

Production and Thrift

"GAIN or no gain the cause before the farmers of Canada is as clear as it was last year—they must produce abundantly in order to meet the demands that may be made, and I believe this to be especially true in regard to live stock, the world's supply of which must be particularly affected in this vast struggle."—HON. MARTIN BURRELL, Minister of Agriculture.

THE FOLLOWING STATEMENTS ARE BASED ON REPORTS CONTAINED IN "THE AGRICULTURAL WAR BOOK, 1916," PUBLISHED BY THE DEPARTMENT OF AGRICULTURE, OTTAWA, ONT.

LIVE STOCK—The herds and flocks of Europe have been greatly reduced. When the war is over there will be a great demand for breeding stock. Canadian farmers should keep this in mind.

MEATS—In 1915 Great Britain imported 664,508 tons of beef, mutton and lamb, of which 364,245 tons came from without the Empire. Out of 430,420 tons of beef only 104,967 tons came from within the Empire.

The demands of the Allies for frozen beef, canned beef, bacon and hams will increase rather than diminish. Orders are coming to Canada. The decreasing tonnage space available will give Canada an advantage if we have the supplies.

DAIRYING—Home consumption of milk, butter and cheese has increased of late years. The war demands for cheese have been unlimited. The Canadian cheese exports from Montreal in 1915 were nearly \$6,500,000 over 1914. Prices at Montreal—Cheese: January 1915, 15¼ to 17 cents; January 1916, 18¼ to 18½ cents. Butter: January 1915, 24 to 28¼ cents; January 1916, 32 to 33 cents.

EGGS—Canada produced \$30,000,000 worth of eggs in 1915 and helped out Great Britain in the shortage. Shippers as well as producers have a duty and an opportunity in holding a place in that market.

WRITE TO THE DOMINION DEPARTMENT OF AGRICULTURE AND TO YOUR PROVINCIAL DEPARTMENT FOR BULLETINS ON THESE SUBJECTS

Tens of thousands of Canada's food producers have enlisted and gone to the front. It is only fair to them that their home work shall be kept up as far as possible. The Empire needs all the food that we can produce in 1916.

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

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE THE DEPARTMENT OF FINANCE

NOTICE TO Farmers!

- Leather faced Collars, thong, \$3.00.
- Cloth faced, short straw, \$2.50.
- Long Straw, Scotch bodies, \$4.25
- Men's Urns 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. FRD 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.

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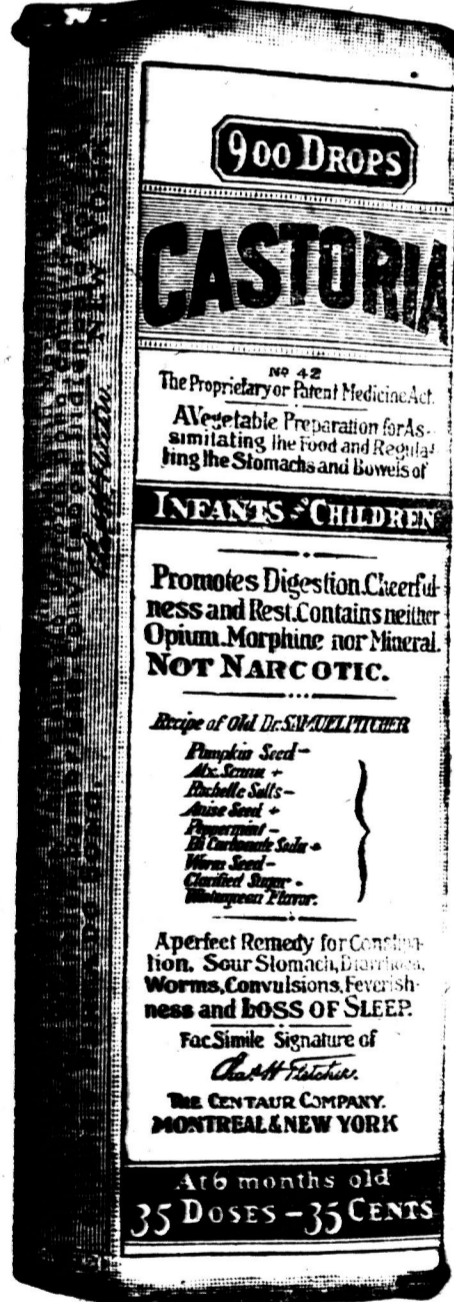
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Repairing & New Handmade
Boots and Shoes.

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JARVIS, ONT.

Agent for
Continental Wallpaper Co.
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For Infants and Children.

Mothers Know That
Genuine Castoria

Always
Bears the
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Dr. J. C. Hutchins

In
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For Over
Thirty Years

CASTORIA

Exact Copy of Wrapper.

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
finishd. Apply to

The Jarvis Record

HONOR FOR ARMY MULE.

Sole Survivor of an Italian Battery Buried Like a Soldier.

Nux, a huge white mule from one of the Italian batteries of Messina, has just been interred with full military honors up behind the Italian front in the Trentino.

Nux is not only believed to be the first army mule in the present war to be accorded final honors, but also the first mule to be buried at all, except as artillery mules occasionally get buried under a hail of fire or of flying debris from the enemy's artillery shots.

Nux was 21 years of age, a veteran of two campaigns and a participant in many minor actions. He went through the entire war in Tripoli, was called upon occasionally to dash up with his gun to settle riots in southern Italy, and then went through the first six months of Italy's present war for the restoration of Trieste and Trent.

Nux's one day of real fame came three months ago. His battery, a famous one known as the Masotto, participating in the terrible artillery duel before Abba Garza, was struck by a high explosive shell. There was nothing left but Nux, two artillerymen, and the shattered fragments of the gun.

Heroically determined to save all of the latter that might be worth carrying away, the two survivors strapped the gun to Nux's back. Then a second shell struck, which killed the two men, but Nux, dashing wildly away for the rear of the Italian lines, succeeded in carrying his gun barrel to safety.

He was the only being, either man or mule, of the entire battery that came out alive, and the cannon strapped to his back was the only part of the equipment that was found.

From that day on Nux became more of a sacred relic of the famous Masotto battery than an army mule and the position of honor in the artillery stables and two feeds a day were assigned him.

As the fortunes of war thinned out the ranks of the other mules, however, the day came when Nux again had to take his place at the head of a battery. Despite his 21 years and his double feeding every day for a month, he dashed away and got his gun to the position that had been assigned it. But there, in the artillery duel that followed, an Austrian shell struck him full in the head.

When the hurricane of steel had passed and the battery retired, the remains of Nux were brought back on a gun carriage under an artillery flag. The next day the entire battery assembled, and full military honors were accorded at the final interment of the last of the Masotto battery.

INCREASE WILL BE \$600,000.

Ontario's Revenue Will Be Increased by That Amount Next Year.

The new tax proposals brought down by the Provincial Treasurer, Hon. T. W. McGarry provide for an increase of revenue that is estimated will amount to about \$600,000. As was announced on the budget debate a tax of one cent on each admission to any theatre, amusement hall, race track or athletic event will be levied. This is the minimum tax, and will apply generally for two or three months but there is a likelihood that it will be increased in respect of the higher-priced amusements. Some 5,000,000 tickets have been ordered by the Government, and a strict accounting of these tickets will be required from the theatre proprietors, and penalties from \$10 up will be imposed on persons entering theatres without paying the tax and upon the proprietor who permits it. Ten per cent. of the receipts from this tax will be allowed the theatres for collecting it.

In respect of race tracks, the Corporation Tax Act is to be amended increasing the tax from \$500 to \$1,250 per day, and to encourage the breeding of Canadian horses the Government has decided to donate for distribution among the owners of Canadian horses one per cent. of the prize money offered at the races.

The tax upon loan companies with headquarters outside the Province has been readjusted. The amendment provides that instead of paying ½ of 1 per cent. upon their paid-up capital, these companies shall pay 1-20 of 1 per cent. on paid-up capital and 1-20 of 1 per cent. upon the business done in the Province. It is expected that this change will work more equitably than the present law and incidentally increase the revenue by about \$10,000.

The Succession Duty Act is amended to simplify the procedure in investigating large estates, and widens the powers of the Provincial Treasurer in tracing hidden values.

A Three-Years' War.

We took Lord Kitchener literally, observes The London Standard, when with his usual calm wisdom, he spoke of a three-years' war. Regarding the war as a purely military problem, that estimate holds good. It was, of course, always on the cards that Germany might not consider it worth while to persevere to the bitter end, or that she might be reduced to submission by economic pressure; and those possibilities still exist. But when we reflect what defeat means to Germany, and especially to the Hohenzollern regime, it seems foolish optimism to count on any factor but sheer superiority in arms to bring about the desired result. The war is still undecided. But we have every reason to believe that the present year will see a decline in Germany's strength, and that the victory of the Allies will be organized, if it is not actually accomplished, before another winter has come and gone.

Miners' Defence Corps.

Colonel Sir Lancelot Kelliston, holding that there is still the possibility of an enemy invasion on a large scale, is appealing to Nottinghamshire miners to form a corps for home defence, and a considerable number

The Store Itself

Is at its Best Speech.

150 Motor and Rain Coats for Men and Women in a sale. Colors are Oxford, Grey and Fawn, will stand hard wear, all sizes while they last. Fawn Coats for Men and Women, \$2.48.

Oxford grey Coats for men and women, \$2.90.

We are putting this in large type because we do not wish you to miss it.

If you cannot come to the store, the store will go to you. We prepay freight to your nearest railway station. Do not hesitate to send for samples. It will be a pleasure to send them to you.

Concerning NEMO Corsets. The Nemo Manufacturer makes a great many models for the average and slender woman but they still turn out the models for large women, which has made them famous. Ready in Corset Department all the new spring models in Nemo Corsets. The same is true of the Gosard and C. C. a la Grace, Prices \$1.00 to \$7.00. An expert fitter in attendance.

Nearly 1000 Work Shirts

An important sale of men's work shirts begins Saturday. Black & White stripes, Blue & White stripes, Plain Khaki, Grey Stripes, etc., made collar attached and with pocket, all sizes, materials are GOOD—each 43c.

If you are thinking of Silk for a Dress,

there are some very lovely new silk in stock: Taffeta, \$1.00 to \$1.50. Paillette, 75c to \$2.00. Duchesse \$1.00 to \$2.50. Habutai \$1.00 to \$1.50. Satin Charmeuse \$1.50 to \$2.50. Crepe de Chine, \$1.25 to \$1.75.

Throughout the Store.

Fine Cut Glass, dainty pieces of China. You can choose to your heart's content. 2nd floor.

Women's and Juniors New Serge Dresses. They are the indispensable garment, great numbers of them in so various an assortment that it is a delight to look them over, \$5 to \$12.

Trout season opens next week for old soft Hats. Wear your old soft hat a-fishing. This gentle reminder comes from our hot department, where the variety is so great the choosing is a pleasure. \$1 to \$4.

Fresh from their boxes, pretty new afternoon frocks for young women, \$5 to \$25.

We furnish homes. You are invited to the special display of carpets, rugs and furniture. 3rd floor. New styles in White Corduroy Velvet Skirts. They bid fair to be the most popular of any for the coming season, \$4.00 and \$5.00.

Special sale of stylish India Silk Blouses in pink and maize sizes up to 44, each \$1.96. 2nd floor.

Thousands of yards of wide Taffeta Silk Ribbons direct from Switzerland to Falls Store, the yard 19c to 35c. Main.

New Coats for tot and toddler, displayed this week for the first time, each \$1.50 to \$5.00.

\$5.00 will buy a thoroughly well-made mattress covered with fine art seaten that regularly sells for \$7.50. 3rd floor.

A clear-away of Men's Tweed and Soft Felt Hats (Samples) that sold up to \$1.50, choice 50c each.

Selling begins Saturday of 6 dozen only, white Jap silk waists, very pretty styles, each \$1.58.

The reason we sell a good white enamel bed with brass mountings for \$2.75 instead of \$3.50 is that we sell so many more of them our profit is really more than though we marked them \$3.50. Displayed in basement.

Wheeling and fine Fingering yarns in white and silver grey selling at \$1, \$1.50, \$1.75 and \$1.90 per lb.

Special sale of 100 pairs of Military Puttees. The imported ones that are worth \$2.75 for \$2.15. The domestic ones that are worth \$1.75 for \$1.35 per pair.

France and England has just sent us some very fine Dinner and Tea Sets, \$10.00 to 90.00.

Women's Light Underwear. Vests, Drawers and Combinations, the garment 12½, 15, 20, 25, 30, 75c and \$1.00.

Great stocks of women's separate skirts in serge, Panama and combinations of Taffeta and fine Serge, and Taffeta and velvet, each \$2.75 to \$16.00.

More of the pretty plain and striped Crepe de Chine Blouses are to hand, \$3.50 to \$9.00.

Youths' first jump into long trousers, is one of the turning points of life. Youth's suits a-plenty, \$7.50 to \$17.00.

Hair ribbon bows, tied free of charge at the ribbon counter "Busy as a hen with one chicken" is an old saying. This store is our one chicken. We never lose a moment in going after the new and best things that this business is showing every day.

Many new suggestions in art needle work. Main floor. Butterick's May Fashion Sheets are here for the asking. Delicatessen, 15c. Pattern department, near elevator.

All kinds of Medium quality and fine furniture can be had at moderate prices. We do not sell furniture on the installment plan.

Film waists call for Brassieres. Plenty of them here, 50c to \$2.00.

A few fine motor car sugs left, \$4 to \$12.

We ought call attention to the beautiful display of wash goods 10c to \$1.50 per yard.

Luggage for going and coming. The sturdy well-made kind, trunks, suit cases and club bags.

Fifty new models in trimmed Hats that were not here last week. Millinery department, 2nd floor.

The Japanese Dressing Savues at \$1.25 are our own importation.

Let us suggest that now is an excellent good time to lay in full supplies of new spring and summer hosiery and underwear. We have well selected, large stocks at low prices. It is safest to buy now. People who come later may not fare so well.

Men's Affairs. Time to get your Spring Suit now and the best place in Simcoe if you want a moderate-priced suit is at Falls Store. Here you are sure it is the best we could get for you at the price—10, 12, 15, 16 and \$20.

Great stocks of porch and summer chairs are ready \$1.15 to \$7.00.

Kitchen work can be drudgery or recreation. It depends on the Kitchen Cabinet. Very modern ones are displayed on 3rd floor at \$28.50 to \$45.50.

Just received smart styles in young women's corduroy velvet coats at \$9.75. Colors are white, blue and palm beach.

Frocks, girls may romp in, new pretty and practical wash dresses of plaids, stripes, and self-colored Gingham, 50c to \$4.

Men's new soft and derby hats that are good without an "if" \$1.00 to \$4.00.

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