

THE JARVIS RECORD

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THE JARVIS MERCHANT

For more than forty-nine years The Jarvis Record has been boosting for Jarvis merchant, — the home-town business men.

Jarvis merchants stand by their home-town at all times; always willing to lend a helping hand in the support of every home enterprise; they back every move that is for the best interest of Jarvis. They carry complete lines of goods in every department; they buy from the best wholesale markets, and as they sell at right prices Jarvis merchants are entitled to the trade of Jarvis and the surrounding district.

But we wonder if the citizens in and about here realize the great worth of the home-town merchants to the general life of the community, of the diverse things they do for the town and its people, and how much we, as a people, owe to them.

Back of every movement for good — for development, for progress and uplift — are the home-town merchants, and often only the home-town merchants, while others fold their hands in indifference other than to hold them out during beneficial shows.

Who is it that contributes most to community welfare — to church, to school, to society, to charity, to enterprises and improvements? The home-town merchants.

Who are the vital forces in every organization having to do with community life and betterment? The home-town merchants.

Who are the first to launch movements for various improvements, for better streets, for a cleaner town, for town beautification, for amusements and entertainments? The home-town merchants.

Who digs deeper into their pocket-books to help worthy causes along — and calls come often during the run of a year — and who gives more support to community benefits, with their money, presence and voice — than the home-town merchants? No-body.

Who are the first to speak up against that which is injurious to our community — that is detrimental

to the home, to society, to the industrial, commercial, financial and moral life? The home-town merchants.

Verily "day by day and in every way," Jarvis merchants are contributing of their money, their time and their energy to make this community a bigger, better and busier place in which to labor and live.

It is well that our citizens give more than a passing thought to the debt they owe to Jarvis merchants and that this debt can be repaid by giving to them the trade of the community, a trade that is rightfully theirs, a trade well earned.

The truth of the matter is, home-town merchants are selling goods at, or less than city prices, and if we will be fair enough to admit that it costs money to go to the city — car or bus fare, gasoline, wear and tear of the car, time spent and shoe leather worn out — it is, after all is said and done, cheaper to trade at home, saying nothing of the spirit of reciprocity, of doing all we can for the home-town merchants — who do as much for us.

BE BRIEF

The world is in a hurry: please be brief.

Poor terminal facilities for authors and speakers often nullify all their excellent wisdom. A man may possess all kinds of useful knowledge, but fail in "discerning when to have done."

Brevity is the touchstone of success in any field. You may offend your customer, your reader or your hearer in one respect and please him in another. But if you tire him with your tediousness, you lose him altogether.

The newspaper leads the style today in pith and cogency and has educated the public to the expectation of receiving much in little. The well-constructed cartoon will impart a whole philosophy of life at a glance, or provide silent comment on current events worth a column of words.

Brevity is the soul of wit. Yet they who have wit, or think they have, are in especial danger of saying too much. Some one has said: "It is better to say nothing and be thought a fool than to open the mouth and dispel all doubt."

Be brief!

ON BEING USEFUL

Men and women who sow the seed of constant useful activity reap the harvest of success from a soil fertilized by their own steady purpose. It would be as foolish to expect success without active exertion as to gather a crop before you plant the seed. But in cultivating that character which reaps true achievement you may sow in all seasons and gather the fruits with the serene assurance that even wind and weather — storm and stress — are a part of the process of personal growth.

Optimism is an ally of effort and success. It is the kernel of the nut, not the shell. It is the fine trait of the man, not the faults. It is the flowers on the hillside, not the dead leaves under the snow. It is the opportunity in any job, not the grind. It is up to the individual whether his world will be golden or drab. Optimism in a word is the eye of the

and. It is the color in the vision revealing the fine beyond the coarse, the best beyond the worst.

The Melting Pot

Scientists inform us we must wait 200 years to learn whether Mars is inhabited. What's it to be — a surprise?

It's funny, five or ten dollars will buy a good book on history which cost billions of dollars to make.

It should not be overlooked that, in what is euphemistically called the Good Old Days, nine roads in ten were of detour quality.

It is reported that the younger generation is divided over the question of whether corporal punishment should be inflicted upon parents.

HARD BOILED

Only a card from your old pard, Only a card today; Only a card from your old pard And what has he to say — Don't eat more than ten eggs today.

LOCAL AND GENERAL

(Continued from Page 5) with her parents, Mr. and Mrs. Wm. Simpson, during the past week.

Miss Blanche Echart and lady friend of Niagara Falls, visited with relatives in town during the holidays.

Radio message from Buffalo stated that Monday was the hottest day on record for this time of the year.

Mr. and Mrs. J. J. Parsons and Jackie spent the Easter holidays in Port Dover, returning home on Tuesday.

Rev. Mr. Fallis and daughter Miss Anna, of Toronto, attended the funeral of the late Mr. John Ivey on Thursday last.

Jean Westerby, of Dunnville, visited with relatives and friends in Jarvis and district during the Easter holidays.

Mrs. Albert Littler and son Charles and Miss Etta Sackett, of Toronto, visited relatives and friends here during the holidays.

Mr. and Mrs. Wilber Biggar and daughter, of Mt. Hope, visited with the latter's parents, Mr. and Mrs. R. A. Walter, during Easter.

Miss Alberta Davidson of Sault Ste. Marie, is home during the Easter holidays, and Harold, of Toronto, spent the week-end with his parents.

Mr. and Mrs. Emsley and baby and Miss Reta Graham, of Brantford, were the guests of Mr. and Mrs. J. Harrison during the holidays.

We are pleased to report that R. Bruce Butcher is able to be about again after being confined to his home for the past ten days with the flu.

Mrs. Minnie Roberts, of Toronto, was the guest of Mr. and Mrs. M. Roberts and other relatives and friends in town and vicinity during Easter holidays.

Roy Steel, wife and son Hilton, and Mr. John Eking, of Buffalo, and Mrs. Addie Might and son Max, of Toronto, spent Sunday with Mr. and Mrs. D. Steel.

Miss Coutts of the General Hospital staff of nurses, Hamilton, and Mr. Harold Brand of Oshawa, were Easter week-end visitors at the Wesley parsonage.

Mrs. (Dr.) Aiken and Mrs. (Dr.) Baker, daughters of the late Samuel Montgomery, of Portland Oregon, accompanied by their uncle, Mr. Montgomery of Toronto, called on friends in Jarvis last week.

Mr. and Mrs. Leonard Caswell of Port Rowan, Mr. and Mrs. R. W. Caswell of Simcoe, Mr. and Mrs. D. D. Cole and daughter Margaret of Toronto, were the guests of Mr. and Mrs. Harry Caswell on Friday last.

NEWS

The Public School Inspector's report, dated March 25th, 1927, says in part:

"Parents should be notified that school attendance will not permit of any pupils entering as boarders until autumn."

The School Board would ask the parents to kindly govern themselves accordingly.

TO OUR SUBSCRIBERS

We wish to thank our subscribers who have paid us in advance for 1927. We appreciate their promptness.

We still have a great many subscriptions unpaid. It makes a large total. Kindly look at the label on your Record. It tells you how you stand. Wages, paper, hydro, ink — all these bills must be paid. Your subscription will help.

FOUND—Auto licence No. 192-068 near Fred May's place on Town line. Owner may have same by calling at The Record office.

THE MARCH BOB AND GUN AND CANADIAN SILVER FOX NEWS

The first of a thrilling series of stories, based on the early fur trading days in the North West written by Samuel Alexander White is one of the notable features of the April number of "Bob and Gun and Silver Fox News" which is just issued. The story "Blindfold Brigade," however, is only one item of a table of contents. Stungoose Lake has an interesting miscellany of nature notes from the Maritimes. E. Martineau writes F. Z. S. writes this month about the porcupine and the chink. Valuable woodcrafting information is contained in W. C. Mackay's "Outdoor Talk" while the angling, gun and kennel specialists have also very good departments. The matter of national conservation of fish and game resources is the subject of considerable discussion in the April issue.

"Bob and Gun and Canadian Silver Fox News" is published monthly by W. J. Taylor Limited, Woodstock, Ont.

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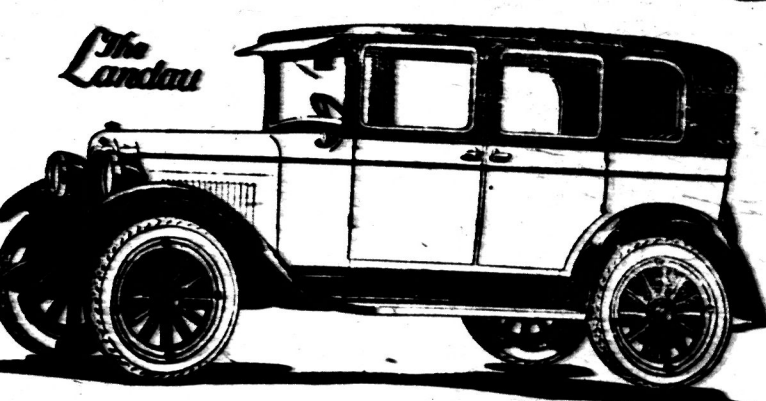
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