

THE JARVIS RECORD

5th Year No. 46

JARVIS, ONT., THURSDAY, JANUARY 29, 1925

\$1.50 Per Year \$2.00 to United States

Single Copies 5c Each

SOUTHERN HIGHWAY WILL GET SHARE OF TRAVEL THIS YEAR

Organization Completes Comprehensive Plans For Publicity Work—Will Give Attention to Points of Entry—All Towns Along Route Lined Up Behind Movement—Windsor Man Gives Striking Address.

With nearly \$5,000 of the campaign fund subscribed or pledged and virtually every place of importance on the route from Windsor to Niagara Falls enthusiastically behind the movement, the Southern Highway Association, Wednesday afternoon, January 15th, officially got away on its 1925 program of boosting the beautiful 250 mile driveway along the north shore of old Lake Erie among motorists of the United States or, as J. M. McAdams, president of the Blue Water Highway Association, aptly termed it, "selling the attractions of Southwestern Ontario to American tourists. Plans were formulated for getting the publicity campaign inaugurated without delay, it being generally agreed that an early start should be made in order to have everything in readiness for the opening of the tourist traffic. C. M. McPherson of Blenheim, the "daddy of the organization," volunteered to accompany ex-Mayor W. M. Webb of Kingsville, to Detroit and arrange with the officials of the Detroit Motor Club for the proper distribution of the association's literature and the directing of American tourists to the route, while Alderman S. R. Allen of Welland and Reeve R. S. Colter of Cayuga, were appointed to visit Buffalo and Niagara Falls, N. Y., and make similar arrangements. J. O. Lundy, past president of the Essex Motor Club, relieved the association of visiting the Windsor officials. He assured them that if the Southern Route Literature is placed in the Essex Motor Club's office at the Windsor dock, every American motorist visiting that office this year will be given a copy. To show his good faith and the good feeling he has toward the new organization, Mr. Lundy purchased a membership ticket as soon as he arrived. While he could not speak authoritatively he said he was confident that a movement would be started in Windsor and a fund raised to assist in the good work although the Essex Motor Club itself would have to adopt a neutral attitude as its policy was to show no favoritism toward any particular route but to furnish motorists with the information they desired, irrespective of where that might take them.

Great Revenue Source

Mr. Lundy heartily endorsed the work planned by the organization. The importance of the American tourist traffic had been too long ignored in Ontario. The fact that government reports showed it to be the second largest industry in the Dominion last year should be sufficient to impress this on every person. Agriculture alone exceeded the tourist traffic last year and if properly developed, Mr. Lundy looked for the tourist industry to even exceed agriculture.

During the past few years millions of dollars have been invested in Canada by Americans. Mr. Lundy continued. Every year Canada is paying out great sums of money to the people across the line on this money she has borrowed. The government report showed that from the tourist traffic more money was coming into Canada than Canada had borrowed from the Americans. Here was a means of balancing accounts and as—

(Continued on Page 5)

REGAH THEATRE

ALL-COLOR PICTURE DUE

"Wanderer of the Wasteland," a Zane Grey Paramount production, directed by Irvin Willat and featuring Jack Holt, Kathryn Williams, Noah Beery and Billie Dove, comes to the Regah Theatre, Hagersville, on Friday and Saturday next to remain for two days.

You've heard about the wonderful colorful photography in Cecil B. DeMille's "The Ten Commandments"? Well, this one's done entirely in color. There's not a black and white sequence throughout the length of the film. Think of it!

Even if it weren't for the great story it really is, you should go and see this picture just for the novelty of the thing. Remember, it's the very first really practical all-color production to be shown on the screen anywhere. But it's more than just a novelty—much more. It's Zane Grey's greatest story brought to life. They say you can even see the different shades of sunburn on the players! Skeptical? Why not take it in?

PICTURE WILL STIR INTEREST OF WOMEN

Picturegoers are promised a distinct treat in "Black Oxen," a First National Picture produced by Frank Lloyd and featuring Corinne Griffith and Conway Tearle, which, it has been announced, will be featured at the Regah Theatre on Feb. 3rd and 4th.

"Black Oxen" relates an unusual story of a woman rejuvenated by science and who finds, at 58, her first true romance. How the woman, bent on keeping her return visit to America a secret, attracts the attention of a newspaper man, who sees in her his ideal, and, following a chance meeting, falls in love with her and continues his devotion in face of criticism by friends and knowledge that his sweetheart is old enough to be his mother. The entrance of a flapper into the odd romance is said to cause many unique climaxes to develop and to add considerable action to the rapidly moving story.

CHURCH NOTES

WESLEY METHODIST

On Sunday the services were of more than ordinary interest and importance. After an appropriate address by the pastor, showing the advantages of early piety, a public reception into the membership of the church was held, when 33 persons joined the church here, and in the afternoon at Garnet, 11 united with that church, making a total of 44. This is a most valuable acquisition to the cause. The ages of those who joined ranged from 8 to 70 years old.

Should the weather and roads permit, the scholars of our Sunday School will be treated to a sleigh-ride on Saturday next, January 31st, meeting at the church at 2 p.m. On their return they will be served with refreshments by the ladies of the church.

On Sunday, February 1st, at 11 a.m., the Sacrament will be administered, while at 7 p.m. a song service will be enjoyed, when the pastor will explain the circumstances and the authors who composed those hymns. Everybody is welcome.

The official board of the circuit will meet on Monday, February 2nd, at 2:30 p.m., in the Sunday School room, to transact important circuit business. All the members are expected to be there.

Don't forget the Valentine Social under the auspices of the Young People's League on Thursday evening, February 12th.

KNOX PRESBYTERIAN

The Sacrament of the Lord's Supper will be administered at the morning service on Sunday next, February 1st. All members of the church are asked to make an especial effort to be present.

Preparatory service will be held on Friday evening, January 30th, at 8 p.m. Subject, "The Preparation of the Heart."

AUCTION SALES

H. J. Mott, owner of a farm, has given instruction to hold an public auction on his farm, on Lot 7, Concession 20, Wabash, on Tuesday, March 17th.

CORRESPONDENTS

RENTON

The farmers are busy drawing ice, wood, gravel and logs. Good sleighing for them.

A sleigh load from here had a good time last Friday evening at Mr. Aspden's, on the town line.

Mrs. Jas. Moore and family returned home after spending three months with her parents in England, and reports a rough passage back. Things have not changed for the better there.

A sleighload from Lynn Valley had a good time at the Parish Hall last Friday evening. (Come again).

Sidney Secord spent last week with his sister, Mrs. John Rowntree, near Nelles Corners.

James Lishman and Miss Vera Lishman spent one evening recently with Miss Eva Secord.

Quite a few from here attended the dance given by Mr. and Mrs. Wallace Walker, in Simcoe, on Friday, January 16th.

Walter Secord spent the week-end with friends in Hamilton.

D. Burch's pure bred collie dog was run over and killed on the Wabash track last week.

Miss Carrie Andrews has returned to her school at Hagersville.

Mr. and Mrs. Bert Pettit entertained a number of friends to a card party one evening last week.

Miss Jessie Christensen and Mr. Smith, of the County Home, spent Sunday last at the former's parents.

DEATH OF MRS. J. HONEY

Margaret Minerva Pursley, daughter of the late Caleb Pursley and wife of Mr. John Honey, born in Townsend in 1859, died at her home in this place on Saturday last. Although in poor health for over three years she was helping about the house on the day previous to her death. Mr. and Mrs. Honey lived on a farm in Townsend for many years before coming to Waterford to reside. To the late were born three sons, Lloyd of Jarvis, Harry of Waterford and Ellis of Rockford. Two brothers and three sisters also survive. They are Rastus of Buffalo, David of Bloomsburg, Miss Jno. Deming of Jarvis and Mrs. Sol Cable of Lynville.

The funeral took place from her late residence on Tuesday afternoon, Jan. 20th, when a large gathering of relatives and friends gathered to pay their last token of affection and respect. The service was conducted by her pastor, Rev. H. Wilkins, who spoke from the words, "A good name is better than precious ointment; and the day of death than the day of birth." Eccl. VII, 1. During the service Mr. T. Savage sang a very impressive solo. The beautiful floral offerings testified to the love and affection in which she was held.

Deceased was converted over 40 years ago and became a member of the Methodist church. She lived a consistent Christian life and though in poor health for some time she

A GREAT REUNION OF NANTICOKE OLD BOYS AND GIRLS, JULY 1925

WOMEN'S INSTITUTE TO TAKE THE LEAD—COMMITTEES WILL DEVISE WAYS AND MEANS AND ARRANGE A MOST LAVISH PROGRAMME OF ENTERTAINMENT.

In response to one of the letters sent out by the Women's Institute, a copy of which appeared in last week's Record, a very interesting letter has been received from Rev. J. C. Livingston of Glendale, California, expressing a deep interest in the Nanticoke Old Boys' Reunion and announcing his intention of being present.

No old boy will be more welcome next July than Charlie Livingston. His many friends remember his eloquence in the pulpit and on the public platform when on a former visit to his old home and they are looking forward to the privilege of hearing and seeing him again.

Fill in and mail this form to the Secretary
Miss Joan Oakes,
Secretary, Nanticoke Women's Institute,
R. R. 3, Port Dover, Ont.

Dear Madam:—

I am interested in the proposed Reunion of Nanticoke Old Boys and Girls and desire to receive further particulars regarding date, etc.

Yours truly,

Name.....

Address.....

COMMUNITY CLUBS 1ST SESSION OF YEAR

The Erie Community Club held its initial meeting for this session on Tuesday evening last. The Secretary-Treasurer presented his report for the last session, showing that the club had held nine meetings and had a balance of \$70.98 to its credit after all expenses were paid.

On motion of the members, duly seconded, the sum of \$10 each was donated to the Sick Children's Hospital, Toronto, and the Home for Consumptives at Muskoka.

The election of officers followed and the following were chosen to guide the destinies of the club this year:

Hon. President, Rev. W. T. Brown, President, M. C. Biggar, Vice-President, Mrs. Leslie Keen, Sec.-Treas., Frank Laidlaw.

Following the election of officers, Rev. W. T. Brown gave an address on "Citizenship and its Obligations."

The next meeting of the club will be held on February 10th.

JARVIS W. I. SOCIAL EVENING POSTPONED

The regular meeting of the Jarvis W. I. will be held at the home of Mrs. W. A. Owen on Thursday, January 29th, at 2:30 p.m. The social evening has been postponed until a later date.

A JANUARY REDUCTION SALE

that means a big saving to you, to the housekeeper, the shopper, the children and the men folks, alike, in most every department goods, have been re-priced for clearing, why not be among those who will benefit—By the way of example, here is:

Pure linen towelling, in grey stripe or red and blue border, medium or heavy weight, reg. 25c, now 19c yd.

Good weight pure bleached white cotton, 12 pieces to clear, splendid width, free from dressing, now offered only 16c yd.

An all wool blanket, the big size and soft finish kind, warm and very serviceable, now re-priced to only \$5.95 pr.

Ladies silk hose, colors black, brown white and mode; these are reg. \$2.50 and \$1.90 values, all sizes, sale 95c pr.

Hundreds of other bargains through out the store, if you'll come for them. Sale starts Saturday Morning.

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would delight to get to the church services and it was a great sorrow to her when her illness prevented her. Interment was made in Greenwood cemetery.

Those from a distance who were present at the funeral were: Mrs. C. Peterson and Miss Gladys, of Buffalo; Mrs. Geo. Lemon, of Aylmer; Mrs. S. Beal and Mr. Fred Beal, of Hamilton; Mr. and Mrs. Clarence St. Clair of Brigidon; Mrs. Fred Herron of Brantford; Mrs. R. Gundry of Marquette; Mr. Roy Richardson of Hamilton; and Mr. Moyes Honey of Jarvis—Waterford Star.

PERSONAL NOTES

We are pleased to report Fred Newman back on duty again.

Miss Kitchen was the guest of Mrs. Geo. Honey on Sunday last.

Charles Leslie spent this week with friends in Harley and Brantford.

W. J. Bailey made a business trip to Hamilton one day last week.

Mr. Henderson acted as day operator at the local station last week.

Gordon Miller was the guest of Mr. and Mrs. J. E. Jaques on Sunday.

Dr. Jaques who was taken ill on Sunday, is still confined to his bed.

The U.F.O. oyster supper held on Thursday evening last was well attended.

Robert McKenzie, Stoughton, Sask., is visiting relatives and friends in this vicinity.

Albert Booth, of Booth & Allen, made a business trip to Hamilton yesterday.

James Jackson, of Nanticoke, spent over Sunday at the home of Mr. and Mrs. W. W. Hoebe.

Mr. and Mrs. George Holland and family spent Sunday with Mr. and Mrs. Wallace Mitchell.

Mr. and Mrs. T. Jackson, of Ft. Qu'Appelle, Sask., are visiting relatives in Jarvis and vicinity.

Quite a crowd attended the grand carnival at the arena on Friday last. A good time is reported by all.

Mrs. Walter Bates, of Hamilton, visited with her mother, Mrs. Elva Rodgers during the week.

Chas. Brown, who underwent an operation at a hospital in Hamilton, is reported as doing nicely.

Mr. and Mrs. Craig Evans of Guelph were in town over the week-end, the guests of Mr. and Mrs. D. C. Allen.

A meeting of the Varsity W. I. will be held at the home of Mrs. B. Lundy on Thursday, Feb. 5th, at 2:30 p.m.

We regret to report the illness of one of our business men, D. C. Allen, and hope to hear of an improvement soon.

Mrs. Bates favored the congregation of Wesley Methodist church with one of her pleasing solos at the Sunday morning service.

Dr. Sutherland, of Hamilton, has purchased Mrs. Elva Rodgers' residence and intends to take possession in about two or three weeks.

Mrs. L. O. Honey returned home from Waterford on Friday last. Mr. J. B. Honey accompanied her and will spend a few weeks in this vicinity.

Mr. and Mrs. John Wodham, Mr. and Mrs. N. R. Pond and John Ivey and sisters spent Sunday evening with Mr. and Mrs. Thos. Brown of Varsity.

Those who attended the concert on Saturday night last, which was given in aid of the Marburg Sunday School, report an excellent program and a pleasing entertainment.

Mr. Geo. Scott and wife (Pearl Foxbury formerly of Jarvis) of Hamilton, accompanied by the former's brother and sister, Samuel and Miss Fanny Scott, of Dresden, Lambton County, are on their way to Florida. Enroute they intend to stop over at Chattanooga, Tenn., for a few days.

The old saying, "Far away fields look green," is still enticing to some. However, with a closer view many a time they are not as green as they before their own doors. Here is a practical illustration:—Robertson's Gift Shop, Hagersville, is selling the best semi-porcelain, coin gold decoration, English dinner sets, 97 pieces, for \$31.00, that "far away fields" are charging \$35 for.

ENTERTAIN FRIENDS; CARDS AND DANCING

On Tuesday evening of this week Mrs. Herb Peacock, Mrs. Bruce Hair and Miss Zelma Rodgers entertained a number of their friends in Peacock's Hall. About ninety were present, several being unable to attend on account of sickness.

Progressive euchre was the chief amusement the forepart of the evening. Mrs. J. Brown and Mr. Gideon Snyder obtaining the winners' prizes, and Mr. Stace Burwash and Miss Hammond the consolation awards.

After lunch dancing was indulged in until the early hours of the morning. A very enjoyable time was spent despite the cold weather.

HALDIMAND HUMANE SOCIETY IS FORMED

ANNUAL MEETING CHILDREN'S AID SOCIETY HELD AND OFFICERS ELECTED

The annual meeting of the Haldimand Children's Aid Society was held in the Parish Hall of St. Paul's church, Dunnville, on Thursday, Jan. 15th. The meeting was in charge of the President, K. J. Shinton, and devotional exercises were conducted by Rev. D. A. Moir.

The usual routine of business was transacted, and the reports of the Secretary and Local Superintendent and Treasurer were presented.

As per instructions of the Society at the annual meeting held in February, 1924, the Executive Committee were instructed to organize a Humane Society and report at this meeting. The committee reported, and the following report was unanimously adopted, with the permanent staff of officers as follows:

The Society to be known as "The Haldimand Humane Society." Membership fee 50c per annum.

President, K. J. Shinton, Dunnville. 1st Vice-Pres., Jas. McGregor, Caledonia.

2nd Vice-Pres., Mrs. A. C. McBride. Secretary, Chas. R. Bilger.

Treasurer, George P. Brown.

Inspector, Chas. R. Bilger.

Executive Committee—The Officers: Harrison Arrell, Caledonia; D. B. Martin, Hagersville; Jos. Peart, Cayuga; George L. Miller, Jarvis; Rev. G. E. Hern, Dunnville.

Mr. Chas. R. Bilger, Local Superintendent of the Children's Aid Society, submitted the following report:

Our work during the past year has been, as since the inception of the Society, in protecting and befriending the homeless, neglected and dependent and ill-treated of the community, with the addition of securing as far as possible provision for the care of children of unmarried parents in a special act for their protection, and the additional privileges for children established in foster homes under the Adoption Act.

The investigation of complaints received at the office and through the mails takes your officer frequently into homes into which the children are not receiving a fair chance in life. Poverty, moral slackness, domestic difficulties, and character weakness in the parents themselves, make conditions unfavorable for the proper bringing up of children.

These parents themselves have been poorly equipped for the battle of life, which is cause for their failure to provide environment for their children.

As a rule, however, conditions in these homes are not hopeless, and changes have been made in the home life through kindly intervention, the adjustment of difficulties and the arousing of the parents to the sense of their responsibilities.

All families with which we deal are not brought to our attention from complaint of outsiders, but we have had them from the parents themselves, who came to us for the solution of their problems. Sometimes advice founded on experience is all that is needed in many instances; a little friendly interest lightens the burden that many unfortunate people have carried, and the home is saved from possible disruption.

There are cases in which it has been necessary after repeated warnings to take drastic action and remove the children permanently. The Act for the Protection of Children of Unmarried Parents has given a larger measure of protection than hitherto to the unfortunate little ones born out of wedlock, and has made possible provision for their care by those responsible for them. During the past year five such cases have been considered by the Officer.

Seven children in whose cases no other solution could be found were committed to the Society's guardianship.

One of the above cases was a family of five children, whose mother had died and the father had deserted them and left them in the care of relatives who were quite unable to care for them. These children have been placed in comfortable homes and are doing nicely.

Another case is where a small child was found in a most despicable home, where the father was living an immoral life.

A babe, who had been placed by

(Continued on last page.)