

SIX MILLION GERMS FOUND ON ONE FLY

Dr. Gordon Hewitt of Ottawa Tells of Dangers of Common Pest

"The House Fly and its Relation to Public Health," was the subject of an address by Dr. G. Hewitt, the prominent entomologist of Ottawa. Had a large number of pictures thrown on the canvas to illustrate the different points of his discourse. By the aid of these he showed the hairy nature of the fly's legs abdomen, which, he explained, could not fail to collect filth and bacteria wherever they were met with. Photos of culture plates were shown over which flies had passed, and large colonies of typhoid, tubercular and other bacteria had subsequently formed. Far more germs and lodging inside of a fly than without, and, according to Dr. Hewitt, these may be taken in by the fly or the egg may have become inoculated by the usually filthy substance in which it is deposited. After a few hours the maggot emerges, already infected, nor does it recover when passing through the pupa stage. And so you have your fly born inoculated. Throughout the various transitions from the laying of the eggs till the full-fledged flies are ready to propagate no more than nine or ten days transpire in hot weather. Now a fly deposits from 130 to 150 eggs at a time, and repeats this performance six or eight times during the season. A fly captured in a living room was allowed to stroll over a culture plate. Thirty colonies of six different species of germs developed. Another captured in a dining-room walking over a culture plate gave rise to 46 colonies of seven varieties, and yet another found in the flies' Elystrum, the putrefying garbage heap, deposited in the plate the nucleus of 116 colonies of ten varieties. Over 6,000,000 germs have been found on one fly. Some of the pictures graphically set forth the facility with which the fly passes from the garbage can, stable refuse, excrement, and spots of the victims of typhoid and tuberculosis, to the kitchen, the dining-room, and the nursery with attending deleterious results. Primarily the cause is untreated or unprotected filth, for without these the fly could not propagate. Effective cures must then deal with these. To banish the fly, the putrefying garbage heap, the exposed manure piles, and various other breeding places must be treated, destroyed or enclosed.

Summer diarrhoea, the most copious source of infantile mortality in summer, is due in no small degree to fly contamination. According to Dr. Hewitt the anthill of the fly is of the utmost importance. We can succeed, he states, in the same way as the United States Government did in banishing yellow fever by abolishing the mosquitoes by destruction of the breeding places.

AN ARCTIC NIGHT

A Dark Curtain That Shuts Out Warmth and Light, and Depresses

We were at the foot of Humboldt Glacier when the sun bade us a final adieu for a long winter night, not to appear again for many months to come. As though to leave us with pleasant memory of his visit, his going was in an effluence of glory, and, reluctant to go, he lingered for a little while below the horizon, lighting the sky with a mass of marvellous coloring—red, purple and orange, reaching upward from the white earth into the deep blue of the high heavens. At a time a prolonged twilight remained, but that, too, was presently lost behind the dark curtain that shut from our world all warmth and light.

No words can adequately describe the awful pall of the Arctic night. It is unreal and terrible. Even the moonlight is unnatural, casting on the snow and ice, the wind-swept rocks, and the people themselves, a shade of ghastly, indefinable greenish yellow. Shifting shadows flit among moving ice masses like wraiths of departing spirits. A death-like silence prevails, to be broken only by the startling and unexpected crackling of a glacier with a sound of mighty thunder clap, or the smashing together of great ice floes with a report like heavy cannon.

In spite of one, depression takes possession of the soul—a hopeless kind of unreasoning depression. Inactive and severe as the cold may be, any active man can stand it without serious suffering when a little experience teaches how, for that acts only on the physical being, and can be guarded against; but the prolonged sunless night has a direct effect on the human mind which only exercise and diversion can counteract.—From "Hunting From the Eskimos," by Harry Whitney.

Light Water Craft

A Parisian inventor has devised a craft for getting over the water, which is so light and compact that it can be folded up and packed into a box no bigger than an ordinary suitcase. The case part unfolds and joins together to form the main framework or hull of the boat, which is of the catamaran order. The two cigar-shaped floats are made of waterproof canvas. When packed they occupy little space, and when in use they are blown up with a bicycle pump. The framework is fastened between them by means of ribs and straps, and when you have fixed a three-jointed, double-bladed paddle together and put a folding seat in place you are all ready to set out on your marine travels.

Falls' February Sale Starts Saturday

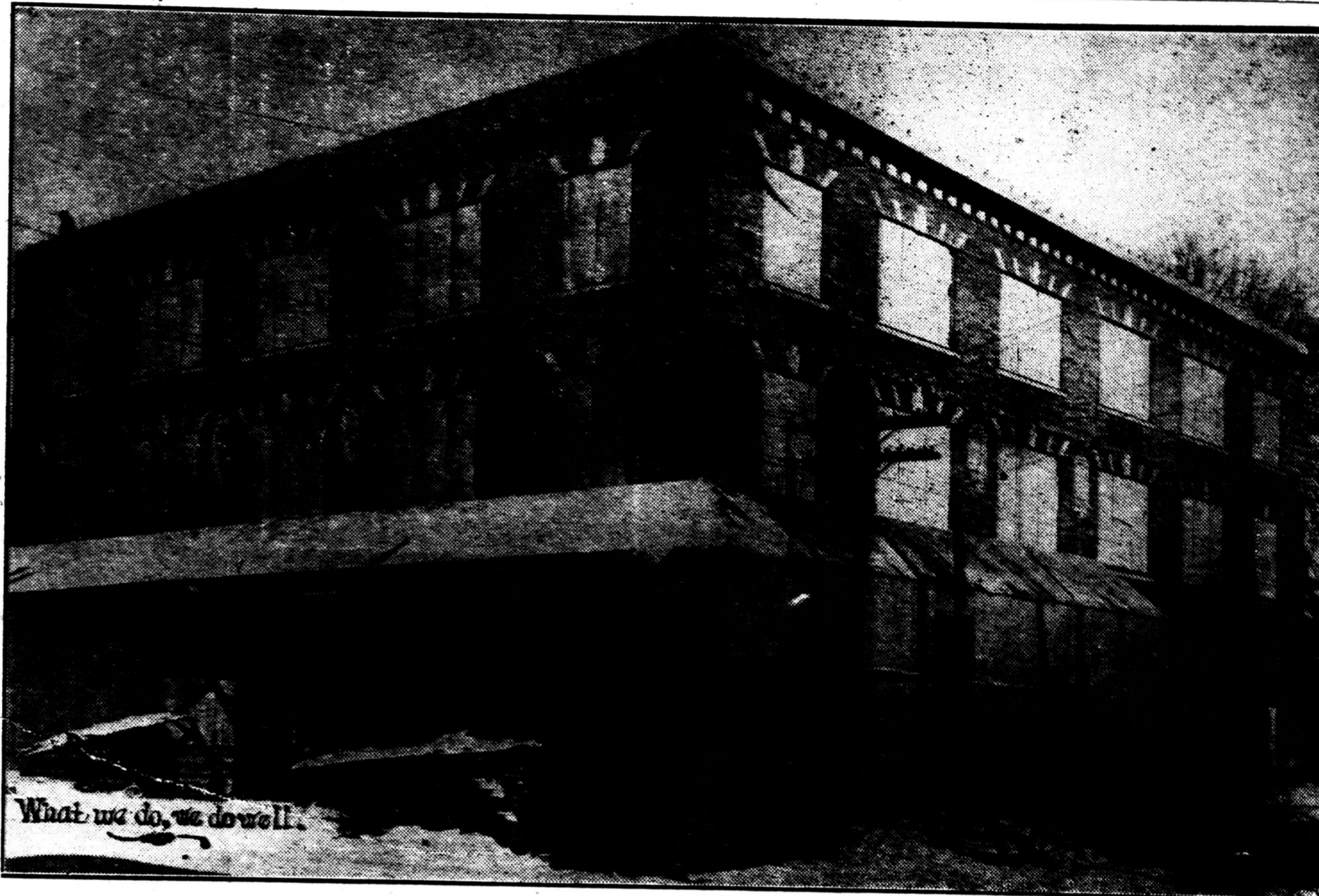
Our Last February Sale in the Old Store

It will be very much the greatest February Sale ever held by us. BECAUSE the stocks are greater. BECAUSE we have spent months in preparing for this, the last February Sale in the old store. BECAUSE we have better bargains and more of them than ever before. BECAUSE our prices will bring customers from every corner of Norfolk and Haldimand Counties.

For a good many years (a quarter of a century) the good people of glorious old Norfolk and far beyond have looked forward to this Annual February Sale as a time to save money. We do not think we have ever disappointed you and it is rather late in life to begin now. Falls' 1912 February Sale opens Saturday:

Things People Have Said

It's a credit to the town.
Suppose you will add a great many departments?
When do you expect to get in it?
It's well built. It will be here a long time after you are gone.
It's a fine morning, have been praying it would continue fine until you get the roof on, from an old Simonian over 80 years old.
How do you like it?
A man that's got the sand in him to build a building like that deserves to succeed.
Are you going to stock groceries?
I have a son that knows all about an engine and a dynamo. Will you give him a show when you get in your new building?
It will be nice for an old woman like me to be able to walk upstairs sitting down in the elevator.
April weather in December, you are favored my boys!
It's not only a credit to the town of Simcoe but to the County of Norfolk.
When Harve does a thing he does it, doesn't he!



What we do, we do well.

When finished the store will be equipped to do big things in a big way but with the time to do little things well. A store that will exclude all trash from its stocks and sell trustworthy merchandise at low prices. A store for everybody, the rich and the poor, with one price and equal privileges to all. A store that people will like to come to because there will be so much to see.

Falls February Sale Children's Sleeping Suits At 39c Instead of 60c and 75c.

A great pile of Children's Grey Merino and Fleece Lined Sleeping Suits to fit Boys and Girls from 2 to 6 years of age, worth 60c and 75c. February Sale **39c**

A February Sale Of 9 Dozen Pretty Print House Dresses

They are made from good quality. Blue and White, Black and White stripe, fast colored English Prints. Waists nicely tucked, neck and sleeves have lawn hemstitched turn overs. Very good style. February Sale Price each **\$1.50**

Fine Bleached Linen Damask Cloths

One of the best Bargains in Linen this store ever offered. All are PURE LINEN, designs are varied and beautiful. Sizes 2 yards by 2 yards and 2 yards by 2 1/2 yards, two qualities, SINGLE and DOUBLE Satin Damask, each \$1.68 and \$1.89. Instead of \$2.00 and \$2.50.

15 Yards Of Good Flannelette For \$1.00

One of the many good things we have been saving for the February sale, 1500 yards of good quality Flannelette in pink, blue and grey stripes, 27 inches wide. Falls February Sale. 15 yards for **\$1.00**

February Sale Of Ready-Made Sheets and Pillow Cases

The prices we quote on Cases and Sheets, ready hemmed, is much less than the material is worth.

AT 12 1/2c White Cotton Pillow Cases, 32 x 36 inches.
AT 19c Fine White Cotton Pillow Cases, Hemstitched, 42 and 44 inches by 36 inches.

SHEETS, from fine soft Bleached Cotton, 2 yards wide by 2 1/2 yards long. February Sale 68c each.

Girls Separate Skirts, Made In England

Our European buyer who is in England sent us out a sample hundred Girls heavy colored Serge and Melton Skirts to fit Girls 12 to 18 years of age. They are well cut, good style and Serviceable. We never saw equal Skirts for less than \$2.00. Give us your opinion on them at the February Sale price, each **\$1.29**

Fine Warm Knitted Petticoats For Girls

Made by the Monarch Knitting Co., from very fine wool, colors are Pink and White, Blue and White and Grey and White. Very warm, serviceable and not bungleous to fit Girls 1 to 7 years of age. The 9c ones for 68c. The \$1.00 ones for 75c. The \$1.35 ones for \$1.00 The \$1.50 ones for \$1.12.

Hundreds of Towelling Remnants

Direct from Dunfermline Scotland. We have received hundreds of yards of mill ends, "Remnants of Towelling" all of the BETTER Grades. Not a shabby piece in the lot. Ends run from 1 1/2 to 6 yards. You are sure to want a bundle of them when you see how good they are at 7c, 8c, 9c and 11c a yard.

NEW AS A MARCH PRIMROSE

The New Linens That Are To Be Offered in Falls February Sale

Two mills send their linen to us. One in Ireland and the other in Scotland. We have matched the linens made by these two men against all other similar goods and for eleven years we have stocked their products on merit alone. A few stores in Canada handle as fine a line of fine linens as

You will find substantial reductions on all linens during the sale, including:

- Table Cloths
- Table Damask
- Napkins
- Linen Pillow Cases
- Towels
- Towelling
- Tray Cloths
- Linen Bed Spreads
- Side Board Drapes
- Tea Cloths
- Doilies

The Blacks and The Blues in Men's Suits

The once a year Sale of Men's Fine Black and Navy Serge Suits begins Saturday, January 27th.

Every Suit is Brand New From The Tailors

The man who made these suits never makes "cheap clothes." All of his suits are of the solid substantial kind, well built for hard business wear.

The fabrics are very fine soft pure wool Black and Navy English Worsted. The blues are "true blues" they will retain their color. The tailoring was done according to our own rigid requirements. Equal suits will cost you \$18.00 to \$20.00 at some other store. Sizes 34 to 44. Falls February Sale **\$13.90**

Other Bargains in Men's Fine Tweed and Colored Worsted Suits

- At \$5.90 One Table of Suits Worth up to \$10.00
- At \$7.90 One Table of Suits Worth up to \$12.00
- At \$9.90 One Table of Suits Worth up to \$14.00
- At \$11.90 One Table of Suits Worth up to \$15.00

Will You Get My New Suit Now Mother? Falls February Sale Is On

Is What a Good Many Boys Will Ask. Mothers therefore will like to know that we believe the best bargains ever offered in Boys' Suits will be ready when Falls 1912 February Sale opens.

- At \$1.50 Boys 2 piece Tweed Suits to fit Boys 5 to 14 years.
- At \$3.50 Boys fine Navy Serge Suits that sold up to \$6.00.
- At \$4.90 Boys fine Tweed Suits that sold up to \$7.00.



9 Dozen Fresh White Table Linens Worth up to \$1.50 Each. Falls February Sale, Your Choice

Never anything equal to this within our memory. New York effect in back and front, soft collar, cuffs, mask of linens, very smart shirt style. The newest 1912 White Table Linens. Other lines with the new side closing, also nicely embroidered fronts, worth \$1.50. Falls Feb. Sale **89c**

February Sale of New Embroideries Direct From Scotland

"A White Season" says... Accordingly the new things we have to show are more beautiful than ever. Embroideries are more richly wrought. Especially noticeable are the Embroideries in sets such as flouncings with side bands to match. Novelty stitches, heavily padded Japanese lace work Marquisette and other new features appear. Come spend a pleasant hour viewing the new 1912 Embroidery.

February Sale of Men's Flannelette Night Shirts 39c Each

Saturday Morning January 27th we shall place on sale 20 dozen Men's good liberal sized Flannelette Night Shirts, about half of them have pockets and are trimmed with other stitch braid. All have collars attached. Sizes up to 18. They are special value at **39c**, 50c, 60c and 75c. February Sale, each

February Sale Of House Kimonos

All made from good warm Flannelette, a great variety of attractive designs, finished with heavy lace and braid.
House Kimonos, worth up to \$1.75. Falls February **95c**
House Kimonos, worth up to \$1.50. Falls February **\$1.50**

Girls' Coats in the February Sale

If your girls coat or your own winter coat is worn and needs replacing, remember, we haven't any old "plus" styles to offer you. See the Cloth Coats for Girls at \$2.50 and up will buy. See the Cloth Coats for Women at \$3.00 and up will buy.

Roller Towels To Hang Up

Labor is much cheaper in Simcoe than in Ontario. We prevailed upon our Linen Suppliers to have made for us Five Hundred Roller Towels ready for sale. These will be on sale at 25c and 33c each. Lengths are 24 inches and 28 inches. Get your share.

February Sale of Towelling

We do not invite you to see our beautiful Towels. They are Special 50c and 60c quality. 2 yard for **39c**