



\$3,000
in Cash Prizes for Farmers
Your Photograph May Win a Prize

AMONG the prizes we are offering in our big Prize Contest is one of \$100.00 (Prize "C") for the farmer in each Province who furnishes us with a photograph showing the best of any particular kind of work done on his farm during 1911 with "CANADA" Cement. For this prize, work of every description is included.

Now just as soon as you finish that new silo, barn, feeding floor or dairy, that you've been thinking of building, why not photograph it and send the picture to us? The photograph doesn't necessarily have to be taken by a professional or an expert. In fact, your son's or your daughter's camera will do nicely. Or, filling this, you might use the head of your neighbor's son nearby. In any event, don't let the idea of having a photograph made deter you from entering the competition. Particularly as we have requested your local dealer to help in any case where it is not convenient for the farmer to procure a camera in the neighborhood. By this means you are placed on an equal footing with every other contestant. Get the circular, which gives you full particulars of the conditions and of the other three prizes. Every dealer who sells "CANADA" Cement will have on hand a supply of these circulars—and he'll give you one if you just ask for it. Or if you prefer, you can use the attached coupon—or a postcard will do—send it to us and you'll receive the complete details of the contest by return mail.

If you haven't received your copy of "What the Farmer Can Do With Concrete," write for that, too. It's a finely illustrated book of 100 pages full of useful and practical information of the uses of concrete.

Write us to-night, and you'll receive the book and the circular promptly.
Do not delay—at right down—take your pen or pencil, and fill out the coupon NOW.

Please send Coupon and book.
Name.....
Address.....

Canada Cement Company, Limited,
National Bank Building, Montreal

THE RIGHT HOUSE

Hamilton's Favorite Shopping Place.

Linoleum and Oilcloth Sale

Save From \$3.50 to \$7.50 on a Room--Inlaid and Printed Linoleums--All Kinds of Oilcloths
All This Week--Write for Samples of our Lines

THE RIGHT HOUSE, Hamilton, announces for Wednesday, Thursday, Friday and Saturday, of this week, a very notable sale of **NEW SCOTCH AND ENGLISH INLAID AND PRINTED LINOLEUMS AND OILCLOTHS** of all kinds (except Table Oilcloth) from the oldest manufacturing plants in Canada. **AN EVENT OF INTEREST TO HOTEL KEEPERS, HOUSEWIVES, OFFICE MEN AND OTHERS**

About 14,000 square yards of Oilcloths and Linoleums are involved in this great sale. The Linoleums came from Staines, in London, England; Nairns, of Kirkcaldy, Scotland; and Williamson of Lancaster, England.

Some of the prices and brief a hint of the beauty of these lines follow.

Printed Linoleums two yards wide, Floral, Block, Tile and Parquetry designs, regular at 45c. the square yard, for the rest of this week only, this will sell at..... Per Square Yard 33c.

REGULAR 50c. LINOLEUM 39c. REGULAR 60c. LINOLEUM 42c.
REGULAR 35c. LINOLEUM 73c. REGULAR \$1.10 LINOLEUM 95c.

Thousands of yards of Oilcloths, some of which look like Japanese Matings will also be included in this immense sale. Several of the prices are mentioned here:

35c. Oilcloths 24c. 40c. Oilcloths 29c. 15c. Oilcloths 12c.

Stair Oilcloths and squares to go under stoves, etc., reduced this week; 36 in. squares 40c., 45 in. squares 90c., 72 in. squares \$1.60.

THOMAS C. WATKINS, LIMITED,

King and Hughson Streets, HAMILTON.

If You Want
BARGAINS
Boots and Shoes,
—GO TO—
A. RODGERS,
JARVIS, ONT.
Agent for
Consumers Wallpaper Co.
See Our Samples.

JOHN DEMING,
License Auctioneer.
Jarvis, Ont. P. O.
Orders left at Record office will receive prompt attention.

D. M. ALLEN
Fashionable Tailor
and agent for
The Rex Tailoring Co., Toronto.
Call and see samples and get prices of Tweed and Worsted Suitings and Overcoatings.
I am making a specialty of
CLEANING & PRESSING CLOTHES

Subscribe for Record, 25c. to '12

60 YEARS' EXPERIENCE
PATENTS
These Menus
Governments &
Scientific American.
I am making a specialty of
CLEANING & PRESSING CLOTHES

THE WHITE PERIL.

Consumption Must Be Prevented Rather Than Cured.
STAMP OUT THE INFECTION.

Unless the Germs of the Disease in the Habitation, Whether it Be House or Tent, Are Utterly Destroyed Fresh Air and "Cures" Avail Little.

There is no cure for tuberculosis, and probably never will be, accepting the word "cure" in the sense of some special medicine. A disease prevented is better than cured, for no one is so well off physically or financially after any illness, and particularly does this truth apply to tuberculosis. The successful prevention of a disease goes away with any need for its "cure." This is well exemplified in the case of yellow fever. We have never succeeded in finding a cure for that former scourge of the south, but we have done far better. We have wiped out the disease bodily, bag and baggage, by simple preventive methods.

So writes Dr. F. C. Walsh in the Technical World Magazine, and he declares that notwithstanding the "optimists," the disease is on the increase. He singles out and lays great stress on the fact that consumption is a contagious disease and on the contention that it is not contracted to any great extent through infected milk or even by the using the drinking cups that consumptives use or through the "spitting nuisance." Its spread is through the infection of the habitation. Here is one of his parables:

Brown had moved in the month of May into a house in another part of the town where he had always lived. By fall he had contracted tuberculosis. It was discovered later that several different families who had occupied this same house in succession had lost several members from tuberculosis. No attempt had ever been made to disinfect the house. Brown went to a far western state, pitched his tent on a certain spot, and never made any change from that one spot until his death. Note that fact. As a result the soil over which he slept night after night became saturated with the accumulated germs which he expelled in coughing, so that he was continually at night rebreathing into his system the very "poison" which caused the disease. He was re-poisoning himself nightly and didn't know it. His system would have been able to throw off the original "germ poison" which it contracted, but it was not strong enough to withstand a new dose of the poison every night. Had he changed the location of his tent daily he could have slept each night in an atmosphere practically germ free.

Jones is another victim. He goes to the same state. He has an idea that he can get along without any tent and sleep with only the stars above, rolled up in his blanket. He naturally moves from place to place, each day sleeping on new and different ground each night. He ends by being cured.

Smith has the disease and goes to the west. He feels and looks in perfect health long before a year is gone. He returns home, satisfied that he is cured. In less than four months he is again in the tenacious clutches of the disease.

There is a lesson in this. The open air treatment is all right, but it must be carried out by right methods. All early cases of consumption which have failed to recover by outdoor treatment must lay the blame to faulty treatment. Jones, who recovered, you will remember, did change his location every day, having no tent to bother him, and in doing so avoided the fatal mistake of Brown.

How about Smith? The case of Smith is of the greatest importance. He had recovered, you will remember, and returned to his home feeling fine—back to what? To the very same plague ridden room in which he had first contracted the disease—a room reeking with tubercular germ life and which had been occupied, it was learned later, by five different consumptives at various times. The disease got a hold on him a second time for the simple reason that he came back to the original source of his disease. He should have sought new quarters, or else the house, and particularly the room he occupied, should have been disinfected before being occupied by him or any one else. These three cases cited are but typical instances. There are thousands upon thousands of Browns, Joneses and Smiths living and dying this very day whose story, if told in its true light, would match exactly the simple but pathetic history of these three men.

The thing that the doctor brings out is that consumption must be prevented rather than cured; that prevention is easy and cheap and lies in disinfection. This, in the case of the consumptive's quarters, he insists, should be at least once a week. The formula is simple: "Fumigate every room in the house with a vapor given off by heating formaldehyde; wash all the floors, windows and woodwork with mild solutions of corrosive sublimate and water." Fresh air, either at home or elsewhere, he establishes, is in itself sufficient.

He reaches the conclusion that the very existence of the hope of a "cure" has been responsible for increase of the disease. He urges people to flee from consumption by killing it in the germ that lurks in house or ground.

THE H. S. FALLS CO.

These Are The Days When the H. S. Falls' is Absolutely at its Best

For these are days when people of Norfolk are in the thick of their preparations for Fall and Winter—days when they need much—days when they look to the Falls store for good service and so we must every day keep **FILLING UP, FILLING UP, FILLING UP** the store with New Goods, NEW GOODS, NEW GOODS, and better goods.

Fringe and Cord and Tassels
They are in great demand for trimmings. Our assortment is as it should be, complete.
Dress Fringes in all widths at the yard 50c. to \$1.00. Girdles 45c. to \$1.25 each.

Women's Kid Gloves 68c. a Pair--Unusual; Girls' Kid Gloves, Sizes 3, 4, 5, and 6, 45c. a Pair--Unusual Too.

You will agree that they are rather wonderful at the price when you see the fineness of the skins, their pliability and flexibility. All the Autumn shades of Tans and Browns.

"Reynier" and "Trefousse" Kid Gloves For Women

The two best makers of Kid Gloves in Paris—The two best makes of Kid Gloves sold in Canada. Dressed and Undressed in two to twenty button lengths in White and every wanted shade at the pair \$1.00 to 3.00.

Lace Veils With and Without Border
New importations on display this week in these much worn face coverings, each 75c. \$1.00, 1.25, 1.50 and 2.00.

Linens
When the Steamship "Huron" last week poked her bow into port at Montreal she had on board several parcels of snowy fine Flax Linen for the Linen Store where the Flax Standard is never relaxed. On board were the following, labeled "Falls Simcoe."
Linen Guest Towels at each 35c, 50c, 75c and 90c.
Huck Bedroom Towels at each 10c, 12½c, 25c, 50c, 75c \$1, 1.25
Linen Bath Towels at each 12½c, 19c, 25c, 35c, 40c, 50c, 60c, 75c, \$1, 1.50.
Linen Table Cloths at each \$1.98 to 12.00.
Linen Napkins at per dozen 98c to \$10.
Tray Cloths, 25c to \$3.50. Centre Pieces, 50c. to \$6.
Five O'Clock Tea Covers, \$2 to 6.00.
Five O'clock Cloths, edged with real Irish Lace \$5 to 8.50.
Pillow Cases \$1.50 to 5.00 a pair.
Embroidered Bed Spreads \$4 to 17.50.

We might say a very great deal more than this about the New Coats and Suits for Girls and Women but the Garments themselves are so pleasing and in such attractive styles that they speak for themselves.

Prices for Women's Suits are from \$10 to \$30.
Girls Suits are from \$10 to \$17.50.
The lowest priced Misses' Coats we have are \$5 and the most expensive ones are \$13.50.
Coats for Girls commence at \$2.75 and stop at 8.00.

New Skirts
Good materials carefully tailored by men expert in their art have resulted in one of the most complete and satisfactory assortments of Women's Skirts we have ever been able to present.
Panama Skirts at \$4 to 8.50 Cheviot Skirts at \$5
Serge Skirts at \$5 to 8.50 Voile Skirts at \$7 to 15
Fancy Worsted Skirts \$5 to 8.50 Venetian Skirts at \$5
Tweed Skirts at \$2.75 to 5.00
Colors are Black, Blue, Myrtle, Roseda, Grey, Rose, etc.

It is Wise to Have Heavier Underwear Ready

For the sake of your health, for the sake of your comfort, for the sake of your peace of mind. Few stores in Canada handle a finer line of Underwear than the H. S. Falls Co.

Women's Garments each 25c. \$3.
Children's Garments each 15c to \$1.50
Men's Garments each 50c to \$2.50

Becomingness is a Characteristic of the New Fall Millinery

Every woman will find at Falls' just the hat she looks best in. All the styles shown here are authentic. Variety never was so great. Any price you wish to pay \$2.50 to \$35.

