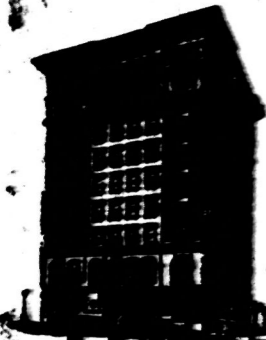


Capital Authorized \$5,000,000
Capital Paid up - \$1,000,000
Reserve - \$1,700,000



Independence

A Bank Account makes a man independent of hard times or temporary reverses. Start as most successful men have done, with small regular deposits in the Savings Department.

Our Savings Department will help you save.
JARVIS BRANCH
R. E. TELFORD, Manager.

Bank of Hamilton

You can cook to the full capacity of the top and bake an oven full of good things with a

McClary's Pandora

Range at the same time. Many exclusive features you should know about. Let the McClary dealer show you.

MADE IN CANADA
for sale by E. T. CARTER

UNION BANK OF CANADA

With Cash in the Bank You Can Buy to Advantage

You know how everything costs more when you have to buy on credit. Why not practice self-denial for a while if necessary, open a Savings Account in the Union Bank of Canada, and with the money in hand, buy at Cash prices? The discounts will help to swell your bank balance, and you will have made a good start towards financial independence.

Jarvis Branch, Hagersville Branch
L. E. AVERY, Manager
S. C. EVANS, Manager

FURNITURE

Special Values in All Kinds of Goods

Big Values For Small Money

It will pay you to call and see me and let me show you and give you prices.

Chairs of all kinds—Rockers, leather upholstered and Oak Roll Seats, Reid and Rathna.

Fancy Parlor Tables, Library Tables odd pieces of all kinds.

Remember the up-to-date Furniture Ware Rooms, Main St.

HOLMES THE FURNITURE MAN
ERIE PHONE 30 FUNERAL DIRECTOR

PHOTOGRAPHS!

EASTER—

Will bring the family together again, the boys and girls will be back from school.

The Very Time For a Group Photograph.

MOORE
PHONE 1-3-3
North St.

PATENTS

Over 25 Years Experience
These Men
Dennis
Gibson & Co.
Representing a double and triple
Copyright in the United States
and in all other countries.
Patents in Canada, Great Britain,
France, Germany, Italy, Japan,
Spain, Sweden, Switzerland, U.S.A.
and in all other countries.
We also handle all matters
connected with the registration
of Trade Marks, Designs, and
Copyrights.
100 West Broadway, New York

PATENTS

In all countries. Ask for our INVENTORS' ADVISOR, which will be sent free.
HARRISON & HARRISON,
25 DUNDAS ST. WEST, TORONTO.

The Insurance Value of Publicity

"I'VE BEEN in business twenty-eight years and I've never advertised and never will. My business started in one room over in an old building on a back street and now we occupy every inch of this five-story building in one of the best corners in town. Now, young man, I've talked advertising to some scores of men with all sorts of schemes and there's not one of them could convince me that there's any kind of advertising that would do our business any good."

Such a man is the head of a large manufacturing concern who called recently on a printing salesman who called on him in reference to getting out a catalogue for the trade. Although the salesman tried every line of argument and received a fair hearing it was no avail. The "prospect" seemed absolutely hopeless.

The unfortunate part of it was that the "old man's" statements appeared to be substantiated by the facts. He really had built up a large business in the comparatively short space of twenty-eight years without the aid of advertising, except in a very limited degree. There were several reasons which should be understood, however, and each of them should be of some significance to us all.

It is reasonably certain that the firm might have boasted of several more storeys, representing a much larger business, had they had the aid of all those years of the white light of judicious advertising. Secondly, the man at the head was an expert in his line—one whom no other could ever approach in inventive genius and the thoroughness of workmanship; one of the old school that is rapidly passing away. Also there had been no competition at first and very little in later years.

AUCTION SALE

Unreserved Credit Sale of Farm Stock Implements, etc. The undersigned having sold his farm will offer for sale by Public Auction on the east half of Lot 21, Concession 2 in the Township of Walpole, one half mile east of the Stone Church on Saturday, April 10th, the following valuable property:

- 1 Brown Mare, aged; 1 Brood Mare, aged; 1 Gelding, 7 yrs., heavy; 1 Colt, coming 1 year old; 1 Mare Colt, coming 3 yr., heavy. 1 Holstein Cow due Apr. 4, 6 yr. old; 1 Durham Cow, milking, supposed to be in calf; 1 Durham Heifer, milking, 2 yr. old; 1 Heifer, Holstein, 1 yr. old; 1 Heifer, Durham, yearling; 1 Heifer, part Holstein, yearling; 1 Steer, part Holstein, yearling; 1 2-year-old Heifer, part Holstein; 2 Heifers, Durham, coming 2 yrs. 10 good breeding ewes due to lamb, April 17. Binder, Deering make; Mower, new, Deering, 6 ft. cut; Manure Spreader, new, Deering; Seed Drill, Massey Harris; Spring Tooth Cultivator; Disc, nearly new; Lead Roller; Horse Rake; Lumber Wagon; Wagon Box; Pig Rack; Pair Bob Sleighs; Wagon Rack; 2-Furrow Plow; Miller Plow; Massey Harris Plow; Corn Cultivator; Scarrol Harrow; Set of Iron Harrows; Set of Wood Harrows; Grass Seed Sower; Workman & Ward Hay Car and Fork; 90 foot Hay Fork; Rope; Anvil, Bellows and Forge; Ladder, 24 feet long; Light Democrat, pale and neck yoke; Cart; Top Buggy, nearly new; Cutter, nearly new. Double Set Harness. Single Set Harness; Single Set, nearly new; Set Light Harness. 2 pr. good Horse Blankets; Robe, new; Barrel of Salt; Delaval Cream Separator, no. 12; 1 set Scales, 250 lbs. Extension Table; Side Board; Sofa; Cupboard; Bedroom Suit; Bedstead; 2 sets of Springs; Dairy Churn; Butter Bowl; Cream Can; Coal or Wood Cook Stove; Stove, Coal Feeder with Oven; 2 Buggy Spreads. Quantity of Mixed Hay, 4 or 10 tons; 300 bus. of Oats; 50 bus. Barley; 1 load of unthreshed Clover Seed; 50 Hens, Plymouth Rocks. Parlor Suit; quantity of Carpets and other articles too numerous to mention, to be seen on day of sale.

Sale to commence at 12 o'clock.
Terms.—All sums of \$10 and under, Cash; Over that amount 6 months' credit will be given on approved joint notes. 3 p.c. straight off for cash on all credit amounts. The decision of the auctioneer to be final.
JNO. W. JACKSON, Proprietor.
JOHN DEMING, Auctioneer.
Phone No. 55.

Alex. G. Glass, EXPERT

Piano and Organ Tuner & Repairer.
Residence, - 113 Tisdale St., N. Hamilton, - Ontario.
Leave all orders at The Record of Jarvis, Ont. Phone 37.

MURPHY & COLTER

Barbers, "Etc."
Couples - - - - -
At Jarvis each Wednesday

advantage of a superior product, the suggestive sales methods of the others may be his undoing. It is likewise true that the man who at most, our friend will be forced to relinquish his hold on the management of the business, for he is now past fifty-five and none too vigorous, what is to happen then? What his years of experience and his remarkable success still sufficient to hold the trade? We doubt it very much.

Just here is where the insurance value of advertising comes in. The right kind of publicity can be made to do for a manufacturing firm or an individual or want an executive well on for an executive. Advertising will bridge the gap when all other means fail. Would the public cease to buy Pears soap if the head of the firm, or the inventor for that matter, were to die? Or the same of Quaker Oats, or Old Dutch, or many other widely known articles that owe their fame to advertising. Of course not. And of course our friend, making a tremendous mistake in supposing that his unusual success in the past twenty-eight years will continue for the next quarter century and the next. The reason is simple. The problems of his business are entirely different to-day and the future outlook is entirely different to his experience of the past. He simply must adjust himself or fall before more modern competition.

Merchants! Are you playing up the insurance value, the cumulative possibilities, of publicity in your sale?

FOR SERVICE—White Shorthorn

—85251—bred down from imported stock. At Willow Grove Farm, Natick, Mass. J. W. BUSH, 3mo. by

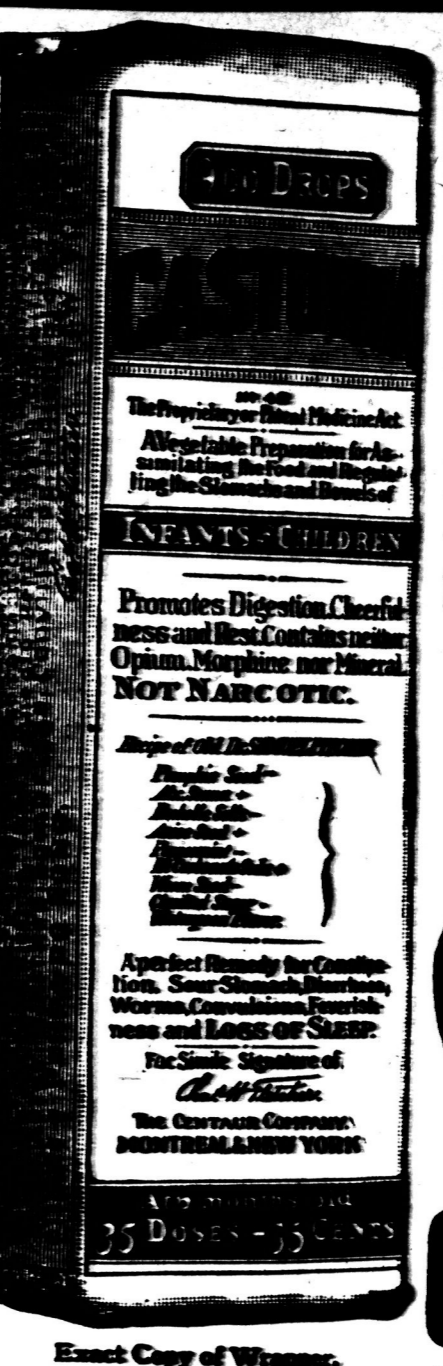
AME HINTS TO CORRESPONDENT OF THE RECORD.

Mail in time to reach us by Tuesday noon of each week. Avoid all items reflecting on personal character, but send all the news. Check off this list, it may assist you to remember an important item.—Deaths, Marriages, Accidents, Church News, Supporters or Presentations, Removals, Visitors, Lodge News, Fires, Public Improvements, Law Cases. Anything else?

Advance notices of Society, church or other meetings, socials, picnics, &c. where an admission fee is charged, or collection taken, and are in their essence advertisements, must be paid for at the regular rate of 5c per line. When in need of paper and envelopes, merely add "Out of paper and envelopes." Sign your names, but not for publication.

FOR SALE—Motor Boat

length, 18 ft. 6 in.; beam, 5 ft.; high power Midland engine, absolutely new, and cost \$140 cash. Boat complete, cost \$225.00. Seats 7 to 10 people; speed, five miles per hour. A safe lake or river boat. A bargain for cash. Apply at The RECORD office.



CASTORIA

For Infants and Children.

Mothers Know That Genuine Castoria

Always Bears the Signature of

of

In Use

For Over

Thirty Years

CASTORIA

Renewal Time

X X X

The Time for renewal to all papers, weekly or daily, is NOW. The Record will save you money. Get our Clubbing Rates. Do it early.

Sale Bills!

ARE you going to hold an Auction Sale this Spring?

The RECORD has excellent facilities for the production of Sale Bills on the shortest notice. Special attention paid to all mail and phone orders. Give particulars such as Lot, Concession, Township, Date, Time, Articles, Terms, Auctioneer and Proprietor and we will do the rest. Satisfaction guaranteed to all. We also give a free local, in brief, with all orders. Complete list in Record for \$1.50 extra. Give us a trial! Dates arranged with all auctioneers. Prompt attention to all other work in our Job Dept.

The Record Job Print
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