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 Ss.

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

SPLIT BOTTOMS ROCKER, greenor red only $1.25
GRASS CHAIRS solid weave for $3.75, $4.50, $5.00
RATTAN ROCKERS, $2 00 and 2.5o
HAMMOCKS from $1.25 up
HAMMO-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 SCRIn and BUNGAL OW NETS are the latest novelties, direct from London, Engla d 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, Post Cards, Notices, Date Lines, Cheques, Note Forms, Lein Notes, Catalogues, Programs, Badges, Show Bills, Dodgers, Circulars, Letter Heads, Statements, Prize Lists, Pamphlets, Tickets, Funeral Cards, Visiting Cards, Route Notices, Envelopes, (many lines), Window Cards, Note Heads, Bill Heads, (5 sizes), Financial Statements, Church Reports, Auditors' Reports, Funeral Folders, Memorial Cards

THE RECORD

WEST SIDE FRONT STREET *PHONE 37*

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

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CLEANING & PRESSING CLOTHES

A GOOD INVESTMENT

W. D Magli, a well known merchant of Whitemound, 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

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

The Western Fair

SEPTEMBER 5TH TO 15TH

The management of Western Ontario's great and popular Exhibition are leaving nothing undone in order that success may crown their efforts this year. It was thought that Exhibitors would appreciate more prize money and $2,000 in cash was added to last year's list. In addition to this several Live Stock Association are giving liberal grants. This should make the list very attractive for Live Stock Exhibitors. Independent of the prize money altogether, the fact remains that the London Exhibition is in the centre of Western Ontario, and surrounded by the best farming country in the province, thus always assuring a large number of buyers for first class stock of all kinds. Live Stock breeders will do well to note this, for Western Fair Exhibitors always reports good sales. Provision will be made for better accommodation for judging the Live Stock, as the management are anxious for the comfort and convience of both Exhibitors and visitors. Prize lists, entry forms and all information will be forwarded on application to the Secretary, A. M. Hunt, Room 302, Dominion Savings Building, London, Ontario.

Grand Trunk Railway System

TIME TABLE

No 62 to Hamilton	Departs 7:05 a.m
No 42 to Hamilton	" 8:35 a.m
No 64 to Hamilton	" 3:25 p.m
No 22 to St. Thomas	" 10:20 a.m
No 23 to St. Thomas	" 3:40 p.m
No 42 to Caledonia Junction	" 8:35 a.m
No 44 to Canfield Junction	" 3:20 p.m
No 62 to Port Dover	" 10:20 a.m
No 44 to Port Dover	" 3:42 p.m
No 62 to Port Rowen via Pt 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.

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2 Blocks west of King St. Station.

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LETTERHEADS

Give us an order for your Letter Heads and Envelopes. We will do them right. The Record Office

Drinking at Meals

We used to be told that drinking much water at meal time was very bad for the health, though probably some of us persisted in the habit, notwithstanding the warning. But now we are strongly advised to continue it, or, if we have not followed it, to do so at once. A professor in the unniversity of Illinois has been carrying on an elaborate series of experiments with students, and he has found that drinking at all meals is a great help to digestion, increasing the assimilative power to such an extent as to make a noticeable improvement in the general health of the students experimented with. The maximum amount of water to be taken at each meal, he thinks to be a quart, but nearly this amount can be taken with advantage by most people. The only warning he gives is that the food should be carefully chewed and swallowed and not washed down with water.

England's King and Queen

Here is a verse which will help your pupils to remember the order in which England's Kings and Queens reigned:

First William the Norman, then William his son,
Henry, Stephen and Henry and Richard and John,
Next Henry the Third, Edwards, one, two and three.
And again after Richard, three Henry's we see.
Two Edwards, third Richard, if rightly I guess,
Two Henrys, sizth Edward, Queen Mary Queen Bess;
Then Jamie the Scotchmen and Charles whom they slow,
Yet received after Cromwell another Charles, too,
And then James the Second ascended th throne,
And William and Mary together came on.
Then Anne, Georges four, and fourth William all passed;
Then came Victoria, Edward, and fifth George the last.

Sleep in Church

Do you know why sermons make you sleepy. Because you hypnotize yourself says a German professor. Have you ever wondered way it is that you do get so sleepy in church that you sometimes think you are going off in a Rip Van Winkle slumber. It is because you are too attentive. It isn't because the air is bad the sermon stupid or anything of the kind. The more faithful and zealous you are the sleepier you can get. The reason is that you gaze too hard at the preacher and hypnotize yourself. You are so attentive that you get yourself in an unnatural state and then suddenly you find you are hopelessly sleepy and cannot remember what you have heard. "In the early part of the service" the professor says, "there is variety—singing, reading and so forth—but the sermon itself is utterly unbroken. Your head and body are in position, your eyes are fastened on one point, all conditions perfectly favorable for self-hypnotism." Apparantely from the trend of the professor's remarks, the only conclusion we can draw is that, as the more attentive one is the less he hears, would verily pay one to give less attention and learn more. The comfort of it all is that the professor proves that it is really not our fault if we cannot remember that text.

One Hundred Anniversary

On the 10th of September next, one hundredth anniversary of the battle of Lake Erie, a celebration will be held of great Interest to the people of Canada as well as the United States. The British and American officers killed in that battle are buried on the shores of Put-in Bay, and will then be re-interred with due ceremony. The Perry memorial and centenary commission is now erecting at the spot, which heretofore has been marked only by a pyramid of cannon-balls, a magnificient monument, consisting of a plaza 785 feet long and 461 ft. wide, which will rise in a gradual ascent from the waters edge—the bay on one side and Lake Erie on the other to a height of twelve. At one end of the plaza will be an historical museum, and at the other end a building emblematic of the one hundred years of peace between Great Britain and United States. In the middle will be a doric column of granite 330 feet high, 45 feet in diameter at the base and 35 at the top, surmounted by a spectator's gallery reached by electric elevators, above which will tower an immense tripod holding a beacon light, visible for miles over Lake Erie, guiding the ships of commerce. On the occasion mentioned, services will be conducted jointly by British and American clergyman, as was done a century ago The principal orations will be delivered by ex-President Taft and a prominent Canadian not yet designated.

Took Years to Develop.

The control of London traffic by the police has been a matter of slow evolution, says The London Chronicle. A century ago when George IV. dined with the Lord Mayor soon after his accession, it took his escort five hours to force a way through the crowd, which filled the streets from his palace to the Guildhall. And it was not until about thirty years ago that the existing system of regulating traffic at crossings was instituted. At the beginning it required four policemen at every important junction to do with difficulty what two constables and sometimes one now effect by a motion of the hand. But the men in blue stuck to their task and hung on to horses' heads and summoned rebellious drivers till the reign of law and order was established.

Scarcely Bloated.

Perhaps one of the best stories told of Lord Claud Hamilton, chairman of the Great Eastern Railway and M.P. for South Kensington, who has announced his retirement from Parliament at the next election, is that concerning a remark he once made when speaking to the electors whose suffrages he was seeking. "Gentlemen," he said, "I have been spoken of as a bloated aristocrat." Then, passing his hand down his thin chest, "Gentlemen, is that quite fair? Am I bloated?" He was never afterwards called a bloated aristocratic in that constituency.

S - S - S

What a Buffalo Man told us last Thursday

A party of Buffalo gentlemen returning from Long Point where they had been for a few days fishing, spent nearly an hour in our building. One of Buffalo's leading merchants was in the party and the following bouquets were left by him.

I was never in a brighter, better kept store—you have nice lofty ceilings and plenty of fresh air.

I like your idea of unencumbered aisles.

This shop is a revalation to me—some Buffalo merchants can get pointers on running a shop right here in the little town of Simcoe.

Your stocks are so fresh, clean, liberal and conveniently arranged.

The dark, musty appearance of most of Our stores makes a man sick after going over this one.

I wish to compliment you on YOUR STORE, YOUR STOCK and YOUR STAFF.

Hot Weather Business Hours

Store Opens at 8 a. m. and Closes at 6 o'clock, except Saturday, when we close at 10 o'clock.

Store Closes Each Thursday at Noon, 12 o'clock.

The Milinery Department Offers, beginning Saturday

1 Table Untrimmed Hats, worth up to $1.50, Choice.... .... 50c
1 Table Trimmed Hats, worth up $2.00, choice 75c
1 Table very smart Trimmed Hats, worth up to $6.50. Choice 3.00
A few imported pattern Hats, sold up to $15.00 Saturday your choice for 5.00
1 Table of Flowers, worth up to $1.00, choice.... 25c
I Table of Children's and Infants Embroidered Wash Bonnets, worth $1. choice 48c

3 Large Displays of Wash Goods in the July Clearance

Pretty Wash Goods, worth up to 10c. a yd. for 5c
White Vestings in many pretty patterns, worth 25c. a yard for 15c
Dainty Wash Goods in great variety, worth up to 35c. yd. for 17c

Our Greatest Blouse Sale Begins Saturday, all New and Pretty

Blouses worth up to $1.50 at 95c
Blouses worth up to $2.50 at $1.29

On Sale in the Garment Section On Second Floor

Pretty little brown and navy striped taffeta dresses 12.00
Fine pailette silk dresses in black and leading shades, several styles each $12., $18, 18.50
Black Voile Dresses, each $22. and 25.00
Bedford Cord Wash Dresses in different color combinations, each 5.90
Smart White Pique Tailored Suits, each 4.90
New Things in White Lawn Mull and Voile Dresses, each $3.90 to - 15.00
High Class Imported Embroidered Voile Dresses (samples) no two alike, value 15.00 while they last selling at 12.90
White Wash Top Skirts, many styles at 95c. to 3.50
Middy Bloushes, each 1.00 and 1.35
Balkan Blouses, each 95c. to 1.50
Women's and Misses' Ginghams and Colored Cambric House Dresses, each 1.35 to 4.50
Children's Colored Wash Dresses 29c. to 2.75

July Clearance of Women's White Wear Domestic and Imported

All our hand-made French White Wear—Skirts, Corset Covers, Drawers and Princess Slips, marked at QUARTER OFF for quick clearance.

Upwards of $2000 worth of Table Linens, Napkins. Cloths, Towelling Etc. in a July Clearance.

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