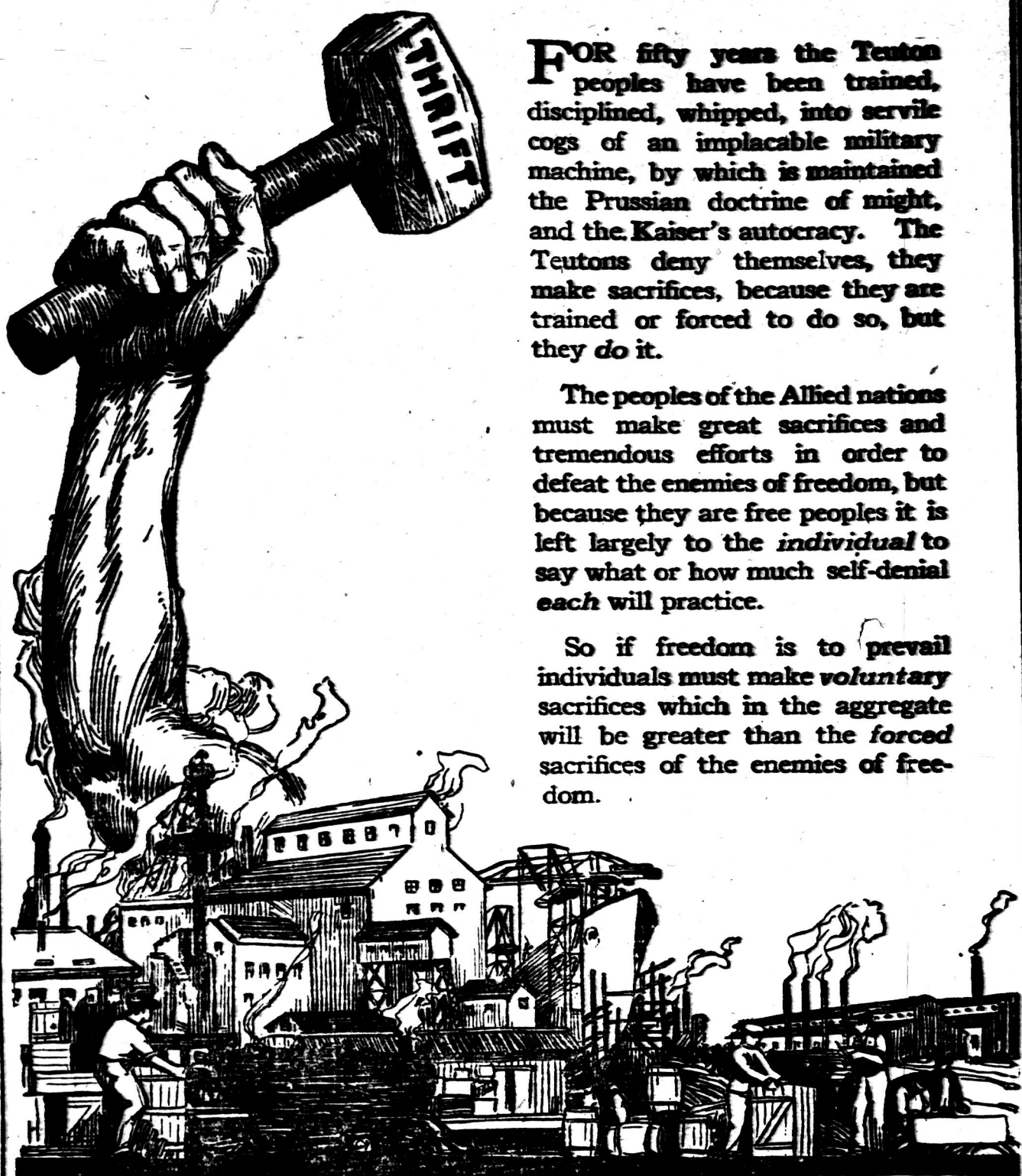


Build up the Mighty National Force



FOR fifty years the Teuton peoples have been trained, disciplined, whipped, into servile cogs of an implacable military machine, by which is maintained the Prussian doctrine of might, and the Kaiser's autocracy. The Teutons deny themselves, they make sacrifices, because they are trained or forced to do so, but they do it.

The peoples of the Allied nations must make great sacrifices and tremendous efforts in order to defeat the enemies of freedom, but because they are free peoples it is left largely to the individual to say what or how much self-denial each will practice.

So if freedom is to prevail individuals must make voluntary sacrifices which in the aggregate will be greater than the forced sacrifices of the enemies of freedom.

THE measure of your love of freedom is your willingness to deny yourself so that the strength of the nation for war effort will be increased.

This self-denial must take the form of *money-saving—thrift*. Each person knows in what way he or she may save.

The national need says you must save, but free Canada leaves it to you to say by what means and to what extent you will save.

NOW, it is for you, each of us, everyone of us to say how much patriotic endeavor, how much loyal sacrifice we will make by *saving our money*, by "doing without" so that each day will see a surplus to add to our own and the nation's strength. No matter how small the surplus it is important because each saving is an *effort made*, and many small individual efforts make the *mighty national force*.

Published under the authority of the
Minister of Finance of Canada.

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The Lungs of Your Range

There is no flue system just like that of the Pandora Range. Before you buy a range learn about the Pandora method of heat distribution—it is the secret of good baking and of every kind of good work a good range should do. It is the lung system of the range.

For Sale By E. T. CARTER

McClary's Pandora Range

London Toronto Montreal Winnipeg Vancouver
St. John, N.B. Hamilton Calgary Edmonton Saskatoon

!ADVERTISE! In The RECORD -IT PAYS-

CHURCH NOTES

Knox Presbyterian

REV. A. W. JARE, B. A., MINISTER
12 a. m.—Children's Day.
8 p. m.—Young People's Rally. Short addresses by Messrs. C. Davidson, R. R. Wilson and R. Falls.

S. S. and Adult Bible Class at 11 a. m.
Y. P. S. and P. M.—Friday at 8.30 p. m.
Subject—Preparing for Rally Week.
Leader—Miss Effie Davidson.

Choir practice Friday 8 p. m.
You are cordially invited to these services.

CHALMERS' CHURCH

ANNIVERSARY SUNDAY, OCTOBER 6TH.
12 a. m. and 8 p. m.—Rev. M. S. Fulton, B. D., of Simcoe will be the special speaker.

Wesley Methodist

REV. H. L. SMITH, Pastor.
12 a. m.—"The name of Jesus."
8 p. m.—"The Disciples Question."
Sunday School 11 a. m.
Adult Bible Class at 11 a. m.
Epworth League on Wednesday evening at 8 p. m.
All are welcome.

Garnet Methodist

Service at 2.30.
Sunday School at 1.30 p. m.
Epworth League and Prayer Meeting on Thursday evening at 8 p. m.

St. Paul's Anglican

REV. J. HIRST ROSS, L. Th., Rector
SUNDAY—
Sunday School—10 a. m.
Morning Service—11 a. m.
Evening Service—8 p. m.
FRIDAY—
War Intercessions—9 p. m.
Choir Practice.
Women's Auxiliary meets every Tuesday at 2.30 in the School Room.
A. Y. P. A. meets Tuesday evening at 8 p. m.
Holy Communion on First and Third Sundays of each month.
All are welcome.

THE FORGER OF A POEM

Found a Trick on Kipling and the Times.

Somewhere or worked a hoax on the London Times. Some verses entitled "The Old Volunteer" were sent in by mail from Brighton over the well-known signature of Rudyard Kipling, and the editor of the Times accepted and published them. But Mr. Kipling, seeing by a letter reproducing the verses—he had not written them, knew nothing about them, and his signature had been forged.

No doubt some of our readers will declare that they would have known at once that the lines were not by Kipling, but would they have known? Here are lines of "The Old Volunteer":

I can hear the bugle calling
And it don't want me
While the superannuation-chap
Of Germany
'S a-fighting for the Kaiser in
His Fatherland;
But our order's for the young 'uns
O' the old Brass-Band.

We were ready in the 'nineties
When the call rang clear
For the yeoman and the gentleman
To volunteer.
Awaiting for the enemy
On nine days' drill;
But the Army wants recruits
Not the old Free-Will.

We can stay a long duration,
Though the doctor said
How "The Office" would be worried
When
You drop down dead";
But there'll be a better Judgment for
The Last Relay:
I shall hear the bugle calling:
And I'll march that Day.

The forger of Kipling's name to these verses probably does not feel the least bit penitent. He got his verses in the London Times, he will feel that they are as good as if they had been Kipling's. The incident will delight amateur poets, who will say that it shows that editors are influenced more by the name of the author than the merit of the poem. But they should not forget that there is a news value in verses by Kipling. Even a poor poem by so famous a writer will excite more public interest than a good one from an unknown person. Perhaps we could go further than that, and say that a poor poem by Kipling would excite more interest than a good one by him—it would arouse so much discussion and speculation as to a possible decline in his powers.

Grabbed British Devices.

At a conference of the Institution of Naval Architects in London, Prof. W. S. Abell said that it was imperatively necessary to have closer co-operation between all branches of the shipbuilding industry. It was to the interest of all concerned in the maintenance of the sea power of the Empire to stimulate and provide financial assistance for broad schemes of research on shipping questions.

The aims of this country should be to re-establish her maritime power at the earliest possible moment.

Mr. Morrison said that shortly before the war he received an invitation to call at the Admiralty in Berlin with reference to a novel apparatus (for which he had obtained protection in Germany. "I was received in the council chamber by many officers of high command, each of whom spoke English fluently. A captain gave an exhaustive report on the entire plant and the results which might be expected from it, compared with the corresponding apparatus then in use in the German navy. I was then told that the system would be tried on one side of a German battleship with the German system fitted on the other side. I ventured to remark that I should win the competition. They agreed, 'but,' they said, 'we want to see exactly the reason why you are going to win.' The war broke out soon after, but no doubt such advantages as were available were secured."—London Times.

Fate of False Gods.

Pandrinthan is a deserted and crumbling temple in the pleasant Kashmir valley in India. Its fate is an example of the oblivion that comes to those who worship false gods, another proof of the fleeting glory of kings who build unwisely.

Long ago Pandrinthan stood in the heart of a splendid city, the Srinagar of history and story. A great king built the temple walls and planted the willow trees on the shores of the lake. It was the court of Naga, the snake god. Thousands of dark-faced men and women crossed the tiny bit of water to lay their offerings and worship at the shrine. But the great king died 1,000 years ago and crumbled into dust. Its magnificence has gone. The tottering temple and the willow trees are the only reminders of the glory of the past.

The scene is eloquent of 1,000 years of neglect. The waters of the holy lake are stagnant and black with slime. The ancient temple is eaten with decay. The murmur of the wind among the aged willows suggest the echo of the chant the priests used to drone before the altar. The stillness and desolation remind one of the admonition "let there be no other gods before Me."

Soldiers Use "Duck Boards."

When the Allied force in Flanders are not battling with the Germans, they are trying to outwit nature. Made was a device of considerable annoyance to the soldiers. So the engineering force of Australia devised what has become known as the "duck board," but which the Canadians have named the "bath mat," both being terms of derision.

The board is made of a number of small strips of wood, fourteen to fifteen inches in length, which are nailed to stringers placed in front of one another and extending for miles. A step off the "duck board" means a plunge into a sea of mud, at least three-feet in depth.

The "board" was devised to enable the Australians to attack the Germans more successfully, and it served to provide a path to victory.

The Great Season has Opened with a Rush

People are coming in from nearby Towns and from Cities, 25 to 50 miles from Simcoe, to Falls Store to secure the new Clothes, the new Household things, needed for the Fall and Winter Season—They tell us they save money here. Just now there is a great, annual Festival of Welcome in the Store. We have so many friends—and they are so good to come to see us, always about this time of year, in many cases at the expense and inconvenience of 25 to 50 miles of motor and trolley travel. We must do a great deal to meet their expectations—and we make large Preparations. This year will not disappoint them—Falls store is filled to overflowing with good goods, 90 per cent. of it selling for less than to-day's whole sale price.

The Millinery Rooms are making a wonderful showing of Autumn Hats that are a delight to see at \$2.50 to 10.00

The Fur Department has opened its new stocks of Fine Fur Sets and Fur Coats, the finest and largest showing we ever made. Our prices will be found most reasonable.

The Women's and Young Women's and Children's Clothing have all transformed to autumn readiness and are as busy as busy can be.

The old, reliable Men's and Boys' Clothing Store is at its very best and fitting old customers and new with suits at a saving of \$1 to 4.

The Downstairs Store containing Dinner and Tea Sets, also a grand large display of China, Cut Glass, Supplies, Dolls and Toys are going Full Power—and Perhaps is the Greatest Single Feature of all.

—there is our Furniture Home Furnishing Department on the 3rd Floor with its own varied and useful stock, a complete store in itself growing at amazing speed—when in Town take Elevator to this floor you will find it most interesting and instructive.

Still Harping on Prices

You try "Indian Tree" pattern in (Colport) china 10 to 15 per cent less at Falls store, Simcoe, than it is sold in any store in Toronto. We hold quotations from all of them.

The following Colport Items are displayed in the Down Stairs store and you can save from 10 to 15 per cent on every piece.

Dinner Plates	Teapot Stand
Breakfast Plates	Teapots Three Sizes
Tea Plates	Cocoa Pots
Bread and Butter Plates	Toast Racks
Small Coffee Cups	Cream Soup Plates
Large Round Plates	Shakers
Round Salad Bowls	Covered Jugs
Mauvonaise Bowls	Creams
Platters	Sugars, open
Syrup Pitchers	Mustard Pots
Closed Sugars	Tall Comports
Low Comports	Small Comports

If you are going to need Furniture of any kind we invite you to buy the RIGHT Kind at the Falls Co. Thrift Prices—we cannot speak for the future, but we know that Falls values in furniture are unequalled.

There is still one store, 'Falls Store, Simcoe', where you can buy a **really fine** mans soft felt hat in the newest blocks and all the fashionable colors at \$2.50.

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