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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. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of 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.

House Cleaning Season Is Here

You will be replacing your worn-out Springs and Mattresses with New. Before you do so don't fail to inspect our complete line of **Springs and Mattresses.**

Dining Room Sets---
---Bedroom Sets

We will be pleased to show you our large assortment of the above.

FURNITURE AT MODERATE PRICES
Agent for the celebrated
WHITE SEWING MACHINE

--IVAN W. HOLMES--
Furniture and Undertaking

BANK OF HAMILTON

Established 1872
Capital Authorized, \$5,000,000
Capital Paid-up, \$3,000,000
Surplus, \$3,500,000

A Dollar a Week

NOT much, is it? But if you deposit that small sum in the Bank of Hamilton regularly, it will amount to almost \$1,000 in ten years. This habit, once formed, is easy to continue.
Begin to-day with one dollar.

JARVIS BRANCH
R. R. Telford, Manager
48-C

To the Public

We Sell Parisian Sage, and we Know the Guarantee is Genuine

PARISIAN SAGE, the quick-acting hair restorer, is guaranteed—
To stop falling hair,
To cure dandruff,
To cure itching of the scalp,
To put life into faded hair,
To make harsh hair soft and luxuriant,
To make hair grow, or money back.

It is the most delightful hair dressing made, and is a great favorite with ladies who desire beautiful and lustrant hair. Large bottle only 50 cents.

For Sale By
R. Seater, Jarvis

Shop in Simcoe At OUR Expense

We Refund Car Fare from Jarvis on a purchase of \$6.00 and over, Hagersville \$9.00 and over, and from Nelles Corners on \$10.00 and over.

Murdoch's
Simcoe's Favorite Shopping Place

ADLETS Pay

RESPECT YOUR PROMISES.

Therefore Do Not Make Any Unless You Can Keep Them.

Keep your promises, so don't make any you can't fill. Don't make any in conflict with agreements. Neglecting the exact terms of a definite promise is often a very serious thing.

The keeping of promises in business transactions is the "sheet anchor" in the establishing of credit among one's business associates.

The world of business places great value on promises.

Not only in all business transactions, but in everyday life, the keeping of promises should be looked after with care.

Whatever you do, keep your word, for the man who breaks his promises even in little things is sure to break them in the more important ones.

It is a good plan when making a promise as to appointments to jot down in a memorandum book the man's name, so that no mistakes can be made.

It is a question of obligation that is not canceled until it is paid.

The man whose promise or word can be relied upon is the one whose influence is far-reaching in any community or in any business.

Keep your promises, so don't make any you can't fill.—New York Mail.

The Public Makes the Market.

The public makes the stock market. The impression that a few operators can advance or lower prices as they please is a sadly mistaken one. If this could be done by a dozen men, or by a hundred, or a thousand, there would be no need of a stock market, for these gentlemen could combine and enrich themselves beyond the dreams of avarice.

No; the stock market is made by the public. When the public is scared and refuses to buy the market languishes, business halts, and uncertainty prevails. When the public is badly scared it becomes panic stricken and unloads by wholesale, and all must take their losses, big and little operators alike.

I do not mean to say that large operators are not able to influence the market to a certain degree and under favorable conditions, but they cannot do this to the extent that most persons imagine. They make their money by operating skillfully on the side that they think will win, whether the bull or the bear side.—Jasper in Leslie's.

Menace of City Sportsmen.

"The quail, or bobwhite," says a writer in Farm and Fireside, "is one of our prettiest as well as one of our most useful birds. He deserves to be called a national bird just as much as the American eagle. Why should the farmers and land owners allow his destruction and what seems to be his eventual extermination?"

"Hunting is a pleasure and recreation a farmer could have right at home on his own farm if he could save the game from the city sportsman. Why could not the farmer, when he has permitted the quail to multiply and to become a benefit and a blessing to the community, have the much needed recreation in shooting the surplus game? I think the farmers could be so organized that they could control the wandering and the wantonness of the city sportsman and preserve bobwhite and other game."

Big Naval Guns.

Firing a big gun on one of our battleships is a costly proposition.

A fourteen inch shell weighs 1,400 pounds and costs \$700.

A twelve inch shell, already considered one of our "smaller" shots, costs \$980.

Fourteen inch guns throw projectiles fourteen or sixteen miles. They will pierce an eleven inch Krupp steel plate at seven miles.

Twelve inch guns will shoot just as far, but will pierce the eleven inch plate only at five miles.

When big guns are fired every man on the battleship has to stuff his ears with cotton and touch the deck with his toes and finger tips, keeping his mouth open. This is to prevent broken bones and lost teeth.

He Won.

The Magistrate—This lady says that you tried to speak to her at the railway station.

The Accused—It was a mistake. I was looking for my wife's young niece, whom I'd never seen, but who'd been described to me as a handsome blond lady with classic features, fine complexion, perfect figure, beautifully dressed and—

The Complaining Witness—I don't care to prosecute the gentleman. Any one might have made the same mistake.—Pittsburgh Chronicle-Telegraph.

An Insect Gunner.

Many insects have some means of defense from their natural enemies, none of which is more curious than that of a small beetle which, when closely pursued, discharges a puff of poisonous vapor with a distinct detonation. Undoubtedly in many instances this aids the diminutive gunner in his escape, mainly, in all probability, by starting his pursuer and causing him to abandon the chase. From this peculiar acquirement this little fellow is known as the bombardier beetle.

The Other Way.

"What on earth's the matter? Cut yourself while shaving?"

"No-o. I should say that I shaved myself while cutting."

Creditors have better memories than debtors.—Franklin.

READ WHILE YOU ARE YOUNG.

Six Hours of It a Week May Spell Success For You.

Were I twenty-one again I should do a great deal of reading. I believe in reading. I don't recall having ever read anything that didn't do me some good. I wish I had read more when I was younger.

If I were twenty-one again I should read many books. I should read the standard novels to get a good way of expressing my thoughts. I should study the great philosophers, but with the temper of an iconoclast. The study of philosophy is a wonderful stimulus to the intellect, but must be undertaken with a mind alert to fallacy.

Then there are books which present actualities in statistical form and couple such statistics with authoritative explanatory comment. I refer to the various government reports on various subjects that engage the interest of the man who wishes to be well informed. Our government wastes thousands of dollars printing these reports, which need not be wasted if only our young men would read.

Read! I cannot too strongly recommend good reading. Six hours each week of serious reading is not much, but it may mean the difference between a \$20,000 a year executive and a twenty-five dollar clerk. Read! Learn to think with—and against—the deep thinkers of the world!

All of the time while you have been studying and reading and learning to disagree with the philosophers, when their logic falls foul of your own reasoning, you should be doing something that is productive of well earned money.—William Maxwell in Collier's Weekly.

STOCKS AND BONDS.

Some Advice For Women Who Want to Invest Their Money.

In the Woman's Home Companion Harold Howland gives some good advice to women who wish to invest. He urges bond investments with safe and sure profits.

"For there," he says, "you have the maximum of security and the minimum danger of loss. You want an investment in which your money will be safe. You are not going to take it out of the old stocking hidden in the chimney or the ticking of the mattress, where you know it is safe, and run risks with it. In that you are wise, 'Safety first' is a perfectly good motto for the small investor as well as for the wayfarer. The price that you pay for your sense of security is the low rate of return on your money."

"If you want a little higher return on your investment and are willing to sacrifice a little your sense of security invest in good preferred stocks. If you invest wisely your risk is only slightly increased, and the greater probability of return will go far to make up."

"Do not buy common stock for investment unless it be of a thoroughly sound corporation that has no preferred stock, such common stocks as that have not the speculative quality of those where the preferred stock intervenes between the bonds and the common stock."

"But what bonds or stocks shall I buy? To answer that question you need more light. Your broker or your banker is the one to give it to you. Your inquiry will lead you into the fascinating realm of the stock market. But if you keep your head in its intoxicating atmosphere there is no reason why you should not keep your feet."

Roadside Trees.

It goes without saying that trees not only improve the appearance of the country highway, but add greatly to the value of abutting farm lands. Why, then, is not roadside planting more general? The sentiment in favor of extensive roadside tree planting needs to be quickened and increased throughout the country. Town and country officials, now quite generally alive to the necessity of "good roads," should realize that well kept, attractive roadides are also important. It is not enough that the weeds and fence corner bushes be kept in subjection. Shade trees should be planted both for the comfort and the scenic effect that their presence insures.—Tree Talk.

Is Efficiency Misdirected?

Is the art of efficiency by any chance misdirected—misdirected toward products as an end in itself instead of toward the development of vitally initiative human individuals—joyous workers to whom product is a byproduct, wealth an incident; men who for the very joy of the working work expensively?—William H. Smyth in Industrial Management.

Five Rifles Per Man.

For every man on the firing line there must be five rifles in existence, the one in his hand, the one in immediate reserve, the one back at the base and one each in the hands of the two recruits that are in successive stages of training to take the fighting man's place when he is killed, disabled or captured.—Collier's.

The Subject Not Exhausted.

"I suppose your mirror tells you that you are beautiful?"

"Yes," said the girl, "but I have no objection to hearing from others on the subject. Go on."—Pittsburgh Post.

Expressive.

Flatbush—Does his wife sometimes tell him she doesn't want him to go out in the evening?

Bensonhurst—No. She doesn't have to tell him. She just looks it.—Yonkers Statesman.

Achievement of whatever kind is the crown of effort—the diadem of thought.—James Allen.

This Is Another Good Week

When you can come to the Mill End and Factory Clearance Sale and Choose and Choose and Choose— Another good week when you can wander at sweet will through one of Ontario's Best Stores.—Another good week when you can put your money to such good use that every dollar of it counts better than 100 cents.

H.S. FALLS

Tables Heaped with Mill Ends. All are Useful Lengths

Towellings, Factory Cottons, Flannelettes, White Cottons, Sheetings, Prints, Muslins, Wrapperettes, Curtain Nets, Art Cretonnes.

Men's and Young Men's Summer Suits in the Sale

Though a good part of their original prices are gone the suits themselves have lost none of their good points.

—Navy Serge
—Summer Chevots
—Tropical Suitings.

Not a Suit is worth less than \$13.50, most of them are \$15.00 and \$17.00 value. Beginning Saturday, any Suit \$10—\$10—\$10

Factory Clearance Sale of Women's and Girls Print Dresses, 3 Lots

FIRST—Women's neatly made Housedresses, from light and medium color prints, sizes to 42. Sale 93c each.

SECOND—Very Smart House Dresses in a variety of neat designs. In fast color Prints, sizes to 42. Sale \$1.19 each.

THIRD—Girls' Print Dresses to fit girls to 14 years, made from good quality of print. Sale 53c each.

A Clearance Sale of Wash Goods at Half Price

The prettiest wash goods of the season at 19c, 29c and 39c a yd. Regularly they sold for 35c, 50c and 75c a yard. Main Floor, Linen Dept.

Factory Clearance of Handy Suit Cases and Lunch Bags, 29c ea.

Ready Saturday, hundreds of handy Suit or school book Cases, in two sizes and two shades of Tan, finished with brass fasteners. LUNCH CASES, TOO—These are in tan or black, made Club Bag Style and finished with Brass Fasteners. Sale Price—29c each.

In Every Corner of the Big Store

There is cool and fresh air to breathe and cool fresh merchandise to buy. The store throughout is clean and fresh every morning. The goods on sale are winnowed out by keen eyes and sound judgement.

Lovely Hats, Typical of Midsummer In a Fine Clearances \$1.25 & \$2.50 ea.

THE \$1.25 TABLE—will contain smartly trimmed hats that are worth up to \$4.00.

THE \$2.50 TABLE—will contain pretty trimmed hats that are worth up to \$6.00.

A TABLE OF TRIMMED HATS—the season's newest shapes, that sold up to \$2.50 each will go on sale. Your choice 75c each.

A Remarkable Clearance of Boy Suits only \$1.00

Khaki and Linen Suits, several good styles in coats, all have bloomer Pants, the Pants alone are worth more than a dollar to fit boys up to 15 years. RUSH SALE, the Suit \$1.00

Summer Blouses Grow Prettier Every Day

Factory Clearing Sale of Pretty Blouses

You may choose from many Styles of sheer fine voile and batiste—trimmed with lace tiny tucks, smocking and hemstitching and some with rows of tiny crochet buttons, sizes to 46. The lot choice 97 cents are worth up to \$2.50. The lot choice \$1.48 are worth up to \$3.00.

Rush Sale of Sport Skirts

Women's and Junior's Sport Suits, made from fancy striped Percaloes, in a variety of colors, finished with pearl buttons, belt and pockets worth \$4.50. Sale Half Price the Suit \$2.25.

Pretty Silk Blouses will be sold for \$2.48

Five dozen only Jap Silk—Creme-De-Chene and Natural Pongee Blouses, The former are in white, sky, flesh and pink, the latter are trimmed with fancy striped and coin spat Pongee, all are very pretty styles. Just received from the factory.

Hosiery is Very Scarce

Not here though—we have heaps of it—These two items are worth looking up.

Women's fast black—seamless, Cotton Hose Size 8 to 10, two pairs for 35c.

Women's fine French, two thread lisle Hosiery, seamless, fast black all sizes. Sale Price 29c a pair seconds

H. S. FALLS

CO. OF SIMCOE, Ltd.