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An Advertisement by Charles Dickens



CHARLES DICKENS is one of the world's great teachers. Here is what he has to say in one of his books:

"My other piece of advice, Copperfield," said Mr. Micawber, "you know. Annual income £20, annual expenditure £19. 19. 6—result, happiness. Annual income £20, annual expenditure £20. 0. 6—result, misery. The blossom is blighted, the leaf is withered, the God of Day goes down upon the dreary scene, and—and in short you are forever floored. As I am."

The saving of a part of one's income was always a good policy.

Prudent men and women have always maintained a margin of saving.

But to-day we must go farther in our efforts to save than ever before.

To-day it is a matter of the gravest importance that each Canadian seek ways—and means to economize by cutting down expenditures for unnecessary things, saving the money he spends on things he could do without, so that when the Nation needs to borrow money he will be in a position to do his full duty.

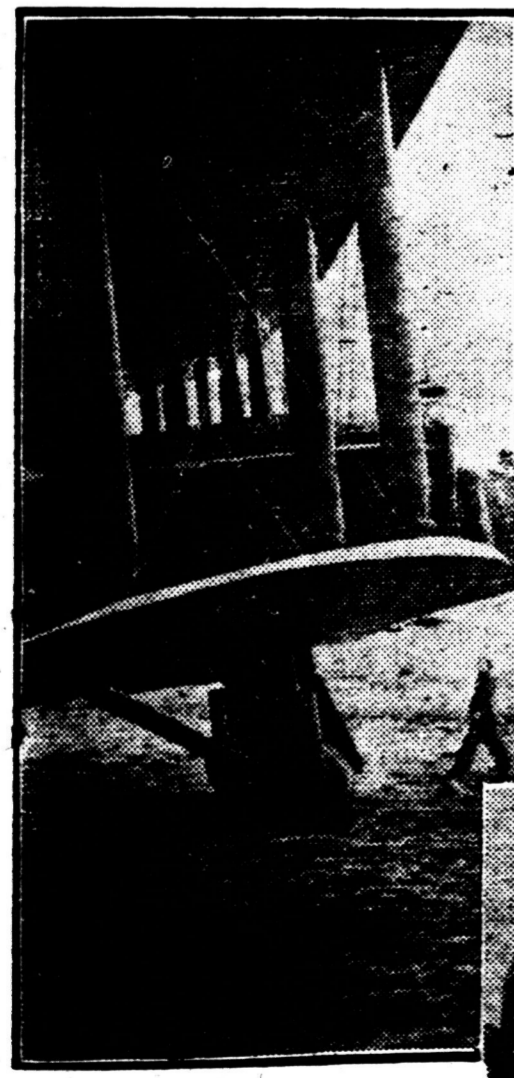
There is war-shortening work waiting for every dollar that can be saved.

IF Charles Dickens were writing to Canadians to-day he would probably give us advice to this effect:

"My other piece of advice, Canadians, you know. No matter what percentage of your annual income you have previously saved, your efforts to-day should be to save more. The advantage of so doing is threefold: By the practice of economy you conserve the material and labor which must be devoted to the grim task before us; you cultivate the priceless habit of thrift; you gather more and more money to lend to the Nation for the prosecution of the war to a quick and certain Victory."

Published under the authority of the Minister of Finance of Canada

FOR THE AIR SERVICE OF THE ALLIED ARMIES



An immense E. A. F. machine ready to start with its load of bombs for Germany.



A Sitka (silver) spruce log cut on the Queen Charlotte Islands off the coast of British Columbia for the Imperial Munitions Board.

THEY are cutting spruce in British Columbia. The silver spruce forests, long neglected because of lack of market and transportation, have found their place. The straight, fine-grained, tough wood is the ideal material for the manufacture of aeroplane parts. The silver spruce grows only on the islands and ocean coast of British Columbia and the north-west United States. The American timber of this species is being used exclusively for war purposes of the States, the needs of the other allies in the great war are supplied by the

A Sitka (silver) spruce log cut on the Queen Charlotte Islands off the coast of British Columbia for the Imperial Munitions Board. The wonderful forests of B. C. this supply being made possible through a splendid organization perfected during the past ten months by Major Austin C. Taylor, director of the

Aeronautical Department of the Imperial Munitions Board. Hundreds of camps, scores of tug-boats, thousands of men are at work on the forests, while scores of mills cut the logs. Canadian Pacific Railway Company tugs haul great rafts across the waters of the Pacific Coast and discharge the cargo at the mills and terminals. Hundreds and hundreds of Canadian Pacific Railway cars roll eastward monthly loaded with prime aeroplane lumber, bound for the wants of France and England, Canada and Italy are filled by the logs of British Columbia, and the industry will grow even beyond its present tremendous volume.—L. V. K.

Pictureque Somersby Was the Boyhood Home Of the Poet Tennyson

SOMERSBY, in the English Lincolnshire, was Tennyson's native village, and in the parsonage of his father, Dr. Tennyson, most of his early years were spent. Somersby lies in a lovely, fertile hollow, between the rolling uplands of the Wolds and the flat expanse of the Fens of the English Holland. Alfred Tennyson was a child here before Waterloo was fought, but the place has hardly changed since the days when he sat by the tiny babbling "Brook" flowing "on forever," beneath the arch which spans the main street. Locally the stream is the prosaic "Halton Drain." It is in truth the "filtered tribute of the rough woodland" and serves to drain the district round about. But it was a living friend to young Tennyson, and by its crumbling banks his boyish fancy grew as simply and as naturally as the bordering wild flowers themselves. Near the old mill on the "Brook" he found his setting for "The Miller's Daughter," and it is true of the village and the neighborhood, as of the "drain," that they furnish for his verse the ineradicable impressions which he gained while wandering about these Lincolnshire lanes. The "Moated Grange" is an embattled ivy-covered mansion next door to his famous wycheim, which stretched one of its gaunt branches clear across the road and over the roof of a little house, providing many a romp for the Tennyson children, are just outside the village; Lockley Hall is within walking distance; while the house of "The Northern Farmer" is merely over the brow of the hill.

Externally the Tennyson parsonage is a rambling, white brick house with a gabled tile roof, shaded by tall sentinel trees. A short drive leads from a wooden gate to an arched doorway. Opposite is the little church of Dr. Tennyson, but the house is no longer a parsonage. "Farmer folk" live where the Tennyson boys once played, and where Alfred read to his beloved mother and Italian from Petrarch, Ariosto, or Dante in the upstairs room. The plain folk of the village or the paripatetic butcher or grocer from Horncastle, will doubtless tell you that on warm summer days the "folks up to the house be bothered out of their lives" with people peering in to look inside. The apartments with which the Tennyson lover is most concerned now have a cheerless and neglected look, having for years been allowed to get out of repair. Of the big dining room Tennyson's father was the architect; that is, he drew the plans and carved the chimney piece, while his rustic idios Achates and man of affairs, Horlins, did the masonry work. Egged on by this remarkable Horlins, the parson had church windows put in, and is said to have carved the stone heads; while it is quite in order to assume that Tennyson's taste for building in which he later loved to indulge among the Surrey hills, was inspired by the provincial art of the Somersby home. Tennyson's mother's room, upstairs, has been carefully preserved. It is lighted through a balconied window which looks out upon what lovers of Tennyson have dubbed "Poet's Alley," a humble little garden now shaded by a great copper beech, and ending in a nut grove. "The Moated Grange," next door, is the house associated with the unfortunate Maria, and must once have been a fine country residence, but it has fallen upon humbler days, having even been known to accommodate excursionists with a cheap meal and, at a pinch, to put them up for the night.

The villagers are a plain, unromantic people, probably little acquainted with their Tennyson. "Education," too, is rapidly destroying the picturesque dialect of which the poet's "The Northern Farmer" is the best example. But Somersby will always be worth knowing, for Tennyson, the child and early poet, is encountered at every turn; the Tennyson who could write "Flower in the crannied wall, I pluck you out of the crannies."

Farm Tractor in England. New English records for tractor ploughing were set in the annual spring tests at the new Government "Tractor School of Instruction," at Mossley Hill. Two types of light tractor plough of the model adopted by the British Government as most suitable for British requirements, worked for twelve consecutive hours in the tests. The ground was a light soil and the tractors were required to pull four-furrow ploughs, the depth of the furrow being six inches and the land fairly level, but slightly rocky. The work accomplished by the ploughs averaged 11.75 acres each, and the fuel consumption was 2.46 gallons per acre. The engines were run continuously for the allotted twelve hours.

Bread Wasters in Jail. Wasting bread is a serious offence in England these days. Recently two members of the crew of a Brazilian ship were sentenced to six months in prison for this crime. Another who was found guilty of having caused the waste, was fined \$1,000, with the option of three months in jail. A fourth member of the crew was fined \$250, with the alternative of three months.

A Dutch Inventor's Telephone. A Dutch inventor's telephone that is scarcely larger than a lead pencil depends upon the heat generated in a piece of platinum wire by electricity to produce vibrations that transmit messages.

4 Big Introductory Days at Falls' Store, Simcoe

Saturday of this Week and the Three Norfolk County Fair Days—Monday, Tuesday & Wednesday next

Hundreds of New Customers are finding this store a Good Store to shop at. To those who have never paid us a visit we say "come once anyway and see what a big, fine, Busy Place Falls Store is—Come and see how well we serve you with its 4 Big floors (three up and one down), Packed with goods of Merit, and not a dark or unused corner in the entire building and how much you can save on

- Fur Sets and Coats—Millinery and Outer Garments
- Dress Goods and Silks—Carpets and Rugs
- Linens and Staples—Household Supplies
- Blankets and Comforters—Dinner Sets and Cut Glass
- Hosiery and Underwear—Fancy China and Bric Brac
- Corsets and Gloves—Toys, Dolls and Games
- Smallwear and Novelties—Men and Boys Clothes
- Women's Coats and Suits—Men's Furnishings, Hats a Caps
- Wools and Fancy Goods—Luggage, Trunks, Suit Cases, etc
- Knitted Goods, Great Stocks of these
- Drapery and Upholstery—Baby Carriages and Go-Carts

Last but not Least

One of the finest Furniture and Home Furnishing Departments within 50 miles of Simcoe—a complete store in itself—it is a most interesting place. [Third Floor]—Elevator Service.

Rest and Retiring Rooms are conveniently located on the Second Floor.

This Store will be at its best Saturday and the Fair Days—Monday, Tuesday and Wednesday, next—There will be many Special buying opportunities throughout the Store for these four days. We Bid you Welcome.



Parties thinking of "Feathering their Nests" should see the large showing of Dining Room and Bed Room Suites and the splendid displays of Davenport and Chesterfields—all most reasonably priced.

FINE WOOLS

The Falls' Co. are quoting very Special Prices [the lowest in Canada we have been told] on Fine Wools for Patriotic Work.

Everything for Baby

Fancy Combs, Brushes, Powder Puffs, Rattles, Clothes Hangers, Carriage Straps, Wove Jackets and Infantees, etc.

Remember Please

We deliver Furniture to any part of Norfolk, Brant and Haldimand counties, nicely polished and set up in your home Free of charge.

The judgement of the people is good, they know good furniture and the want it and they are buying more and more of it—at FALLS' STORE, Simcoe.

It is always a matter of surprises to some women to learn that they can save 50c up to \$1.50, [according to quality] on Nemo Corsets by buying them at Falls Store instead of Toronto.

H. S. FALLS COMPANY, OF SIMCOE, LTD.