

THE JARVIS RECORD
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AUGUST
What is the matter with August? It is the only long midsummer period of hot days, few showers and no holidays. There is not even a suggestion of a national celebration between Dominion Day and Labor Day. August was not always the forgotten month of the year. In early times the name was unknown. When the year was divided into ten months by the Romans the period of heat and humidity marked by dry rivers, lakes and creeks was called Sestilia. History says it was Caesar who changed the seasons and gave us the month of Augustus, now shortened to August. Why not consult the goddesses, Ceres, Pomona and Flora, and get a proclamation naming some day in August for a national festival, in commemoration of the cereals, fruits and flowers. Or why not get some fabled mermaid-nymph to set apart a day for national aquatic sports and lives up the month of August? There are enough days to spare, the time between light and darkness is long and the danger in outdoor activities is not so great as in some other seasons. August days and vacation-time are too bright to be passed in the humdrum of everyday existence.

SUMMER ADVERTISING
There are some business firms that make it their practice to let up somewhat on their advertising in summer. Sometimes they may argue that many of their townspeople are away. But if that is the case, it is also usually true that a great many visitors are in the region at the time, and are carefully looking over the

SOUTH-EAST CORNER

"OH, WOULDN'T YOU BE MY HOLLYBOCK, OH?"
All's fair at a carnival. We understand a certain lady did not think so, when she ran up against a "man-guard" in the park. Thinking the object of her surprise too familiar, she struck a regular solar plexus. But imagine the crowd—"It" struck back at the fair one. Another case for our village constable.

WOULDN'T GO DOWN
We understand that the following is one on Sam Morris, Editor of the Post-Dover Maple Leaf:
The editor had been ill, and the doctor, after feeling his pulse, said to the nurse in an undertone:
"Poor man - circulation almost gone."
The sick man raised himself on his elbow and shouted: "You're a liar, doctor. We have the largest circulation in the county."

SAFETY FIRST
Charlie's Powell-ful yarn, which follows, made a hit with the boys on the C.N.R. gang:
Ole Olson had been working as an engine wiper, and his boss, a thrifty man, had been coaching him for promotion to fireman with such advice as:
"Now, Ole, don't waste a drop of oil—that costs money. And don't waste the waste, either—that's getting expensive, too."
When Ole went up to be questioned as to his eligibility for an engine-man, he was asked:
"Suppose you are on your engine on a single track. You go around a curve, and you see rushing toward you an express. What would you do?"
To which Ole replied:
"I grab the oil can; I grab the waste—and I jump."

newspapers, and making such purchases of things as they need. When people are away on vacations, they have considerable time in which they can put in shopping, and often buy more than they do at home. Frequently they like to carry some articles home as a kind of souvenir of their trips. The firms that keep their advertising up through the summer, draw in a lot of transient trade of people who are visiting in the locality or who pass through it as tourists.
A great many firms have goods in stock at this time that will be a source of expense if carried over to another season. Styles may change, money has to be borrowed to carry goods that do not sell readily. A great many enterprising firms find that they gain the best results by cleaning up their stock very largely as they go, and getting fresh goods on their shelves. They accomplish this result by advertising freely through the summer.
It is tremendous help to a firm if it can give the impression that it is pushing for trade every day and week in the year. The firm that advertises constantly gives that impression. It makes the public feel that it is alert all the time to pick up goods at a bargain, and pass its goods' values on to the public.
The metropolitan department stores know the game of merchandising, and it is noticeable that they keep up a great deal of advertising through the summer. If it pays for them, it will pay for the stores in Jarvis.

FRIENDLY TOWNS
Small cities and towns that do not have a "Welcome" sign on every main road leading into the place are regarded as "slow" and out of date. As a rule, the signs emphasize friendliness regardless of whether the community has it.
Once upon a time, it is related, there was a man who believed in signs, and taking the one at the edge of a strange town literally, he drove in and prepared to be real friendly. He sat on the curb for an hour and not one person even looked friendly, much less asked him any questions about what luck he was having among strangers. This is a mistake common to us all. We boast of our friendliness and advertise the fact to the world, but we never exercise our shaking arms on strangers, and never discommoded ourselves in order to give them pleasant remembrance of their visit.
The touring season is at hand. Thousands of motorists are going to be passing through. Some of them will stop here if they get the right kind of a reception; more of them will be our guests if we show ourselves hospitable.
If we are going to be friendly, let's loosen up and set human when a stranger comes within.

THE HOME NEWSPAPER
If there is anything in your town worth talking about, ten chances to one your own newspaper had a hand in putting it there.
Every town gets its money's worth through the home newspaper. It's the wagon that carries all your goods to market. It ought to be kept in good repair. It will pay to grease it, paint it and keep its running gears in good shape and shelter.
It is the guardian and defender of every interest, the forerunner and pioneer of every movement and the sturdy advocate of law and order.
On a good car of corn one encounters no detour.
Home: A place where some woman works fourteen hours a day.
Seven parts of virtue consists in the knowledge that the neighbors are watching.
Golf may be a pastime for the aged, but it certainly does wonders for the

THE EVANS-JACKSON PICNIC
(Continued from Page 1)

joining the dinner crowd continually. Promptly at 3:30 another call summoned the crowd to gather around the tables to hear read the letters from some of the unfortunate who were unable to be present. Mrs. Stammers, from her temporary platform, read these messages which linked up so well the listeners and the writers. Then Mrs. Humphrey of Tonawanda, brought to us a message from the past generation in the form of several poems written years ago by her father and her aunt. A newcomer to our gathering, Mr. Evans of South Cayuga, addressed the group and gave some good suggestions as to what might be done to bind together more closely the family members. Matters of business were settled and once more the ball game was a centre of interest. This time it was the girls who were talking part.
At the close of the program, W. E. Evans was seen to move towards the race-track and gather the ambitious contestants around him there. Races followed—many and varied—and the prizes rapidly disappeared, old and young alike, anxious to win what the men at the goal had for them.
Soon it was supper time and somewhere about one hundred and forty gathered around the board. Some, who were unable to work up the necessary appetite remained at their sport; but these were few indeed. Once supper was over, the tables were soon cleared and dishes disappeared like magic. Cars were gradually filled and the people set off for home, after stating how much they enjoyed the day and their intention to return in 1927. Visitors had come from many distant points—Hamilton, Toronto, Tonawanda, Chicago, New York State and others. One who was gladly welcomed by many old friends and relatives was Mrs. Etta Cooper Dawey, who had come all the way from Rainy River to be with us at our 1926 Reunion.
The sporting events and the respective winners follow:

RACES
Girls, 5 years and under—
Helen Philips
Bernice Humphrey
Alma Neil
Boys, 5 and under—
Robert Evans
Boys, 10 and under—
John Neil
Ralph Peritt
Fred Bradford
Girls, 10 and under—
Nancy Gibson
Helen Thompson
Violet Bradford
Boys, 15 and under—
Arnold Evans
George Jackson
Roy Graydon
Girls, 15 and under—
Violet Bradford
Eric Fridmore
Elsie Neil
Grandfathers' Race—
Fred Baxter
Addie Benn
Henry Jackson
Old Man's Race—
James Jackson
Joseph Steel
Fat Man's Race—
Chauncey Evans

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Joseph Steel
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PHILOSOPHY
Philosophy, with a woman, takes the form of a conviction that her freckles are attractive.
The two great needs of a sixteen-year-old girl are a mother who has sense, and father who has sense.
Railroad crossing accidents continue to be evidence that the Canadian people are not superstitious and do not believe in signs.
Queer that a girl refuses to get callouses on her hands from using the broom, but is proud of them if acquired by driving the car.

S. S. PICNIC NOT HINDERED
(Continued from Page 1)

run off, and the following were the victors in the different events:
RACES
Infants' Race, under 5—
H. Peacock
J. Bailey
Eileen Brown
Boys and Girls, 5 to 7—
Jack Horn
Berkeley Miller
Glen Reichold
Boys, 8 to 10—
W. Beck
E. Anderson
L. Merr
Girls, 8 to 10—
L. Holterman
E. Lonson
N. Lou
Boys, 11 to 12—
W. Bourne
E. Anderson
E. Evans
Girls, 11 to 12—
Gladys Hazlett
Grace Fess
Girls 13 to 15—
Bath Hewson
Elythe Fess
Young Men—
R. Lundy
J. Jacques
H. Johnson
Young Ladies—
L. Merr
Muriel Davidson
E. Gowen
Ladies—
Muriel Davidson
Men—
Harold Davidson
Young Married Men—
R. Jacques
W. Doughty
S. Doughty

STUNT RACE
Muriel Davidson
Men—
Harold Davidson
Young Married Men—
R. Jacques
W. Doughty
S. Doughty

THREE-LEGGED RACE
Girls—
L. Holterman, G. Hazlett
Boys—
Anderson, Bourne
Men—
E. Marr, H. Davidson

BROAD JUMP
Boys—
Fess
Bourne
Evans
Girls—
M. Davidson
L. Merr
G. Fess
Young Men—
H. Davidson
E. Johnson
R. Lundy
Married Men—
R. Jacques
H. Brown
K. Corber
Hop, Step, Jump—
H. Davidson
C. Davidson
H. Johnson
Tug of War—
Married Men.

FRANK BOOTH
Young Ladies' Race—
Lillian Evans
Edith Stammers
Norma Evans
Married Ladies' Race—
Mrs. E. Mattice
Mrs. E. Stammers
Mrs. F. Jackson
Young Men's Race—
Harold Jackson
Gordon Benn
Roy Jackson
Ministers' Race—
Rev. Mr. Walker
Rev. Mr. Lamb
Rev. Mr. Evans
Wheelbarrow Race—
Jack Dawson
Glen Hoebel
Dick Medcalf
Three-legged Race—
Geo. Stammers, K. Stammers
Freeman Steel, Dick Medcalf
Ed. Field, Earl Benn
Jockey Race—
Roy Jackson, Gordon Benn
A. Evans, D. Medcalf
H. Evans, D. Medcalf

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Phone 62-12
R. R. NO. 2, FORT DOVER

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FURNITURE REPAIRER
Goods called for and delivered. A good range of samples to choose from. City work done at country prices.
SLIP COVERS cut and made for closed cars, at shop or your premises.
TYRELA, ONT. R.R. & SIMCOE

Duxbury's
PHONE 67
Geo. Mantle and Wm. Glober.
Lard, Ginger, Allspice, Mustard, Pepper, Soda, Starch, Corn-Fillers, Shredded Wheat, Macaroni, Spaghetti, Tea, Arnica Powder, Soda Biscuits, Candy, Salmon, Vanilla, Peanut Butter, Pickles and Molasses.
Binder Whips, your choice. 25¢
Harvest Mitts: A new stock of Men's Work Shoes and Dress Shoes. Lice and Nitp Killer for the home—it makes them lay more eggs.
The Miracle Hand Cleanser for washing clothes, hands, linens, glass and pottery.
Orders delivered anywhere in Jarvis

Harris' Market
JARVIS, ONT.
FRESH MEATS AND VEGETABLES
All kinds of Cured Cooked Meats
Cash Paid for Eggs
Special attention given to phone orders
TELEPHONE NO. 50

JARVIS CHOPPING MILL
We have now placed a full line of FLOUR, SHORTS, OATS, OAT CHOP, CORN CHOP, BEAN ALL KINDS OF CHICKEN FEED, OIL, CAMEL, SALT IN SACKS, ETC., ETC.
Orders delivered to all parts of the Village.
GIVE US A CALL
GREEN & HEWITT
Successors to D. Thomas Chopping Mill
PHONE NO. 60 JARVIS, ONT.

N. R. MILLER
Auctioneer
If you intend holding an auction sale, consult me.
Phone, 13-40 Waterford

WARREN JACKSON
Phone 62-12
R. R. NO. 2, FORT DOVER

A. C. BRYANT
UPHOLSTERER AND FURNITURE REPAIRER
Goods called for and delivered. A good range of samples to choose from. City work done at country prices.
SLIP COVERS cut and made for closed cars, at shop or your premises.
TYRELA, ONT. R.R. & SIMCOE

Great West Life
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District Agent
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PIANO TUNING
ALEX. C. GIBB
Expert Piano Tuning
1200 KING ST. E., HAMILTON
Leave orders, or ask for information at the office of the Jarvis Record

PHYSICIAN
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10 to 12 a.m. 2 to 4 p.m.
7 to 9 p.m.
JARVIS ONTARIO

CHURCH SERVICES
METH. PRESBYTERIAN CHURCH
REV. W. T. BROWN, Minister
Services at 11 a.m. and 7 p.m. on Sundays.
Y.P.S., Thursday, 7:30 p.m.
You are invited to these services.
Chair position, Thursday, 8:15 p.m.

WHELEY UNITED CHURCH
REV. E. BRAND, Pastor.
Services at 11 a.m. and 7 p.m.
Y.P.L., Thursday, at 8 p.m.

GARNET UNITED CHURCH
1:30 p.m.—Sunday School.
2:30 p.m.—Church service.
Beverly League and Prayer Meeting at 7:30 p.m. at 47 West.

LOCAL TRAIN SERVICE
FROM ST. THOMAS TO HAMILTON
No. 220—arr Jarvis 8:15a.m.
No. 221—lv Jarvis 8:22a.m.
FROM HAMILTON TO ST. THOMAS
No. 222—arr Jarvis 7:55p.m.
No. 223—lv Jarvis 7:50p.m.
FROM HAMILTON TO FT. DOVER
Direct
No. 224—arr Jarvis 10:55a.m.
No. 225—lv Jarvis 11:00a.m.

WASHBURN DAILY FLAG STOPS
No. 226—arr Jarvis 11:00a.m.
No. 227—lv Jarvis 2:27p.m.

The Smoothest Chevrolet in Chevrolet History!

for Economical Transportation
CHEVROLET
BOOTH & ALLEN
Jarvis, Ont.

—that's why hundreds of thousands of owners are "reveling" today in Chevrolet's greatest achievement in Chevrolet history!
Into the field of low-priced cars, today's Chevrolet has brought exactly the smoothest, smoothest, exactly the velocity, smoothness, ease of the freedom from high-speed vibrations that have been the big reasons for the buying of multiple-cylinder cars.
Imagine loading up a hill in a loaded car—with the motor turning so easily that you are almost unconscious of its operation. You can in the smooth Chevrolet!
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We thanking helped u so succe
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Tourist Assoc
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