



CASTORIA
For Infants and Children.
Mothers Know That
Genuine Castoria
Always
Bears the
Signature
of
Dr. J. C. Hathorn
In Use
For Over
Thirty Years
CASTORIA

Exact Copy of Wrapper.

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

Try Our Want Ads
IT PAYS

Rich, Warm New Fall Fashions have taken full Possession

Autumn Wearables for Women, Young Women and Children. The sound and sensible Ideas of the times, combined with the beauty of simple lines and glowing fabrics. Why not walk through one of the best departments in Western Ontario for Wearables for Women, Young Women and Children and see what these new things are like.

—FALLS' STORE, SIMCOE.

Scores of Women's Practical Suits are Ready

Coats are mostly finger-tip length, though some fall below the knee and they are mostly very straight in line, some are pleated, some are belted and buckled, some of the loose box style. Skirts are very simple and straight with pockets which are frankly just useful and pretty and not in anyway extreme.

Materials are of soft velvets, serges, tweeds and gaberdines. Colors are Bottle Green, Brown, various Blues, Black; and of course Greys and Taupes. Prices are \$17.00 to \$40.00.

Ball Coats are Lovely and the Choice is very Large Here

The softest and most velvety of cloths, Flashes two toned Velvets and imported Tweeds, Cheviots and Broad Cloths. These coats show the newest of lines and not to reveal two much of a secret they are quite different from other seasons styles, \$15 to \$65 are the Prices.

New Taffety Skirts

Several brand new styles are in Plain Black, Navy, Brown and Green with a fine showing of rich Plaids and Stripes in satin Velvours. These skirts are plainly tailored with envelope pockets and turn over tab the backs are gathered. \$5 to \$12 each.

The New Silks are Here

Satins brilliant of finish, Crepe-De-Chene so supple and charming for drapery of frocks and Crepe meteor that somehow combine the best points of both. Also fine stocks of New Striped Taffetas, New Striped Messalines, New Plaids, New Poplins, Whipcord Silk, Chamoise Satins. They came in all the leading shades and these are the silks that women are asking for to make tailored street costumes and afternoon dresses. Almost every shade to be had that one could desire. \$1 to \$2.75 a yard.

The One Piece Frock is in big Element A Fine Choice of Them Here

Serges
Poplins
Crepe De Chene
Bengaline
Satin Duchesse etc.
\$10. to \$35

These Brisk Mornings Bring Calls for Women's Warmer Underwear.

We are ready with underwear as never before, thousands of garments, vests, drawers, and combinations will be in September sale of underwear. Twice more underwear than we ever held before. Reasons, not for a long time will be able to supply equal underwear at such reasonable prices.

PRICES
For Women
For Young Women
For Children
Not a desirable style
Not a desirable quality is missing
Two displays Main and second Floor.
25c to \$4.50 the garment.

This Week the Following Items of interest Throughout Falls' Store, Simcoe

Autumn Millinery opens
A sale of English Dinner Sets, 97 pieces \$14.75.
One Hundred smartly tailored suits for Boys 6 to 14 yrs.
Much underpriced \$4.50 to \$5.50
A sale of Men's English Tweed Rain Coats or Top Coats at \$9.00 each.
Shown for the first time smart Marabou Neck Ruffles and Capes.
A sale of fine Scotch Fingering Yarn.
Opening of Fall and Winter Stocks of Women's Flannel-ette Night Dresses.
"Good Shepherd" Fingering Yarn for Knitting and Crocheting, the ball 65c.

A Fine Showing of "Men's Made-in-England" Shirts and Neckware. Shirts \$2.00 each, Neckware \$1.25, 1.50 and 1.75. Shirt Sizes run to 18. We consider these last two items among the values in the building.

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



THE PATHEPHONE
Five of these large cabinet phonographs, each with twelve records, given as first prizes in District Contests. Value, \$150.00. Size 20 in. x 24 in. x 44 in. high.

Enter the Bread Making Contests

at Rural School Fairs in Ontario

The Campbell Flour Mills Company's great offer of the big One-Hundred-and-Fifty-Dollar Pathe phonographs (Five of them!) and other valuable prizes, for the best loaves of bread baked with Cream of the West Flour, is stirring up tremendous interest all over Ontario. Many girls are already busy as bees practising with Cream of the West flour. Last year many girls declared, "Oh, if I had only practised, I'm sure I could have won!" Don't wait another day. Decide right now! Practise, Practise, Practise with

Cream of West Flour

the hard wheat flour that is guaranteed for bread
Every time you bake with it you find out new qualities in this flour that makes such splendid big loaves of delicious light bread. Practise!

In five districts, each comprising several counties, we will give away free to the winner of the first district prize a large cabinet phonograph. At each fair there will be given a fine list of local prizes.

Prizes Worth Trying Hard For

1st Local Prize—"Girls' Own Annual," a great big beautifully bound, illustrated book with 800 pages of stories and articles about people, art, animals, gardens, sewing, crocheting—everything that particularly interests young girls, older girls and their mothers. This is a wonderful prize that you can treasure for years.
2nd Local Prize—"Stories of Famous Men and Women," heavily cloth bound with gold titles, many beautiful pictures in color, entrancing life stories of Florence Nightingale, Grace Darling, Flora MacDonald, Jenny Lind, the late Queen Victoria, and others.
3rd Local Prize—"Britain Overseas," a big handsomely bound book with many colored pictures, interesting stories and descriptions of the countries and the peoples of Britain's world-wide Empire.
4th Local Prize—"The Queen's Gift Book," a book of stories, pictures and special articles by Britain's best writers; the proceeds from the sale of this book are for the benefit of disabled soldiers in England.
Note.—Unless the entries number six or more only the first and second prizes will be awarded. Unless the entries number ten or more no fourth prize will be awarded.

The District Prizes.—The winner of the first prize at each local fair automatically becomes a competitor for the following District prizes.
1st District Prize.—The "Pathephone" is the name given to the fine big mahogany phonograph we offer as first prize. It will give you endless pleasure and entertainment for a lifetime. It has special reproducer attachments and needles, enabling you to play all kinds of disc records, of no matter what make. The Pathephone reproduces band music, orchestra music, songs and funny pieces perfectly; with it goes a dozen of the famous Pathe records. Total value, \$150.00.
2nd District Prize.—Set of Dickens' Works, 18 splendidly bound volumes with many illustrations. Among the books in the set are "Oliver Twist" and "Old Curiosity Shop." These are two of the most entrancing stories ever written.
3rd, 4th, and 5th Prizes.—"Canuck" Bread mixers. This simple, yet well-made machine, takes the hard work out of bread making. Instead of laborious kneading of the old method, you just put in the ingredients, turn the handle, and the dough is thoroughly and more evenly mixed.

Read Carefully Conditions of Contest

Every girl may compete at the rural school fair in her district, whether or not she attends school, providing that her 12th birthday occurs before November 1st, 1917, or her 19th birthday does not occur before Nov. 1, 1917. One loaf of bread must be submitted baked in about 7 x 5 inches and 3 inches deep, and divided into twin loaves, so that they may be separated at the fair. One loaf must be baked with Cream of the West Flour. The half will be judged at the fair. The other half of the loaf will be judged at the Ontario Agricultural College, Guelph, to compete in the District Contest. The judging will be done by Miss M. A. Purdy, of the Department of Breadmaking and Flour Testing. The local contest at the fair will be conducted under the same rules as all the other regular contests at your fair.

The Standard by which bread will be judged will be as follows:
1. Appearance of Loaf 15 marks
(a) Color 5 marks
(b) Texture of crust 5 marks
(c) Shape of loaf 5 marks
2. Texture of Crumb 40 marks
(a) Evenness 15 marks
(b) Silkiness 20 marks
(c) Color 5 marks
3. Flavor of Bread 45 marks
(a) Taste 20 marks
(b) Odor 25 marks

Important.—Each loaf must be accompanied by the part of the flour bag containing the face of the Old Miller, and an entry form must be signed by the girl and parents or guardian stating date of birth, P.O. address, and giving name of dealer from whom Cream of the West Flour was purchased. The form will state that the girl actually baked the loaf entered in the competition. The forms will be provided at the time of the fair. The decision will be provided at the time of the fair. Not more than one entry may be made by each girl and not more than one local prize will be awarded to the same family.
Which District is Yours?—This list shows you which counties you compete against if you become a competitor for the District prizes:

District No. 1.—Counties of Gengarry, Stormont, Dundas, Grenville, Leeds, Frontenac, Lennox and Addington, Carleton, Lanark, Renfrew.

District No. 2.—Counties of Hastings, Prince Edward, Peterboro, Northumberland, Victoria, Durham.

District No. 3.—Counties of York, Ontario, Peel, Halton, Wentworth, Oxford, Brant, Waterloo (with a few farms in Wellington and Perth).

District No. 4.—Counties of Welland, Haldimand, Norfolk, Elgin, Kent, Essex, Lambton, Middlesex (with a few farms in Huron and Lincoln).

District No. 5.—Counties of Bruce, Grey, Dufferin, Simcoe, Districts of Muskoka, Parry Sound, Timiskaming, Algoma, Manitowish.

THE RESULTS of the contests at the fair will be made known in the usual way, as in the case of all the other regular contests. The District results will be announced as soon as possible after the conclusion of the Rural School Fairs in the Province.

DO NOT MISS THIS GREAT OPPORTUNITY. Every girl between 12 and 18 years should compete. What a splendid way to stir up increased interest in breadmaking! Get a supply of Cream of the West Flour at your dealers and practise using it as often as possible to increase the chances of winning. If your dealer cannot sell it to you, write to the Campbell Flour Mills Co., Ltd., Toronto, and we will promptly tell you the nearest place to get it.

NO COMPETITIONS IN COUNTIES NAMED BELOW: The competition is open to all parts of the Province where Rural School Fairs are held, except the Districts of Rainy River, Kenora and Thunder Bay. These districts are the only parts of the Province where school fairs are held by the Dept. of Agriculture in which this competition will not be a feature. There are no district representatives of the Department of Agriculture in the Counties of Sudbury, Huron, Perth, Wellington, Haldimand, Norfolk, Elgin, Kent, Essex, Lambton, Middlesex, and no rural school fairs are held in these Counties by the Dept. of Agriculture. There are, however, a few fairs held by local schools in Wellington, Perth, Huron and Lincoln, and these are included in the competition.

The Campbell Flour Mills Company, Limited
(West) Toronto Peterboro Pickering

"Gram of the West Flour is sold by the following dealers: Mrs. J. Hellwig, Jarvis; Fred Lint, Attercliffe Station; M. J. F. Waters, Cayuga; J. M. Windecker, Dunnville; R. Hambleton, Hagersville; Jas. B. Wilson, Hagersville; Elias Hoover, Nelles Corners."

Save MONEY!



By buying your meats at this shop. We have recently erected an up-to-date Butcher Shop on Main Street which awaits your solicited inspection. Our aim is to furnish our customers with the most feasible service combined with prices warrantable to production.

! GIVE US A CALL!
Highest Cash Prices Paid
for Hides

Cash Prices
Paid for Eggs

THOS. HARRIS
Jarvis .. Ontario

Send Us Your Sour Cream!

We Supply Gans.
We pay expressage.
Checks every ten days.
Toronto prices paid.
While help is scarce save yourself the bother of churning.
Write us to-day for particulars.

SANITARY DAIRY, Ltd.
N. W. NEWMAN, Mgr.
St. Catharines .. Ont.
READ THE ADS

C. Rodgers is agent
for the Oliver. Ask
for information