

A Weekly Review Of National Affairs

(By "Spectator")

Ottawa, January 2nd — The question "what will the year 1940 bring forth?" is in the minds of all circles in the capital as 1939 passes into history. Naturally no eye can pierce the dark mist raised by the war. All the government as well as the people can do is to continue to prepare to meet the storm however severely it may rage, and look forward hopefully to the time when the sun breaks through the clouds. But if the future is obscure, national stock-taking at the end of the year shows points of interest and promise. This does not refer to the most important thing of all, that the allies are doing something more than keeping the foe at bay by air, sea and land. It refers to domestic matters such as Canada's trade.

Canada's Fourth Exporting Nation. Canada remains in fourth place among exporting nations, and fifth among the nations of the world in its total trade. Figures for December have not yet been compiled but it is clear that for 1939 Canada's export trade will pass the \$600 million dollar mark compared with \$49 million in 1938. The figures do not include about 70 million dollars worth of gold produced in our mines and exported in 1939 and about 10 million in 1938. Imports, when final records are available, will be found to be about 710 million dollars over 1938 and leaving a surplus of exports over imports in the year just passed of about 250 million. The year 1940 is expected to see a large trade between Canada and the United Kingdom. Trade experts who accompanied Mr. Cresswell, minister of resources, on his recent visit to London, and who have returned to Ottawa, have expressed the conviction that exports of wheat, bacon, cheese and lumber will expand in the coming year. In any event there will be increased shipments of lumber from Canada's Atlantic and Pacific coasts.

THE JARVIS RECORD

Telephone 37, Jarvis, Ontario

Published Every Thursday Morning

Winner of the Charter's Trophy in 1938, emblematic of the best Weekly Newspaper in Canada in Class D.



A weekly devoted to the interests of the Village of Jarvis and the Township of Wainfleet as well as neighboring townships in the County of Norfolk.

Advertising rates upon request.

Subscription Rates

To all points in Canada, \$1.50 per year in advance. To the United States \$2.00 additional for postage. Papers are sent to all subscribers until definite instructions are received to discontinue and all arrears of same are paid. The date to which subscription is paid is indicated on the address label.

A. L. MILLER, Editor

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

Published by A. L. Miller.

Printed at the Jarvis Record Press, Jarvis, Ontario.

Copyright 1939 by A. L. Miller.

FARMERS ATTENTION

— EVERY TUESDAY —

we are shipping all kinds of

LIVESTOCK FROM THE

JARVIS STOCK YARDS

J. E. Kline, Ph. 4-22, Jarvis

is the Local Agent

For further information, call

BRADY BOWLER,

Phone 483-22, Simcoe, Ont.

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

—

Advertising's New Role

Condensed from The Rotarian

Once upon a time the President of the United States, when he had anything to suggest for the good of the nation, put it in a message and sent it over to Congress. Congress could take it or leave it. There was nothing the President could do about it. Today the President sits down before the microphone and talks directly to the people. He tells the nation what he wants to do and why, and Congress, spurred by mandates from the people, usually enacts the legislation the President has asked for.

Thus the art of advertising has been introduced into the art of government. For observe the parallel. Once upon a time the manufacturer of goods sold his traveling man to the retail dealers to show them the goods and urge them to buy. The dealer would take them or leave them. There was nothing the manufacturer could do about it. Today the manufacturer goes directly to the public over the radio or in the pages of newspapers and magazines, and tells people what he has for sale and why he thinks it good and desirable, and the public serves its mandate on the dealer. The manufacturer learned long ago that the consumer is boss, and now government is learning the same advertising lesson. The consumer and the citizen are one and the same person, and if he can be sold goods by advertising he can be sold legislation by the same means. This is exactly what the President is doing, and his action is big with promise for the future of both government and advertising.

Another portent which may foreshadow tremendous things in advertising is the advent of truth. Yes, dear reader, I mean exactly that. For an experiment is being tried in New York which may prove a landmark in advertising history. There is a legend that a one-time advertising manager of Waukegan, Ill., once said to a reporter: "What have you got?" "I've got 168 raincoats that aren't worth a damn, and I'm going to sell them for \$1.68."

To the horror of that department head and the dismay of his superior, the advertisement appeared in the morning papers in just those words. But before any protests could be registered, buyers began to arrive and before noon the last of those raincoats had been sold. At least two results should follow such a policy from the start. Immediately the advertising becomes more interesting to the reader, and reader confidence is greatly enhanced. If advertising can be used to market a product, it can be used to market a principle. It can be used to simplify the difficulties of legislation and further, if advertising can be made a dependable, believable vehicle, interesting because of its truth.

JARVIS W.I. TO MEET
The Jarvis Women's Institute will meet on Wednesday, January 10th at the home of Mrs. G. Leathem. The topic will be given by Mrs. Cartwright. Program: 8:00 P.M. — Reception. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M. — Presentation of the program. 7:30 P.M. — Presentation of the program. 7:45 P.M. — Presentation of the program. 8:00 P.M. — Presentation of the program. 8:15 P.M. — Presentation of the program. 8:30 P.M. — Presentation of the program. 8:45 P.M. — Presentation of the program. 9:00 P.M. — Presentation of the program. 9:15 P.M. — Presentation of the program. 9:30 P.M. — Presentation of the program. 9:45 P.M. — Presentation of the program. 10:00 P.M. — Presentation of the program. 10:15 P.M. — Presentation of the program. 10:30 P.M. — Presentation of the program. 10:45 P.M. — Presentation of the program. 11:00 P.M. — Presentation of the program. 11:15 P.M. — Presentation of the program. 11:30 P.M. — Presentation of the program. 11:45 P.M. — Presentation of the program. 12:00 P.M. — Presentation of the program. 12:15 P.M. — Presentation of the program. 12:30 P.M. — Presentation of the program. 12:45 P.M. — Presentation of the program. 1:00 P.M. — Presentation of the program. 1:15 P.M. — Presentation of the program. 1:30 P.M. — Presentation of the program. 1:45 P.M. — Presentation of the program. 2:00 P.M. — Presentation of the program. 2:15 P.M. — Presentation of the program. 2:30 P.M. — Presentation of the program. 2:45 P.M. — Presentation of the program. 3:00 P.M. — Presentation of the program. 3:15 P.M. — Presentation of the program. 3:30 P.M. — Presentation of the program. 3:45 P.M. — Presentation of the program. 4:00 P.M. — Presentation of the program. 4:15 P.M. — Presentation of the program. 4:30 P.M. — Presentation of the program. 4:45 P.M. — Presentation of the program. 5:00 P.M. — Presentation of the program. 5:15 P.M. — Presentation of the program. 5:30 P.M. — Presentation of the program. 5:45 P.M. — Presentation of the program. 6:00 P.M. — Presentation of the program. 6:15 P.M. — Presentation of the program. 6:30 P.M. — Presentation of the program. 6:45 P.M. — Presentation of the program. 7:00 P.M. — Presentation of the program. 7:15 P.M