

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of *Chas. H. Fletcher* and has borne the signature of personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

Chas. H. Fletcher

In Use For Over 30 Years
The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

House Cleaning Season Is Here

You will be replacing your worn-out Springs and Mattresses with New. Before you do so don't fail to inspect our complete line of **Springs and Mattresses.**

Dining Room Sets---

---Bedroom Sets

We will be pleased to show you our large assortment of the above.

FURNITURE AT MODERATE PRICES
Agent for the celebrated
WHITE SEWING MACHINE

--IVAN W. HOLMES--

Furniture and Undertaking

BANK of HAMILTON

Established 1872

Capital Authorized, \$5,000,000
Capital Paid-up, \$3,000,000
Surplus, \$1,500,000

Uncertainty

NO one knows what the future may bring forth. Now, while your health is good and your earning capacity unimpaired, is the time to accumulate a competence. One dollar deposited in the Bank of Hamilton will start a savings account.



JARVIS BRANCH
R. R. TELFORD, Manager

50-C

ADVERTISE.
In The RECORD
IT PAYS!

SHORTAGE

Consignees Can Help by Ordering Promptly

The consignee's prompt consigning of cars is the best indicator to providing the railway with a satisfactory supply of cars.

Many consignees never order more than the minimum authorized under the tariffs and classification. The result is an economical waste which reduces the efficiency of the railways and the public suffers.

To increase the average car loading by 1 ton, would be equivalent to placing 9500 additional freight cars in service in Canada.

To fully load cars would go a long way towards solving our transportation difficulties.

Railways realize that some consignees cannot always order full carloads, but they are requested to help by ordering in as large units as possible.

A Car Saved Is a Car Gained.

The difference between minimum loads and full loads of certain standard commodities is given herewith:

Flour shipped in 214 lb. barrels. Minimum load 210 barrels. A 30 ton car will hold 300 bbls. a 40 ton car will hold 315 bbls. 98 lb. sacks. Minimum load 459 sacks. A 30 ton car will hold 673 sacks, a 40 ton car will hold 900 sacks.

Sugar shipped in 100 lb. sacks. Minimum load 300 sacks. A 30 ton car will hold 660 sacks, a 40 ton car will hold 940 sacks.

Cement shipped in 87½ lb. sacks. Minimum load 457 sacks. A 30 ton car will hold 754 sacks, a 40 ton car will hold 1074 sacks.

Walls shipped in 107 lb. kegs. Minimum load 380 kegs. A 30 ton car will hold 616 kegs, a 40 ton car will hold 878 kegs.

Consignees Can Help by Promptly Releasing Cars.

To most consignees such an appeal is unnecessary—they do not delay cars under load. There are others, however, who appear to be satisfied if they release cars in what is known as "free time." Again, there are others who hold cars in storage service for weeks, and such consignees are largely responsible for car shortages and terminal congestion.

A recent check of cars placed for unloading and held by consignees at some of the stations on one of the railways showed 700 cars delayed an average of twelve days. Had these cars been released within even five days they would have handled nearly 1,400 trips, and would have handled about 35,000 tons of freight. 261 other cars unloaded within three days could have been placed for delivery on the tracks occupied by these 700 delayed cars.

The railways do not want their cars to earn demurrage, but want them employed in carrying freight.

A Rolling Car Gathers No Demurrage.

If consignees will order freight from shippers so as to increase the average loading by 5 tons per car and if they will reduce the average delay in unloading by 24 hours, it will prevent car shortages.

In Co-Operation There Is Efficiency

Shop in Simcoe

At OUR Expense

We Refund Car Fare from Jarvis on a purchase of \$6.00 and over, Hagersville \$9.00 and over, and from Nelles Corners on \$10.00 and over.

Murdoch's

Simcoe's Favorite Shopping Place

EDUCATION

Simcoe Business College

EMPLOYMENT

Thorough instruction in shorthand, touch typewriting, bookkeeping, billing, filing, etc.

All worthy students assisted to position.

Fall term from September 4, 1917.

Write for information.

J. H. BOWDEN, PRINCIPAL

This Up-to-Date Range

has a ventilated oven with walls of nickelled steel that roasts and bakes to a turn. The glass door enables you to watch the baking and the thermometer shows exact temperature. Our free booklet describes many other special features. Write for it.

McClary's

PANDORA RANGE

LONDON TORONTO MONTREAL WINNIPEG VANCOUVER
ST. JOHN'S HAMILTON GALTWAY
SASKATOON EDMONTON

For Sale By E. T. CARTER

MAKING PEARLS TO ORDER.

A Japanese Plan for Raising Oysters Systematically to Work.

One of the queerest farms in the world is situated on the Island of Tatokujima, in the Bay of Ago, Japan. The farm lands lie fathoms deep in water, and the crops are lustrous pearls.

Oyster shells are lined with a smooth coating which is commonly called mother-of-pearl, or nacre. The oyster builds up this lining layer on layer.

If any foreign substance—even a grain of sand—happens to enter the shell of an oyster the oyster immediately begins to allay the irritation it causes by surrounding it with the material it uses to build up the lining of its shell. This process the oyster keeps up year after year.

Pearls are not made by oysters alone. Any mollusk may form them, but pearls formed by common oysters and clams are not particularly attractive.

On the farm at Tatokujima the first steps toward the production of the pearls are taken during July and August of each year. Wherever the larvae of the pearl-oysters have been found most abundant, small pieces of rock and stone are placed. In a little while oyster-spots will be attached to these rocks. Then the rocks are removed to beds which have been prepared for them in deep waters. If they are left in shallow water during the winter the oysters may perish from the cold. They are left in the deep water beds undisturbed for three years. Then they are taken out of the sea, and into each oyster is introduced a small seed-pearl or a small round piece of nacre, which serves as the nucleus for a future pearl. The oysters are then returned to the sea, where they remain for four years. At the end of that time they are taken out and the harvest of pearls is reaped.

During the four years the oyster has been busily engaged in piling layer on layer of nacre around the bit of foreign substance which was so artfully introduced into its shell.

The work of the oyster-farm is done principally by women. The divers remain under water incredible lengths of time.

Bird Land Dance Halls.

There are several species of bower birds, chief among them the Satin and the Newton. The Satin bower bird is the best known. When the bowers were first discovered it was supposed that they were playhouses built by the native children; but, as a matter of fact, they are the dance halls of bird land. The nests are built in the trees and have no connection with the playhouses. The male birds build these latter and gather every bright and shining object they can find to adorn the entrance to the bower. When it is completed, according to one who has watched them, little "at homes" are given daily, at which the males meet and pay court to their lady lovers, now bowing and scraping, now playing hide and seek through the bower, and now doing an absurdly dignified dance for their edification.

Newton's bower bird decorates its bower with fresh flowers every day, and if a visiting male wants a fight all he has to do is to disturb these flowers. The master of the bower proceeds with the painful duty of teaching him how to behave in company, while the remainder of the party raise a great racket, but never interfere. A naturalist studying the disarrangement of one of their flowers, but each time he did it the bower master rearranged it with great care.

Mill End and Summer Clearance Sale of Goods that are in Demand

Hundreds of Mill Ends—Towellings, Sheetings, Flannelettes, Prints, Gingham, Pillow Cottons, White Cottons—3 to 11 yards. See the Tables heaped high with them

The Fine Summer Dress Goods are Much Reduced

75 CENTS A YARD for Fancy Striped Voiles, colored Crepe with self Stripes, Silk and Wool Crepe with colored spots. In the season's prettiest colours, worth \$1.25.

On Sale at 75c a yard

Wash Goods at 8 cents and 19 cents a yard

Two Tables of Colored Wash Goods marked for a Quick Clearance at 8 cents and 19 cents a yard.

Linen Lap Dust Rugs Half Price 38 cents each

5 dozen Linen Lap Rugs in Stripes and Fancy Styles, special value at 75c each. Summer clearance. 38 cents each.

Pearl Buttons Under Priced, two to four holes, different sizes, priced at 2 dozen and 3 dozen for 5 Cents.

Important Price Reductions mark this clearing of Women's and Juniors' Apparel

House Dresses \$1.19.
Middies \$1.19.
Blouses 97c and \$1.48.
Tub Skirts 98c to \$1.78.
Children's Rompers 39c.
Corset Covers 29c.
Children's Print Dresses 53c.

Use Butterick Patterns and dress in smart, simple styles—the illustrated instructions with each Butterick Pattern show you just how easy it is. Make your selection now at our Butterick Pattern department—Main Floor near Elevator.

H. S. FALLS
CO. OF SIMCOE, Ltd.