
 sung by the commander of the *Western Extension* by a shrill steam whistle, is the signal for the dingy rush passengers on their way across the harbour. This boat is new, being built after the model of those which ply between Brooklyn and New York, and like the big drum of the Boston jubilee, which, when built, required the side of the house to be taken down for its exit, was unable to run until its wharves were improved and the harbour deepened. Now it runs regularly, loaded with crowds of people every trip.

There is a P. P. C. behind the usual second and first-class cars on the trains leaving this station; by which, however, you cannot reach Fredericton. It goes to Bangor, and a comfortable ride, especially when that ride is more than half a day in its duration, may be looked upon as one of the many philanthropic inventions of the present age. In our trip we took the regular car, where finding most going in our direction we had the benefit of their company and conversation; but, in contradistinction to other humane correspondents, we do not intend, in our letter, to speculate on the business which carried from their homes our fellow-travellers. Neither will we describe the nobly dressed gent with the gold spectacles and eye-glass, the former, or perpetually, the latter lifted periodically and obsequiously when anything extraordinary attracted his attention; nor shall we distinguish with a laugh, the good-looking matron with her levy of noisy children, romping from one end of the carriage, and calling their mother by her Christian name. Not one word will we breathe of the sallow-faced Yankee, who, with his feet up on the opposite seat, would occasionally thrust his swan-like neck out of the open window, and audibly whisper a message at the rear of the train, he saw everywhere, while his Washington nose plainly said: "You ain't got nothin' here kin beat us on the other side o' the line." No, these personages have all been described so truthfully, so life-like by myriads of newspaper correspondents, that were we to go over by same ground, our worthy friend, the editor of the MERCURY, might consign us to the waste-basket as plagiarists. We intend to be somewhat utilitarian in our remarks, so that a citizen of Guelph may find his way, without much trouble, to the Queen of Provincial cities, when he has perused them.

THE RAILWAY ARRANGEMENTS.

from St. John to Fredericton Junction are on the most improved plan; comfortable cars, ice water, interesting reading matter, gentlemanly conductors, &c. The buildings at the Junction, belonging to the Railway Company, are neat and commodious; those situated around them are for the most part mere shanties; and if the internal arrangements of the various places of refreshment partake of their outward architectural beauty, those who take their luncheon in them will lose nothing by taking it standing. A little drop of something must be gulped down, however, or the passenger will be choked before he reaches Fredericton, with the wood cinders which fly in at the doors and windows, from the smoke stack of an old wheezy engine, which puffs and blows like an old broken-winded horse. When Fredericton is reached the passenger may congratulate himself if he has escaped with a soiled countenance. We hear that new engines and new cars have been ordered by the managers of this line; the sooner they arrive the better for the credit of New Brunswick and white men. Negroes might revel in the dust with impunity, but the Yankee tourist detests a swarthy skin, and more so when that swarthinness is produced on himself within a period of two hours.

The city, according to the various guide books and our own observations, is built on a level track of land on the right bank of the river. The streets are regular and judiciously laid off, and, from the nature of the soil, are during summer dry and dusty, and shaded with trees on either side. From the opposite shore the whole place presents an imposing appearance, with its numerous residences enshrined with trees, and its many public buildings, spires and flag-poles. Along the river are many wharves leading up to the principal street, on one side of which are the chief hotels, and most important stores, and on the other side the City Hall, the Training School, the Barracks and Court House.

The City Hall is a large, square, brick building, with three flats: the lower a market place; the second, the rendezvous for the city officers; and the highest a hall capable of seating a thousand persons.

The Training School is a large stone building, with a wide commodious playground. When we visited the institution the Model Schools were dismissed for their holidays, and the usual monthly written examinations were being held with the students, of whom there was a large class. All the arrangements seemed

admirable; while the examination papers showed the high standard to which the students were expected to attain before becoming graduates. The Principal of the institution, William Crockett, Esq., A. M., has, through his energy and ability, raised the school to a high position; and with more suitable buildings it will, in time, become one of the most important Normal Colleges in the Dominion.

FALL ADVERTISING.—The London Advertiser has a word in season on this subject. Our merchants in all lines of trade are brightening up their stores, sorting up their stock and re-marking goods—all on the look out to secure a share of the "fall business." Nearly all the successful dealers in this city and throughout the Dominion have become thorough believers in newspaper advertising. They have found out that nothing pays so well if judiciously done. Some old drones we have seen, who purchase heavy and varied stock, mark their price and then contentedly sit down to wait for customers! Why not let the people know all about it? Unlike the past decade the newspaper is read in almost every family, the home without it being a rare exception. . . . No merchant can afford to do without advertising. There is no other direct way of attracting the attention of the public; new people are moving here every day, and the merchant who keeps his name most prominent is the man who gets the first call. The great secret of advertising is to always live up to it. Never announce the arrival of goods you haven't got, and don't say you intend to sell cheaper than your neighbor, unless you can do it.

BIRTHS.

Brownlow—At Guelph, on the 5th inst., the wife of Mr. Wm. Brownlow, undertaker, of a daughter.

THE MEDICAL HALL
GUELPH



DYE STUFFS
DYE STUFFS

The subscribers desire to call special attention to their large and well selected stock of DYE STUFFS which they have opened out, and being determined to keep none but the best quality of DYE, have devoted more than usual care and time in the selection of the best articles from the most reliable markets. Parties purchasing from us can depend on getting a good color and the shade required. Also, all the ANILINE DYES in quantities to suit purchasers. Call at THE MEDICAL HALL, and get your Dye Stuffs. Printed directions given with each purchase.

E. HARVEY & Co.
 Family and Dispensing Chemists.
 Guelph, Sept. 5, 1872.

NEW BOOKS

For Teachers and Schools

AT ANDERSON'S,

Opposite the Market.

- Tonlinson's Mechanics
- Galbraith & Houghton's Mechanics
- " " Trigonometry
- " " Philosophy
- " " Hydrostatics
- Wood's Natural History
- Right Lines in Right Places
- The House I Live In
- The Animal Kingdom
- Our Bodies
- Our Earthly House and its Builder
- Morrell's Complete Manual of Spelling
- Todhunter's Algebra
- " Euclid
- Roscoe's Chemistry.

A complete and large stock of Books used in the public Grammar and Private Schools, for sale at

ANDERSON'S

Cheap Book, Stationery and News Depot,
OPPOSITE THE MARKET

GUELPH

Guelph Aug 26, 1872

FARM FOR SALE.

The subscriber will sell his excellent farm, part of lots 19 and 20, broken front concession, Woolwich Road, Waterloo, about three miles east of Preston Mineral Bath. It consists of 55 acres of land, 75 of which are cleared, well fenced, and under a hewed log house, new frame kitchen, and two good cellars, a frame barn and root house. There is also a large orchard, and a never-failing well of water, and a good cistern. Terms reasonable. Possession can be had immediately. For further particulars apply to the proprietor on the premises, or by letter, post-paid, to John W. Green, Preston P.O. Ont.

New Advertisements.

GUELPH CLOTH HALL
Shaw & Murton
 Have just received the Latest Styles in English, American and Canadian
FELT and FUR HATS
 AND
CLOTH CAPS.
SHAW & MURTON,
 Merchant Tailors, Wyndham Street,
 Guelph, Aug. 30, 1872.

G. B. FRASER,

WHOLESALE AND RETAIL

OPENED OUT
G. B. FRASER'S,
 A full assortment of
MORNING GOODS,
 SUITABLE
FOR FALL AND WINTER WEAR,
 VIZ:
 Black Crapes Cloths,
 Black Reppes,
 Black double warp Lintres,
 Black Corduroy Cloths,
 Black Cloth
 Black French Merinos.
 The new style Black Paramatta equal to French Merinos in wear, and at half the price.
 Courtaid's Black Crapes, on which rain or damp has no effect.
 Samples sent free of charge throughout Ontario.
G. B. FRASER.

Direct Importer of Dry Goods

EX. Steamship St. David,
 From Glasgow.
 2 cases Aberdeen Wineys,
 4 " " " " " "
 1 " " " " " "
 1 " " " " " "
EX. S. S. Sarmatian
 From Liverpool.
 2 cases Dress Goods,
 2 cases Flannels,
 1 case French Merinos,
 1 case French Kid Gloves.
 Just opened, and for sale at
G. B. FRASER'S,
 Direct Importer, Guelph.

and Family Groceries, Wyndham Street, Guelph.
 Guelph, September 2, 1872

CO-OPERATIVE STORE.

STOCK TAKING SALE

- Common Knitting Yarns 40c per lb.
- White Fingering Wools \$1 00 " "
- Knitting Cotton 25c " "
- Crochet do 75c per doz.
- Machine Spools (unglazed) 40c " "
- All wool Tweeds 75c per yard
- " " Scarlet Flannel 25c " "
- Splendid Blankets 90c per lb.

J. C. MACKLIN & Co.
 Guelph, Aug. 19, 1872

HATS

JUST ARRIVED.
 A SPLENDID STOCK OF
HATS
 AND
CAPS
 ALL THE NEWEST STYLES
AT JAMES CORMACK'S,
 No. 1, Wyndham Street.
CAPS

FULLY ASSORTED

IN EVERY DEPARTMENT

AT THE

FASHIONABLE WEST END DRY GOODS STORE.

Ladies who find it difficult to obtain what they require in other Establishments in this town, are cordially invited to try the Fashionable West End.

A. O. BUCHAM,

Fashionable West End Dry Goods Store, Alma Block.

Guelph, Aug. 7, 1872

R. CRAWFORD'S

Jewellery Store.

YOU CAN GET AT REDUCED PRICES

Elgin Watches, Waltham Watches, English Levers, Detached Levers, Clocks in every style.
 Gold and Silver Chains, Gold Sets, Brooch and Ear Rings, Finger Rings, Fitted Jewellery in every variety, having resolved to go into the

Manufacture of Watches

As soon as the stock is sold out.

Special attention given to

Fixing Watches, Clocks & Jewellery

Which will be carried on to a greater extent than ever, and at the old prices. Gold and Silver Plating done on the premises. Observe the address—

Next to Post Office.

Guelph, Aug. 23, 1872

PRESERVING SUGARS

IN GREAT VARIETY

At Lowest Prices, at

John A. Wood's.

DETROIT

FINE CUT

CHEWING TOBACCO

at John A. Wood's.

JELLY CANS

With Patent Tubs

Require no fixing, for sale

at John A. Wood's.

FRUIT JARS,

AIR TIGHT,

Quart Size, \$1.25 pr doz.

At John A. Wood's.

OUR STOCK

which approaches

HALF A MILLION

—IS—

NOW COMPLETE.

JNO MACDONALD & CO.

TORONTO.

NOTICE

To the Ladies and Public Generally.

P. C. ALLAN

Begs to inform the public that should they during the tremendous crush in his store on Saturday evening, lose any Hats, Coats, Bonnets, Waterfalls, Crinolines, Grecian Bend, Dolly Vardens, etc. etc. they will be duly taken care of, and delivered up to the owners on Monday morning "without a reward."

Guelph, Aug. 31, 1872

GRISTING, GRISTING!
 CHOPPING, CHOPPING

—DONK AT—
The Phoenix Mills,
 Waterloo Road.

Farmers can always get their grists ground the same day.

Extra Family Flour and Feed of all kinds for sale, and delivered to any part of the town.