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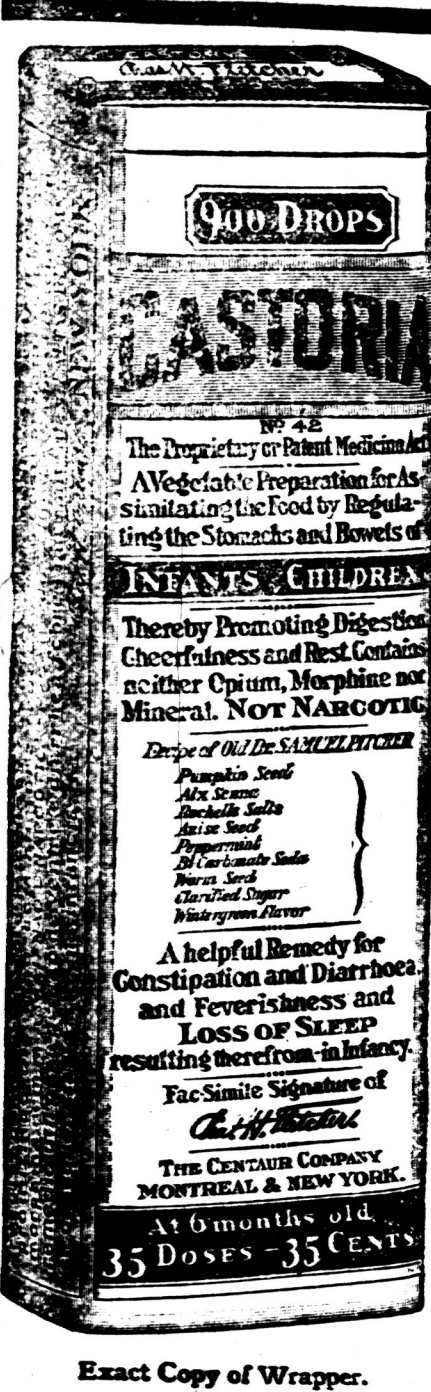
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Simcoe

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from Jarvis on a
over, Hagersville
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Shopping Place



CASTORIA
For Infants and Children.
**Mothers Know That
Genuine Castoria**
Always
Bears the
Signature
of
Dr. J. C. Hatheway
Use
For Over
Thirty Years
CASTORIA

THE CENTAUR COMPANY, NEW YORK CITY.

The Jarvis Record
ISSUED WEDNESDAYS
We are at all times pleased to receive local news. Send or bring in the facts, we'll do the rest. The coming and going of Haldimand and Norfolk people are always welcome items of news.
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 as the Record Job Department, who one small reader will be given gratis. The price for the insertion of business announcements is five cents per cent line each insertion.
Notice to Advertisers.—Changes of copy for contract advertisements 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.
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.
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.
If you wish your address changed give old as well as new address.
MRS. ELVA RODGERS,
Publisher.

STUBBORN MAN IS HE.
British Farmer is Conservative to the Core.
The British farmer, like the British oak, is difficult to bend. But agriculturists the world over are fashions after this style—wary, tenacious and independent; conservative, too, to the heart's core.
This is often spoken of as if it were a causeless phenomenon, or merely foolish. But it is not so, and it is largely due to the very great ignorance in farming matters which prevails outside rural areas that any mutual suspicions which exist are freely from the stern forces of nature that the husbandman is almost necessarily a solitary figure, strongly stamped with the temperament which his environment calls forth; but this makes the farmer individualistic and self-contained. The independence of his calling is inseparably associated with that quality which connection with the land alone can give, and this perhaps makes him unduly impatient of criticism and reform. Possibly, also, it is responsible for that hatred of change with which he is credited; but this characteristic, ingrained and inherited through the centuries, is more difficult to understand, and is in the nature of self-defence.
History shows it continually, and it is fair to the farmer to bear the causes in mind when we ask him to depart suddenly from the ways of his ancestors. These ways, moreover, are not mere adhesions to a past "hoary grey with age," like those of his brother agriculturist in the changeless East, who farms as Cain farmed, but they are those which time has very safely and liberally sanctioned as being safe and sure, after prolonged experience of a few slowly introduced modifications of an older system.
The British farmer learned the laws of average long before the actor did, and it is this that makes him long-headed and sceptical of the advantage of any help from Government if it is confined to one year; so we must not be surprised if (compulsion is resented. But the husbandman cannot be altogether absolved on this score, and some of the recorded instances of his obstinate dislike of change are very amusing. The introduction of reaping machines, well described in "Old Mortality," called forth much bovine wrath. "A new-fangled machine impudently thwarting the will of Divine Providence by raising wind by human art," instead of patiently awaiting nature, or soliciting it by prayer. Sermons were preached against the vile innovation, and so naturally saturated by the elements is Agricola that his morals are confused as well as his judgment.
There was more ground for complaint, possibly, when the folding of sheep was cautiously introduced. The lambs would certainly break their legs. Yet the farmer's deep-rooted suspicion of change has much to justify itself, far more than is commonly believed. A mistake is made, say, in deep cultivation, and may be left in impoverished crops for many years.—London Times.

MORE
than ever before
People seem to be
turning their attention
to the matter
of Soundness of
Merchandise.

Which is good
for this kind of Store, "Falls' Store, Simcoe." This Store is alive all over. Its steam is always up, its engines at work, and it carries a Cargo of Merchandise that would do credit to a place ten times the size of Simcoe. Your Store has brought in from Canada and America and Foreign Markets its new collection of Autumn and Winter Merchandise, larger, finer, richer, more valuable than ever before in the history of the Store. Market Conditions are more difficult than ever known, some sources have been made inaccessible, in other cases there is great scarcity complained of. But there is no scarcity of merchandise for the customers of this store. Long ahead buying (in many cases a year and a half or more ago) finds us with fine and Greater Stocks of Dress Goods and Silks, Greater Stocks of Fur Coats and Fur Sets, Greater Stocks of Hosiery & Gloves. Greater Stocks of Blanket and Comforters. Greater Stocks of Furniture and Rugs, Greater Stocks of China and Glassware, Greater Stocks of Toys, Dolls and Games. Greater Stocks of Suits, Coats and Separate Coats. Greater Stocks of Men's and Boys' Clothing, Greater Stocks of Fancy Goods and Novelities, Greater Stocks of Upholstery Materials and Draperies. Greater Stocks of Suit Cases. Greater Stocks of Trunks, Hand Bags and Rugs. Greater Stocks of Lace Curtain and Curtain Nets. Greater Stocks of Men's and Boys' Apparell.



Enter the Bread Making Contests
at Rural School Fairs in Ontario
The Campbell Flour Mills Company's great offer of the big One-Hundred-and-Fifty-Dollar Pathe phonographs (Five of them!) and other valuable prizes, for the best loaves of bread baked with Cream of the West flour, is stirring up tremendous interest all over Ontario. Many girls are already busy as bees practising with Cream of the West flour. Last year many girls declared, "Oh, if I had only practised, I'm sure I could have won!" Don't wait another day. Decide right now! Practise, Practise. Practise with
Cream of West Flour
the hard wheat flour that is guaranteed for bread
Every time you bake with it you find out how qualities in this flour that makes such splendid big loaves of delicious light bread. Practise!
In five districts, each comprising several counties, we will give away free to the winner of the first district prize a large cabinet phonograph. At each fair there will be given a fine list of local prizes.

Prizes Worth Trying Hard For
1st Local Prize.—"Girls' Own Annual," a great big beautifully bound, illustrated book with 800 pages of stories and articles about people, art, animals, gardens, sewing, crocheting—everything that particularly interests young girls, older girls and their mothers. This is a wonderful prize that you can treasure for years.
2nd Local Prize.—"Stories of Famous Men and Women," heavily cloth bound with gold titles, many beautiful pictures in color, containing the stories of Florence Nightingale, Grace Darling, Flora MacDonald, Jenny Lind, the late Queen Victoria, and others.
3rd Local Prize.—"Britain Overseas," a big handsomely bound book with many colored pictures, interesting stories and descriptions of the countries and the peoples of Britain's world-wide Empire.
4th Local Prize.—"The Queen's Gift Book," a book of stories, pictures and special articles by Britain's best writers; the proceeds from the sale of this book are for the benefit of disabled soldiers in England.
Note.—Unless the entries number six or more only first and second prizes will be awarded. Unless the entries number ten or more no fourth prize will be awarded.
The District Prizes.—The winner of the first prize at each local fair automatically becomes a competitor for the following district prizes:
1st District Prize.—The "Pathephone" is the name given to the fine big mahogany phonograph we offer as first prize. It has special pleasure attachment mechanism and needles, enabling you to play all kinds of disc records of no matter what make and size. It reproduces band music, orchestra music, songs and funny pieces perfectly; with it goes a dozen of the famous Pathe records.
2nd District Prize.—Set of Dickens' Works, 18 splendidly bound volumes with many illustrations. Among the books in the set are "Oliver Twist" and "Old Curiosity Shop."
3rd, 4th, and 5th Prizes.—"Canuck" Bread mixers. This simple, yet well-made machine, takes the hard work out of bread making. Instead of laborious kneading of the old method, you just put in the ingredients, turn the handle, and the dough is thoroughly and more evenly mixed.
District No. 1.—Counties of Glangarry, Stormont, Dundas, Grenville, Leeds, Frontenac, Lennox and Addington, Carleton, Lanark, Renfrew.
District No. 2.—Counties of Hastings, Prince Edward, Peterboro, Northumberland, Victoria, Durham.
District No. 3.—Counties of York, Ontario, Peel, Halton, Wentworth, Oxford, Brant, Waterloo (with a few farms in Hamilton and Wellington).
District No. 4.—Counties of Welland, Haldimand, Norfolk, Elgin, Kent, Essex, Lambton, Middlesex (with a few farms in Huron and Lincoln).
District No. 5.—Counties of Bruce, Grey, Dufferin, Simcoe, Districts of Muskoka, Parry Sound, Timiskaming, Algoma, Manitowish.

Read Carefully Conditions of Contest
Every girl may compete at the rural school fair in her district, whether or not she attends school, providing that her 15th birthday occurs before November 1st, 1917. One loaf of bread must be submitted baked in pan about 7 1/2 inches and 3 inches deep, and divided into two loaves, so that they may be separated at the fair. The loaf must be baked with Cream of the West Flour. One-half will be judged at the fair, and the other half may be sent to Ontario Agricultural College, Guelph, to compete in the District Contests. The judging will be done by Miss M. Farley, of the Department of Breadmaking and Flour Testing. The local contest at the fair will be conducted under the same rules as all the other regular contests at your fair.
The Standard by which bread will be judged will be as follows:
1. Appearance of Loaf 15 marks
(a) Color 5 marks
(b) Texture of crust 5 marks
(c) Shape of loaf 5 marks
2. Texture of Crumb 40 marks
(a) Evenness 15 marks
(b) Siftiness 20 marks
(c) Color 5 marks
3. Flavor of Bread 45 marks
(a) Taste 25 marks
(b) Odor 20 marks
Important.—Each loaf must be accompanied by the part of the flour bag containing the face of the Old Miller, and an entry form must be signed by the girl and parents or guardian stating date of birth, P.O. address, and giving name of dealer from whom Cream of the West Flour was purchased. The form will state that the girl actually baked the loaf entered in the competition. The forms will be provided at the time of the fair. The decision of the judges is final. No more than one entry may be made by each girl and not more than one local prize will be awarded to the same family.
Which District is Yours?—This list shows you which counties you compete against if you become a competitor for the District prizes:
The Campbell Flour Mills Company, Limited
(West) Toronto Peterboro Pickering

"Cream of the West Flour is sold by the following dealers: Mrs. J. Hellwig, Jarvis; Fred Lint, Attercliffe Station; M. J. F. Waters, Cayuga; J. M. Windecker, Dunnville; R. Hambleton, Hagersville; Jas. B. Wilson, Hagersville; Elias Hoover, Nelles Corners."

How Lloyd George Won Fame.
I dare say I should have remained many years a country solicitor if my name had not been brought into some public notice by what is known as the Llanfrothan burial case. It was one of those peculiarly harsh cases which excite passion and attract public attention. The circumstances were these. A quarryman, in dying, had asked to be buried by the side of a daughter whom he had greatly loved. The daughter was buried in the parish churchyard, and the quarryman was a Dissenter. The vicar at first was ready to comply with the prayer, but being served with a notice under the Burial Act passed by the late Mr. Osborne Morcan—a notice which compelled the vicar to give the body a place in the burial ground, he became angry. He replied that he would bury the body in the churchyard, but that he would bury it where he liked, and he chose as the spot for the poor quarryman, not the place he had asked beside his daughter's grave, but a spot bleak and sinister, where were buried the bodies of the unknown drowned that were washed up from the sea in this region of shipwrecks, or of suicides, or of the few Jews that died in the district. The people came to me! I advised that the gates of the churchyard should be forced. They were forced. There were fines for trespass, and then long litigation. By the time the struggle had come to an end, my name was known all over the principality.—Lloyd George in Tit-Bits.

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Artistic Quality, Permancy, and Likeness
—OURS HAVE ALL THREE—
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MAKES OF QUALITY PHOTOGRAPHS
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