

**THE JARVIS RECORD**

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THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, APRIL 16, 1925

**ADVERTISING A SCIENCE**

The motion picture business is spending five million dollars each year in advertising. That is the direct outlay. Indirect advertising—such as the employment of Will Hays as official censor and good will director—must be costing the industry not less than another five million dollars annually. That means ten millions of dollars spent for advertising by this comparatively new industry every year.

And the motion picture business is planning, not to decrease that expenditure, but to double it within the next three years.

Is there any lesson in that for the business man in another field?

What would happen should the motion picture industry quit advertising in newspapers and magazines?

Ask the bicycle manufacturer of a quarter century ago. They can tell you what happened to them when they decided bicycles had been advertised sufficiently.

Here is what happened when that industry "SAVED" its advertising money.

"Those manufacturers went broke."

Yes, sir, they just naturally quit business because—

When the advertising stopped, people came to the conclusion that bicycles were no longer popular—and they quit riding bicycles!

There are children today who have never seen a bicycle ridden by any one except a messenger boy. Thirty years ago, every youth—boy or girl—had to ride a wheel.

Fifty million people in this hemisphere attend picture shows every week.

Every year those fifty million people pay into the box offices of some 12,000 picture shows about ONE BILLION DOLLARS!

Experts who have studied the facts of advertising estimate that were the newspaper and magazine advertising of picture shows stopped entirely, the number of people attending such shows in Canada and the United States would decrease in one month from 50,000,000 to 30,000,000. At the end of a year, that decrease would have out more than half of those fifty millions off the list of regular attendants. And at the end of two years not more than twelve million people would be regular weekly visitors at picture shows!

But that advertising will not stop. Big business knows better than to let it even falter!

Let your advertiser in one of the largest weekly newspapers sold more than two hundred thousand dollars worth of his securities to readers of that publication at a cost for advertising of something less than eight

per cent. That advertiser wrote that he never sold a dollar's worth till he had been advertising three months. It was the cumulative effects of his regular announcements which produced results. And he said that as long as he had anything to sell, he never allowed his ad to lapse for a single week. That advertiser knows the value of regular announcements—of keeping everlastingly at it—of putting the iron in the fire and then hitting while it is hot.

And that advertiser gets results!

In a big northern city the other day a magnificent women's wear store went into bankruptcy. Up to five years ago that store had been the leading establishment for a territory of more than 500 miles around. Up to that time the store had been the leading advertiser in the biggest morning paper. And the store had prospered!

Then came a quarrel—utterly without foundation—with the editor of that paper and—

The store cancelled its advertising contract and its owners declared they would never put another ad in the columns of that paper.

They kept that policy up for four years.

They lost money every year.

Then they saw the error of their ways and they tried to repair the damage. It was too late. Other establishments had taken their trade.

Another women's wear store was now the leader in the field.

They could not get their trade back in time!

They could not build new trade in time!

They closed their doors and their creditors took charge.

Advertising is a science. It requires hard and intelligent study to produce results. But it rewards those who learn it.

The greatest rewards go to those who advertise intelligently, liberally, and—constantly!

Every business man ought to study advertising. Every business man should know how to write a convincing advertisement. Every business man should prove to himself that advertising is the greatest force in all the world and—the most profitable investment.

**NEWSPAPERS**

Any person who takes a paper regularly from the post office, whether addressed in his name or another's, or whether he has subscribed or not, is responsible for payment. If a person orders his paper discontinued he must pay all arrears or the publisher may continue to send it until payment is made, and then collect the whole amount whether the paper is taken or not. The courts have decided that refusing to take newspapers or periodicals from the post office, or removing and leaving them unpaid, is prima facie evidence of intention of fraud.

Advertise in "The Record"

**ON PARLIAMENTARY HILL**

By a Member of the Parliamentary Press Gallery

OTTAWA, April 4, 1925.—A merry tilt between members from Western Canada over the right of the recent offshoot from the Progressive party to representation on the Special Committee named to deal with the Government's proposal to obtain control of ocean freight rates was one of the enlivening features of the week in the House of Commons. Another was the rather startling speech of Miss McPhail in which she related her experiences and her observations in the Cape Breton strike region, also the equally sensational performance of William Duff, Liberal member for Lunenburg, N.S., in seeking to show that her statements were exaggerated and that Nova Scotia would rather take care of its own poor and destitute. Then as a starter on Monday there was the announcement of Hon. James A. Robb (Acting Minister of Finance, that he would drop the proposed clause to widen the powers of the customs officers in the administration of the anti-dumping clause.

**A FAMILY ROW**  
The first really animated day of the present session came on Tuesday when a family row developed between the Progressive party proper and the "Thirteen" who recently formed themselves into a new group with W. C. Good (Brant) as their leader in the (Continued on Page 5)

**COSTLY LOQUACIOUSNESS**

More than twenty members during the week took part in the Budget debate which certainly will not be concluded before the Easter recess which commences April 9 and ends on April 13. It has already been made evident that the Conservatives are determined to prolong this and other debates so that the session cannot possibly end before the middle of June at the earliest, their purpose being to prevent the Federal Liberals from giving any assistance of any kind in the provincial elections to be held before the end of the present year in Nova Scotia, New Brunswick and Saskatchewan. On the other hand, the Liberals and Progressives, as well, are as determined to eliminate needless debate and save both time and money for the people of Canada. They are also resolute in their purpose of making the Conservatives alone responsible for waste of time and money.

**ANTI-DUMPING CLAUSE DROPPED**

A considerable surprise to business interests throughout the country was the announcement on Monday afternoon by Hon. James A. Robb, Acting Minister of Finance, that the resolution contained in his Budget speech providing for a change in the anti-dumping provision would later be dropped when the House came to deal with the fiscal proposals. Before this proposed change there was specified for the customs collectors the method by which they should arrive at the valuation of dutiable articles. By the change proposed in his Budget speech Mr. Robb would have left the whole matter of valuation within the power and discretion of the customs officers, and it even extended to goods not otherwise dutiable. In the early stages of the Budget debate there was lively opposition to this proposal from the Progressive members. It is known that the proposal itself had been hastily prepared and submitted to the

**Cut Glass Specials**

I am offering (cutting value) in a very neat pattern

Beautiful Glass Specials  
SPECIAL OFFER  
EXTRA SPECIAL, \$1.00 DOZ.

WATER SWISS  
7 Pieces  
Very neat design for ONLY \$1.50 SET

For Special Values come to

**Robertson's Gift Shop**  
Hagersville — Ontario

**PHYSICIAN**

**L.J. Leitch, M.D.**  
OFFICE HOURS  
10 to 12 a.m. 2 to 4 p.m.  
7 to 9 p.m.

JARVIS — ONTARIO

**E.M. Sutherland, B.Sc., M.D.**

OFFICE HOURS  
10 to 12 a.m. 2 to 4 p.m.  
7 to 9 p.m.

JARVIS — ONTARIO

**VETERINARY**

**Dr. E. Slack, B.V.Sc.**  
VETERINARY  
Hagersville — Phone 24

**DR. BONE, V.S., V.D.**  
Fellow O.V.M.S.  
Prompt, Experienced, Up-to-date  
Hagersville — Phone 37

**DENTIST**

**Dr. R. G. Hyde**  
DENTIST  
Office Hours: 9 to 12 a.m.; 1:30 to 5:30 p.m.  
Office next D. N. Almas' Seed Store  
Phone 195  
MAIN ST., HAGERSVILLE

**PIANO TUNING**

**Alex G. Glass**  
Expert Piano Tuning  
1280 KING ST. E., HAMILTON  
Leave orders or ask for information at the office of The Jarvis Record

**CHURCH SERVICES**

**ST. PAUL'S ANGLICAN**  
VEN. ARCHDEACON IRVING  
Rector.  
Services at 11 a.m. and 7 p.m.  
Monday, 4:30 p.m.—Junior Auxiliary in Schoolroom.  
Tuesday, 2:30 p.m.—Women's Auxiliary.  
All are cordially invited to attend these services.

**WESLEY METHODIST**

**REV. H. BRAND, Pastor.**  
Services at 11 a.m. and 7 p.m.  
Y. P. S., Thursday, at 8 p.m.

**GANNETT METHODIST**

1:30 p.m.—Sunday School  
2:30 p.m.—Church Service.  
Epworth League and Prayer Meeting on Friday evening at 8 p.m.

**LOCAL TRAIN SERVICE**

From St.—Pt. Dover to Canfield Jc.  
No. 119—arr Jarvis ..... 7:35 a.m.  
No. 120—lv for Canfield Jc. 7:55 a.m.  
No. 121—arr Jarvis ..... 4:45 p.m.  
No. 122—lv for Canfield Jc. 5:10 p.m.

**CLUBBING RATE**

**THE JARVIS RECORD AND**

Subscription Rates  
Single Copy ..... 5c  
Monthly ..... \$1.00  
Quarterly ..... \$2.50  
Semi-annually ..... \$4.50  
Annually ..... \$8.00  
Foreign Postage Extra

Saving a Pint of Cream a Day means \$73.00 a Year

It Pays for itself out of Savings

**MELLOTTE ORIGINAL Cream Separator**

Many old machines which you may think are skimming clean actually waste a pint of cream a day. This is wasted each day or \$73 a year. On this basis the Melotte would pay for itself in eighteen months. Stop this waste at once by using Melotte.

**T. H. PEACOCK**  
BARN EQUIPMENT, TRACTORS, TRESHERS AND FARM MACHINERY  
Jarvis, Ont. Phone 75

**RENNIE'S ONION SETS**

For producing early maturing Ontario Large Onions if left to grow to maturity

BY planting Rennie's Onion Sets you will have better success in growing well-flavored onions, either for pickling or eating green, and ready for the table 6 weeks from time of planting.

Rennie's Dutch Sets represent the best obtainable, and have been favored from both home and market gardens for their superior quality and unusual production.

Place your order for Rennie's Dutch Onion Sets with your local Seed Merchant. If unable to obtain them locally, write us direct.

**THE WILLIAM RENNIE COMPANY LIMITED**  
C/O. ARLING and JARVIS STREETS  
TORONTO

If you cannot obtain locally, please write us, giving your Dealer's address.

Rennie's Seed Company—the most complete Canadian Seed Catalogue free on request.

At Your Service

Give this little fellow a job! If you have a house and want to sell it, let him sell it for you. He'll do it. If you want to find a buyer for your automobile, let him find you one. If it's hired help you need, use his services in filling your needs. He will sell cattle, pigs or implements. Try him. And he's useful in many other ways. Who is he? He's the Rabbit-Gutting

**WANT AD PAGE of the**

**The Jarvis Record**

**Regal THEATRE**  
Howard Hager, Mgr.  
HAGERSVILLE

Thurs., Fri., Sat.  
APRIL 16-18  
Commencing with  
"The Sea"  
Admission—Adults, 15c  
10c

Tuesday & Wednesday  
APRIL 21-22  
Feature  
"Too Many Kisses"  
Richard Dix  
Comic  
"Home Cook"  
Pictures Cast  
"Dancing Luch" Maud  
"Dancing" May Maud  
"Dancing Through" T. Maud  
"White Star" Lillian  
"The Sea" Colleen Maud