# Hurrah for the Elephant.

## ELEPHANT CLOTHING STORE

The Leading Clothing House.

## W. RUTHERFORD & CO.

GUELPH.

**Stock Larger than Ever.**

**Clothing Cheaper than Ever.**

We take pleasure in informing the people that our stock of

## WINTER CLOTHING

Is now very complete, consisting of all the latest designs in Cloths, and for workmanship cannot be beaten.

We have the following lines in

## Overcoats

Grey Ulsters, Blue Ulsters, Check Ulsters, Blue Pilot, Blue and Brown Beavers, Melton, and Grey Frieze,

SELLING FROM $5.00 UP.

## SUIT DEPARTMENT.

Our Suits range in price from $7.00 up. We have in stock all the latest designs in SCOTCH ENGLISH AND CANADIAN TWEEDS AND DIAGONAL CLOTHS. Our Suits will be found equal to ordered work both for quality, fit and workmanship.

25 PER CENT CHEAPER.

**OUR PANT DEPARTMENT** is very large. We can give a good pair of Pants for $2.00. CALL AND SEE. We have over two hundred odd VESTS which we will clear out at half their original cost.

### BOYS' CLOTHING.

A full Assortment BOYS' OVERCOATS, all sizes. We have in stock the following shapes: HUDSON BAY, ULSTER AND BEAVER, selling very low.

We are showing a large stock of

**Pilot, Beaver and Tweed PEA JACKETS**

FOR MEN AND BOYS.

One great advantage our Clothing has over any other in town, is that we manufacture all ourselves, therefore we can at all times give a stylish garment, as we copy altogether from American Fashion Plates, and never make up any inferior goods, and having always adhered to these principles, we have succeeded in building up one of the largest trades in the West.

### HAT AND CAP DEPARTMENT.

We keep the largest assortment of American and English Felt Hats in town, also Fur, Whitney and Cloth Caps, in which we defy competition. Nothing but fresh goods always on hand.

### FURNISHING DEPARTMENT.

Our Furnishing Department will be found the most attractive in town, comprising all the latest novelties in White and Colored Shirts, Neck-Ties, Bows, Scarfs, Glover, Mitts, Silk Squares, Silk Handkerchiefs, Jewelry, and everything else appertaining to a Gents' Furnishing Department. 20 per cent cheaper.

A great many wonder how it is that we sell Clothing so much less than anybody else. But it is a problem that is easily solved. Answer:

WE BUY LARGER QUANTITIES,
WE SELL LARGER QUANTITIES,
WE PAY CASH FOR ALL WE BUY,
AND SELL FOR CASH.

Therefore we are enabled to mark our goods so low that it would be ruinous for any one to try and compete with us.

Pay us a visit before going elsewhere, by so doing you will save 20 per cent on every dollar you spend.

No false representations allowed. No trouble to show Goods. With thanks for past favors we remain at the head of Clothiers.

WM. RUTHERFORD & CO.

Guelph, November, 1877.

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LIST OF

## MUSIC BOOKS

Sold wholesale and retail by

**John Anderson**

Bookseller, Guelph.

Burrowes' Pianoforte Primer.
Jousse's Musical Catechism.
Bertini's New Method for the Piano.
Clarke's New Method for the Piano.
Hunton's Piano Forte School.
Howe's Piano without a Master.
Richardson's New Modern School.
Gitze's Parlor Organ.
Silver Wreath (Vocal).
100 different Music Books.

A Big Discount on all

**MUSIC BOOKS**

AT

**ANDERSON'S**

CHEAP BOOKSTORE

On the East side of Wyndham Street

GUELPH.

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**KNOW THYSELF** By reading and practicing the inestimable truths contained in the best medical book ever issued, entitled SELF-PRESERVATION Price only $1. Sent by mail on receipt of price. It treats of Exhausted Vitality, Premature Decline Nervous and Physical Debility, and the endless concomitant ills and untold miseries that result therefrom, and contains more than 50 original prescriptions, any one of which is worth the price of the book. This book was written by the most extensive and probably the most skillful practitioner in America, to whom was awarded a gold and jewelled medal by the National Medical Association. A Pamphlet, illustrated with the very finest Steel Engravings—a marvel of art and beauty—sent FREE to all. Send for it at once. Address PEABODY MEDICAL INSTITUTE, No. 4 Bulfinch St., Boston, Mass. **HEAL THYSELF**

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**DANIEL F. BEATTY'S**

**PIANOS & ORGANS**

BEATTY PIANO, GRAND, SQUARE AND UPRIGHT, and BEATTY'S CELEBRATED GOLDEN TONGUED PARLOR ORGANS are the sweetest toned and most perfect instruments ever before manufactured in this or any other country. The world is challenged to equal them. Best discounts and term ever before given. Rock bottom panic prices now ready to jobbers, agents, and the trade in general. An offer. These celebrated instruments either Piano or Organ boxed and shipped anywhere on five or fifteen days' test trial. Money refunded and freight charges paid both ways if in any way unsatisfactory. Fully warranted for six years as strictly first-class. EXTRAORDINARY LIBERAL DISCOUNTS given to Churches, Schools, Lodges, Halls, Ministers, Teachers, etc., in order to have them introduced at once where I have no agents. Thousands now in use. New Illustrated Advertiser (Catalogue Edition) with list of testimonials, now ready, sent free. Established in 1850. Address DANIEL F. BEATTY, Washington, New Jersey.

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TAKE NOTICE.

AT THE ACTON

## PLANING MILLS

Will be found a quantity of

SEASONED LUMBER

**FOR SALE**

Comprising inch, 1½ and 2 inch dressed and undressed. All good stock.

Sash,

Doors,

Mouldings

Battens, &c.,

Manufactured as usual.

THOS. EBBAGE, Prop.

Acton, Aug 21, 1877.

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**CONSUMPTION CURED.**

AN OLD PHYSICIAN, retired from active practice, having had placed in his hands by an East India Missionary the formula of a Vegetable Remedy for the speedy and permanent cure of *Consumption, Asthma, Bronchitis, Catarrh,* and all Throat and Lung Affections; also a Positive and Radical Cure for Nervous Debility and all Nervous Complaints, after having thoroughly tested its wonderful curative powers in thousands of cases, feels it his duty to make it known to his suffering fellows. Actuated by this motive and a conscientious desire to relieve human suffering, he will send FREE OF CHARGE, to all who desire it, this recipe, with full directions for preparing and successfully using. Sent by return mail, by addressing with stamp, naming this paper.

DR. C. STEVENS,
BOX 56, BROCKVILLE, ONT.

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**FREE!** Any person who will make and forward me a list of the names of reliable persons of their acquaintance who wish to procure an instrument, either Piano or Organ, I will use my best endeavors to sell them one, and for every Piano I succeed in selling to their list within one year, I will credit them with $10, and for every Organ $5, to be applied on payment of either a Piano or Organ; and when it amounts to a sum sufficient to pay for an instrument selected at the **lowest wholesale price**, I will immediately ship the instrument, free, or after any amount is credited the balance may be paid me in cash and I will then ship them the instrument. They need not be known in the matter, and will be doing their friends a real service, as I shall make **special offers** to them, selling a **superior instrument** for from **one-half to two-thirds** what is ordinarily asked by agents. Please send me a list at once and after you have made inquiry you can add to it. Address DANIEL F. BEATTY Washington, New Jersey.

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Christie Christie Christie Christie Christie Christie

1877. FALL. 1877.

# Christie, Henderson & Co.,

ACTON.

In presenting our regular half-yearly Circular to the Public we have again to return thanks to our numerous customers and the general public for the very large share of business extended to us, and in doing so we can only assure them that no effort on our part will be spared to merit a continuance of their favors. As heretofore it will be our constant aim to advance their interests as far as lies in our power, and at all times endeavor to show as large and complete a Stock as can possibly be found in one establishment. Feeling assured that the bountiful harvest of the past season with a reasonable prospect of fair average prices for all kinds of farm produce, will cause a great reviva in trade, we have purchased this season a larger stock than in any previous year, and having done so with a knowledge of the wants and tastes of our customers, we fee assured we shall not be disappointed in finding ready demand therefor. As heretofore our stock comprises

## General Dry Goods,

**Of all kinds, Millinery and Millinery Goods of all kinds, Boots and Shoes in immense variety, Ready-made Clothing, Groceries, etc.**

As to prices we are determined not to be undersold by any one either in Acton or outside. We manage our business at the least possible expense and will sell at all times at the lowest possible prices.

We extend a cordial invitation to examine our new Stock, which we trust will in style, variety and good value, compare more than favorably with any house of the kind in the trade. In the fall of the year no one requires a line of credit as money is then more plentiful than at any other season of the year, besides our experience teaches us it is in all cases infinitely better to pay as you go. Our motto heretofore has been

## CASH AND SMALL PROFITS,

And we are determined to adhere firmly to the principle.

We find it impossible to enumerate all lines of Goods in stock, but will refer to some.

### IN MILLINERY

We show all the latest novelties in colors, styles, and makes. We employ any experienced hands, whose constant aim will be to suit tastes and requirement of purchasers, at lowest possible prices. We charge no fancy prices for Millinery. The Ladies will please remember this.

We show an extensive stock of

## Ladies' Mantles and Shawls,

Also Clouds, Wool Squares, and Furs of all kinds—cheap.

Also a large stock of

## GENTS YOUTHS AND BOYS' OVERCOATS

In Ulsters, Red River, Brown and Black Beavers, Men's Ready-made Suits—coarse and fine, extra value. Clothing made to order by experienced hands.

### LADIES' DRESS GOODS DEPARTMENT

Shows all the new designs, fabrics and colors. In Black Lustres we challenge all competition. Ask for the famous Tiger Brand Back Lustres. Winceys, extra value. Flannels in grey, scarlet, white, check, orange, etc. See our line of Factory Check Flannel at 25c per yard.

## BOOTS and SHOES

From the heavy Stoga to the infant's shoe—all bought direct from the makers. No middle man's profit. Stock extra large and well selected. Five per cent off all purchases of five pairs at any one time.

### FRESH TEAS AND GENERAL GROCERIES

Regularly to hand

Our Famous 50c TEA is used more extensively than any other Tea in the market. Sold in 5 lb. lots at 45c. Try it and be convinced.

Gents' Felt Hats, Cloth Caps for Men and Boys, and a fine assortment of Fine Fur Caps, Grey and White Bankets, Grain Bags, Cotton Warps, in fact amost everything found at any time in a genera store.

We most cordially request a continuance of patronage from those who have hitherto favored us, and a trial from all who have not had our Goods, feeling assured that Goods and Prices wil be entirely satisfactory.

We pay Cash for good Dairy Butter, or take in exchange for Goods. Our terms are cash or produce.

CHRISTIE, HENDERSON & CO.

Acton, October, 1877.