We have some of the Old Sable Linens left and the Old Linen Hand Towelling at prices moderate. Still on the market with the yard white Flannel in white and colored.

All wool serge Dress Goods, in colors, prices from 75c to \$2.50 per yard.

Prints. Ginghams, Galatea's, Nurses' Cloth, Ducks. Hosiery of all kinds, Silk, Lisle, Cashmere, Cotton. \*7 Underwear, both combination and separate suits, for Ladies and Gents.

Made-to-Measure Suits for Men. Ready-Made Clothing for Men and Boys.

We are giving Special Prices on Ladies and Gent's Raincoats. "TRY" Our Overalls and Smocks. Our prices are Right.

#### We are Selling More Salmon than Ever

"WHY?" Because our Prices are Right and the Quality Good. Maple Leaf at 30c. Tip Top 25c. Clematis 20c and 100 Hard at

FRESH GROCERIES every week. SHOES of all kinds; for Men, Women; and Ohildren.

Billed in a car of salt, expect to arrive this week.

## BROS.

## Chas. Yocom

S PREPARED to do All Kinus vi Blacksmithing at Moderate Prices

Bring in your Harrows, Ploughs, Pumps and anywork that you want done Neatly and Promptly. I have a Fine Line of FORGES for Sale.

#### Don't Wait

Until late season to get your machinery in shape, when everybody is on the jump trying to beat time, but bring them in to-day. Save money by

DOING IT NOW!

The WEST-END Shop

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## We aim

TO GIVE YOU

Meats of the very best variety and quality.

Service that are unequaled with the facilities at hand.

Prices that are right.

Give us a Call

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CASH Hardware.



Lice Destroyer and Cow Spray

Means animal comfort. It effectively keeps them free from persistent texax and other flies, it means comfort in milking and an increased yield of milk, eliminates fretting and nervousness. **Creonoid Cow** 

Spray \$1.00 a gal.

# Save



By buying your meats at this shop. We have recently erected an up-todate Butcher Shop on Main Street which awaits your solicited inspection. Our aim is to furnish our customers with the most feasible service combined with prices warrantable to production.

! GIVE US A CALL! Highest Cash Prices Paid for Hides

Cash Priccs Paid for Eggs

THOS. HARRIS Jarvis -- Ontario

READ THE ADS

C. Rodgers is agent for the Oliver. for information

Canadian homes will no longer have dif ficulty in following the Canadian troops in France. There has just been issued a map of the European War area that clearly shows every point of interest that has been mentioned in despatches since the Canadian forces first landed in France. It has been made specially for the great Canadian weekly, The Family Herald and Weekly Star, of Montreal, and is a credit indeed to Canadian enterprise. It is a marvel of detail and yet not crowded. It is in four colors and about 2 1-3 and 3 I-4 feet and folded into a very neat cover, about 5 x 10 inches. The Map is surrounded by a border of the regimental badges and coats of arms of nearly every battalion that left Canada, from Halifax to Vancouver. Every important point canbe recognized at once. That portion of the map covering France is in a soft color with names of towns and battle scenes in black, easily recognizable. The map is endorsed by returned mili-

tary experts as most complete and accurate in detail. The map could not be produced, except in such large quantities as The Family Herald will use, at less than two dollars a copy, yet it can be had absolutely free with the Family Heraid.

The publishers of The Family Herald and Weekly Star several months back have been fighting hard against the necessity of increasing their subscription rates. but eventually had to come to it like most other papers. The increase, however, is a mere trifle-twenty-five cents a year, making their new rate \$1.25-and with the year's subscription they will include a copy of this great War Map free of charge This is certainly a generous offer, and one that Canadians will appreciate. Many expected a much larger increase in the subscription price of The Family Herald, and are surprised at the small amount

The enormous circulation of The Family Herald and Weekly Star should be still greater when this offer becomes

#### Elect New Chief

In accordance with the customs of the confederacy of the chiefs of the Six Nations reserve, the distinguished honor of chief with the Indian title of Onondeyoh was conferred upon Lieut. Frederick O. Loft, of the Indian Forestry Battalion, from the reserve now in England, at a special meeting in the council house at Ohsweken Tueeday.

Lieut. Loft, a man of about 40 years is one of one of the most popular of his race on the Six Natious Reserve. He has been keen patriotic worker over since the war was declared, and was instrumental in raising the forestry draft with which he is connected in an official capacity.

After the appointment the chiefs present adjourned for the usual feast and further ceremonies.-Advocate.

#### R. R. Pitch In At Nixon

No. 2 Wabash express, due in Simcoe at Simcoe at 2:20 p.m., yesterday afternoon came to grief at Nixon. The train, which does not stop at Nixon, was running at a 12 high rate of speed. It had just passed the depot. The engine of a coal train was coming down the coal chute at the instant and at a rate that made stopping impossible. The two lines of rails run very close together for aistance, then join. The coal engine hit the rear of a well loaded passenger coach and threw it and the heavy dining car, immediately following, completely over to the north. The locomotive itself turned over to the south. Altogether there was a big mix-up and much splintering of glass, etc. Strange to say there were no fatalities and only two persons at all seriously injured. The chef of the diner got a bad scalp room and a broken shoulder. A waiter was scalded. Drs. Bowlby and Richardson were summoned and took charge. The passengers in the coach were shaken up considerably but miraculously escaped with nothing worse than bruises. -Reformer.

The big light ordered for the tractor so that it could be put to work both day and night was got into working order on Tuesday evening and so satisfactory was it that Mr. Woltz has ordered lights for the other two machines. The farmers around here are putting out S. O. S. calls for the tractors' assistance for their plowing but the machines are booked up to quite a time ahead. There is no chance of the tractors being available to more farmers or their wheat plowing.—Advocate.

### Send Us Your Sour Cream!

We Supply Gans. We pay expressage.

Checks every ten days. Toronto prices paid.

While help is scarce save yourself the bother of churn

Write us to-day for parti-

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OVERALLS—for Men's Boys' Smocks in all sizes for Men.

A LARGE Range of Ladies' and Children's Hose in Cotton, Lisle and Cashmere.

MEN'S, Women's and Children's Underwear.

A GOOD assortment of Men's Workshirts.

#### SUMMER BREAKFAST FOODS

Krinkles, 10c. Corn Flakes, 10c and 13c. Shredded Wheat, 15c. Rice Flakes, 13c. Cream of Wheat 30c. Grape-Nuts, 18c. All sizes in Fruit Jars.

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White and Patent Pumps and White and Patent Strap Slippers in all the Latest Styles.

For a Man's Dress Shoe

We can please you in all the Different Styles and at Popular Prices.

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We have them in Different Weights.

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Harness and Shoe Repairing Promptly Done

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

Simcoe's Favorite Shopping Place

MARRON & MARRON.

#### Dates of Fall Fairs, 1917

Beamsville, Sept 2I and 22. Courtland, Oct. 4. Caledonia, Oct. 11 and 22. Cayuga, Sept. 22 and 26. Dunnville, Sept. 13 and 14. Jarvis, Sept. 26 and 27. ondon, (Western Fair,) Sept. 7-15. Obswekin, 3-5. Rainham Centre, Sept. 18 and 19,

Simcoe, 8-10. Straffordville, Sept. 19.

Toronto, (C.N. E. E.), Aug. 25 to Sept. Waterford, Sept. 27. Welland, Oct. 1-3. Windham Centre, Sept. 25.

C. Rodgers is agent Oliver Typewriter.

**Volume XXX** 

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