

THE JARVIS RECORD

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THE RECORD PRINTING COMPANY, LIMITED

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GETTING NEW BUSINESS

The progressive business firm finds that it needs to be constantly making new friends and creating a new circle of customers. If it just depends on satisfying those who have previously bought its goods, it is likely to see its trade diminished. Population changes more rapidly now than formerly, and if a firm has a certain list of customers this year, it can expect, as the result of all the changes that naturally occur, that an considerable proportion of those customers will not be on their list in a year or two.

Also people are changeable in their habits, and unless a very energetic effort is made to hold old customers by advertising, a lot of them will go elsewhere, attracted by the various inducements that are offered there. People are not much inclined, as they were often formerly, just to trade at one place or a few places right along year after year. They are quick to get the idea, if some firm seems to be hustling a little harder than its competitors to please the people, and no feeling of habit or sentiment of loyalty is apt to hold them, if they think they can do better by going elsewhere for something they want.

By an active campaign of advertising, a firm can keep making new business friends, to make up for those who drift elsewhere. It does not take elaborate persuasion to win such new customers in these times.

People are ready to go to any place of business where the spirit of enterprise and haste seems to prevail. A concern that makes it a regular practice to advertise, even if it does not take any great amount of space, will have a constant stream of inquirers entering its doors, who will more than make up for old customers who go elsewhere.

THE EDITORIAL

There are some few newspapers scattered around over the country that have no editorial department, but they are simple commercial sheets devoted to advertising and other sources of revenue.

They have no opinions of their own,

and therefore no need to express them. The journalist who does nothing but paddle along with public opinion, is of no value.

Every newspaper worthy of the name should aspire to be of the utmost service and help to its community. It can only do this if it directs the thought of the community and helps to crystalize public sentiment on worthy objects.

The editor cannot make himself a force for good in the community unless he expresses his convictions through his paper.

It is through the editorial column that he gives character to the paper.

Papers with an outstanding editorial policy that are fair in their editorials, clear and able on the issues before the people, do wield an influence over other editors, and in that way multiply their power for good.

The editor of a weekly newspaper, because he is known to a great majority of his readers, has the rare opportunity to be a leader for all that is good in his community. If he would measure up to what is expected of him, if he would be the power for good that he should be in his community, he will make his impress every week in the editorial column of his paper.

FAILURE AND SUCCESS

Are you discouraged by failure? Then you will fail.

Most of the little failures and little successes are unimportant skirmishes in the battle of life. They are the maneuvering, the testing of the opposing lines, the finding of weak spots and strong spots.

In the hour of skirmish lost, or in the zest of skirmish won, it is well to remember that the great battle is yet to be fought. The man who is stricken in heart by the little defeats and the man who is palsied in mind by the little victories will be on a par when the real test comes.

Our little failures and little successes are about equally willing to serve us. They will be very useful if we will give them the chance. But if we accept either blindly, as the gift of fate and circumstance, we might as well quit the fight.

The man who, in defeat, can put his finger on the cause of his defeat—it is already well on the road to ultimate victory. And the man who, in victory, knows how he won, and wherefore, will win again, and more gloriously.

The ancient seas were huge alcohol wells. The primeval ocean, with its huge masses of sugar-containing seaweed, was a fermentation vat. So says a Berlin scientist, Prof. Lindner. These immense alcoholic seas stimulated delicate forms of early life, he explains, and adds that the plants today which produce sugar, later to be converted into alcohol, are marked by their splendid coloration and intricate structure.

Stepping to one side never gets you any nearer to the front.

This last word you hear about women having, is the last word in clothes.

The person who pines over his hard luck needs to spruce up a bit.

According to "Harold," the two most popular musical instruments are the dinner horn and the horn of plenty.

Love in a cottage isn't what it was when one could be rented for \$10 a month.

Many a man calls his wife the better half, when she is about 96 per cent of the family.

How dull business would be if every man refrained from buying until he could afford it.

Who can remember when the peroxide blonde was about the most dangerous menace to husbands?

A critic says a story is not necessary in the making of a moving picture. Well, few are encumbered with them.

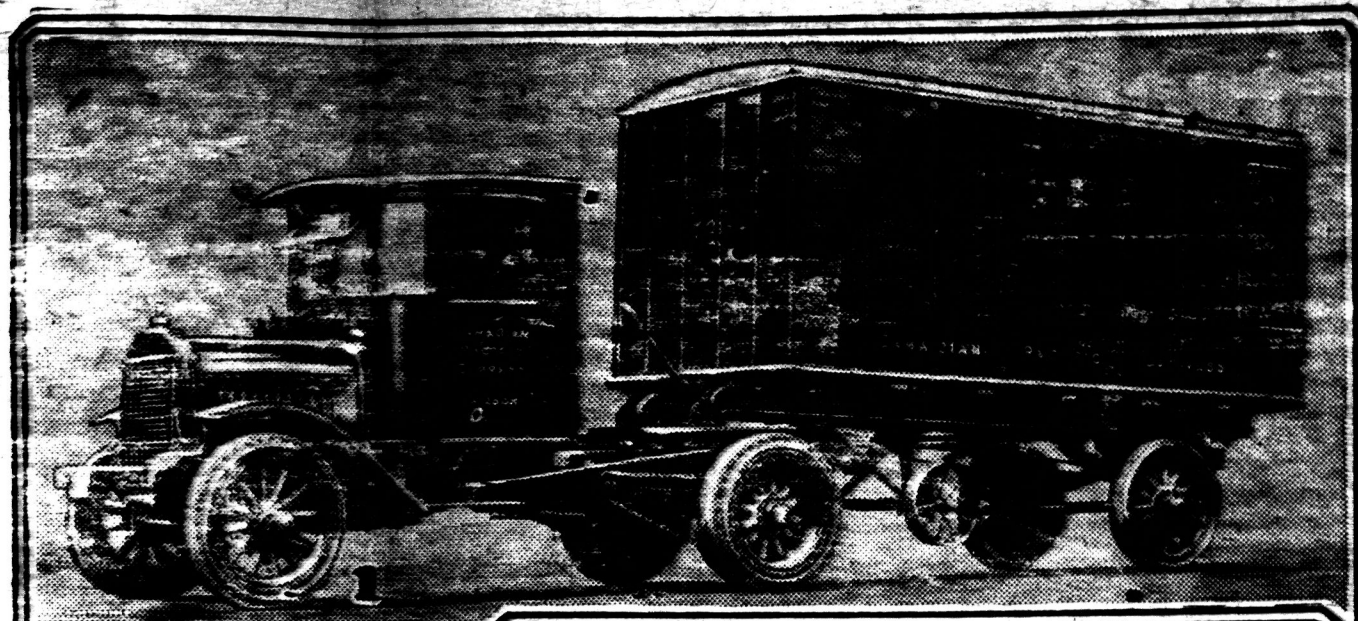
Children should be tanned in the sun, a doctor says. In olden times the woodshed was the usual place.

THE WHY OF BACHELORS

"You should set your cap for Dash, my dear. He's a bachelor and well off."

"That's the trouble with bachelors," she said. "They know they're well off."

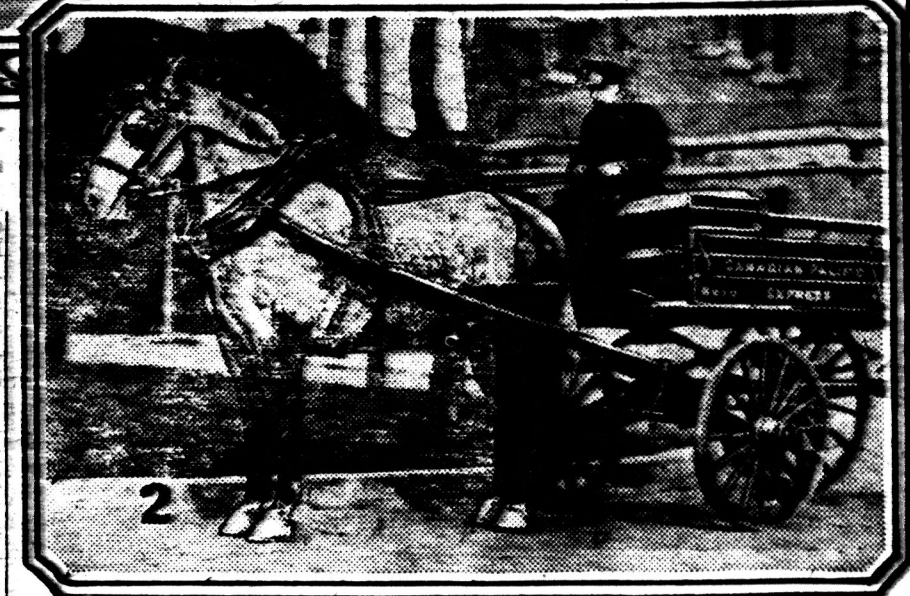
Via For Supremacy of Road



1. Modern tractor-trailer in Canadian Pacific Express service. 2. "Ben," the pride of the Canadian Pacific Express stables.

Is the horse doomed to extinction so far as the road is concerned? A few years ago it would appear incredible that the motor truck should supplant the faithful servants as much as it has. Tractors are endeavoring to edge him off the field too; how long can he last?

We have become so modernized—those of us who buy gasoline—that we are gradually coming to regard the old grey mare with more or less disdain. When we think of horses in terms of transport, we are becoming more inclined to picture them staggering before a junk wagon or haltingly mobilizing a caiche or cariole, these beasts of whom so much has been written, whose devotion and faithfulness has inspired poets and artists. J. E. Coulter, assistant to the vice-president of the Canadian Pacific Express Company gave us quite a shock recently. He drives a car which is paid for, uses considerable of the company's gasoline and had just completed the purchase of six new trucks—beautiful things—of which he is very proud. "The horse," he said, "the horse will never be altogether replaced on the road, and I will live to see the day when he will replace some of the trucks." And then he waxed eloquent. We could see that had he been born fifty years earlier—"Ed" is a very young man—the Canadian Pacific would have had some of the "hottest turnouts" possible. Coulter has over two hundred motor vehicles to keep close record



of, but he says that his company will only replace a horse where it is proven that an actual economy will be effected. "On long runs, where two horse wagons have not quite enough work to keep them both busy a motor vehicle will perhaps be more economical, but one motor vehicle, he said, will not economically replace one horse in our service, and particularly in congested areas where many stops must be made." This from a man who lives by efficient transportation.

Mr. Coulter believes that part of maintenance of horses, wagons and other vehicles should be charged to advertising. That is why one never sees one of the vehicles under his direction in need of a coat of paint. He has been able to keep in his stables too, that pride in horse-flesh that was almost a feature of life fifty

years ago. Not all of his horses are young ones, but most of them have a record of some kind or another, and when they are finished with express service, they are given the life of ease they have earned. In the Toronto stables is one horse of which the whole organization is exceptionally proud. "Ed" Coulter will tell you about this fine grey gelding and of how he compares with the late "Marquis". The champion "Ben" joined the service of the Canadian Pacific Express Company three years ago and has worked eight hours a day since. In 1924 he took first prizes in the July parade and the Royal Winter Fair. At the last Royal Winter Fair he took all honors again. Another "Marquis" is the judgment.

The horse will never be ousted, at least from the hearts of the express men.

CORRESPONDENTS

HAGERSVILLE

The social evening of Forward Rebekah Lodge, held Thursday evening, was largely attended and all report a good time.

Mr. and Mrs. I. Trousdale spent one day last week in Jarvis with Mrs. Glanfield, who is quite ill.

The funeral of Mrs. T. W. Sharman took place last Tuesday afternoon. A private service was held at her late residence at 2:15, after which a public service was held at the United church. Interment in Hagersville cemetery. The sympathy of all is extended to Mr. Sharman and family.

Dr. H. W. Crews, of Ford, Ont., is holding a series of services in the United church this week.

The funeral of Mrs. Townsend, formerly Miss Lillian Harrison of Hagersville, was held from the residence of her son Howard at Niagara Falls, Ont., on Wednesday, and proceeded to Hagersville for interment.

Mr. S. Underhill, of Niagara Falls, is spending a few days in town.

Geo. A. Bowman will have a car of old crop American yellow corn on the track about Jan. 20th; extra good feed.

ROCKFORD

(Too late for last issue) Mr. and Mrs. Sanford Fearman and family of Hagersville, and Mr. and Mrs. Harry Paskins and Miss Enid, partook of New Year's dinner with Mr. and Mrs. W. Howard.

Mr. Albert Richards and family of Hamilton spent New Year's at Mr. Wm. Richards'.

Mrs. Schram of Brantford visited Mrs. Wilson on Sunday.

Ernie Richards of Hamilton visited his mother on Sunday.

Miss Humphries returned from a visit with her mother at Strathroy and opened school on Monday.

Hugh Wilson of Brantford spent Sunday with his mother who we are sorry to state is ill.

Misses Flora and Laura Caswell returned home Saturday from spending the Xmas holidays at grandfather Bauslaugh's at Waterford.

Mr. and Mrs. Frank Smith returned home from Perry Sound on Saturday.

Mr. and Mrs. Alex Angus and family spent New Year's at Mr. George Smith's.

A farewell party was given to Mr. and Mrs. Henry Wride last Tuesday evening. They are leaving the farm and moving to Jarvis. We are sorry to lose this family from our neighborhood. A very enjoyable evening was spent with them in the old home.

Mr. Ralph Kenny was re-elected as trustee at the annual school meeting.

The young people are enjoying themselves skating on the creek these evenings.

**A visit to
The Henry R. Crabb
Stores
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Simcoe
At
Ingersoll
At
Woodstock
At
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FARMS FOR SALE—choice farms for sale in the West and Norfolk. McCarter, Jarvis, Ont.

FOR SALE—Stable and maple, also stove wood. Clarence Wilson, Jarvis, Ont.

FOR SALE—Two weeks old. N. R. M. Waterford.

FOR SALE—Coke, also stove wood. Williamson, R. R.

WANTED—Nursery work of any kind. Jarvis, Ont.

FOR SALE—Apples per bushel. E. Farquhar, phone 20-18.

FOR SALE—Bull, Shorthorn bull; mottos were show stock records average 10,000 lbs. dam's dams having 10,000 lbs. enough to go to grade at once. John W. Coke, Ont.

PROFESSION

Arrel & Barrister
HAMILTON—S. G. HALEY—R. HARRISON—A. County Crow. S. Cameron. J. Edwards.

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