

**THE JARVIS RECORD**

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THE RECORD PRINTING COMPANY, LIMITED

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**CANADIAN FOREST WEEK**

It is appalling to learn that since the arrival of the white man in Canada, forest fires have destroyed 60% of her primeval forest wealth. Four or five times as much timber has been burnt in this country as has been cut for the uses of man and the requirements of commerce. Disappearance of our accessible timber supplies within a period of twenty-five years is forecast.

To bring home to the minds of Canadians before it is too late, the tragic loss that will result to this country if our forest areas are totally destroyed, Canadian Forest Week has been set aside. In the press, in the schools, in clubs and public gatherings, the importance of Canada's forest and Canada's forest industries will be drawn to public attention. If everybody in Canada realized that thousands of families and millions of dollars of capital are dependent upon the Canadian forests, everybody would think twice before throwing down lighted matches or cigarette stubs, or lighting fires in dangerous places and leaving them to spread on or below the surface of the ground. Carelessness has destroyed 60%. The axe has taken 18%. Only carelessness will save the 27% of our forest wealth that remains.

Hon. Charles Stewart, Minister of the Interior has to do with Canada's forests, and it is encouraging to note his activity in arousing public opinion as to the situation and the imperative need for care in preventing forest fires.

**HISTORY IN THE MAKING**

That there are sermons in stones and books in the running brooks has long been an article of literary faith, but only now is there complete realization of the truth of the statement that the archaeologist of a far-off tomorrow will seek his treasures in the advertisements of today.

It was Anatole France who said that advertisements are the modern historian's best materials. The catalog, newspaper ads, the magazines unrolls before one as luminously as a film on the screen the development of the times. The saga of the customs, clothes, implements and playthings of today will be faithfully depicted in these advertisements excavated some thousands of years hence.

The story of human progress during the past century and a half is unfolded to those who delve into the advertising mediums of the period. Style change from the hoopskirt and bustle of the '70s to the knee-length skirt of today are shown. Development of the electrical age, the telephone, electric light, phonograph, player-piano and radio; progress of locomotion from the high-wheeled bicycle to the automobile; the safety razor and the farm tractor, all are shown in illustrations and detailed descriptions.

There is no better textbook of near-ancient history than the advertisements, but for the study of current history they are even more invaluable.

**RIB-ROLL** - House roof - Lasting, inexpensive

Have your house or cottage with Rib-Roll. It is the most durable, lasting, and economical roof covering ever made. It is ideal for houses, barns, sheds, warehouses, churches, churches, public buildings. Give your roof for five dollars. Write for literature.

**Eastern Steel Products**  
LONDON, ONT.  
Manufactured by Woodbridge & King Co., Limited.

able. Millions of women every day study the current history of fashion in newspaper advertisements, and millions of both sexes follow in the same place the contemporary development of the automobile, furniture, radio and every other marketable product.

**THE THINK SHOP**

Thinking is a human process that is much neglected. People do many things in life entirely leaving out the element of thought.

This world would be a much better world, a much better place to live in, if each person would simply put his thinking cap on and wear it at the performance of each deed, significant or seemingly inconsequential.

In the office, in the shop, in the home, in the social arena, in public places, everywhere, thought would play well its part.

The think shop is one of the most important properties of the human makeup. Lack of proper thought promotes misery, worry, discontent, sadness, suffering, ignorance and hundreds of things that should be destroyed rather than promoted.

The man who thinks is the man who does things efficiently and it is likewise with the woman who thinks. The boy or girl brought up in the habit of careful thinking is the boy and girl who will mean most to the Dominion.

Wounded feelings, shattered careers, demolished hopes, slouchy work, determination to revenge and all sorts and kinds of failures may at once be prevented by the simple application of proper thought.

Time and money may be saved if one will but think about his immediate task. Matrimonial mistakes may be prevented by right and proper thinking. Many careers may be brightened and made more useful and larger by merely allowing thought to invade the territory of proper execution.

Since thinking is such an important and necessary element in the business of life, it should be fully resorted to by all the people, all the time. Therefore THINK. Let's go! Everybody THINK!

**A GOOD RESOLUTION**

What would happen if an employee of a bank should tell its patrons to do their banking business elsewhere, or if a salesman in a store should whisper to the customers that prices were lower and quality higher at another mercantile establishment? In either case the disloyal employee would lose his job and the respect of all.

But isn't the citizen who trades

out of town just as disloyal to his home town as the employee who deprives his employer of business? Those who buy by mail or go away to shop are telling the patrons of their town that they could do better elsewhere. They take away from the home town merchants not only their own business but that of others.

Life bargain hunting and window-shopping, buying at home, with practice, becomes a good habit just as out-of-town trading grows upon one as a bad habit. And it is feared that most mail order and other foreign buying is from force of habit rather than from any hope of profit or gain in satisfaction. Seldom is there a legitimate excuse for trading elsewhere than at home.

What would be the dividends payable to Jarvis if every citizen on December 31, 1928, could truthfully say he or she had not violated a community resolution for 1928 to "buy at home"? The extra dividends that would accrue to the benefit of the community and each of its citizens would be more business for its merchants, more money in circulation, more employment and more prosperity for all.

**STRONG-ARMED ANGEL**

John Koach Straton, eminent New York preacher, says that when his automobile was in an accident he saw an angel come and snatch open the door of the car, thereby saving his wife's life.

No one who knows Dr. Straton will doubt the statement. No one who personally knows Mrs. Straton, but will rejoice at the miracle.

With the observant Brisbane we join in the wonderment of the partiality of the angel.

One wonders why angels play favorites and do things at times and hold back at others. Why are mothers burned to death in tenement house fires and countless children crushed beneath the wheels of trucks in the city streets.

In days of old angels were frequently sent on special missions of revelation or mercy. Recently there have been few reports of such visitations and especially in America.

An angel of the name of Maroni appeared to Joseph Smith and showed him where the golden books of Mormon were buried in the hills of Cumora. That event and the one whose timely appearance saved the estimable Mrs. Straton's life are the only authenticated appearances on this continent that we know of.

In days of old an angel appeared to Jacob at Hahanaim and wrestled with him all night. The angel got the scissors hold on Jacob and slightly injured his thigh. There was no

**"That's a perfect Combination, John. I'm so glad you got that B-H book."**

"It was your idea, dear, I was the doubting one, but I'm certainly convinced now—and I'm a bit proud of my painting ability, too."

"Don't take too much credit, John, remember what the paint man said about B-H 'English' being easy to use and covering so well."

**B-H ENGLISH PAINT**

W. J. BAILEY, Jarvis

**LOCAL AND GENERAL**

(Continued from Page 1)

Saints Church, Hagersville, Thursday evening last.

We are pleased to report that Mr. E. Weller is recovering nicely from an attack of pleurisy which he contracted on Friday last. His many hope that he will soon be able to be about again.

—Leave your Watch and Clock Repairing at Mrs. J. Porter's store for quick service and reasonable charges. Of course, all work is guaranteed. Robt. Smith, Jeweler, phone 43 Port Dover, Ont.

A new comet has been discovered by the French astronomer M. Cincobin, but owing to bad weather it has been difficult to observe it carefully and get much information regarding the visitor.

so your children won't have the troubles which made a man of you.

**SHOE BARGAINS**



**BUT YOU'LL HAVE TO HURRY!**  
If we would quote the ridiculously low prices, you'd think the printer had made an awful mistake.

**DUXBURY'S STORE**  
Phone 47

**SERVICE**

Intelligent service is best rendered by those who are constantly in touch with new developments. We are at all times studying and analysing changing market conditions so that our service to you shall be profitable.

Our service aims to be safe, sure, sound and conservative and subjects each transaction to the closest scrutiny and investigation.

Special information regarding all securities listed and unlisted, is available to you and will be gladly furnished on receipt of your communication. Your letter or phone call will receive personal attention. We are always glad to serve you.

**DENMAN & CO.**

LIMITED  
INVESTMENT BANKERS  
HAMILTON, ONTARIO

Telephone Regent 6853  
TORONTO LONDON BELLEVILLE

**CHEVROLET**  
Selling Good  
**USED CARS**  
because we sell  
Good New Cars

**BECAUSE** the 1928 Chevrolet is the finest car we have ever had to offer to the public, we have received in trade some of the finest Used Cars we have ever had on our floor. The exceptional value of the new Chevrolet has brought in many used cars that would not ordinarily have been traded in for several years. And the Used Car buyer benefits by this situation . . . not only by getting a better car, but also by reaping the advantage of reductions in price.

You can buy here with every confidence. The reputation of our Chevrolet dealership stands behind the Used Car we sell. Come in and let us show you some outstanding values.

One 1925 Chevrolet Sedan, in excellent shape \$450.00

Several 490's in good running order

**ALBERT BOOTH**  
Dealer  
JARVIS, ONT.

**USEFUL GOOD CARS**

FOR S... and broo... Thumb'... cradle; s... Taylor; p...  
FOR S... bator with... Reg. Ion...  
PROFE...  
A...  
MAMIL... CALED... HARE... Cou... S... J...  
Kelly... Charisters... W. E. Kelly... Crown A... D... Solicitors f... SI... Money to...  
P H...  
I. J. ... 10 to 1...  
JARVIS...  
DR. PHYSIC... Office I...  
OFFICE—Resi...  
D E...  
Dr...  
Office Hours...  
Office above...  
MAIN ST...  
V E T...  
Dr. E...  
Hagersville... MOD...  
T. H...  
T. E. Bi... Melotte... Louder...  
J. L. Case... DEALER IN...  
POND...  
COCKSHU... FARM... A Full... JARVIS...  
JOHN...  
A... All Sal... up-to-date... manner...  
85 Maple S...  
A. C... RE-UPH... FURNIT... Goods called... good rang... from. City... prices... SLIP COV... for closed ca... premises... Telephone... TYRELL, C...  
AUCTION... FARM AN... A S... Your sale c... highest appro... and dates see...  
WARR... Phone 66...