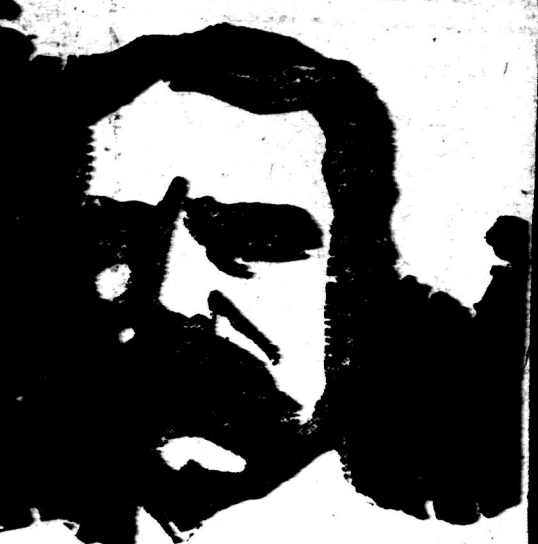


Kitchener was right



when he said—

"Either the civilian population must go short of many things to which it is accustomed in times of peace or our armies must go short of munitions and other things indispensable to them."

NOW the only way we can possibly live up to that obligation is by going without in order that our soldiers may have. For the money we waste is not money at all—it is equipment, clothing, shot and shell that are urgently needed in France.

By denying ourselves, therefore, we enable Canada to procure to the fullest extent the materials and labor which she and our Allies need for the successful prosecution of the war.

What happens when we fail to save?

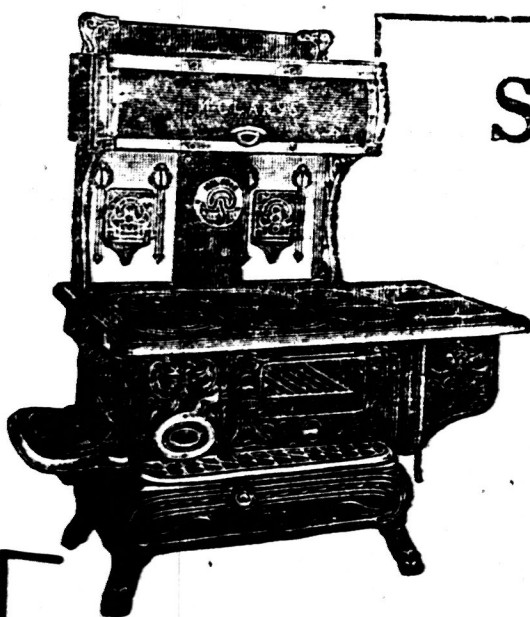
A pull on labor by the Government in one direction and a pull on labor by the people in the opposite direction.

Hundreds of millions of dollars are of no use to the country if goods and services can be secured only to the extent of eighty millions of dollars. So we must do everything in our power to release both goods and labor for the purposes for which Canada needs them.

WHETHER it be food, coal, wool, steel, leather, labor or transportation, the result in all cases is the same. Whoever competes with the nation by freely satisfying his own desires, selfishly appropriates to his own use that which is so urgently required for our fighting men in France.

For the sake of your country and the boys "over there," spend cautiously. Think of what Lord Kitchener has said, and ask yourself first, "Is this something I really need or can I do without it?"

Published under the authority of the Minister of Finance of Canada



Seeing is Knowing

The glass oven door and the oven thermometer on the Pandora Range make baking an exact, absolutely controlled operation.

You can see precisely how the oven is working—how fast or slow.

For Sale By E. T. CARTER

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!ADVERTISE! In The RECORD -IT PAYS-

REMINDER OF PAST DAYS

Author's Deposition of "Foster" Printer Will Be Respected as Brown From L.H.

Thrilling adventures of the old journeyman printer are recounted in "These Shifting Scenes," by Charles Edward Russell. These wanderings roamed from town to town, denouncing everything outside of New York as unfit for consideration, and returning by way of freight trains once a year for a visit to that Mecca of journalists. Mr. Russell describes a typical member of the guild, one "Scotty."

"This solid and sturdy ragsman had so often escaped violent death that he was convinced of a destiny to die, of disease and was far more fearful of drinking contaminated water than of riding on car trucks. Once as he clung to the bumpers of a freight car a mad or intoxicated brakeman had fired five revolver shots at him and every shot had clipped or gone through Scotty's hat. Whereupon the brakeman, probably convinced that he had seen a ghost, leaped from the train and was killed."

"Several times Scotty had been in train wrecks. Once the car was on fire and he was plucked down by a pile of junk, but two brakemen worked with frenzied zeal until they freed him and saved his life; and then pursued him down the track pelting him with coal for stealing a ride."

"The walking experiment was made in 1894 when business was depressed and the country was full of tramps. He joined a colony of these and was great was the terror they inspired that the farmers used to come every morning with presents of chicken and milk; but as a matter of fact the tramps were the most harmless of men. One had been a clergyman and used to reprove the others for swearing."

LIQUIDATES DEBT TO FRANCE

In Standing Prune Trees to Devastated Country, California is Repaying an Obligation.

California is generously sending a million and a half two-year-old prune trees to help in restoring the French orchards, and enough seed beans to plant 60,000 acres. Canada is undertaking the planting of thousands of Canadian maples in France. It is pleasant also to know that there is to be no lack of outside help for the devastated towns, observes Christian Science Monitor, in stating these facts. English and American architects are at work on plans for new buildings to replace those razed by the guns, both in Belgium and in France.

The Indianapolis News sees sentiment in the prune tree transaction. It says: "These trees are expected to convert 15,000 acres into bearing orchards in two years. It was France which, in 1855, gave to California her first prune trees. The prune, which since then has filled many a gap on the table of the American boarding house, and has borne the brunt of many a jest, keeps right on proving its worth."

Troops Suffered From Thirst. Some of the hardships experienced by the British forces in Palestine are described in a letter received by a friend in Montreal from a priest. The letter, written shortly before the fall of Jerusalem, tells of a day early in November when a camel caravan from Beersheba was unable to reach the men then fighting for the deliverance of the Holy City from the Turk.

"There was a hot wind blowing," wrote the priest. "A tumbler full of water was left in my bottle, which I divided between four officers whose lips were split and covered with a green slime. That afternoon I had a burial service, and literally I could not articulate without keeping my hand to my mouth and pulling my lower lip off my teeth, while bullets from a concealed sniper whizzed past us. In the evening water came in enough to give each one bottle—quite inadequate."

Communal Kitchens.

The latest proposal for the elimination of waste in food and the supply of meals at minimum cost in England, besides, what for a better term is called, communal feeding. The communal kitchen has been proposed on several occasions but, save for a few sporadic experiments, it has not been given a thorough trial. Lord Rhodes is interested in the new proposal and setting up a committee of social workers he is devising plans to give the scheme a real test. With so many women doing war work and with consequent neglect of household duties, some such plan as is proposed will have to be carried out if the rising generation is not to suffer seriously in health.

War Helps Chinese Industry.

The European war and consequent cessation of imports of German aniline dyes is bringing about a revival of China's ancient industry of indigo making. China's fondness for this color has caused for her the name of the Land of the Blue Gown. Indigo growing is especially adapted to the Yangtze valley and southern China. The color is extracted by soaking the leaves in hot water and heating the pulp.

Mag Killing in Britain.

According to official figures secured by the United States food administration, hogs have decreased much more than any other class of live stock in the British Isles. The total decline for 1916 and 1917 was over 600,000, of which more than 50,000 were head of swine.

Either One.

He—He's got an awfully red nose, but he swears he never touched a drop to his lip.

She—Maybe it's water color.

No Snugg.

"Don't take me out in the bushman. I feel so snug."

"Then it's all right, if you haven't snuggled."

"Then it's all right, if you haven't snuggled."

The Store that Saves You Money The Store with the Stock

We have said it before—we repeat it again

Prices are lower at Falls' Store, Simcoe, than quoted in any Catalogue that is distributed in Ontario.

On one page alone (528) of the Big Catalogue there are Seven (7) Standard Articles selling every business day of the week for less money at Falls Store than the identical articles are listed in the Big Catalogue—List of articles on request.

The past weeks of Motor Car and Trolley travelling Falls store has enjoyed a fine business from Residents of Brantford and Hamilton—There's a reason for it.—If everybody in Norfolk Haldimand and Brant counties were posted on the great stocks, the variety and the splendid values in this Big Place every Business Day of the year there would be a string of Motors stretching from Falls store far outside the Town Limits.

The Autumn and Winter Stocks are at Their Best, We bid you Welcome to Come and See our Complete

- Dress Goods and Silk Store
- Staple Goods and Linen Store
- Hosiery Gloves and Corset Store
- Fancy Goods and Yarn Store
- Blankets and Comforter Store
- Men's Wear and Clothing Store
- Trunk, Suit Cases and Hand Bags and Motor Rugs Store
- Small Wares and Haberdashery Store
- China and Cut Glass Store
- Dolls, Games and Toy Store
- Men's, Women's and Children's Underwear Store
- Coat, Suit and Garment Store
- Whitewear, Flannelette, Nightwear, Outer Garment and Raincoat Store
- Millinery and Fur Store
- Furniture, Rugs, Carpets, Draperies and Home Furnishing Store

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