

## THE JARVIS RECORD

Published every Thursday morning  
at its office at The Record Building,  
Main Street, Jarvis, Ontario.

THE RECORD PRINTING  
COMPANY, LIMITED

THURSDAY, JANUARY 1, 1925

### In 1925

The year of 1924 A.D. has passed. How many of us have made good the pledges and promises during the last 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 a better year. Others have not done so well last year, or years gone by, and may do worse this year.

It is the individual responsibility of every man of us, however, to do our best. Within ourselves is the power to do; it is with us solely whether we do right or wrong.

Then when 1925 is gone we can look back, as we do today over 1924, and make an inventory of our deeds. We may have failed to do some of the things we had planned to do; we may have let some of our new year's resolutions slip by the wayside, but we will know whether we have played the game square, or not.

### Samuel Gompers!

The continent during the past fortnight 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 and grasp it.

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

### Are Ads Read?

Do the public read the advertisements? If the public are the least bit skeptical about this question they will be interested in the experience in Pembroke recently. Through a mistake on the part of the printer, flannellette blankets were advertised in The Standard at \$1.47 per pair instead of \$2.95. Although the advertisement price would mean a direct loss of \$1.88 per pair, the owner of the store decided to follow his policy of supporting his advertising to the last word by selling them at \$1.47 per pair. The blankets were not displayed 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 blankets was exhausted and those who enquired later were advised that they were all sold. He could easily have sold ten sales at this price.—Pembroke Standard.

### An Expert Opinion

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

The Association of the weekly news-

papers was helping towards bringing the provinces of the Dominion into closer touch and sympathy, he believed. Weeklies occupy a bigger part in community life today than ever before, stated Mr. Staples.

The speaker referred to the work of the newspaper man as one of intricate 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 has greater power than speech," he said. It can be studied and remembered and referred to again and again.

### A Sportsman!

Quail shooting is the most dangerous hunting in the world. Ask any hunter and he will swear to it. Did a quail ever get up from right under your feet without scaring you half to death? You must admit it is dangerous.

The quail, since the days of the old testament, has been a game bird of epicureans; it is the most sought after of all the feathered tribe by sportsmen and dogs, who will spend the day in the field for a few chance shots.

There is a thrill about the flushing 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 number.

Men are all alike. Thus you have proved yourself a sportsman. You have drawn blood, so to speak, and your enjoyment is supreme. That is the way we find things all through life. A good quail hunter will also take his chance with bigger game. He is always out to bag something that is not found in the ordinary field or marsh.

The same is true of the investor. He is always looking for something good. He is hounding the brush of the financial world to flush an opportunity to bag something that he will be proud enough of to tell the truth about. Many times his shot might score a miss, his watch dog, the bank book, might look on with disgust at his misses, yet has the same keen desire to retrieve a "dead bird" as the pointer who flushes the quail for his master.

### POINTED PARAGRAPHS

The price of wool suits will be higher this year due to the short cotton crop of the South.

Some of these pompadours remind us of the Tea Pot dome.

It's usually the quack that gets the goose.

It would also look bad for the U. S. to take part in the international court of justice with her own divorce courts already congested.

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

Saving accounts usually lose their interest about Christmas time.

Preachers nowadays don't talk about hell fire and brimstone because

## TO THOSE INTERESTED IN CHILDREN

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

In this, the Hospital for Sick Children is paying huge dividends. During the last 12 months, 6,397 children were admitted, and 58,240 treatments given at the Out-Patient Department. A large percentage of the major operations was to correct deformities. 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 its 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 an enormous amount of money to keep them as wide open as the demand warrants.

The Hospital has no endowment fund; no special departments yielding profits, to offset a daily shortage of \$1.25 on every patient.

This explains WHY the trustees are forced each year to bring this benevolent enterprise to the notice of its investors, and ask for co-operation.

## POLICE COURT

Police Magistrate Masie presided at Court in Caledonia on Tuesday last. Percy 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 but owing to the distance they were away they were unable to swear definitely where the plaintiff and defendant were standing or that it would be impossible for the witness to have overheard this conversation. The charge against the defendant was therefore dismissed. Harrison Arrell, K.C., appeared for the Crown and R. S. Colter for the defendant.

At Police Court at Dunnville on Thursday last Frank Hyde was charged with having liquor in an unlawful place. Inspector Miller with Constable Walker went into his bar on the 14th of October last and drew beer from the taps which were being used which tested 80%. Mr. Hyde and the manager of the hotel both swore that this had been purchased as 2 1/4% beer. Police Magistrate convicted the defendant of the offence charged and reserved judgment as to whether he should be convicted of a second offence.

## CORRESPONDENTS

(Continued from Page 1)  
Mr. and Mrs. J. Jones and son have moved into their new home on the Ed. McNally farm. We wish them it might make the static worse.

"Missed by a hair," said the hunter as the rabbit bounded into the bush.

Some can charge their hard luck to prophets and loss.

Eleven civilians were recently killed in Mexico. When the bones rattled, it sounds like a "natural."

## ENGINEERS SURVEY SITE FOR DISTILLERY

Col. J. A. Gault, M.P.E., of Toronto, was in Port Colborne on Thursday of last week with a staff of engineers, making a survey of, and preparing the industrial site for the construction of a plant for the Highland Scotch Distilleries, Limited, of which he is president.

The company has purchased a block of land comprised of slightly over 11 acres of land, at \$625 per acre, and proposes to erect thereon a distillery for the manufacture and export (to quote the prospectus), "of all kinds of alcohol, gins, whiskies, brandies, cordials, cocktails, high-wines, etc."

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

at Port Dover.  
Miss Knox, of Newmarket, N. Y., is spending a short time with her parents.

## THE SEASON'S GREETINGS

To our old friends, loyal and true, to our valued new friends;—and to those whose friendship we strive to deepen, we heartily wish unmeasured happiness and good fortune throughout the coming year.

With grateful appreciation for all the favors received by us from you, and for that priceless though intangible asset, your good will which we prize beyond measure, we seek to merit your continued confidence, and aim to serve you helpfully in the future.

Robt. Robertson  
HAGERSVILLE

## "On the Move"

LIKE the "standing army" that "just stood," goods that remain on the shelf are expensive luxuries to any merchant.

ADVERTISING is the force that moves slow sellers from counter to customer. Every advertisement is a salesman of proven ability, reaching every class, creed and sex in the community.

The set-up of an Advertisement is as important as the dress of a salesman. In "THE JARVIS RECORD" special attention is given to Advertising set-up. In our columns

## "An Advertisement IS An Invitation"

Issued by Canadian Weekly Newspapers Association  
Head Office: Toronto, Canada

## Batteries Charged

WE HAVE INSTALLED A RECTIFIER and can charge all battery systems.

BATTERIES REBUILT AND REPAIRED

## Oxy-Acetylene Welding

of all kinds—Cast Iron, Brass, Copper, etc.

RUBBERS, RUBBER BOOTS  
Repaired and Half-Soled

## MORRISON'S GARAGE

Jarvis — Ont.

## PROFESSIONAL CARDS

Arrell & Arrell  
Barristers, Etc.  
HAMILTON — CALEDONIA  
Life Insurance  
Money to Loan at Lowest Rates  
Harrison Arrell, K. C.,  
County Crown Attorney  
S. Cameron Arrell

Kelly, Porter & Kelly  
Barristers, Solicitors, Notaries, Etc.  
W.E. Kelly, K.C. J. PORTER  
Crown Attorney County Treas.  
DAVID E. KELLY  
Solicitors for Norfolk County Council  
SIMCOE, ONTARIO  
Money To Loan At Lowest Rates

## PHYSICIAN

I. J. Leatherdale, 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  
MODERATE RATES

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  
1230 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 League  
in Schoolroom.  
Tuesday, 2:30 p.m.—Women's Auxiliary.  
All are cordially invited to attend these services.

KING PRESBYTERIAN  
Rev. W. E. BROWN, Minister.  
Services at 11 a.m. and 7 p.m., Sunday.  
Y. P. S., Thursday at 8 p.m.  
You are invited to these services.  
Choir practice, Thursday at 8 p.m.

WESLEY METHODIST  
REV. H. BRAND, Pastor.  
Services at 11 a.m. and 7 p.m.

GARNET METHODIST  
1:30 p.m.—Sunday School  
2:30 p.m.—Church Service  
Epworth League, 7:30 p.m.  
on Friday



One cent a word  
minimum 20  
a word for three lines  
more 50c; cash.

SALE—A young cow, good milk and gentle; will be nearly new, large on head and rubber in Siple, Jarvis. Phone 1

FOR SALE—Nine old Apply Warren Jarvis

LOST—A Red crank and Jarvis, also a Finder please The Record Office or R. Miller, R.R. 3, Jarvis

STRAYED—To the Frank Pond, Sanduski, can have same by price and paying charges.

A \$10,000 CO

The capital prize in now being conducted Herald and Weekly Star is five thousand dollars there are also scores prizes to a total value and dollars. It is each subscriber to the all whose subscription fore the contest closes fine entry, as well as calendar and picture offer has resulted in a ing rush of subscriptions far weekly and the warning their old subscribers new early and avoid di The Family Herald ever better. It is a marvel

## Regal Theatre

Howard Hager, M.  
HAGERSVILLE

Friday and Sa

JANUARY

Feature  
"Side Show of  
Edward Torro  
Comed  
"Some Nur

Tuesday & We

JANUARY

Feature  
"In Hollywood  
Potash and  
Perimutte  
Comed  
"Cave In

We do all kin

PLUMBING

SMITHING

FITTING

NACK WO

and

PAIRING

Call and see m

your need

Satisfaction gua

We also do all k

ELECTRICAL

AND WIRE

V.A.Ov

Jarvis, On

**Trirdyn**  
DeForest-Crosley  
Radiophone  
For Sale by  
E. MILLER  
VARENCY - - ONT.

**A New Light on Sales Book Buying**  
Place your orders at Home  
Samples and Prices submitted for any style or quantity of books.  
We are agents for the best line of—  
**COUNTER CHECK BOOKS**  
in Canada  
**THE JARVIS RECORD PRINTING COMPANY, LTD.**