affished : My Thursday me of its office in The Record Build Street, Jarvis, Ontario.

THE RECORD PREFING COMPANY, LIMITED

THURSDAY, JANUARY I, 1925

In 1925

The year of 1924 A.D. has passed Row many of us have made good the pleiges and promises during the Lust year?

Many of these pledges and promises we are renewing again today for the year 1925. We can see in the new year a bright future; many of us have prospered well during 1924, but are determined to make this year sebetter year. Others have not done well last year, or years gone by, and may do worse this year.

whether we do right or wrong.

Then when 1925 is gone we can gerous. look back, as we do today over 1924. The quail, since the days of the old of \$1.25 on every patient. resolutions slip by the wayside, but day in the field for a few chance we will know whether we have played shots. the game square, or not.

Samuel Gompers!

The continent during the past fortmight has mourned the death of the leader of labor, Samuel P. Gompers Regardless of labor views, all heads are bared to this great man, who achieved greatness, not through great things, but because he made great things of small opportunities. He was a man of detail and he was a man who could see an opportunity

he world needs more men of the type of Somuel Gompers; men who in the face of all adversity, will take a chance, will initiate and develop. But his place will be one that will hard to fill.

Are Ads Read?

Do the public read the advertisements? If the public are the least He is always looking for something Thursday last Frank Hyde was chargbit skeptical about this question they good. He is hounding the brush of ed with having liquor in an unlawful will be interested in the experience the financial world to flush an op-place. Inspector Miller with Constain Pembroke recently. Through a portunity to bag something that he ble Walker went into his bar on the mistake on the part of the printer, will be proud enough of to tell the from the taps which were being used flannelette blankets were advertised truth about. Many times his shot which tested 80%. Mr. Hyde and in The Standard at \$1.47 per pair in- might score a miss, his watch dog, the manager of the hotel beth s. ore stead of \$2.95. Although the adver- the bank book, might look on with that this had been purchased as 21/2% thement price would mean a direct disgust at his misses, yet has the loss of \$1.88 per pair, the owner of same keen desire to retrieve a "dead reserved judgment as to whether he the store decided to follow his policy bird" as the pointer who flushes the should be convicted of a second ofci supporting his advertising to the quail for his master. last word by selling them at \$1.47 per pair. The blankets were not disprayed and his clerks were instructed not to introduce them to customers. but to sell them if they were requested. What was the result? By 10:30 Friday morning his stock of ars was exhausted and those us of the Tea Pot dome. who enquired later were advised that they were all sold. He could easily have sold ten bales at this price.-Pembroke Standard.

An Expert Opinion

"There is nothing so cheap in this world as newspaper advertising," said Manager 1. Roy Sales, of the Canadian Weekly Newspaper Association, will. at a luncheon of the Board of Trade. He went on to show the triffling cost to the advertiser per family of the newspaper circulation.

he provinces of the Dominion int. closer touch and sympathy, he believed. Weeklies occupy a bigger part in community life today than ever before, stated Mr. Sayles.

The speaker referred to the work of the newspaper man as one of tricate detail. Every piece of printing is different, he said, and it is the same with every advertisement and every piece of news.

He gave good advice to advertisers, saying that the effective ad was the one that was written after the same style "as you talk to your customers" "I maintain that the printed word

as greater power than speech," he said. It can be studied and remen bered and referred to again and again

A Sportsman!

Quail shooting is the most danger-It is the individual responsibility ous hunting in the world. Ask any every man of us, however, to do hunter and he will swear to it. Did an enormous amount of money to Within ourselves is the a quail ever get up from right under mower to do; it is with us solely your feet without scaring you half to death? You must admit it is dan-fund; no special departments yield-

and make an inventory of our deeds, testament, has been a game bird of We may have failed to do some of epicurists; it is the most sought after benevolent enterprise to the notice the things we had planned to do; we of all the feathered tribe by sports- of its investors, and ask for co-operamay have let some of our new year's men and dogs, who will spend the tion.

There is a thrill about the flishing of quail that is equalled only by the flush on the face of a beautiful woman. It is a sport all of its own; you steal time that rightly belongs to industry; you borrow a neighbor's dog, gun or automobile and trespass on another's preserve for one shot at the elusive bird. And when you are lucky you can hardly wait until you get home to show the kill. Then the next day you will lie about the num-

Men are all alike.

Thus you have proved yourself a portsman. You have drawn blood. o to speak, and your enjoyment is supreme. That is the way we find things all through life. A good quail impossible for the witness to have hunter will also take his chance with overheard this conversation. The bigger game. He is always out to charge against the defendant was bag something that is not found in therefore dismissed. Harrison Arrell. the ordinary field or marsh.

The same is true of the investor.

POINTED PARAGRAPHS

The price of wool suits will be higher this year due to the short

Some of these pompadours remind it might make the static worse.

It would also look bad for the U. to prophets and loss.

S. to take part in the international court of justice with her own divorce courts already congested.

One reason we favor Henry getting Muscle Shoals, because if anything will develop muscle, a cranky Ford

Saving accounts usually lose their nterest about Christmas time.

Preactiers nowadays don't talk The Association of the weekly news- about hall fire and brimstone because

shows a continued record of profits. Will you consider an investment in human values in a work that will pay, the investor a hundred fold, not in money, but in reclaimed health of childhood?

ren is paying huge dividends. Dur Mrs. W. D. Peace. ing the last 12 months, 6,397 children were admitted, and 58.240 treatments given at the Out-Patient Department. A large percentage of the formities. Think of this, apart from the daily run of accident cases.

Surely, this is a real investment. The enterprise has shown results from the day the Hospital opened its doors in 1875, with six little cots, against present capacity of 262 cots in the Main Building, and 135 in the Lakeside Home. Since then the doors have never been closed. But it takes keen them as wide open as the de-

The Hospital has no endowment ing profits, to offset a daily shortage

This explains WHY the trustees

POLIGE COURT

Police Magistrate Massie presided at Court in Caledonia on Tuesday last Precy Hampton, of Wheatley, was charged with perjury in connection with a case that was tried in Cayuga last year. At the trial he swore that he overheard a conversation between the plaintiff and the defendant, on a counter-court action. The plaintiff in that action claimed that it was impossible for the witness as he was in the barn, as he alleged, to have overheard the conversation. The Crown witnesses were subpoenaed to prove where the plaintiff and defendant were having the conversation out owing to the distance they were away they were unable to swear definitel; where the plaintiff and defendant K.C., appeared for the Crown and R

S Colter for the defendant. At Police Court at Dunnville on heer. Police Magistrate convicted the

CORRESPONDENTS

(Continued from Page 1) Mr. and Mrs. J. Jones and son have moved into their new home on the Ed. McInally farm. We wish them

"Missed by a hair," said the hunter It's usually the quack that gets as the rabbit bounded into the bush.

Some can charge their hard luck

Eleven civilians were recently villed in Mexico.. When the bones ratus it sounds like a "natural."

hoff and little son, of Wiggins school Mrs. Stan Dellar and children, of Pt. In this, the Hospital for Sick Child- Dover, spent Christmas with Mr. and

guests in Simcoe for Xmas day. major operations was to correct de Northern Quebec, arrived home for the holidays

tersall were confirmed recently.

Percy Collins spent Xmas with Mi

HAGERSVILLE

Mr. and Mrs. Thos. Parkinson speni Xmas with Robert and Mrs. Wilson,

Mr. and Mrs. Sidney Jepson entertained as their guests on Christmas, Mr. and Mrs. Harry Dougherty and children, of Jarvis, and the Misses

Mr. and Mrs. Harry Duxbury spent Sunday as the guests of Mr. and Mrs. Henry Jackson, of Jarvis.

Miss J. Anderson, of Toronto, spent a few days last week as the guests of Mr. and Mrs. W. C. Vanloon.

Dr. Minnie MacDonald recurned home on Friday from Niagar Mrs. Wm. Risdill is spending a few

D. Secord's two sons. Walter an

Sidney, who have been mining in Mr. Dick and Miss Marjorie Tat-

Miss Mary Walsh, of Simcoe, spent Amas with Miss Eva Second.

and Mrs. E. R. Tatterssall.

A Happy New Year to all of our

Mrs. H. Cook, of Waterford, and

days with her daughter. Mrs. Beck-

Mr. and Mrs. Frank Walker spent

Mrs. E. R. Speich spent Christmas

"On the Move"

IKE the "standing army" that

main on the shelf are expensive

that moves slow sellers from coun-

ter to customer. Every advertise-

ment is a salesman of proven abili-

ty, reaching every class, creed and

ment is as important as the dress

of a salesman. In "THE JARVIS

RECORD" special attention is giv-

en to Advertising set-up. In our

"An Advertisement IS An Invitation"

Issued by Canadian Weekly Newspapers Association

Head Office: Toronto, Canada

The set-up of an Advertise-

luxuries to any merchant.

sex in the community.

columns

"just stood," goods that re-

ADVERTISING is the force

struction of a plant for the Highland Scotch Distilleries Limited of which

The company has purchased block of land comprised of slightly over II acres of land, at \$425 per ere, and proposes to creet thereon a distillery for the manufacture and export (to quote the prospectus), "of all kinds of alcohol, gins, whiskies, brandies, cordials, cocktails, highwines, etc."

The distillery which the company proposes to erect will cost, together with the equipment, in the neighbor hood of a million dollars.

at Port Dover.

Miss Knox, of Newmarket, N. Y. spen ing a short time with her

THE SEASON'S GREETINGS

To our old friends loyar active, to our value new friends; to those wasse friendship we heartily uese we heartily e through

appreciation vors received by nd for that priceangeable asset your good will which we prize bevond measu merit your continued confidence, and aim to serve you helpfully in the future.

> Robt. Robertson HAGERSVILLE

Charged

Retylene

of all kinds Cast Iron, Brass

RUBBERS, RUBBER BOOTS

MORRISON'S GARAGE

ROFESSIONAL CARDS

Arrell & Arrell

Barristers, Etc. HAMILTON -:- CALEDONIA um Life Blde Roper's Block Money to Loan at Lowest Rates Harrison Arrell, K. C.,

County Crown Attorney

S. Cameron Arrell Kelly, Porter & Kelly Harristers, Solicitors, Notaries Etc. W.E.Kelly, K.C. J PORTER Crown Attorney County Trees.

DAVID E. KELLY Micitors for Norfolk County Council SIMCOR, ONTARIO Money To Loan At Lowest Bates

PHYSICIAN

I. J. Leatherdale, M.D. OFFICE HOURS 10 to 12 am.

ARTIS

VETERINARY

Dr. E. Slack, B.V.Sc. VETERINARY

lagersville MODERATE RATES

DR. BONE, V.S., V.D. Fellow O.V.M.S. Prompt, Experienced, Up to delle

-Hagersville — Phone 37-

DENTIST

Dr. R. G. Hyde DENTIST

dice Hourss: 9 to 12 a. office next D. N. Almas' Seed Stere MAIN STAGERSVILLE

PIANO TUNING Alex G. Glass

Exper Piano Tuning 1260 KING ST. B. HAMILTON save orders or ask for information at the office of The Jarvis Record

CHURCH SERVICES

ST. PAUL'S ANGLICAN VEN. ARCHDEACON IRVING. Services at 11 a.m. and 7

Monday, 430 p.m. Junior April-Tuesday, 2.30 p.m. Women's Aug-

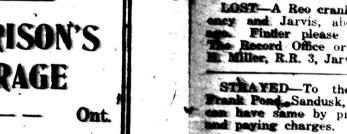
All are cordially invited to a

KNOX PRESERVENIAN W. R. BOWN, Make

Services at 11 a.m. and 7 p Y. P. S., Thursday at 8 p.m. You are invited to these services Chair practice. Thursday at

WESLEY METHODIST REV. H. BRAND, Paster. lervices at 11 a.m. and 7 p.m.

GARNET METHODIST



A \$10,000 CO

The capital prize in

cow, good m

and gentle; will

ined and rubber in

nearly new, large

Jarvis. Phone

FOR SALE-Nine

Apply Warren

now being conducted Heraid and Weekly is five thousand there are also score prizes to a total and dollars. It each subscriber to ald whose subscription fore the contest clos free entry, as well calendar and pictu offer has resulted in ing rush of superint ar weekly and warning their old sub new early and avoid di The Family derald gr

Reg THEAT Howard Hager, **EASTERSVILL**

hetter. It is a marve

Friday and S JANUAR .:

> Show o e Nu

Feature

Tuesday & Wo JANUARY (Feature

> "In Hollywoo Potash a Perlmutte Comic "Cave In

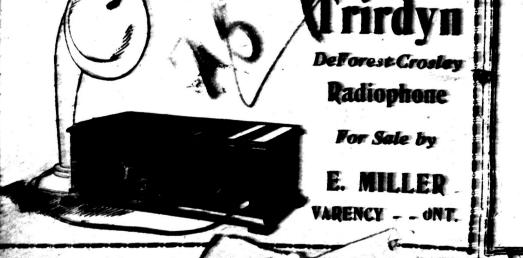
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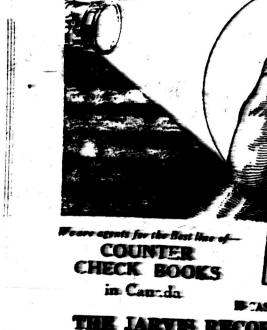
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Satisfaction gua We also do all l

ELECTRICAL

AND WIRI





THE LARVES RECORD PRINTING COMPANY, LTD.