STANDARD. *Registered.* The Greatest Blessing of the Age!

The Public can now rely upon getting BOOTS! FIRST-CLASS BOOTS! By Purchasing only those bearing branded on the Heel Only.

Manufactured for the Trade by SARGOOD, SON AND EWEN.

Each Boot has a number in the centre of the Standard Brand, so that

If you want a thorough good Waterproof Balmoral, to give 12 months' solid wear, ask your Boot dealer for the No. 19

If you want a Watertight —a first-class, solid article— ask for, and see that you get No. 3

If you want a Genuine French Calf Cookham, sewn, take only those branded No. 30

ASK FOR THE STANDARD BRAND. Do not take Rubbish when you can for certain get boots that will give every satisfaction. Sargood, Son and Ewen have selected only their Best Quality Boots for the Standard Brand so that when the Public see Standard branded on the heel they can fully rely upon them for wear. To be had of all boot and Shoe Dealers throughout the Colony.

Ask for Ladies' French Calf High-leg Lace No. W 10
Ask for Ladies' French Calf Elastic side V 14
Ask for Ladies' Goat Levant Lace Shoe W 29
Ask for Youths' Strong Nailed Balmorals T 6
Ask for Youths' Genuine French Calf Balmoral T 22
Ask for Girls' French Calf Balmoral S 33
Ask for Girls' French CalfElastic side S 15

Each Boot bears the word STANDARD with letter and number in the centre.

WE ARE HAVING GOOD TIMES

AT

THE CONTINENTAL BOOT DEPOT.

What is the reason?

It is easily explained. We have the Largest Stock of Boots and Shoes in New Zealand, and aare giving the Public Good Value for their money. We have no rubbish. Try our

ZEALANDIA PRIZE BOOTS,

and you will use no others.

Note the Address:

THE CONTINENTAL BOOT DEPOT,

Opposite Chief Post Office.

N.B.—The Continental Boot Depot wish to Inform the unwary that they have only the one place in Dunedin trading under that style. Customers have called at certain places thinking they were calling at a branch, and have got bitten sorely with inferior rubbish.

CONTINENTAL.

WOOL SEASON 1888-9.

THE NEW ZEALAND LOAN

AND MERCANTILE AGENCY COMPANY (LIMITED) are now prepared to receive

CONSIGNMENTS OF WOOL

for sale in Dunedin, or shipment to London.

We give to Growers the inducement of offering their Wool at our local auctions, when, if it does not realise their reserves, we will ship it to care of our London Manager, without charge for offering it here.

All Consignments to our care, HOWEVER SMALL, will receive the personal attention of the undersigned; and we would remind farmers and others that we are not dealers in any commodity, but act SOLELY AS AGENTS.

Our charges to vendors will be on the LOWEST SCALE. For the future we propose to make no charge to Buyers on their Wool, but will leave them to perform the services we have hitherto rendered for the charge made.

WOOLPACKS, TWINE, and all other requisites will be supplied at Lowest Market Rates.

DONALD STRONACH,
Manager.

Dunedin, 14th November, 1888

BOOTS! BOOTS! BOOTS!

SIMON BROTHERS'

GREAT OPENING SHOW

OF

NEW SEASON'S BOOTS!

New Shapes!—New Styles!—New Designs!

THE LARGEST AND BEST STOCK IN THE CITY.

☞ Prices decidedly the Lowest in the City.

LADIES'—Walking Shoes from 5s 3d; Balmorals from 6s 11d; Elastics from 6s 3d; Button Boots, 9s 9d.

MEN'S—Shoes from 8s 6d; Balmorals from 7s 9d; Elastics from 9s 6d.

BOYS' AND GIRLS' BOOTS at Prices defying all competition.

BEEHIVE BOOTS—own make—give greater satisfaction than ever.

——— The Low Prices will Astonish You!

SIMON BROTHERS,

GEORGE STREET, Near Octagon

A PUBLIC APPEAL TO THE INHABITANTS OF DUNEDIN.

LADIES and Gentlemen.—Kindly allow us through this medium to ask you for your Practical Opinion and Personal Judgment.

We believe there are few cities in the Colony where sterling worth, in any person or thing, is more appreciated than in Dunedin, and Practical Tradesmen coming into the city, who are able to offer goods of Superior Styles and Qualities, and give Advantages in the Prices are sure to receive a good measure of public support.

Envy and jealousy, less or more, among men of similar businesses always exist, and when we "came into" Dunedin several years ago, our "going out" was very soon wished for, and we believe, if inclined to go to-day, we might retire with a pension from several Boot Dealers. Our envious friends will not be surprised to hear that we are "going," but it is a going into the Boot Business. Stronger than ever. Harder than ever. Bigger than ever, and we mean to contest every inch of the Booting ground in the city more defiantly and more valiantly than ever.

We, the Great Public Benefit Boot Manufacturing Company, 46 Princes street, respectfully call upon you to see and judge for yourselves whether we are not far above all competition, and out of reach of various oppositions.

The Fight is for you; you must back us.

The contest is for you; you must support us.

The combat is for you; you must stand by us, and you'll be delighted that greater and better things will be done for you from to-day. Yours respectfully,

THE PUBLIC BENEFIT BOOT & SHOE MANUFACTURING CO.,
46 PRINCES STREET, DUNEDIN
(3 doors from Braithwaite's).
D. BUCHANAN, Manager.

PIER HOTEL

CRAWFORD AND JETTY STS.,

DUNEDIN.

W. HEFFERNAN - - PROPRIETO

(LATE SHAMROCK HOTEL BENDIGO, VICTORIA.)

Successor to J. Baxter.

UNION STEAM SHIP COMPANY OF NEW ZEALAND, LIMITED

The above Company will despatch steamers as under:—

FOR OAMARU.—BEAUTIFUL STAR s.s., on Tuesdays and Fridays. Passengers from Dunedin wharf at 10 p.m. Cargo till 3 p.m.

FOR LYTTELTON, WELLINGTON, PICTON, NELSON, TARANAKI, AND MANUKAU.—TAKAPUNA, s.s., on Monday, December 31. Passengers 3 p.m., from wharf.

FOR AUCKLAND, VIA LYTTELTON, WELLINGTON, NAPIER, and GISBORNE.—WAIRARAPA, s.s., on Wednesday, January 2.

FOR MELBOURNE, VIA BLUFF AND HOBART.—ROTOMAHANA, s.s., on Friday, January 4.

FOR SYDNEY, VIA LYTTELTON, WELLINGTON, NAPIER, GISBORNE, and AUCKLAND, transhipping to s.s. RINGAROOMA at Auckland.—MANAPOURI, s.s., on Wednesday, December 26. No cargo.

FOR SYDNEY, via TIMARU, LYTTELTON, and WELLINGTON.—WAKATIPU, s.s., early.

FOR FIJI, from AUCKLAND.—ARAWATA, s.s., about Saturday January 5.

FOR TONGA, SAMOA, and TAHITI.—RICHMOND, s.s., from Auckland about January 5. Freight and passengers booked through. Full particulars on application.

SPECIAL CARGO AND PASSENGER SERVICE.

Reduced Fares by these Steamers.

For TIMARU, AKAROA, LYTTELTON, WELLINGTON, NELSON, and WESTPORT. — GRAFTON, s.s., on Friday, January 4. Passengers from Dunedin Wharf at 4 p.m.

For GREYMOUTH (taking cargo for Hokitika) via Oamaru, Timaru, Lyttelton, and Wellington.—A steamer early.

For AUCKLAND, via Oamaru, Timaru, Napier, Gisborne and Tauranga. — OMAPERE, s.s., on Wednesday, December 26. Passengers from Dunedin Wharf at 10 p.m. Cargo till 4 p.m. on Monday.

OFFICES: Corner of Vogel, Water, and Cumberland streets.

OCTAGON STORE.

LOMAS AND FRASER.

Try our FACTORY CHEESE. Try our BACON and HAMS, and try our OCTAGON BRAND TEA. The Purest and Best to be had in the market. New Fruit just landed.

On hand Best PORT & SHERRY WINES, Best OLD HIGHLAND WHISKEY. Best Denis Mounie's BRANDY, First Quality. Unfermented WINE in Stock.