

Flavored tea
every time

ROSE
Good tea
in packages

Eyes
It will only make the
trouble worse if
examined by a qualified
optician before it.

OPTICAL SPECIALIST
Best glasses for you to wear.
and have your eyes test-
ed.

W. N. CO. LTD.
OPTICIANS
ONTARIO

Batteries
The Owners of
Storage Batteries
are

Storage Battery is the
best care to give satisfac-
tion.

When you use your car in
winter, do not let us advise and
in regard to the care
of your battery, no matter how
cold. This service and con-
sultation is free. If not con-
vinced, call, drop us a card
and we will mail you informa-
tion.

Equipped to care for
batteries in either Dry or
Wet for the winter.

Any other make—in for
trade.

Write us a month.
We will call on you, or send it
to you where you can have
it.

Midland County
E 179 V.
ROW.
Business success

make fur-
Great Bri-
lies to in-
purchases
adian pro-
rk of recon-
go on.
ake sub-
10 Victory

MILTON
own, Man.

LY GARAGE

Parts
ere

ON THE CORNER

OFFICIAL PROSPECTUS

"The Bridge from War to Peace"—The Prince of Wales



The Minister of Finance of the Dominion of Canada offers for Public Subscription the **Victory Loan 1919** \$300,000,000. 5½% Gold Bonds

Bearing interest from November 1st, 1919, and offered in two maturities, the choice of which is optional with the subscriber as follows:

5 year Bonds due November 1st, 1924
Principal payable without charge at the Office of the Minister of Finance and Receiver General at Ottawa, or at the Office of the Assistant Receiver General at Halifax, St. John, Charlottetown, Montreal, Toronto, Winnipeg, Regina, Calgary and Victoria.

15 year Bonds due November 1st, 1934
Bonds may be registered as to principal and interest, as hereinafter provided, at any of the above-mentioned offices.

Interest payable, without charge, half-yearly, May 1st and November 1st, at any branch in Canada of any Chartered Bank.

Principal and interest payable in Gold. Denominations: \$50, \$100, \$500, and \$1,000

Issue Price: 100 and Accrued Interest, Income Return 5½% per Annum

The proceeds of the Loan will be used to pay indebtedness incurred, and to meet expenditures to be made in connection with demobilization (including the authorized war service gratuity to our soldiers, land settlement loans, and other purposes connected with their re-establishment into civil life), for capital outlay upon shipbuilding, and other national undertakings forming part of Canada's industrial reconstruction programme, and for the establishment of any necessary credits for the purchase of grain, foodstuffs, timber and other products, and will be spent wholly in Canada.

Payment to be made as follows:

10% on application;	20% December 9th, 1919;	20% January 9th, 1920;
20% February 10th, 1920;	31.21% March 9th, 1920;	

The last payment of 31.21% covers 33% balance of principal and 1.21% representing accrued interest at 5½% from November 1st to due dates of the respective instalments.

A full half-year's interest will be paid on May 1st, 1920, making the cost of the bonds 100 and interest. Subscriptions may be paid in full at the time of application at 100 without interest, or on any instalment due date thereafter, together with accrued interest at the rate of 5½% per annum.

This Loan is authorized under the Act of the Parliament of Canada, and both principal and interest are a charge upon the Consolidated Revenue Fund.

The amount of this issue is \$300,000,000, exclusive of the amount (if any) paid for by the surrender of bonds of previous issues. The Minister of Finance, however, reserves the right to allot the whole or any part of the amount subscribed in excess of \$300,000,000.

Payments

All cheques, drafts, etc., covering instalments are to be made payable to the Credit of the Minister of Finance. Failure to pay any instalment when due will render previous payments liable to forfeiture, and payment by a deposit of 10% of the amount subscribed. Official Canvassers will forward subscriptions or any branch in Canada of any Chartered Bank will accept subscriptions and issue receipts.

Subscriptions may be paid in full at time of application at 100 without interest, or on any instalment due date thereafter, together with accrued interest to time of making payment in full. Under this provision, payment of subscriptions may be made as follows:

If paid in full on or before November 15th, 1919, war without interest or 100%.

If remaining instalments paid on Dec. 9th, 1919, balance of 70% and interest (\$90.52 per \$100).

If remaining instalments paid on Jan. 9th, 1920, balance of 50% and interest (\$70.84 per \$100).

If remaining instalments paid on Feb. 10th, 1920, balance of 30% and interest (\$51.33 per \$100).

If remaining instalment paid on Mar. 9th, 1920, balance of 10% and interest (\$31.21 per \$100).

Payment of instalments or payment in full after November 15th, 1919, can be made only on an instalment due date.

Denomination and Registration

Bearer bonds, with coupons, will be issued in denominations of \$50, \$100, \$500, and \$1,000, and may be registered as to principal. The first coupon on the latter basis will be due on May 1st, 1920.

Fully registered bonds, the interest on which will be paid by Government cheque, will be issued in denominations of \$50, \$100, \$500, \$1,000, \$2,500, \$5,000, \$10,000, or any multiple of \$100,000.

Payment of Interest

A full half-year's interest at the rate of 5½% per annum will be paid May 1st, 1920.

Form of Bond and Delivery

Subscribers must indicate on their applications the form of bond and the denominations required, and the securities so indicated will be delivered by the bank upon payment of subscriptions in full.

Bearer bonds of this issue will be available for delivery at the time of application to subscribers desirous of making payment in full. Bonds registered as to principal only, or fully registered as to principal and interest, will be delivered to subscribers making payment in full, as soon as the required registration can be made.

Payment of all instalments must be made at the bank originally named by the subscriber.

Non-negotiable receipts will be furnished to all subscribers who desire to pay by instalments. These receipts will be exchangeable at subscriber's bank for bonds on any instalment date when subscription is paid in full. All receipts must be exchanged before first June, 1920.

Form of Bonds Interchangeable

Subject to the payment of 25 cents for each new bond issued, holders of fully registered bonds without coupons will have the right to convert into bearer bonds with coupons, and holders of bonds with coupons will have the right to convert into fully registered bonds without coupons, at any time, on application to the Minister of Finance or any Assistant Receiver General.

Forms of application may be obtained from any Official Canvasser, from any Victory Loan Committee, or member thereof, or from any branch in Canada of any Chartered Bank.

Subscription Lists will close on or before November 15th, 1919
DEPARTMENT OF FINANCE, OTTAWA, October 27th, 1919.

Keep Canada's Farms and Factories Busy

STRENGTHENS THE HEART By Purifying the BLOOD STREAM

**If You Have
High Blood Pressure
You must be Careful!**

When the Blood Pressure is much above normal, there is always the danger of the rupture of a blood vessel, most frequently in the Brain and producing a stroke, or in the Kidneys, producing Bright's Disease. Don't worry about it, just be careful and guard against over-exertion and excitement, take—

Hacking's Heart and Nerve Remedy
to quiet and soothe the Nerves, to dissolve that clay-like substance that forms in the Veins and Arteries and to increase your Strength and Vitality so that you can better fortify your body against disease and trouble.

Better get a few boxes now, when you think of it. Price 50c a box, 6 for \$2.50. Sold by all dealers or by mail post paid. **Beware of Constipation**, it is one of the aggravating causes of High Blood Pressure. You can drive out the evil poisons caused by constipation by using **HACKING'S KIDNEY AND LIVER PILLS**. (Price 25c, 6 for \$1.). These two medicines go well-together and bring great harmony in the body. Be sure you get **HACKING'S** as no other kind or combination will be so successful.

HACKING'S LIMITED
Listowel, Ont.

HACKING'S HEART AND NERVE REMEDY

FOR

- Writing Pads
- Papeteries
- Picture Post Cards
- Napkins
- Playing Cards
- Picnic Plates
- Picnic Cups
- Account Books
- Scribblers
- Note Books
- Pens and Pencils
- Inks, Muscilage, etc.

RECORD STORE Jarvis — Ontario

Shop in Simcoe
At OUR Expense

We Refund Car Fare from Jarvis on a purchase of \$6.00 and over, Hagersville \$9.00 and over, and from Nelles Corners \$10.00 and over.

Murdoch's
Simcoe's Favorite Shopping Place

CANADA'S FUTURE DEPENDS ON LOAN

Steady Employment and Prosperity
Hangs on Victory Loan.

Canada's future prosperity depends to a great extent upon the success of the Victory Loan. No country can exist upon trade within its own boundaries. Canada exists on the trade with Great Britain and other allied countries to keep the flood of good times in the country.

The surplus products of the farm and the factory find their way across the seas. The revenue of the farmer and the manufacturer is dependent on this trade relationship being sustained. The employment of many hands depends on the orders that come to the firm. The pay envelope only comes with steady employment.

Great Britain and overseas countries are still desirous of continuing trade relations, but, overwhelmed with war expenses, they must be given credits for the time being. The farmer and the manufacturer must be paid for their products and manufactured articles in cash. Therefore, Canada must finance the proposition to keep the tide of commerce coming this way. But in order to have the money on hand to do this great thing, Canada must borrow from her people.

The Victory Loan offers bonds to subscribers paying 5½% per cent. interest. The guarantee behind the bonds makes them an absolutely safe investment. Victory Bonds are accepted as collateral at any bank, and can easily be turned into money at a profit. It is then to the interests of every Canadian to subscribe for all the Victory Bonds he can, for it is profitable, it is patriotic, and it is necessary for the continued prosperity of the country.

CANADA NEEDS MONEY

War Expenditures Still to Be Met
From Proceeds of Victory Loan.

The war is over and won, but Canada's main expenditures for war will not be complete until well on into 1920. The \$610,000,000 raised last year has all been spent, \$400,000,000 having been largely devoted to soldiers—so maintaining them, bringing them home, providing the necessary medical services, training them. Most of the balance of the loan was lent to Great Britain to enable her to buy our surplus products. And money is still necessary—for our soldiers, for providing markets, for our surplus products, for the needs of reconstruction. And that is why another Victory Loan is necessary. Canada still needs money, and needs it badly.

A Good Investment.

Speculation is one thing. Investment is another. The majority of citizens want an investment, not a speculation. And they want a safe investment. Victory Bonds fill that requirement as does no other investment. Because behind every bond there is the national wealth of Canada—a wealth so great that it staggers the imagination.

Canadian Bank Clearings.

That Canada is well able to support the Victory Loan is clearly shown by the Canadian bank clearings for the current year. They indicate that the year's total will exceed \$15,000,000,000 compared with \$13,776,000,000 in 1918. And the year's total clearings should be three times those of 1909.

Must Subscribe More

Dividing the people of Canada into three classes—the comparatively poor, the moderately wealthy, and the very wealthy—it would seem that if contributions to the Victory Loan constitute a service to the nation, the moderately wealthy class is hardly doing its share. Of the money subscribed to the Victory Loan 1919, two hundred and seventy-one million dollars were in bonds of \$5,000 and under, ninety-four millions in bonds of between \$5,000 and \$25,000, and three hundred and one million in bonds of \$25,000 and over.

Be true to yourself. Buy Victory Bonds.

You did it before. You can do it again. Buy Victory Bonds.

Canada pledged her last man and her last dollar. Retain that pledge in Victory Bonds.

If the fighting were still raging, you wouldn't hesitate to buy Victory Bonds.

To make the Victory Loan a success is a national obligation. It may be that you are the deciding factor.

If you are concerned about the future welfare of Canada, buy a Victory Bond and make it a sure thing.

Don't forget the future of your children. Lay a good foundation with a Victory Bond.

Would you lend a soldier \$50 if you knew it would save his life? Buy Victory Bonds and keep the military hospitals up.

If you appreciate a good investment you will buy a Victory Bond.

You deserve no one but yourself when you say you can't afford a Victory Bond.

Falls' Store Directory

- | | |
|------------------------------|---------------------------------|
| Linens and Staples | Public Office |
| Blankets and Comforters | Telephone Booth |
| Dress Goods and Silks | Ladies' Ready-to-wear |
| Linings and Trimmings | Children's Ready-to-Wear |
| Corsets and Hosiery | Millinery and Furs |
| Gloves and Laces | Whitewear and Blouses |
| Embroideries | Trunks, Suitcases and Club Bags |
| Handkerchiefs | Electric Fixtures |
| Ladies' Purses and Beads | Ladies' Rest Room |
| Ladies' Umbrellas | Ladies' Toilet |
| Books, | Carpets and Rugs |
| Ladies' Underwear | Home Furnishings |
| Children's Underwear | Furniture |
| Fancy Work | Beds and Bedding |
| Fancy Goods | Baby Carriages, Etc. |
| Notions | Cabinets and Refrigerators |
| Novelties | Curtains and Draperies |
| Toilet Articles | Upholstering |
| Drug Sundries | China and Cut Glass |
| Fancy Soaps | Toys, Dolls and Games |
| Stationery | Linoleums and Oilcloths |
| Rust Craft Gifts | Pyrex Ware |
| Men's and Coys Hats and Caps | "Wear-Ever" Aluminum |
| Men's and Boys' Clothing | Granite Ware |
| Men's and Boys' Furnishings | Kitchen Utensils |
| ings | Soaps—(Laundry) |
| Private Office | Men's Toilet |

Pay a visit to this Big Daylight Store, with nearly 9000 square feet of floor space, and not a dark corner in the entire building. Come and see the finest Furniture and Home Furnishing Department within fifty (50) miles of Simcoe.

Now, Then! Let's talk of Good Values

We're Not Scared, You Know!

While everybody is talking high prices, it is not a popular subject, we personally are sick of it, and we figure you feel pretty much the same way. Now, we're not going to insult your intelligence by saying our prices haven't gone up, but we're going to give you a little piece of inside information that ought to interest you.

It's this—that in every instance where's Fall's Prices have gone up on you, it is because the prices of material and labor have gone up on us. In other words—we're still working to a low margin of profit. We can show a clean bill of health for every figure on our price tickets. Day in and day out we're putting better values on our counters (and more and more people are finding it out) [than ninety-nine stores out of a hundred, and getting our living out of the volume

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