

THE JARVIS RECORD
 Published every Thursday morning
 at its office in The Record Building,
 Main Street, Jarvis, Ontario.
**THE RECORD PRINTING
 COMPANY, LIMITED**
 THURSDAY, JULY 19, 1928

WHY ADVERTISING PAYS
 Plainly the newspaper is a good advertising medium, because, in the first place all those who read at all read a newspaper some time during the day. The 2,000 and more English language newspapers in North America have a total circulation of more than 29,000,000 readers daily, more than 29,000 papers bought and paid for by a people who read and demand the news of advertising as well as the news of the world.

Newspaper reading is a fixed habit, and nothing is so close to a man or woman as the particular newspaper of their individual choice, which they never swap by.
 The newspaper advertisement is set in an atmosphere of interest and action; among things which have just happened or are just about to happen the "do it now" impulse fairly throbs out by the advertisement set in such atmosphere; that is why in the absence of suggestion the language of the leaden type is immediately translated into the gold of buying.
 The manufacturer who advertises in the daily press helps the retailer who handles his products, and the retailer who advertises in that same daily paper has a strong and a double pull on the consumer.

TO MAKE THE WORLD SAFER
 Every year in Canada thousands of men, women and children are killed, maimed and injured in automobile and traffic accidents, grade crossing crashes and in the mines, factories, farms and elsewhere. Some of these accidents are in a sense unavoidable, but by far the greatest number of them are the result of carelessness, negligence or downright recklessness.
 Can the public be taught to be cautious? It is in the belief that it can be that "No Accident Week" was organized and is being observed. The program is one of education and advertising. The people are being taught to exercise care and the dangers of everyday life are being advertised so that fewer people will be the unfortunates victims of them in the future.
 Pedestrians are being taught to look before they leap into traffic mad towns and motorists are being shown that it never pays to take a chance to count too much on what the other fellow will do. Sponsors of "No Accident Week" believe if all automobile and truck drivers would "look and listen" at grade crossings for one week they would acquire a good habit. Most domestic accidents are the result of carelessness and industrial accidents are quite as preventable.

TEMPERATURE
 A scientist has found after some study that the temperature at which the average Canadian is most comfortable is 70 degrees, while British homes maintain a temperature of 64 degrees. Seeking for the reason why Canadians are acclimatized to a temperature six degrees warmer than that

All Kinds of
HARNESS



LEATHER GOODS
 Suit Cases
 Club Bags, etc.

DUXBURY'S STORE
 Phone 47

which the Englishman finds most comfortable, he hit upon the wider use of steam heating in this country. There is a possibility that the scientist has mistaken the result for the cause. One informed as customs and conditions of both countries comes to the conclusion that the equable but cooler climate of England results in the wearing of heavier clothing there and that the heavier apparel makes a lower temperature indoors more acceptable.

The winters are colder and the summers hotter in Canada than on the British Isles, so the Canadian wears thinner and lighter clothing the year around, depending upon warm buildings to keep him warm in winter. In England changing seasons do not necessitate such radical changes in the thickness of man's "fur" as would be required here if house and office were not so well heated, so the British wears his heavier garment and saves his coal supply.

RECORD RAMBLINGS
 The only thing a horse shies at now is a street with no cars on it.
 Maybe having to work wouldn't be so terrible if you didn't have to do it for a living.
 The most effective examples of auto-suggestion are found in newspaper advertisements.

It seems to be narrowing to a contest between the liberty-loving and the liberty-taking.
 The individual who tells all the truth can be as great a nuisance as the one who tells more than the truth.

According to a learned judge cloth is not wearing apparel. Many had noticed that some of it did not wear for long.
 After a man has spent three days in confirming his own opinion, his wife can puncture it in three minutes.
 The world could be twice as bad as it is. Suppose the seasons were six months instead of three?
 No matter what you get on the radio in warm weather the static usually makes it sound like hades.
 After a woman has married a man on account of his many fine qualities, the next thing, naturally, is to make him all over.

In a well-regulated universe the two-pants suit would have come into being while mankind was still using them for match-scratchers.
 A minister urged young men to defy themselves with a great and worthy but unpopular cause. Perhaps he would have them go to New York and advocate prohibition.

JULY ROD AND GUN AND CANADIAN SILVER FOX NEWS

A pleasantly varied bill of fare dealing with some more unusual phases of life in Canada's outdoors features the July issue of "Rod and Gun and Canadian Silver Fox News" which has just been published. While Ozark Ripley contributes one of his splendid fishing stories, Bonnycastle Dale, in view of the recent discussion, this month deals with natural phenomena in Canada which have been mistaken for the fabled sea serpents.

Robert James continues his inter-

JOHN DEMING
 LICENSED
 Auctioneer
 All Sales conducted in an up-to-date and businesslike manner.
 Phone 852
 85 Maple Street Simcoe, Ont.

A. C. BRYANT
 RE-UPHOLSTERER AND
 FURNITURE REPAIRER
 Goods called for and delivered. A good range of samples, to choose from. City work done at country prices.
 SLIP COVERS—Cut and made for closed cars, at my shop or your premises.
 Telephone 17-13 Waterford
 TYNELL, ONT., R.R. 4, SIMCOE

AUCTIONEERING
 FARM AND RANG STOCK
 A SPECIALTY
 Your sale conducted to meet your highest approval. For list of terms and dates see ad.
 WARREN JACKSON
 Phone 48-14, Jarvis, Ont.

esting series of "Tales from the Warehouse Mess" with sketches of life in the north and the Swampy Cree. Other articles deal with many subjects from song birds to wild cats and jack rabbits and fish, dogs and guns. The "Canadian Silver Fox News" section, capably edited by J. E. Kerr, contains a usual quantity of interesting and instructive articles relative to the industry.

HEALTH SERVICE
 of the
CANADIAN MEDICAL ASSN.

LIFE EXTENSION
 During the past fifty years, fifteen years have been added to the life expectancy of each new-born infant. This has come about chiefly because the scientific knowledge concerning the prevention and treatment of acute infectious diseases has been used.

The acute communicable diseases, such as measles, diphtheria, typhoid fever and scarlet fever, are diseases of early life. It is generally known that they are communicable and dangerous. It is agreed that they should be placed under the control of health authorities and that they are a state responsibility. Other acute infectious diseases, such as the summer diarrhoea of infants, are being successfully combated.

As a result of modern health work, many more people live to reach fifty years of age, but those arriving at the age of fifty have not any greater expectancy of life than had those of the same age during the past few decades.

In later life, the individual is the victim, not so much of acute diseases, but of what are called the chronic degenerative diseases. These latter are the result of the premature wearing-out or breaking-down of one or more parts of the body.

In later life also there are infections. These infections are not acute as in early life, but they are chronic. They are dangerous because they are insidious in their origin, hidden and difficult to recognize. They do not destroy life by reason of the damage they do at the point where they exist, but by the damage done to parts

of the body. From this point, through the system they pour into the blood stream. Abscessed teeth and infected tonsils are such dangerous foci of infection. Carried for years, with little or no discomfort, they are continually poisoning the blood stream and

sooner or later, they cause damage to the heart, blood vessels, kidneys or other organs.
 If human life after fifty is to be prolonged, such foci of infection must be discovered and removed. The Periodic Health Examination offers

the most practical means for doing this.
 Questions concerning Health, addressed to the Canadian Medical Association, 124 College St., Toronto, will be answered. Questions as to diagnosis and treatment will not be answered.

**The Fall Term of the
 Robinson Business College, Ltd.
 Waterford**

OPENS ON TUESDAY, SEPTEMBER 4, 1928

All those desiring to get their Business Training at the Head Office of the Robinson Schools—now nine in number—should communicate with the Principal, Mr. O. U. Robinson. This is the school where Robinson teachers are trained, and where ex-teachers and High school graduates desiring to teach Commercial or Shorthand work, are prepared by specialists.

SOME POSITIONS RECENTLY FILLED

Mr. Ross N. Smith, Commercial Teacher, R. B. C., Fort Erie, Ont
 Mr. C. A. Anderson, Commercial Assistant, R. B. C., Waterford
 Miss Edna M. Durham, Shorthand Teacher, R. B. C., Paris Branch
 Miss Hazel Huffman, Private Stenographer, Can. Bank Commerce, Dunnville
 Mr. Gordon Forsyth, Bookkeeper and Typist, Ford Garage, Simcoe
 Mr. J. Kenneth Lefler, with Gordon MacKay Limited, Toronto
 Mr. Charles Kidder, Stenographer, C. P. R. Offices, Toronto
 Miss Edna Bradshaw, with Canada Automatic Burners, Toronto
 Miss Marie McCarthy, Stenographer, with Toronto firm
 Miss Beatrice McKelvie, Stenographer, with Toronto firm

(SEE ANOTHER LIST LATER)

If you would like to have Mr. Robinson call upon you, phone 98, or write to him at Waterford.

ROBINSON SCHOOLS ARE NOW OPERATING AT

WATERFORD	BRANTFORD	SIMCOE
TILLSONBURG	NORWICH	DUNNVILLE
WELLAND	FORT ERIE	PARIS

J. H. BOWDEN President
 O. U. ROBINSON Secretary-Treasurer
 W. A. ROBINSON Vice-President



The Victory Tower of the Dominion Parliament Buildings at Ottawa, from which the stirring message of the carillon rings forth.

**EVERY TWO MINUTES
 OF EVERY BUSINESS DAY... SOMEONE IN
 CANADA BUYS A NEW GENERAL MOTORS CAR**

SINCE the days of Confederation, General Motors of Canada Limited has been supplying Canada with transportation. Each year as requirements have multiplied, the scope of General Motors service has widened... the quality of General Motors cars has steadily improved. Each year more Canadians have looked to General Motors for better automobiles, until now, every two minutes of every business day, someone in Canada buys a new General Motors car.

These cars are bought by people you know... by people like yourself... for the very reasons which would guide you in the choice of a car.

They are bought because they are the product of the most progressive organization in the world's most progressive industry... because they reflect the General Motors policy of constant advancement... because they are better cars...

They represent the latest developments of the world's leading automotive research laboratory, offering these developments to the public as soon as they become available. They are proved in advance, at the expense of General Motors, not the public. They are better cars because they are Canadian cars.

And they embody greater value because of General Motors' money-saving methods of quantity buying and volume production.

This popularity of General Motors cars holds more than a passing interest for the Canadian car buyer... for General Motors utilizes increased demand to reduce production costs and to offer still more outstanding automobile value.

GM-1828

GENERAL MOTORS CANADA Limited
 HEAD OFFICE AND FACTORIES—ONTARIO, ONTARIO
 CHEVROLET-PONTIAC-OLDSMOBILE-OAKLAND-McLAUGHLIN-BUICK-LASALLE-CADILLAC-All with Body by Fisher
 GENERAL MOTORS TRUCK

IT'S BETTER BECAUSE IT'S CANADIAN!

PROFESSION

Arrell, Port
 Barrister
 HAMILTON—S.
 CALEDONIA—J.
 HARRISON A.
 County Clerk
 S. Cameron
 J. Edwards

Kelly, Port
 Barrister, Solicitor
 W. E. Kelly, K.C.
 Crown Attorney
 DAVID E.
 Solicitor for North
 SIMCOE,
 Money to Loan

PHYSI

I. J. Leathe
 OFFICE
 10 to 12 a.m.
 7 to 10 p.m.
 JARVIS

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