

Children Cry for Fletcher's

CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of *Dr. J. C. Ayer* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic, all Teething Troubles and Diarrhoea. It regulates the Stomach and Bowels, assimilates the Food, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS Bears the Signature of



In Use For Over 30 Years
The Kind You Have Always Bought
THE CENTAUR COMPANY, NEW YORK CITY.

The Jarvis Record

ISSUED WEDNESDAYS.

We are at all times pleased to receive local news. Send or bring in the facts, we'll do the rest. The comings and goings of Haldimand and Norfolk people are always welcome items of news.

If you wish your address changed, give old as well as new address.

ADVERTISING RATES.

Yearly contract rates on application to publisher.

Reading Notices—No reading notice if it is an entertainment or matter by which money is to be made by any person or cause will be inserted in the Record without charge, except when the job-work for the same is accounted at the Record Job Department, who one small reader will be given gratis. The price for the insertion of business announcements is five cents per count line each insertion.

Notice to Advertisers—Changes of copy for contract advertising must be in the hands of the printers by Monday noon, at the latest, each week.

While willing at all times to do what is possible to accommodate patrons, we must, in justice to them and to ourselves, insist on a strict enforcement of this rule.

Judicial, Legal, Official and Government notices.—Eight cents per line (12 lines to inch) for the first insertion, and five cents per line for each subsequent insertion.

Small Ads Condensed advertisements of such a nature as "Lost," Found, Situation Wanted, To Rent, For Sale, etc., not exceeding six lines 25c per insertion; 5 insertions \$1.00.

Advertisements ordered for insertion without written instructions will appear until written orders are received for their discontinuance.

Subscriptions.—One dollar per year strictly in advance; if not paid in advance a dollar and a half will be charged. United States papers 50c extra, strictly in advance.

MRS. ELVA RODGERS,
Publisher.

School Supplies

TO THE CHILDREN

Get your Scribblers, Note Books, Drawing Books, Slates, Slate Pencils, Lead Pencils and Pens at The Record Stationery Store. We have a good Supply of Inks, White Paste, Mucilage, etc. Paste, 5c Mucilage, 5c a bottle.

MATHEMATICAL SETS, COMPASSES, etc.

Come and Let us Show You

THE RECORD STORE

MAIN STREET JARVIS, ONTARIO

Roasts ret...
bread, cakes
M
P
Range
oven. See th...
M...
for

PARISIAN

PATS HAIR ON Y...
AND KEEPS I...

What's the use of be...
sense is there in delib...
your hair to turn gray...
Do you want to look...
time? Give up the t...
will come only too so...
Look after your h...
SAGE will kill the dar...
is the only preparation...
know, that is guarante...
Man or woman, no...
you are, PARISIAN...
you look young.

Come in and get a...
it only costs 50 cents...
back if it does not ar...
falling hair, or tedi...
will make your h...
beautiful, and it is...
pleasant and invigil...
made.

For Sale By
J. R. Seate



Dramatic Scenes, Firing Line—Official Film, "Battle of the Somme."

Give and heal!

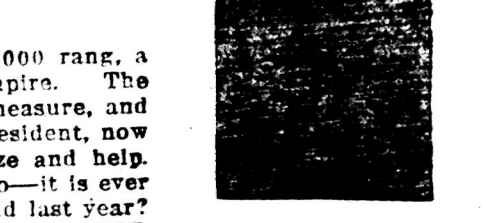
An urgent call for help again goes forth from the Motherland's mighty life-saving agency—the British Red Cross. The Empire is called upon to give greatly, give lovingly, give quickly, that the sick, wounded and suffering on all the battle fronts may not languish and perish in their hours of deepest need.

Here is a great work in which all can share. The Joint War Committee of the British Red Cross Society and Order of St. John is the only institution which carries voluntary aid to the sick and wounded of the British forces on land and sea in every region of the war. Thousands of lives of our bravest and best are saved through this splendid work. YOUR gift may save a life. Isn't it worth doing? It is. GIVE!

The Red Cross looks after the transportation of sick and wounded—it equips thousands of hospitals, rest and convalescent homes, it supplies countless requisites for hospital work, clothing and other comforts. Over 2,000 Red Cross Motor Ambulances are at work on the various fronts, while "rest stations," hospital trains, steamers and launches, food for prisoners, books, special work for the blind, etc., etc., are a few, only, of Red Cross activities.

Make "Our Day" Your Red Cross Gift Day
Give on October 19th

The Sick and Wounded
Call For Your Help
Give on October 19th



Ontario's princely gift in 1915 of \$1,514,000 rang a stirring mercy call, throughout the Empire. The British Red Cross were grateful beyond measure, and their appeal through Lord Lansdowne, President, now comes to us as to friends who sympathize and help. The need is greater to-day than a year ago—it is ever growing. Will Ontario do less than she did last year? No! GIVE—give a day's pay, give all you can, GIVE!

Your gift will go entirely to the British Red Cross, where, again, through much voluntary work, the working expenses are cut down to only 2 1/2 % of the total revenue. Thus, if you give \$10, actually \$9.77 1/2 goes to the healing and saving of some stricken hero. The expenses of the Ontario Committee, advertising, printing, etc., are being met entirely by the Provincial Government.

Premier Hearst Has Seen the Work

"My visit to England and France has aroused deeper appreciation than ever of the splendid work of the Red Cross. It deserves every support, and I trust the people of Ontario will respond with their usual generosity to the British Red Cross Appeal for October 19th."

HON. W. H. HEARST,
Prime Minister of Ontario.

Mr. N. W. Rowell, K.C., Brings a Red Cross Message

"I bring a message of cheer to those who have relatives at the front and who fear they may be wounded. I believe every-thing human skill can do, that human care and sympathy can provide, is being done and provided each day and each night throughout the year by the Army Medical Corps and the Red Cross. It is a perfect marvel of efficiency."

MR. N. W. ROWELL, K.C.,
Leader of the Opposition.

He gives twice who gives quickly.
Your help is needed NOW!

The Motherland's only direct appeal to us for help in this great war is her great Red Cross mercy work. Ontario's response must and will be quick and generous. Give through the Treasurer of your Local Committee—or, send your subscription to the Clerk of your municipality—or, make it payable to Hon. T. W. McGarry, Treasurer British Red Cross Fund for Ontario, Parliament Buildings, Toronto.



Wounded in the Trench—Official Film, "Battle of the Somme."

SOCIAL LIONS.

A Bit of History Showing How the Term Came Into Use.

When you refer to a popular man in society as a "social lion" did you know that you are drawing on a bit of very remote history for the expression? The lion is anything but a social beast, and the figurative use of his name to designate a popular person came down to us in a most curious and roundabout way.

When Henry III. came to the throne of England, in 1216, there was a curious dispute as to the significance of the figures entering into the armorial bearings of Great Britain. There were three animals, "passant gardant," and they were spoken of as leopards. As a matter of fact, they were supposed to be lions. It was argued that there had been three leopards in the Tower of London in the reign of William the Conqueror and that these had given the motif for the emblem. Or it might have been that the Norman oppressor kept three leopards as a concession to the Saxons he had subdued.

Whatever the facts may be, Henry was satisfied that the conventionalized animals on seals, banners and coins were really lions, and in order to impress the fact he had three live and unmistakable "monarchs of the desert" brought to London and placed in the Tower. It at once became the fashion to visit the lions. When guests from out of the city were being entertained the great treat was that of a visit to the "lions of the Tower." After the sight had become commonplace and the meaning of the animals had been lost to sight the phrase remained. The "lion" was a statesman, actor or some other celebrity who held popular favor.

DO SOME DEEP THINKING.

Help Your Mind by Going into a "Brown Study" Once in a While.

"If the 'brown study' were more often cultivated many people would be happier and more clear thinking would be done," says the London Lancet. "It is in such a state that truths dawn suddenly and clearly upon the uncloaked intelligence. It is in such a state that mighty actions are conceived, poems born at a stroke and mankind enlightened through the enlightenment of the individual."

"In this state of mind there is such a concentration of mental energy that the body is ignored. The mind, on the other hand, is so working upon the subject which concerns it, it is so intent upon its own affairs, that the external world is obliterated, and any bodily discomfort that may have been pre-existing is now negligible and unnoticed."

The Lancet says the relationship between mental activity and the bodily state is not realized with sufficient frequency or with sufficient thoroughness by the European of today. "The average man is too engrossed with his bodily pabulum, and in caring for the needs of the body he neglects the needs of the mind."

FOOLS THE COWS.

Dead Nettle is Harmless, but Makes Itself Look Dangerous.

In this case the joke's on the cow. She's fooled into the belief that this little, harmless plant will bite her. The plant helps with the joke by masquerading as a dangerous weed, with real teeth, whereas it wouldn't hurt a flea. This plant is the dead nettle.

One of its cousins, the stinging nettle, covers itself with sharp, poisonous hairs. The cow has learned to avoid the weed. So the dead nettle makes up to look like its cousin, and the cow leaves it alone.

The dead nettle grows in waste places all over eastern United States. It isn't as useful as its near relative in the East Indies and in China, called ramie. This relative also is harmless and plays similar jokes on Chinese cows and other grazing animals.

But ramie furnishes a vegetable fiber which is stronger than hemp, as fine and shiny as silk. It is used in making cordage and nets, and paper made from it is used for banknotes.

So when the ramie imitates the stinging nettle it is protecting itself from grazing animals so it may grow into money.

Wisdom Teeth.

The wisdom teeth are the two last molar teeth to grow. They come one on each side of the jaw and arrive somewhere between the ages of twenty and twenty-five years. The name is given them because it is supposed that when a person has developed physically and mentally to the point where he has secured these last two teeth he has also arrived at the age of discretion. It does not necessarily mean that one who has cut his wisdom teeth is wise, but that, having lived long enough to grow these, which complete the full set of teeth, the person has passed sufficient actual years that if he has done what he should to fit himself for life he should have come by that time at the age of discretion or wisdom. As a matter of fact, these teeth grow at about the same time in people whether they are wise or not.

Knights Templars.

During the latter half of the eleventh century pilgrims to Jerusalem began to be persecuted by the Turks or Saracens then in possession of the Holy Land. Nine noble knights formed a brotherhood with the object of protecting the pilgrims. The cause spread rapidly over Europe, and the knights grew to legions in number. Vows of chastity, obedience and poverty were taken, and the order, from merely protecting the pilgrims, took upon itself the task of recovering the Holy Land from the grip of the infidels. About 1120 they were given a place in the enclosure of the temple on Mount Moriah, and hence the name Templars, or Knights of the Temple of Solomon.

Persian Shawls.

The "shawl" of Kerman—whence our word "shawl"—is made of goats' hair. Like the carpets, the shawl patterns are learned by heart, and the work is even finer. Children also do this work. The finest product is a fine cone pattern, a rich color effect, made especially for the governor of the province, who wears it as a robe of honor on the Persian New Year's day.

Weighting the Mayor.

A mayor, particularly an English mayor, is traditionally a man of weight and substance, but there is only one municipality that insists that his honor get on the public scales and prove it. Of customs still surviving in England this is perhaps one of the most odd. The mayor of High Wycombe has to be weighed on Nov. 9 of each year, inauguration day, and this custom has been observed for about six centuries. The mayor elect walks at the head of a procession consisting of the councillors, the beadle and the mace bearer. He is clad in cocked hat, silk stockings, blue coat and knee breeches. Upon reaching the town hall the mayor is placed upon the scales by the head constable, and a record of his avoirdupois is solemnly made in a book kept for this purpose.

Appropriate Styles.

"That elocutionist believes in dressing the part for any recitation."

"How do you mean?"

"Why, when she read the story about the sailors deserted on the lonely island she wore a costume of maroon, and at her lecture on Celtic wit her dress was all trimmed up with Irish point."—Exchange.

Read the
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