

FURNITURE

Special Values In All Kinds Of Goods

Big Values For Small Money

It will pay you to call and see me and let me show you and give you prices.

Chairs of all kinds—Rockers, leather upholstered and Oak Roll Seats, Reid and Rattan.

Fancy Parlor Tables, Library Tables odd pieces of all kinds.

Remember the up-to-date Furniture Ware Rooms, Main St.

HOLMES THE FURNITURE MAN

ERIE PHONE 30

FUNERAL DIRECTOR

How To Keep Cool.

SUMMER FURNITURE NOW HAS THE CALL.

Now that the Summer Season is opening up the Verandah and Out-door Life will be the proper thing.

And that is where HOFFMANN'S REED & RATTAN GOODS will put you in the swing.

All the up-to-date novelties, as well as staple, from which to choose.

SPLIT BOTTOMS ROCKER, green or red only \$1.25
GRASS CHAIRS solid weave for \$3.75, \$4.50, \$5.00
RATTAN ROCKERS, \$2.00 and 2.50
HAMMOCKS from \$1.25 up
HAMMOCK-COUCH from \$13.00 up
BAMBOO SCREENS from 95c
REFRIGERATORS the best line in Canada from 6.95 to \$50.00

And now a few words as to LACE CURTAINS PORTIERS AND RUGS; without a doubt we have the largest, best and newest stock ever shown in Simcoe, and prices that will make you wonder how they ever could be sold so cheap.

Our SCRIA and BUNGALOW NETS are the latest novelties, direct from London, England and New York, U.S.A.

OUR RUGS AND LINOLEUMS

are all exclusive designs direct from England and Scotland and fully 20% below anything ever offered in the Country.

Remember we guarantee lower prices than any Catalogue, bring them along and let us prove it.

We deliver your goods. Set up and polished right in your house. Get the benefit of our Hot Weather prices.

HOFFMANN'S
Furniture and Undertaking Rooms,
NORFOLK STREET.

Value Of Space

SPACE VALUE IN THE JARVIS RECORD is worth more to those wishing to reach the homes of Jarvis than by any other method or use. This journal goes into all the homes all the time. It is appreciated and READ BY HUNDREDS.

If you want to rent an office, home, etc., there is no better way than through these columns. Likewise the sale or attention of any article. It is true our rates are just a little higher than some other journals, but value counts. There is more value in JARVIS advertising than the rate warrants. Try us!

OUR JOB DEPARTMENT

is replete with type, machinery and workmanship—the best money can produce. We handle all classes of job work, with speed, quality, and accuracy. Such as:—

Sale Bills	Show Bills	Route Notices
Post Cards	Dodgers	Envelopes, (many lines)
Notices	Circulars	Window Cards
Date Lines	Letter Heads	Note Heads
Cheques	Statements	Bill Heads, (5 sizes)
Note Forms	Price Lists	Financial Statements
Lein Notes	Pamphlets	Church Reports
Catalogues	Tickets	Auditors' Reports
Programs	Funeral Cards	Funeral Folders
Badges	Visiting Cards	Memorial Cards

THE RECORD

WEST SIDE FRONT STREET PHONE 37

D. M. ALLEN

Fashionable Tailor and agent for

The Rex Tailoring Co., Toronto.

Call and see samples and get prices of Tweed and Worsted Suitings and Overcoatings.

I am making a specialty of

CLEANING & PRESSING CLOTHES

A GOOD INVESTMENT

W. D. Magill, a well known merchant of Whitensand, Wis., bought a stock of Chamberlain's medicine so as to be able to supply them to his customers. After receiving them he was himself taken sick and says that one small bottle of Chamberlain's Colic and Diarrhoea Remedy was worth more to him than the cost of his entire stock of these medicines. For sale by ALL DEALERS

Should be the man that does not "know it all." He is progressive.

CANADIAN PACIFIC

HOMESEEKERS' EXCURSIONS

TO MANITOBA, ALBERTA SASKATCHEWAN

Each Tuesday until October 28th, inclusive, Winnipeg and Return - \$35.00
Edmonton and Return - \$3.00
Other points in proportion
Return Limit two months.

HOMESEEKERS' TRAIN leaves Toronto 2.00 p.m. each Tuesday, May to August, inclusive. Best train to take, as Winnipeg is reached early morning, enabling passengers to make all branch line connections.

Particulars from Canadian Pacific Agents or write M. C. MURPHY, D.P.A., C.P. Ry., Toronto

Education is an accomplishment which is only completed by the closing of a pipe box and the gathering of friends and relatives.

Grand Trunk Railway System

TIME TABLE

No 61 to Hamilton	Departs 7:40 a.m.
No 21 to Hamilton	.. 8:25 a.m.
No 21 to St. Thomas	.. 8:55 a.m.
No 21 to St. Thomas	.. 9:30 a.m.
No 42 to Caledonia Junction	.. 9:55 a.m.
No 42 to Canfield Junction	.. 10:20 a.m.
No 42 to Port Dover	.. 10:50 a.m.
No 42 to Port Dover	.. 11:20 a.m.
No 61 to Port Bowen via Ft. Dover and Simcoe	Departs 7:10 p.m.

Cut This Out

It is worth your fare to Hamilton and return on an account of \$10.00 or over.

DR. FRID L. WILLIAMSON, Dentist, 7 Blocks west of King St. Station.

MURPHY & COLTER

Barristers, Etc., Cayuga - Ont.
At Jarvis each Wednesday

DR. HICKS, Port Dover

Specialist: Consultations and Surgery
M.B., (Tor) M.D.C.M. (Trin) M. C. P. S., etc., 1896. Special degree Diseases of Women, 1902 Post Graduate work 1909 U.S. London, Eng., 1908. Mayo Clinic & Chicago 1910; John-Hopkins, 1911 PRIVATE HOSPITAL. Rates \$10 per week

Alex. G. Glass,

Practical Piano and Organ Tuner and Repairer
Residence, 37 Bay St., North Hamilton. Orders left at THE RECORD office will receive prompt attention.
Correspondence solicited.

If You Want

BARGAINS

Boots and Shoes,

A. RODGERS,

JARVIS, ONT.

Agent for Consumers Wallpaper Co.

See Our Samples.

PATENTS

60 YEARS' EXPERIENCE
TRADE MARKS
DESIGNS
COPYRIGHTS ETC.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is new. We issue patents in all countries. Specially adapted for securing Patents in Great Britain, France, Canada, U.S.A., Japan, etc. Terms for Canadian Patents a year, postage prepaid. Sold by all newspapers.
Munn & Co. 357 Broadway, New York
Branch Office, 45 W. N. Washington, D.C.

RIGHT NOW

Offer an opportunity for having that group picture made.

We are equipped to produce the best in groups or individual portraits.

We make frames and carry a large assortment of framed novelties.

Make the Appointment To-day Phone 183

MOORE

The Photographer

Norfolk St.

Simcoe

SPRING 1913 SHOES

The secret of our Success and your Comfort is Correct fitting

I Can Fit Your FEET
Your FANCY and
Your FINANCES
at the
BUILT RITE SHOE
STORE

J. J. COONAN'S

JARVIS, - - - ONT.

BUSINESS IN LIBRARY

DR. G. H. LOCKE IS AN AGGRESSIVE CURATOR OF BOOKS.

Toronto's Chief Librarian Has Applied Modern Methods to the Running of the Public's Literary Storehouse and Astonishing Results Have Been Shown—Had Been an Academic and Wanderer.

Conventionality is not a conspicuous characteristic in the make-up of George H. Locke, Toronto's Chief Librarian. Traditions were shattered when he was appointed, and customary usages have gone by the board ever since. He has completely upset the popular conception of what a librarian should be, and has, for Canada at any rate, established a new idea of the duties of the office. He stands to-day the impersonation of vigorous, up-to-date administration of a highly important public service.

The son of a Methodist clergyman, he has been brought up in cultured surroundings and had the benefit of a university education. He was born on March 29, 1870, when his father was stationed at Beamsville, and as a boy he attended Ryerson Public School in Toronto, and the Brampton and Collingwood Collegiate Institutes. Then he entered Victoria University, graduating in 1888. Following graduation he took up academic pursuits and for several years roved around from university to university. For a time he was a lecturer at Victoria; then he went to Chicago; from there to Harvard; then back to Chicago, where, in 1903, he became Dean of the College of Education. In 1906 he entered the employ of Ginn & Co., of Boston, the big school book publishers, as head of the editorial department. Two years later he returned to Canada as Dean of the School of Education at Macdonald College, and in 1908 terminated his wanderings



MR. GEORGE H. LOCKE

by becoming Chief Librarian of Toronto.

Dr. Locke may not have possessed the appearance or bearing of the conventional librarian and bookworm, yet his qualifications for the work before him were not limited to one or two items. He had a good knowledge of literature, he was familiar not only with the insides of books, but possessed a useful acquaintance with their production and manufacture. He was a specialist in education, which was a function of library work too little dwelt upon; he was, above all, sociable and well able to take care of himself on a public platform. All these qualities combined weighed strongly in his favor with the Library Board, and he was selected out of a considerable number of likely candidates.

Dr. Locke makes no secret of the fact that running a library is a business proposition, however much librarians may impress the public as being places entirely outside and above the business world. He is managing director of the Toronto Public Library Co., Unlimited, and, like the executive heads of more obviously mercantile establishments, he has endeavored ever since he took office to manage the library on scientific lines of efficiency, economy and usefulness. That no dividends are paid, save in the form of gifts of pleasure to those who patronize the library, does not lessen the need for businesslike administration.

Aggression has been the keynote of the Locke regime. It was not sufficient, in his opinion, for a library to be merely a storehouse of books, no matter how well stocked, well arranged and well managed, if it remained passive and waited for the people to come to it. Unless the public were educated into the use of its privileges, it was not serving its highest purpose. This idea has been at the back of what may be called the popularizing movement. First, it was a case of taking down the barriers and letting those who used the library get right at the books. Then came facilities by means of which those who wanted to read particular books were enabled to put in special application for them. Latterly, a determined attempt has been made to interest the children. The installation of juvenile departments in the new library building, the establishment of book clubs, the starting of the "Story Hour," have all been arranged to attract children, and great has been the success of the endeavor.

Not Enough Bad Boys.

London County Council is looking for bad boys. Feltham Reformatory has reformed its pupils to such an extent that it has no work left, and though Llandilo was selected as an ideal spot for the wicked, only 43 boys were found last year who were bad enough to be sent to Wales.

Concrete Motion Picture Theatre.

A concrete motion picture theatre recently built in England is eighty feet long by forty-five wide and eighteen high, yet the walls are only two inches thick.

Who said and Tuesday was hot?

The Half Holiday--Thursday, July 3rd and each Thursday During July and August Store Closes at Noon 12 a.m.

Motor and Steamer Rugs

Imported and domestic. Some beautiful thing at \$3.00, 4.00, 5.00, 6.50, 8.50, 10.00, 12.00

Dress-up Costumes For Little Boys

Full "Warpath" equipments. Lots of fun for them. Indian Suits—Cowboy Suits—Firemen's Suits—Military Suits—Bows and Arrows—Wigwags and Tents, all at popular prices.

Unusual Bargains in Glass Things

Nappies, each 5c and 10c
Berry Bowls, each 19c
Glass Water Jugs, each 19c, 25c, 50c and 75c.
Glass Pepper and Salts with German Silver tops, all complete, in a glass casket, a great bargain, ready Saturday morning, the set 19c
Four-piece-Glass set. Cream and Sugar, Butter and Spoon Holder. The 4 pieces complete for 45c
Flower Vases, decorated, various shapes, each 19c to 35c

Pretty Hats for the First of JULY \$5.00 Worth Up To \$10.00

Fine white hems faced with silk and crepes, trimmed with ribbons and flowers in beautiful colorings, a fine collection, airy, cool and stylish, worth up to \$10, your choice \$5.00
Also a Table of Pretty \$5.00 Hats, your choice \$2.90

We Are Certainly Keeping Up With The Marriage License Man

Busy as he is, he can't issue licenses any faster than we can sell Wedding Gifts, and we give him notice now that we have just unpacked several cases of silver deposit—all very beautiful and moderately priced

Silver Deposit Vases	75c to \$3.90
Silver Deposit Custard Cups	\$1.00 to 1.50
Silver Deposit Jugs	\$1.50 to 3.00
Silver Deposit Trays and Plates	75c to \$2.75
Silver Deposit Bowls	\$2.75 to 4.00
Silver Deposit Vinegars	90c to 1.25
Silver Deposit Sherbets	50c to 90c

A Sale of Mexican Hats

For men and boys begins Saturday Hats that never sell for less than 25c and 35c will be on Sale at ~~Full~~ Store. Your choice, each 15c

For Men--Displayed in FALLS New Kind of a Man's Store

Outing Trousers, White Duck	\$1.25 pair
Cream Striped Serge Trousers	\$7.00 pair
Shirts of soft fabric, with or without collars, Sousette	\$1.50 to 2.00
Cheviot Shirts	\$1.50 to 2.00
Mercerized Shirts	\$2.00 to 2.50
Flannel Outing Shirts, white and Grey	\$3.00
Fancy Silk Shirts	\$3.50
Colored Cambric Shirts	75c, \$1.00, 1.25, 1.50 and 1.75
Hats, Panama, Straw and Felt	50c to \$5.00
The New Panama Sailors	\$4.00
Belts, Summer Sweaters, Caps, Bathing Suits, all Outing "Fixins" in abundance	
Suits for Men, \$10.00, 12.00, 15.00, 20.00 25.00 that measure up to expectation. A suit you would be proud of every time you wear it.	

A Sale of Summer Waists at About Half Price

Odd lots from fine waists makers, styles all new, and very pretty. In batistes, plain voiles and allover embroideries, low and high collars.

See the Blouse Table at 95c
See the Blouse Table at \$1.29
See the Blouse Table at \$2.90

Tops Off More Casks, More Weddings Comming On and More Cut Glass is ready

"Cut" Water Pitchers	75c to \$3.50
"Cut" Celery and Spoon Tray	\$2.00 to 3.00
"Cut" Fern Dishes	\$4.00 to 8.50
"Cut" Comports	\$2.50 to 6.50
"Cut" Flower Vases	35c to \$6.00
"Cut" Fruit and Salad Bowls	\$3.00 to 8.50
"Cut" Bombons	\$1.50 to 3.00
"Cut" Salt Cellars	40c and 50c pair
"Cut" Cream and Sugars	\$5.00

—2nd Floor

50 Rugs Selling at Cut Prices An Unusual Opportunity

Tapestry Rugs	worth \$10.00 for 7.75
Tapestry Rugs	worth \$12.00 for 9.50
Tapestry Rugs	worth \$14.00 for 10.50
Tapestry Rugs	worth \$12.00 for 9.50
Tapestry Rugs	worth \$20.00 for 15.50
Tapestry Rugs	worth \$22.50 for 18.50
Brussels Rugs	worth \$20.00 for 15.50
Brussels Rugs	worth \$15.00 for 11.50
Axminster Rugs	worth \$25.00 for 19.50
Axminster Rugs	worth \$30.00 for 22.50
Union Rugs	worth \$9.00 for 6.75
Pure Scotch Wool	worth \$22.50 for 18.50
Pure Scotch Wool	worth \$35.00 for 27.50

Cool Things For Children

Bombers for boys and girls
Middy and Balkan Blouses for girls
Colored Cambric and Gingham Dresses for girls

THE H.S. FALLS CO. of Simcoe Limited