

# Sacrificed

pairs of Men's, and Youths' Shoes and not be cleaned neatly reduced

White Running all sizes \$1.00  
White Oxfords all sizes 75c  
Blue Shoes all sizes 75c

COONAN  
ONT.

# ALLEN

able Tailor  
d agent for  
oring Co., Toronto.  
amples and get prices  
il Worsted Suitings  
Overcoatings.  
ing a specialty of

nk Railway System  
E TABLE

Departs 7:40 a.m.  
8:30 a.m.  
9:20 a.m.  
10:25 a.m.  
11:25 a.m.  
12:15 p.m.  
1:15 p.m.  
2:15 p.m.  
3:15 p.m.  
4:15 p.m.  
5:15 p.m.  
6:15 p.m.  
7:15 p.m.

This Out  
fare to Hamilton  
an account of \$10.00

L. WILLIAMSON,  
Dentist,  
of King St. Station  
Hamilton.

# Items

of Simcoe, was in  
manager of the local  
ank of Hamilton, has  
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left this Wednesday  
on a business trip  
to Beamsville, Ont.  
points in Eastern Ont.

l be sent to any ad-  
from now till Janu-  
y the sum of \$1.00—  
ers only. 50c extra  
to the States. Get  
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of the firm of Booth,  
will leave this Wed-  
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The Record will not  
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id offices.

ing  
Rates!

BBING  
ATES  
NEXT  
WEEK

# 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 Rattan.

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

# Patriotic Novelties

The Allied Playing Cards can be had at the Record Stationery Store.

FLAGS—Union Jack and Dominion Flags from 5c to 25c.

We also handle the Modern Chart of the Royal Family. Just what should be in every home; every school should have one.

Call and See them.

# The RECORD STORE

JARVIS. Phone 37

# To the Public

We Sell Parisian Sage, and we know the Guarantee is Genuine

PARISIAN SAGE, the quick-acting hair restorer, is guaranteed—

To stop falling hair,  
To cure dandruff,  
To cure itching of the scalp,  
To put life into faded hair,  
To make harsh hair soft and luxuriant,  
To make hair grow, or money back.  
It is the most delightful hair dressing made, and is a great favorite with ladies who desire beautiful and luxuriant hair.  
Large bottle only 50 cents.

For Sale By  
J. R. Seater, Jarvis

The Record to any address in Canada to new subscribers from now to January 1, 1917, for ONE DOLLAR.

TO NEW SUBSCRIBERS--From now until January 1, 1917, for \$1.00  
Don't Miss This Bargain

# The Customer is Always Right

THIS is the text or motto of a great and famous department store in Chicago. It is an assertion of the customer's place of supremacy in the relation between buyer and seller.

Any retailer who slights his customer is committing business suicide. The customer wants those who serve him or her to use the newspaper as a vehicle for their announcements of goods or service.

This is the modern and right idea. Newspaper advertisements give desired business news in the right place and at the right time. To ignore your customer's wishes in this matter is to commit a costly mistake—far more costly than newspaper space.

# To the Merchants of Jarvis

Keep your eyes on your customers and humor them. It pays to do so. Keep very close to them—by means of advertisements in the Weekly Record.

# FOLLOW LEADERS

# The Jarvis Record

ISSUED WEDNESDAYS

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.

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 advertising any 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 executed at the Record Job Department, when one small reader will be given gratis. The price for the insertion of business announcements is five cents per count line each insertion.

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.

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.

MRS. ELVA RODGERS,  
Publisher.

# 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.

# The London Advertiser

THREE EDITIONS  
Morning, Noon, Evening  
Western Ontario's Greatest Daily  
All the News all the Time  
Rate by mail, any Edition, \$2.00 per year  
Circulation Dept., London Advertiser

# CASTORIA

For Infants and Children  
In Use For Over 30 Years  
Always bears  
the Signature of *Dr. J. C. Ayer*

# Sweater Coats

For Jarvis Boys

\$212.61 from Jarvis Machine Gun League, and Others, for British Red Cross.

Jarvis, October 28, 1917

A meeting of the Committee of the Jarvis Machine Gun League was held in the office of Dr. Jaques.

Moved by Dr. Jaques, seconded by Mr. Noble, that we purchase Sweater Coats for the men who have gone in training from the village and that William Parkinson and G. G. Allen be a committee to purchase the same, price of coats not to exceed \$5 each.

Moved by Mr. Noble, seconded by Mr. McCrimmon that we give \$200.00 to the British Red Cross Fund.

Moved by Mr. McCrimmon, seconded by Dr. Jaques, that we do now adjourn to meet at the call of the President.

—Carried.  
C. G. ALLEN, Secretary.

Amount of money received for the British Red Cross Fund.—

Mrs. Dr. Jaques	\$5.00
Mrs. Walter Swing	2.00
J. S. Burwash	2.00
Public School Pupils	
Room No. 2	50
Room No. 3	\$1.02
Room No. 4	\$2.09
3.61	
Total	\$12.61

# Centre Walpole Machine Gun League

Jarvis, Oct. 16, 1915.  
To the Honourable  
The Minister of Militia,  
Ottawa, Ont.

Honourable Sir,—  
Enclosed please find Bank draft for one thousand dollars sent by the Centre Walpole Machine Gun League of the township of Walpole, County of Haldimand, to purchase one Machine Gun to be used by our brave boys at the front in defence of our Empire.

If possible, kindly have the gun suitably inscribed as coming from the above named league.  
Respectfully yours,  
JAMES FALLS,  
Treas. of League.

Ottawa, Oct. 19, 1915.

My Dear Sir,—  
Permit me to acknowledge and thank you for your letter of the 16th instant, enclosing draft for \$1000.00 being a donation from the Centre Walpole Machine Gun League of the Township of Walpole, County of Haldimand for the purchase of a Machine Gun for the use by the Canadian Soldiers.

With reference to having an inscription on the gun, if at all possible we will be glad to carry out such an idea.

Your draft has been endorsed by me and forwarded to the Receiver General for Canada.

On behalf of the Government of the Government of the Dominion of Canada, I desire to thank you, and through you the members of your League for their generous gift.

Faithfully,  
SAM. HUGHES,  
Major-General  
Minister of Militia & Defence  
of Canada.

James Falls, Esq.,  
Treas. C. W. M. G. L.,  
Jarvis, Ont.

# Renton

A few words from Geo. Duncan, Jr. to "Choppie"

Centure, Sask., Oct. 17.  
Tell "Choppie" that we threshed 3200 bus. of wheat in one day, and got it off 80 acres. We have thus per acre, 70 and 100 acre fields, too. We are in one field now that will take four or five days to thresh it, and we average about 1300 bus. a day. Some fields, eh? Signed G. Duncan, Jr.

Thanks to you, Georgie, send some more news.

Masters Ernest and Earl Duncan spent Sunday at Waterloo with Mr. and Mrs. W. T. Armstrong.

Miss Pearl Cooper of Nanticoke, and Miss Leta Cross of Jarvis, were guests of Misses Mary and Eva Seaward at the Rolling Valley Farm on Sunday last.

Miss Belle Mitchell spent Sunday with her grandparents, Mr. and Mrs. John Mitchell.

Misses Lena and Jessie Mitchell visited the week end with friends in Pt. Dover.

N. J. Campbell and Miss Mildred spent Sunday with Mr. and Mrs. A. Walker of Port Dover.

The West Haldimand Plowmen's Association will hold their fourth annual Plowing Match on the farm of Mr. Daniel Keen on Lot 21, Stage Road, one mile east of the Stone Ch. Walpole. Posters containing prize list, rules and regulations may be obtained from the President, Mr. Lewis Miller, Jarvis, or Secretary Geo. A. Clark, Hagersville, Ont.

London temperance workers asked the Litchie Commission to cut off nine hotel licenses.

Belleville Licensed Victuallers' Association offered \$1,500 to the Red Cross, if the Committee would permit the temperance people to call off the dog and the cat until after the war is over. No action was taken.

# Month End Specials

HERE IS A GOOD LIST OF MONTH END SPECIALS. ON SALE TO-DAY THURSDAY, TO-MORROW FRIDAY, AND SATURDAY.



Women's Warm Winter Night Gowns, made in a strong quality stripe Flannelette, in several neat designs, liberally made, full sizes, reg. 59c for 39c.

Two clearing lots in women's Kimonos. Lot I—in the Long Style, these are original values from \$3 to 5, special \$1.48. Lot II—in the short style, reg. values up to \$2.50, choice each \$1.48.

Women's Bungalow Aprons—its the "Falls" Special Line. A few days ago we were advised that on and after Nov. 1 advanced prices will have to be paid on further deliveries. We have just received a very large shipment which will be on sale at the old price, while they last, at 39c each.

Children's Flush Hats, semi-trimmed, in popular styles, in the season's newest colors. Reg. \$1.75, month end special, Sale \$1.25.

Imported Women's Black Underskirts, a good heavy quality of Sateen and Moirette with Accordian Pleated, Frill, quality guaranteed, all sizes, reg. \$1.39 for \$1.00.

A month end selling in our Millinery Department. Women's Trimmed Hats, all new and original for the 3 days busy selling, values reg. \$4.00 and \$5.00. Special Price, 2 Tables choice \$2.50.

Be prepared for the cold winter days. In our Fur Dept. a sale of Black Persian Lamb Muff with Scarf at the original price. Very special value, set complete, reg. \$22.50 for 15.50.

Ladies' Heavy Beaver Cloth Coats, with Fur Collars, choice of Rat or Dyed Coon, quilted lined throughout, very special at \$15.00, 17.00, 19.00 and \$22.50. All sizes.

We are offering Special Values in Mink-Marmot Muffs and Neck Pieces to match, priced at \$6.00 to 12.00. See these values.

Ladies Warm Winter Night Gowns in self colors of pink and white embroidered and pleated yokes. Good heavy quality, all sizes. Reg. \$1.00 for 75c.

LIMIT—One Dollar's worth to a customer, heavy striped Flannelettes. Choice of a large selection of patterns, 36 inches wide. Our reg. 12 1/2c cloth, month end special 10 Yards for One Dollar.

Grey Only, 3 ply Factory Yarn, made up in 1 lb. skeins. The yarn question to-day is a serious one as regards price, while it lasts at the old price—13c skein.

Flannelette Blankets in white or grey, pink or sky border, liberal size, our regular \$1.25 quality, month end special 98c pair.

Much in demand just now—Velvet Corduroy Coats just to hand 6 only in Copen, Brown and Green. Reg. \$18.50 for 15.95.

Ladies' stylish looking black Flush Coats, 1 length lined black satin throughout, finished with frogs, reg. \$25 for 19.

Return Railway Fairs paid Saturday from Jarvis to Simcoe on a purchase of \$7.50.

Black Zebeline Coats, collars and cuffs trimmed with Black Seallette, lined with black sateen, newest Fall Models, very serviceable, size 38-42, reg. \$15 for 12.

Ladies Corsets made of the best white coriel, front and side supports, newest models reg. \$1.25 for 95c

Provide for winter comforts—imported Down Comforters, covered with a fine art cambric, reversible, ventilated, reg. \$5.00 for \$3.48.

Heavy quality Linen Hand Towels in plain or fringed border size 15x36, special price 2 for 25c.

Large size open hemstitched Pillow Cases, 18x26. Our regular \$1.00 value, month end special 64c pair.

Embroidered Sideboard and Runners, with hemstitched ends, 16x48. Reg. 50c for 35c.

Just arrived a shipment of women's Rain Coats in Fawn Paramatta, belted, Military close fitting collar, cemented seams, 12 only worth \$7.50. Month end special price \$4.90.

Men's heavy Mocca Gloves, wool lined throughout, double sewn welts, on patent dome fastener, wristlet bound with leather, all sizes, reg. \$1.50 for 1.25 pair.

Ladies' Umbrellas, small folding steel frame, covered with the best Gloria cloths, full 26 in. cap, full range of novelty handles, reg. \$1.50 for 1.25.

Our special men's Pants, made of heavy English Tweeds, medium and dark, large range, all sizes, reg. \$3.00 for \$2.39 pair.

Ladies' pure Irish Lined Handkerchiefs, they are original priced 25c each, month end special 2 for 25c.

White Bedspreads heavy crocheted, full size, very special at \$1.75, month end special only \$1.48.

Good heavy Factory Cotton, full 36 in. wide, absolutely pure, reg. 10c a leader, for our month end sale, 8 1/2c a yd.

Men prepare for the winter! 12 only, extra fine heavy Tweed Overcoats, belted style, reversible collar, give you any size. Reg. \$12.00, month end, very special \$8.90.

Month end Men's Suit Sale, our reg. \$15.18, and \$20 values comprising worsteds, serges and tweeds all the newest models, on sale for the month end choice \$13.90.

Just received a shipment of Men's Raincoats in Norfolk or Plain, all sizes Reg. \$12.00 for \$9.90.

Boys' Norfolk Suits, all in new Tweeds, priced for the month end sale at \$1.75, 2.80, 3.90 and 4.90.

White Enamel Beds, all sizes, single or double bed size, reg. \$3.00 for \$2.48.

Bed Springs made of the best woven wire, all standard sizes, reg. \$2.50 for 1.90.

Full size Bed Mattresses covered in strong art ticking, reg. \$4.50 for \$3.45.

Curtain Nets with overlock edge, good selection of patterns, reg. 25c for 20c a yard.

Lace Curtains in white only, 3 yds. long, overlock edge in good designs, reg. \$1.25 for 98c a pair.

