

**NOTICE OF REMOVAL**

**GEORGE JEFFREY**

Having to give up possession of his store by the FIRST OF JANUARY, has decided to clear out the whole of his valuable stock at greatly reduced prices, and the stock must be sold without reserve.

**GREAT BARGAINS IN DRESS GOODS**

The quantity of Goods sold in this Department is immense.

Over \$10,000 worth in Stock of the Latest Fabrics, at 25c per yard

Over \$5,000 worth in Stock of the Latest Fabrics, at 12c. per yard, town price

**MILLINERY AND MANTLES:**

**GRENADINES AND MUSLINS**

**PARASOLS:**

The balance in this Department will be sold at 25c.

About 200 lined Parasols to be cleared at 37½c, worth 75 cents.

The stock is too large to enumerate every article, but will issue a circular every week, giving due notice of the articles to be brought forward. Don't forget to call early as the whole stock will be sold.

**GEORGE JEFFREY**

**PREPARING FOR THE FALL**

**OPENING**

**AT THE LION**

**TO-DAY**



**OPENING**

**AT THE LION**

**TO-DAY**

Direct from Britain several Cases and Bales of **NEW GOODS!**  
Shipped by our Agent with the last **ALLAN STEAMSHIP.**

100 pcs Horrocks' best Brand Cotton at 12½c a yard;  
1000 pcs Dark Prints for Fall Wear, 8c, 9c, 10c and 12c., the very Best Quality.

500 pcs Lovely Dress Goods, and will be sold at less than Montreal Wholesale Prices.  
25 Bales of CARPETS, splendid designs and colors.

The CARPET ROOM is the 3rd flat of THE LION—the largest Carpet Hall in the Dominion, where a grand display will be seen. 469 pieces new make double finished BLACK LUSTRES—an extra Bargain for 25c., worth 40c.

New Tweeds, New Hats, New Flannels, New Shirts, New Blankets, New Ticks.

BY ALL MEANS SEE THOSE NEW GOODS AT THE LION.

Golden Lion, Wyndham Street, Guelph.

**J. D. WILLIAMSON.**

GUELPH, Aug. 20th, 1874.

**To the Inhabitants of Guelph and County of Wellington, and others.**

I take this method of letting you know that on Monday, 14th September, prox., I will open my New Store, Upper Wyndham St., Guelph, when I will submit for the inspection of the general public the contents of over 1,500 cases and bales of Fancy and Staple Dry Goods, bought by myself personally in the best producing markets of Great Britain and United States. The variety of styles and fabrics in each department that will be open for inspection at my New Store on and after 14th September, will be such as cannot fail to meet with the good taste and full approbation of an appreciating public. From my long experience in the mercantile business (over thirty-seven years), twenty years of which have been spent in the town of Guelph. I feel satisfied you have fresh in your memories the war that I commenced in this town against high prices, and fought for your interests daily, with a vigour that crowned my efforts with success. I am persuaded that again my presence is required by the great mass of the people of the County of Wellington in order to regulate the trade of the Town of Guelph, in Fancy and Staple Dry Goods, and it is with pleasure that I now announce to my old friends and patrons, that it will afford me unbounded pleasure to renew with them the happy moments that we have had together for the mutual benefit of each other; and I can pledge my faith that I will devote my best energies and abilities to guard the rights and interests of all those that may favour me with their patronage. At all times the public may depend upon having the best of attention in my New Store, that nothing but sound, good and honest goods will be kept for sale by me; that in opening out a business for the public, that all and every article will be entirely new; that in every instance goods will be offered at such reduced prices as will at once satisfy every one; that my new establishment is going to be conducted on the same principles as that of my old, viz., the best goods at the lowest possible prices, quick sales, small profits, and ready pay. A special discount will be offered to Ministers of the Gospel.

I enumerate some of the departments that I will stake my whole reputation on, and I do most confidently ask intending purchasers to call and examine my stock, when I am sure the highest satisfaction must be expressed. Black and coloured dress silks at fully 20 per cent. under ordinary prices. Do not fail to call and examine the quality and prices.

**FANCY DRESS GOODS.**

This department is full to overflowing, and in it will be seen the newest novelties, designs and fabrics produced. The prices will surprise the purchasers, as cheap prices, rich styles, and good goods are combined in this department. Every lady who wants to appear in the fashion of the day will be fully suited.

**MANTLES, JACKETS, AND POLONNAISES.**

Special attention of the ladies is requested to this department. Everything that the ingenuity and skill of mankind could bring to bear, with good taste is here represented. The novelties on exhibition in this branch of my business will surely be appreciated. An early call, specially in this line, will abundantly repay any intending purchaser.

**SHAWLS.**

This department will present an inviting appearance, and well worthy of a visit from ladies who favour the comfort that is imparted by a good shawl to its wearer. Cloaks are almost entirely worn for this season, and occupy the first rank in the wardrobe of Her Royal Highness the Princess of Wales, and our noble and most Gracious Queen affectionately admires not only the brilliancy, richness and designs of this elegant part of a lady's costume, but loves the country and the people who produce them.

French Merinos, Thibet Cloths, Paramatta Cloths, Serges, Black Lustres, Tweed Dress Material for Costumes, and the various makes of Fall and Winter Plain Dress Goods

Are in large abundance, and present to the purchaser so fresh and new an appearance, and at the same time so reasonable in price that confidence will at once be placed in the goods, with the highest satisfaction to the purchaser. All new and fresh goods.

**FAMILY MOURNING GOODS.**

I have specially attended to the selection of the various kinds of goods required in this department, and I can confidently say to those requiring to purchase mournings, that at my New Store everything in that line will be found, and at a great reduction from the ordinary prices charged. I have the best Black Crapes to be found in the Dominion.

**HOUSE FURNISHINGS.**

I have a most complete stock of everything that can reasonably be asked for in order to make a home comfortable, and I will guarantee that parties desirous of furnishing a home will find that I will offer an inducement of fully 15 per cent. to them, and in addition they will get nothing but new, fresh, good and desirable goods. "No time for the moths to get about them." A CALL IS REQUESTED TO THIS DEPARTMENT.

**STAPLE DEPARTMENT.**

Here will be presented to the view of the visitor to my store the largest stock of heavy Staple Dry Goods to be found in Ontario. During the panic in the United States I bought, direct from the producers, immense quantities of 36 in. Grey Cottons (the best goods to be found in Canada), Bed Tickings, various qualities, Blue and Brown Denims, Cotton Grain Bags, Cotton Batting and Waddings, Quaker Flannels, &c., and at panic prices. Indeed the Farmer, Mechanic, the Lawyer, Doctor, Labourer, or any other individual can at my New Store procure anything in Staple or Fancy Dry Goods that is made, and all new, fresh, seasonable and good. "No old shop-keepers' to palm off!" Quite a saving can be effected by buying at my New Store. Quick sales and small profits is the motto of John Hogg.

**CLOTHS AND TWEEDS.**

This is a most notable department in my store. I have bought the finest lot of Canadian Tweeds, and from the best producer in the Dominion. I bought at the bottom prices, and I will give my patrons the benefit. Call and see. I will satisfy you that you are saving money through me.

**READY-MADE CLOTHING.**

In this department I deem it but fair to the community to say that it is high time that a check be put upon the ridiculous high prices that they have lately been paying for ready made Clothing, and poor suits at that. I have had made specially for my own trade and to my own order, the most attractive and stylish lot of Men's and Boys' Overcoats, Men's and Boys' Pea Jackets, Men's and Boys' Suits of all the various classes of desirable and durable goods made for the Fall and Winter Trade. I will give an excellent suit of Coat, Vest and Pants, equal in cut and make to any that can be cut and made by the best cutter in Guelph for \$12 and up. Call and see, 25 per cent. saved to the purchaser by calling at my new store. All new goods and fresh goods. No old stuff.

Carpets, Blankets, Sheetings, Quilts, Counterpanes, Towels, Damasks, Repps.

This Department requires more real knowledge and taste to be bestowed upon it probably than any other Department in the Drapery business. I can confidently solicit from the public a call in order merely to be enabled to endorse my statements regarding the excellency of the goods here to be seen. My Carpets are unquestionably the finest selection in Ontario. The patterns, colours, and designs, are exquisite. Indeed, my Kidderminster Carpets are equally as rich in design and colour as the Brussels or Tapestry to be found, and in order to be fully able to have my taste suited, I spent considerable time in going from one manufacturer to another, but I persevered and accomplished my object in securing the finest selection of Carpets to be desired. My prices will be extremely cheap. The goods all new, fresh and good, and such as any housekeeper would be proud to have. The other goods—Blankets, Sheetings, Quilts, Counterpanes, Towels, Damasks, Repps, Lace Curtains, Blinds, Window Hollands, &c., &c., are the best that the Home Markets offer, and as you know are all new, fresh, and the latest productions. Quite a saving will be effected by buying at my New Store. To enumerate anything like my Whole Stock would occupy too much space, also too much of your valuable time. Suffice it to say that in every denomination of Fancy and Staple Dry Goods my New Store will be supplied to the fullest extent. No pains or trouble will be spared to meet the wishes of my patrons, and the visitor to my Establishment will be well repaid in the advantages that will be placed within their reach by not only having an opportunity of procuring the newest goods, the latest styles; but the best goods offered in Ontario, and at the lowest possible profit. An Early Call is solicited.

Yours truly,

**JOHN HOGG.**