

Quality POINT Demands

CLOTHES

Wear Vance Suit twice
and you will enjoy
the style.
Clothes so desirable

OVERCOATS

to \$75
of Tweeds, Wor-
Guaranteed of course

Vance

tailors
ary

Seeing is Knowing

The glass oven
door and the oven
thermometer on the
Pandora Range
make baking an ex-
act, absolutely con-
trolled operation.
You can see pre-
-how fast or slow.

CARTER

ys ora e

Winnipeg Vancouver
Edmonton Saskatoon

THE ree Prime Virtues

IN A PHOTOPRAPH—
stic Quality, Permancy,
and Likeness

HOURS HAVE ALL THREE—

DORIS'S STUDIO

ERS OF QUALITY PHOTOGRAPHS
PHONE 183

olk St. Simcoe.

A. RODGERS

airing & New Handmade
oots and Shoes.

A. RODGERS,

JARVIS, ONT.
Agent for
Washers Wallpaper Co.
See Our Samples.

PATENTS

Apply for our
S. A. V. L. S. which will be most
MARRIOTT & MARRIOTT
100 University St. Toronto.



Why Canada must borrow money to carry on

Because Canada has put her hand
to the plow and will not turn back:—

—our country is in the war on the
side of liberty and justice and will stay
in it till complete victory is won and
the unspeakable Hun is smashed and
beaten to the ground;

—a nation at war must make tre-
mendous expenditures in cash to keep
up her armies and supply them with
munitions, food and clothing;

—Canada must finance many mil-
lions of dollars of export trade in food,
munitions and supplies which Britain
and our allies must have on credit;

—for these purposes Canada must

borrow hundreds of millions of
dollars—

And, this money must be borrowed
from the people of Canada:—

Therefore, Canada will presently
come to her people for a new Victory
Loan to carry on.

Canadians will loan the money by
again buying Victory Bonds.

The national safety, the national
honor and the national well-being
require that each and every Canadian
shall do his duty by lending to the
nation every cent he can spare for this
purpose.

Be ready when the call comes to see your
country through in its great war work

Issued by Canada's Victory Loan Committee
in co-operation with the Minister of Finance
of the Dominion of Canada

Keep the Home Fires Burning

Keep the home bright and cheery so it will be ready to welcome the boys
when they come back from "over there."
Music is a vital necessity in times like these. No other agency can so
effectively "turn the dark clouds inside out" as the stirring songs born of the
terrible war. You can have these songs played by the greatest military bands,
sung by the best singers, and join in the chorus yourself, if you have a

BRANT-OLA

The Brant-ola plays all records equally well, so all the patriotic songs can be
played in your home. And it is built in a variety of styles of cabinets, so the choice
of one to suit your taste and your purse will be easy.

The Brant-ola is made in seven different styles. Finished in Walnut, Fumed
Oak or Mahogany. It will play any make of disc record.

Ask your dealer to show
you this beautiful
instrument to you.

SOLD HERE BY

E. Alway
Jarvis, Ont.

Head Office, Ltd.
Toronto, Canada.

(Continued from Page 4)

McQuillan-Pyle—That Mr. Thom-
Walsh be authorized to get repairs
for the large lamp in the Court
House. carried.

Hudspeth-Smith—That the Clerk
be authorized to draft a by-law
granting \$500 per month for the
four remaining months of the year
to the Navy League and that bill be
read a first time. carried.

Wilton-Doyle—that aforesaid bill
be read a second and third time,
signed, sealed and entitled a by-law
as in original motion. carried.

Pyle-McQuillan—That the Clerk
be instructed to prepare a by-law
fixing the Manger's and Matron's
salary at \$1,000 per annum, begin-
ning as per date for the House of Re-
fuge. carried.

McQuillan-Pyle—That we do now
adjourn to meet on October 24 at
10 o'clock a.m. carried.

C. Rodgers is agent for the
Oliver Typewriter.

Throughout The Store

WHERE YOU PAY
LESS—Falls'
Store, Simcoe.

These Week End
Specials Will Be on
Sale Saturday.

Return Railway Fares Refunded.

Men's Heavy Khaki Shirts

Twelve dozen only, Men's Heavy Khaki Teazel Flannel
Work Shirts, made liberal in size with pockets and collar attached
size 14 to 17, Each \$1.25.

Jack Tar Caps for Boys and Girls

Three Qualities, \$1.00, \$1.25 and \$1.75.

A Great Day's Selling of Winter Hosiery

Women's Black Hose, fine cashmere, double sole, spliced heel
and toe, seamless, sizes 8 1/2 to 10. Sale Price, the pair 47c.

Women's Black Hose, Cashmerine, double soled, spliced
heel and toe, seamless, sizes 8 1/2 to 10, the pair 37c.

Women's Black Hose, cashmerette, made of fine cotton,
cashmere finish, seamless, sizes 8 1/2 to 10. The pair 21c.

Women's Cream Cashmere Hose, full fashioned, seamless,
widened top, knit to fit, sizes 8 1/2 to 10, Sale Price 44c.

We have heavy holdings in fine imported cashmere Hosiery
at the pair 75c, \$1.00, 1.25, 1.50 and 1.75.

Fashionable Well Made Silk Blouses

Will be sold for as little as \$1.90

Only 10 dozen in the lot, White, Jap and Habita Silk Blouses
tucked and button trimmed, sizes 34 to 46, selling for \$1.95.

Save \$1.00 on a Man's Felt Hat

10 dozen Men's Fine Soft Felt Hats in the newest shapes
and the new season's colors, regular \$3.50, on sale at \$2.50.

Rich Velour Coats also Reduced Saturday

25 Women's very beautiful Velour Winter Coats, smart belt
ed styles, colors are black, taupe, brown and green, each 25c.

Let Us Direct Your Attention to Dinner Sets

That Will later on cost 30 to 35 per cent more

French, English and American Dinner Sets. The assort-
ment is as large as one can desire. Every set on sale is good taste
Displayed in the Downstairs Store at the Set \$22.50, \$23.50, 25.50,
26.50 and \$27.50. All are ninety-seven piece.

You Pay Less for Stylish Millinery Here

Our New York Buyer sent us seven dozed sample Hats, ev-
ery one of them different. Hats of Velvet and Hatter's Plush in
deep lustrous Black or the fashionable Winter Shades. Every
Hat is new and distinctive. Priced at \$5.00, \$6.00 and \$7.00.

Parties Thinking of Feathering Their Nests

Should see the large showing of Dining-Room Suits and
the splendid display of Davenport and Chesterfields. All most
reasonable priced.

Surprise Soap 4 for 27c

Ivory Soap 4 for 27c

Sunlight Soap 3 for 23c

Comfort Soap 3 for 23c

Fels Naptha 3 for 23c

Sani Flush 25c

Gillets Lye 2 for 23c

Bulldog Ammonia 3 for 23c

Toilet Paper 3 for 23c

Toilet Paper 6 for 25c

Toilet Paper 4 for 25c

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