

THE JARVIS RECORD

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AN ADDITION TO THE ARTS

To the long and varied list of subjects already taught in universities another is to be added. This is a course in modern fashions. As a subject for research it offers almost endless possibilities.

Good taste in dress is a question on which many people hold opinions amounting to convictions and on which there are as many opinions as there are styles. If class discussion is to be encouraged, here is fruitful ground for argument. Should stout men and women wear the prevailing stream-line models, or must they have their clothes made to order? When short skirts are the vogue, is a woman weighing 190 pounds wise to be fashionable, or should she insist that long skirts are modest, beautiful and always in style?

Advertising and illustrating of fashions are announced as a part of the course. The public is certain to follow the subject with interest, for some of the mysteries of fashion advertising may be cleared up. Society may be told why sleek maidens in the dress advertisements are drawn with such small heads that they appear to be at least twelve feet tall; who introduced the word "kinetic" into descriptions of the present silhouette; whether ready-tied bow ties really do defy detection; who invented the term "plus fours" and all the occult terms and phrases that make the language of fashion as unintelligible to the layman as legal terminology.

The new course offers to some zealous student an opportunity to make himself the greatest benefactor of man in modern times. Fame and fortune await him who first finds a way to prevent feminine fashions changing overnight and keeping one season ahead of the calendar.

HISTORY IN ADS

Newspaper advertisements mirror the life of the community and of the times. From them posterity may get a graphic picture of present-day customs and manners.

At this season one may learn from them the popular styles in ladies' hats, shoes and dresses, that men are wearing straw hats and summer-weight suits plus fours, that the summer's lounging will be done in porch swings this year, that the radio and phonograph are the popular sources of music, that camp and picnic equipment are in widespread demand, that furniture which a few years ago only the very rich could afford is available for the average home, that there is a large market for automobiles and that closed and open sport models are most popular.

The phonograph record ads tell the kind of music the majority wants most. The advertisements of the meat markets and grocery stores reflect what the public is eating. The theatrical advertisements reveal the state of the stage and the films. Real estate, securities and bank advertisements show where surplus dollars are being invested. And resort ads tell the story of the modern vacation.

But this vast fund of knowledge contained in newspaper advertisements is more valuable as current history than as ancient history. It makes keeping up with the times a simple matter, requiring even less than fifteen minutes a day. Moreover, there is no other practical way of keeping posted on the things be-

ing produced daily by the magic of modern manufacturing to make life easier and happier.

COATS AND SO IN THE SHADE

Why is it required in summer time that a gentleman wear his coat everywhere except on the golf links or tennis court or in the swimming pool? Dignity demands it, some say. Also, it has always been the mark of a gentleman to wear a coat, no matter how ridiculous he looks mopping his face and brow or fanning himself violently with straw hat or newspaper.

Sports costumes have emancipated women so far as summer apparel is concerned. Short sleeves, no collars, light and airy materials, loose-fitting, straight-line costumes, all help the female of the species, be she flapper or dignified matron, to look cool and comfortable in the eyes of sweltering man.

Why do not the men declare a little independence in this matter? Returning suspenders are to be worn beneath the shirt, so that dignity need not be sacrificed when the coat is removed. As an office uniform the coatless outfit should make for greater comfort, increased efficiency and smoother tempers. Why not discard the coat except when formality or comfort demand its use?

Although man never tires of hating the opposite sex for being the slave of fickle fashion, there are good reasons for suspecting that men folk would cast aside the coat for the sake of comfort if it were not unfashionable. Husbands gibe their wives for being too conventional and melt under a heavy coat merely because it is unconventional to remove it in the presence of others.

The Melting Pot

Every man needs a few enemies to cuss in an emergency.

Borrowing isn't a modern vice. The umbrella was known to the ancients.

It isn't really the tightwad you hate, but the superior bulge in his pants' pocket.

Well, Well; here the country is, perfectly safe, after "buying" elections for a hundred years and more.

"The people like snappy plays," says a dramatic critic. Especially that one from short to second to first.

Moscow has a shoe shortage. They haven't any leather. They cannot get leather off the Moscovs.

The young aren't foolish. They are just willing to satisfy their curiosity at the cost of a blister.

Historical note, the year 2865:—Mussolini was a politician of some note who lived in the time of D'Annunzio.

SANDUSK

Haying is in full swing in this community.

Mr. Bert Ineson made a business trip to St. Catharines last Thursday.

Misses Verna and Laura Awde, also Masters Grant Rodger and Edward Tyrrell had their tonsils removed by Drs. Newell and Leatherdale on Monday.

Victor Pond left on Monday night for Turkey Point where he will be Cub master at the Boy Scout camp.

Mr. and Mrs. Sternaman motored to Buffalo for the week-end.

Clifford Pond, of Detroit, is spending his holidays with his parents, Mr. and Mrs. Byron Pond.

Elvin Ponds and Bert Ineson spent July 1st at Crystal Beach, others of this community celebrated at Port Dover.

A couple of carloads of young people of Simcoe United Church were entertained at the home of Mr. and Mrs. J. R. Pond on Monday evening.

McClary's Bonny Blue



Their Excellencies Make Friends in Banff

On their recent first official tour of the Dominion across to the Pacific Coast, not the least attractive place visited by Viscount Willington, Governor-General of Canada, and Lady Willington, was Banff, Alberta, in the Canadian Rockies, famous for the beauty of its scenery and the hospitality afforded by the Banff Springs Hotel, one of the most imposing and beautiful buildings of its kind on the North American Continent which is shown lower left.

The great attractions of the town. Furred to his bosom, the monster animal, like a survival from some pre-historic period, gently and calmly takes his meals from the hands of his distinguished hosts. Another photograph shows Her Excellency feeding a baby buffalo by hand, while yet another gives us Their Excellencies at a point of vantage on the top of one of the corals at the Banff Park. Lady Willington is seated at her ease, but His Lordship has climbed to the very top of the coral and both are enjoying the view from this unusual position. It is safe to assume that Their Excellencies will treasure these photographs as a record of a visit which, although part of an official tour, was not in this case altogether as austere as such tours are apt to be.

COUNTY COUNCIL

(Continued from Page 4)

County Council:
Gentlemen—We, your Home Committee, met at the House of Refuge and beg leave to report as follows:
Total number of inmates 30; 12 females and 18 males; one committal, Jack Walsh of Cayuga by Reeve Carter; 1 death, that of Jos. Myers; friends buried the remains. Health very good.
We have examined the House of Refuge accounts and that of the Children's Aid Society and find them correct and would recommend them to the Finance Committee for payment.
All of which is respectfully submitted.

F. W. RAMSAY, Chm.

McDonald-Miller—That the report of the Home Committee be adopted as read. Lost.
Colter-Sherk—That the chairman of the Home Committee notify the Manager of the Home to discontinue employment of barber in accordance with the previous resolution of this Council and that no payment therefore be authorized after three days of such notice. Carried.

McDonald-Miller—That the report of the Committee on Communications be received and read. Carried.

REPORT OF COMMUNICATIONS COMMITTEE

To the Warden and Members of the County Council:
Gentlemen—We, your Committee on Communications, have met and beg leave to report as follows:
1. Letter re Ethel Wallace, refer to the Committee of the Whole.
2. Letter re Corn Borer Inspector, referred to Committee of the Whole.
3. Letter re hot water tank to be filed with the Clerk.
4. Letter re Department of Education, to be filed with the Clerk.
5. Letter re assumption of Highways, referred to the Good Roads Committee.
6. Letter re Highway Department re width of roads referred to the Good Roads Committee.
7. Letter re Highway Department Expenditures on County Highways, to be filed with the Clerk.
8 and 9. Letter re auctioneer and hawkers licenses — and for purchasing of fowl, filed with the Clerk.
10. Letter re Red Cross Society, to be referred to the Committee of the Whole.
11. Letter re Sheriff McConnell, acknowledging letter of condolence, filed with the Clerk.
12. Letter re Women's Institute banquet at Cayuga on June 10th, referred to Committee of the Whole.
13. Letter re Mothers' Allowance to be filed with the Clerk.
14. Letter re grocer's residence, to be filed with the Clerk.
15. Letter re Agricultural College regards to L. Caesar, filed with the Clerk.
All of which is respectfully submitted.

JAMES LOCKIE Chm.

Saunders-Glenny—That the report of the Committee on Correspondence be adopted. Carried.
Sherk-Shoupe—That the report of the Road and Bridge Committee be received and read. Carried.

ROAD AND BRIDGE COMMITTEE

To the Warden and Members of the County Council:
Gentlemen—We, your Road and Bridge Committee, have met and beg leave to report as follows:
1. We made a tour of inspection of the bridges on June 2nd and found them as follows:
2. Oswego Bridge—some grading to be done, the same to be looked after by the chairman.
3. Middaugh Bridge—wall on west

side settled and broke away; would recommend that an engineer be employed to report on same.
Some grading to be done, the same to be looked after by the chairman.
4. Loomis Bridge—grading to be done and railings be repaired, same to be looked after by the chairman.
5. Parsons Bridge—repair to railings, the same to be looked after by Mr. Shoupe.
6. Marris Bridge—floor to be repaired to be looked after by Shoupe.
7. Gallagher Bridge—grading and gravel to be done, the same to be looked after by the chairman.
8. We would recommend the payment of the following accounts:

B. E. French, use of car inspecting bridges \$15.00
James Lockie use of car inspecting bridges 15.00
All of which is respectfully submitted.
JAMES LOCKIE, Chm.
Honsberger-Wingfield—That we adopt the report of the Road and Bridge Committee as read. Carried.
Miller-Saunders—That a bylaw be introduced and read a first time extending the county road system by the addition of the following road which is an extension of county road No. 11. Commencing at the county road No. 3, between lots 6 and 7 in

(Continued on Last Page)

Consider these TWO points for just one moment

First: Are not your barn, your stored crops and your stock worth every reasonable protection from lightning and fire that you can give them; both from the standpoint of your present profit and the future prospects of your growing family?

Second: Do you not think it a wise investment to buy Corrugated Iron sheeting that will last a lifetime, improve the appearance of your property, and completely protect from fire and lightning? Then buy

NEW HEAVY WEIGHT COUNCIL STANDARD CORRUGATED IRON ROOFING the highest quality and best value in covering for farm buildings.

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Office and Factory: Toronto 4
Branches: Windsor, London, Ottawa and Montreal

W. J. ELLIOTT
Jarvis, Ont.

Make Old Rooms New

MAKE your attic into extra sleeping quarters or a children's play-room.
Gyproc will give you bright, comfortable extra rooms at small cost.

Right over damaged walls and torn, faded wallpaper apply Gyproc Fireproof Wallboard. Gyproc walls and ceilings will make every room bright and fresh. Takes any decoration. Fireproof, cold proof and heat proof. The strongest and lightest insulating wallboard known.

Write for free booklet—"My Home." It will tell you how Gyproc, Reboard Gypsum Insulating Sheathing and Insulux will reduce your fuel bill from 20 to 40 per cent.

THE ONTARIO GYPSUM CO., LIMITED, PARIS, CANADA 153

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HARNES AND HARNES PARTS
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AXLE GREASE
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on shortest notice
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Opposite the Public School

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All Sales conducted in an up-to-date and businesslike manner.
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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 my shop or your premises.
Telephone 17-12 Waterford
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THE MALDIMAND COUNTY O. R. A. LEAGUE

1927 SCHEDULE

June 9—Selkirk at Nanticoke	11-12
Caledonia at Hagersville	14-4
Dunnville at Fisherville	3-6
16—Nanticoke at Caledonia	
Hagersville at Dunnville	
Fisherville at Selkirk	
23—Selkirk at Hagersville	
Caledonia at Fisherville	
Dunnville at Nanticoke	
30—Selkirk at Caledonia	
Hagersville at Nanticoke	
Fisherville at Dunnville	
July 7—Dunnville at Selkirk	
Fisherville at Hagersville	
14—Selkirk at Fisherville	
Hagersville at Caledonia	
Nanticoke at Dunnville	
21—Caledonia at Selkirk	
Dunnville at Hagersville	
Fisherville at Nanticoke	
28—Selkirk at Dunnville	
Nanticoke at Hagersville	
Fisherville at Caledonia	
Adg. 4—Hagersville at Selkirk	
Nanticoke at Fisherville	
Dunnville at Caledonia	
11—Caledonia at Selkirk	
Hagersville at Fisherville	
Nanticoke at Selkirk	
18—Caledonia at Nanticoke	
Games scheduled at Dunnville and Caledonia may be played on Wednesday by mutual agreement between teams.	
In case of rain scheduled games to be played prior to August 19th.	

1927 SCHEDULE - GROUP 1

June 3—Erie at Springvale	
8—Springvale - Varenay 17-6	
11—Varenay at Erie	
June 14—Springvale at Erie	
17—Varenay at Springvale	
22—Erie at Varenay	
June 25—Erie at Springvale	
29—Springvale at Varenay	
July 4—Varenay at Erie	
July 7—Springvale at Erie	
12—Varenay at Springvale	
15—Erie at Varenay	

1927 SCHEDULE - GROUP 2

June 1—Gore at Renton	12-9
8—Renton at Jarvis	11-1
11—Jarvis at Gore	2-6
June 15—Renton at Gore	
18—Gore at Jarvis	
22—Jarvis at Renton	
June 24—Gore at Renton	
29—Renton at Jarvis	
July 2—Jarvis at Gore	
July 6—Renton at Gore	
8—Gore at Jarvis	
12—Jarvis at Renton	

"Read the Advertisements"