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AMERICAN HOTEL
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Accommodation for the Travelling
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I. O. O. F.
MS LODGE NO. 191
Monday evening at 8 o'clock.
Blainson, F.S., N. R. Pond,
Brookwash, Trons, Jas. Haslett,
and Brothers Welcome.

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BANK OF HAMILTON
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Get Your Printing At the Record Office

"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
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WHERE THE APPLE PAYS

Soil, Location and Transportation to be Considered.

It Helps to Be Near Cities—The Labor Question Still a Serious Problem—How to Restore Damaged Pastures.

(Contributed by Ontario Department of Agriculture, Toronto.)

This question will be discussed under four heads: Climate, Soil, Labor and Transportation.

The Factor of Climate.

So far as climate is concerned apples can be grown commercially in any part of Old Ontario, south of a line drawn from Parry Sound to Ottawa; in fact, there are commercial orchards producing fruit at a profit considerably farther north than this. Many people think of commercial apple orchards as being necessarily confined to the milder parts of the province, and to the lake districts, but the fact is worth emphasizing that we have varieties of apples suitable for commercial culture in every county of Old Ontario. The winter hardness of the many varieties grown throughout Ontario is now very well established, and it is possible to select varieties which will be hardy for any district.

Late and Early Frosts.

The most serious climatic difficulty in the Province of Ontario is the occurrence of late frost in spring, and early frost in fall. Other difficulties of a climatic nature can be largely overcome by the selection of suitable varieties, or by careful dissection with regard to soil, elevation, aspect, etc. It may be pointed out, however, that frosts are more common and more severe over large areas of flat country than where the topography is rolling or hilly. Large areas of some of the southern counties of Ontario are, therefore, more or less unsuited to commercial apple orcharding because of their flat character. A more rolling country is much to be preferred, so that orchards can be made safer from frost by the better air drainage afforded.

Suitable Soil in Every County.

So far as soils are concerned, it may be stated that there is an abundance of land in every county suitable for apple growing. Well drained land is essential for successful orcharding, and there is plenty of soil of this type to be had in almost every district.

Summing up soil and climate, it may be said that no province or state in North America has so large an area so favorable in soil and climate for apple growing as has the Province of Ontario. If this statement is true it becomes obvious that the present distribution of apple orchards in Ontario is dependent on other factors.

Most Profitable Near Cities.

Transportation is the most important factor having to do with the distribution of commercial apple orchards in Ontario. In other words, the commercial apple orchards are located within reach of transportation facilities, and the better these facilities have been with relation to large cities and to the developing markets of the prairies the more rapid has been the development of commercial orcharding. A location near a large city may be desirable, but if better soil and climate are to be found at a distance, the most distant location is likely to be preferred. Provided transportation facilities are good.

Some districts in Ontario possess excellent conditions of soils and climate, but are lacking in transportation facilities, and until facilities are available little development can take place in commercial orcharding.

The Labor Situation.

The labor situation for some years has been acute, but has become more normal during the present year. For commercial orchard operations on a sizable basis, it is necessary to be within reach of a temporary supply of labor for apple picking. Otherwise, it becomes necessary to build dwellings for men and their families so that a supply of labor may be always available.

The difficulties of the labor situation at picking time can be lessened considerably by the planting of varieties which ripen in succession, and by taking care to get the right proportion of each. A large area of one variety ripening at one time is extremely difficult to handle.—J. W. Crow, O. A. College, Guelph.

How to Restore Damaged Pastures.

Andrew Boss, veteran farm manager with the Minnesota Experiment Station, says such pastures can be saved to some extent by proper care. Where the acreage of pasture is sufficient and with a little spars, many of the bare or thinner spots can be top dressed with good barnyard manure to advantage. The top dressing will protect the roots somewhat, and in the course of a month or two a decided improvement in quantity and quality of grass will be noted.

It is good practice," says Mr. Boss, "to divide the pasture into two weeks, or for alternate longer periods, depending on the quantity of grass and the condition it is in. A part of the pasture should be allowed to make good growth and be held in reserve until the hot weather of July and August comes on. During the fly season it is difficult enough to keep stock in good condition even when they are on good pasture, and no pains should be spared to have at least one or two good pasture fields for this season."

Strawberry runners should be spaced as evenly as possible to secure an even row that will give the most fruit.

LEARN TWO LANGUAGES.

Spanish and Portuguese Needed in Canadian Export Trade.

A Canadian export association was recently formed in Toronto. Most of the members are manufacturers. Many have not yet done any foreign business.

A first step in exporting is acquiring a knowledge of foreign languages. The experience of all the older export countries of Europe has in the last three years received confirmation in the records of exporters in the United States. They found that the man who sets out to build foreign trade without getting in close touch with his foreign customers is walking into trouble.

The men for our future foreign trade will come from the ranks of those now being prepared for commercial careers in our schools and offices. The young French-Canadian may have a long pull over the Ontario boy and bilingualism may prove an asset after all. Incomparably the greater part will demand a knowledge of either Spanish or Portuguese, preferably of both.

In the twenty-one republics of Central and South America there are over 50,000,000 people, and these to three times as great as the Canadian home market. To reach them a knowledge of two foreign tongues is requisite and both of them are closely related to French.

For twenty out of these countries Spanish is the official language. It is not, on the whole, a hard language to learn. In Brazil Portuguese is absolutely necessary, for the Brazilian hates Spanish. It is, however, not hard to learn. Spanish is dignified with courses at the University of Toronto and at McGill—linked in both with Italian which is less valuable from the exporter's point of view. Three or four schools of commerce give instruction in elementary business Spanish. But it is curious that not one school or college in Dominion gives a regular part of its curriculum to Portuguese.

During the later war period and when the Canadian trade commission in official Ottawa who could even read the many letters in Portuguese that came from Brazil inviting Canadian trade. Among the millions of newcomers who streamed into the Dominion between 1900 and 1920 there were only 114 Portuguese and thirty-five Brazilians. Yet fully a third of South American foreign trade is done by Brazil. It is true that so far their exports, especially of coffee, far exceed their imports.

But South American business cannot be secured to Canada unless traders "go after" it in the native language. Many of the commercial men in Argentina, Brazil, Chile, and Peru particularly have a surprising cultural knowledge of French but they rarely allow it to be used in their offices because naturally their staffs would be handicapped. They will often receive a visitor in excellent French and passable English but business must be done in the "idoma nacional."

The average Latin American is cautious and conservative by nature. His people have been in that land in some cases three hundred years. He is therefore invariably courteous as he is the descendant of some old time "hidalgos" of Spain or Portugal of historical glory. Apt at times to be excessively formal he expects others to be so too. Nothing irritates him more than the Yankee way of rushing business transactions. Yet if approached properly an order is as likely as with any other business man and it is certain to have as little risk as most business in Canada. But the goods must be precisely what the buyer wants.

Only by personal contact can this conservative, cautious trade be picked up; only by a knowledge of the native language can contact be intimate. Whims and fancies that may seem old fashioned but are potent and have to be considered; the methods of packing merchandise and the intricacies of customs tariffs must be studied to a nicety.

That South American trade is worth "going after" is seen from the following list of totals for the chief countries in the last pre-war year: The foreign trade of Argentina was \$873,000,000; of Brazil, \$642,500,000; of Chile, \$265,000,000; of Uruguay \$116,000,000, and of four other countries \$250,000,000.

Swat That Fly!

After examining the rapidity with which the average house-fly breeds, the question might be asked: "Why are there so few flies?"

A single fly lays four times each summer, an average of eighty eggs each time or three hundred and twenty eggs during the season. One half of these eggs produce females, so that the first forty females, which would also lay four times during the season, would produce 12,800 flies. The first eighth of these, or 1,600 females, would produce 384,000 offspring; the second eighth 286,000, and the third and fourth eighths at least 286,000 between them.

Thus there would be 909,120 flies as the result of the first of four in one season. The second batch of eggs laid by the original fly would produce 777,600 during the remainder of the season; the third 262,400, and the fourth 131,200.

Therefore the total number of descendants of a single female fly during one summer is 2,080,000! A consideration of this figure shows why "Swat that fly!" is a most excellent slogan.

Spoke Across Rockies.

Point Grey (Vancouver) and Victoria wireless stations were in communications with the High River, Alta., air station on June 11 last. This is the first time Canadian wireless plants have been in communication across the mountains.

Wax Paper 20 Sheets 12 x 16 inches for 5c. For Baking, Preserving, Cakes, Bread, Meat or Refrigerator.	Child's Rockers Strongly made and very comfortable, oak finish. Each \$1.75 instead of \$2.50.
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FALLS' DEPARTMENTAL STORE, SIMCOE

Bungalow Aprons are Mighty Handy Things

Many women who do things around the house say such an apron is indispensable.

Ready—New Bungalow Aprons, nicely made in plain pink and plain blue chambray, trimmed with ricrac braid. Others in light, medium and dark navy prints. All at one price—each 95c. Plenty of the extra large sizes.

A Very Large Showing of New Waists and Blouses

In Georgette, Crepe de Chene, braided and beaded. Made in blouse or smock styles; sizes to 44, \$3.98 to \$10.00.

All Sorts of Pretty Autumn Hats \$3 to \$10

Color is their particular charm, for all the ruddy tints of autumn will be found among them. Mostly of velvet in small shapes, medium shapes and large shapes. Some have under-brims faced with ribbons. Gay metal ornaments trim another type of hat. They are just such hats as women want for immediate wear.

On Sale This Week, 50 Pretty Plaid Skirts Each \$5.90

Women's box-pleated Skirts, in plaid materials with narrow belt, trimmed with fancy buttons; sizes up to 30. Special price, \$6.90.

Women's Fancy Plaid and Striped Skirts made in plain and pleated styles, in very pretty shades; all sizes. Prices \$12.50 to \$20.00.

Women's Fancy Blouses in Tricolette, all the new shades, trimmed with contrasting colors; made in smock style; all sizes; prices from \$6.50 to \$10.

Tricolette Smocks—Daintily trimmed with fringe at bottom and sleeves, in copen, navy, gray, henna and tomato. Prices from \$8 to \$12.

New Beacon Blankets

See the splendid showing in Hilton Forsyth's department.

Women are Enthusiastic About the New Autumn Suits and Coats

Coats \$20.00 to \$75.00
Suits \$18.00 to \$75.00

Every woman will want to see the New Fur Coats. They show the fashions are to be rich and glorious—and prices very low.

The Nicest Bootees For the Nicest Baby

All wool Crochet Bootees in white and pink, white and sky, and all white, the pair 30c & 50c
Silk and wool, ribbon trimmed, in pink, blue and white, the pair 50c.
Fine Wool, knee-length Bootees, in pink and blue embroidered, the pair 85c.

At the Glove Department

Smart Mousquetaire Silk Gloves with strap; colors: navy with white, silver with navy, mode with navy, brown with pongee. Sizes 6 1/2, 7, 8. At \$2.25 per pr.

At the Hosiery Department

Showing of new Fall Hosiery for women. 5-1 ribbed, all-wool Cashmere Hose, in a variety of shades; some with embroidered clox; sizes 8 1/2 to 10. At \$2.75 and \$3.25.

Now is the Time for Woven Name Tapes

An absolute necessity to boarding school students. We should have the orders at once:

Woven Names, 12 dozen... \$3.00
Woven Names, 6 dozen... \$2.00
Woven Names, 3 dozen... \$1.00

They are done in black, red and lavender, on white tape.

New Week-end Bags are displayed in the Luggage Department. They are very smart; come in tan and black. Neatly finished. Each \$5.00.

Store Closes Wednesday at Noon—12 o'clock. During September.

FALLS' DEPARTMENTAL STORE

A City Store in a Town --- But not City Prices
Car Fares Refunded.