

gives it  
SE  
tea  
ckages

OVER  
Route  
tion 9.15 p.m.  
Friday

Tourist Sleeping and  
Coaches.

VICE TO  
ONTON  
All the Way.  
Can. National Ry.  
CN Ry. Agent  
Toronto.

Railways

PLY GARAGE

Parts  
here

ON THE  
CORNER



Horses Gain  
Flesh and Health

MOLA

pure sugar cane molasses.  
Endorsed by Government  
and farmers are continually  
They realize how good and

bred corn stover, fodder,  
in the feed box. Dry un-  
ble, because of the sugar  
will be in prime condi-  
up to the last atom. No  
conditioner you could pos-  
sibly, horses, sheep, etc.

ced to a Minimum

ve prepared feeds thus prac-  
all experience rapid, health-  
and 15% to 25% more milks.

is now en route.  
our distributor.

Agent

a, Limited

Montreal, Que.

FALL

T2.

## THE MUTUAL LIFE OF CANADA

### DIVIDENDS

( ) An Annual Dividend Policy is the "last word" in life insurance. If the dividends are used to reduce premiums the substantial reduction of the second and subsequent premiums is "felt in your pocket."

If the dividends are accumulated under the P. and M. method they provide for the early maturity of your policy—and in the event of prior death, the accumulated profits and interest are added to your estate, for example:

Under the P. and M. method Ordinary Life Policies have become fully-paid-up life policies in from eighteen to twenty-five years, according to age, thereafter receiving annual cash profits. Ordinary life policies have also matured as endowments.

Twenty-Payment Life Policies have become fully paid up in less than fifteen years, receiving annual cash profits thereafter. They have also matured as endowments.


Endowment Policies have been paid in cash several years earlier than the date set forth in the contract.

D. F. AIKEN

District Agent

SIMCOE

ESTABLISHED 1872



THE Dominion Government is making special efforts this year to stimulate agriculture throughout Canada. The Bank of Hamilton will do everything possible to help the Government by its favorable attitude towards all legitimate requirements.

**BANK OF HAMILTON**  
JARVIS BRANCH--J.H. Brown, Man.



Prince inspecting Calvary at Rideau Hall, Ottawa



At Sault St. Marie. The Prince inspects the Canal Gates

## WHAT THE WORLD WAR COST

Ability to Meet It Consists in Country's Productive Power Exceeded to the Limit.

The ultimate factor in war finance is not the dollar, but what the dollar can buy at the moment when it is necessary to use it. The economic burden of a war is not borne by capital, that is, the stored-up savings invested in railroads, factories, and banks, but by the productive power of the country, engaged in unproductive consumption. For war is waste, observes the April La Revista del Mundo.

When estimating the financial ability of a nation to make war a consideration of her wealth does not tell the story, just as a consideration of population, which would give Russia the first place, would be altogether false. It is the ability a nation has to master and mobilize her dollars and send them into the trenches and make them fight, that reveals her financial power as a military nation. Germany, with her long preparation, her autocratic government machinery, was able to conscript all production for war purposes, and mass her economic strength almost as speedily as she massed her fighting men.

Great Britain and the United States, not being versed in the science of war did not understand this factor. The economic resources of these countries were not mobilized and massed all at once, but each government was forced to take over more and more of the machinery of production as war needs became increasingly great. These two countries, with billions, but mistaken, determination, clinging to the slogan, "Business as usual," as long as it was possible to do so. The business men of those countries believed that so long as there was plenty of money in circulation every one would be able to turn to, buy government bonds and thus assist in the business of war. But this fallacy is akin to the common one of mistaking dollars for wealth.

The cost of the war, as nearly as it can be estimated in money, shows the national debt which each belligerent now carries ranges from 16 per cent of the national wealth (in Japan) to 80 per cent of the national wealth (in Hungary). How these staggering liabilities are to be met is the problem for the future; but the United States, with a debt amounting to 6 per cent of her national wealth of \$250,000,000,000, is in the favored position undoubtedly, facing unprecedented possibilities in credit expansion.

### Exports Increase.

American dairy products are more favorably received in Europe than ever. Exports of condensed milk to Europe rose from 16,000,000 pounds in 1911 to 230,000,000 in 1918, and there were notable increases in the export of other dairy products. Most of this was due to war demands, but there seems an opportunity to expand in dairy exports. A normal increase in dairying in this country is justified providing there is the necessary increase in field crops.

## COUNTRY NOT RIGHTLY NAMED

Iceland by No Means the Barren Waste Which Appellation Would Seem to Imply.

Iceland suggests to many people a land of glacial coldness populated by fur-clad shivering natives, probably Eskimos. The real Icelander wears clothes no warmer than those needed in Canada. His winters are usually no more severe than those of Canada. The Icelander is not an Eskimo. He is a descendant of the fair-haired Vikings. Nothing excites an Icelander more than to have some one pleasantly ask him if it is ever warm in Iceland and if any flowers grow there.

That Iceland is so misunderstood is entirely the fault of the Norse explorers who landed on the island and felt obliged to name it. As it was a cold day and the land was frozen beneath a blanket of snow, they thoughtlessly called it Iceland and departed hastily. Had they first visited the island on a spring day, when the wind blew across the broad plains, they might have felt the vastness of the place and with equal carelessness called it Greenland. The name Iceland was officially adopted and instantly became the island's hoodoo.

Summer in Iceland is warm, sometimes hot. In June the sun pours down upon the plains continuously save for a few minutes at midnight. Another uniceclandic phase of Iceland are the hot springs which spout up steaming water. To this hot water supply the women carry their washing as a matter of convenience.

Iceland is not a land of luxuriant vegetation or perfect climate. It is a fairly prosperous little country that struggles bravely against its handicaps, not the least of which is the world's attitude of persistent misunderstanding.

## NUTS MILLION YEARS OLD

Interesting Fossils Recently Found by the United States Geological Survey.

Among the fossils recently discovered by the United States geological survey are remarkably well-preserved impressions or casts of leaves of several extinct varieties of ash, oak, beech and hickory, which were found, with three present-day species, in states bordering the Gulf of Mexico, according to the Youth's Companion. Although the leaves themselves have rotted and gone, here and there some were buried in soft clay by sediment in such a manner as to leave perfectly preserved impressions.

The nuts, on the other hand, neither decayed nor petrified, but fell into pools of water, which is one of the best preservatives in nature, and sooner or later were also buried under silt and clay. Owing to their hard shells, those that fell into places favorable to their preservation are today in excellent condition, although slightly flattened by the long soaking and the gentle pressure of the clay. The deposit in which the leaves and nuts were found is not less than a million years old.

### Architecture and Life Are One.

There is another result of good teaching of art history that is important. A good teacher of art history cannot fail to impress upon his students how intimately the history of art and the history of the race are connected; how every great change in style is only a symptom of some great change in ways of thinking and living. The history of architecture ought to teach that life and art are one and that falseness of ideal is mirrored inevitably by a false architecture. It ought to go far toward removing that destructive viewpoint of the present day that sees architecture as something far off and esoteric and unimportant instead of the very stuff of our contemporary civilization. It ought, in a word, to open the draftsman's eyes to the social implications and the social responsibilities of his art.—Talbot P. Franklin in Architecture.

### Put It in the Bill.

The habitual customer, Mr. Feedwell, would often condescend to chat with the head waiter. One day he said very seriously:

"Look here, I don't often complain, but this pepper of yours is half peas!"

"Oh, no!" said the head waiter indignantly. "I see to that myself. We grind our own pepper."

"But I tell you it's half peas," said the customer, "and I'll prove it! Pepp—half 'p's. You see!"

And he laughed until the tears came. The head waiter smiled weakly, and went to get the customer's change. He returned still smiling. The customer glanced through his change.

"Three pence short," he said.

"I think not, sir," said the waiter. "Sixpence for peas, sir. Now—half peas!"—London Tit-Bits.

### Helgoland.

Helgoland lies in the North sea, 40 miles northwest from the mouth of the Elbe. It consists of a steep, rocky plateau, 134 feet high, with a strip of firm sand at its southeasterly foot. Its area is about 123 acres. Kaiser William is said to have expended \$50,000,000 on the practical reconstruction of the island; it is fortified against sea and cannon alike with great granite buttresses 16 feet thick and 240 feet high on all sides. Even the fissures in its cliffs have been filled up and bound together with ferro-concrete—thousands of tons of it. The little island is wholly incased with a cemented belt of armor, fortified with modern ordnance.

# The Store that Saves You Money The Store with the Stock

We have said it before, we repeat it again—Nine times out of ten prices are lower at Falls store than they are at any other stores for the same quality—and the tenth time they are just as low—Scarcely a day passes that we do not hear of our prices being considerably under city store prices for the same items.

Every business day of the year nearly, Falls store enjoys a fine business from people living many miles from Simcoe, puts us to the test.

## The Autumn and Winter Stocks are at Their Best

Come and See the Splendid and Complete

- Dress Goods and Silk store
- Staple Goods and Linen store
- Hosiery, Glove and Corset store
- Fancy Goods and Yarn store
- Men's wear and Clothing store
- Luggage and Motor Ring store
- China and Cut Glass store
- Smallware and Haberdashery store
- Doll and Toy store
- Men's, Women's and Children's Underwear store
- Flannelette Night wear and White wear store
- Millinery and Fur store
- Furniture and Home Furnishings store. One of the finest within 50 miles of Simcoe
- Graniteware and Kitchen Utensils store
- Stationery, Books and Novelty Gift store
- Household Supplies, Soaps, Etc.

## Wear-Ever Aluminum Ware

First Showing and Sale of Wear-Ever Aluminum Ware

Begins Saturday in the downstore including—

- Double Boilers, 3 sizes
- Preserving Kettles
- Bread Pans
- Pie Plates
- Cake Plates
- Frying Pans
- Potatoe Kettles
- Pudding Basins
- Measuring Cups
- Dippers

## Falls Corset Sale Fashions

Three Complete Stock of Corsets—"The Nemo Corset", "The Gossard (they have lace in front) Corset", "The A' La Grace Corset"

Speaking of the NEMO CORSET—It has an enormous sale—But one store in Toronto has the sale of NEMO CORSET for Toronto and they charge from 50 to \$1.50 a pair, according to quality, more than the identical corset is sold for at Falls store. This seems odd but Miss Jones, in charge of the corset department, holds the proof. Corsets at \$2.00 a pair and up fitted Free

## Butterick Patterns

For Canada are made in Canada

You can dress with smart individuality in the most advanced styles by using BUTTERICK PATTERNS. Illustrated instructions with each Pattern, shows you just how easy it is. Butterick Pattern Department is near Elevator, Main Floor.

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