

THE JARVIS RECORD

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

THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, DECEMBER 10th, 1925

DOING THE SHOPPING

If human nature were not what it is, the Christmas season might not be one of rush and worry over what to buy, and sales forces in stores would not be rushed to exhaustion in the two or three weeks before the event. If people did their shopping when it could be done under the least congested conditions, it might extend over months instead of weeks, and it would be not less seasonable.

However, one but the exceptional person thinks of doing shopping until it cannot be put off longer. Then it becomes an ordeal and is so strenuous that it tends to rob the season of the "cheer and good will" that attach to it sentimentally. The "good will" might actually pervade the shoppers were they not overworked trying to find what they want and struggling to get it. Yet it would not be Christmas for a lot of people were it otherwise. They have become so accustomed to waiting and then making a hurry-up job of it that they would not feel right were it done betimes.

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GETTING SOMEWHERE

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\$4,592,236.85, or a decrease of approximately seven hundred thousand dollars. This decrease in death cases and the decrease in accident costs is part of the general evidence that the more severe, more costly type of accident, is being slowly reduced in number and that the accident prevention movement is "getting somewhere."

SANTA APPROVES A CHRISTMAS GIFT

Santa Claus has been down many chimneys since he started business, and he is intimately acquainted with a large number of people. He knows that the best kinds of gifts are those which please the whole family, and which bring the excitement and enjoyment of Christmas every week. That is why he looks so jolly when he receives hundreds of subscriptions to The Youth's Companion with which to fill his pack. And, being wise from long experience, he knows that people are likely to overlook things around Christmas, so he chuckles when he sticks a Companion into the top of a stocking. "Be as greedy as you like," he thinks, "the more, the better for you."

The 52 issues of The Youth's Companion for 1926 will be crowded with serial stories, short stories, editorials, poetry, facts, and fun. Just send your order to the address below and Santa will take care of delivering the paper to your home or to the home of a friend. Subscribers will receive:

1. The Youth's Companion—52 issues in 1926, and
2. The remaining issues of 1925.
3. Or include McCall's Magazine, the monthly authority on fashions. Both publications, only \$2.50.

THE YOUTH'S COMPANION
S N Dept., Boston, Mass.
Subscriptions Received at this Office.

HOCKEY PICTORIAL—BOOK OF CHAMPIONS

The editor has received a copy of the Hockey Pictorial, 1926 edition, which is now on sale at all newsstands, and which is at once the handsomest and most complete publication ever produced in the world for any single sport. It is a marvel in artistry and industry of achievement. Its impossibility to speak too highly of it.

The book represents years of effort, typographically and pictorially, it is a masterpiece. From cover to cover it is embellished with group pictures of championship teams from 1888 to 1925, in fact, the history of Canada's Great National Winter Sport is told in pictures.

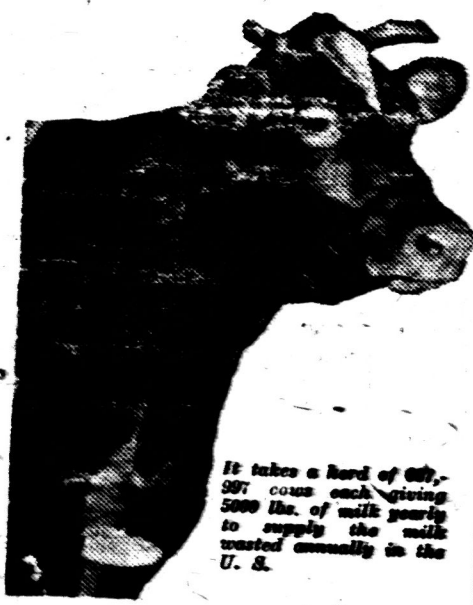
Old-timers will be interested in the handsome halftones of the teams who were prominent a generation ago, while the younger enthusiasts will enjoy the reproductions of the more recent winners.

The book is not only lavishly illustrated, but is literally crammed with much interesting information regarding individuals, clubs and leagues throughout the country. Local hockey fans will also find very interesting group pictures of the United States Amateur Hockey Association Champions, who are practically made up of former well known Canadian players.

The book, which is published by George King, 84 Victoria St., Toronto, a well known Toronto sportsman, is a credit to the game and its publisher.

Start Your Xmas Shopping Now

Spilt Milk Costs Uncle Sam \$77,399,685.00 Annually



It takes a herd of 500,000 cows each giving 500 lbs. of milk yearly to supply the milk needed annually in the U. S.

According to a schedule showing the division of dairy products, published by the United States Department of Agriculture, the annual cost of wasted milk in our nation would make a happy pay day for the army and navy and still leave an appropriation sufficient to build enough combat planes to satisfy even the most ambitious.

The amount of milk spilt, soured, rejected and otherwise wasted annually, is 3,339,986,000 pounds. This at \$2.25 per hundred would approximate annually the stupendous amount of \$77,399,685.

However, a cheerful note rings through this tale of economic loss to a nation. The same report shows a 1924 increase of 103 pounds of milk per cow over 1923 production.

Deducting this from the figure previously given, leaves a loss through waste of only \$14,607,325, a mere bagatelle, compared with our national debt of more than twenty billions of dollars.

The increased yield per cow is due to heightened efficiency on the farm, and future years promise even greater increases.

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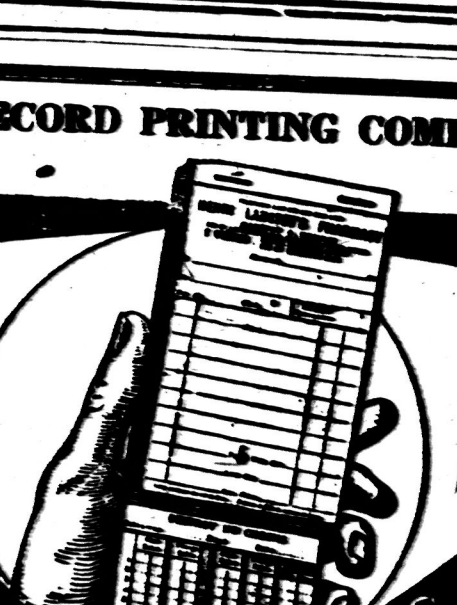
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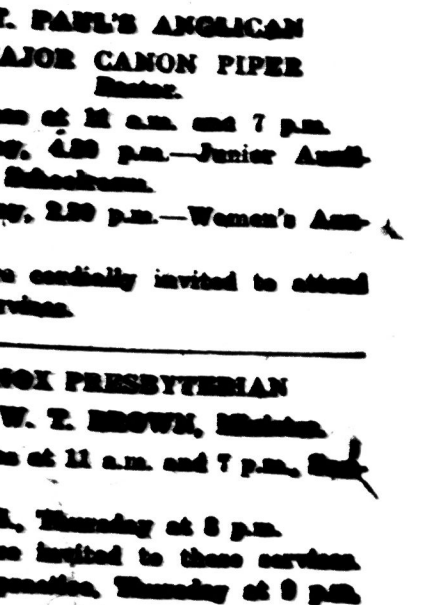
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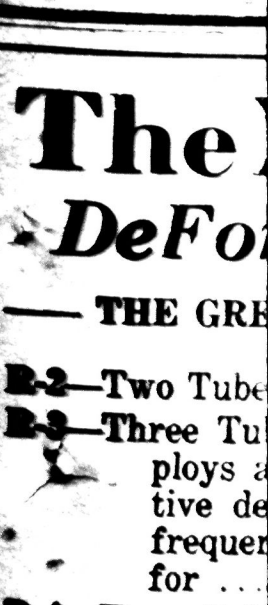
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vis and Concession, Tow-
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