



"Let Me Help You Carry the Burden, Mother"

"If Canada fails us in October, we must curtail many of our activities."

Sir ARTHUR STANLEY, Chairman, Executive Committee, British Red Cross.

It now costs \$300,000.00 a week to carry on the work of the British Red Cross, or \$16,000,000.00 a year.

Every minute of the day and night it costs \$30 to minister to the sick and wounded and dying.

Last year Ontario's magnificent contribution paid for the entire work of the British Red Cross for nearly six weeks.

This year, in view of the greater need, it is earnestly and confidently hoped that Ontario's contributions will be as great proportionately as the magnificent offering of last year.

Our trust is, that the Citizens of Ontario will give generously to this noble cause on—

"OUR DAY", OCTOBER 18th

A Few Facts about British Red Cross Work.

The British Red Cross Society 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.

Its work is therefore the concern of all classes of British subjects, whether living in the British Isles, in the Dominions and Colonies beyond the seas, or in foreign countries.

IN GREAT BRITAIN.

57,000 Hospital Beds found in the United Kingdom.

30,000 of these provided with Nursing Staff.

2,000 Trained Nurses working at home and abroad.

7,500 V. A. D.'s helping in Army Hospitals.

\$230,000 spent on equipment of King George Hospital (1,850 beds) and \$130,000 a year contributed to cost of its maintenance.

\$225,000 spent on building and equipping Netley Red Cross Hospital (1,000 beds); and

\$625,000 spent on maintenance.

\$175,000 for Orthopaedic Curative Workshops and Training Fund.

\$185,000 for Facial Injury Hospitals.

Organization of Resources Committee, Parliament Buildings, Toronto.

BANK OF HAMILTON

Established 1872

Capital Authorized, \$5,000,000
Capital Paid-up, \$3,000,000
Surplus, \$3,500,000

A Dollar a Week

NOT much, is it? But if you deposit that small sum in the Bank of Hamilton regularly, it will amount to almost \$1,000 in ten years. This habit, once formed, is easy to continue. Begin to-day with one dollar.



JARVIS BRANCH
R. R. Telford, Manager

48-C

ADVERTISE

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.

C. Rodgers is agent for the Oliver. Ask for information

Go to A. RODGERS

— FOR —
Repairing & New Handmade
Boots and Shoes.

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

Alex. G. Glass,

EXPERT
Piano and Organ Tuner & Repairer
Residence, 113 Tisdal St.
Hamilton, Ontario.

Leave all orders at The Record office, Jarvis, Ont. Phone 37.

A Great New Start of the New Season --

More Abundant Choice all through the Store than Ever Before--NOW READY

- New colored Silks.
- New Black Silks.
- New colored Dress Goods.
- New Black Dress Goods.
- New Tailored Suits for Women
- New House Dresses
- New Millinery
- New Separate Skirts.
- New Autumn Coats for Women
- New Knitted Wool Coats
- New Heavy Underwear
- New Heavy Blankets--all wool, union, cotton, hundreds of pairs of them
- New Domestic and Imported Flannelettes
- New Linens and Linen Things
- New Hand Bags
- New Ribbons and Laces
- New Corsets and Gloves
- New Blouses and Silk Petticoats
- New China and Glassware
- New Furniture and Bedding
- New Rugs and Carpets
- New Clothes for Men and Boys
- New Hats and Caps
- New Rain Coats for Men, Women and Children
- New Curtain Nets and Draperies
- New Sateens and Curtains
- New Art Muslins and Furniture Covering.

By "NEW" we mean Merchandise that has not been Shown before.

See Special Window Displays of Apparel for Men and Women.

Our Entire Floor Devoted to Furniture, Carpets and Home Furnishings.

Business Fairly Hums these days in the Women's Suit and Coat Department.

New Fashions in Furs—A large splendid showing of beautiful Fur Sets and Fur Coats—Exclusive Styles, Finest Workmanship, Excellent Values.

Fur Section, Second Floor.

H. S. FALLS

CO. OF SIMCOE, Ltd.