



# 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 CANTON 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

# September

With its crisp days and cold nights Marks the beginning of a New Season. It is time for preparation for the Winter weather to come. We are Ready as never before to supply your Requirements in Things to Wear and to make your home comfortable.



Mothers are Asking for Warm Sleeping Garments for Children. The Following will Most Likely Answer Their Needs.

Boys Striped Flannel Night Shirts each 60c to 85c.  
Boys Striped Flannel Pyjamas the Suit \$1.00.  
Children's Fleece Lined Combinations in White or Grey in sizes to fit Children 4 to 14 years. The Suit 85c to \$1.00

Japanese Kimonos Always find Owners Quickly

For when they come in, and they have been ordered many times, their stay is short, for women like these graceful crepe things to slip on and many a girl going away off to school will like to tuck one into her trunk of cotton crepe in soft Rose or Copenhagen Blue, Pink, Lavender or light Blue. Many of them have hand embroidery scattered over them, all have belts of the same material. Each \$1.75 and \$2.75. 2nd Floor.

Blouses, Lovely New Ones

Many of them with the smart high collars. A woman may choose a pretty lingerie waist, a heavy silk or a lovely crepe, their prices going from \$1.50 to \$8.50.

The Soft Glow of Winter Drapery

In the Drapery Department 3rd Floor these are now displayed.

New Beloures—New Tapestries  
New Imported Crotonas—New Chintzes  
New Shadow Cloths—New Rugs  
New Scrims—Madrases and Bungalow Nets at 25c to \$3 yd  
We do first class Upholstering at Reasonable Prices—

Women's Coats for Rainy Weather or for Cold

A light weight rain coat to slip over Suit or Frock will save you much mental stress as well as many clothes. Rubberized, Tweed and Corduroy Rain Coats in a great variety of styles—full belted and buttoned high at the neck \$4.90 to \$10.

Our Furniture Department is marching ahead

with a spirited slip. If you require a single piece of furniture or many pieces. Its all the same the more you buy the more you save—If you buy in Falls Furniture Store. (3rd Floor.)

A Special Collection of Velvet Hats.

Will be on sale this week at each \$1.65, \$2.00 3.00 and \$3.50.

It is something of an achievement these days to be able to offer such pretty velvet hats for so little—Saturday in Millinery Department special showing of childrens and juniors Hats each \$1.25 to \$4.50.

What a Rummaging for More Covers

There has been the last few nights and how many blankets have been too thin for comfort a plentiful supply of WARM NEW BLANKETS are Piled High in the Bedding Department (1st Floor) and prices are reassuringly low.

White Wool mixed Blankets the pair \$3.50, 4.00 and \$5.00  
Cotton Blankets the pair \$1.75, 2.25 and \$2.30  
Grey Camp Blankets the pair \$2.25

Blanket Comfortables soft heavy Blankets in pretty pattern each \$4.50.

All Wool Blankets solid White and Pink and Sky border the pair \$9.50 and \$11.00.

Cotton Comforters each \$3.00, 3.75, 6.50 and \$7.40

Eider Comforters Satin and Sateen covering each 11.00, 12.00 and \$15.00.

Buy Hosiery for the Entire Family at Falls Store and Save Money

For Men

Black Casemere Hose 25c, 35c, 50c and 65c  
Black and Tan Lisle Hose 25c 35c and 50c.  
Men's Heavy Wool Work Socks 25c, 30c, 35c, 45c and 60c.

For Women

Fine all wool Black Cashmere Hose 85c to \$1.25

Winter Weight Cotton Hose 23c to 30c

Cashmere Hose, good quality 50c

Cashmere Boot-Hose at 50c.

Cream Cashmere Hose all wool finest quality 84 to 10—

\$1.25 a pair.

For Children

All wool Cashmere Hose sizes ranging from 4 to 84

Prices 25c to \$1.00.

Heavy Worsted Hose sizes 5 to 10; ranging in price 45c to \$1.00 a pair

Snap Slets

Motor Rugs and Motor Driving Gauntlets are here in splendid variety.

Men's Black, Medium and Dark Grey Melton Overcoats at \$17.00 are underpriced.

Brantford is still a good town for Furniture—For the Falls Co. we made a Further large shipment of Fine Furniture to that City Tuesday of this week.

Many Mothers attending the sale of Boys Suits at \$4.50 and \$5.50 are buying two suits when they intended buying only one.

Great stocks of warm sweater Coats for Men, Women and children are here at reasonable Prices.

The new Furs and Fur Coats are very beautiful. They are in their new quarters, nicely displayed in, Glass Cases.

# H. S. FALLS

CO. OF SIMCOE, Ltd.



## 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 Pathé 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," a 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 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 "Pathophone" is the name given to the fine big cabinet 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 records of flat disc records of no matter what make. The Pathophone reproduces band music, orchestra music, songs and funny pieces perfectly; with just the touch of the famous Pathé record. Total value, \$150.00.

2nd District Prize.—Set of Dickens' Works. 13 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 10th birthday does not occur before Nov. 1, 1917. One loaf of bread must be submitted, baked in a tin, 3 inches deep, and divided into two loaves, so that they may be separated at the fair. The loaf must be baked with Cream of the West Flour. One-half will be judged at the fair. The other half of the prize loaf will be sent to Ontario Agricultural College, Guelph, to compete in the District Contests. 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 fairs.

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) Softness ..... 10 marks
  - (c) Color ..... 5 marks
- 3. Flavor of Bread ..... 45 marks
  - (a) Taste ..... 25 marks
  - (b) Odor ..... 20 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 of the judges is final. Not more than one entry may be made by each girl and not more than one entry will be awarded to each fair.

Which District is Yours?—This list shows you which counties you compete against if you become a competitor for the District prizes:

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

"Cream 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. Windercker, 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

IN FACTS.

Mr. Hearst's American says "Why should not Canada have description and Australia and New Zealand and the rest of the English colonies? The United States is in this war to protect the principles for which England and the English colonies are fighting, and those colonies ought to be willing to make as much of a sacrifice for the cause as this country."

The man who cheats at cards or hides behind the skirts of a woman has the standards of a sportsman and gentleman compared to the standards of fair play that could produce this gem on a page devoted, according to its printed word, to Truth, Justice, and Public Service. We comment on it only so that we may assure our Sister of the Snows that there is not lacking in this country an appreciation of all she has done, of all the tremendous sacrifices she has made. We know that before we can equal her record we shall have to have more than five per cent. of our population under arms, or an army of more than 5,000,000 men. We know that seventy days after the war began she had embarked an army of 33,000 men. We know that on February 1, 1917, she had contributed to the Belgian relief fund an amount equal to 18 cents per capita, while at that date we had given but eight cents per capita, and we know her wonderful record of production from field and factory.

We have much to be proud of, but at our present rate of progress we can only hope that some day we may be able to equal the pace set by our brave and heroic Northern neighbor.

—New York Tribune.