

FACTS FOR ADVERTISERS.

In this, as in everything else, the best papers will command the best prices. It is cheaper to pay 5s. for inserting your advertisement in a journal having a circulation of 5,000, than to pay 2s. for one having only a circulation of 1,000. Of you may be sure, that any journal that inserts advertisements too cheap, is, in fact, an almost worthless medium. If it were really a good one, it would have no need to lower its prices, for its sheet would be better filled without the sacrifice. You may lay it down as a rule that every journal knows its value, and that if it adopts low prices it is because it is conscious that it has a low circulation in number or respectability.—Wilson's Handbook for Advertisers.

Guelph Evening Mercury

MONDAY EVENING, APRIL 27, 1874.

Local and Other Items.

A yoke of steers weighing 3,800 lbs were sold in Napanee the other day for \$140.

The Brydges Testamental Fund has reached the sum of \$8,810. \$10,000 will probably be the ultimate figure.

The body of an infant has been found in a water closet in a house on River street, Toronto.

Brockville is rejoicing over the prospect of a manufacturing of compressed peas. There is plenty of material within a short distance of the town.

The Collingwood Bulletin has no hopes of the fall wheat in that vicinity, some of it having been raised completely out of ground by the frost.

The saloon keepers of Chicago have agreed to suspend the free lunch system, and many citizens will now have to go to work.

A Kentucky breach of promise suit wherein \$40,000 were claimed, has been settled for \$14 and a mule, which is just about the figure the jury would have returned.

Milwaukee thought she had a case wherein a young girl died of a broken heart, but it turned out that her corset-strings were too tight, and one stroke of a jack-knife revived her.

The name of General Wolsley is mentioned in connection with the command of the Dominion forces under the reformed Militia system. Colonel Walker Powell is pretty sure to be appointed Adjutant-General.

Thirty three cases of small pox are reported in New York last week, being double the number reported last week. The deaths during the week are 479. The principal cases of small-pox are among the Italians in that city, who are not vaccinated.

The statement comes from England that Mr. Alboit, General Manager of the Midland Railway, is likely to be the new Manager of the Grand Trunk Railway. Ruin to the road is prophesied by experienced men, in case a stranger, ignorant of the country, is chosen for this highly responsible position.

A Western exchange says: "The gift chromo business has reached its sublimest altitude in Washington County. An enterprising clergyman offers 'an elegant chromo' to every person who shall not miss one of his sermons for a year."

"How much better it would have been to have shaken hands and allow it was all a mistake," said a Detroit judge. "Then the lion and the lamb would have lain down together, and white-robed peace would have fanned you with her wings and elevated you with her smiles of approbation. But no; you went to clawing and biting and rolling in the mud, and here you are. It's five dollars piece."

The other day a Newfoundland dog walked into the market, dropped a ten cent piece out of his mouth, and walked off with a whole salmon. The butcher says some people may call that dog intelligent, but he thinks that a dog that can't distinguish between a ten cent piece and a five dollar fish hasn't got even common sense.

The Pull Mall Gazette, alluding to the honors to Wolsley, remarks, "We are making ourselves ridiculous outside of our own island;" and points out that to give to Napier and Wolsley precisely the same rewards which Wellington received for winning the battle of Talavera, and Nelson for destroying the French fleet at Aboukir Bay, is not consistent with hitherto acknowledged standards of military failure and success.

Arrangements are nearly completed for the despatch of additional men to join the North-West mounted police force. They will leave Toronto on the 4th of May and will take with them a large number of horses. It is proposed to send them to Fort Garry via United States and not by the Dawson road, as heretofore.

One day last week a bug got into the ear of a little boy, son of Mr. H. W. Smith, near Waterdown. It caused such intense pain, that after a while the child fainted. His mother and sister on examining his ear in the sunlight, discovered to their horror that a large bug had penetrated considerable distance into the orifice, and was struggling in vain to retreat or advance, which was the cause of the exquisite torture under which the poor boy had been suffering. With great presence of mind the mother hooked a small piece of wire, and managed to get the insect out of his ear.

THE UPPER LAKES.—Navigation to the Upper Lakes has not yet commenced, but there is considerable of a fleet lying in the St. Clair River and at Port Huron, ready to start out as soon as they can do so with safety. From the present aspect of the weather, however, it is not likely that many of them will start much before the 1st of May. Up to the 2nd inst. the weather still kept cold in the Lake Superior region. The ice in Thunder Bay had not then begun to flow, nor had the snow melted off it; and as in all probability the weather there would be similar to what it has been here, since that date, the likelihood is that little change has yet taken place.

CAPITAL PUNISHMENT.—At the instance of Mr. Dymond, the member for North York, who intends to discuss the abolition of capital punishment, a partial return has been laid on the table of the House. It includes all the committals for capital offences since Confederation. The total number is 69, as follows:—Murder, 41; rape, 20; wounding, with intent to murder, 1; stabbing, with intent to murder, 1; poisoning, 1; levying war on Her Majesty, 1; piracy, 4. No execution has been carried into effect for any other offence than murder. Of persons convicted of murder 22 were executed.

MINING PROSPECTS.—The shareholders of mining locations G 2 and G 3, Cloud Bay, are hopeful that the mine will turn out very rich. It is expected some work may be done on it this coming summer.



Grand Display of Millinery

—AT—

GEORGE JEFFREY'S.

GEORGE JEFFREY has much pleasure in informing his numerous friends and the public generally that his Show Room is now open, and is prepared to show

One of the Best Assortments of Millinery and Mantles EVER EXHIBITED IN GUELPH.

As the stock is all new, Ladies will have no trouble in selecting the newest goods at reasonable prices.

GEORGE JEFFREY, GUELPH
Direct Importer, Guelph.

Wanted, in addition to our lately increased staff, 6 first-class Salesmen. None need apply but pushing, thorough-going men, who can get through an immense amount of work.

TREMENDOUS SALE

—OF—

CLAYTON'S (CASH STORE) BANKRUPT STOCK

AT THE LION



AT THE LION

Having bought from the Creditors the whole stock at little over half price, it will be rushed off at the same as room must be had for our heavy weekly arrivals from Britain.

Over \$2000 worth of the Wet Goods from the Thorold Mills sold in ten days. Those who have not yet secured any of them had better do so at once, as three or four days will clear the lot out.

Golden Lion, Wyndham Street, Guelph.

GUELPH CLOTH HALL.

SHAW & MURTON

OUR SPRING STOCK

Is now fully assorted in every department.

CLOTHS,
HATS AND CAPS,
GENTS' FURNISHINGS,
READY-MADE CLOTHING.

We would inform our customers and the public in general that we never before offered such a complete and handsome assortment of Goods for Gent's Wear.

Shaw & Murton,
MERCHANT TAILORS

GUELPH, March 21, 1874

SPRING CLOTHING

AT THE

Elephant Clothing Store.

C. E. PEIRCE & CO.

Have now on exhibition one of the Largest Stocks of

READY-MADE CLOTHING

For Men and Boy's Wear ever shown in Guelph.

Well Made and Fashionably Cut

And at prices that cannot be beaten, being 25 per cent less than any other place in town.

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

C. E. PEIRCE & CO.,

GUELPH, April 10th, 1874.

NOW OPEN

BURR & SKINNERS'

New FURNITURE WAREROOMS

To meet the rapid increase in our retail trade, we have leased

The Large New Store lately occupied by
Mr. R. Clayton,

Next to Mr. A. O. Bidcham's Fashionable West End Dry Goods Est. (Shipment, Upper Wyndham street, Guelph, which is now being filled with fine new furniture, cheap, consisting of—

Parlor Suites, Chamber Sets, Dining Room, Hall, and all kinds of Furniture

Fresh from our Factory, where we have every facility to produce all that is new and stylish, and we invite all to visit our Warerooms, as we will make it their interest to do so, for there are bargains to be had every day.

BURR & SKINNER,
Manufacturers, and Wholesale and Retail Dealers in Furniture.

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NEW DEPOT

—OF—

WALL PAPER

School Books,

STATIONERY.

IMMENSE STOCK

AT J. HUNTER'S

Wholesale and Retail.

CALL AND SEE

The Largest Stock,
The Greatest Variety,
The Best and the Cheapest
Ever exhibited in Guelph

AT J. HUNTER'S
Berlin Wool, Fancy Goods and Toy Store
Wyndham Street Guelph.

VALUABLE

Property for Sale

IN THE

TOWN OF GUELPH

In accordance with the last Will and Testament of the late John Mitchell, the residue of the estate is now offered for sale viz:

Farm Property.

About 200 acres of good land (west of the Eramosa Road in the North Ward) in quantities of one acre and upwards to suit purchasers; part of said land is well timbered, and the remainder under cultivation. There are 2 good two-story stone dwelling houses, 2 frame barns, &c. on the same. The above property is very suitable for building sites, market gardens, &c.

Also, Lot 15, in the 10th concession, Egremont, about six miles from Mount Forest, containing one hundred acres of good land, improved and well watered.

Town Lots.

Lots 23, 24, 25 on the Eramosa Road. 26, 27, 28, 29 on Queen Street.

22, 33, 34, 35 on Delhi Street.

Lot 8 on Pearl St., Lot 11, on King St.

and Lot 12 on Derry St.

East 1/2 Lot 9, on Macdonnell St., with 2 story frame dwelling.

West 1/2 do do with Livery Stable.

Lot 6, corner Eramosa Road and Mitchell St., with good 2 story stone dwelling house, 11 rooms, cellar, well, cistern, &c.

Lot 7, on Mitchell St., with frame building, 20 x 30, suitable for a workshop.

TERMS—One fourth in cash; balance in from 2 to 4 years as may be agreed upon, with interest at 5 per cent. A large cash payment will be required on the timbered land. For further particulars apply to
ANN MITCHELL,
RICHARD MITCHELL,
Executors.

Guelph, March 27th 1874.

NEW GOODS,

NEW GOODS

Just received, a large and carefully selected stock of articles suitable

FOR THE YOUNG FOLKS

BERLIN WOOLS

And all kinds of Fancy Goods in stock as usual. All orders promptly attended to.

MRS. WRIGHT,
Upper Wyndham St., next to the Wellington Hotel.

THE CELEBRATED IMPORTED

HORSE

Duke of Edinburgh
Will be at War's Victoria Hotel, Guelph, every Wednesday night during the season. He has travelled for several seasons in his section. His colts are the best of any bred by an imported horse, and have carried off more prizes than any others.

D. McALLUM, Proprietor.
Garrafrax, April 14, 1874

A LARGE STOCK OF NEW

China, Crockery,
and Glassware,
NOW OPENED AT

No. 2, DAY'S BLOCK,

and will be sold Cheap for Cash.

J. E. McELDERRY

2 DAY'S BLOCK,

THE NOTED TEA HOUSE.

THE "RIGHT HOUSE."

EVERY foremost in importing an immense supply of the Cheapest and Best Goods in the Dominion for his tens of thousands of customers, WATKINS, of the "Right House," never was more successful in getting extra good value than while in Great Britain this season. Owing to Messrs. Booth & Co., of Manchester, closing up business, and selling off their entire stock far below cost, he was enabled to buy many lines of Staple Goods at 15 per cent. under manufacturers' prices. The following goods will be found unusually low: Scotch Tweeds, Grey and White Cottons, White and Grey Cotton Sheetings; over fourteen thousand yards of fast coloured prints, in every style, from 10 cents up; Black and Coloured Lustres, Mourning Goods of every kind; over five thousand six hundred yards of Dress Goods, worth 20 cents, at a York shilling. Dress Goods in every style. Black and Coloured Turquoise, Coloured and Black Yak Laces in great variety; Lace Curtains, Damasks, Carpets, Floor and Table Oil Cloths, Table Damasks, Table Napkins, Towels, Horrocks 32 and 36 inch Cottons at 10 and 12 cents. Files of Grey Cottons from 5 cents up, 39 inch Heavy Grey Cotton for a York Shilling; Secured Grey Cotton, extra cheap, from 11 cents upwards; nice Yak Lace at 10 cents; Black Turquoise from 6 1/2 cents up; Black and Coloured Silks, an immense stock at Wholesale Prices by the dress—75 cents up, by the yard; Table Napkins at 30 cents per doz; Kidderminster Carpets at 60 cents; Tapestry and Brussels at wholesale prices; Floor Oil Cloth at five York shillings. A large stock of the latest styles of Ladies' Costumes from \$1.50 upwards; Carpet Warp in white and colours, unusually low. A very large and carefully selected assortment of the Novelties of the Season, in the Latest Paris Fashions, will be shown in Millinery and Mantles in a few days. Milliners and Country merchants supplied at wholesale.

Several Milliners and Mantle Makers wanted immediately.

TERMS POSITIVELY CASH.

THOMAS C. WATKINS,

James-st., 5 doors north of King-st, Hamilton.

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JUST COME IN!

GUELPH TEA DEPOT

E. O'DONNELL & Co.

Are putting up to-day

320 caddies best dollar Young Hyson Tea for 80c. per lb.
600 caddies of the best 75 cent Tea for 50c per lb.
95 caddies of nice Sweet Tea at 40c per lb.
120 caddies of Japan Tea worth 75c, for 50c.
A few packages of Black Tea for 35c per lb.
10 hogsheads of Good Bright Sugar, 12lb. for \$1.
50 Ingersoll Cheese, very choice.

A very large stock of Groceries of all kinds always on hand Cheap.

Terms—Strictly Cash.

E. O'DONNELL & CO