

GOODS CHEAPER THAN EVER

GEORGE JEFFREY'S

DRESS GOODS:

Striped Serge and Brilliants for 15c. worth 30c. | Tissues, plain and striped, for 25c. worth 37c.
Beautiful Broche Stripes for 25c. worth 50c. | Black Paramattas for 35c. worth 50c.

GLOVES:

50 dozen Colored Lisle Thread Gloves to be cleared out at 12 1/2 cents per pair.

MILLINERY:

The whole stock to be cleared out at reduced prices.

PARASOLS:

A few of those wonderful parasols at 37c. still left; and all other goods selling wonderfully cheap.

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 12 1/2c. 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

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

GUELPH TEA DEPOT

E. O'DONNELL & Co.

Have just received in their New Grocery Store

20 hds of Good Sugar that they are going to rush off at 13lbs. for \$1—this beats everything.

350 caddies of extra quality of Young Hyson Tea, they are selling for 80c. per lb. by the caddy.

100 boxes Soap, 2 1/2 lb bars, to be sold at 15c per bar; the other stores sell the same soap for 20 cents.

A big lot of Smoking and Chewing Tobacco at 50c per lb.

The finest stock, the largest stock, the cheapest stock, of Glassware and Crockery in Guelph at E. O'Donnell's big new Grocery Store.

E. O'DONNELL & CO

Wyndham Street, next door to their old store.

IMPORTANT

SALE OF PIANOS

The Committee appointed to dispose of the Pianos at the Manufactory of **JOSEPH F. RAINER,**

WEST MARKET SQUARE, GUELPH,

Will offer them at a considerable reduction on cost on reasonable

TERMS OF CREDIT.

The stock consists of about

40

First-class Instruments!

Similar to those shown at the last Central Exhibition, and for which he was awarded the first prize.

They are equal in compass of tone, finish and durability to the best instruments of any of the celebrated manufacturers, and as such an opportunity seldom occurs, parties in want of pianos would do well to avail themselves of it.

An inspection invited.

A competent person will be on the premises, near Mr. John Harris', who will show the instruments. Guelph, March 18, 1874. dwif

NEW GOODS,

NEW GOODS

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

FOR THE YOUNG FOLKS

BERLIN WOOL

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.

SEASONABLE GOODS AT THE

FASHIONABLE WEST-END

Now Showing—

A superb stock of Plain Black, and Black Striped Grenadines in all the new and favorite makes.

Now Showing—

A splendid stock of Striped and Checked Swiss Muslins.

Now Showing—

Plain and Striped Lawns, white and colored, in great variety.

Now Showing—

Plain, striped and spotted Tasso Linens, choice goods.

LADIES OF GUELPH

For Choice Seasonable Goods call at the Fashionable West End.

A. O. BUCHAM,

Fashionable West End Dress, Mantle, and Millinery Establishment.

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.

GUELPH, May 10, 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. Proprietor.

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

The highest market price paid for the above at No. 4, Gordon Street, Day's old Block, Guelph. Plasters constantly on hand for sale. **MOULTON & BISH** Guelph, Ja.

... years ago, ... expedition in the Northern World, together with the wonderful discoveries and adventures of Agassiz, Livingstone, Wallace and other distinguished travellers in the tropical countries. By Dr. G. Hartwig, author of 'The Sea and its Living Wonders,' and 'The Harmonies of Nature,' edited with additional chapters by Dr. A. H. Guernsey, the whole splendidly embellished with nearly two hundred beautiful illustrations, true to nature, furnished by artists in the regions to which the relate. Published by J. W. Lyon, Guelph, Ont.

I have quoted your title page at length, and have great pleasure in saying that the upwards of 800 pages of the book more than fulfil what is indicated by the title page; the illustrations are indeed 'true to nature' and beautiful; the mechanical execution, fine paper, and binding of the work, leave nothing to be desired; the narratives are lively and entertaining, the descriptions graphic, and the style terse and elegant. I have read the contents and portions of the book, and intend, as I may be able to command the time, to peruse the whole of it.

I had scarcely expected in my day to see so superb a work issued by a publisher in a provincial town in Canada. I congratulate you on your enterprise, and wish you complete success.

I have the honor to be, Sir, Your ob'd't servant,
E. BYERSON, LL.D., D.D.

Prof. Macoun, Professor of Botany, sent by the Government on the Canada Pacific Railway Survey, to report upon the Flora of the Northwest says:—

I have carefully examined Dr. Hartwig's 'Polar and Tropical Worlds,' and am fully satisfied that no book yet published will be so beneficial to the pupils of public and High Schools as the above, from my knowledge of the requirements of the various schools in Ontario. I would advise all parents, who may feel able, to purchase the work. Accurate geographical knowledge, and a knowledge of the animal and vegetable productions of the Polar and Tropical regions, are essential to all, but more especially to the young, as by this means they may be aroused to a further study of nature. **JOHN MACOUN, M.A.,** Prin. Union School, Belleville.