

**AN EERIE NIGHT**

This sophisticated and materialistic world no longer believes in ghosts, good fairies, witches and the magic charms but this has not detracted at all from the traditional observance of Halloween, the eve of All Saints' Day and the night on which the shadowy denizens of the spirit world return to earthly haunts.

So this Saturday evening when night draws her curtain across the world the unbelieving worldlings will supplant the "real" ghosts, black cats and broomstick witches with a make-believe eerie realm of cut paper, noise makers and pumpkin faces. Halloween parties, street carnivals with masks, costumes and confetti, and prank-playing have universal permission to monopolize the spotlight that night. And as the witching hour of twelve draws near there will be some unfaithful ones glancing covertly back at their shifting shadows and jumping at every squeak of the chamber stairway. After all, Halloween wouldn't be half so much fun if there was no superstition attached to it and the fact that it is now all superstition of suggestion does not make it any less effective for the purposes of Allhallow night.

In its merrymaking let not the community forget the double significance of this night. Primarily this will be an observance of All Saints' eve, but it is also a harvest celebration. The froisty pumpkin, the rustling corn stalks and the bobbing apple play an important part in this nocturnal celebration and inseparably link Halloween with the harvest time.

A wit has pointed out that the good saints have shown rare wisdom by making their annual pilgrimage back to earth in the heart of the harvest season.

**AUTOMOBILE HORNS**

The city of New York has begun a campaign under a law which makes unlawful the unnecessary blowing of horns and the use of horns and other sound-making devices that are unnecessarily loud or harsh, and thus inaugurates what may be a national crusade. Let us at least hope so. In the early days of automobiles, when the world was in the horse and buggy age, a horn was an absolute essential. Today, in most cases, it is used by drivers in lieu of brakes and thus it is not only annoying but extremely dangerous. Many drivers today dash through a populated district without abating their speed one bit, sounding their horns almost continuously so that they may take the right of way by reason of their insistence and their recklessness.

The difficulty is that many drivers think that the sounding of a horn is the mark of a very careful driver and is to be commended rather than condemned. Such, however, is not the case, for the good driver is so careful himself and has his car so constantly under control, that he has absolutely no need of a warning signal. If he is approaching a dangerous intersection he does not sound a long blast on his noisemaker, but approaches the crossing at slow speed and makes certain that it is safe to proceed before he does so.

Car drivers need education in this regard. Civilization today is noisy enough without the incessant and irritating squawk of auto horns. Let every driver join in the movement to abate the nuisance.

**FOOTBALL**

Critics of modern college football picture it as an organized and commercialized spectacle. They even complain that the cheering sections are organized and lack that desired amateurish spontaneity. Few will deny that college football today is a "big business," with some teams collecting as much as \$300,000 in gate receipts in one short season and with corps of high salaried coaches and trainers and large squads of sub-

dized players, but after all the commercialism found in football is something different from that associated with professional baseball. It may be traditions, it may be the players and it may be a difference in those who fill the gridiron stands and those who fill the baseball bleachers, but compared with baseball the sport of football is decidedly unprofessional and uncommercialized.

The football player who excels under its present stage of development must have physical endurance and strength and mental alertness. Both are splendid qualities for the business of making a living out of sportdom. No better evidence that football is played to the king's taste today could be found than the fact that never was the sport as popular as now, never was it better played and never did it so strongly compete with baseball for the coveted title of the Great American Game.

Money is so close and yet so far. Style hint:—Divorce suits should be kept dark. Money talks, but not as much as man talks money. Most relatives are distant relatives when you are broke.

Halloween is like one's back gate. It can be carried too far.

Some women think the only way to keep a husband is in hot water.

Talking movies won't be popular, because they drown out the audience.

"Auto is railroad's greatest enemy," says an official. Yes, but when attacked by an auto a train wins.

However, we notice that the cost of living isn't yet sufficiently high to make it exclusive.

Profanity owes much of its technic to people who deposit used model chewing gum on sidewalks.

Exercise will prolong life, but so many of those who have time to exercise are not worth prolonging.

**• NOVEMBER "ROD AND GUN"**

A fishing department of more than usual interest with a good aggregation of other sporting articles, seems to feature the November issue of Rod and Gun, which is just published. Two good fiction stories are also included in the aggregation of outdoor reading matter. "McLean of the Hudson's Bay" by William C. Miller and "The Blue Buoy" by B. G. Robbins. "An Eventful Snipe Shooting Trip" is a good yarn of shooting on the Tidal flats of the St. Lawrence. Bonny-castle Dale writes of "Bait Fishes of the Bay de Chaleur," while J. W. Winslow's article is this month on "Cuckoo Owls and Cuckoos." Among the writers in Fishing Notes this month are F. Merrett, a well known angler, Ozark Ripley and R. H. Moore, whose articles are supplemented by a number of others as well as a good Queries and Answers section. C. S. Landis' Guns and Ammunition department has also an interesting collection of special contributions. W. C. Motley in Outdoor Talk this month deals with "The Woodcraft Sign Language."

**THE MILLIONAIRE'S SECRET**

To be a millionaire, a man must not only get rich; he must be able to stay rich. A certain well-known millionaire, when asked how he stayed rich, said: "I invest my money only in sound, established companies." That man has learned a valuable secret. But a man's money, however much he has, is never worth so much to him as his mind, his intelligence.

Has it ever occurred to you that you should invest your intelligence just as carefully as you invest your money?

Why not invest your intelligence in a sound company by subscribing to the Youth's Companion? It is the oldest magazine for young people in the world—and nearly the oldest of all the American magazines. It is also one of the most interesting. Practically every famous author of the past hundred years has written at one time or another for the Companion. Only this fall, for example, the Companion published a new story by Jack London. Do you like stories of adventure? Mystery? Romance? They are all in the Youth's Companion.

Here are the terms of an investment guaranteed to be profitable:

1. The Youth's Companion—52 issues in 1927, and
2. The remaining issues of 1926, All for only \$2.
3. Or include McCall's Magazine, the monthly authority on fashions. Both publications, only \$2.50.

**THE YOUTH'S COMPANION**  
 5 N. Dept., Boston, Mass.

**What Is The Value Of A Dollar?**

That all depends on its Purchasing Power and where you spend the Dollar. After 15 months of Buying for Cash—and Selling for Cash—we have found that this Policy makes the Dollar of Greater Value. Every Day, Every Week and Every Month we have been constantly "at it" trying to buy more goods for our Dollars—and then Passing them on to our many thrifty Buyers—at Very Moderate "Pay Cash and Buy for Less"—Prices.

Friday, Oct. 29th; Saturday, Oct. 30th; Monday, Nov. 1st; Tuesday, Nov. 2nd; Wednesday, Nov. 3rd—you will find that your Dollars will do double duty—for you.

Boys' Clothing at prices that your dollar go farther for

- Boys' Tweed Suit, nice medium or dark shades—several different styles and a very serviceable wearing wool Tweed. We can offer the boy's size, 23 to 35, priced at \$6.45 and \$8.95
- Sizes 28 to 32, Special at \$10.45
- Boys' Lined Tweed Knickers, sizes up to 35, for \$1.29
- Men's heavy Overalls and Smocks in blue, black or white stripe, extra heavy quality, per garment \$1.50
- A very large stock of Boys' Underwear at Special Prices.
- Men's Suits, in Blue, with hair line stripe or dark Grey Worsted at \$19.00

Men's and Young Men's Overcoats in light or dark shades. A very dressy Overcoat at \$14.90 and \$17.50

- Boys' Pure Wool, medium fine weave Polo Collar Sweaters, size up to 28, 98c
- Size 30 to 32 \$1.19
- Young Men's Suits in fine hair line stripes—fancy Worsteds, are Special at \$9.95
- Every Hat in our Millinery Department has received its marching orders. We have grouped them—3 Tables:
- No. 1 at \$2.69
- No. 2 at \$3.49
- No. 3 at \$4.89

Ladies, here is a very interesting list for you. Have you bought your new Coat or Dress? If not, come and look over our large assortments. We have made three groups of Coats:

- Group No. 1 at \$14.95
- Group No. 2 at \$17.95
- Group No. 3 at \$21.95

Every Coat is a beauty and all have Fur Collars—many of them Fur Cuffs and a few have Fur Trimming. A substantial discount off all other Coats in stock during this special selling event.

3 Groups of Dresses at prices that you will be pleased to read about:

- Group No. 1 \$5.95
- Group No. 2 \$6.95
- Group No. 3 \$8.95

These are New Tweeds, New Serges, New Fancys, Etc. No two alike in style. Sizes up to 44.

A lovely showing of Ladies' Silk and Canton Crepe Dresses at \$9.75 and \$13.75.

A fine showing of Evening Dresses. The price is no indication of the real value and style. No two alike. All at one price \$14.95

Have you bought your new list for you. Have you bought your new over our large assortments. We have made three groups of Coats:

**Cold nights are here, they demand warmer Bedding.** We have a large assortment to choose from.

Down Filled Comforters, Satin paneled, large size.

- 66" x 72" \$10.95
- 72" x 72" \$15.95
- 72" x 72" \$15.95

Cotton Filled Comforters, covered with very durable quilting chintz:

- 60" x 72" \$2.95
- 66" x 72" \$3.39
- 72" x 73" \$3.95

Baby Blankets. Very warm fluffy Blankets in pink or blue figured, 2 sizes

- 29" x 39" at 78c
- 36" x 50" at \$1.29

"Skeldons", one of the best makes of Scotch Wool Blankets:

- 6 lb., 64" x 84" \$ 8.85
- 7 lb., 68" x 86" 10.50
- 8 lb., 72" x 90" 12.00

Grey Wool Blankets in different sizes and qualities, per pair \$2.95 up \$7.50

Heavy all wool Blankets, white with pink or blue border, size 64" x 84". A very fine quality. Pair \$8.50

Bathrobe Blankets, boxed with cord and frags for trimming. Large size, 72" x 90". Special price \$6.75

16-inch White or Grey Linen Crash Towelling, plain or colored borders—pure linen at per yard 14c

Ladies' Underarm Bags in black with fancy trimming. Special at 87c

All these prices on Bedding are Reduced Prices for this Special Selling Event.

72" x 90" Hemmed Bleached Cotton Sheets—a very durable wearing quality, at each \$1.19

The most serviceable Bed Spread made is the Krinkle Bed Spread. Large size, 72" x 90", at \$1.95

Heavy Mercerized Damask Tabling, a very durable cloth for every-day wear. Special, yard 79c

A special clearing of Beaded Purse Handbags, worth up to \$6.50 for \$1.48 (A good Xmas present suggestion)

Ladies' Chammette Gloves in Sand, Greys, Browns, etc., with turn cuff or plain cuff, at pair 48c

A lot of Mill Ends of Sheetings and Pillow Cottons came in stock this week at very low cash prices. We pass them on to our many customers at very moderate prices.

54-inch Wool Dress Tweeds, Plaids, Serges, etc. Values up to \$2.50, for per yard 88c

36-inch Black Satin Duchess for Ladies' Dresses, at yard \$1.29

New Dress Lengths of Fancy Tweeds—the season's latest styles at \$4.39

Special from our Big Bargain Basement—97-piece Dinner Sets in the Old Fashioned Floral Designs, a very beautiful Dinner Set for \$23.95

Ladies' very fine English Hose, Cashmere. They come in assorted Plaids. A \$2.50 quality for \$1.59

Special Savings on Ladies and Children's Hosiery at this Special Selling Event. All Wool Ribbed Cashmere Hose, size up to 9 1/2, black only, at per pair 35c

Ladies' Silk and Wool Hose, in many shades. A very fine One Dollar Hose for 55c

Clover Leaf Cups and Saucers. Not many left at the low price of 2 pieces for 10c

Large size Grey Granite Enameled Dish Pans, each 48c

Look over the Special Tables of useful Kitchen Articles at... 10c, 15c, 25c

Another large shipment of that good quality Aluminum Kitchen Utensils at 98c

Tea Kettles, Coffee Percolators, Double Boilers, Water Pails

3-piece set of Sauce Pans and many other items, choice 98c

Fancy English China Cups and Saucers at 25c about half of the regular price.

Have you visited the Special Bargain Tables upstairs. Many careful buyers have taken advantage of this special opportunity for supplying their needs for very little money.

**W. J. ELLIOTT**  
 PLUMBING AND  
 TINSMITHING

COMBINATIONS  
 Coal, Wood and Gas

McCLARY'S GAS RANGES

RAY GLO  
 Heaters

Second Hand  
 COOK STOVES  
 Wood and Coal

Second Hand  
 HEATERS  
 Coal Wood and Gas

Second Hand  
 GAS RANGES

FURNACES and  
 FURNACEETTE

JARVIS, ONT.

**Great Wool  
 Life**

L. H. EVANS  
 District Agent

PHONE, Sidlich 20-40

Nanticoke Ontario

**PROFESSIONAL CARDS**

**Arnold & Arnold**  
 Real Estate  
 Bankers—See 14th Street  
 Callahan—Bank's Bldg.  
 HARRISON ARNOLD, R.  
 County Court Attorney  
 S. Coleman Arnold  
 J. Edward Arnold

**Kelly, Porter & Kelly**  
 Real Estate, Solicitors, Mortgage, etc.  
 W. H. Kelly, R. C. J. Porter  
 County Attorney, County Treasurer  
 EDWARD B. KELLY  
 Solicitor, Real Estate, County Council  
 SHERIDAN, ONTARIO  
 Money to Loan at Lowest Rates

**VETERINARY**

Dr. R. Shank, R.V.Sc.  
 VETERINARY  
 Hagersville Phone 24  
 MODERATE RATES

**DR. BONE, V.S., V.D.**  
 Fellow O.V.M.S.  
 Prompt Response, Up-to-date  
 HAGERVILLE PHONE 25

**PIANO TUNING**

ALAN C. CHAN  
 Expert Piano Tuning  
 1430 KING ST. E., HAMILTON  
 Leave orders, or ask for information  
 at the office of the Jarvis Record

**DENTIST**

Dr. R. G. Hyde  
 DENTIST  
 Office Hours: 9 to 12 a.m.; 1:30 to 5 p.m.  
 S. H. G. B. S. S.  
 Office above S. H. G. B. S. S. Hardware  
 Phone 121  
 MAIN ST. HAGERVILLE ONT.

**Dr. W. C. Ward**  
 SURGEON  
 Office Hours: 9 to 12 a.m.  
 1 to 5:30 p.m.  
 Phone 25  
 HAGERVILLE, ONTARIO  
 In Hagerville Every Tuesday

**PHYSICIAN**

I. J. Leatherdale, M.D.  
 OFFICE HOURS  
 12 to 12.30 p.m. 2 to 4 p.m.  
 7 to 9 p.m.  
 JARVIS ONTARIO

It pays to read the Advs.

**HENRY R. CRABB STORES**  
 SIMCOE  
 Ingersol, Tilsenburgh, Woodstock

**PAY CASH  
 AND  
 BUY  
 FOR LESS**

**YOUR  
 FAVORITE  
 SHOPPING  
 CENTRES**

own n look f gan p in for have e wished

M Season's These hat Wood, Dr out fancy A

Women House teen Hou Orange, 1 A

Flannel They con All are n at \$3.45.

Buying Great our own service a of blank Some of Pretty They are Blue, M

150 p pair, N White o Here wool E and 72x The All wo Soft an Good large s

Suec No. cuff E cut, A

No. real v

Bette The ribbed girls' An

It the s for Disp