

# WHY DOES THE CANADIAN PATRIOTIC FUND REQUIRE SO MUCH MONEY?

This question is often asked, by persons and by municipal councils, when the matter of liberal giving to the Fund is brought before them.

They are entitled to the most complete answer, for the Fund is the people's. They created it, and it is they who must maintain it.

Now for the reasons. There are 149,230 of them.

The Fund asks for so much money because Canada has given her men so lavishly to the Great War. Between 300,000 and 400,000 have volunteered. If their families need help, this Fund helps them. In October 53,693 families did need it. These families comprised 149,230 persons, nearly 150,000 mothers, wives or children. Is it any wonder that so Great a Need requires so Great a Fund?

## HOW GREAT IS THE NEED OF MONEY?

The sum expended in October, 1916, was..... **\$891,814.00**  
 The average payment to each family was..... **18.29**  
 The average payment to each person was..... **5.72**  
 The cost of administration was..... **15,464.00**  
 (In above averages, some paid for broken periods not included.)

Pay special attention to the figures concerning cost of administration—including expense of campaigns for raising money. It is the ambition of the managers of the Fund to keep the cost of raising and disbursing it below that of any voluntary fund ever created in Canada. Their aim is to hand to the soldiers' families as nearly as possible one hundred cents for every dollar subscribed. They succeed in handing 99½ cents. The sum received in October as interest on moneys in banks was about \$11,500. Take this from the cost of administration. The remainder is \$4,000. And that, therefore, is all that had to be deducted from sums paid in.

That is to say, of every \$100 paid by generous givers, \$95.46 reached the families.

Is not that economy which should give confidence to every subscriber?

Does the magnitude of the Fund, as well as its importance, begin to impress you, Mr. Citizen—who is being asked to subscribe—\$100, or you, Gentlemen of the Municipal Council, who are being urged to vote \$100,000 for 1917? Does the REQUEST look as large as it did now that you know something more of the NEED?

Since the war began the people of Canada have subscribed to this Fund..... **\$16,495,000**  
 For 1917 they will be asked to give—and will give..... **12,500,000**  
 Of this sum Ontario is being asked to guarantee—and will guarantee—at least..... **6,000,000**

This is one million more than in 1916, but every dollar will be required for Ontario's families. Not much chance for individuals or counties to economize by cutting down their contributions, is there? On the contrary, the giving must be on a scale more generous than ever. And why not? If we can't FIGHT, isn't it a Privilege rather than an Obligation to PAY?

## ONE WORD MORE:

No man should ignore his personal responsibility towards the families of those who are fighting for him, simply because his Municipal Council is taxing him slightly for the same object. He owes these people far more. Perhaps he is too poor to pay more. If not, it is up to him to give a generous cheque to his local Patriotic Fund Committee, or mail it to

THE CANADIAN PATRIOTIC FUND, VICTORIA STREET, OTTAWA



SOME OF THE 149,230 REASONS WHY THE FUND NEEDS SO MUCH MONEY

# Watch This Space Next Week

## REPRESENTATIVE Wanted

FOR  
JARVIS and DISTRICT  
FOR  
"CANADA'S GREATEST  
NURSERIES

Spring 1917 Planting List  
Now READY!  
Splendid List of Hardy CANADIAN  
GROWN Fruit and Ornamental  
Stock including  
McIntosh Red Apple  
St. Regis  
Everbearing Raspberry  
and many other leaders

New illustrated catalogue sent on  
application.  
Start now at best selling time  
Liberal Proposition

STONE and WELLINGTON  
The Fonthill Nurseries  
(Established 1887)

Toronto Ontario

DON'T WISH FOR IT  
But Come and Get It  
EVERY ONE IS GUARANTEED



THE "WHITE" ROTARY  
SIT-STATE  
is the Sewing Machine for all the  
people all the time  
RUNS EASY  
RUNS LIGHT  
RUNS FAST  
and Lasts Forever with Reasonable  
Care

MAKE IT PAY FOR ITSELF  
AS LITTLE \$1.00 A WEEK WILL  
SEND IT HOME

Local Agent—J. W. HOLMES

## THE Three Prime Virtues

—IN A PHOTOGRAPH—  
Artistic Quality, Permancy,  
and Likeness

—OURS HAVE ALL THREE—

## MOORE'S STUDIO

MAKERS OF QUALITY PHOTOGRAPHS  
PHONE 183  
Norfolk St. Simcoe.

## PARISIAN SAGE

PUTS HAIR ON YOUR HEAD  
AND KEEPS IT THERE

What's the use of being bald? What  
sense is there in deliberately allowing  
your hair to turn gray!

Do you want to look old before your  
time? Give up the thought; old age  
will come only too soon.

Look after your hair. PARISIAN  
SAGE will kill the dandruff germs, and  
is the only preparation, so far as we  
know, that is guaranteed to do so.

Man or woman, no matter how old  
you are, PARISIAN SAGE will make  
you look young.

Come in and get a large bottle to-day  
only costs 50 cents, and your money  
back if it does not cure dandruff, stop  
falling hair, or itching of the scalp. I  
will make your hair luxuriant, bright and  
soft, and it is the most refreshing  
essence and invigorating hair dressing  
yet discovered.

For Sale by  
R. Seater, Jarvis.

Go to

A. RODGERS

—FOR—  
Repairing & New Handmade  
Boots and Shoes.

A. RODGERS,

JARVIS, ONT.  
Agent for  
Consumers' Wallpaper Co.  
See Our Samples.

# Inventory Stock Clearing Time IS HERE

A Time when we clear odd lots and surplus stocks out of every Nick and Corner of Falls Store. All through the store clearing lines and odd lots will be on Sale for a quick clear away before January 15th, when we take our annual account of stock. Some of the items for this week are listed below.

**H. S. FALLS**

- A clearance of Japanese Kimonos Half Price ..... 87c
- A clearance of India Silk Kimonos, Half Price ..... \$2.87
- A clearance of Black India Silk Blouse, Half Price ..... 89c.
- A clearance of odd Fur Muffs and Neck Pieces, at about Half Price.
- A clearance of Dinner Sets—Complete with the exception of one or two items. Half Price
- A clearance of odd Pieces of China at Half Price
- A clearance of Japanese Baskets at Half Price
- A clearance of Jardinieres at Half Price
- A clearance of Brass Candle Sticks. Several Kinds at Half Price.

## Children's Dresses

See the Table of Children's Warm Neatly Made Black and White Check Wrapperette Dresses, each 85c and 95c

## Ermine Cravat

3 only Ermine Cravats—Very Smart Styles  
Reduced  
\$18.50 ones Reduced to \$15.00  
\$17.50 ones Reduced to \$14.00

## Before Inventory Sale of Women's Coats

\$9.00 for a choice of Women's Coats—The Season's best Styles—worth up to \$15.00

\$12.00 at this Price we offer to clear before Inventory day your choice of a lot of Splendid Winter Coats that sold for \$17.00 to \$20.00

## Our Fine Fur Sets and Beautiful Hudson Seal and Persian Lamb Coats also Reduced

Every Set and Coat the Season's newest styles and all are made from Selected and guaranteed Skins

Beautiful Black Fox Sets Reduced to \$50.50, \$54.00 and \$66.00

Rich Natural Mink Sets Reduced to \$54.00, \$75.00, \$90.00, \$101.00, \$108.00

Smart Fitch Sets Reduced to \$33.75 and \$52.50

Fine Persian Lamb Sets Reduced to \$22.50, \$31.50, \$45.00, \$175 and \$54.00.

Choice Sable (Skunk) Sets Reduced to \$33.75, \$40.50, \$45.00, \$54.00, \$75.00, \$90.50 and \$108.00

All of our Natural Wolfe and Raccoon Sets are Reduced

All of our Beaver and Black Wolfe Sets are Reduced

All of our Civit Cat and Witch Cat Sets are Reduced

The Sale of Fine Furs include all of our Hudson Seal—Persian Lamb and other Fur Coats

# H. S. FALLS OF SIMCOE, Ltd.