

GREAT SHELF CLEARING SALE.

BEGINNING WEDNESDAY, 20th JUNE.

Is the confidence of people in advertisements as just as much bluster? We are inclined to think they have, for many advertisements are written for the purpose of deceiving the public and enticing them in, and then depending on the good disposition of the people not to go out without buying—(Of course no one in Guelph ever advertises in this style)—but it has become so common to exaggerate just a little bit that when a firm advertises honestly, as it is always our aim to do, rather keeping below than over the mark, their advertisement is often discredited on account of this laxity in the general trade.

We must apologise for this long prelude, but this is a subject on which we feel strongly, and if anything we can say will have the effect of reducing this evil, we will consider this space well used. We believe in the American system of advertising; although no one would ever suspect the American of being more scrupulous than Canadians, yet when some of the better American houses are cutting a certain discount, you may be as sure of getting it as if you made the reduction yourself.

Now then we make certain statements below, we want you to come and prove them, we know some of them are so remarkable as to be almost incredible, but there are

TWO THINGS THAT DON'T LIE,
Facts : and : the : LION'S : Advertisements.



PRICE LIST:

GOODS AT ONE CENT.

1c. Under this heading we are offering a large line of Embroideries, Valenciennes and Linen Lace.

GOODS AT TWO CENTS.

2c. Handkerchiefs, Boy's Ties, and Embroideries.

GOODS AT FOUR CENTS.

4c. At this price we sell a splendid line of Ribbon, Colored and White Muslins, Children's Bibs and Embroidery Collars.

GOODS AT FIVE CENTS.

5c. At 5 cents we sell Ladies' Linen Collars, Lisle Gloves, White Kid Gloves, the best Cotton in the market at the price. Frillings, Towels and Towellings, Prints, etc., etc.

Great Summer Dress Goods Slaughter

A beautiful Line of New Check Dress Goods at 50c. worth 20c., Splendid line at 8c., Worst Serge at 10c., Grand line of all Wool Veilings, Canvas Cloths, DeBeiges and Albattross Cloth at 12c. This 12c. line is very special, very much below what they have been sold for. Best Seersuckers at 9c., Very wide Sash Ribbon at 25c.

PRINTS.

ALL PRINTS AT COST PRICE.

PARASOLS.

By comparison we have found our Parasols to be at least 10 per cent. below our competitors, yet nevertheless we will make a further reduction of 10 per cent. thus making our Parasols 20 per cent. below regular prices.

Children's Parasols, 15 cents net. Ladies' Satin Umbrellas, Bone Handle, 50 cents net.

12 1/2 per cent Discount off Lace Flouncings. White Embroidered Costumes, Half Price.

LADIES' SPRING WRAPS.

Shoulder Capes worth \$4 and \$5 at \$1.50. Dolmans and Jackets at Wholesale Prices

Best Cotton Shirtings 12 1/2 cents, 12 1/2 cent Shirtings 10 cents. Not a very good Shirting at 6 1/2 cents but as good as others sell at 8 and 9 cents.

COTTONADES

At 12 1/2, 15, 18, 20, 22, 25, 30 and 35 cents. Best value in the Market.

CLOTHING.

Blue Serge Suit \$3.95, Heavy Tweed Suit \$4.95, Boys' Natty Little Linen Suits \$1, Boy's Linen Sailor Suits, \$1.50, Boy's Serge Suits \$1.50 up; Youth's Tweed Suits \$2.50 up.

Straw Hats at Cost. Summer Underclothing at Cost.

5 and 7 Wyndham-st, Guelph; 84 Oswald-st, Glasgow

J.D. WILLIAMSON & CO

Foreign Items.

It is stated that the Panama Canal lottery is a failure.

The Journal de St. Petersburg says it is satisfied with the pacific tone of Emperor Wilhelm's speech to Reichstag, which, it declares, confirms the existence of friendly relations between Germany and Russia.

The Observateur Romain publishes the Pope's encyclical on Liberalism. It is a lengthy document. The Pope classifies the subject under two heads, ancient and modern, and condemns the latter as being in opposition to that practiced by Christ.

A farmer named Mooney, living near Rathfriland, Ireland, was evicted on Tuesday by 100 constables and seven emergency men, directed by a magistrate. Mooney had barricaded the house and with the assistance of friends offered a fierce resistance, throwing boiling porridge and missiles of all kinds at the evictors. Ten arrests were made.

The people of Seoul, the capital of Korea, are in open insurrection. They have beleaguered the Government officials in the streets, and wild excitement prevails. Foreigners are seeking refuge at their various consulates.

Prince Tichonowsky, the German envoy to the Vatican, was received with great ceremony by the Pope. Galimberti will proceed to Berlin with a letter from the Pope to Emperor William.

The Standard's Berlin special says:—Emperor William, with an imposing suite, will embark on the Imperial yacht Hohenzollern on July 13 or 14, and proceed direct to St. Petersburg. During his stay in the city he will be given in his honor.

It is reported that the Czar has sent a lengthy letter to Emperor William expressing thorough friendship for Germany and sorrow for the loss sustained in the death of Emperor Frederick.

A French copper syndicate has bought for three years the output of two of the leading copper mines in Japan, amounting to seven eighths of the total Japanese output.

The patents of an American invention known as the cyclone pulverizer have been purchased here for France, Italy and Belgium for \$40,000. The vendors were Erasmus Wiman, of New York, and associates, and the purchaser was Gustave Drolot, representing a French syndicate.

It is reported that Emperor William has renounced the idea of crowning himself and his consort at Königsberg. No further anniversary decrees will be issued.

The subscriptions to the Panama Canal loan, so far as known, amount to \$2,500,000 francs.

In the House of Commons yesterday the Channel Tunnel Bill, introduced by Sir Walter Watkin, was rejected by a vote of 307 to 165.

The vote taken on Mr. Morley's resolution of censure was the largest vote recorded during the existence of this Parliament. It was on strict party lines and made the issue clear, as Mr. Gladstone desired. Every follower of the Grand Old Man voted or was paired with one other member, and every Commoner was accounted for with the exception of Sir Edward Watkin (Conservative), who mysteriously disappeared just before the division was taken.

A Lesson

is to be learnt from the sight of a bald head. Falling out in premature grayness of the hair can be stopped, if taken in time. Do not let it run on without making an effort to save it. Get a bottle of Dr. Dorenwend's German "Hair Magic." It stimulates the growth, gives fresh vitality and keeps the hair its natural color, besides being a superb dressing. All druggists sell it.

Editor Hawke Released.

Monroton, N. B., June 28.—Mr. Hawke, editor of the Transcript, freshed here today by train, after spending two months in Fredericton (and for contempt of court).

He was met at the station by a large crowd which formed in procession, and accompanied by a band of music, escorted him to his hotel, where an address was presented, to which Mr. Hawke made a lengthy reply. A purse containing about \$1,000 accompanied the address.

Pleuro-Pneumonia in Bruce.

TARA June 28.—Mr. McInnes to day lost another animal from pleuro-pneumonia, which makes four in all, and two others are, no doubt, affected. Dr. Thomas examined the one that died to day and is convinced that the disease is as first stated. There is considerable anxiety in Sullivan Township regarding the affection, and the farmers wonder the Government have not taken the matter up. The Ontario Minister of Agriculture telegraphed Dr. Thomas for particulars on Monday, but nothing has been heard from him since. Mr. McNeill, M. P. for North Bruce, was here to-day making inquiries, and has asked Hon. John Carling to send an expert here to report on the matter.

SAVED.—A fine family of children were all afflicted with scarlet fever. Two died early; the rest would soon have followed, but for the timely and persevering use of Ayer's Sarsaparilla, which built them up into a healthy and vigorous manhood.

A County Suit.

Understand that Mr. Anthony Buschlen has entered suit against the Wellington County Council for payment of a small bill of lumber supplied to the County Road Commissioners last year. There seems to be some misunderstanding in the matter, the chairman, Mr. Doyle, claiming the amount has been paid, but it would be ridiculous to suppose that had such been the case Mr. Buschlen would sue for it. Perhaps the matter which involves the expenditure of a hundred or so in costs.

When Baby was sick, we gave her Castoria, When she became a Child, she cried for Castoria, When she became a Woman, she clung to Castoria, When she had Children, she gave them Castoria.

A COUNTRY TRIP.—Some weeks ago a Beamsville liveryman named Dale, eloped with the wife of a neighbor named Walker. The erring pair drove to St. Catharines, where they left the horse and proceeded by rail. Mrs. Walker heard of it and had \$2,000 in a bank there, which she drew in order that they might not lack funds on the trip. They visited various parts of the Province and finally arrived at Brantford. Since then, it is learned, a reconciliation has been effected, and both have returned to their homes, the money having all been spent.

You can never know till you try, how quickly a dose of Ayer's Pills will cure your sick headache. Your stomach and bowels need cleansing, and these pills will accomplish it more effectually and comfortably than any other medicine you can find.

Addressing a meeting of the Royal Geographical Society in London, the other night, Sir Francis DeWinton, formerly Secretary to Lord Lorne while Governor-General of Canada, and lately Governor of the Congo State, said that he had no doubt that the white race reported to be now flourishing was Henry M. Stanley. If the belief is well founded, the intrepid Stanley is yet alive and kicking.

REASONS

Why Ayer's Sarsaparilla is preferable to any other for the cure of Blood Diseases.

Because no poisonous or deleterious ingredients enter into the composition of Ayer's Sarsaparilla.

Ayer's Sarsaparilla contains only the purest and most effective remedial properties.

Ayer's Sarsaparilla is prepared with extreme care, skill, and cleanliness.

Ayer's Sarsaparilla is prescribed by leading physicians.

Ayer's Sarsaparilla is for sale everywhere, and recommended by all first-class druggists.

Ayer's Sarsaparilla is a medicine, and not a beverage in disguise.

Ayer's Sarsaparilla never fails to effect a cure, when persistently used, according to directions.

Ayer's Sarsaparilla is a highly concentrated extract, and therefore the most economical Blood Medicine in the market.

Ayer's Sarsaparilla has had a successful career of nearly half a century, and was never so popular as at present.

Thousands of testimonials are on file from those benefited by the use of

Ayer's Sarsaparilla.

PREPARED BY Dr. J. C. Ayer & Co., Lowell, Mass.

Price \$1; six bottles, \$5. Worth \$5 a bottle.

Robert Mitchell

FAMILY GROCER.

Walker's Family Soap, Walker's Almond Soap, Goshup Superior Soap, Goshup Pure Soap, Royal City Soap, Pearlless Soap, Morse's Eclipse Soap, Morse's Mottled Soap, Judd's White Rose Soap, Dingman's Electric Soap, Goshup Electric Soap, Century Soap, Ales a full assortment of Toilet Soap

ROBT. MITCHELL

The Popular Price Grocery & Fruit

MART.

Lower Wyndham Street.

CHOICE CANADIAN STRAWBERRIES

constantly arriving. Orders now taken for pre-servicing at lowest prices in the city, for first-class fruit.

First Class Fruit also Cheap Sugars and Fruit Jars.

18lbs. Good Sugar for \$1.00.

Oranges, Lemons, Pine Apples, Bananas, Tomatoes, etc., at bottom prices.

A. J. FITZSIMMONS.

GOODS DELIVERED PROMPTLY.

Sealed with Wax

DUNN'S BAKING POWDER

THE COOK'S BEST FRIEND

CALIFORNIA Seedless Oranges

The finest upon earth.

ALSO CHOICE Pine Apples.

Hugh Walker & Son, Wholesale and Retail Fruit Dealers, 47 and 49 Wyndham Street.

WOOD HIGH FINE ART CLASS LIVE STOCK GRAVING

TORONTO ENGRAVING CO. 53 KING ST. W.

Murder will Out

AND so will dirt, grease, paint, oil, stains, etc., from Gent's and Ladies' wearing apparel. If you take them to be cleaned to JOHN A. BURNETT, cleaning and dyeing establishment, 29 George Street, Curtains and feathers cleaned and dyed. Cleaning Gents' Suits at a specialty. Orders taken at Miss M. L. Simpson's, Lower Wyndham Street. N. B.—Sole Agent for P. Com. Lambrequins and curtain hanger, best in use. Post Office Box 177.

Wellington Marble Works, Quebec-st., Guelph

HAMILTON & CLARK, Importers of Granite and Marble, Monuments and Head Stones of all shades and from the newest designs. All work and material warranted first class. Parties wishing to purchase, will please give us a call and inspect our stock and prices, as we are confident we can compete with any establishment in Ontario.

EVERY new design in Job Printing type is to be found in the STANBURY Office.

REFRIGERATORS.

We have the Gem of all Refrigerators made. "The Leonard's of Grand Rapids, Michigan," proved beyond a doubt to be the best in the market. Has three excellences of the first order. "Ventilation," "Cleanliness" and "Extraordinary Insulation from the external heat." All we need from the provision chamber with its impurities and smell, they carry are condensed and carried off in a fine dust that can be taken off in a moment for cleaning and as readily replaced. So insulating there are five walls to preserve the ice. First an outside case of hardwood; second, a charcoal filling; third, an inside filling; fourth, a lining of waterproof building paper of rich grain, polished and covered. To intending purchasers we would say, remember the Leonard's Refrigerators with five walls to preserve the ice.

It is the only Refrigerator with removable Piles for Cleanliness. It is the only Refrigerator with Solid Iron Shelves. It is the only Refrigerator with Air Tight Locks. In short it is the only Refrigerator to buy if you want the best.

HARVEY & CO.,

Agents, Guelph.

Going Off with a Rush.

The Special Lines advertised last week have gone out with a rush. For this and following week we offer the BIGGEST DRIVES that have ever been shown on Guelph Market in

SILKS. SILKS. SILKS.

Beautiful Summer Silks for 25c., just half price. Also a line at 35c. worth at least 50c. and all prices up. I have secured at less than 50c. on the dollar, a lot of

DRESS GOODS.

about 15,000 yards. We open them up to-day. They will be sold for 12 1/2c. and 35c. and would be cheap at 25c. to 30c.

PARASOLS AT A GREAT DISCOUNT.

We are jobbing off that big line. Just think off it, we are selling a lovely All Season Parasol for 75c., usual price \$1.25. We hold the largest, best assorted, and cheapest stock in the city. Now, we would impress on you the importance of visiting us, as you will find by inspection, that we do not overstate the facts, and that it will pay you to visit the Gem sale.

One word about our MILLINERY, it is unnecessary for us to try to puff it. We would just state that we add to our stock almost daily the new lines being offered, so that Ladies may rest assured of getting the very latest goods, got up in the most artistic fashion at

DOWLER'S, 55 Upper Wyndham-st. Successor to the James Dry Goods Company.

Special Bargains

IN Dress Goods.

Parasols, Gloves, Hosiery, Lawns

Muslins, Embroideries, ETC., ETC.

We show the Newest and Most Reliable Goods in the Market and won't be undersold.

Give us a Call.

A. J. Little & Co.

77 Upper Wyndham-st., Guelph.

Great Slaughter Sale in Prices.

We are going to make things lively for the next few weeks at No. 33 Lower Wyndham-st.

BARGAINS IN MUSLINS.

We will start these at 4c. Bargains in White Cottons, 5c. Bargains in Prints. All our Prints are sold at the same worth less. Come early and secure the Choice Patterns.

OUR DRESS GOODS DEPARTMENT

Is filled with Dress Goods from the best markets in the trade and selected with the greatest care for style and quality. At a low price we want to best, and we have one of the best Dressmakers to be found in the city. Ladies, study your interest, and give Miss YOUNG a trial. Buy and fit guaranteed or money refunded.

OUR TWEED DEPARTMENT

Is all that can be desired and as MR. SMITH does all the cutting himself, you may be sure to get just what you wish.

All Tweeds bought of us will be cut free of charge. See our Suits to order for \$10.

Ziegler & Smith, 33 Lower Wyndham-st., Guelph.

G. ANDREWS & Co., Nos. 1 and 3 Lower Wyndham-st., Guelph.

Millinery Department.

CHOICE new STYLES ARRIVING DAILY

See New Shaded and Shot Ribbons; Also New Gausers for Summer Bonnets.

Men's Furnishings.

We are offering

GREAT BARGAINS

TWEEDS AND FELT HATS.