

Fall Fairs

Sept. 27-28
 Sept. 21-28
 Oct. 4-5
 Oct. 6-7
 Sept. 21-23
 Sept. 20-21
 Sept. 14-15
 Oct. 8
 Oct. 5-7
 Oct. 11-12
 Oct. 8-5
 Sept. 19-20
 Oct. 15
 Sept. 22
 Oct. 4-6
 Aug. 27-Sept. 10
 Sept. 10-17

the Jarvis Record.

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ARRELL
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 E. KELLY
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 AT LOWEST RATES.

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 2 to 4 p.m.
 p.m.
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TELS

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 for the Travelling
 R. Station.
 ONTARIO

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O. F.
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Follow Nature's Example
*Paint is to the house as
 Bark is to the tree*

NATURE never makes mistakes—she knows that her handiwork, in order to retain its beauty and its usefulness, must have protection against the elements.

Apply this same thought to the protection of the home and you see at once how important it is that exterior surfaces should have adequate protection against natural decay. By saving the surface you save all that lies beneath.

The Paint which has the guarantee of durability and quality is

B-H ENGLISH PAINT

A formula that has been pronounced correct for Canada's rigorous climate.

Insist upon B-H "English" Paint—it provides a coat of such body, brilliance and toughness as to defy rain, sun, sleet, snow or frost, where cheaper paints will flake, crack and peel. Throughout Canada B-H "English" Paint has been giving surface-saving protection for years—it will protect your home as bark protects the tree.

FOR SALE BY

W. J. BAILEY, JARVIS, ONT.

BRANDRAM-HENDERSON

NEWCASTLE MALDEN ST. JOHN TORONTO WINNIPEG
 MEDICINE HAT CALGARY EDMONTON VANCOUVER

Britisher Buys B.C. Village

MAJOR CHARLES SYDNEY GOLDMAN, formerly member for Falmouth in the British House of Commons, veteran war campaigner, sportsman, and author of note, has bought the entire town of Nicola, in the Okanagan Valley, and over 20,000 acres of agricultural and grazing land adjoining. The price paid has not been revealed.

A few years ago Nicola was a prosperous little town, but in the past decade Merritt, another small place a few miles away, has attracted all the community business, with the result that Nicola became practically a "deserted village," peopled only by oldest inhabitants and property owners who hoped against hope that some day something would happen which would restore life to the stagnant community.

It happened when Major Goldman decided that Nicola would make an ideal pleasure resort. Being an intensely practical Englishman, the major's ideas of what should be done to popularize the place were such that, to be successful, it would have to be a one-man proposition. The natives were aghast at the magnitude of Major Goldman's proposals, the unofficial mayor declaring that "it couldn't be done." Nothing daunted, the major took the only other alternative, and announced that he would buy out the whole place, lock, stock and barrel, providing no one tried to hold him up for a fancy price.

Options were secured without delay, at fair valuations, and in a short time Major Goldman held title to every business block and every private house within the town limits. He bought the Nicola Hotel, which is being thoroughly remodeled as an up-to-date 40-room hotel, and which will be in charge of a Swiss manager specially imported from his homeland, where he was in charge of the Suretta, one of the most famous of Swiss chalets. A full staff of Swiss cooks, waiters and servants have accompanied the manager, who is now running the Adelphi Hotel, at Merritt, also purchased as a side line by Major Goldman.

For his personal accommodation, Major Goldman bought the court house from the British Columbia Government, and has had it remodeled to suit his expensive tastes. With his family, he will take up permanent residence there on his return from England, in about three months.

The only building in Nicola to which an absolutely clear title has not been secured is the town church, some difficulty having arisen regarding vested ownership. However, the wholesale buyer is not unduly worrying over this.

In order to provide the lumber necessary for his manifold enterprises, Major Goldman has bought and is operating a sawmill in the Voght Valley, just south of Merritt, on the Kettle Valley railway. Much lumber is needed for irrigation flumes, the major having very extensive irrigation projects under consideration. He has recently spent some time in Victoria adjusting a number of water records, and getting permission to divert various streams so as to get the necessary moisture on his properties. Dams and a large storage reservoir will be built on a hill a short distance from the town.

Of the land which does not lend itself to irrigation, Major Goldman proposes grazing and breeding thoroughbred stock. Two well-known cattlemen of the Cariboo country, David and Ben Stewart, are under contract to scour the country for the best blood available for the foundation herd of cattle, while a large gang of men is at work fencing the grazing land. Eventually there will be about 8,000 cattle.

Electricity and a comprehensive drainage system, are included among the modern improvements proposed for the new Nicola.

As Major Goldman proposes making Nicola one of the premier tourist resorts on this continent, with a patronage largely drawn from the wealthy English class, among whom he will advertise extensively, it naturally follows that he is paying particular attention to the sporting possibilities of the district. There is good hunting and fishing within reasonable distance, but Nicola lake was fished out years ago. With the cooperation of the provincial department of fisheries, Major Goldman is arranging to restock this body of water with game fish.

Discussing his ambitious plans, Major Goldman described himself as "an earnest, serious developer," and most emphatically pointed out that he was in no sense a speculator. "I have come to Canada because I see the wonderful future of the dominion," he said, "and I have settled in the Nicola valley because I realize the enormous possibilities there. I have purchased all the land I require, and now I am about to consolidate my holdings. I shall concentrate on what I have, I shall develop this land, and will open up the community with all the energy of which I am capable."

Major Goldman first became nationally known as a war correspondent during the South African War, when he accompanied Sir Redvers Buller's force as far as Ladysmith, and later served in a newspaper capacity with a cavalry unit. As a result of his experiences in this campaign, he wrote "With Gen. French's Cavalry in South Africa," "The Empire and the Century," and "Cavalry in Future Wars." He is also the author of a number of text books on mining, and a frequent contributor to a number of high-class English periodicals.

HEROES WHO DIED

Men Won the V. C. But Did Not Live to Wear It.

A number of those brave Canadians who were honored in death by the posthumous award of the Victoria Cross.

David Richardson, chief of police of Chilliwack, B.C., is the father of a heroic son, Pte. James Richardson, of the 16th Battalion, who piped his battalion "over the top" and so inspired the men that they tore through the barb wire entanglements that blocked them from their objective. After some bombing, Pte. Richardson went back to recover his pipes, though warned not to do so. He has never been seen since.

Pte. John B. Croak, of Glace Bay, Nova Scotia, met his death after leading his platoon in a brilliant charge which captured three machine guns and their crews.

Corpl. Harry G. Miner, of Ridgetown, Ont., rushed a Hun machine gun post, killed the whole crew and then turned the gun on the foe. He fell while cleaning out an enemy bombing post.

Lieut. James E. Tait, of Winnipeg, took a rifle and dashed ahead of his company to silence a concealed machine gun. His company then captured twelve machine guns and twenty Germans. He directed his men until he died.

One of the most heroic exploits was that of Corpl. Joseph Kaebler, the only unwounded man in his section when 50 Huns came charging to the Canadian trench. Kaebler jumped over the parapet and holding his Lewis gun at the hip, emptied one magazine after another into the advancing enemy, and although wounded several times by fragments of shells and bombs, he continued to fire and entirely blocked the enemy by his determined stand. Finally, firing all the time, he fell backwards into the trench mortally wounded. While lying on his back in the trench, he fired his last cartridges over the parapet at the retreating Germans, and before losing consciousness, shouted to the wounded about him "Keep it up, boys, do not let them through. We must stop them."

Pte. Jas. P. Robertson, of Medicine Hat, rushed a foe machine gun, killed four of the crew, turned the gun on the rest of the fleeing gunners, kept down the fire of the Hun snipers, and in rescuing the second of two wounded men he was himself killed.

Lieut. R. G. Combe, of Winnipeg, was killed by a Hun sniper after he had led his company in repeated charges and taken 80 prisoners.

Pte. John G. Pattison, of Calgary, bombed an enemy gun post, finally overcoming and bayonetting the gunners.

Sergt. Ellis W. Sifton, of Wallaceburg, Ont., alone charged a machine gun nest, killed all the crew and held the post until his own men could advance, but he was killed as they moved up.

Lieut. Samuel L. Honey, son of a Methodist minister, in St. Catharines, single handed cleaned out a machine gun nest which enfiladed his men, taking the gun and ten prisoners.

Pte. Claude J. Nuzney, of the 38th Battalion, went from post to post through a heavy enemy barrage and by his cool courage greatly inspired the men of his company. The enemy were repulsed and a critical situation saved. He died of wounds.

Lieut. F. W. Campbell, of Mount Forest, though almost the whole of his detachment had been wiped out, took two machine guns over the parapet, arrived with one gun at the Hun line, held his position there though exposed to very heavy fire, and halted the foe advance.

Sergt. Hugh Cairns, of North Saskatchewan, took a Lewis gun and facing the Hun fire rushed a machine gun post, killed the crew of five and captured the gun. Later he led a party that captured 50 of the foe, and again with a battle patrol he came on a party of 60 and forced them to surrender. Finally he was rushed by the Huns and killed.

"The Latest in Shoes"

... is what we term the shoes with the Military Heel.



For Ladies just now they are the latest styles, but in addition to the Military Heel we have all other styles of Shoes at

\$5.00, \$6.00 & \$7.25

Oxfords, Oxford Ties, Pumps at \$4.15, \$4.50, \$4.85 & \$6.00

A. H. LANGRAF, Harness and Shoe Store

McLaughlin Motor Cars

MADE IN CANADA

Full Line Always on Hand

Demonstrations at Any Time.

Used Cars Taken In Exchange.

Also a number of good Used Cars For Sale.

Call or Write for particulars.

W. E. TODD & E. A. TODD
 Hagersville, Ont.

The Totem Pole.

While the totem poles, which are still to be found in the villages of Indians in many parts of North America, appear to be a form of idol, they are really nothing more than a sign-post, or indication of the name of the families residing there—for the carvings with which they are decorated indicate crudely but effectively the titles by which these families are known.

Just as the inhabitants of Europe overcame the handicap of a growing population by adopting names which signified their occupation or place of residence, the North American Indians took the names of the different animals which they hunted, or some other outstanding characteristic of their life. One family, for example, would be known as the "Bears" and then, for the further purpose of differentiation, the individuals would be called "Black Bear," "Growing Bear," "Angry Bear" and the like. The name of the animal itself would be the title of the tribe and the different species would indicate the separate members, carvings on the "totems" or "family tokens" showing at a glance which of these resided within a village, though usually only the chiefs attained this honor.

Longest Aerial Tramway.

Contract for an aerial tramway from the Premier Mine, in British Columbia, to tidewater, has been awarded to a Spokane company. The line will be nearly twelve miles long, with a drop of about 120 feet to the mine. The tram line, bunkers, and unloading devices will cost a quarter of a million dollars.

Natural and Beautiful.

For natural beauty and pleasing color effects it is hard to beat some of the old-fashioned flower gardens made up of annual plants.

What a splendid word "SUBSTANTIAL" is. It applies to all our Furniture with the fundamental superiorities of "a Large Stock," "Better Qualities," "Greater Variety," "Lower Prices" than are possible in any event resembling its character within fifty (50) miles of Simcoe.

Falls' August Sale of FURNITURE

Is naturally the one most attractive to prudent people who are making or replenishing their homes. WHO WOULD STAND UNDER A SAPLING WHEN THERE IS AN OAK TREE AT HAND. This is the Furniture Sale to meet the full needs of everybody needing good furniture, from a single piece to the furnishings for a whole home. It is because this sale, like all our Furnishings Sales, has been planned from the standpoint of the different needs of different customers that it satisfies each individual requirement in such a remarkable way. We are doing a record volume of business because the people see that the sale is as good as we say it is. We have the stocks to meet a continuance of this unprecedented demand all through the month beginning anew this Saturday.

For the Girl who Indulges in any of the Delightful Summer Sports Here's a Bargain in Middies

Made in heavy White Jean, with plain or colored collars and ties attached, some have heavy flannel collars with red anchor and stars; splendid value, and one of the best makes. Each \$3.50

For the smaller girls, a special in Middies, made in Balkan style; navy collar made to button on; black poplin tie attached. Sizes 6 to 14 years. Specially priced—each \$1.75

Men's Bib Overalls that Weigh 2 Pounds 2 Ounces

They are made of EXTRA HEAVY Striped Cottonade with Bib and Braces and FIVE Pockets. The greatest Overall in Canada at only \$2.00 a pair.

Boys' Blue Jeans

To fit boys 2 to 10 years; are a wonderful value at 66c a pair. Made from heavy Blue Jean with lots of pockets, bib and braces, with a touch of Turkey Red that is NEW.

A Rush Sale of Girls' Skirts at Half Price \$1.25 Each

They are in heavy White Cotton Repp, made with gathers at back, and high waist line, trimmed with belt and pockets. Only \$1.25 each.

If the Underclothes Supply Needs Replenishing Here are Some Unusual Values

Undershirts—In fine White Cotton with deep frill of embroidery and dust frill attached. Specially priced \$1.50 each

Drawers—In two styles, umbrella and bloomer style, made in heavy White Cotton with tucked or lace frill. Very special, 47c pair

Gowns—White Cotton Night Gowns, in slip-over or open front style, fancy colored stitching and embroidery edge; two prices—\$1.55 and \$1.97 each.

Corset Covers—Very special, White Cotton Corset Covers; lace strap and yoke; sizes 36 to 46. Specially priced. 27c each

Children's Sox in a Clearaway

Children's Sox in two-toned and white with colored tops; the two-toned are in blue and red, tan and red and blue and black; sizes 5 to 7; a 7c value; all one price Saturday, the pair 50c

A Ten Minutes' Trip to Falls' Downstairs Store will prove the economies in:

—Dinner Sets	—Granite Ware	—Book Ends
—Tea Sets	—Aluminum Ware	—Toys
—Cut Glass	—Pyrex Ware	—Household Utensils
—Toilet Sets	—Statuary	—Soaps, Brooms, etc.
	—Candle Sticks	

So Many Women are Buying Silks for Dresses

We surmise it is because they are so reasonably priced.

Shot Striped Chiffon Taffeta—Many colorings, 36 inches wide; regular \$2.50, for the yard \$1.65

Fancy Plaids and Roman Stripes—In heavy quality silk, suitable for odd Skirts; regular \$3.50, now sell at the yard \$2.45

An Extra Quality of Paillette Silk—In black and all colors; regular \$3.00 for \$2.00

Satin Duchesse—In black and all colors; regular \$4.00, for \$2.75

Good News From the Staple Department

22-inch Cotton Damask Table Napkins, that sold regularly at \$4.00 a dozen. Sale price \$2.50 dozen

Hemstitched Sheets, full size, that sold for \$4.50 and \$5.00 a pair. Sale price \$3.50 pair

15-inch Hemstitched Cotton Damask Serviettes that sold for \$7.75 dozen. Sale price \$3.50 dozen

Check Gingham in a great variety of colors; fast in the wash; scarce goods; the yard 30c

Linoleums are in the August Sale, including all Inlaid and Printed Linoleums. They are in widths 2, 3 and 4 yds.

The Falls Store

A City Store in a Town --- But not City Prices