

### THE JARVIS RECORD

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

THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, OCTOBER 4, 1928

#### ADVERTISING GRAFTS

Petty advertising grafts, designed to get the business man's money, spring up daily and are operated with apparently a great deal of success in the cities and towns of the land. Pamphlets with magazine names jammed full of advertisements and containing little or no constructive material of a kind helpful to the up-building of a city are one means of getting the money, while calendars, bulletin boards, programs, score cards, directories which direct no one, come in for their share of the business men's advertising appropriation. The average person, when in need of a little ready cash, seems to think that the proper thing to do is to get out something with an ad on it and raise the money regardless of the fact that his scheme from an advertising standpoint is absolutely valueless. Persons who find business a little dull in their own line immediately launch themselves into the advertising field. Job presses, mimeographs and typewriters are pressed into service in an effort to put across various advertising grafts. Solicitors appeal to the merchant to patronize these various schemes on the theory that they are cheap but they are, in reality, the most expensive form of advertising. With uncertain circulation and unorganized distribution, the various pamphlets in which the merchants are asked to advertise reach a relatively small proportion of the city and country population as compared to the number of subscribers of the newspaper. The advertising rate in these pamphlets in proportion to their cir-

ulation, will in every instance be found to be much higher than the rates in a newspaper and yet for a little less money than they can in a newspaper, disregarding the fact that circulation and quality are the principal factors in determining the value of an advertisement.

Their publishers have little or nothing invested and suffer no loss if publication is suspended. In comparison, consider the newspaper. It goes into thousands of homes every day, not because it is distributed free, but for the simple reason that thousands of people buy it for enlightenment. The newspaper pays out thousands of dollars for telegraph services, cartoons, news pictures, news features and at all times employs a staff of trained people whose life work is to gather news and put it before the public in the most attractive form.

The newspaper is one of the town's industries and has a weekly payroll. The newspaper has many thousands of dollars invested in equipment. The newspaper at all times stands as the defender of the town in which it is printed and always boosts the home town and its people.

Mr. Business Man, the newspaper boosts your town, your business and you always. When you are solicited for advertising patronage for the various schemes afoot, find out what you are getting for your money.

Consider your newspaper and its service to you and your town; the amount its proprietors have invested in it; the money they are spending in making it a credit to your town and its employees who spend their money with you; take everything into consideration and we confidently believe that you'll find newspaper advertising the best and most successful way in the world of putting your message before the people.

The newspaper man does not want your advertisement because he is trying to put something over, attempting an experiment or working a

graft. He is selling you a commodity on the same basis as you sell your merchandise to him; one hundred cents' worth of advertising for every dollar you spend.

#### FISH INDUSTRY BY-PRODUCTS

Mosquitoes, black flies, midges and other insect pests are kept away, it is said, by the application of an oil being manufactured at Vancouver, B.C. from the livers of dogfish. In early days the Coast Indians used dogfish oil as a preventative against the onslaughts of insects, but the cure was worse than the disease as it was rankly offensive. Cree Indians of Northern Ontario have also found dogfish oil most effective for similar purposes although disagreeable because of the extremely strong smell. By a new process, however, all the virtues of the oil are retained and an agreeable aroma added.

The markets for such an oil are almost unlimited. In New Zealand and Australia the dairy herds have no surcease from the insect pests. Northern Quebec and Southern Ontario are expected to absorb quantities of the palliative, while sportsmen and prospectors of British Columbia are potential buyers.

Fish oils are growing in importance every year as new uses for them are discovered by science and industry. The great increase in the number of small rendering plants wherever there are fishing interests of any importance may eventually solve the so-called dogfish problem.

These small sharks, sculpins, silver pike and other trash fish without food value are all legitimate grist for the fish mill. Fish meal for live stock, fish fertilizer for the land, and fish oil for a diversity of purposes are in growing demand.

#### RECORD RAMBLINGS

Even if women do have more sense than men you never see a man with powder on his nose.

Women have a hard life. The model girl is built for speed and the model life for comfort.

In the old days the reformed drunk and joined the church; now he sells his experience to a magazine.

The scientists who found a skull an inch thick in Arizona didn't have to go to Arizona.

Becoming sophisticated is merely a process of turning illusions into disagreeable memories.

Many a man ultimately succeeds because he has the ability to look prosperous and happy when he is neither.

There is no word in our language to describe the "friend" who gets rid of an agent by telling him you will probably be interested in his proposition.

Sunday, October 7th, will be Annihilation at Galters. Rev. H. B. Christie, of Brantford, will be the special preacher. Services at 11 and 7:30 p.m.

#### THE OCTOBER ROD AND GUN AND Canadian Silver Fox News

Hunters and fishermen and all lovers of outdoor recreation will find plenty to interest them in the October issue of "Rod and Gun and Canadian Silver Fox News," Canada's sporting magazine, which is just off the press. The contents of this issue cover a wide variety of sporting activities. There are two fine gizzly bear hunting stories, well written by two old timers, A. Bryan Williams and Joseph Hodgson. The other articles cover moose hunting, duck and geese hunting, all kinds of fishing, to say nothing of the regular features on outdoor lore, guns and ammunition, dogs and the silver fox industry, and three fine articles on bird life by well known authorities. In this issue there are also two good yarns by Harry M. Moore and F. A. Wood and another of Robert James' splendid series of "Tales from the Wardroom Mess."

"Rod and Gun and Canadian Silver Fox News" is published monthly by W. J. Taylor Ltd., Woodstock, Ont.

MILLINERY — My stock of Fall Millinery is complete and up-to-the-minute. All the season's newest offerings are here for your inspection and reasonably priced. A. Lattimer.

### HEALTH SERVICE

of the CANADIAN MEDICAL ASSN.

#### SUSPECTING TUBERCULOSIS

Perhaps to most persons, a suspicion of tuberculosis means cough, spitting of blood, and a pain in the chest. These are indeed signs of tuberculosis. Blood spitting is always considered as due to tuberculosis until it is proved otherwise. We may say that the person who raises some blood early in the disease is fortunate because this brightens him and sends him to his physician. However, the signs mentioned above are what occur when the disease is well established, and what we should know are the signs and symptoms that occur earlier than this.

It is not our intention to attempt to describe all the earliest signs which would make one suspicious of tuberculosis, but rather to point out one or two of the commonest, which should be known to all, and the presence of which should send them to their physician for examination, to find out whether or not there is any actual disease.

The most important of these early suspicious signs is the most difficult to define. It is chronic fatigue, causing the individual to tire easily. The person who finds that he is regularly tired from work which usually does not fatigue him, that he is tired every afternoon, that everything is an effort, should have a medical examination.

Any cough lasting over six weeks should suggest medical examination. If these two signs were considered by all as danger signals which would turn them towards their doctor's office, there would be fewer cases of tuberculosis that are far advanced when the physician first sees them. Not everyone with these symptoms

#### Here and There

(144) An effort is being made to establish an airport at Banff, Alberta. Government officials have inspected a site near the present golf links and the prospect that a field will be prepared within the next year is bright.

A further supply of airplanes and airplane parts arrived in Montreal recently when the Canadian Pacific freighter "Beaverford" brought two De Havilland Moth planes, one case of wings and two cases of spare parts.

A call for tenders for a large elevator with a capacity of 1,500,000 bushels has been sent out by the Saint John Harbor Commission. The new structure is to be erected on the Colwell Fuel Company's site, in West Saint John, the work of construction to be got under way as soon as possible.

A Cadillac sedan equipped with rubber insulated steel flanged wheels has been specially equipped by the Angus Shops of the Canadian Pacific Railway at Montreal for the use of the engineering department of that company on inspection trips. The machine has an extra braking system operated by the steering wheel and can make as great a speed on the rails as it can on the highway. Over seventy miles an hour was made on a trial run.

A big black bear tried to stop a Canadian Pacific freight train the other day near Arndale station in Northern Frontenac county in Ontario, and when the encounter was over there was not enough of the bear left to make a pair of mitts. Bruin evidently wandered on to the tracks during the night and was blinded by the glare of the headlights. Black bears are found throughout Eastern Canada but are not often seen, except during the berry season, as they are night prowlers.

Addressing the Board of Trade of Vancouver recently, E. W. Beatty, Chairman and President of the Canadian Pacific Railway, stated that present prosperity in Canada is clearly indicated by four main factors: Record of railway car loadings (showing the volume of business), employment returns, reports of financial houses, and building construction. These indices were of special value, he remarked, because of the wide range of activity which they reflect. The gross earnings of the company, he added, had been greatly decreased, however, by reduced freight rates.

A unique piece of railway equipment, a dynamometer car, has been constructed by the Angus shops for the Canadian Pacific Railway. The apparatus is intended to test the efficiency of locomotives at various speeds and is placed between the tender and the train during operation. The forces, exerted on the coupler of the car are transmitted hydraulically to an instrument known as a chronograph, which records upon a moving sheet of paper. It is stronger by far than any of its predecessors and is said to be the finest car of its kind on the continent. One of its first duties will be the testing of the new "3100" passenger locomotive of the C. P. R., the largest engine in the British Empire.

has tuberculosis, but some have, and the only way in which one can protect himself is by having a thorough medical examination to ascertain the facts in any particular case, and if it is tuberculosis, to secure early treatment which offers the best chance for cure.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College Street, Toronto, will be answered by letter. Questions as to diagnosis and treatment will not be answered.

### JUXBURY'S STORE

Phone 47

A FULL LINE OF GROCERIES FRUITS AND VEGETABLES CURED MEATS, BOLOGNA AND FRESH SAUSAGE

BOOTS, SHOES AND RUBBERS HARNESSES

Harness and Shoe Repairing

HELLO, MR. FARMER! We have STOCK TONIC that we are selling out below cost to clear our stock. Now is your chance to get your Stock Tonic for winter use at reduced prices. Come in and let us explain this to you.

### Entirely Herbal Works Wonders on Peevish Stomachs and Lazy Bowels

The old, reliable Gallager's Tonic and System Builder All the goodness and healing virtues of herbs, Nature's own medicine, are in this tonic. No mineral drugs. Sets every organ working 100%. Brings back the old joy of living. Good for the nerves. Clears up skin troubles—even Eczema. Builds you up. Sold as other Gallager's Herbal Household Remedies are, by

J. M. SCHREIBER, Jarvis



# On the Job

~ over all roads ~ in all weathers ~ at all times

WITH the superb ease of a thoroughbred that takes all in its stride, the "Bigger and Better" Chevrolet never falters in the most trying circumstances—proves its mettle on the steepest grades and in the face of the greatest obstacles.

The ruggedness of Chevrolet construction alone makes these things possible. There is no part of the engine—of the chassis—of the body that was not designed primarily for rugged endurance—put to the test again and again on the General Motors Proving Ground.

As a result the "Bigger and Better" Chevrolet sturdily climbs without a halt, the steep slopes of the Rockies, and ploughs its way through the deep mud and gumbo of half-made prairie trails. In whatever conditions it may be placed, the splendid ruggedness of Chevrolet remains loyal in the service of its owner.

Its long life has become proverbial—the very name Chevrolet is a synonym for strength that endures.

The "Bigger and Better" Chevrolet—beautiful in form—luxurious in appointments—supremely rugged in construction—powered by the famous Valve-in-head engine—offers solid, enduring, trustworthy performance even under adverse conditions.

No matter what the roads—no matter what the weather—at all times the "Bigger and Better" Chevrolet stays on the JOB.

The G.M.A.C. General Motors' own deferred payment plan affords the most convenient and economical way of buying your Chevrolet on time.

A. BOOTH, Jarvis, Ont.

# CHEVROLET

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

### It Costs No More To Fireproof Your Building

WHEN you build a new house or repair an old one be sure to use Gyproc.

Gyproc also gives quick construction, insulation against cold and heat—and fuel economy. Write for free book, "Walls That Reflect Good Judgment," containing interesting information on home planning with Gyproc, Enclosed and Insulated.

# GYPROC

Fireproof Wallboard

W. J. Bailey L. Hoover For Sale By Jarvis, Ont. Selkirk, Ont.

## New Wallpaper!

Brightens up, cheers up—adds fresh beauty to any room in your home. THINK NOW of the rooms in your home that can be made more cheerful. Now is the ideal time to repaper—conditions are all in your favor. We urge you to stop in and revel in the newest patterns and color effects for home adornment. We enjoy showing them so there is no obligation on your part.

#### OUTSTANDING VALUES QUOTED HERE:

CHEAPER GRADE PAPERS—Very serviceable papers for Dining Rooms, Halls, Living Rooms, priced at ..... 10c per roll

AT THE MOST POPULAR PRICE—We offer tapestries, plain grounds, imitation plaster for all down stairs rooms. Dainty Chintzes, trailing Vines and Shadows for Bedrooms. Are priced at ..... 25c per roll

LIVING ROOM PAPERS—A choice selection of good variety papers in a variety of patterns suitable for living and dining rooms. Included are tapestries, foliage and floral effects on mottled grounds. Priced, single roll ..... 60c and 75c

HARMONY AND COLOR IN CURTAINS AND DRAPES

CHINTZES—From France, England and Canada, woven of linen printed with picturesque flower garden patterns. Widths vary 36 to 50 inches. Priced from ..... 50c to \$2.50 a yard

LACE PANELS—Fine quality panels in Ecru Shade with fringed ends, many designs to choose from. Special, each ..... 98c

DOTTED MARQUISSETTE—It's in strong even weave, in plain and fancy dotted designs. Quite the smartest thing for Bedroom Curtains just now. 36 inches wide. Per yard ..... 49c

DAINTY RUFFLED CURTAINS—Complete with tie-backs. Priced, per pair ..... 89c

WINDOW SHADES—Priced low, value high, 37 inches wide choice of three colors, white, cream, green. Mounted on serviceable rollers. Each ..... 73c

PICTURE FRAMING SPECIAL—Clearing of ends of Mouldings in Oakes, Mahogany, Polycrome, etc. Size of frames up to 12 by 14 inches. The picture will be fitted and backing supplied. Each ..... 98c

PAINT THIS FALL—Save the surface and beautify economically by using Brandram-Henderson Paint, 100% pure. Covers more square feet than most paints. Per gallon ..... \$5.00 Solignum Shingle Stain, per gallon ..... \$1.50 Pure Linseed Oil, per gallon ..... \$1.25 Pure Turpentine, per gallon ..... \$1.25 Paint Brushes for every use ..... 10c to \$12.00

SPECIAL WAX OFFER—Jackson's Wax, regular 75c per lb., for ..... 49c

Ends of Curtain Materials ..... HALF PRICE

Ends of Bolts from fast selling lines of Curtains, Nets, Madras, Marquissettes, etc., in lengths up to 10 yards. In various widths. For quick clearance, per yard ..... 35c to \$1.50

## E. H. Jackson Co.

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