

## THE JARVIS RECORD

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### THE BRAIN IS SUPREME

Remember how on the First of July you used to take a little fireworks stick called a sparkler, and whirl it about? You wove circles, figure eights, all sorts of fantastic patterns in the air. And at that time you didn't realize that the figures you were seeing didn't exist at all. It was your eyes that were deceiving you.

Try the same experiment any time with a match or a glowing cigar. You can't trust your eyes. That's why so many of us need glasses.

You can't trust your nose, either. The sweetish, almond smell may come from deadly cyanide of potassium. Many of the poison gases in the World War had a not unpleasant smell at first.

Your ears are just as unreliable. Just try to whistle a tune in someone's presence. Unless you are a phenomenon, you'll whistle mostly wrong notes, off key. Your whistler's all right. It's your ear that's playing a trick on you.

Your taste, allied to smell, is equal to deceptive. The sense of touch is probably the most reliable of all, but it is a poor thing at best. How would you like to sit down blindfolded among enemies, and agree to eat whatever you might be permitted to feel of?

Then, if the five senses are such poor servants, how is it we get along so well with their aid? It is because the brain directing them is more perfect than any one sense. When the eyes fail, the brain orders the touch-sense and the hearing-sense to help out.

No life, no home, no business, can be successfully carried on without a central mind more capable than any of the subordinates. Just as your sense, cooperating, achieve what no single one could do, so in your every activity you will find most success if you, too, learn to cooperate. Know when to subordinate yourself, and be not afraid when it comes your time to command.

### PICTURE LESSONS

Pictures have played a vital part in the shaping of the destinies of the world and the individual. They are an inspiration either for good or evil—depending on the picture. Good pictures find their way into the cottages or castles of the thoughtful and the cultured. The thoughtful and the cultured bring good pictures into their cottages or castles.

We can't all afford to purchase the originals of the few immortal masterpieces but modern commercialism beneficently brings within the reach of the humblest homes good copies. It is true that the rich buy "paintings" and the poor buy "prints" but so less true is it that there are millions of prints sold for each painting "sold for a fortune." There is a wealth in pictures that is unknown to "wealth." The artist could wish for no fuller and finer appreciation of his art than that bestowed upon it by those without means to own it "in oils."

The value of the picture is known to those in all walks of life. Newspapers have long recognized the news value in the picture, educators know its educational value, the church depends upon it for inspirational power. An advertising writer says "to unlock the average mind use a pictorial key." Sir Joshua Reynolds wrote "a room hung with pictures is a room hung with thoughts" and in the words of Ben Jonson "whosoever loves not a picture is injurious to truth. The picture is the invention of heaven, the most ancient and most akin to nature. It is itself a silent work and always one and the same habit."

Man learned to paint and draw pictures—roughly and rudely at first—before he learned to talk and to build himself a fire. Some of the pictures created by the genius of man will be among the last things cherished by man.

### ADVERTISING AIDS ALL

Newspaper advertising and the automobile have combined to bring city shops to the very door of the farm house and the suburban home. Each day the newspapers bring a complete quotation of what can be bought, where it can be purchased and the prices at which it can be purchased. The sale is actually made through the advertising columns of the newspaper. A visit to the store next day by automobile completes the exchange of money for merchandise.

How much more convenient is this contrivance of modern commercial and industrial genius to the inefficient method of our rural forebears who knew only their personal needs. With them there was no alternative for the slow, tedious and disappointing expedient of going to town by wagon or cart and trusting to diligence and a stout pair of shoes to seek out the shop which sold that which they were in need of and which sold it at an acceptable price, if not at the lowest obtainable price.

The merchants in the cities and towns need not have debated over the

inroads of the mail order houses before the day of the automobile and of persistent newspaper advertising. The mail order houses provided the rural and suburban buyer with a store—if only on paper—in which to plan his buying. Newspaper advertising is now offering the service formerly offered by the catalogs of the mail order houses but in addition is furnishing this service daily and weekly instead of twice yearly, is giving the buyer the choice of prices and goods of all merchants not those of one, and is rendering a valuable service in assisting the public to determine its wants.

### In The Melting Pot

When the boss gets back from his vacation he finds everyone rested. Fishermen are the most laziest men. Some men are too lazy to fish.

Many supposedly erudite gentlemen are merely persons who have nothing to say and never say it.

They are talking of forty thousand "ringside" tickets at the coming contest in Chicago. This will take some of the suckers who bought this sort of pastboard far out into the lake.

Professors at the Mellon Institute at Pittsburgh are telling how to go to sleep. Just relax and quit thinking. That's all. That ought to be simple. Most folks will have only to relax.

An old friend of quiet and almost sad manners says he can remember: "Away back when women wore their skirts so long you couldn't see their insteps; now they wear them so short you can't hardly help seeing their steps."

### Here and There

One year from date of publication in the Canada Gazette new regulations requiring the inspection and grading of fruit for exportation come into effect. They will require that all fresh fruit must be inspected and an export inspection certificate issued showing the grade before leaving the country.

A record was established at Quebec recently with nine passenger vessels arriving and landing passengers and mail, the largest number ever to visit the port at any one time. Included in the arrivals were the "Empress of Scotland," the "Montclair," "Montclare," "Marloch" and "Melita" of the Canadian Pacific Steamships.

A new high record of \$15,824,821 in gold production of the province of Ontario during the first half year is shown in the report just out, the increase over the similar period of last year being a quarter of a million. During the same half year the total production of all minerals in Ontario was \$45,103,223, as against \$42,584,402 for the same half year of 1926.

To serve the interests of hundreds of farmers in Southern Saskatchewan two new branch lines of the Canadian Pacific Railway started operation on September 1st, according to announcement by D. C. Coleman, Vice-President, C.P.R. The longer of the two lines run from Assiniboine south to Coronach, a distance of 39 miles, and the second, a 27-mile stretch, runs from Bromhead to Lake Alma.

The 100 members of the British Newspapers' Society left Canada thoroughly impressed with the opportunities Canada possesses. Their impressions are that Canada was already great and is potentially much greater, and they were amazed that so much could have been accomplished in Canada in such a short time by so few people. They sailed from Montreal on the Canadian Pacific Steamship "Montclair," the ship having a large passenger list.

After a strenuous six weeks travelling across the Dominion of Canada, Their Royal Highnesses, the Prince of Wales and his brother George, embarked on the Canadian Pacific Flagship, the "Empress of Scotland," tired but happy. Prince Edward said, "Every time I come to your country I am more and more attracted by the wonderful natural scenery and the warmth of the welcome extended by Canadians, and trust that it will not be long before we meet again."

Approximately 1,000 members of the American Legion visited Montreal on their way to Paris, France, where they will hold their 9th annual convention. The people came from Idaho, Buffalo, Wisconsin, Washington, Montana and North and South Dakota. Frank X. Schwab, mayor of Buffalo, gave the Legionnaires of that city a wild buffalo to be presented to the citizens of Paris. They crossed to Antwerp on the "Montclair" and "Montroyal," both liners in the Canadian Pacific service.

"A land of good wages and unlimited possibilities" is the manner in which Premier Stanley Baldwin characterized Canada in his first public address in the Old Dominion after his return from the Dominion. Ninety-five per cent. of the men (of whom we hear too much) who go out to the Dominion and fail, owe their failure to themselves. I have no doubt that a man can succeed on the land there even if he has not been brought up in the country at home. A little training will go a long way."

### ROCKFORD

(Too late for last issue)

Mr. and Mrs. Frank Hamby and baby spent over Sunday with Mr. and Mrs. John Walter at Mithell.

Mr. and Mrs. Williams and Jimmie, Miss Margaret Rennie and Mr. Paul of Hamilton, spent Sunday at the home of Mr. George Smith.

Miss Ethel Burch of Toronto, spent last week holidaying with her grandparents, Mr. and Mrs. Thos. Smiles.

Mr. and Mrs. John Thompson, Alvin and Victor, of Hartford, spent Sunday at Mr. John Gilbert's. They attended our S.S. and Mission Band services. Mrs. Thompson favored the Mission Band with a lovely solo, which was much appreciated.

We regret to report that Mrs. Alex Angus has had to go back to Brantford Hospital for another operation. Mr. and Mrs. Charles Brady of Buffalo, N.Y., called on Mrs. James Priest on Monday.

A number from here attended the C.N.E. last week.

Mr. and Mrs. Stanley Anderson and family spent Sunday with Mr. and Mrs. Lindsay Irvine, Burford.

### THE JULY ROD AND GUN AND CANADIAN SILVER FOX NEWS

Packed with stories of special interest to the sportsmen now about to commence a new hunting season, the September number of "Rod and Gun and Canadian Silver Fox News" has just been published. This issue of the magazine contains the usual good collection of articles and stories on sporting and outdoor subjects. "Snow Trails and a Flowing Sea" by Robert James, one of the leading

stories, is an unusual article, comprising entertaining yarns of survey ship work in the north. A thrilling fiction story, "The Freight of Fortune," is contributed by Samuel A. White, while several shorter stories on various subjects complete the issue.

A great deal of material of interest to specialists and sportsmen in general is included in the fishing department conducted by G. P. Sladen, the guns and ammunition department by C. S. Landis, Kennel by C. G. Hop-ton and Outdoor Talk by W. C. Motley.

### "MYSELF."

I have to live with myself and so I want to be fit for myself to know. I want to be able as the days go by Always to look myself straight in the eye.

I don't want to stand with the setting sun And hate myself for the things I've done;

I don't want to keep on a closet shelf

A lot of secrets about myself, And fool myself, as I come and go, Into thinking that nobody else will know

The kind of person I really am.

I don't want to cover myself with sham,

I want to go out with my head erect. I want to deserve the world's respect And in this struggle for fame and self

I want to be able to like myself; For I never can hide myself from me I see what others can never see; I know what others can never know, I never can fool myself—and so whatever happens I want to be Self-respecting and conscience free.

READ THE ADVERTS

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SLIP COVERS—Cut and made for closed cars, at my shop or your premises.

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TYRRELL, ONT., R.R. 4, SIMCOE

## Jarvis FALL FAIR

## SEPT. 28 & 29

## School Fair

## Jarvis

## Sept. 29th

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FARM AND FARM STOCK

A SPECIALTY

Assistance freely given in arrangement of sales to anyone employing me. Terms within keeping of present farm stock prices.

WARREN JACKSON

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