

# THE JARVIS RECORD

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The Record Printing Company, LIMITED

WILLIAM D. HULF  
 EDITOR AND MANAGING-DIRECTOR

## EDITORIAL

THURSDAY, JULY 13th, 1922

### The Rural Newspaper

Anyone connected with the fourth estate have peculiar experiences from time to time. Occasionally a very wise and far-seeing chap will drop around and tender cheap advice on how to run a newspaper—a fellow who has to remove his collar to write a three line local. Still the untutored chap knows all about it, and fails entirely to comprehend the cheap comedy stunt he is pulling off. It requires considerable money to start a newspaper and it usually requires the united efforts of all the banks to keep it going. Papers are not so prosperous as they were when the editor accepted everything on subscription, from a peach blow potato to a washing machine. People are more cruel to the newspapers than they used to be. They expect the editor to pay part cash

and the remainder during the lifetime of his heirs and assigns. Some newspapers are printed in such a hurry that typographical errors occur and transform the managing editor into a gibbering maniac. Others are so leisurely that they are still running the story of the great world's war as a serial story. Newspapers are cheap but they are not half so cheap as the guy who knows just how they ought to be conducted.

Did you ever stop to think of how many more whacks the editor gets at his victim than any other business man in town does? With the editor the whacking process lasts from the cradle to the grave. When a person is born, even before the preacher gets a chance to baptize him, the editor has congratulated the happy parents and has specified in extravagant phrases the weight, the sex and pedigree of the new arrival. At the christening the editor often manages to squeeze out a personal item of interest to his readers which is far better than the preacher can do, for he has to charge up his labors to the Lord, who is far harder to get cash out of than even a subscriber. When the victim graduates from the town high school the editor generally expects to reap about a column of good reading matter and often prints a picture. Then if the victim gets married, the preacher gets \$5 and the editor gets twenty-five dollars worth of surprise for his readers. When Mr. Victim gets sick the doctor gets a faint chance of some day of collecting a bill against him, but the editor has a some cash news every week, telling the patient's "many friends" how he is getting

along. And then if he dies, the editor gets the most valuable news of all. Not that he is ever glad of the misfortune, but the news is worth money to him just the same. Maybe the undertaker gets a little more than the editor, but it is the only chance he has had at the victim during his whole career, while the editor has been pulling something out of him all along the line.

Once upon a time a rural editor had sore feet. He had to stand for long hours at the case, setting up his copy, and then later distributing it back again from the forms. The floor became pretty hard after twelve or fifteen hours of this daily, so he got hold of a rubber mat to stand on and placed it in front of his type frame. But the printer's devil was full of mischief and used to hide the mat during noon hour or before the editor in question came to work in the morning. So in order to fool the devil the editor—with-the-sore-feet thought out a plan which, according to traditions of the industry, laid the foundation for the whole business of rubber heels. Now one of the leading industries of the world, the annual turnover amounting to millions of dollars. The editor took his rubber mat and cut out soles and heels from it, tacked them unto his shoes and thus equipped, went about his work in peace—in utter defiance of printer's devils and oblivious of the fact he was founding a new industry.

Here is a story published in an exchange which shows how greatly the people of a community appreciate their editor:—  
 "In appreciation of the work of a Kansas editor for their community

a bunch of citizens recently presented him with a magnificent bouquet. On the same occasion a quartette from a local church sang a few sweet songs and the minister made a little talk. After the minister's talk six husky men carried the popular editor from the house and placed him tenderly in a model 1922 plumed sedan, and the whole town formed in parade behind the editor's expensive car. After the parade the appreciative crowd returned to their home serene in the thought of having provided one bright day in the life of their local news purveyor, even if the did wait until he was dead to do it."

In the near future we shall take editorially the rural weekly along a more serious line of thought and endeavor to show our readers what our conception of a country newspaper is; its relations, its duty and its responsibility to the public. Also the duty and responsibilities of the public to the local paper.

### Special Notice to Our Readers.

In future issues of THE RECORD all notices of Births, Marriages, Deaths, Engagement Announcements, Cards of Thanks, etc., published in "The Record" will be charged for. The minimum rate per insertion will be 50c. In case of Cards of Thanks and Engagement Announcements charges will be governed by length of notices, 50c being the minimum. When Engagement Announcements, Wedding Invitations or Memorial Cards are printed by us, the notices will be given free gratis. While this may seem to be a new ruling to our readers, we would remind them that there are very few newspapers in Ontario to-day who do not make a charge for the above classes of announcements. The Toronto Globe's minimum charge for notices mentioned above is \$1.00 per insertion.

# To Our Friends And Patrons:

In line with the policy of the Red Bird Transit Co. to render the public an ever increasing value in better service, and to answer the demand for enlarged operations, we have consolidated with the United Lines, Limited.


The United Lines, Limited, is a corporation organized to stabilize and develop on a combined scale the Bus and Highway Freight Industry in the territory surrounding Hamilton. In carrying out this program, the organization and management of the Red Bird Co. have been taken over and will be retained intact as a going concern, in the United Lines, with a view of greatly increasing facilities and adding additional equipment.

Daily reliable Freight Service on schedule will be established, and larger buses of the latest improved type installed, as soon as the present highway construction along the Red Bird Division is completed.

We thank for your patronage in the past, and respectfully solicit it for the United Lines in the future.

# Red Bird Transit Co.

LESLIE BOLTON,  
 Manager.



# DON'T

- DON'T take any chances with fire in Ontario's forests.
- DON'T throw away cigarette or cigar butts, pipe "heels" or burnt matches until you are dead sure they are out.
- DON'T neglect to drown out your camp fire thoroughly with lots of water. Stir up the ashes and throw on more water.
- DON'T build your camp fire against a rotten log or stump—nor on high exposed windy points; nor near moss patches; nor at the base of a tree.
- Build it in a former fire place, if any at hand, or on a flat rock, or on a spot cleared down to the true soil below, preferably by the edge of the water.
- DON'T forget that the upper layer of ground in the forest consists of partially rotted wood which holds fire and slowly burns. The only real soil which will not burn is beneath.

Ontario Forestry Branch  
 Parliament Buildings, Toronto

## Save Ontario's Forests They're Yours

**Correspondents, Attention!**  
 Every week we receive news from our local representatives to late for publication in the current issue. All copy of this description should be in our office not later than Tuesday p. m. We appreciate your valued assistance but try and get your budget in on time please.

**Shop in Simcoe At OUR Expense**  
 We Refund Car Fare from Jarvis on a purchase of \$8.00 and over, Hagersville on \$10.00 and over, and from Nelles Corners on \$12.00 and over.

**Your School Supplies**  
 Our Stock of Scribblers, Pencils, Drawing Books, Inks, Etc., is complete.

**Murdoch's**  
 Simcoe's Favorite Shopping Place

Subscribe for "The Record" "The Jarvis Record"

# Red Bird Transit Company

## DE LUXE MOTOR PASSENGER SERVICE

### Hamilton, Caledonia, Hagersville, Jarvis, Selkirk

Office and General Waiting Rooms, Royal Templar Bldg. Corner Main and Walnut. Telephone—Regent 6500.

## Change of Time SATURDAY, APRIL 1

CUT THIS OUT AND KEEP FOR REFERENCE.

### TIME TABLE

PLACE	Daily Including Sunday	Daily Including Sunday	Daily Including Sunday	Daily Including Sunday	Daily Including Sunday	Daily Including Sunday	Sat. Sun. Holidays Only	Sat. Sun. Holidays Only
Lv. Hamilton	8:00 a.m.	10:30 a.m.	1:30 p.m.	4:30 p.m.	5:00 p.m.	5:30 p.m.	6:30 p.m.	10:40 p.m.
" Ryck. Cors.	8:15 "	10:45 "	1:45 "	4:45 "	5:15 "	5:45 "	6:45 "	11:00 "
" Mt. Hope	8:30 "	11:00 "	2:00 "	5:00 "	5:30 "	6:00 "	7:00 "	11:15 "
" Caledonia	8:55 "	11:30 "	2:25 "	5:25 "	5:55 "	6:25 "	7:25 "	11:30 "
" Willow Grove	9:10 "	This Bus	2:40 "	This Bus	6:20 "	6:40 "	This Bus	11:55 "
" Hagersville	9:30 "	Goes to	3:00 "	Caledonia	7:10 "	7:30 "	Caledonia	12:30 "
" Garnet	9:45 "	Caledonia	3:15 "	Only	7:30 "	7:50 "	Goes to	12:45 a.m.
Ar. Jarvis	10:00 "	Only	3:30 "	Only	7:40 "	8:00 "	Caledonia	12:45 "
Lv. Nelles Cors.	9:45 "				7:15 "	7:30 "	Only	12:45 "
Ar. Selkirk	10:15 "				7:40 "	8:00 "		12:50 "

NOTE—Trip Tickets may be secured for any point upon enquiry to driver.  
 Buses will stop at any point along the highway upon signal to do so. All cars will stop at recognized depots on all trips.

PLACE	Daily Except Sunday	Daily Including Sunday	Daily Including Sunday	Daily Including Sunday	Special	Sunday Only	Sat. Sun. Holidays Only	Sat. Sun. Holidays Only
Lv. Selkirk	6:50 a.m.	12:50 p.m.	12:50 p.m.	4:30 p.m.				
" Nelles Cors.	7:10 "	1:10 p.m.	1:10 p.m.	4:50 "	This Bus	8:45 a.m.	This Bus	7:50 p.m.
" Jarvis	7:00 "	10:30 a.m.	10:30 a.m.	4:30 p.m.	From	9:10 "	From	8:10 "
" Garnet	7:10 "	10:40 "	10:40 "	4:40 "	Caledonia		Caledonia	8:00 "
" Hagersville	7:25 "	10:55 "	1:25 "	4:55 "	Only		Only	8:10 "
" Willow Grove	7:45 "	11:15 "	1:45 "	5:15 "		9:30 "		8:25 "
" Caledonia	8:00 "	11:30 "	2:00 "	5:30 "			This Bus	8:45 "
" Mount Hope	8:30 "	12:00 "	2:30 "	6:00 "	Goes to	7:30 p.m.	Goes to	9:00 "
" Ryck. Cors.	8:45 "	12:15 "	2:45 "	6:15 "	Hagersville	8:00 "	Hagersville	9:30 "
Ar. Hamilton	9:00 "	12:30 a.m.	3:00 "	6:30 "	Only	8:15 "	Only	9:45 "

### RECOGNIZED DEPOTS

Ryckman's Corners—Key's Grocery	Hagersville—Commercial Hotel
Mount Hope—Temperance House	Garnet—
Caledonia—Union Hotel	Jarvis—Jan. Walker's
Willow Grove—Thos. Campbell's	Nelles' Corners—Hotel
Hagersville—Alward's Hotel	Selkirk—Selkirk Garage.