

THE JARVIS RECORD

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A NEVER-ENDING WAR

Ordinary rules of sanitation in the home and by municipalities are saving the lives of thousands of Canadians annually and making virulent epidemics almost unheard of.

How many people a few years ago knew that malaria germs were spread by the mosquito and that many disease germs were carried broadcast by the common housefly? No greater in number than these were those who realized the efficacy of screens, covered garbage cans, clean yards and the elimination of stagnant water in exterminating the mosquito and the fly.

A fly in the house is a sign of careless housekeeping in this era of swat-the-fly. It is only in the poorest tenement districts and the squalid homes of the mountaineer that the housefly is still given free reign to taint food and carry disease germs from person to person. Neither is the mosquito permitted to inject his malaria germs into the veins of every sleeping human.

To successfully combat the fly and the mosquito the campaign should be launched early in the year. The municipal spring clean-up was designed to rid the houseyard of the winter's accumulation of debris so these fly and mosquito breeding places would not be present when the breeding time arrived. The careful housewife also repairs and installs her window and door screens before the spring debut of the fly and mosquito.

But the battle against summer's pestiferous conveyors of disease must not stop with preventatives. Debris must not be permitted to accumulate, garbage cans must be closed tightly at all times and screens must be kept tightly closed and carefully repaired. And the fly swatter must be kept in daily use.

WHAT NEWSPAPER ADS DID

It was only a few years ago that the retail stores in towns and the smaller cities did the bulk of their week's business on Saturday. While the other five business days might have paid expenses the merchant depended upon the Saturday sales for the major portion of his week's profit. Needless to say the average merchant would have been exempt from excess profits in those days.

The newspaper is given credit for discovering the possibility of scattering the Saturday peak load over the six business days of the week and it was newspaper advertising which has relieved the present more equitable distribution of the week's business. Saturday is still the merchant's busy day, but now he is only a little less busy on the preceding five days.

This is only one of the many services performed for business by newspaper advertising. It is irrefutable that a great part of the increase in business experienced by the retail stores generally in recent years has been created by newspaper advertising. Newspaper advertising has been the "Aladdin's Lamp" of the retail merchant. There are still isolated towns where one may see for himself what "might have been" the nation over if newspaper advertising had never been.

A TRIP INTO THE COUNTRY

A jaunt into the country at this season will do any one good. What is more restful to eye-weary city dwellers than to gaze out upon the rural scenes around about Jarvis?

Here are the cows standing in the flowing streams, if they are not eating the tender grass. The trees are beginning to bud. The ground is fairly teeming with life. Everywhere one turns a scene that is good for the soul meets one's gaze; everywhere one turns a scene is pictured that is good for "sore eyes"—the

eyes that are tired and seeking rest and need just such a change. Oh for a trip to the country in the springtime!

THE ELEMENT OF RISK

From the cradle to the grave we live and strive for happiness—which is just another way of saying we speculate.

All life is a speculation. We strive and speculate for the success of health, of wealth, of pleasure, of achievement—all that life can give.

The wise speculator in life attempts to reduce his chances of loss to the minimum. If it is his health, he takes every precaution possible to insure his retaining it. If it concerns his happiness, there, too, he safeguards to the best of his ability. But if it chances to be his fortune—well, there he faces a different attitude.

The real success is won by the man who dares to take big risks to the limit of his ability. He sets his limit of safety and then dares to that limit. If he loses he does not ruin himself, while if he wins he wins beyond the wildest imagination of the vegetable conservative, whose object is to dare nothing.

Indeed, all living progress is nothing less than daring speculation. When the first protozoan came out of the primeval deeps to find his living in the tumultuous surf of the Archean sea, he took his life as his stake and speculated—and every step upward ever, since has been another speculation.

The man who risks ten dollars in an oil stock, knowing that it is all he can afford to lose, daring to risk it nevertheless, is the richer thereby, even though he lose it all. Next time he will do better—and if he perseveres there will come a time when he wins, to recoup tenfold his losses.

The cabbage is a useful vegetable, a model conservative, but there is no record of the cabbage ever having made any startling contributions to progress, civilization or fortune.

This cabbage variety of man counts for little in real life. The man who dares is the valuable factor.

DON'T FORGET THE DATE

Soon you will enter your place of business and find on your desk a note indicating you are urgently requested to call Number 0-0600 and ask for Graves. Don't you do it! I forget about it almost every year and the superintendent at Greenwood or Rosewood or Dogwood Cemetery gets peevish. He says something ought to be done about it. I think so, too.

April fool jokes are about the silliest and most vexatious things in life. A prejudice grew up in my mind several years ago. We are reminded of an incident which occurred in a certain city in Texas, where after a period of probity and sobriety a well known young oil man came into his office and found a telegram indicating he had a six-thousand-barrel well smack in the center of a large tract.

That is, the first sentence indicated that. He didn't read any farther or he would have been disillusioned. He called about him kindred spirits and gathered sundry other spirits and mixed them all up so that it was three days later when they unscrambled and the celebrant found himself the victim of a cruel hoax. The bozo

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A. BOOTH Dealer Jarvis, Ontario

Uncrowned King of a Happy Valley



ONE OF LIEUT. GOV. BRUCE'S INDIAN FRIENDS

LAKE WINDERMERE, B.C., THE HAPPY VALLEY

BRUCE (SEATED RIGHT) BEING MADE AN INDIAN CHIEF

Lieut. Gov. Bruce has recently been appointed Lieut. Governor of British Columbia, as the representative of Canada, in that province of Canada. Like many another successful Canadian, he came from Scotland, about thirty years ago, bringing with him a frock coat, a tall hat, and a bundle of introductory letters. He was the son of the minister of the parish from which George Stephen, later Lord Mount Stephen, then President of the Canadian Pacific Railway, had come, and so the first office which he presented himself was that of T. G. Shaughnessy, then general manager. In a very few minutes he was given a job, but as he was going out the door, "T. G." called after him, "Young

man, if you want to get on in this country, shed that coat."

Mr. Bruce must have obeyed instructions, for he has been "getting on" until his recent appointment seems to be as near the top as any Canadian could ever be. And, coincident with his own development, has come about the development of the Windermere Valley in British Columbia, where he has made his home for some years. Mining interests first took him, back in 1889, to the upper reaches of the Columbia River, where he commenced operations on the Sitting Bull claim on Boulder Creek, a tributary of Home Thief Creek, near the spectacular Lake of the Hanging Glacier. Later he left this for a new claim called Paradise, from

which has sprung the appellation Happy Valley. The village of Windermere, on the eastern side of Lake Windermere, was the first to take root, and here Mr. Bruce settled. He built a bungalow, and planted a garden, a garden which today is a riot of exquisite flowers, a regular flower show for those visitors at the Canadian Pacific Bungalow camp opened a year or so ago a short distance along the lake shore from the Bruce estate. Not only did this inveterate gardener plant lovely flowers in his garden, but realizing the difficulties of keeping miners at their jobs, he planted fresh vegetables in sufficient quantities for his men to have a diet of fresh vegetables instead of a diet of tin cans. His ores are mined with never a strike.

that pulled that one disappeared do; but when in bad don't do as the bad ones do.

Most people who have nothing to do make the mistake of doing it.

People who talk in their sleep should tell the truth while awake.

Nothing is certain except that it won't happen as the experts predict.

A great lover is one who can tell whether a girl is pensive or sleepy.

A self-made man is usually one who selected a wife that made him work.

Woman's place may be in the home but her daughter's seems to be in the auto.

An educated man is one who can quote Shakespeare without crediting it to the Bible.

Love makes the world go round the bend and park in a lane.

Lots of people think the world owes them five or six livings.

A soft answer doesn't turn away as much as a hard look.

Being popular doesn't leave much time for making real friends.

When picking your friends be careful not to pick them too much.

Money may not mean everything, but almost everything means money.

"Interesting people" are those who take an interest in us.

A man isn't licked until he begins to complain about the rules.

Most of the work is done by people who are too nervous to loaf.

You don't have to nurse a grouch very carefully to make it grow.

When in Rome do as the Romans

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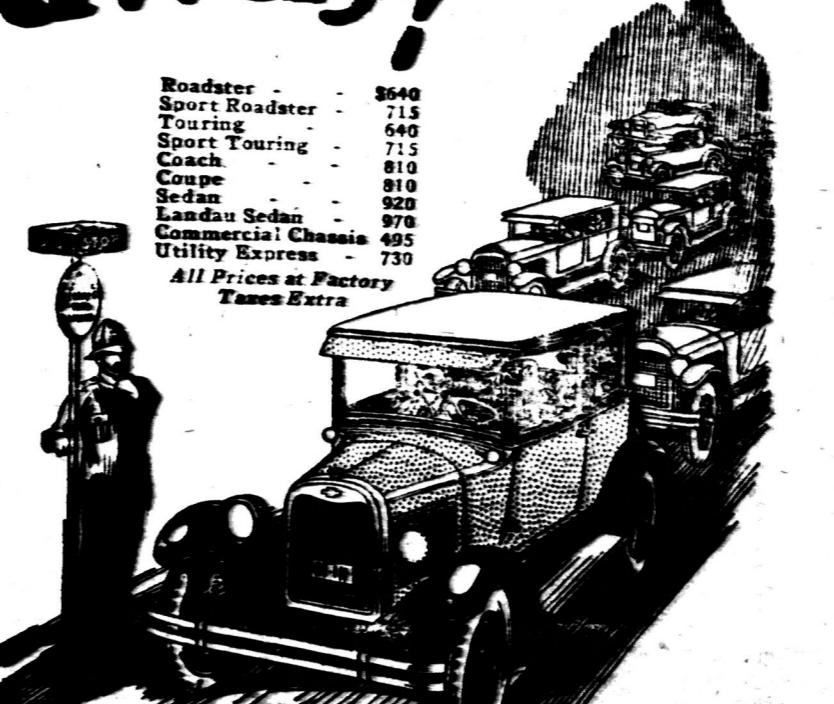
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