


BANK OF HAMILTON

CAPITAL PAID UP.....\$ 2,870,000
Reserve and Undivided Profits..... 3,500,000
Total Assets..... 44,000,000



Head Office
HAMILTON

It is not your earning power that will measure your happiness in the later years. You saving power alone can assure you against the when your earning power will be reduced.

A saving account at the Bank of Hamilton would be a help toward acquiring the habit of saving. The same courteous, efficient, attention is given to all depositors whether the account be large or small.

**R. R. Telford, Agent,
Jarvis, Branch.**

T. E. Morrow

Cash for all kinds of China,
Crockery and Glass Wares

97 piece Dinner Sets, decorated with flowers and gold, regular price \$12.00, now	\$9.00
44 piece Tea Sets, decorated with flowers and gold, regular price \$8.00, \$6.00, now	\$4.50
44 piece Tea Set, Sem. Parcelain, regular \$3.00, now	\$2.25
97 piece Dinner Set, Sem. Parcelain, regular \$9.00, now	\$7.00

THE OLD RELIABLE

HOFFMANN'S JULY CLEARING SALE

OF
RUGS AND SUMMER FURNITURE

**HAVE YOU A HAMMOCK?
DO YOU NEED ONE?**

Safety Hammocks for the baby for \$1.00 and 1.50
Large Hammocks, strong, close weave, the 2.75 line for \$2.00
An extra good line of Hammocks, usual 4.00 for \$3.00
Our special line of Hammocks, the 5.50 ones for \$4.00.
These were the best value in the country at the regular prices. Think of them now!

REFRIGERATORS
20 Per Cent. off all Refrigerators in this Store
Just received from Indiana a shipment of genuine "Rustic Hickory" the first shown in Simcoe and these go in with the rest of the summer goods, 20 per cent. off this month.

Japanese matting, one yard wide, for your verandah, or your bedroom 10c. a yard
Japanese mats, worth 50c. for only 19c. Not one or two, but 250 rugs of all kinds

Our Rugs go at 25 Per Cent. off this month

Administrators, Wiltons, Velvets, Brussels, Tapestry, Granite, all sizes, most of them seamless.
Just figure out what this hot weather sale will mean to you. You know our regular prices beat anything around here, so just think what this means.

HOFFMANN'S

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

It is up to You

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 deaths 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

PARKER-WHYTE LIMITED,

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

Another old resident in Woodhouse passed away in the person of Catherine Eliza, wife of Walter Kniffen, in the 69th year of her age, after nine weeks' severe illness. She leaves to mourn her loss a husband, two brothers, one sister three sons and six daughters. All were present as her funeral except a sister and two sons. Deceased was born in Woodhouse and was the mother of ten children, all of whom, with the exception of the eldest son Frank, survive. Her parents were Hannah and Jacob M. Sner, long since deceased.

A very quiet wedding was solemnized in Toronto, Wednesday, when Miss Georgina, daughter of Robert Blaikie of Port Dover, was married to Dr. Herbert L. Minthorn. Rev. Mr. Watkins conducting the ceremony. The bride wore a travelling suit of cream serge with Panama hat, and wore American beauty roses. Miss Mary Blaikie, sister of the bride, acted as bridesmaid, dressed in Dresden chiffon over pink duchess satin with white hat, and carried pink roses. The groom was attended by A. H. Bonlbee.

Better Class Of Stallions Shall the Farmer Advertise

By Edward Drier

If the county town weekly or the city daily would devote a page or half a page to the farmer's advertisements the trade with farmers would be stimulated. Bill Jones could say, "On Saturday I will be in your town with a load of potatoes, eggs, butter, poultry and vegetables." Then he could say that everything would be of the best, and if people would write him and tell him just what they wanted he would have it all ready for them and deliver it right to their door. Bill Jones could do the delivering and collect his money and get home by noon if he wanted to. He would save a lot of time and would not run any risks of having to take home half of his load. Not only that but Bill Jones would get in actual touch with his customers. He would find out their wants and be able to supply them. Perhaps this year he didn't plant the things that he found a large demand for. Next year he could arrange his garden according to the demand for good things. He could figure out just what people wanted at all times and cater to the trade. This would give Bill Jones more money and the consumers a better service. And Bill Jones would find that his customers would demand the best of everything and so he would have to keep right up to the minute with everything. He would have to have the best of seed to get the right kind of produce. He would have to have the best kind of poultry and he would have to have the best wagons or biggies and good horses to make his deliveries for, you know, people like to buy from people who take great pride in what they have. And Bill Jones would be able to have all these good things if he advertised and worked up a good trade. All this would mean that the value of Bill Jones' farm would increase from year to year, for people would expect great things from him as he increased the efficiency of his farm and he would be obliged to make good. Perhaps at first this advertising would not pay. It would mean that the farmer would have to get the co-operation of their local papers. They would have to go to the editor and say, "Here, we want to have a section of your paper devoted to the advertising of the farmers. We want to get in touch with you people here in town and know your wants so that we can serve you better. Supposing you devote a half page to our ads and later on if we need more give us a page. And supposing you give us a boost every now and then and help us get in touch with the people." Then get farmers to advertise. Supposing that each one contracts for a small space—every space the same and use all the space in your need in the paper for the summer season—and for the winter too. The cost will not be very much. During the summer we can sell garden truck, butter and eggs, etc., and in the fall our potatoes, corn and a lot of chicken feed. Then in the winter people might want to buy eighth, quarter or halfer of mutton, veal, pork or beef. Why there are a thousand chances to sell to-day where we are only using ten. Let's get busy and realize our opportunities. Let's be farmer merchants and build up our trade with the consumer. Our markets are one of the best assets. Let's meet and know our customers intimately as the storekeeper knows his customers. We can make everyone who buys a friend of ours. The other day I was asked, "Should a farmer advertise?" And I answered, "Sure he should." Why shouldn't a farmer advertise? The farm is just as much a business institution as the Massey Harris Co., or the John Deere Plow Co., or the Metal Shingle and Siding Co. They have a different commodity to sell. They have different things that every man needs. While the above named companies have things which only part of the people need, the farmer has the necessities of life. Why shouldn't he advertise his wares the same as manufacturers do? Advertising stimulates business. It brings before people things which people need and want. When the farmer gets his paper or his magazine he looks over the advertising matter after he reads the political section. He looks to see what bargains his grocer or his general store man has to offer him. He reads the advertisement and then makes up his mind to buy such and such a thing when he goes to town. Now, it is the same way with the man or woman in the towns and cities. They read the political and social sections and then turn to the advertising and see what bargains or what

Where Have the Women Gone

A glance at the first volume of the census reports, which gives details of the distribution of the population according to sex, discloses the curious fact that in the townships of Ontario males, almost without exception, outnumber females, and, on the other hand in the cities, towns and villages, especially the villages, females outnumber males. In only 48 of the 945 townships and rural places named by the census, females outnumber males and in these 48 places which are mainly in the North and perhaps Indian camps, the total excess of females is only about 50. In the townships of Old Ontario the excess of males over females appears to be more than 40,000. In only 45 out of 280 cities, towns and villages, do males exceed females. Most observers, who have given attention to the pitiful disturbance of Ontario population, would probably have said this since Alberta and Saskatchewan have 100,000 more men than women, and rural Old Ontario have suffered a net loss of 100,000, the men must have gone. What leaving the women at home on the farms. The facts are not easy to explain. The 40,000 women have not gone to the cities, because in the rural villages and towns, where there is no employment for women and, where the pressure on women to work must be at least as great as it is on the adjacent farms, there is almost universally a material excess of women. In rural Old Ontario there are no public works and no industrial activity to account for the excess of men and the farms are so bereft of male labor as to leave, it has been said, only about three quarters of a man to every hundred acres. If it be assumed that women have deserted the farms in as great numbers as the men, which is hard to believe, the farm laborer may be part of the excess of men. The farm laborer is not attached to the soil and he is not married because, no doubt, the land cannot in addition to its burdens, maintain for him a wife and children. The continued falling off in the number of school children seems to indicate a widespread restraint of marriage. Whatever the explanation, a condition so marked and so general must be due, not to accident, but to general causes operating for a long time upon all of the rural population. That these causes are economic we have no doubt. Those whose interest in these matters is only measured by their effect on the production of wealth will understand why farm production, especially dairying, is falling off.

Electricity on the Farm

With the telephone, the automobile and the rural mail delivery, life on the farm is losing that isolation which rendered it unsatisfactory to the young people and sent them into the cities. But the necessity of hard manual labor has to a great extent remained, notwithstanding the introduction of machinery for many purposes. If this can be met and if generally recognized, will turn more strongly in favor of country life as against city life, and the crowding of urban centres by those who should be helping to reduce the cost of living in those centres will be sensibly checked. It had long been foreseen that when relief did come, it would be through the agency of electricity—so convenient as to its supply, and so to the manner of its distribution and application. The Hydro-Electric commission has just conducted a demonstration at Beachville, in Oxford county, Ontario, which shows that our fondest dreams in this manner are quite capable of immediate realization. For plowing, threshing or corn cutting, outfits to the extent of twenty-five horsepower can be furnished more cheaply than the steam or gasoline engines generally used. The item of maintenance would amount to little or nothing, and the power used would be metered and billed at cost. Even a two horse-power motor on any farm could do a vast amount of work of many kinds—churning, milking, feed-cutting, etc., as well as house-lighting, the latter using the current at night when the machinery was off duty. Now that milk machines have attained success and churning or washing simply requires the turning of a crank, there is no reason why, with electricity in the home, women should not have as easy and pleasant a time on the farm as men have long had through the use of field machinery. Plowing is about the last thing to be placed under anything other than animal power on the ordinary farm. On the western prairies, the use of the gang plow with the traction engine has long been a familiar sight. In England a method successfully employed has been the winding up of a wire rope over pulleys between the plow and a stationary engine. On farms of one or two hundred acres, like those in Ontario, unless the farmers cooperate, such methods are impracticable. But with electricity at hand, the problem becomes much simpler. The plows may be drawn by cables around pulleys as in the English system, or they may be self-propelled on the traction principle, with just enough flexible wire to carry the current from temporary trolleys or from a central motor. Anything that makes farm life attractive tends to reduce the cost of living, by adding to the army of food producers. In this aspect, the work of the Hydro-Electric commission, in showing how electricity may be used by the farmer as well as by town dwellers is of the greatest interest and value to every class in the community.

Two Famous Bands Are Coming from England for the Canadian National Exhibition

Two famous bands from England will make the musical attractions at the Canadian National Exhibition this year something long to be remembered. The Scots Guards Band from Buckingham Palace, the third of this famous brigade of bands brought across the ocean by the Exhibition people, will alternate on the main band stand with the Beaux of the Barn, which all lovers of band music recognize as Britain's best brass band. Two such musical attractions have never before been brought together on the continent.

Around About us

Jack Stalker, driver for B. D. Rathwell of Dunnville, had three ribs broken by being thrown from the wagon on Monday.

George Knight, late of the Molsons Bank, Simcoe, was tendered a farewell supper at the Norfolk House on Monday night. Mr. A. F. McIntire in a neat speech presented him with a meerschaum pipe.

During the summer months mothers of young children should watch for any unnatural looseness of the bowels. When given prompt attention at this time serious trouble may be avoided. Chamberlain's Colic, Cholera and Diarrhoea Remedy can always be depended upon. For sale by all dealers.

Wednesday evening the friends of Mrs. Cripps met at the home of Mr. and Mrs. Jack Pratt, Simcoe, and presented her with a china tea service, she having the honor of being the only grandmother living in Simcoe of the large number of English families that have settled there in the past two years.

The funeral of the late George Cromwell who died on Sunday at Port Dover took place Wednesday at Woodstock. The deceased was a great sufferer for some time before his disease which he bore patiently and well. The late Mr. Cromwell was very well known and highly respected in Oxford County, where he spent most of his life. Born in Brockville in 1833, he came to Brockville when about 18 years of age. He successfully engaged in farming until about 12 years ago, when he went to Woodstock. Four years ago he left for Port Dover where he spent the remainder of his life. Mr. Cromwell's wife predeceased him six years ago.

RU-BER-OID

ROOFING

Is made in soft, hand-some shades of Red, Brown and Green, as well as natural slate color. These colors are an integral part of the exposed surface, not painted on. Cannot fade out or wash off. Let us show you samples.

Sole Canadian Mfrs. 77
THE STANDARD PAINT CO.
of Canada, Limited, Montreal.

Z. F. Carter - Jarvis
A. & W. J. Bailey, Hagersville



Ford

Don't stand and watch the world go by Join the procession. Anyone can "Ford it" to-day who yesterday could afford a horse and equipment. A third of the motoring world travels in Ford cars—because they are light, right and economical.

More than 75,000 new Fords into service this season—proof that they must be right. Three passenger Roadster \$775—five passenger touring car \$850—delivery car \$876—f.o.b. Walkerville, Ont., with all equipment. Catalogue from Ford Motor Company, Michigan and Fourteenth streets—or direct from Walkerville.

**J. H. Head, Ford Agent
Hagersville.**



A root cellar like this won a prize last year.

THE drawing was made from a photograph of the root-cellar with which D. A. Purdy, of Lumsden, Sask., won a cash prize in last year's contest. In that contest there were 36 prizes. There will be three times as many prizes (108) in the

1912 FARMERS' PRIZE CONTEST

THUS you will have three times as many chances of winning a cash prize. You do not have to use any certain amount of Canada Cement to win a prize. There are absolutely no "strings" to this offer.

There are twelve prizes for each Province (three of \$50; three of \$25; three of \$15; and three of \$10) and you compete only with other farmers in your own Province and not with those all over Canada.

It makes no difference whether you have ever used cement. Many of last year's winners had not used it until they entered the contest. When you write for full particulars, we will send you, free of book, "What the Farmer Can Do With Concrete," which tells everything you need to know about concrete. It is absolutely free, and you are under no obligation to buy "Canada" Cement or to do anything else for us.

WRITE your name and address on the coupon, and mail it, or use letter or post card, and we will send you at once the book and full particulars of the 1912 Prize Contest.

Canada Cement Company Limited 504 Herald Building, Montreal



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