

BANK OF HAMILTON

Total assets of over thirty million dollars are entrusted to the custody of the Bank of Hamilton.

Your Savings Account Solicited.

J. A. CAMPBELL, AGENT
JARVIS BRANCH.

Gospel Text Calendar for 1910.

The Calendar contains thirteen sheets 12x17 in. The first sheet is printed in a beautiful picture of a lady. The other sheets—a sheet for each month in the year with a decorative Bible text for each day of the month, and at the lower end of the sheet is printed a calendar for the month in large figures, all in three colors. Each sheet contains also two small Bible pictures.

We want an agent in every town and city in Canada and the United States. Liberal terms to agents sent on application. Sample post paid for 15 cents. Regular price of Calendar is 25 cents. If there is no agent in your town, send for a copy to

H. S. HALLMAN, Publisher,
Berlin, Ont.

JOHN DEMING,
Jarvis, Ont. P. O.

License Auctioneer.

Dates set and orders taken at The Record Office, Jarvis.

Charges Moderate and Satisfaction Guaranteed

Call on Mr. Bonny for first-class and up-to-date

Decorating

of Latest Designs

Wall Paper and mouldings for sale. First class work guaranteed. Estimates free. Banks, churches, schools and public buildings, etc.—no contract too large or small. Card to Simcoe, Ont., or The Jarvis Record will receive attention.

JAMES BONNY
Painter and Paperhanger
SIMCOE, ONT.

PERCY E. ARMSTRONG

Wholesale and Retail Dealer in Meats, Vegetables, Etc.

Talbot Street. - - JARVIS

Always has on hand a first-class stock of

Fresh & Dried Meats,
Sausage, Bologna, and Poultry.

Oysters in Season.

Highest Price Paid for Hides and Skins.

I am always in the market for fat live stock.

A Call Solicited.

P. E. ARMSTRONG

If You Want

BARGAINS

Boots and Shoes,

—GO TO—

A. RODGERS,
JARVIS, ONT.

Agent for Consumers Wallpaper Co. See Our Samples.

FINANCIAL ETC.

\$20,000 to loan at reduced rates of interest either on the straight loan or on the installment principle on a greatly reduced basis.

Agent for several first class insurance companies and will take risks at the lowest rates. Also issuer of marriage licenses. Several valuable farms for sale cheap on easy terms.

C. E. BOURNE.

Revolving Temple Eye Glass



Novel, Simple, Comfortable
Entire relief from nose-itching and discomfort. This is but one of the many styles of Eye-glasses we are selling daily. We recommend the **Sharon** but no one eye-glass will do all noses, so we have them all and can meet every emergency. We grind our own lenses, thus all optical prescriptions right and quick.

GLOBE OPTICAL CO.
111 KING EAST, HAMILTON
I. B. ROUSSE, Proprietor

Buntin's Grocery & Provision Store

Large Stock of Choice Christmas Fruits to hand. Call and ask for our prices. You will not find lower prices elsewhere.

Wm. Buntin,
THE GROCERY MAN, JARVIS.

ISAAC JACQUES, MERCHANT TAILOR, JARVIS.

Wishes his many customers and friends

A Happy New Year

I have now in stock a large supply of Overcoats, Pea Jackets

—AND—
Ready-Made Clothing of All Kinds

Which I have purchased at Exceedingly Low Prices and will sell at

GREATLY REDUCED PRICES.
CALL AND SEE.

If in want of a Made-to-Order Suit or Overcoat

do not fail to call on me. I have now in stock one of the finest assortments of Tweeds, Worsted, etc. I have ever had, and am making them up in the latest styles and at reasonable prices.

ISAAC JACQUES.

PATENTS PROMPTLY SECURED

We solicit the business of Manufacturers, Engineers and others who realize the advisability of having their Patent business transacted by Experts. Preliminary advice free. Charges moderate. Our Inventor's Adviser sent upon request. Marion & Norton, Reg'd., New York Life Bldg., Montreal and Washington, D.C., U.S.A.

ALEX. C. GLASS, Practical Piano and Organ Tuner and Repairer

Residence 37 Bay St., North Hamilton. Orders 15¢ at The Record office will receive prompt attention. Correspondence solicited.

THE JARVIS RECORD

Is published every Wednesday at its office on Main Street.

JARVIS - - ONTARIO.
Mrs. J. W. RODGERS, Proprietress.
A. W. MOYRE, Manager.

Subscription: \$1.00 a Year in Advance (or \$1.50 when not so paid.)

Rates for regular advertisements made known on application.

Transient Advertisements—Eight cents per line for first insertion, and four cents per line each subsequent insertion.

Local Notices—Five cents per line each insertion. Farms to Rent, Strayed Cattle, etc., three insertions for One Dollar.

JOB PRINTING

Excellent facilities for all kinds of Job Printing. Good presses, new type and experienced workmen. Orders by mail will receive prompt attention.

NOTICE TO ADVERTISERS
Advertisers must remember that it is absolutely necessary for copy of change of ad. to be in the hands of the printer not later than Monday noon to insure insertion that week.

The Jarvis Record

WEDNESDAY, DEC. 29, 1909.

Newspapers and Other Mediums.

Wherein does newspaper publicity excel all other forms of advertising? Within certain limits all kinds of publicity may be said to be desirable, but it is generally conceded to-day that newspaper space is the acme of salesmanship. Why?

Probably the most aggressive competitor of the newspaper is street car advertising. This form of publicity has adherent weakness which make it impossible ever to become more than an auxiliary to other forms of advertising. Chief of these is the fact that the space does not permit of much, if anything, more than the name of the article being displayed bodily enough to be read easily in the cars, many of which are dimly lighted. This makes a proper educational campaign impossible. Then, frequent changes are very expensive, if not out of the question altogether. After all, an overwhelming preponderance of the people of Canada never enter a street car, or at best not oftener than once or twice a year when on a visit to the city. Even those who use the cars daily occupy them for not more than a few moments at a time, and they are always hurrying either to work or towards home, and are not then in a frame of mind to be favorably impressed. About the utmost the street car advertiser can hope to accomplish is to emphasize the name or brand of the article he offers for sale upon the mind of a person who has already become fairly familiar with the advertisement.

Nearly all of these objections—and some others, too—apply with equal force to bill board and barn advertising. The strongest argument against this form of publicity is the fact that it is contrary to public opinion. There is an ever growing sentiment against the defacing of scenery. It is not likely to be conducive to the popularity of an advertiser to have his advertisement stand between a passenger on a train and a beautiful landscape. Some architects have gone so far as to refuse to recommend for use in construction or furnishing any article which is advertised on sign boards. The Ontario Horticultural Society at its meeting in Toronto last month passed a resolution condemning the practise of despoiling the countryside by the erection of these boards. The wise business man will be inclined to consider with great care the adoption of a policy which, it is evident is contrary to the judgement of a growing body of the community.

There are numerous other forms of publicity—but the advertiser who tries them all usually comes back to the root and trunk of successful publicity—the newspaper. The medium that goes into the home in the morning and is read successively by father, mother, and children, week after week is not easily excelled as a selling agency.

An epidemic of typhoid fever has broken out in Montreal, and every hospital is filled to the doors with patients. It is estimated that there are 2,000 cases in the city at present.

The Canadian Farm, one of the best farm papers in Canada, and the Jarvis Record for one year for \$1.50

G. T. P. Bond Guarantees.

Ottawa, Dec. 21.—The Supreme Court to-day decided the Government was not required by its contract for the guarantee of the G. T. P. bonds for the prairie section, to the extent of 75 per cent., to make good any difference between the sale price of the bonds and 75 per cent. of their face value. The government wins its case.

The case arose from the guarantee by the Government of the bonds of the G. T. P. Railway Company. In 1903, by statutory agreement, the bonds were guaranteed to the extent of 75 per cent. of the cost of the western division, but not to exceed \$13,000 per mile of the prairie section and \$30,900 per mile of the mountain section. During the next year it was found that those bonds would not realize 75 per cent. and a new agreement was made, striking out the limitations as to the mountain section, and providing that the Government implement its guarantee in such a manner as may be agreed upon, so as to make the proceeds equal to 75 per cent. of the cost. The company claimed to be entitled to sell the bonds, and if they realized less than 75 per cent., the government should pay them the difference. The Government contends that it is only obliged to be surety for payment, and not for cash. The Governor-General in Council submitted a number of questions to the Judges of the Supreme Court.

Thirty Years Without Sleep.

Detroit, Dec. 24.—Henry Stephens, night watchman, who resides at Kalamazoo, has gone without sleep continually for the past 33 years on account of a blow on the head. Ever since he has been a medical enigma. Ordinary cuts and bruises on the body he did not feel in the slightest.

A few days ago Stephen fell and struck his head on the slippery sidewalk. Immediately his sleepless condition became reversed, and now it is almost impossible for him to remain awake long enough to eat his meals. His body is as sensitive as the ordinary man's to superficial wounds, and the loss of nearly 100,000 hours of sleep bears heavily upon him. This is the only instance on record of a human being going without sleep and apparently being unaffected in general health.

Stomach Agony.

Abolish the Cause, and Misery and Distress of Indigestion will Vanish.

Can indigestion be cured? Hundreds of thousands of people who suffer from belching of gas; biliousness, sour stomach, fullness, nausea, shortness of breath, bad taste in mouth, foul breath, nervousness, and other distressing symptoms, are asking themselves that question daily.

And if these same doubting dyspeptics could only read the thousands of sincere letters from people who once suffered as badly as they do now, but who have been quickly and permanently cured by the use of Mi-o-na, the mighty dyspepsia remedy that cures by removing the cause, they would go to T. E. Morrow this very day and get a large box of Mi-o-na tablets, and start themselves on the right road to health at once.

The price of Mi-o-na tablets is only 50 cents, and T. E. Morrow guarantees them to cure indigestion or money back.

Thin or lean scrawny people will find in Mi-o-na a maker of flesh and blood, because it causes the stomach to extract more nutritious matter from the food, which quickly enriches the blood.

HYOMEI

(PROMINENT HIGH-O-ME)
CURES CATARRH, ASTHMA, Bronchitis, Croup, Coughs and Colds, or Hoarse Throats. Sold and guaranteed by T. E. MORROW.

S. W. HOWARD,
DRUGGIST AND BOOKSELLER

Notary Public Issuer of Marriage Licenses, Telegraph and Insurance Agent.

HAGERSVILLE, ONTARIO

DR. FRED L. WILLIAMSON,
DENTIST.

307 King and Mary Streets, HAMILTON.

THE OLD RELIABLE STORE

Will still keep to the front in the LOWEST PRICES in all kinds of

Xmas and New Years Goods.

A new lot of China, Glassware, Mugs, Cups and Saucers of all kinds.

NEW FRUITS AND PEELS

Fancy Biscuits for the table and all kinds of Candy for the boys and girls.

OUR TEAS BEATS THEM ALL. Every pound we guarantees the Best for the money at 30c and 40c the pound.

AFTER FIRST DECEMBER on all accounts not paid I will charge 8 per cent. interest until paid.

T. E. MORROW
JARVIS, ONT.



HO!
Before Buying Your New Year's Gift See Our Window Display.

E. T. CARTER

HARDWARE MERCHANT,

Jarvis, - Ontario.



THE RIGHT HOUSE

HAMILTON'S FAVORITE SHOPPING PLACE

IF ITS ANYTHING IN COATS WAISTS, SKIRTS OR SUITS

Our reorganization has been completed. We have swung into our stride with renewed vigor. For 66 years this store has been the favorite shopping place for the women and men of Hamilton and vicinity. The reason is not a secret—promptness, courtesy, style. That's the answer.

As we said at the top of this announcement, if it's anything you want in garments of any kind come to us when in Hamilton. We can assure you that you will find our place the same beloved home of sterling honesty and good value that it has always been.

\$27.50 Costumes \$15.00

Ladies' Costumes in navy, black, rose, wistaria, green and grey Broadcloth, Cheviot and Venetian Cloths. Semi-fitting in style. Coats 40 to 45 inches long. Skirts pleated, Regular \$29.00 and \$27.50, special price \$15.00

\$32.50 Costumes for 22.50

Ladies' Costumes in navy, black, green, wistaria, grey, black and white stripe. Coats 40 to 45 inches. Silk and satin used in lining. Regular \$39.00 and \$32.50 garments for \$22.50.

Astrakhan Coat Specials

Astrakhan Coat made of whole full furred skins. Nicely lined throughout with good quality farmers' satin. Lengths 28 to 30 inches. Prices \$30, \$27.50, \$25.00 and \$20.00.

Ladies Dress Skirts \$8.50

These are the latest novelties in dress skirts—in Cheviots, Panamas, Sotiel, new stripe and Tweed effect. In shades of brown, navy, green, taupe, wistaria and black. These skirts have panel front with pleats set in from the knee. Inverted pleat at the back. Special at \$8.50.

Ladies' Fur Lined Coats

Ladies Fur Lined Coats made of fine all-wool Broadcloths in black, navy, brown and green. Linings of muskrat, squirrel and hemper. Collars of Natural Canadian Mink, Alaska Sable or Western Sable. Prices \$85.00, \$65.00, \$62.50, \$57.50 and \$35.00.

\$5.00 Dress Skirts for \$3.95
Special Dress Skirts \$6.00
French Voile Skirts \$11.50

ESTABLISHED 66 YEARS AGO THOMAS G. WATKINS. HAMILTON ONTARIO

Blue Grass and Clover Seeds of All Kinds Wanted.

I am prepared to pay the Highest Market Prices for any quantity of seed delivered at my storehouse in Jarvis.

Do not fail to see me before disposing of your seed,
F. M. HEWSON, Seed Merchant.

The Jarvis Record and The Canadian Farm to January 1st 1911, for \$1.50.

THE "EEL"
Largest Winner any place Grand Circuit.
ROYAL PU...
yield of milk for weeks. It makes Young calves fed with ordinary food with ordinary plumage almost Dan McEwan persistently in the 1908 and Henry in 1909. These are Specific almost a

One 50c. pack...
days, which is a li...
last but fifty days...
is given but once a...
amount of the fifty...
of your stock 25...
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It will save m...
hens 70 days, or a...
material for only...
summer and winter...
Every package of...
guaranteed.
Just use ROY...
animal in the s...
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Royal Purple S...

The Preser...
We Record...
Canon F...
Choir
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Victor R...
Victor-B...
the Speci...
selections.
Berliner Gra...

GOOD P...
I consider the...
Piano one of the...
used. It possess...
tone and a very...
Signed, REGINA...
Associate of the...
tory of Music...
Pianist;

Many and exceed...
are the recommend...
best musical author...
their excellent pian...
be sure and see them.

A. M. BAR...
TEMPLE OF...
SIMCOE