



## ANOTHER LOT OF DRESS GOODS !

GEORGE JEFFREY

Will show this week an immense stock of Dress Goods at less than manufacturers' prices, in

### BLACK AND WHITE STRIPES AND CHECKS, SUITABLE FOR ALL KINDS OF USE !

Black and White Striped Japanese Silks, - - - - - 25 cents.  
Plain Silver Grey Japanese Silk, 30c. - - - - - Toronto price 50 cents.  
A large lot of Silk-lined Parasols 25 cents each.

GEORGE JEFFREY, GUELPH

### GRAND DEMONSTRATION

Our Great Annual Summer Sale begins to-day (Friday) when a  
Tremendous Rush will be made for the Bargains always given when a Sale is advertised

AT THE PEOPLE'S  
STORE



AT THE PEOPLE'S  
STORE

Time nor space will admit of us making many quotations of prices, as we are BUSY, BUSY, BUSY ! Crowded with customers every day, and this Sale is not made for the purpose of clearing out old stock—for owing to the great business we have done for the last six months our stock is comparatively light—but for the purpose of giving our people, and the world at large A GENERAL BENEFIT.

Crowd to THE LION at once, the only live store in Guelph,

And get 20 cent Prints for a York Shilling : Glorious Organdie Muslins, a York shilling worth 25c. 10 cases New Millinery to be sold at half price. Fancy Dress Goods of all kinds tremendously reduced. Hosiery, Muslins, Ribbons, Parasols, Ties, Collars, Shawls, Mantles, all REDUCED, REDUCED !

J. D. WILLIAMSON.

Golden Lion, Wyndham Street, Guelph.

P. S.—Our agent in Britain is now making heavy purchases of Fall and Winter Stock for our Mammoth Store.

### GREAT CLEARING SALE

Preparatory to the Departure of Mr. Thos. Heffernan for Europe !

Bargains, Bargains, Bargains ! Prices never before Equalled ! The Paragon Cheap Sale ! Commencing Saturday, June 20th.

### HEFFERNAN BROTHERS !

Beg to announce the GRAND CLEARING SALE of 1874, commencing on Saturday, June 20th, when they will be prepared to offer Bargains never before equalled in Guelph. No effort will be spared to make this CHEAP CASH SALE the great event of the season.

An Immense Stock of New and Fashionable Dry Goods in value amounting to over \$100,000 to be sacrificed in order to make room for European Importations.

Dress Goods ranging in prices from 6c. to 25c., regular prices from 15c. to 65c. A monster stock of Canadian Tweeds at 80c. per yard, sold elsewhere at \$1.25.

Carpets, Curtains, Sheetings, and a general stock of House Furnishings at less than manufacturers' prices.

Ready Made Clothing, Hats, Caps, Shirts, Ties, &c., at Panic Prices.

#### Millinery, Millinery !

A magnificent display of Trimmed Hats and Bonnets at less than one half the regular prices.

1,000 pieces new 17c. and 20c. prints at One York Shilling per yard.

1,000 pieces 12½c. and 15c. prints at 10c.

This Great Sale will continue for Four Weeks Only, and positively no goods will be charged except at regular prices.

HEFFERNAN BROTHERS.

Britannia House, Guelph.

NOTED FOR CHEAP DRY GOODS.  
jun17-dwlm

#### REMOVAL.

G. B. FRASER

Has removed directly opposite his old stand, where he has opened with a brand new stock at much lower prices than could be bought earlier in the season.

G. B. Fraser is too modest to advertise that he is selling much cheaper than those who make a great blow. Still facts are stubborn chiefs, and a discerning public pronounce Fraser's to be the cheap store to deal in.

G. B. Fraser gives his old friends a cordial invitation, and invites all who wish to save money to call and see his new stock.

G. B. FRASER.

Wyndham Street, opposite his old stand.  
Guelph, May 23, 1874. ap

### THE NOTED TEA HOUSE No. 2, DAY'S BLOCK.

Try our EIGHTY CENT TEA:  
Equal to any Tea sold in  
Town at \$1.00.

One trial will convince.

J. E. McELDERRY  
2 DAY'S BLOCK,

THE NOTED TEA HOUSE

#### RECEIVED.

### NEW GOODS

Iron Bedsteads of English and American makes

Patent Three Roller Mangles

Silicated Water Filters

Patent Fly Catchers

The best thing out.

Another large lot of McKelvey's Celebrated

"Arctic" Refrigerators.

CALL AND SEE THEM.

John M. Bon' Co.

Hardware Importers.

Wyndham street, Guelph.

1874

1874

SPRING

IMPORTATIONS.

JAS. CORMACK

Tailor and Clothier,

No. 1, Wyndham Street,

Is now receiving a large and beautiful assortment of

Goods suitable for the Season, consisting of Plain and Fancy Wool-lens in the best and newest patterns.

Hats, Caps, Shirts, Collars, Ties, &c

IN GREAT VARIETY.

JAMES CORMACK,  
Guelph, April 21, 1873. dw

### Elephant Clothing Store.

C. E. PEIRCE & CO.

Having just purchased the Bankrupt Stock of Clothing and Gent's Furnishing Goods of Lawson Bros., Hamilton, for 41 cents in the dollar, enables us to sell any line just at one half less than the regular price.

ALL SORTS OF

Linen and Lustre COATS !

For Men and Boy's Wear.

English and Canadian Suits

Fashionably cut and well made, at prices never before offered in Guelph.

A large stock of Hats and Caps to be sold very cheap.

Hepburn's Old Stand, Wyndham-st., Guelph.

C. E. PEIRCE & CO., dw  
GUELPH, June 5th, 1874.

### GOOD BOOTS AND SHOES

R. MacGREGOR & Co.

(Successors to W. D. Hepburn & Co.)

The quality of the Goods we sell is our best advertisement. We have the largest stock in town ! Keep the best goods and sell at the lowest paying prices.

R. MacGregor & Co. dw  
GUELPH, May 19, 1874.

#### NEW COAL YARD.

The undersigned having opened a Coal Yard in Guelph is prepared to furnish all kinds of

Hard and Soft Coal

at moderate prices. Orders left at the store of John A. Wood, Upper Wyndham street, will be promptly attended to.

GEORGE MURTON,  
Guelph March 1st 1874. dw Proprietor

CASH FOR WOOL, HIDES, SHEEP SKINS, CALF SKINS, AND WOOL PICKING.

The highest market price paid for the above at No. 4, Corden Street, Day's old Block Guelph. Plaitic hair constantly on hand for sale. MOUTON & BISH dw  
Guelph, Jan 1, 1874

BREAKFAST.—EPPS' COCOA.—It is a fact that the operations of digestion and nutrition, and by a careful application of the fine properties of well-selected cocoa, Mr. Epps has provided our breakfast tables with a delicately flavoured beverage which may save us many heavy doctors' bills. —Civil Service Gazette. Made simply with boiling water or milk. Each packet is labelled — "James Epps & Co.", Homoeopathic Chemists, London."

BLESSINGS BRIGHTEN AS THEY TAKE THEIR FLIGHT.—If you have a good head of hair take care of it ; once gone and we realize its loss far more than we appreciate its presence. The Bearine is taking the place of all other hair dressings, because it is healthful to the hair and delightful to use.