



Once cent a word for first insertion; minimum 25c; two cents a word for three insertions, minimum 50c; cash.

**GIRL WANTED**—Apply at the Commercial Hotel, Jarvis. 43c

**FOR SALE**—Quantity of Sweet Clover seed, \$6 per bushel. Apply Chas. Campbell, RR 1, Nanticoke 3p

**FOR SALE**—Bred-to-lay pullets, apply to E. W. Gowan, RR 1 Jarvis. 44-1c

**FOR SALE**—Oak lumber, in dimensions to suit purchaser. Apply Warren Ineson, R.R. 4, Jarvis. 45-3p

**FOR SALE**—Cheese, 14 lbs. each, 60x25, postpaid. Apply to E. W. Gowan, RR 1 Jarvis. 46-4p

**WANTED**—8 single and 2 double gas fixtures; must be in good condition and price reasonable. Apply a Record Office. 45-3p

**STRAYED**—To the farm of Milo Wood, R.R. 1, Nanticoke, a white colt, with black and tan spots. Owner please call and pay charges. 44-3p

**FOR SALE**—Bred-to-lay pullets, 14 lbs. each, 60x25, postpaid. Apply to E. W. Gowan, RR 1 Jarvis. 46-3p

## Regah THEATRE

Howard Hager, Manager  
HAGERSVILLE, ONT.

Friday and Saturday  
JANUARY 30-31

Feature  
"WANDERER OF WASTELAND"  
Gene Grey Story in Color  
Make sure and see this picture

Comic  
"Hot Sands"

Tuesday & Wednesday  
FEBRUARY 3-4

Feature  
"BLACK OXEN"  
Corrinne Griffiths

Comic  
"Busy Bodys"

PICTURES COMING  
"Merton of the Movies," Glenn Hunter  
"Man Who Fights Alone," William Fornum  
"Meanest Man in the World," Bert Lytell  
"Dangerous Money," Bebe Daniels

all kinds of  
**PLUMBING  
TINSMITHING  
GAS FITTING  
FURNACE WORK**  
and  
**REPAIRING**  
Call and see me about  
your needs  
Satisfaction guaranteed  
We also do all kinds of  
**ELECTRICAL WORK  
AND WIRING**  
**W.A. Owen**  
Jarvis, Ont.

## SOUTHERN HIGHWAY

(Continued from Page 1)

sisting the financial situation in Canada. The speech delivered by Premier King on Tuesday dealt with this question and the tenor of it was that Canada needs money.

"Here is a great source for getting money," said Mr. Lundy. "We don't have to send anything out as we do in the case of our agricultural industry. This is a case where they take nothing out but a good feeling towards our country. The American tourist consumes what he buys in Canada and in addition we sell him our natural attractions."

Like Mr. McAdams, Mr. Lundy stressed the importance of thoroughly acquainting American tourists with the provision in the United States Customs Act that permitted an American motorist to return to his country with merchandise up to the value of \$100, duty free. Here was something that meant much business for the retail merchants and he suggested that they adopt the idea of a Chatham china store proprietor who has the clause in the act neatly printed on cards and the cards placed on a tray at the entrance of his store. Acquainting American motorists with that clause has sold thousands of dollars worth of goods to the American visitors, Mr. Lundy stated.

"This is going to be the greatest year the United States has ever witnessed from the standpoint of industry, if the great financial heads of that country know what they're talking about," said Mr. Lundy. "Give those fellows money and they're going to spend it and if we can attract them over here we're going to get some of that money."

**Like the Country**  
Mr. Lundy told of a visit he recently paid to the motor club in Pittsburg and of being asked by one of the officials why the people of Ontario did not wake up and get busy on the tourist trade. The official said that there were several things that should be done in Canada. Better hotel service should be provided and the roads should be improved to a greater extent. The Americans found everything else satisfactory and those who returned from visits expressed themselves as being delighted with Canada. "Despite all those things, the official told me that we are going to have a greater influx than ever this year," said Mr. Lundy. "They like this country and every tourist who crosses at Sarnia, Windsor or Niagara Falls must be made to stay here just as long as he will."

In this connection Mr. Lundy endorsed the idea of linking up the two associations and routes and featuring a circuitous drive around the borders of Ontario. This could be accomplished by joining the Blue Water and Southern Highways and he was confident it would be a much greater attraction to the people across the lines. He also recommended indicating all the little side-trips on the lake, like the drive to Long Point or to Eireau, and he suggested that whatever those places are noted for should be printed in red letters on the map opposite the point indicating the place. This was what added zest to tours for strangers. Many of them liked to get off the beaten path and do a little exploring. He recommended the issuing of a small, handy folder for the circling of the routes while the individual highways could be advertised separately in more elaborate booklets, but in both cases he advised against making the literature bulky and avoiding all commercial advertising. If commercial advertising was included, he warned the association that their literature would become virtually worthless. The American coming to Canada wanted something that didn't take up much room and furnished him the information he desired almost at a glance.

Both Mr. Lundy and Mr. McAdams advocated concerted action on the part of the associations in endeavoring to get some of the revenue derived from the highways by the Ontario Department of Highways. Mr. McAdams referred to the gasoline tax of two cents a gallon. The associations were conducting campaigns to attract motorists and were hauling them into Ontario by the thousands. On every gallon of gasoline those tourists bought, the government collected two cents. Was it too much to expect a

part of that money that the associations enabled the government to secure?

**What Publicity does**  
The value of publicity such as the Southern Highway Association purposes putting out was evidenced last year in the number of American motorists who visited the Essex Motor Club's office in Windsor and asked how to get to London via Chatham, Mr. Lundy said. At least 80% of the tourists made such enquiries and this was because Catham had spent all the money it could raise during the past two or three years in advertising the Longwoods Route in the United States. Their propaganda was bearing fruit and Mr. Lundy saw no reason why a well-directed publicity campaign on the part of the Southern Highways Association could not produce similar results. He advised the local organization to get in touch with the motor clubs in the large American cities and get on their mailing lists for their monthly bulletins. The pages of these bulletins were open for contributions, he explained, and in this manner much valuable publicity can be given the Southern Route. He agreed with Mr. McAdams that the tourist traffic most desired came from the Middle States as they invariably stayed longer in Canada and brought less camping equipment with them.

One thing that the association should avoid was the advertising of any particular place to the detriment of some other place. In this connection he referred to Sarnia and Windsor. It was not fair for Sarnia to advertise their town as the only place to enter Ontario in literature that applied to the entire Blue Water Highway Association for Windsor was contributing to that publicity fund just as Sarnia was. It was perfectly proper for Sarnia to advertise itself individually but he did not think that such featuring should be included in the general literature on the route. Good-naturedly, he accused Sarnia of having purloined Windsor's caption of "The Central Gateway of Ontario."

To the question of whether or not the Essex Motor Club received special remuneration from any association for handing out its literature, Mr. Lundy answered most emphatically in the negative. The Essex Motor Club insisted on being neutral. If the Southern Highway Association wished to place a man in their office at the association's expense, no objection would be raised but it must be understood that such an official could be in no way connected with the Essex Motor Club.

Mr. Lundy mentioned that largely through the efforts of the Essex Club the official logger of the Detroit Motor Club had gone over the Southern Route and logged it and that log was now available in the Detroit Club's offices.

After listening to Mr. Lundy's instructive remarks, J. L. Thayer of Aylmer remarked that he was rather amused. The places on the Southern Highways had been wondering why they didn't get more tourists and had been trying to blame somebody else and the fact was the places along the route had made no effort on their own part to get these tourists.

**Splendid Responses**  
When D. H. McIntyre, the secretary-treasurer, was asked for a report of the financial standing, the responses on the part of delegates present was most encouraging. Mayor Sloggett reported for St. Thomas, that the City Council at its inaugural Monday had authorized the granting up of \$1,500 to the fund, while President Harding reported that more than \$500 of the remaining \$700 had been raised by private subscription. Charles Denton handed over a check for Tillsonburg's quota with the assurance that the remainder allotted to that district will also be subscribed by Tillsonburg if Port Burwell fails to respond.

J. P. Coyle, vice-president of the association, tendered a check for Aylmer's full quota and reported that no difficulty whatever was experienced in raising it. Ex-Mayor Webb of Kingsville did likewise, while Vice-President McPherson reported that the mayor of Wheatley was ready to send a check for their quota as soon as he was notified to whom it was to be sent. Mr. Wallace reported that Simcoe will raise its quota and Ald. Allen and L. B. Duff were optimistic about Welland contributing its share. The secretary reported that Jarvis and Cayuga were sure while Mr. Denton vouched for Delhi subscribing its amount. Blenheim was one of the first places to raise its quota and hand the funds over to the treasurer.

By unanimous vote of the delegates, Mr. McPherson and Ald. J. T. Webster were selected to attend the annual meeting of the Ontario Motor League and enlist the co-operation of that body for the association. An important meeting of the executive committee followed the general meeting.—St. Thomas Times-Journal, Jan. 15th).

See Supplement in today's Record for full particulars of

# FALLS' FEBRUARY SALE

Which Begins Saturday

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

**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 Result-Getting WANT AD PAGE of the

**The Jarvis Record**