

## THE JARVIS RECORD

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### PROSPECTING

Little pieces of yellow ore found in a ditch started the California gold rush. Glittering specks of dirt found on a river bank in Alaska gave birth to the stampede for gold in the Yukon. All the great oil booms in Pennsylvania, Oklahoma, Texas and California came from spurts of the black liquid from holes in the ground. Strike oil or kick up a nugget of gold and in unbelievable time the news will have traveled to the far corners of the globe to make its source a focus for hordes of fortune hunters.

But why go to such rare things as gold rushes and oil booms for illustrations of man's treasure-hunting instinct when every day there are communities demonstrating it a new, though in a less picturesque and smaller way?

These are the cities and towns affording advantages which advertise themselves. Good wages and employment are the "ore" and industrial and business opportunities are the "oil" that bring to these communities new citizens, new industries, new business and greater prosperity. Every community has its "vein of gold" or its "oil gusher," but many, like Russia and Mexico, have failed to develop their rich resources. While they have slumbered, albeit fruitfully, others have been "prospecting" and broadcasting to the world the treasures they have found.

Community prospecting always produces "paying dirt." There is not a community, not excluding the mightiest metropolis, that could not discover new mines and wells of community development merely by a little digging and drilling.

And Jarvis has not yet reached the point where it can stop prospecting.

### GOOD TASTE

At a convention of merchants it was the consensus of opinion that the taste of the Canadian people has improved greatly in recent years and is still growing more discriminating. Several speakers at the convention gave most of the credit to newspapers, magazines, the radio, movies, schools and museums and their educational influence upon the general public.

Better taste among buyers imposes on manufacturers and merchants and their agents the solemn duty of keeping pace both with their products and their own powers of discrimination between what is in good and what is in bad taste. It behooves the retailer to educate his sales force, his advertising department and himself.

Those who produce or purvey the clothing, household furnishings, music, books and art objects to the public should come up to the popular standard, and if they can keep several jumps ahead of it both they and the buying public will gain by it.

But there are representatives of all groups which bear some influence on the public taste who do little or nothing to cultivate taste; some are

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Readers of Canadian Homes and Gardens, indeed, are constantly expressing appreciation of our pictured and storied pages; it has surprised and pleased them to find so broad a development where the home life of the country is concerned.

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Send your orders to:  
THE JARVIS RECORD

## JUNIOR FARMERS HAVE AN ENJOYABLE OUTING

(Continued from Page 1)  
dipped into the paint tub, taken out and allowed to dry, after which the implements were ready for shipment to their various destinations in Ontario and other parts of the world. That evening we were entertained at a cafeteria supper given by the Massey-Harris Company.

That night we visited the Royal Winter Fair to see the Great Horse Show. As we entered the arena we were paraded to the further end and themselves deplorable examples of lack of it. Nevertheless they exert an influence, undoing much of the good work accomplished by those who improve the public taste by improving their own. They account for some of the remarkably ugly but very fashionable things which still find buyers.

Much of the bad taste shown comes from believing it good taste to have immutable tastes or of having implicit faith in the tastes of others.

### CONSTRUCTIVE

That community is indeed poor about which no good can be said, but poorer still is the citizen so blinded by petty prejudices and self-interest that his criticisms of the home-town are many and never interspersed with approbation.

Just as every human being has faults, every community, which is but a collection of human beings, has defects. But, considering the number of human failings, is it not surprising that the average city and town has so few shortcomings and can please so many?

In spite of these civic deficiencies there is, not a community, not even the squalid frontier settlement, which if it should count noses, would find its knockers exceeding in numbers its boosters. Would one say that those who are blind to their town's disadvantages are more nearsighted than those who cannot see its advantages?

There would be less knocking if the knockers realized that a community is just what its citizens make it and that it is a confession of personal weakness to diagnose the home town as incurably sick and decrepit. By their fault-finding they admit they have failed to do their part in making their town fit their ideal of what a community should be.

That citizen best serves his community who is unstinting with his praise where praise is due and who is fearless in his condemnation of those things to be condemned. Constructive effort can be the fruit of destructive criticism.

### In The Melting Pot

Dad's birthstone is a grindstone. Time cures most everything except whiskers.

A little learning may be dangerous, but none is more so. Happiness is that indifference to happiness that is the reward of being busy.

The degree of poverty that pinches is the one degree by which you are poorer than the neighbors.

The real business of teeth is to chew; not, as one might suppose, to serve as a diagnosis.

Among the world's rottenest sports are those who bring a child into the world and deny it the training that would give it a fair chance.

## DUXBURY'S STORE

JARVIS — PHONE 47

### LISTEN, MR. FARMER

We have a Medicated Stock Tonic, if you feed 1/2 lb. once a week to your stock it will keep them in the pink of condition, so much so that we give you a guarantee that if any stock gets sick while using our tonic we will pay all doctor bills and if your stock dies we will pay you for your stock. Just try this Tonic and you'll be convinced.

### TO THE LADIES, LISTEN!

We have a full line of Groceries, Fresh Meat, Fruits and Vegetables. We give coupons with every sale for Rodger's Silverware. Come in and let us explain our coupon system to you, also let us show you our silverware. Give us a call and be convinced that this is the right place to buy your Groceries and Fruits.

back before Lord and Lady Wellington. We saw some of the best of Canada's and the United States thoroughbred race the four top five foot bars with the one of a kind. We left for Spanish River for a night's rest that was well enjoyed.

After having breakfast at Hotel Royal on Thursday morning, we went through the T. Eaton Company's mail order department which is one of the largest in Canada. This gave us an idea of how the large business firms are run in the office. We then returned to the Royal Winter Fair and remained there viewing the exhibits until time came to go and do justice to the magnificent banquet that the Robert Simpson Company had prepared for us. After the banquet we were entertained by the A. & B. Battery Boys, Al and Bob Harvey. The remainder of the evening was free to visit friend or acquaintance that might happen to be in the city.

Friday morning, after a splendid breakfast of ham and eggs, we inspected one of the most interesting buildings in Ontario—a place where every county in this old Province has a representative—the Parliament Buildings. In the centre of this magnificent building is an open space about twenty by thirty feet; here you can look from the basement to the roof and see nothing but giant pillars of white marble. This alone is worth the trip to Toronto to see. Each of the government officials has an office in the building. On the walls of the corridors hang pictures of the great men who are instrumental in making this great Dominion what it is today. A photograph of the 500 Junior Farmers was taken on the front steps of the Parliament Buildings before leaving.

The rest of the day was spent largely at the Royal Winter Fair. Here we saw large classes of animals that were as near perfect as any animals could be, placed by judges of international repute. There is something wrong with any young man who left the Royal Winter Fair without having a desire imprinted in his mind to reform things at home and set up new and higher standards of achievement that he hopes in a few years to attain. He will never make a farmer and what is more he had better leave the old farm to someone who will change the old methods and make the land return greater profits. It costs no more to feed a pure bred than a grade or a good grade than a poor one.

For luncheon at noon on Friday we were the guests of the Ontario Government at Carls-rite Hotel. Here we shook hands with the Premier and the Minister of Agriculture Hon. John S. Martin. After the luncheon we heard address by Hon. G. Howard Ferguson and Hon. John S. Martin and other officials of the Royal. After spending the rest of the afternoon at the Fair, we left to enjoy the entertainment that the T. Eaton Company had ready for us in the form of a banquet and later as their guests at the Victoria Theatre. This was the end of our trip to the Royal Winter Fair for 1927.

The Ontario Government's recognition of the Junior Farmers of Ontario in such a formal way goes to show that they place Agriculture as one of the leading industries of this the second largest province in the Dominion. No intelligent young man can receive a trip of this nature without getting an inspiration that will turn into an ambition to make greater progress in his own community and thereby show the neighbors that science and system, as well as manual labor, are needed to make a successful business of Agriculture. Business, I say, for Agriculture is no longer the industry it was once thought to be. A father would say to his son: "Oh, if you can't do anything else you can farm." Not so today. We need educated and ambitious young men in Agriculture perhaps more so than in any line of business. What we as the young men of Ontario owe to the Ontario Government will never be known other than the results, which will be brought out in the years to come. The young men who took the trip to the Royal and Toronto in 1927 will then be the members of the day and will be using better seed and raising pure-bred live stock.

Personally, I hope that the Department of Agriculture will not overlook the opportunity of giving some other 500 young men the privilege of attending the Royal Winter Fair next year.

Read the Advertisements in  
THE RECORD

## The Psychology of Color on a World Cruise



CHERRY BLOSSOM TIME, JAPAN

ALGERIA'S RUBY PALACE

The world provide the memory of the world's memory wholly different from the memory of the world's memory. Today we need to know about color psychology, and how it affects temperament and even health. Colors of the scattered ports of the world that burst from quaint bazaars and the postures of the inhabitants of the streets, vie with those of nature. The landscapes and seas of the world are in architecture, and the colors of princes, peasant and pauper, gladden the eye and make the blood run riot in union.

From New York on December 2 the Canadian Pacific steamship Empress

will commence another cruise to the contrasting ports of the world. This vessel will make an entire circuit of the globe anchoring in 36 ports and visiting 21 different countries, covering during the four-months cruise approximately 28,400 miles. Lunched the Capital of Madeira, and the first port of call is radiant with gaily colored houses and gardens; Costumes here are likewise brilliant. Naples with the wonderful blue of its sea and sky, with Mount Vesuvius at one side and the Islands of Capri, Ischia and Procida in the distance, affords a vision of loveliness. Japan in cherry blossom time is a fairytale of color and sunshine, and Fujiyama towers above the masses of bloom, its white summit contrasted against the blue sky. New Year's eve in Cairo is most festive and here

colors are in the bazaars, the palaces and bright hued markets with their numerous minarets and domes are color schemes of rare beauty. Each of the countries offers an ever-changing vista of color and strikes vividly into the memory, causing the traveller to become interested, consciously or not, in color psychology. One of the features of the world cruise of the Empress of Australia, is the way detail worries have been taken out of the hands of the members of the cruise party. From start to finish the ship is their home. Worries in connection with foreign money, customs regulations and language are a thing unknown to the passengers, as these details have been worked out months ahead and handled entirely by the cruise managers on board.

## Throwing a Lot of Light on a Dark Continent



RHODES MEMORIAL AT RONDEBOSCH



AFRICAN OSTRICH FARM

Africa as the "Dark Continent" belongs to the recent past. Remote places are no longer inaccessible in these days when international airmen are hobnobbing with the Poles and amity flights and wireless telephones are linking up the Old World and the New.

Last year the first party of tourist adventurers to Africa left New York, and next winter six cruising ships with Africa included in their itineraries will sail from that port. The Canadian Pacific Steamship "Empress of France" will leave this month for her scheduled South American-South African cruise, touching the West Indies on passage.

While Canadians were settling Canada, the South Africans were fighting blacks, and a visit to Rhodes' grave in the Matapos Hills will recall his magnificent daring in making peace with the Matabele in the very heart of their stronghold in these same hills. Victoria Falls will also be visited and our adventurers will catch the spirit that abounds in "the smoke that hummers," of the native name of the Arabic which means "the end of the world." America's gold



NATIVE CONCERT, JOHANNESBURG

the development of the diamond which no visitor to Africa will miss, but the diamond rush to the Kimberley mines in 1870 is unique. The first discovery was made by a trader, who picked up a bright-colored stone a child had been playing with. The assay proved this a spectacular diamond and now at the mere mention of Kimberley the whole world visions "diamonds" in glittering heaps. In barely forty years these mines have yielded \$1,000,000,000 worth of these gems. Think of the joy of seeing rough diamonds come out of the earth and being able to buy

last winter's adventurers to Africa. Ostrich feather farms are one of the oddities of Africa destined to thrill the heart of every feminine visitor, and wonderful to relate, Paris fashions are sent out by parcel post to Johannesburg and reach there before they come to Canada. However, there are still many of natives in their national garb and playing drums and Zulu dances are a Sun-drenched institution in the hearts of the natives and are enjoyed by the owners as an anti-

# Euchre-Dance Jan. 13

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