Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been use for over 30 years, has borne the signature of and has been made under his per-Sonal supervision since its infancy.
Allow no one to deceive you in this.
All Counterfeits, Imitations and "Just as good" are but
Experiments that trille with and endanger the health of Infants and Children-Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregorie, 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 Tecthing Troubles and Diarrhoga. 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

In Use For Over 30 Years The Kind You Have Always Bought THE CENTAUR COMPANY, NEW YORK CITY.

WHAT THE

FARMER

CAN DO WITH

CONCRETE

This Valuable

Book FREE

Clip the Coupon

T'S not a catalogue but a book of information-brim full ofvaluablemoney saving facts for the farmer.

It tells how to construct fire-proof, weather-proof, wear-proof buildings and other farm im-Drovements of indestructable concretethe most economical of all building

It is the same book that has saved time, labor and money for more than 75,000 progressive Canadina farmers. Let it save money for you.

Canada Cement Company Limited,

below. Fill in your name and address and Herald Building mail TO-DAY. MONTREAL

I CUT OUT AND MAIL



CANADA CEMENT COMPANY LIMITED, Herald Building, Montreal. Gentlemen; Please send me a free copy of "What the Farmer can do with Concrete".

Going to Fence?

Try the FROST Wire Fence

We have taken over the Agency of the Frost Wire Fence Co., recently held by John Walker. This is the celebrated Fence with the famous "tight lock."

We handle-

Woven Wire Fence. Coil Wire Fence. Barbed Wire Pence. Lawn Fence, Gates, etc.

We carry a complete line of Lumber, Lath, Shingles, Cedar Posts, Cement, etc. We will cheerfully furnish estimates and the

closest prices on all contract work, large or small. Give us a call. Satisfaction guaranteed.

V. J. BAILEY.

Jarvis, Ontario.

posed to be in fool; Bay Mare, supesed to be in font; Ches nut Horse 2 Percheron More Coits, coming 1 yr old; Holstein Cow, 4 year old, fresh i about a mon h, Grade Host in Cow 3 years old, due Feb. 26; Broad Sow supposed due April 10; He.fer, 1 year old, grade Holacin; 3 Shoa s, about 100 lba; 40 Cnickens; Deering Binder 6 ft., new; Deering Mower, 6 f., new; Massey Disc, 14 blades; Land Roller; Massey Horse Rake; 2-furrow Plow, Cockshutt; Milier Plougn; Set D.a. mon too h Harrows; Set Straight Har ows; Wismer Dr II; Lon Scu.fl. r Fanning M.II; Cut.ing Box; Wagon, Box and Spring Seat; neb-se ghap Hay Rack, Pig Rack; Top Buggy; Aika o Buggy, new; Cut.er; Robe; Set farm Hain ss; Se Single Harn ss ron Ketche, Daisy Barrel Churn; 1 Washing Machine and Wr.nger; Coal stove, hea er; "Good Cheer" Kitchen Range; Cream Separator, Mejo.te; Raymond Sewing Mach.ne; Gr.nd. stone; 30 grain bags, Lawn Mower, orks, Shoveis, et.c., and other articles to be seen on day of sale. Sale to commence at 1 o'clock, rain

Terms.-\$5.00 and under, cash; over ha amount 8 months' credit will be given on furnishing approved joint notes. 6 per cent per annum off for cash on all credit amoun.s. The decision of the auctioneer to be final D. Z. BOYD, Proprietor. JOHN DEMING, Austioneer.

TECHNIC OF PAINTING

Color Methods and The the Old Masters.

Many persons think that the paintings by the old masters owe their permanency in some degree to secret processes now lost. In the Journal of the Franklin institute Dr. Maximilian Tock points out that as a matter of fact the old masters used only thuse few colors (madder, for example) the permanency of which was well established, and that they avoided mixing colors known to have a bad chemical effect on one

Incidentally he describes the scientific methods of detecting later day copies. Zinc white, where fiake white would have been used, protoplasmic remains in the cells of the wood used for the picture and the transparency of the bitumen in the shadows are proofs that a picture is not a genuine antitique. In respect to deterioration the author mentions the bad effects of smoke and modern gas fumes and, after saying that either light or darkness may bleach a picture, points out that some pictures that have been kept in the dark can be restored by placing them in bright sunlight.

Finally Dr. Toch condemns those collapsible tube or palette knife for the brush on the ground that the finkes of color thus attached to the canvas will crack off and become detached. If that method had been used by the ancients no trace of their work would now exist.

The Heroines of Novels If I were his Satanie majesty and a novelist came to me for judgment I should beetle my brows in a horrible manner and quis him thus:

"Did you ever make your heroine eighteen years old? Did you ever endow a maiden with the repartee of Pinero, the intuition of Blavatsky, the carriage of Garden, the hauteur of the Medici, the beauty of Aphrodite and the wisdom of Athene all at the age of eighteen years?"

If the novelist answered me "Certainly not!" I should say, "To heaven with you!" But if he answered, "Sure. I did?' I would blast him where he

For of all the infquitous, fallacious. unfair and dangerous doctrines this takes the icing off the cake-that the female species reaches her apogee at the immature age of eighteen.—George Weston in Saturday Evening Post.

Types of Feet. Among the various races of men. firee types of feet occur. Certain pure races have one type of toe which is characteristic of each race. Thus, the Zulus, the Basques and probably most pure Celts have the even toed foot. while the Papuans, the Boschmen and a number of African tribes, as well as both ancient and modern Egyptians. have the arch toed foot. Many European nations, however, have a mixture of the three types. But it is certain that among the English, and probably among the Germans, French and Greeks, the even toed foot is the commonest.-Strand Magazine.

Reward of Writers.

Writers of nonfiction today seldom fare more handsomely than did Chief Justice John Marshall, who, 110 years ago, received \$60,000 for his life of Washington. After Stevenson's death the royalties on his books amounted every year to ten times the sum he und received a few years before.

The Swordfish So powerful is the jaw of the swordfrom which the sword projects, that it has been known, in a

SATURDAY MORNING

ON THE STROKE OF 9 O'CLOCK BEGINS FACT TWENTY-PIFTH ANNUAL FEBRUARY SALE

It is the Original February Sale, famous all over Norfolk and adjoining Coun-It is known to be the Sale that brings the New Ideas. It is one of the great events of our storekeeping. It is a matter of great pride with us. This time it has been also a matter of great difficulties, for trade conditions are very unfavorable to low prices on fine New Goods. We have combed and re-combed the markets and we have overcome the difficulties. We have fine new goods, more of them than ever before, and we have them at low prices. FALLS' 1916 February Sale means the Best Buying opportunity of the Whole Year -THIS YEAR PARTICULARLY- and from the reports reaching us by every mail from manufactures in Europe and at home, more than likely for 3 YEARS and perhaps FOUR. We are not trying to secure anybody, but, frankly the constant sheaves of letters received by the past six months notifying of

ADVANCES — ADVANCES — ADVANCES —

Some Points of Interest of Our 25th Annual February Sale

—The February Sale of Dress Goods at 25 cents to \$2.75 a yard.

-The February Sale of Silks at 25 cents to \$2.50 a yard. —The February Sale of Linens and Table Cloths at \$1 50 to \$14 00 each.

—The February Sale of Linen Napkins at 89 cents to \$15.00 a dozen. -The February Sale of Table Linen at 30 cents to \$1.50 a vard. -The February Sale of Towelling at 5 cents to \$1.00 a vard

The February Sale of White and Grev Cottons at 6 cents to 15 cents a yard—The February Sale of Bleached and Unbleached Sheeting at 19 cents to 75 cents a yard. -The February Sale of Plain and Striped Flannelette at 64 cents to 25 cents a yard.

The February Sale of Towels at 5 cents to \$2.50 each.

—The February Sale of Bed Blankets at \$1.19 to \$17 00 a pair.

The February Sale of Bed Quilts at 89 cents to \$7.00 each. —The February Sale of Bat and Eider Comforters at \$2.50 to \$16.50 each.

-The February Sale of Pillow Cotton at 19 cents to 45 cents a yard.

—The February Sale of Men's and Boys' Overcoats (cloth, fur lined and fur) at \$3.90 to \$85.00 each.

—The February Sale of Men's and Boys' Suits at \$2.90 to \$25 00.

The February Sale of Women's Coats (Cloth and Fur) at \$5.00 to \$250.00.

The February Sale of Cloth Coats for Juniors at \$2 98 to \$12.00. The February Sale of Women's Tailored Suits at \$15.00 at \$15.00 to 25.00.

The February Sale of Dinner and Tea Sets at \$4.90 to 85.00. The February Sale of Odd Pieces of China at 5 cents to \$4.50 each.

The February Sale of Glassware at per piece 4 cents to \$10.00.

The February Sale of Toilet Sets at \$2.90 to 6.50. —The February Sale of Elletric Lamps and Shades at \$3.50 to \$22.00.

The February Sale of Carpets at 30 cents to \$2.50 a yard.

—The February Sale of Rugs at 75 cents to \$97.00 each. The February Sale of Drawing Room Suites at \$19.90 to 60.00.

The February Sale of Bedroom Suites at \$16.50 to 150.00.

...The February Sale of Dining Room Suites at \$35.00 to 200.00 the Suit. The February Sale of Odd Chairs at 48 cents to \$35.00 each.

-The February Sale of Linoleums and Mattings at 30 cents to \$1.60 a square yard.

-The February Sale of Kitchen Cabinets at \$12 00 to 45 00 each.

-The February Sale of Lace Curtains at 25 cents to \$25.00 a pair.

The February Sale of Curtain Nets at 124 cents to \$1 00 a yard.

—Lhe February Sale of Iron and Brass and Wood Beds at \$2.48 to 47.00 each.

The February Sale of Mattresses at \$2.90 to 27 50 each. -The February Sale of Bed Pillows at 95 cents to \$6.50 a pair.

Trunks, Handbags and Suit Cases at \$1.00 to 18.00. -The February Sale or T

The Greatest February Sale in all the Years of this Stores Merchandising Begins Saturday----The H. S. FALLS CO. -The February Sale of Carpet and Vaccuum Sweepers at \$2.75 to 15.00 each.

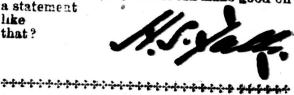
Nothing will be Charged during February Sale-The H. S. FALLS Co

^ "OYERHEARL"

I take off to this China Department, I don't know much about other lines of goods but I guess it would be perfectly safe to do the same thing to a lot of other departments here for I have been selling China for 18 years. My territory is from Montreal to Winnipeg and there are mighty few China departments that I run across that can compare with this one. You have so many very fine goods in it.

Most Sales Imply a shortage of Varities, Ours Don't

East February Sale is a Sale of vast stocks, kept at top notch of reputation right up to the opening hour of the sale. The prices are cut but the selections are complete. How many stores can make good on a statement



Fauls February Sale of White Wear Tables heaped high with it. We have

never had embroideries quite so fine and beautiful, never a greater variety of the good and medium-priced garments, which are the most important part of a FALLS Sale. The selling of these fine new things will begin Saturday morning.

During the February White Sale You

Night Gowns 39 cents to \$6.00 Corset Covors 19 cents to \$2.25 Drawers 19 cents to \$2.50 Underskirts39 cents to \$7.00 -Every Garment Brand New and as White as the Snow

******** FOR WEEKS

Shipment after Shipment of New Goods for the Sale have been trooping in. The various Stocks throughout this Big Place are fast filling up. Saturday we shall be Good and Beady. ——Come and See what we have and what we are going to do at the Sale that has grown BIGGER and BIGGER for 25 years. ***************

********************* ****** A GREAT MUSICAL TREAT

Mr. Arthur Fisher, the English Boy Bell Ringer, who has travelled the world over and performed before Royalty, will give two performances at FALLS' Saturday of this week, the opening day of our 25th Annual February Sale and Monday following, two performances each day, morning and afternoon. Nearly a million people have paid, and been glad to, for the pleasof hearing this clever artist.

A few of the cities and halls Mr. Arthur Fisher has performed in are :-Royal Albert Hall, London, England; seating capacity, 8000.

Cory Hall, Cardiff, Wales; seating capac-Massey Music Hall, Toronto; seating ca-

pacity, 4000. Central Congregational Church, Winnipeg; seating capacity, 3000.

At the United Patriotic Fete in Hamilton; Mr. Fisher played to 15,000 people. This entertainment has been arranged for your pleasure. Come and bring your

H. S. FALLS CO.

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Norfolk

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The best s our agen BROWN Brown's Nu

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If you hav If your hai There is remedy these to remain yo PARISIAN storer, is gi remove dance will give you PARISIAN -it prevents It is the

hair, as it fluffy, soft as **OPARISIAN** anteed. 50 c

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