

## JARVIS RECORD

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### HAVING "A GOOD FRONT"

"Run down at the heel"—it speaks loudly; your character is judged largely by it; your whole fortune may be dependent upon it; so, young man, young woman, start in right; and never be "run down at the heel."

All of us owe it to ourselves, our families and our friends to dress well. This is not an advertisement for the clothing merchant, or any other merchant; it is a plea for better dress and for what it means. Better dress does not mean that we shall "flower out" in a brand new suit every time that fashion decrees a change; we can dress well by dressing neatly and not fashiously, and we can dress well without expensive clothing. We can be neat in appearance without a new suit; we can be clean; our shoes can be clean—and not run down at the heel—and our hat can reflect good taste.

"The first thing I notice about a woman is her hat and then I look at her shoes," is the observation of a Jarvis man, who dresses well but not expensively, and whose wife dresses well, but not expensively.

"A good front" gets one by; it carries an introduction by itself; it inspires confidence; it brings business; it is an ambassador of commercial progress; it is vital to a young man or a young woman; it is vital to the middle aged; it is decidedly pleasing in people of old age. We all of us—like to meet folks with "a good front." We ought to cultivate the habit of always having a "good front."

"A good front" will put a man or woman to the front in a community, and "a good front" is never "down at the heel." "A good front" is slang for being well dressed.

### THE MIGRATORY INSTINCT

That ancient and world-wide sun god, one whose names survive for the comfort of makers of cross-word puzzles, has had another honor from modern science. The sun is responsible, it appears, for that mystery which has kept so many scientists awake at nights, the mystery of migrating birds. To follow the swallow is not difficult, but what does the swallow follow?

What man calls weather is no key to the secret, for the migrations proceed relatively undisturbed in cold winters as in warm. The true key lies in the number of hours of sunlight in the day, in the opinion of at least one naturalist.

The length of the day is a constant astronomical phenomenon quite unrelated to weather variations or to other accidental differences between years. And for experimental purposes man can lengthen or shorten the day unseasonably within a limited space. This has been done through artificial lighting and has proved quite conclusively that the variation in the length of the day controls the migratory impulse. This impulse may come from glands which have been observed to enlarge or shrink under some stimulus imparted by the hours of light.

Many laymen are not interested in a scientific reason why birds go South in winter and North in summer, but even they detect an interesting connection between mankind and the sun and light theory. That the sun affects man's feelings is a commonplace with poets, if not with scientists. It is improbable that some obscure stimulus of the lengthening days of spring is behind the wanderlust? Is there any connection between modern illumination and the fact that many, who formerly felt the lust for wandering only in the spring, now must resist it the whole year through if they cannot afford to submit to it?

### ENTHUSIASM

Personality, good clothes, polished

shoes, good looks and the gift of gab are undoubtedly aids in salesmanship, but none of them holds a candle to enthusiasm. He who lacks the others may still sell goods, but no one ever made good as a salesman who lacked enthusiasm.

For enthusiasm is the sort of thing that makes you believe the costly cash register you sell is the prime requisite of business, that the automobile for which you are the agent is the best at any price, that your store offers the best quality at the lowest price and that the town you are trying to sell to others is the best in the world.

It is the enthusiasm of the lawyer that convinces him his client and his cause are always right. It is the enthusiasm of the doctor that makes his diagnosis accurate and his treatment effective. It is the enthusiasm of the insurance man that persuades him he is doing a service to all he explains his policies to. And it is the enthusiasm of the service club member that convinces him he is in business to serve humanity first and himself afterward.

Enthusiasm is the thing that lets a man argue that white is black and get away with it. The enthusiastic make the best sales prospects as well as the sales people. Those easily rendered enthusiastic have no sales resistance because they instantly contract the contagious enthusiasm of the salesman.

Enthusiasm, like truth, admits no compromise. It is a conviction of rightness. It radiates confidence in one's self and in one's business or product. Today more than ever before it is vital to success in any enterprise.

### WHAT MAKES FARM VALUES?

In the heart of Africa, in the Amazon valley of South America, or on one of the islands that make up the archipelago of the south seas, one may find land that is far more fertile than anything we know about here in Walpole township.

And yet this land, producing its amazingly luxuriant jungle growth, is practically worthless. For the price of a single acre of land in Walpole you could buy a vast tract of this amazingly fertile soil of the jungle.

"But who wants to live there?" you ask and by that question you set forth the idea back of this editorial. Who indeed wants to live in any place simply because the soil is fertile. There are many things that make a farm desirable, that is valuable, besides the productivity of its fields.

If you were to sell your farm you would have to talk about much besides the good black ground. The intelligent prospect would want to know that the schools are good, that the neighbors are friendly and intelligent, that the highways are passable, and that the town nearby is a live one, serving as a good buying and marketing center, and having within its confines a good high school. In other words, the value of any farm is quite largely based upon the excellence of its community and upon the character of the town near which it is located.

It is therefore to the financial interests of the farmers of this township to aid in the development of Jarvis. They profit as the town booms just as the town benefits as the farmer prospers.

All of us in Walpole township are members of a sort of gigantic partnership. We all benefit directly by keeping our dollars working at home.

### In The Melting Pot

No town is big enough for a reckless drivers' convention.

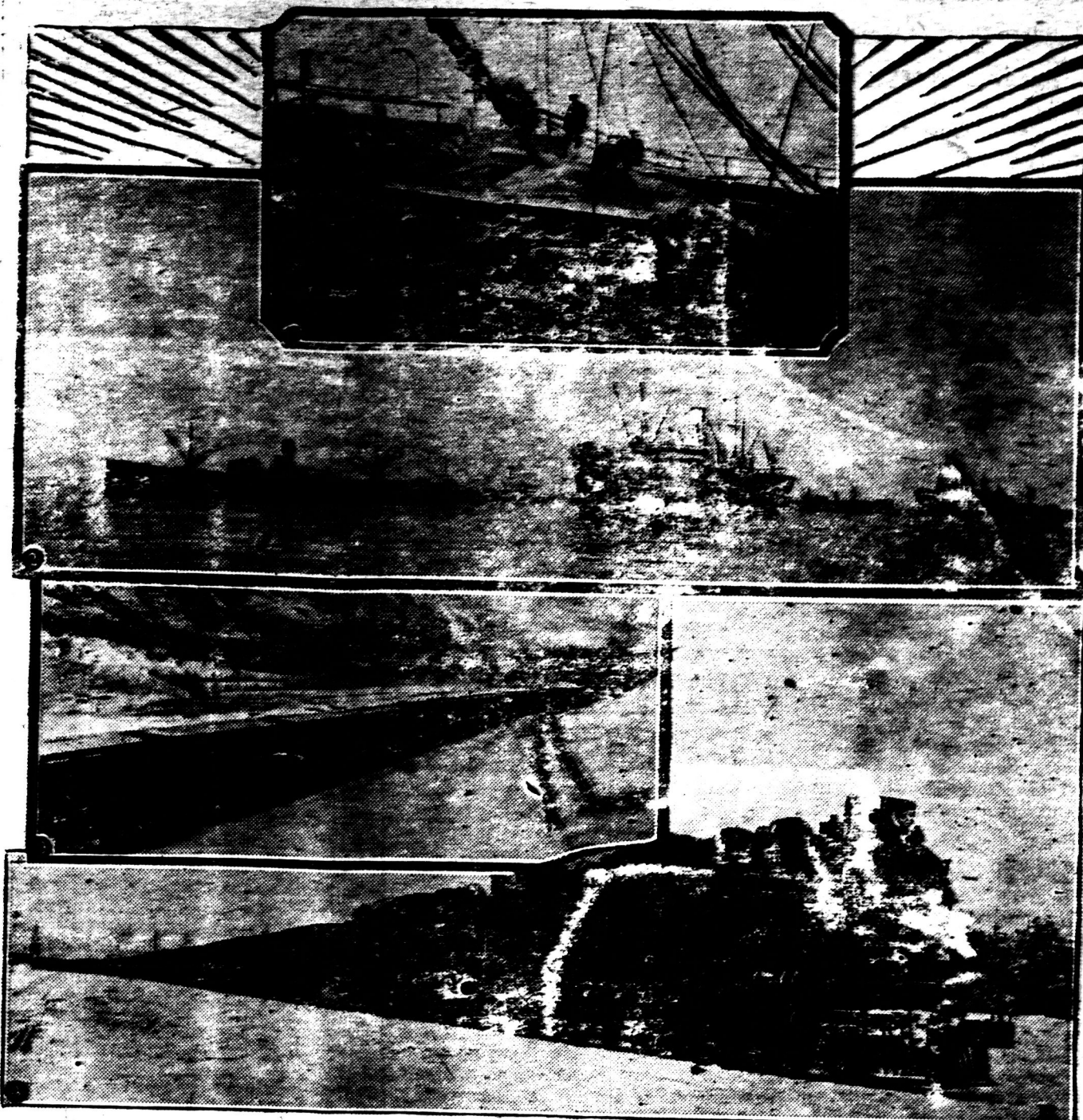
The unemployment problem for many is how to keep that way.

Unquestionably the first anti-bob agitator was Samson.

A lot of men got the knack of putting up an aerial long before they found out how to string a clothesline.

Pete says, he is pleased to note that the latest models in ladies' dresses are at last showing a tendency to lengthen — the shoulder-straps are getting longer.

## 65,000,000 Bushels of Grain Move West



1. A Canadian Pacific freight boat being loaded with grain. 2. Bound for far countries carrying some of Canada's golden crop. 3. Part of a grain train passing through the mountainous regions of the west. 4. A huge double-header hauling grain near Hector, Alta.

Over 65,000,000 bushels of grain will be carried into the port of Vancouver for the twelve months ending March 31 next according to estimated figures issued from the offices of E. D. Cotterell, Winnipeg, Man., superintendent of transportation for the western lines of the Canadian Pacific Railway.

These figures will establish a record. In fact they show enormous strides since 1922—the first year that the Canadian Pacific Railway handled any quantity of grain to the western coast.

Up to and including January 21 of the present year, a total of 32,333,573 bushels have been shipped by boat from the port of Vancouver. Of this amount 23,756,383 bushels have been routed to

the United Kingdom; 3,732,045 bushels to the Orient and 344,557 bushels to other countries.

It is interesting to note that up to January 21, the Canadian Pacific railway loaded on western lines this season 125,481 cars of grain of all kinds. If placed end to end this vast collection of cars would stretch approximately 1,170 miles and a train, travelling at the fast rate of 60 miles an hour, would take nearly twenty hours to pass them.

Very few people know that the very extensive and expensive facilities provided by the Canadian Pacific railway to handle the annual grain crop on western lines remain idle, comparatively speaking, for about two thirds of the year, and the money invested in these facilities and extra rolling stock earn no returns during the period mentioned.

The building of the Transcona yards at Winnipeg, with over 100 miles of track and a capacity of 12,000 cars, one of the most up to date yards on the continent, was necessary to handle the Canadian Pacific's grain traffic, and is therefore used for handling revenue traffic only about two thirds of the year.

During the time the cars and locomotives are lying idle they are inspected thoroughly by the mechanical department and put into first class shape, so that when the rush commences they are ready for immediate use. This year seventy of the company's largest engines were transferred west for the grain haulage.



## CHASSIS DEMONSTRATION OF THE Bigger and Better CHEVROLET WITH MOVING PICTURES

Peacock's Hall, Jarvis, on  
TUESDAY, FEBRUARY 21  
Commencing at 8 P.M.

Come and discover the qualities that make Chevrolet Bigger and Better. Have all its modern mechanical features fully and clearly explained by an expert from the General Motors' factories.

In all automobile history . . . in all Chevrolet's thirteen years of constant progress . . . there has never been a low-priced car so luxurious, so modern, so beautiful as the Bigger and Better Chevrolet. This demonstration will show you why, in an interesting and instructive way.

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WHY NOT HAVE A  
LOOK AT

## What's New for Spring

Many of the New Spring Coats, Dresses, Millinery and Materials by the yard are now in stock. They make you think of the beautiful spring days that are not far away. We invite you to come in and have a close up view of the many New Lines.

### NEW CREATIONS FOR SPRING IN COATS

Imported Sport Materials, Tweeds, Kashas, Broadcloths, Tricotines, Charmees, Poirer Twills. Some are perfectly tailored in Novelty Tweeds, Hairlines and Twill Cord; all sizes. Popular prices prevail, specializing in stouts and little women.

### DRESSES

The Afternoon and Sport Wear, Ensemble Dresses in Flat Crepe Georgette and Jersey, the popular shades in Jersey, Blue Spruce and Dawn, with Sand featuring strong. Dresses for the short women who are not slender, in all the new materials.

### MILLINERY

The latest models, Satin & Straw, Felt and Straw in the leading shades Flemish Blue, Rose, Dawn, Green and Chale Red.

### NEW DRESS MATERIALS

Silke Crepe in Foulard Patterns, Beige with Navy, Black with White, Beige with Navy and Red, a 40 inch Silk Fabric at \$5.50 per yard.

Moire Silk Faille, 40 inches wide, in Rose, Beige and Sunlight.

Figured Kashas Crepe, a Silk and Wool Material, in many beautiful patterns, 38 inch width; shades White with Black, Sand and Navy, Navy with red.

Selaine, 38 inch Silk Fabric, in shades of Silverwing, Money Blue, Almond Green, Grecian Rose, Navy.

Printed Silk Voile and Ninons in wonderful coloring combination of all the new shades for the coming season, 36 inches wide.

Silk over Check Crepes in shades of Serpent, Tile Red, Chin-Chin Blue, Lavender, Navy, Black, Swiss Rose, Deb-Pink, White and Lemon.

Many different materials in Crepes, Foulards, Voiles, Waco Silks, Tricotines, Fugi Silks, Flat Crepes in all shades; 36 inches wide.

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