

## THE JARVIS RECORD

Published every Thursday morning at the office in The Record Building, 240 St. George Street, Jarvis, Ontario.

THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, FEBRUARY 9, 1928

### BUY FROM STORES REPRESENTED IN THE RECORD

The housewife usually regards the peddler who comes to her door as a nuisance. But half the time she encourages him by the upside-down process of "buying something to get rid of him." She finds it easier, in the individual instance, to buy a package of bad needles or a rubber apron which turns out to be a second, than it is to listen to a stream of talk and force herself to argument as to why she should not buy.

Yet if all the housewives of Jarvis were to unite in refusal to buy of the itinerant salesman for a year, they would find themselves left, long before the year was out, in peace and quiet to attend to their home duties without interruption and to do their marketing according to their own good judgment.

In one prosperous small city often victimized by this type of person, the merchants got together and issued a statement which may well be headed here:

"Numerous complaints are being received from housewives who report that they have lost money through purchasing merchandise from unknown house-to-house peddlers. Professional swindlers who go from city to city have victimized thousands of housewives. Merchandise is misrepresented and, if delivered, is often inferior to samples shown. Advance payments are sometimes collected, the peddler vanishes and the merchandise is never received. Investigate before you buy or invest."

"Your responsible local merchants support all civic and public enterprises, pay taxes for the city's support, and give employment to thousands of home-town people. You can always see them personally for the adjustment of any mistakes."

You are safe in buying from responsible stores.

### THE ADVERTISER'S "PULL"

What does your newspaper actually cost? It is obvious that the several pennies you pay does not cover the expense involved in the writing and printing of this newspaper.

What do magazines cost? It is reported the actual cost per copy of a famous weekly selling for 5 cents is actually 42 cents. Somebody pays for your newspaper and your magazine. This somebody is the advertiser.

And, of course, if the advertiser makes the paper possible, it would seem reasonable to assume that he controls the independence of the editor and directs the policy of the paper.

But it is not in accordance with either logic or truth. Advertising makes possible your paper. But no individual advertiser makes it possible.

The bulk of advertising carried in a newspaper makes possible the publication of that paper. Newspapers frequently reject undesirable advertising. In doing so they not only assert their independence of individual clients, but enhance the tone of the paper and increase the pulling power of the advertising columns.

The advertiser's "pull" with the editor and publisher is a myth. The only pull is the pulling power of a well-written ad in a reputable newspaper.

Contrary to repeated reports, the last horse and driver to be afflicted by one of the fruits of modern inventive and industrial genius have not departed from this globe. A man whose horse ran away upon first looking upon a steam roller described the engine as "an unrightly iron monster, with a boiler, cab and a fire and fuel chamber, mounted upon large, heavy rollers and emitting loud and unseemly noises in its operation."

With a little editing this man's description would have served admirably as the description of a country squire might have given 20 years ago of a "one-lung" automobile which had raced by him in a cloud of dust at the terrific speed of eight miles an hour. Such incidents are provocative of much laughter and derision on the part of a generation which through constant association has learned to look upon the steam roller and the automobile as commonplace objects.

People who have been reared in the cities and towns of the Dominion amidst every engine and device known to this ultra-mechanical civilization, can no more sympathize with the excitement and amazement experienced by those who see them for the first time than the prehistoric could sympathize with the feeling of awe which would pass over the modern urbanite if he was to encounter a real flesh and blood Dinosauria.

### THE STORE CLERK AND YOU

It makes quite a difference what kind of service you get from the people who hand over goods to you in a retail store.

Do they just hand them over, naming the price and then turning away with a kind of indifferent look?

Or are they so anxious to sell to

you, that they do not stop to consider what your wishes and needs are, but just try to put over on you whatever they think you will buy, and do it in the least possible time?

Those kinds of service you frequently see in the big city stores, where the clerks never saw you before and never expect to see you again.

When you buy in stores advertising in The Record, you get personal attention, because these store people know you, or at least wish to do so. They consider not merely selling you this time, but pleasing you so well that you will come again.

### In The Melting Pot

The ideal man, it seems, is always married to some other woman.

The most illiterate individuals are those who can read but don't.

One thing is certain that knocking the weather doesn't improve it.

Wednesday the "ground hog" took a chance.

Saw his shadow at the very first glance.

He scurried back from whence he came.

But spring is coming, just the same.

### HEALTH SERVICE of the CANADIAN MEDICAL ASSN.

#### NO CHILD NEED DIE OF DIPHTHERIA

In Canada, during the year 1926, there occurred 922 deaths from Diphtheria. This represents a tremendous amount of suffering, both bodily and mental, the loss of precious lives, and the physical damaging of many that recovered; in addition, the resultant expense might be mentioned. This is a deplorable condition when it is realized that we know as much, if not more about Diphtheria than we do of any other disease. The germ that causes it is known, its method of spread is understood, there is a specific cure for it and, best of all, there is a satisfactory and effective means of prevention.

The question that naturally arises is that if such be the case, why do so many cases and deaths continue to occur? The answer to this question is that whilst we have a cure and a preventive, they are not being used by everyone, and until they are, cases and deaths will continue to occur.

Diphtheria antitoxin is a specific cure if given, in sufficient amount, on the first day of the disease. Deaths occur when this is not done. Cure depends upon securing prompt treatment. The usual reason for delay is that parents wait until tomorrow to see if the child is better before calling the doctor.

Injectations of diphtheria toxoid (Antatoxine-Ramon) or of toxin, antitoxin will develop, in the individual injected, a resistance to Diphtheria (immunity), similar to the resistance developed amongst those who recover from an attack of the disease. As Diphtheria deaths occur chiefly amongst children of pre-school age, these children should be immunized or protected against Diphtheria. Diphtheria can be stamped out by immunization. No cases or deaths will occur amongst those immunized.

Questions concerning Health, addressed to the Canadian Medical Association, 184 College St., Toronto, will be answered. Questions as to diagnosis and treatment will not be answered.

### DUXBURY'S STORE

JARVIS GROSIR  
Phone 47

#### FRUITS AND VEGETABLES

We also carry a full line of  
BOOTS AND SHOES  
RUBBER BOOTS  
BLANKETS  
MITTS  
CLUB BAGS  
GRIPS  
OVERALLS  
SWEATERS  
HARNESS OIL

STOCK TONIC—the Best on Earth—give us a call and be convinced  
HARNESS AND SHOE REPAIRING done while you wait

#### Are You an Investor?

The Financial section of MacLean's Magazine will be invaluable to you.

Save money by reading it. Every article timely.

24 issues in one year all for only \$2.00 for one year, and \$5.00 for three years

Send your orders to:

THE JARVIS RECORD

## FEBRUARY SALE

AT THE WALKER STORE, SIMCOE

**BASMENT**—Hundreds of Aluminum Kitchen Utensils—extra heavy made. All one price. During February Sale. 98c each

Two special sale tables of Granite and other useful Household Necessities at Clearing Price. 25c and 59c

Hundreds of Remnants from every department on sale in the Basement at Special February Sale Prices.

A visit to the large table of odd China and Dinnerware will help you to solve some of your dish problems at low prices.

**BASMENT**—Our stock of 97-piece Dinnerware Sets is very complete. Many new lines and patterns have been added to our stock. Come in and have a look at them and if you are in the market for a new set of Dinnerware, make your purchase during February Sale and save from \$3 to \$8. During February Sale you can select your Dinnerware at sale prices—pay a deposit of 25% and a small weekly payment on balance until paid.

**FEBRUARY SALE OF MEN'S AND BOYS' SWEATERS**—All 100% pure wool. Made in coat or pullover style. Very useful for the ladies and girls. We made a big purchase of first quality Sweaters at very low prices and have them on sale at Boys' ..... 95c and \$1.95  
Men's ..... \$2.25, \$2.75, \$3.75 and \$4.95

These special February Sale Prices mean great savings to you

Men's heavy Denim Overalls and Smocks in plain Blue, Black or Stripe. This is one of our best makes. Size 34 to 44. Special February Sale Price ..... \$1.49 Garment

Men's Winter Socks in fine Cashmere, also Silk and Wool Mixtures. Plain and fancy designs. Sizes 10 up to 11½. Special February Sale Price ..... 58c Pair

Men's heavy White Flannelette Nightgowns. A great big roomy Nightgown, made of best wearing quality. All sizes. Special February Sale ..... \$1.49

Men's heavy Mackinaw Socks in Black or Grey—A very durable wearing Sock. Special February Sale ..... 98c Pair

Men's Pyjamas in striped English Shirtings. Neat stripe, fast colors. \$3.00 value for ..... \$1.95 Suit

Women's Leather Pouch Purse Bags, assorted shades. \$1.50 Value. February Sale ..... 98c

Special February Sale Price on plain White Envelopes. No. 7 size, good quality of paper. 3 large packages for 10c or for a box of 500 ..... 65c

Ladies' Cream Wool Vests, opera top style. A lovely fine \$2.00 quality. Special to clear at ..... 98c each

100 lbs. of good quality Knitting Yarn in 2 or 3 ply only. A few shades in this lot ..... 25c skein or 75c lb.

The New Spring Gingham and Chambray are here in all their spring loveliness. Plain shades, also checks and plaids; fast colors. Special February Sale Price, 32 inch ..... 19c  
36 inch English Gingham at ..... 29c

Factory Cottons for Sheetings, Pillow Cases, etc., at prices below today's cost of making. Two special qualities in 40 inch width. Regular 29c quality, February Sale ..... 25c yd.  
Regular 33c quality, February Sale ..... 28c yd.

These are two good numbers for greenhouse frame work.

After all, nothing like a good Linen Huck Towel for real service. Special heavy quality Irish H. S. Damask ends. Size 18x34. Regular 60c value. Special February Sale ..... 3 for \$1.00

Misses' and Girls' Pullover and Coat Style Sweaters, assorted shades and fancy des. Sizes 28 to 34. Values in this lot up to \$3.00. February Sale Price ..... \$1.75

Pure Linen checked Dish Towels, stamped ready for embroidery. Large size, 22x33 inches. A good 45c Towel. February Sale Price ..... 25c each

Stamped Luncheon Sets—1 cloth and 4 napkins to match. Several very pretty designs. Values up to \$1.45. February Sale per Set ..... 79c

Heavy Cream Flannelette Sheet, full 72 inches wide. Buy your blankets by the yard and make them any length you require. Special \$1.00 quality, during February Sale ..... 65c yd.

A great big special bargain in stripe Bath Towels. Size about 18x36 inches, fringed ends. Regular 45c pair. February Sale Price ..... 29c Pair

Special prices on all Woolen Blankets, Comforters, Sheets, Sheetings, Pillow Cottons, Table Cloths, Linens, etc. Save money by securing your requirements during this great sale.

About 200 yards of Mill-ends of Circular Pillow Cotton. A heavy quality, 40, 42 and 44 inches wide. Special February Sale Price ..... 29c yard

Women's Gloves—all of the heavy better quality Suede Fabric. This assortment consists of Duplex and Heavier Fabrics. Some with turned fancy cuffs and some with fancy bands and scalloped cuffs. In such colors as Modes, Sands, etc. In sizes 6 to 8. Regular \$1.00 to \$1.25 numbers, per pair ..... 69c

Men's heavy Winter Pants in Tweed and Mole Skin. A very comfortable garment, made to stand the wear. Special during February ..... \$2.75 pair

Men's and Young Men's Winter Caps. A large assortment arrived this week. Values up to \$2.00. During the February Sale priced ..... \$1.15

February Sale on Pressed Glass Fruit Bowls and Pitchers on the better quality of Glassware:

Large 95c Fruit Bowl for ..... 59c  
Large 75c Fruit Bowl for ..... 43c  
Pitchers that usually sell for \$1.00, Feb. Sale. 69c  
Pitchers that usually sell for 75c, Feb. Sale. 49c

Girls' and Misses all wool Pullover Sweaters for school or sport wear. They come in Brown or Blues. Values up to \$2.25. February Sale ..... 95c

Housecleaning time will soon be here. 2 Floor Mops for the price of one and a can of oil extra. Regular \$1.50 value. February Sale ..... \$1.00

One rack of Women's nice House Dresses and Smocks in plain or fancy patterns. Nearly all sizes. Values up to \$2.50. February Sale ..... \$1.39

36-inch heavy Flannelette in plain shades, also White. This is our regular 25c cloth and we are selling this wonderful cloth for ..... 18c

Women's First Quality Silk Bloomers, made of heavy durable cloth. They come in several shades; sizes up to 44. Special for February Sale ..... 98c pair

Several dozen pairs of Ladies' Winter Stockings in Silk and Wool Mixture; also some all-wool Cashmere, plain and fancy shades. Sizes 8½ up to 10½. Values up to \$1.25. All first quality Hose. February Sale ..... 59c

Women's and Young Women's plaid and fancy pattern design Silk and Lisle Mixture Hose, all first quality. Just a real good stocking at a very low price. \$1.00 value for ..... 48c pair

**MANY OF THE NEW TOGS FOR SPRING ARE HERE**  
The New Tweed and Kasha Coats — The New Kasha Dresses — The New Millinery — The New Silk Dress Goods and many other items.

**WE INVITE YOU TO COME IN AND HAVE A LOOK AT THE NEW SPRING GOODS**

**The Walker Store**  
SIMCOE

## Liner and Planes in 3000-mile Dash to Effect "Scoop"



1. The Champion getting hoisted up before entering the English Channel. 2. Lowering the photographs to the waiting sea-plane. 3. Canadian sea-plane which flew to Rimouski. 4. The Canadian Pacific liner "Empress of Scotland".

Gertrude Ederle's recent victory over the English Channel, wrote an epic into the already brilliant aquatic records of America. And while this youthful swimmer, who broke all existing records in her Channel swim, was being lionized in Europe for her victory, a sequel to this event was taking place in America which will go down on the romantic pages of journalism as one of the biggest "scoops" in newspaper enterprise.

Using a four-plane relay in co-operation with the Canadian Pacific steamer the Empress of Scotland, representatives of the New York News, landed the actual photographs of the great Channel swim in their offices in New York fully twenty-four hours before other prints could possibly arrive.

As the gangplank of the Empress

of Scotland was being raised at Southampton, a messenger dashed up to the ship and placed a bundle of prints in the care of a passenger. Even the Commander of the ship was ignorant of their value until a radio message flashed in giving the instructions for the disposal of the prints. A seaplane would pick them up near Anticosti Island. True to the arrangements the seaplane was sighted a few miles from the island near English Bay, and Commander Latta gave instructions to an officer to wrap the photographs in a water-proof float and lower them over the side of the ship. The seaplane circled the ship and alighted. In a few minutes the package was picked up but the sea had become so choppy that it took the plane several hours to taxi to the lee of the island before it could rise. Finally taking to flight it flew straight to Rimouski where the prints were divided and

placed on board two waiting land planes. These two planes hopped off for New York and were hopeful of reaching New York for the Saturday edition of the News, but heavy fogs descended and killed all hopes. One of the planes was forced down at St. Eloi and success was up to the other plane. After flying in the fog almost to Montreal, it turned south and landed at Plattsburg and met another plane at the parade grounds there. Here the other plane took the pictures and began the last leg of the perilous flight to New York. Flying at 112 miles an hour through three electric storms and one of the heaviest fogs ever encountered by the flyers the plane landed at the West Side Park, Jersey City. A little over three hours after the final dash was begun the pictures were delivered at the offices of the News in New York 24 hours ahead of picture on route via New York.

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