Use Over Years

Public

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e scalp. d hair. soft and luxuriant, money back. tful hair dressing vorite with ladie nd luxuriant hair.

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(Continued frompage 1)

regular services, July 30th, or August On Tuesday of last week a government of the same of be held on August 4th?

Deganization and Resources

Possibly the following facis, some of which you may not have at hand, may supply you with information which will you to meet the occasion most

WHAT HAS ONTARIO DONE?

1. In Money. The Province of Ontario, in addition to flour, fruit, etc., supplied in large quantities, has responded generously to appeals for French, Serbian, Armenian, and Polish Relief funds, though no reliable figures are available as to the exact amount contributed to each by the people of the province.

A great deal of money has been raised for the purchase of Machine Guns, for Aviation, for Hospital Ships, Soldiers' Comforts, etc., but for these also no figgures are available, though it is safe to that approximately one million dol-has been supplied for these pur-

Further, a very large amount of money has been donated by citizens and by County, Town and City Councils, as well as by the Provincial Government, for the purpose of aiding overseas battalions to finance recruiting campaigns and to purchase equipment not provided by the Dominion Government. The sum total donated in this way would probably aggregate on million dollars.

For three special funds the following amounts may be definitely stated : Ontario Rest of Canada

British Red Cross, Trafalgar Day, Oct. 21, 1915.....\$1,514,000 \$ 370,000 Canadian Red Cross, (cash only), Sept. 1st, 1914 May 31st, 1916,

Canadian Patriotic Fund to June **80**, 1916, (approx.)5,000,000 7,000,000 2. In Men.

In recruiting men for the Canadian Expeditionary Forces Ontario has done well, as the following figures show: Enlistments to June 30th, 1916. Enlistment. Per cent.

Ontario..... 147,158 Other Provinces 139,722 57.5Total (Canada) 345,880 Enlistments in Ontario are 5.8 per cent of the lotal population, 1911 Census

(Concluded on page 8.)

New Process Building

W. J. REID, President

Capital Authorized \$5,000,000

Capital Paid-up - \$8,000.000

LONDON, ONTARIO

WESTERN ONTARIO'S

POPULAR EXHIBITION

art. Music. Agriculture & Amusements

a fine enabination at London's exhibition

A Real Live Program of Attractions Twice Daily

Two Speed Events Daily

PIREWORKS EVERY NIGHT

SINGLE FARE over all Railways West of Toronto

SPECIAL EXCURSION DAYS

Prize Lists, Entry Forms and all information

from the Secretary

BANKOFHAMILTON

CHARACTER

Systematic saving is an index to

character. The power to resist the

temptation to spend is developed

and strengthened by the possession

of a Bank Account. Our Savings

JARVIS BRANCH

R. R. TELFORD, Manager.

Department will help you.

Roasts retain their natural flavor-

bread, cakes, puddings, etc., baked in a

September 8 to 16, 1916

On Tuesday of last week a government surprise visit and found quite a lot of but-ter in pound prints not conforming to the legal requirements. Some was light weight and some in plain wrappers. Boxes ofidairy butter fresh from the makers did not have the necessary mark. There was a little uneasiness as to what might happen, but as this was the inspector's first visit and the dealers were perhaps the innocent victims of an indifferent people, the incident may be taken as a warning The Dairy Industry Act of 1914 provides that pound print butter butter must be full weight and marked whether dairy or creamery. Boxes must also be similarly distinguished. A merchant is not permitted to accept any batter in pound prints that are short weight but is to return the same to the vendor. So when you next bring your butter to market he sure it is ftll weight and in properly marked wrappers or boxes. The use of plain wrappers for any purpose, even for delivery to regular customers, is not permitted. The penalty to both purchaser and vendor for infractions of the act is a fine of not less than \$10 and not more than \$50.

The Western Fair

SEPTEMBER 8th TO 16th

London's popular Exhibition promises to be better patronized than ever, this year. The management is planning larger and better things for September next than have ever been undertaken before. The new Process Building promises to be a hive of industries and considerable space is already taken. A new system of admission at the gates will be adopted by means of new coin turnstyles. Change booths will take the place of ticket booths and the public will be admitted by depositing twenty-five cents at the turnstyles. Children and those holding tickets will he admitted through a special gate for the purpose. If space of any kind is required application should be made to the Secretary at once. Prize Lists and all information on application to the Secretary A. M. Hunt, London, Ontario.

Canada is a big country capable of absorbing great numbers of numbers of newcomers, but those in charge should be Enlistments in the rest of Canada are careful that those coming to our shores 4.2 per cent. total population, 1911 Ceuare of a desireable class. Oue British is of more value than a score of foreign ene-

! Every Building Full of Exhibits

A. M. HUNT, Secretary

FALLS Summer and Furniture Sale begins SATURDAY

EVERYTHING will be in readiness at 8 o'clock.

That's The Time We Open

The FURNITURE DEPARTMENT

Offers These and Many Other Bargains

One Chair and one Rocker, fumed oak frame, back and seat covered in fine embossed Tapestry, two piece set, regular \$17.50. A large Fireside Chair, inlaid mahogany frame, covered in English Cretonne, originally priced at \$30.00. Covering slightly

soiled, priced to move quickly,

.....\$12.50. One only, imported Mahogbowl lined with copper. Regular \$25. Priced to clear \$12.50. Three extras in Verandah Furniture, small chairs in green or

Arm Chairs, high back comfortable seating, colors of red, golden or green. Reg. \$2.50 Special\$1.89.

Extra comfortale seating chairs, high cane backs, cane seated, side arms in green or red Regular \$3,50. Special sale price

One only, wicker rattan large anv Jardiniere Stand with flower settee, originally priced at \$25. To clear special12.50

Four-piece Bedroom Suite in red, \$1.25. For a quick clear- covered in English Tapestry. Re-

A fumed oak buffet, very sub stantially made, three large draw ers, medium sized top mirror, worth 16.50, for \$14.25.

A large black leatherette Rocker, exceptional value, at the original price, 10.50, extra speccial \$7.49

A three piece Mahogang Parlor Suite, covered in French silk tapestry, spring seated. padded back with cane setting, original price \$60. Sale.....\$48.50,

Real Manogang Chair Frame less than half-price. Five only in grey Belgium oak, spring seated, the lot; workmanship and styles are very fine; worth 20 and 22.50.

One only, genuine Morocco leather Settee, very slightly damaged, originally priced at \$30.

One only, White Enamel Bed full double size. Regular 13.50.

These Brass Beds Will Interest You-Specially Note

The Prices

												etail:
Reg.	\$34.	50.	Sal		Ď	E	i	0	8		. 5	25,00
Rag	23.	50.	now	۲.	-							19.00
Reg.	32.	50.	Sale	ŀ.								23.00
Reg	31.	00.	now	١.								22.50
Reg.	29.	00,	now							•		19,00
	4	•										

Great Selling Begins Saturday in Wash Goods, 19e a yard

See the tables of pretty Wash Goods that are worth 25c, 30c, 35c and 45c, your choice the yard beginning Saturday 19e.

Three of FALLS' **Typical Silk Values**

39-inch Black Taffeta, worth \$1,25. at per yard.... Better quality, 39-inch, reg. \$1.50. Black Pailette, 36-inch. guaranteed Falls' Extra \$1.25 quality. Special price

Silks are advancing in price. Not here.

A Very Important Sale of Women's Summer Dresses

We have on hand a large, well selected stock and to every woman interested in this particular sale we have grouped them into three distinct lots and priced them at an

exceptionarily low agare.
Group 1-Priced at 3.25, 8.50 and \$4,
for \$2,79
Group 2—Choice values priced at 4.50,
5.00 and \$5.50, for\$3.59
Group 3—Priced from 7.50 to \$10, for
\$6.69

These Bargains in Glassware

^

Pickle dishes, reg. 10c for Jelly Dishes, reg. 15c for	
Jelly Dishes, worth 25c, for	
Jugs, reg. 20c for	
Bowls, reg. 20c for	
Bowls, reg. 85c for	
Celery Dishes, reg. 20c for	
Sherbits, reg. 10c for	

Bargains in Pictures

A big picture sale, grouped into five lots—each lot will be laid out on tables Subjects are excellent. Frames are all very

ou taste.				*	
1—Reg.					
2—Reg.	up to	3.00	for		\$I.3
3-Reg.	up to	4.50	for	• • • • • • •	1.7
4-Reg.					
5-Bette	r yalu	es. 8	.50 to	\$16.50,	ha

See the Ribbon Remnant Basket at Ribhon Counter, odds and ends of a busy season's selling. Your choice at half marked

Women's Silk Knitted Sweater Coats, all the desired shades, originally priced at \$12.50 to 14.50, seasonable styles, choice of any coat, all sizes in the lot \$6.95

Womens short Kimonas in Crepe, neat floral Japanese effects, loose fitting, elbow sleeves, trimmed with satin around neck and sleeves; reg. \$1.25: priced for quick selling at 79c

Flossie Fisher Novelties—See these to Hersees Shampoo Powder, reg. 15c for 5c

******************** The Best Sale Yet of House

Dresses, 58c each Light, medium and dark colors; sizes up to 44. Made from fast colored prints and ginghams. Ready when the door opens Saturday morning.

Shown Saturday for First Time

Smart styles in Black Taffeta Skirts. each, \$9.50.

Men's hot weather Suits, New York Styles, in Palm Beach, neat grey and fawn checks and new plaids; perfect fitting, the suits, \$10, 12 and 15.

Men's Very good quality imported Neck wear, \$1, 1.50 and 1.75.

Two Items from the Sale of Women's Vests. Drawers and Combinations

1. Women's liste finish vests, sleeveless and with short sleeves, worth 25c, selling for.....19c.

2. Women's lisle finish Combinations, all sizes, reg. 60c, sale price34c

Kitchen Cabinets

Fery Fine-The Hastings Kitchen Cabinet, greatly reduced for the Summer Sale. Each cabinet fully equipped. Three grades

One worth \$28.50. Sale.... \$23.50. Two worth 38.50. Sale 32.00. Three worth 45.00. Sale.... 37.00.

A Sale of Lawn Chairs

Three dozen in the lot. Rigid, well finished, comfortable chairs. I-Lawn Chairs worth \$1.25 for 986 2—Lawn Chairs worth \$1.50 for1.15 3—Lawn Chairs worth \$2.00 for.....1.58. Summer Sale of Drinking Glasses See

the lines on sale at the dozen... 29c and 59c. Summer Clearing of Tea Pots, choice

Women's full size White Lawn Aprons, gored and with pocket, selling for each 19c. Pure Linen Damask Table Cloths, 2x21

********************************** Children's Nursey Chairs, slightly dis-

yds., slightly imperfect; worth \$4.50 for 2.60

figured in transit, to be cleared at, each 25c Long plain Crepe Kimonas in pink, helio, sky, rose and cardinal, worth \$2.00, for

Plain Crepe and Japanese Oriental ef-

fects, with sash, large choice of sizes, worth \$2.50. Sale.....\$1.89.

A Cool, Clean Store

In carying for our own and our employees' we also care for all who visit us. What can be worse than to go into a store and breathe for an hour or more air filled with an almost invisible dust, and like as not the odors of dark cellars that have no outlet except stair cases or furnace registers? You never breath yesterday's air to-day in Falls' Store.

Rush Sale of Blouses 89c

All are new and stylish, not a blouse is worth less than \$1.25, more of them are \$1.50, 1.75 and 2.00 values. Beginning

Good Print House Blouses, pique sailor collar, sleeves trimmed with pique. All

It's Not Expected that Items Like These Will Last Long

Odd pairs of boys' Summer Drrwers. sizes are broken, values 35c and 50c. Your

Boys' well made heavy white duck bloomers, to fit boys up to 12 years; reg. 50c and 75c for the larger sizes. Your choice

Boys' wash suits. Buster Brown and Russian styles, to fit boys 21 to 7 years. Color guaranteed; values \$1.50, and 2.00, When the sale opens Saturday morning,

Boys' Wash Bloomers in plain linen, navy drill and striped galatea; regular up to 75c; all the same price, beginning Satur-

day. Choice per pair 29c. Boys' White Cotton Jerseys, short

sleeves, regular 25c. Mid-Summer Sale, each......13e. Boys' heavy Khaki Drill Norfolk Suits, good style, nicely made to fit boys up to 15 years, value \$2,75. Falls Summer Sale,

Girls' Middy Print Dresses, nestly made from fast colors, to fit ages 4 to 12 years. Falls' Midsummer Sale, each59c,

Girls' fine white twilled drill Middy Dresses, for girls 4 to 12 years. Reg. \$1.25, for, each......90c.

Pine White Plannelette, 10 Yds. for \$1

1000 Yards of very soft and very fine pure White Flannelette. Summer Sale, 10 yards for \$1.00. (Limit, 10 yards to a cus-

Napkins

25 Dozen Pure Linen Napkins, assorted patterns, worth \$3.00 a dozen. Summer Sale, the doz.,.....\$2.37

50c and 60c Pine Bungalow Aprona selling for 39c

50 Dozen Fine Bungalow Aprons, medium, light and dark colors, the sale ea. 39c.

A table of plates and saucers. The plates are to be sold 3c each, and the saucers 2c each. Women's Dust or Motor Coats, made of

a linen crash, belted back, trimmed with pearl or gilt buttons; reg. \$5.00 each; priced

Women's Porusknit Vests, sleeves and sleeveless; lace yoke; reg. 50c, the garment

Clearing lot of Velvet Ribbons, in plain and fancy effects; mostly wide lengths; orig-

inally priced priced at 25c; choice per yd 9c Special boys' Khaki Suits, trimmed lat-

est military style, long pants, to fit boys from 6 to 10 years of age, extra.....69c. *****************

Interesting Items from the Notion Counter, Specially Priced

Woven Oriental Wash Trimming, reg.

Spouges, priced up to 50c, for, each 19c. Sweet Lavender Scent Sachats, reg. 10c

The Mid Summer Sale

Of Men's Fine Straws and Panamas be_ gins Saturday. Your choice of any fing Straw or Panama, half price. No reserve.

Make a of these Values

In Baby Carriages—They include our entire stock at the prices marked. They will be exceptional bar-OF SIMCOE, LIMITED.

Encourage Thrift

FOR CHILDREN

11 dozen "Fido" Iron Money Banks. A toy and a bank combined. They are indestructable. Regular

MADE IN CANADA for sale by E. T. CARTER

oven. See the McClary dealer in your town.

ande always come fresh and sweet

from its perfectly ventilated