

APPLY GARAGE
 7 Parts
 Here
 ON THE
 CORNER

Government
 special efforts
 cultivate agricul-
 ture Canada.
 Hamilton will
 possible to help
 it by its favor-
 towards all legi-
 nents.
 MILTON-
 town, Man.

CANADA
 DS
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 of your policy
 accumulated profits
 example:
 Life Policies
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 after receiving
 policies have also
 have become fully
 annual cash
 stored as endow-
 d in cash sev-
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SIMCOE
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 6, 1919
 h of Jarvis
 e good cows or
 nice young heif-
 splendid official
 attend.
 CHERRY,
 Sale Mgr.

How to say "No!"

Mark Your Ballot with an X after Each Question under the word "No"

1	Are you in favor of the repeal of the Ontario Temperance Act as it stands?	Yes	No	X
2	Are you in favor of the repeal of the Ontario Temperance Act as it stands, and the substitution of a system of license fees to be levied on the sale of liquor for the purpose of raising revenue for the Ontario Temperance Act as it stands?	Yes	No	X
3	Are you in favor of the repeal of the Ontario Temperance Act as it stands, and the substitution of a system of license fees to be levied on the sale of liquor for the purpose of raising revenue for the Ontario Temperance Act as it stands, and the substitution of a system of license fees to be levied on the sale of liquor for the purpose of raising revenue for the Ontario Temperance Act as it stands?	Yes	No	X
4	Are you in favor of the repeal of the Ontario Temperance Act as it stands, and the substitution of a system of license fees to be levied on the sale of liquor for the purpose of raising revenue for the Ontario Temperance Act as it stands, and the substitution of a system of license fees to be levied on the sale of liquor for the purpose of raising revenue for the Ontario Temperance Act as it stands?	Yes	No	X

Above is an exact reproduction of the Referendum ballot, showing the correct way to vote in order to sustain the Ontario Temperance Act as it stands.

Everybody should study the four questions and make exactly what they mean. Do not be misled by the misleading demand for "light" beer.

The law of the ballot is 100% stronger than the Ontario Temperance Act now allows, and over five times as strong as the limit allowed for beer defined as non-intoxicating in Great Britain and the United States.

Answer Each Question

1. Unless you vote on every question your ballot is spoiled.
2. You must mark your answer to each question with an "X" only. Anything else would spoil your ballot.
3. Unless a majority vote "No" on question 1 the law will be restored and the sale of all kinds of intoxicants permitted.
4. Unless a majority vote "No" on questions 2, 3 and 4 the Ontario Temperance Act will become almost worthless.
5. The only SAFE course is to mark your ballot as shown above.



"No!—Four Times—No!"

No export; No government beer shops; No beer saloons; No government whiskey shops.—Four X's, each under the word "No."

Ontario Referendum Committee
 JOHN BRIDGEMAN, Chairman
 S. A. HEDDERLEY, Treasurer
 ANDREW A. GRANT, Vice-Chairman and Secretary
 1007, Dundas St. W., Toronto

Every Day in the Week

SUN.	MON.	TUE.	WED.	THU.	FRI.	SAT.
1	2	3	4	5	6	7
8	9	10	11	12	13	14



Toronto-Vancouver (Both Ways)

Connecting 8:00 A.M., OCTOBER 24th, leaving
TORONTO
 (Union Station)
9.15 P.M.
DAILY
 BEST MODERN EQUIPMENT
 Standard Sleeping, Dining, Tourist and
 Colossal Cars. First-class Day Coaches.
 Parlor Car through the Rockies.
 Sunday, Monday, Wednesday, Friday
 Goodies National all the way.
 Tuesday, Thursday, Saturday
 Via C.T.R., North Bay, Cochrane and Goodies National.
 Further information from Canadian National Ticket Agents, or
 GENERAL PASSENGER DEPARTMENT, TORONTO



Canadian National Railways

Don't forget the Chautauqua on this
 FRIDAY Evening in the METHODIST Church

Provincial Platform of The U.F.O.

Whereas the rural population of Ontario has been declining for many years, being now 138,000 less than it was in 1901 and this in spite of natural increase in population, immigration, and the extension of settlement;
 And whereas rural life has been rendered difficult and trying, and farm production has been checked;
 And whereas rural districts are justly attributable to the unequal to the unequal rewards of farm and town industry, owing to the dominance, in Parliament and Legislature, of privileged urban interests;
 And whereas the Provincial public debt has increased at an alarming rate (now exceeding 100 million dollars) and the annual expenditure of the Province has increased almost five-fold in the last 15 years;
 We, therefore, the United Farmers of Ontario, deem it our duty, to ourselves and the Province, to seek independent representation in the Legislature, with the following objects:
 1. To cut out all expenditures that are not absolutely essential.
 2. To abolish the system of party patronage.
 3. To limit governmental activity respecting commercial co-operation to legislation facilitating co-operative effort, to the keeping of accurate records, and to general education along co-operative lines.
 4. To provide equal educational opportunities for all the children of all the people, by greatly extending and improving educational facilities in the rural districts.
 5. To substitute for the policy of expensive Provincial highways a policy of organized continuous road maintenance, and of making good roads for all rather than high-grade roads for a few, the cost of road construction and maintenance being equitably distributed between between city and country.
 6. To promote a system of forestry which will maintain and increase the public revenues from this source, protect and perpetuate our forest resources, re-forest the waste places of Old Ontario, and encourage municipalities to engage in forestation enterprises.
 7. To encourage and cheapen Hydro-Electric development and maintain effective public control over it.
 8. To enact and enforce such prohibitory legislation against the liquor traffic as the people may sanction in the approaching referendum and as lies within the power of the Province. Prohibition is an integral part of the Farmers' Platform, and the U. F. O. will use its influence in that direction.
 9. To extend the policy and practice of the Referendum.
 10. To apply the principle of Proportional Representation to our Electoral methods.

Chautauqua Coming

The Ladies Aid of the Methodist Church have succeeded in securing three Chautauqua concerts to be given on the evenings of Oct. 3rd, Nov. 7th, and Nov. 15th. They will be held in the Methodist Church and exceptional opportunity is given to hear these artists. The proceeds for course tickets \$1.00 and 50c. and for single tickets 50c. and 25c.
 The following is a press clipping relating to the first concert to be given on Oct. 3rd, by "The Morrison Girls."
 An ever-changing succession of melody, and entertainment—a rich soprano solo, a vocal duet, a pleasing pianologue or a charming costumed reading, followed by solos and duets on the saxophones and ensemble numbers—such is the opening half of the program.
 Then suddenly out of the "Long Ago" step four charming girls bewitchingly attractive in hoop skirts, hand mitts and "bunnies." In a minute they sweep aside the work-a-day worries, cares and troubles by carrying you back with them thru story and song to the olden golden days.
 You see a dear old couple smile shyly at each other as their lips form the words "Seeing Nellie Home." Suddenly you hear "Yes we'll rally round the flag, boys, We'll rally once again, Shouting the battle cry of Freedom," and you'll start forward with a catch in your breath. From hill, from plain, from farmyard and paddock you see them, these boys of the sixties, hurrying to rally round their flag. Then the air changes, Tramp, tramp, tramp, the boys are marching. Oh! the tender grip of that old chant. Our boys, the pick of the land, thousands of them, dusty, tired, hungry, unconquerable. An old soldier near you is laughing even while the unnoticed tears drop down on his wrinkled hands—hands which for four years bore a musket for Old Glory.
 "We shall meet—but we shall miss him." Ah! that was the pity of it. The tense silence about you tells that the heartache of that exquisite old song has gone home. Then you see thousands and thousands of the "boys" sweeping past the tall gaunt figure of Abraham Lincoln down the avenues of Washington to the lively strains of "When Johnny Comes Marching Home." And up from the South, the boys in Gray, our boys too, marching to the strains of "Dixie," the air all true Americans love.
 It is an evening long, long to be remembered and cherished—an evening of delightful vocal and instrumental music and readings, heart-satisfying through and through.

4 Big Introductory Days

at Falls Store, Simcoe. Saturday of this week and the three Norfolk County Fair days, Monday, Tuesday & Wednesday next—there will be many special buying opportunities throughout the Big Store

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 to come once anyway and see what a fine Big Busy place Falls Store is. Come and see how well this Store serves you with its four (4) Big Floors, three up and one down, packed with goods of merit. There's not a dark or unused corner in the entire Building

Store Directory

MAIN FLOOR
 Linens and Staples, Blankets and Comforters, Fancy Linens, Dress Goods and Silks, Linings and Trimmings, Corsets and Hosiery, Gloves and Laces, Embroideries, Ladies' Handkerchiefs, Ladies' Neckwear, Ladies' Umbrellas, Book Department, Ladies' Underwear, Children's Underwear, Fancy Work, Fancy Work, Fancy Goods, Notions, Stationery, Novelties Toilet Articles, Ivory and Ebony Goods, Rubber Goods, Drug Sundries, Toilet Soaps, Baby Jackets and Booties Etc., Ribbons and Yarns, Men's Hats and Caps, Boys' Hats and Caps, Men's Clothing, Boys' Clothing, Men's Furnishings, Boys' Furnishings, Motor Rugs, etc., Men's Umbrellas, General Office.

SECOND FLOOR
 Ladies' Ready-to-Wear, Children's Ready-to-Wear, Whitewear and Blouses, Ladies' Raincoats, Ladies' Sweaters, Suitcases, Club Bags and Trunks, Electric Fixtures, Ladies' Rest Room, Ladies' Toilet.

THIRD FLOOR
 Carpets and Rugs, Home Furnishings, Furniture, Curtains and Drapes, Cabinets and Refrigerators, Baby Carriages etc., Upholstery, Beds and Bedding.

BASEMENT
 China and Cut Glass, Toys and Games, Brass Ware, Wicker Ware, Bric-a-Brac, Baskets, Granite Ware, Aluminum Ware, Pyrex Ware, Laundry Soaps etc., Linoleums and Oilcloths, Men's Toilet.

One of the Best Stores in Ontario
 In the final analysis you must come to Quality

H. S. FALLS

SON PANY, OF SIMCOE, LTD.