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Production and Thrift

"TO win the war with the decisiveness which will ensure lasting peace, the Empire will require to put forth its full collective power in men and in money. From this viewpoint it is our true policy to augment our financial strength by multiplying our productive exertions and by exercising rigid economy, which reduces to the minimum all expenditures upon luxuries and non-essentials. Only in this way shall we be able to make good the loss caused by the withdrawal of so many of our workers from industrial activities, repair the wastage of the war, and find the funds for its continuance. It cannot be too frequently or too earnestly impressed upon our people that the heaviest burdens of the conflict still lie before us, and that industry and thrift are, for those who remain at home, supreme patriotic duties upon whose faithful fulfilment our success, and consequently our national safety, may ultimately depend."—*SIR THOMAS WHITE, Minister of Finance.*

PRODUCE MORE, SAVE MORE.
MAKE LABOUR EFFICIENT.
SAVE MATERIALS FROM WASTE.
SPEND MONEY WISELY.

LET US PRODUCE AND SAVE—

The war is now turning on a contest of all forces and resources—men, munitions, food, money. The call to all is to produce more and more. It may be necessary to work harder. The place of those who enlist must be taken by those at home, men and women, old and young. The more we produce the more we can save. Produce more on the farms and in the gardens. Save more and help to win the war.

LET US NOT WASTE OUR LABOUR—

In this war-time all labour should be directly productive or should be assisting in production. Make it as efficient as possible. If your labour is on something that can be postponed, put it off till after the war and make your labour tell now. Making war is the first business of all Canadians. Efficiency in labour is as important as efficiency in fighting.

LET US NOT WASTE MATERIALS—

Begin at home. The larger portion of salaries and wages is spent on the home—food, fuel, light, clothing. Are any of these things being wasted? $20.00 a year saved from waste in every home in Canada will more than pay the interest on a war debt of $500,000,000.

LET US SPEND OUR MONEY WISELY—

Are you spending your money to the best advantage? What do you think of extravagance in war time? Tens of thousands of Canadians are daily risking their lives for us at home. Is it not our duty to be careful and economical? Canadian dollars are an important part of the war equipment. Make them tell. Have a War Savings Account. Buy a War Bond.

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE — 3 — THE DEPARTMENT OF FINANCE

THE VALUE OF CHEESE.

Greater Use of Daily Product Would Save Canada Millions.

Just a year ago Prof. H. H. Dean, of the Ontario Agricultural College in an address before the dairymen of Ontario strongly urged a greater home consumption of cheese. He contended that by so doing not only would the cost of living be reduced but an additional market would be provided for our dairy products. He argued as follows:

"The food value of a pound of cheese is estimated to be equal to that of two pounds of average meat. Estimating the present meat consumption at 25 lbs. per capita (a low estimate), Canadians are consuming about 200,000,000 lbs. meat annually, at a cost of about $40,000,000. By a proper understanding of food values, we might save about $16,000,000 annually on this one item alone by substituting a part of the present meat ration for cheese. This would figure somewhat as follows: A cheese consumption of ten pounds per head would be about 80,000,000 lbs. This would take the place of about 160,000,000 lbs. meat, and still leave 40,000,000 lbs. meat for those who prefer corpse to cheese. The eighty million pounds of meat saved would cost about sixteen million dollars. The saving, by using cheese instead of so much meat would be sixteen millio dollars annually. If a person were to go to the Finance Minister of Canada and tell him how to save sixteen million dollars annually for the people, such a person would be looked upon as a wizard or a fanatic and would probably get a 'soft job' with the Government—or be committed to a lunatic asylum—yet the figures show these astonishing results."

Prof. Dean's conclusions are certainly astonishing, but they would have been even more so if he had calculated on the actual meat consumption per capita, for, instead of twenty-five pounds statistics show it to be 175 pounds, while the consumption of cheese is estimated to be only three pounds.

Theoretically the substitution of cheese for meat works all right, yet doubtless, there were many heard the address or read a report of it who doubted its practicability. It seemed too good to be true. On a study of the British imports during the past two years, however, we see that it works practically as well as theoretically. During the year previous to the war 2,400,100,000 pounds of meat were imported while during the first twelve months of the war only 2,232,000,000 pounds were imported; a decrease of 68,100,000 lbs. R. H. Rew, Assistant-Secretary to the Board of Agricultural, says: "The large demands on imported supplies of meat for the British and French armies occasioned a distinct shortage for the civil population, but this was relieved by a reduced demand." Now, there must have been some substitute for these 215 million pounds of meat, and, on looking further we find that the imports of cheese during the same period increased by thirty-eight million pounds or about sixteen per cent. Thus it is quite evident that cheese has been taking the place of some of the meat.

The question then naturally comes up, why does not the Canadian consumer use more cheese? It is owing to the lack of knowledge regarding its economic value and how to prepare it in appetizing forms, such as meats are prepared. Prof. Harcourt in Bulletin 221 states: "Cheese is one of our most concentrated foods. More than one-fourth of its weight is protein, about one-third fats, and one-third water. It is not only valuable for the amount of protein, or muscle-forming material, and fat it contains, but, also because of the ease with which it can be kept and prepared for the table and for the variety of ways in which it may be served.—Family Herald and Weekly Star.

General Kissed Canadians.

The French military authorities, who have long admired the splendid gallantry of the Canadians, gave public proof of their appreciation a few days ago by decorating a number of officers and men with the Legion of Honor and Military Medal, says Philip Gibbs in the London Telegraph.

Canadian guards of honor, with two brass bands and pipers of Canadian Scots, were drawn up in a square in an old Flemish town opposite a French infantry group, generals and staff officers stood in advance of the men and the officers and non-commissioned officers who were to receive the decorations were in a separate place. It was strange that Canadian soldiers should be here to receive the kiss of the French general. He passed along their lines with his staff while the bands played the Marseillaise, and the general commanding the Canadian corps inspected the French troops. Then the tri-color was brought forward by a guard of honor and with the symbol of the spirit of France, unfurled in the grey old market place, the French general pinned the Legion of Honor and Military Medal to the breasts of the men marked out for honor, and saluted them with that kiss which France herself gives those who defend her soil. Canada will be proud of her soldiers who now wear the ribbons of French chivalry. They have won them by good and brave work on the field of honor.

For one of them, Captain George Taylor Richardson, of the Second Canadian Infantry battalion, the Cross of Chevalier of the Legion of Honor came too late except as a memorial of his gallantry, for he was killed on February 9.

Women's Emergency Corps.

The newly-organized local branch of the Women's Emergency Corps in London, Ont., has decided to launch a campaign for 100 members. An effort will be made to have a local corps organized in every county in the first military district. Membership does not commit one to taking the place of a man at the front. This is provided for by regulations.

NOTICE TO

Farmers!

Leather faced Collars, thong, $3.00.

Cloth faced, short straw, $2.50.

Long Straw, S[illegible] bodies, $4 25

Men's Urus Calf Shoes best everyday, $2.25 up

Women's Shoes good every day, $2.00 up.

Boys' and Youths' fr m $1 50 up.

Misses and Girls, $1.50 up.

ONE MONTH ONLY

J. J. COONAN

JARVIS, - - - ONT.

Cut This Out

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

DR. FRED L. WILLIAMSON,
Dentist,
3 Blocks west of King St. Station
Hamilton, Ontario.

BROWN'S TREES

The best that can be grown. Who is our agent in your town?

BROWN BROTHERS COMPANY,
Nurserymen, Limited.
Brown's Nurseries, Welland Co., Ont.

Go to

A. RODGERS

—FOR—

Repairing & New Handmade

Boots and Shoes.

A. RODGERS,

JARVIS, ONT.

Agent for
Canadian Wallpaper Co.
See Our Samples.

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 been made under his 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. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhœa. It regulates the Stomach and Bowels, assimilates the 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.

Boy Wanted!

To learn the Printing trade, must have fair education, be energetic and willing to take instruction. - Good trade; Big wages when finishsd. Apply to

The Jarvis Record

This Week

IN SIMCOE

AT

FALLS' STORE

Women's Tailored Suits and Separate Coats—an Easter Readiness

That surpasses expectations. Suits $12.90 to $40.00. Coats $5.00 to $25.00.

Speaking of Easter Waists—there are

Lingerie and Wash Cotton Waists $1 to $5.

Sheer Crepes in Biscuit, Sky, Pink, White and Black at $4 to $7. Dainty Striped Silk and Stripe Crepe de Chene Waists at $4 to $8. Natural Shantung Waists and Middies at $2.25 to $4.50. White Wash Silk Waists, smart military style, each $1.75 to $5.00.

Boys' New Spring Suits,

$2.90 to $14.00 for sizes 7 to 16 years.

Spring Hat Week for Men.

Fashion may not demand a new hat. Self-respect ought to decide the matter. A man who is trim, spruce all over except his hat is a conspicuous figure. English and American Hats make this a very fine collection of Derbys and Soft Hats. Prices, $1.25. $1.50, $2.00, $2.50, $3.00 and $4.00 for a particularly fine imported Hat that sells in Toronto for $5.00.

You can Bring in the Boys

This week and get new Spring Suits. More and more and more—heavy shipments have been coming in, and to-day the tables and racks are full to overflowing with new Spring Suits for boys of top-notch quality and style.

Spring Hats for Children, Young Girls and Women.

For the Children—Little Bangkok Straws, ready-to-wear Hats, Lingerie Hats with flowers or berries, $1 to $3.

For the Girls—Stiff Sailors, Mushroom Shapes, sport hats in simple shapes and gay colors, $1.50 to $4.00.

For the Women—Charming Black and colored Hats in a wonderful variety trimmed with Ribbon, Flowers and Wings, $3.00 to $12.00.

Men's True Blue English Serge Suits, $16.00

One of the brightest spots in our Men's Store is the display of these guaranteed Navy English Serge Suits. The Cloth in them was bought over a year ago or else the price would be $20.00 instead of $16.00. Finely Tailored Suits they are, and wear guaranteed. A new Suit for one that fails.

We Furnish Homes

These stocks are at their best now.—Carpets and Rugs.—Draperies and Curtains.—Linoleums, Cork Carpets and Floor Oils.—Carpet and Vacuum Sweepers.—Window Shades and Curtain Poles.—Floor Mops and Polishing Cloths.—Kitchen Cabinets. Beds and Bedding. Pillows and Bed Spring

This Week a Splendid Furniture Exhibit.

——Furniture for Bedrooms.
——Furniture for Dens.
——Furniture for Dining Room.
——Furniture for Bath Room.

Many beausiful odd pieces in Chairs, Davenports and Couches. Falls' Furniture is very reasonably priced. We do not sell Furniture on the installment plan.

Women's White Chamoisette Gloves, scarce at $1.00 per pair. Saturday only 79c a pair. Solid White and White with black stitching, sizes 5½ to 7½. Perfect fitting.

EASTER NOVELTIES.

—Georgette Crepe Collars, —Voile Collars.
—Organdy Collars and Cuffs.
—Chiffon Ruffs in white, black and black and white.
—Fancy Silk Ruffs. —Fancy Lisle and Silk Hose.
—Dainty Linen Handkerchiefs.
—Silk Umbrellas. —Patent Leather Belts.
—New York Hand Bags.
—Van Raalte Veils and Veilings.
—Smart new styles in Ermine Neckpieces.

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