

**THE JARVIS RECORD**  
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THURSDAY, JANUARY 19, 1928

**FROM MAIN STREET**

Perhaps it is admissible at this moment to observe that Mr. Charles Lindbergh, famous in the news of the day as the world's greatest aviator, hails from Main Street. Born in Detroit, reared in Little Falls, Minn., and educated in the University of Wisconsin, he seems to be a Triple A specimen.

Exactly what this proves, if anything, this editorial will not attempt to say. However, it may have some relation to the fact that Sinclair Lewis, the novelist, who has won fame and fortune as a diagnostician of the spiritual diseases common to the human products of Main Street, is himself a product of Main Street. So are Carl Sandburg and Sherwood Anderson and Edgar Lee Masters, to mention a few other gentlemen of literary endeavors who have assisted in revealing the nature of Main St. Others who have come from Main Street to achieve greatness in different fields are John J. Pershing, Henry Ford, Jas. A. Reed, Charles G. Dawes, William E. Borah, Roscoe Pound and the Doctors Mayo.

And noting the emergence of these gentlemen of varied distinctions, followed by the emergence of Colonel Lindbergh, one may, without impertinence, ask the more intellectual of our young intellectuals, who are tormented by Babbitts by day and terrified by Babbitts by night, whether there is a remote possibility that the vulgar striving for improvement which so offend them is really the expression of a great and ardent spirit in a youthful people? And whether it underlies the achievements of such men as those noted and progresses richer achievement in the future?

Main Street has no monopoly of genius and intelligence, but neither has Broadway, Wall Street or Fifth Avenue.

whom the names Jowett and Spooner being no appropriate action, are none the less all too familiar with what is meant by "Oxford bags." The new variety may yet be seen on our Main Street. For if Oxford is the home of lost causes in the mental world, it is also a potent influence in the comic trend of sartorial bifurcations.

With British dandies going back to the fashions of the mid-Victorian period and Parisians advocating popularization of knee breeches in brilliant satins and silks, and American beau brummels ready and willing to adopt any new mode no matter how extreme or freakish, the future may be sartorially interesting.

**FRANKLIN'S GENIUS**

The 222nd anniversary of the birth of Benjamin Franklin comes at a time when there is a marked revival of interest in this genius of Revolutionary America. His country is rediscovering him.

The passing of generations has not dwarfed him. He seems to tower more and more over his contemporaries as the perspective of history lengthens. This is hardly because Franklin brought the lightning down from the sky, or because he collected data on waterpouts and earthquakes, or devised a remedy for smoking chimneys, or invented bifocal spectacles, or made a clock, or had more than an average knowledge of medicine.

Nor is it due to his political services, great as they were; nor to his publishing and printing activities; nor to his having signed the Declaration of Independence. He was the first "civilized" public man in America. That accounts for his ever-growing fame.

It was the many-sidedness of Benjamin Franklin, along with his humanity and his magnetism, that has projected the greatness of his down to the present time. In his era the man was a modernist. There was nothing reactionary in his make-up, and yet he was never a radical.

**LETTER TO THE EDITOR**

Simon, Jan. 18, 1928.  
To the Editor,  
Jarvis Record.

Dear Sir:—Will you kindly allow me a small space in the old Jarvis town paper. I received a copy of The Record dated December 1927. It was some Jarvis friends, and read the letter entitled "Not Forgotten," written by Herbert W. Roberts of Toronto. Was certainly greatly impressed by his fine summing up of the work of the ladies of the Women's Institute, in undertaking the erection of a fine memorial to the boys who did not return. Being myself a former Jarvis resident, also priding myself on being a Jarvis returned soldier, I want to say, that the ladies of the Women's Institute did wonderful work during the war in the way of providing comforts for those of us who served overseas, and it is with deepest pride and admiration to know that they have erected such a fine memorial as a dedication to our fallen.

Eric F. Geary,  
432 Davis St.,  
Sarnia, Ont.

generation. He would not be lost in this modern world, nor be bewildered by it. It is in the many ways in which he differed from his contemporaries rather than in his kinship with them that he stands out from his time.

**In The Melting Pot**

Home, to a woman, is any place where there's a shoulder she can cry on.

Perhaps the thing that made old-fashioned dances respectable was the frame of mind.

Aias! Even the establishment of equality can't keep us from envying our superiors.

If criminals have "sick minds" and the good are "morons," what in thunder is normal?

**HERE'S YOUR CHANCE**

At our risk, we Mrs. Sybilla Spahr Tomlitts for Cough, Croup, Quinsy, Bronchitis, Catarrh, Head Colds, Sore Throats and Tonsil diseases. Money back, or success. Schreiber's Drug Store.

**THE JARVIS RECORD AND GUN AND CANADIAN SILVER FOX NEWS**

With the usual excellent collection of stories and articles on hunting, fishing and outdoor life, "Gun and Canadian Silver Fox News" makes a good entry into the New Year with a fine issue for January, 1928.

Several stirring stories of fiction and first of great interest to all outdoor sportsmen suggest the usual special features of the departments dealing with angling, shooting and trapping, dogs and woodcraft. There is also the first of an informative series of articles dealing with the Hairy Lake district situation and Major Allan Brooks contributes another splendid cover painting.

The "Canadian Silver Fox News" contains a full report of the big fur show at the Royal Winter Fair, Toronto, and many other interesting features relative to the industry.

"Gun and Gun and Canadian Silver Fox News" is published monthly by W. J. Taylor, Ltd., Woodstock, Ont.

**TOOK SODA 20 YEARS FOR GAS—STOPS NOW**

"For 20 years I took soda for indigestion and stomach gas. One bottle of Adierika brought me complete relief."—J. B. Hardy.  
Adierika relieves stomach gas and sourness in TEN minutes. Acting on BOTH upper and lower bowel, it removes old waste matter you never thought was in your system. Let Adierika give your stomach and bowels a REAL cleansing and see how much better you feel. It will surprise you! J. M. Schreiber, Druggist.

**CANADIAN HOMES AND GARDENS**

The finest magazine ever published in Canada  
\$3.00 for 1 year—\$5.00 for 2 years

For Lovers of Homes and Gardens 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 as a development where the home life of the country is concerned. We are continually receiving letters which recognize the service that Canadian Homes and Gardens extends; warm appreciation of our helpful inspiration in the creation and building of homes, in the development of the garden charming should be on every Canadian library table.

Send your orders to:  
**THE JARVIS RECORD**

**Quebec, the Birthplace of Winter Sports in North America**



Why should Winter, that severe and blustering season, yet be the perennial breeder of a hearty and tingling cheer? To avoid asking you another, you should be told that this rigorous season gives mankind the chance each year to reassert a strong faith in itself. The north wind may blow, and we may have snow, but that is no reason for despondency—it is, in fact, a supreme cause for rejoicing in a going strength that does not shrink from wintry weather. It is only fitting that the true center of this recurring faith should be Quebec, which for more than 300 winters has been laughing off the chilly breaths of winds and ice and snow. Long before the Pilgrim Fathers set foot on Plymouth Rock, the French-Canadian colonists had settled Quebec. Here they started the custom of winter sport carnivals during the months when blizzards and a frozen St. Lawrence would diminish travel. The snow-shoe and the toboggan of the Indian then entered sporting life as did the ski of the Norwegian in later years. On the whole the character of winter sports has changed very little during these centuries. A new winter game is Strathdee Frontenac. In this game the player uses bow, arrows and targets instead of clubs, balls and holes. But the outstanding feature of Quebec's winter seasons comes in the week from Christmas to New Year's. In this period of continued play and infectious good spirits the snow-covered Plains of Abraham, Battleground Park and the Chateau Frontenac toboggan slide are the main carnival grounds. Thousands of visitors from the United States engage in the sports and in the old Norman observance of Christmas and the dawn of the new year. During the last week in February comes the annual International Dog-Sled Derby. This race of 120 miles, covered in daily 40-mile stages, attracts famous dog-masters like the veteran Sappain and the young St. Godard who won last year's race. These two drivers have become North America's symbols of why age and supple youth.

One of the biggest jobs of the year is now completed. Our stock-taking is all over for another year and we are glad to announce that the year 1927 was the biggest year since we opened our doors to the buying public. And now to get ready for another year's business, we must clear out some odd lines at very low prices.

**COMMENCING SATURDAY, JANUARY 21 AND FOR 9 DAYS WE WILL HOLD A REAL**

**NO BIRTHDAY SALE**

What we mean by "No Birthday" Sale is simply this: We have some few lines that were here last year and we intend to clear them at prices far below the cost of the manufacture.

**VISIT THE RUMMAGE SALE**  
Tables on the Second Floor—Three of them  
15c—35c—60c

On these tables you will find goods from nearly every department. Some are slightly soiled. But when you get here and note the low prices you will find these Rummage Sale Tables contain some of the Best Bargains that were ever sold in Simcoe.

**VISIT THEM EVERY DAY**

**READ THIS ONE AND BE HERE EARLY**—One table of Children's, Misses' and Women's all wool Flannel and Serge Dresses. Also Women's Heavy Bath Robes, nearly every size. You would pay more for one yard of the material than we are asking for these odd garments. All made up ready to wear. Not a Dress or Bath Robe worth less than \$5.00 and up to \$10.50. All are one price. The quantity is not large—would advise you to be in early. \$1.50

**ONE RACK OF COATS AND WOOLEN DRESSES**—For Women and Misses at almost give-away prices. Most of the Coats are fur trimmed. The price is so low it will pay you to buy them and make them over for the children. In this lot of about 20 Dresses and Coats you will find values up to \$20.00. Our "No Birthday" sale price is only \$2.95. Think of it and buy one or more at this low price.

**18 ONLY MISSES' AND WOMEN'S WINTER DRESSES**—In fine Woolen Fabrics and Jersey Cloth. These dresses are all new and up-to-date in style. Just the dress for school, office or afternoon wear. If your size is here you can have a new dress for less than the price of the dressmaker's bill. "No Birthday" sale price only \$4.95

**LADIES' DRESSES**—Ladies, do you require a new dress in Satin, Silk Crepe Back Satins, etc? All new styles, every dress suitable for afternoon or evening wear. Nearly all sizes in this lot of 38 Dresses from 14 to 44. During our 9-day "No Birthday" Sale you can have your choice of any of these dresses, values up to \$22.50, for \$8.50. No extra charge for alterations on this lot of dresses.

**HERE WE ARE**—Just the sale the Misses and Young Women have been looking for. Afternoon and Evening Frocks of dainty shades. Neat styles and wonderful sheer fabrics. Just the little party dress you have been looking for and at such low prices you never dreamed of buying them at. Any alterations free of charge. Special price for our "No Birthday Sale" \$9.75

**ALL OUR PRICES ARE FOR CASH**—Don't Ask For Any Goods On Approval

Each year since we started in business we have done a greater volume of business and fewer people ask us for goods on approval. Pay for your goods when you get them and if you wish to return them your money will be returned just as cheerfully as it was received. **PAY CASH AND BUY LESS** and you will have less worry and more friends.

**VISIT THE SECOND FLOOR FOR THESE GREAT MONEY SAVERS**

Ladies' and Misses' dainty and fancy Night Gowns, Stepiens and 2-piece Suits of Ultries. Made of Voile, Crepe and Dimity. In dainty shades, lace trimmed. Wonderful values up to \$2.75 and \$3.00. For 9 days of our "No Birthday Sale," price \$1.29

Women's Dimity Pyjama Suits. Not a large assortment, but the values were up to \$2.50. All one price. 89c Suit

Women's and Misses' Nighties and Stepiens made of dainty Muslins, Voiles, etc. Just an odd lot. Regular price \$2, for 69c

Buy your Children's and Misses Winter Hats during this sale. Values to \$1.50, for 39c ea.

One Table of Children's Woolen Winter Goods—Mitts, Bonnets, Booties, etc, slightly counter soiled. Values up to 75c. 15c

**NOTE THESE LOW PRICES FOR HOME FURNISHINGS, ETC. THIRD FLOOR**

Bedroom Curtains with frilled borders in White, Blue and Rose. Three prices in this lot:  
Values to \$1.00 for 39c pair  
Values to \$1.50 for 59c pair  
Values to \$2.00 for 79c pair

English Lace Curtains by the pair. You don't see as many of these now as we did a few years ago. Very serviceable, full size. Values to \$2.00, for 99c pair

White and Ecru Curtain Panels, full 2 1/2 yds. long. Panels you would expect to pay \$1.00 and \$1.25 for. Special for 9 Days "No Birthday Sale" 49c each

Wide Double Fold Lace Edge Marquisette in plain and check design. 40c values for 18c yard

20 pieces of new Cretonnes, Chintz and Art Satins for Quilts, Drapery, etc, in 30 and 36 inch widths. Values up to 66c, all one price for our 9 days "No Birthday Sale" 25c yd.

Round Cushions for the car or home, made of lovely Satens and Chintz. Values up to \$2.75 for \$1.25

A useful size Cocoa Mud Rug. Just what you require for these muddy days. About half price. 39c each

We have about 30 Rugs in Wiltons, Axminster and Tapestry. Size 6'9"x9' up to 9x12. During this great 9 day "No Birthday Sale," we are giving a discount of 20% off our Regular low prices.

We have about a dozen Gold Seal Congoem Rugs, all first quality but last season's patterns. Our prices on these rugs will be very low during these 9 days. Will only quote one size. Size 9x12 \$10.95 All other sizes equally as low.

**WE ARE GOING TO HAVE A REAL 9-DAY PICNIC OF BARGAINS IN OUR BARGAIN BASEMENT**

On Saturday, January 21st, we will have 150 Grab Bags. If you recall our special Grab Bag Sale of last year—how after people bought the first one, they came back for several more. There was a reason—the wonderful values were there just as advertised and this year will be no disappointment. Get your Grab Bag and smile for the rest of the year. Only 150 of them at 25c EACH

Many other special clear-cut bargains not listed, but equally as interesting.

**REMEMBER THE DATE—FROM SATURDAY, JANUARY 21, UNTIL JANUARY 31**

**The Walker Store**

**SIMCOE**  
Henry R. Crabb, Manager.

**TIGHT TROUSERS IN OFFING**

"Doing a cornstalk," as a stroll on the Cornmarket at Oxford is termed by students of that ancient university, is an exercise which promises to attract widespread attention if the change in masculine fashions there is as reported.

Oxford lads are said to be wearied of the flaring trousers which have run around the world from the banks of Cherwell and Isis, and to be returning now to a mid-Victorian pattern molded to the leg and having a strap under the instep of the shoe to hold them tight.

"What Oxford thinks today the world was thinking three-quarters of a century ago," once said an embittered critic of the famous institution. Poignancy is added to the observation by this reincarnation of bygone male attire in what may now justly be called a seat of learning. But whether Oxford is behind or ahead of the times in this matter of strapped trousers remains to be seen.

Thousands who don't know the Bedleian from the Bullington, to

**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 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 Rogers' 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.



**Try This**

**FOR SALE**—Small gas stove, Mrs. E. E. Taylor.

**NURSING WA**—Mrs. W. Whelan.

**DRIVING MA**—Mrs. J. J. Taylor.

**FOR SALE**—Small gas stove, Mrs. E. E. Taylor.

**WANTED**—Help for farm, D. J. Taylor.

**WANTED**—Brooklyn, D. J. Taylor.

**FOR SALE**—Small gas stove, Mrs. E. E. Taylor.

**DUCKS FOR**—Small gas stove, Mrs. E. E. Taylor.

**FOR SALE**—Small gas stove, Mrs. E. E. Taylor.

**AUCTION**—Small gas stove, Mrs. E. E. Taylor.

**FOR SALE**—Small gas stove, Mrs. E. E. Taylor.

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