

THE JARVIS RECORD
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**THE RECORD PRINTING
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THE HOME TOWN PAPER

The merchant's relations to his home town paper are supposed to be those of an advertiser. That is a narrow view. The home town paper is an institution. The merchant can no more escape its influence than anybody else in the community, whether he advertises in it or not.

Yet, as a consistent advertiser his relations with the local newspaper become definitely constructive. He becomes a part of this institution without which no community can express itself. Whatever its merits or demerits, the home town paper is an expression of the community. Literally, it is the "Voice of the People" in a sense that cannot hold true for any other medium.

This institution keeps friends in touch with friends. To the best of its ability it answers Who, What, When, Where, How and Why? It brings the individual out of himself. It speaks the local language. It interprets community life. Week by week, or day by day, it tells the story of the town and county.

Most of us are so accustomed to the home town paper that we take it as a matter of course. If we think anything about it at all, we think of its deficiencies. These are present largely because it is run by fallible human beings. The wonder about the home town paper is that it contains so few mistakes, not so many.

To the merchant, especially, the home town paper is an opportunity. His business, too, is a local institution. Unless it finds some kind of expression in the home town paper, both the paper and the business have to an important extent failed to function. Each is affected somewhat by every successive failure in this respect.

It does not cost a great deal of money to advertise in the local paper. Most advertisers are over-judicious rather than extravagant. It is the continual message that counts most. Sporadic advertisements now and then are of doubtful value. Perhaps they are better than no advertising at all. Every advertisement placed by a business house should blend into every other advertisement it places. The

merchant should think in terms of a campaign rather than in terms of the single insertion.

Vast progress has been made in advertising within recent years. Outstanding examples of it are to be found in the national field. Locally, however, advertising has much room for development. Aside from one or two of the big stores, the average merchant in the average small town gives too little study to the power of advertising.

But conditions are changing. More and more merchants are coming to realize that they are losing money and prestige when they are not to be found in the advertising columns of the home town paper. This is one of the healthiest signs in the field of retail merchandising.

DON'T "THROW THE GAME"

The nation was shocked a few days ago by revelations of alleged corruption in several of the most highly respected baseball teams of the country to the south of us. That some of the most famous players on the diamond had accepted or been offered money to "throw the game" was a startling revelation not alone of man's inherent weakness, but of the tremendous temptations that he is called upon to withstand.

They are all about us, these temptations — petty and powerful, subtle and open, slinking and arrogant. Not only baseball players are called upon to face them. Every day, everywhere, they are whispering into men's minds the poisoned lure to "throw the game."

Discontent. Misunderstanding. Disappointment. Jealousy. Selfishness. Greed — these are the temptations that pierce their cancer growth into the souls of men in high places and low. These are the temptations that urge a man, in a moment of anger, of chagrin, or despair, or covetousness, to "throw the game."

A sales clerk who, piqued by a reprimand, rebuffs a customer and turns a friend of the store into an enemy, "throws the game." The mill hand who, resentful of a grievance, real or fancied, stands by while the output of hours of toil is destroyed, "throws the game."

The man anywhere, anytime, who knocks the efforts of his colleagues, the purpose of his employer, the integrity of their establishment, like Eddie Cicotte, "throws the game."

The man who speaks of his family with criticism and disparagement, instead of with respect and pride, "throws the game."

The man who fails to do his best, to keep faith with all that is true and noble, to play his part with heart and soul, that man "throws the game."

The man who throws the game not only cheats his employer. He cheats his associates, he cheats the public, and above all he cheats himself. He sells his immortal soul for a mundane, fleeting price.

It's time to make a resolution to keep your resolutions.

Every time we get on our ear somebody steps in our face.

It is strange, but when a man sows his wild oats he just raises Cain.

Many a man keeps his nose to the grindstone so he can turn it up at upon to withstand.

That's why pipes are better than cigarettes. They go out so often you don't get much smoke.

Our guess is when a worm turns it is merely to contemplate where he was and not to see where he is going.

PRETTY SOFT FOR YE EDITOR

All the editor has to do is sit at his desk six days a week, four weeks in a month, and twelve months in a year, and "edit such stuff as this:

Mrs. Jones, Cactus Creek, let a can opener slip last week and cut herself in the pantry.

A mischievous lad of Fiketown threw a stone and cut Mr. Pike in the alley last Tuesday.

Joe Doe climbed on the roof of his house last week, looking for a leak, and fell, striking himself on the back porch.

While Walter Green was escorting Miss Violet Wise from the church social last Saturday night, a savage dog attacked them and bit Mr. Green on the public square.

Isidore Trimmer of Running Creek was playing with a cat Friday, when



"The White Empresses of the Pacific"

striking note of interest comes in the 1927 from the office of the Chairman of the Canadian Pacific Steamships, Mr. E. W. Beatty. "The White Empresses of the Pacific" will again be the connecting transportation link between Canada and the Orient. The company's palatial fleet of monster steamships on the Pacific ocean will assume its former glory of being garbed in white. The Empress of Asia will arrive in Vancouver on Jan. 21, and will be the first to arrive in Canadian waters and to Canada's enterprising trade relations with the Far East.

Arriving in Vancouver on March 6, the Empress of Russia, the 16,900 ton sister-ship to the Empress of Asia, will be the third to arrive after

it scratched him on the veranda. Mr. Frong, while harnessing a brood last Saturday, was kicked just south of his corn crib.

Here and There

Whaling operations off the coast of British Columbia this year have been very successful, and to the end of July the fleet had caught 182 whales. There are only six steamers operating this year, while last year the number was eight. The weather has been good to date and very little fog has been encountered.

Fire chiefs representing the stations in Montreal and various nearby centres left over the Canadian Pacific lines about twenty strong for Windsor recently to attend the annual convention of the Dominion Association of Fire Chiefs, which was held August 24th to 27th. The Association is made up of over 250 chiefs from all parts of the Dominion.

Nearly 2,000 racing pigeons, owned by pigeon racing devotees in Montreal, were shipped through the Canadian Pacific Express yards at Montreal recently to various points in Quebec and Ontario where they were released by the agents at the points to which they were shipped to fly back to their home roosts in Montreal. Practice races of this nature have been carried on through the summer months.

Thomas Meighan arrived in Winnipeg recently from Chicago prior to beginning work on his next picture, "The Canadian". The wheat fields of the Canadian West will be the background for this picture. The location men and other members of the troupe passed through Montreal earlier on their way to the west where they were joined by Thomas Meighan, and they are looking over the Calgary district for a suitable location.

Announcement was made at the headquarters of the Canadian Pacific Railway at Toronto recently that, effective September 1st, Robert Niven, theatrical and special business clerk in the passenger department of the Company at Montreal, has been appointed assistant district passenger agent at Toronto. Mr. Niven is well known to the theatrical fraternity passing through Montreal with whom he came in contact in his business.

"I am convinced that Canada offers unlimited possibilities to immigrants from the Old Country," said the Marquis of Salisbury, Chairman of the Empire's Parliamentary Association and leader of the Conservatives in the British House of Lords, when interviewed at Vancouver recently.

His Lordship sailed recently from Vancouver to Australia to attend the Empire Parliamentary Association Conference in that Dominion this fall.

1 Dial Control

One of the distinguishing characteristics of the new

One Dial Control Victor Northern Electric

(5 tube Radio set) is its ease of operation.

Just turn the dial a point or two and you are listening in on some distant entertainment. Combined with this is its exceptional rich volume and naturalness of tone.

A moderately priced set, too

J. L. & R. HENNING Nanticoke
Telephone 41-19
Also

J. M. SCHREIBER
Retail Drug Store, Jarvis.

---BROOM-A-LO---
FIRE BRIGADE VS JARVIS CREAMERY
FRIDAY, JANUARY 21
GAME STARTS 8 O'CLOCK, P.M. SHARP

Thursday, Jan. 20, 1927
Friday, Jan. 21
Saturday, Jan. 22
Monday, Jan. 34

The last four days of our business year we are offering outstanding values in

Ladies' Fur-Trimmed Coats
Ladies' Dresses
Men's and Boys' Coats
Men's and Boys' Clothing

in fact, every Department in our store has many outstanding values. Come early. See the Simcoe Reformer for Special Price List.

HENRY B. CRABB STORES
--- SIMCOE ---

This Horse Needs HARNESS

HOW ABOUT YOURS?
Japan, Brass and Nickel Mounted Harness at the LOWEST PRICE—no matter where you go.

Duxbury's
JARVIS — PHONE 47

AUCTIONEERING

If you intend disposing of your farm effects, live stock or real estate, make certain of obtaining the best results by engaging a man who has made a scientific study of the art of auctioneering.

WARREN JACKSON
Phone 66-13, Jarvis, Ontario

A. C. BRYANT
--- UPHOLSTERY AND ---
FURNITURE REPAIRER

Goods called for and delivered. A good range of samples in stock from. City work done at country prices.

SLIP COVERS cut and made for cleaned cars, at shop or your premises.

TYRELL, ONT., R.R. 4 SIMCOE

Harris' Market
Jarvis, Ont.

FRESH MEATS AND VEGETABLES

All kinds of Cured, Cooked Meats

Cash Paid for Eggs

Special attention given to Phone Orders

TELEPHONE NO. 42

Great West Life

L. H. EVANS
District Agent
PHONE, Salskirk 26-40
Nanticoke Ontario

JARVIS CHOPPING MILL

We have now placed a full line of

FLOUR, SHORTS, OATS, OAT CROP, CORN CROP, BEAN ALL KINDS OF CHICKEN FEED OIL, CASK, SALT IN SACKS ETC., ETC.

Orders delivered to all parts of the Village

GIVE US A CALL

GREEN & HEWITT
Successors to D. Thomas Chopping Mill
PHONE NO. 60 JARVIS, ONT.

It pays to read the Advt.

For all kinds of
JOB PRINTING
Try The Record

FARMS FOR SALE
of choice farms for sale in the West and Norfolk. A. McArthur, Jarvis, Ont.

FOR SALE—Stove, beech and maple, delivered; pine rails at \$5 per cord; Clarence Wilson, RR 1, Nanticoke, Ont.

FOR SALE—Twenty weeks old, N. R. Miller, Waterford.

FOR SALE—Corduroy, also stove wood. Williamson, R. R. 4, Jarvis, Ont.

WANTED—Nursing work of any kind. Mrs. J. W. Jarvis, Jarvis, Ont.

FOR SALE—Apples, per bushel. E. Farr, Jarvis, Ont. 20-18.

FOR SALE—Real Estate. Short-horn bulls, many tons were show stock. records average 10,000 lbs. have seven records on craning 10,000 lbs. some cheap enough to herd if taken at once. RR 1, Nanticoke, Ont.

PROFESSIONAL

Arrell & A.
Barristers,
HAMILTON—Sun 1
CALEDONIA—Rogers
HARRISON ARRELL
County Crown
S. Cameron
J. Edward S.

Kelly, Porter
Barristers, Solicitors,
W. E. Kelly, K.C.
Crown Attorney
DAVID E. KELLY
Solicitors for Norfolk
SIMCOE, ONT.
Money to Loan at 1

VETERINARY

Dr. E. Slack,
VETERINARIAN
Hagersville
MODERATE

DR. BONE, V.
Fellow O.V.
Prompt, Experienced
HAGERSVILLE

PIANO TUNING

Alex. G.
Expert Piano
1260 KING ST. E.
Leave orders, or ask
at the office of the

DENTIST

Dr. R. G.
DENTIST
Office Hours:—9 to 11
5:30
Office above Shilders
Phone 1
MAIN ST. HAGERVILLE

Dr. W. C.
DENTAL SURGEON
Office Hours:—9 to 11
5:30
Phone 1
SELKIRK, O.
Armstrong

PHYSICIAN

I. J. Leather
OFFICE HOURS:—
10 to 12 a.m.
7 to 9
JARVIS

DR. E. M.
PHYSICIAN AND
Office Hours:—
PHONE 1
OFFICE—In the
Residence Jar