# ANNOUNCEMENT

The July Clearance Sale, including every one of the more than 60 departments, is now in progress. Prices have been greatly reduced for this important annual event. You are invited to make an inspection of these sale stocks. Remember, that transportrtion expenses are refunded on a very liberal basis, according to the amounts purchased. In the Furniture Department alone, you can affect great savings. Just to give you an indication of the wonderful bargains throughout the store we mention a few of these furniture items.

## Royal Oak Dining-room Furniture

Royal Oak Sideboards. Sale price \$18.90.

Royal Oak Dining-room Extension Tables with 5 heavy legs. Sale price \$9.45. Royal Oak Dining-room Chair with initation Leather scats. Sale price \$13.95.

Royal Oak Buffets. Sale price \$18.00.

## Royal Oak Bedroom Furniture

2 Drawer Dressers. Sale price \$6.89.
3 Drawer Dressers with large Mirrors. Sale price \$3.15.

## Bargains in Easy Rockers

Roomy Comfortable Rockers with solid Oak Frames, upholstered in American leather. Spring Seats. Sale price \$6.36.

## Bargains in Brass Beds

Heavy Brass Beds with 2 in. posts. § in. top rods and five ½ in. filling rods. Sale price

## Parlor Furniture

Parlor Suits, well upholstered in choice Silks. Sale prices \$37.00, \$42.25, \$49.75 and

### Prices Reduced on all Verandah Furniture

Every piece of Verandah Furniture including Sea Grass Chairs, Tables and Rockers, Oak Frame Chairs with Cane Seats and Backs, etc., reduced in price for the July Sale.

And Scores of Other Great Bargains Throughout the Entire Store

# THOMAS C. WATKINS, LIMITED.

MILLING CO

Es t. 69 Years.

OF BEST FLOUR

is being made all the time

and is

Ready to be Delivered

Each Day

We furnish only the best

brands, and by sound busi-

ness methods we have built

up an enviable trade. Our

milling facilities are not ex-

celled in this section and the

When you Want Flour

Buy it From us

Floor we sell is the finest.

Superior Merchandise.

## D. M. ALLEN

Fashionable Tailor and agent for

The Rex Tailoring Co., Toronto. Call and see samples and get prices of Tweed and Worsted Snitings

and Overcoatings. I am making a specialty of CLEANING & PRESSING CLOTHES

## PHOTOGRAPHY MIRROR

Which held up to life, throws back a permanent reflection. Just as a poor mirror gives a distored likeness, does an inferior photograph liberal its original. Good mirrors cost a little more money, so do artistic photographs. photography is simply the truthful reproduction of nature, that my photographs show at least a fair measure of artistic merit is due simply to an ability to cause the sitter to momentarily forget the Camera.

MOORE The Photographer Bell Phone 183

NORFOLK ST., SIMCOE

choice in

### Beef, Pork, Mutton

and other meats call at our store and get your choice. We handle only one kind and that THE BEST

Highest Cash paid for Eggs

Cash paid for hides

### THOS. HARRIS, PROP.

JARVIS, ONT.

Cholera and Diarrhoea Remedy is almost certain to be needed before the summer lis over. Buy it now and be prepared for

## Special Sale Of Summer Furniture AT HOFFMANN'S

Refrigerators, Hardwoood, Kiln dried, lever lock, thoroughly insulted, Galvanized iron, removable ice rack, length 26 inches, depth 17 inches, Height 40 in

Refrigerators, length 29 inches, depth 19 inches, height 42 inches, for ....... \$7.50

Rattan Arms Rockers from \$2.50 to \$10.00.

Hammocks Couches with iron stand from \$9. up.

Cocoa Matting all widths and prices, Jap Mats only 20c.

Over 200 Rugs in Axminister, Wilton, Velvet, Brussels, Tapestry and Granite, in sizes 2x3, 2 1/4 x3, 3x3, 3x3 1/2, 3x4, 3 1/2x4, 4x4 and 4x4 1/2 on the bargain counter the largest assortment and the lowest prices ever offered in Simcoe.

prices, and we deliver the goods. Bring the catalogues and put us to the test. Watch our windows for the latest. Our upholstering, finishing and picture framing department are each under first class skilled workmen,

Furniture and Undertaking Rooms, Norfolk St., Simcoe: Phone 75 - Night Calls 29

N.B.—The Undertaking Department is under H. Hoffmann's personal supervision Night calls, 6th house south of Bank of Commerce

## If You Expect to Start

# HOUSEKEEPING

A FRESH SUPPLY

E have long ago gained for ourselves one of the best name for furnishing complete homes, and furnishing complete homes, and we are now in a better position than ever to give you a good selection. You also will find it profitable to select your goods now, and we will hold it for you until needed, which will assure you a good selection before the rush comes in. We carry everything to furnish a home complete and whether it is a single article you need or a complete home, you will find you will de better here than elsewhere. Whether you are ready to buy or not, we will be glad to show you through anyway, you get our prices we are sure the sale is ours sooner or later.

## HOLMES THE FURNITURE MAN

ERIE PHONE 30

FUNERAL DIRECTOR

Refrigerator, Ash, 5 walls panel ends and doors, automatic metal syphon, trap finished in white enamel, width 26 1/2 depth, 19 1/4, height,54 in, only ..... \$15.00

Refrigerators, same as above only 30 1/2 in wide, 21 1/4 deep, 54 in. high for \$18.50 Refrigerators in solid oak from \$20.00 to \$60.00. Damboo Screens from \$1.00 \$2.00.

Grass Chairs from \$5.00 to 10.00. Willow Chairs from \$3.00 to \$8.

Hammocks from \$1.50 to \$8.

Ideal Hammock Couch complete with iron stand and canopy \$15.90.

Austrian Rugs 5x3 1/2 only \$3.00, all the other sizes in same proportion.

Our offer still holds good that we will save you from 5 to 15% over department store

## HOFFMANN'S

# To protect your family from the ravages of disease and infection;

and the rigors of winter; to make your home the abode of Health and Happiness. Statistics tell us that there were over 250,000 death in North America last year from fever and pneumonia, over 90 per cent. of these cases were traceable to out-door closets and all were the result of insanitary conditions. Are you going to allow this terrible death rate to continue.

## Why not insure Health by installing A "PARKYE" SANITARY CHEMICAL CLOSET

Absolutely Sanitary and Odorless, carries the endorsement of Physicians and Health Officials, and our own iron-clad guarantee; requires no expensive water-system; no plumbing; no sewage. Can be installed in any part of your home at the cost of a few minutes of your spare time; lasts a life time and costs less than a cent a day.

"Parkyte" Chemical has been proven by Bacteriological test to be the most powerful disinfectant, deodorant and germicide known to science.

A "Parkyte" Sanitary Chemical Closet is sold by E. T. CARTER JARVIS ONT.

# A call there will convince you. No further argument will be necessary

1203 McArthur Bldg. WINNIPEG, MAN. Branches-Toronto, Edmonton and Vancouver.

# HOT WEATHER IS HERE

## All the Cool Things You Need are Ready



## Dainty White Frocks for Girls of 5 to 14 Years

Made from Sheer Lawn, Batiste, etc. Finished with lace and embroidery at \$2.98 up to \$4 98

## Straw Hats for Every Build of Man

Just as we can fit the large man in a Straw Hat that best becomes his build, so we can also fit the small man and the middle size as well. Many kinds of Straws too, you can have your choice

Falls' Panamas at Falls' Milan Straws at Falls' Mackinaw Straw at \$1.25 to \$3.50 Falls' English Straw at 50c to \$2.00

## Men's Summer Underwear

In plain Balbriggan, fine Ribbed, Cotton and Lisle Shirts, Drawers and Combinations, from 25c to \$2.50.

## Plain and Novelty Dress Voiles

And other summer fabrics in all the new shades at 75c up to \$1.50 per yd.

## **Dainty Dress Muslins**

At 9c instead of 15c and 20c. In this lot there are all the new shades and colors at 9c a yard.

## Another Bargain in Wash Goods at 19c

Voiles, Repps, Ponge Linens, Organdies, Foulards, etc. Worth up to 40c for 19c.

### **Summer Hose**

For everybody, Men, Women and Children in Silk, Lisle, Cotton. Plain and fancy weaves and all the leading shades. Women's Hosiery from 121c to \$1.75 a pair. Men's Hose from 7c to 50c a pair. Children's Hosiery from 9c to 45c a pair.

## Men's and Boys' Summer Pajamas and **Night Gowns**

Every garment on sale is liberally cut. making them comfortable for summer nights. Pajamas the suit from 75c to \$2.50. Night Gowns at 50c to \$1.25.

## **Boys' Wash Suits**

Very pretty styles in American Wash Suits to fit Boys from to 7 years at 75c up to \$2.50 the suit.

## Wash Frocks for Girls

Made from Pretty Ginghams, Prints and colored Cambrics to fit Girls from 1 to 14 years at 75c up to \$3.00.

## Table Oilcloths 19c Instead of 25c

On sale at The H. S. Falls Co. 10 pieces of Table Oilcloths, regular 25c quality for 19c.

## Some Unusual Bargains at the S. Falls Co.

Men's Shirts, regular 75c and \$1.00 at 50c each.

Men's Half Hose, regular 50c quality, 3 pair for 50c.

Men's \$15.00 Suits in Blue and Black Serge and fancy Worst-

Youths' Overalls and Smocks to match. The 60c quality at 39c the garment.

All Linen Table Cloths in half Bleeched. Size 68 x 85 inches Regular price \$1.50 for \$1.15.

Bargain lot of soiled Linens including Towels, Tray Cloths

Sideboard Drapes, Tea Cloths, etc., at about half price. Hand Embroidered Linenene Pillow Cases. Worth \$1.50 for

5 only Quilted Table Pads, filled with asbestos. Regular

\$3.20 for \$2.39. Ladies' fancy Embroidered Collars. The 25c quality for 19c. Ladies' Lace and Embroidered Hose, 25c for the 40c quality.

One special lot of Embroideries at 124c. \$1.50 White Quilts for \$1.15. \$1.35 White Quilts for \$1.10,

Carpet Department.

Ladies' Vests, in short sleeves or without sleeves, 3 for 25c

\$1.50 Colored Parasols for 98c. \$2.00 Colored Parsols for \$1.45.

Fancy Hat Pins, regular 75c for 39c.

Ladies' Blouses, in high and low neck style. Colors Navy Blue and Stripe. Value 75c. Sale price 48c.

Special line of Ladies' Sailor Blouses. Navy, Cadet and Tan collars. Value \$1.50. Sale 98c.

In the Millinery Department one Table of untrimmed Hats, worth up to \$2.50 for 19c.



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