

### THE JARVIS RECORD

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THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, JUNE 7, 1928

#### ITS BENEFITS UNIVERSAL

Many people have not learned to look upon advertising in the light of the realistic rhythm of an olden time who penned this famous verse on advertising—

Go forth in haste; with bills and paste Proclaim, to all creation, That men are wise who advertise In every generation.

In large part the public regards advertising as being of possible advantage to the advertiser for which the consumer pays, and yet the facts prove otherwise. Time and again has it been shown that well judged, properly conducted and persistent advertising inures to the benefit not only of the person who attracts attention to his wares in this manner, but also of the community.

After interviewing large numbers of its distributors as to the economic effects of advertising, a committee of the national distribution conference reports—

'Broadly speaking, it would seem that where the advertising creates an increased demand for products of a certain class, a wider distribution of such products — in other words, it raises new business, bringing about lessened distribution and production costs owing to increased demand — there can be no doubt as to the value of such advertising, not merely to the concerns that pay for it but also to the public that consumes the goods.'

'Bills and paste' have given way to newspapers and magazines and those 'who advertise' are not only wise but altruistic and philanthropic, for by helping themselves they are helping others.

#### YOUR TOWN AND YOU

Your town boosts you. Why not do well by the town as it does by you? No citizen is so powerful, none so humble, but what the town is an aid to him in some way or other.

The food that he eats, the clothes he wears, the recreation and amusement that he enjoys, all originate in the town, because the money with which they are procured is made there.

When a fellow boosts his own town he does not stop there. He is performing an act that improves his own condition, for every good word and every good deed has its elevating influence.

A few people are always town boosters. They accomplish much in the way of community betterment, and this improves the condition of not only themselves, but also of those who do no boosting at all.

If every citizen would constitute himself a home town booster the result collectively would be many times as great, and opportunities for self improvement would be more numerous.

Think it over in your odd moments. Then get into the boost wagon and hit the pace.

#### ADVENTURE

When I hear a man tell of won-



**RIB-ROLL House Roof—Lasting inexpensive**

Roof your house or cottage with Rib-Roll. It is the most durable, fireproof, and weatherproof roof ever made. It is ideal for barns, sheds, warehouses, schools, churches, public buildings, etc. See your dealer for details. Write Eastern Steel Products, Toronto, Ont.

**Eastern Steel Products**  
Toronto, Ont.  
Represented by  
Henderson & Pilling Co., Limited.

derful adventures I do not believe. E. W. Howe's own life has been so commonplace," says E. W. Howe.

Here is a man in his seventies condemning life for being humdrum and monotonous. The editor of "potato hill" is but one of many. In every walk of life there are men and women finding life too commonplace to be interesting. They are not entirely tired of life but are extremely bored. They work, eat, sleep and attend a social function or a lodge meeting now and then and hope for the great adventure which never comes.

What Howe and others like him are pitying themselves for lacking others are extracting out of the commonplace things of life. The inventor, the scholar, the business and other workers make their work an adventure by putting romance and imagination in it. Making a success out of life is excitement and adventure every step of the way.

The ordinary happenings of the day assume the proportions of an Arabian Nights adventure in the eyes of the romantic and imaginative.

#### WHY FOLKS PAINT UP

A friend said to us recently that he had to take his hat off to the paint manufacturers for the way in which they have "put over" the paint habit on the people. His reference of course was to the "save the surface" campaign, which he regarded as a great advertising triumph. We have no wish to minimize the value of this campaign, but we think it is correct to say that it was not the only factor in bringing about the increased demand for paint.

Two other factors as well must share the credit. One, the increase in aesthetic interest which was already spreading among the people when the campaign was inaugurated, so that the seed fell on prepared soil, but perhaps even more important than this the daily increasing competition between individuals and between communities to make their immediate environment more attractive for business reasons.

In the merchandising world competition was never more keen than it is today. To increase his trade every merchandiser is now compelled to think of things that did not seem necessary ten or fifteen years ago. The shopping opportunities of the average person have been widened by the invention of the motor car, which has also widened the area of the average store's customer prospects. As a result merchants have found they must do more than they formerly did to make their stores attractive and this incidentally has led to a greater use of paint.

And today, there is competition between places. Towns are vying with one another in an effort to make themselves attractive to the eye. In the old days it did not matter much from a local business standpoint, whether a town looked well or not, for not only was there little civic pride in this respect, but the strangers who visited a place were in number. The order of things has completely changed in this respect. There are a hundred or more visitors to every town nowadays for every one

that the place had in the days before the motor car, and it is the consciousness of this fact, very largely, that induces the average citizen to grow flowers, to encourage civic improvement and to have his premises painted.

The "save the surface" campaign, of course, stressed the value of paint from a protection standpoint and no doubt this effort left its mark, but the feeling we expressed to our friend was that the chief reason why paint sales were increasing was aesthetic one and that this was based on a growing appreciation of the delight that is found in beauty and the dollar and cents value of beauty as a help to making sales.

#### HOW TO PLANT TREES

How many people know how to plant and trim a tree? I have planted many trees and my motto is, have your top smaller than your roots. How many follow this rule? When planting fruit trees I seldom leave more than three limbs and I cut them back. You can always get a top. Don't leave a clutch, they will split with the snow. Dig your hole larger than the roots. Cut your dirt fine and work around roots, then tramp solid, leave some loose on top, then mulch and water. All forest trees should be cut off about 7 feet from the ground.—T. Butcher.

#### Record Ramblings

Weather forecast — More summer. Some men are wise, some otherwise.

If we could all do as we please who would wash the dishes?

The flapper thinks a grand piano is one that plays by pushing a button.

Fine motto — Don't look for wider fields until you cultivate those you have.

Wouldn't it be great if all grackles were as bad off as they think they are?

#### RENTON

Slight frosts last week around this burg.

The farmers are busy with their root crops, cultivating tomatoes and odd jobs.

Mr. and Mrs. George Potts attended the 54th wedding anniversary of Mr. and Mrs. Daniel Meyer's of Port Dover, on Friday last.

Mr. Frank Martin, of Hamilton, was the guest of Mr. P. C. Collins over the week-end.

Mr. and Mrs. F. Judd, south of Simcoe, visited with Mr. and Mrs. Fred Tucker on Sunday.

Mr. and Mrs. George Fisher, of Toronto, and Mr. and Mrs. D. Secord, of Woodhouse, called on friends around Ambrose and Walsingham on Sunday last.

Miss Margaret Andrews, of Hamilton, was the guest of her parents, Mr. and Mrs. Hugh Andrews' over the week-end.

W. E. Secord spent the week-end with his uncle and aunt, Mr. and Mrs. F. S. Secord of Hamilton.

Mr. and Mrs. George Fisher and two daughters, of Toronto, spent the week-end with Mr. and Mrs. D. Secord at "East Lynn Farm."

Spring crops look fairly well so far. Wheat none too good around this vicinity.

### HEALTH SERVICE of the CANADIAN MEDICAL ASS'N.

#### TYPHOID FEVER

Typhoid Fever is usually caused by using contaminated water or milk. The most effective and practical way to prevent Typhoid Fever is, therefore, to safeguard water and milk supplies. To do this is, without a question, the responsibility of every municipal government. To do this is also the common-sense procedure of the families who have their own water and milk supply.

If this care is taken there is but little danger of contracting typhoid fever as long as no other water and milk is used. During the summer, many go out into the country on short and long trips. It is at such times that water and milk, which are not safeguarded as to their safety, are frequently used.

Amongst those recovering from typhoid fever are some cases who continue to pass out the germs of the disease. Such persons are known as

#### ROD AND GUN AND CANADIAN SILVER FOX NEWS

Taking the form of a special Ontario Tourist Number, the June issue of "Rod and Gun and Canadian Silver Fox News" which is just out is of special interest not only to all residents of that province but also the rest of the Dominion and those of the United States with whom Canada is becoming a popular vacation ground. A personal message of welcome to tourists as the leading article offers every encouragement to visit Canada and enjoy the delights the country offers.

The contents include a notable aggregation of articles on hunting and fishing with two very good ones. One by S. H. Howard deals with sport in the Mattawa district while a very good article by Alan S. Longstaff describes fishing in the Pickering River district. The regular departments and Canadian Silver Fox News contain the usual list of entertaining and instructive material.

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

### HARNESS!



Anything in the line of Harness—we have it

SPECIAL  
Farmer's Cured Hams  
Groceries, etc., always on hand  
**DUXBURY'S STORE**  
Phone 47

### INVESTIGATION


Investigation is the sign post which directs the way toward safe investments in the field of stocks and bonds—municipal, industrial, local or national.

An organization composed of men possessing keen insight, founded on broad experience with the unquestioned ability of determining the value of investment offerings—it is our particular mission to protect the interests of local investors operating through us.

And it is our duty and responsibility to guard the interests of our clients by maintaining adequate facilities to accurately appraise the relative value of investments and to discourage ill advised speculation.

### DENMAN & CO. INVESTMENT BANKERS

HAMILTON, ONTARIO  
TORONTO Telephone Regent 6863 BELLEVILLE




# HONEST VALUE USED CARS

A DOLLAR'S worth of value for every dollar! That's what you want in a Used Car. That's what you get here . . . plus a bonus of extra attention to the quality of the Used Car you buy. You'll find our Used Cars honest value because they have been taken in at fair prices on new Chevrolets . . . checked over as to condition and appearance . . . and offered for sale at the lowest possible prices. Come in and inspect these honest Used Car values.

**ALBERT BOOTH**  
JARVIS, ONT.

AUTHORIZED DEALER



**A Handsome Booklet on Home Construction**

Containing valuable suggestions on home planning with Gyproc, Ruxboard and Insulux. Write for it.

CANADA GYPROC AND ALABASTINE, LIMITED  
Toronto, Ont.

# GYPROC

Fireproof Wallboard

For Sale By  
W. J. Bailey, Jarvis, Ont.  
L. Hoover, Selkirk, Ont.



FOR SALE  
Andotte hens.  
Butcher; Nant.

FOR SALE  
and brooder; g  
Thumb' plow; g  
cradle; small g  
Taylor; phone 2

**PROFESSOR**

Arrell  
Barric  
HAMILTON—  
GALEDONIA—  
HARRISON—  
County C  
S. Cam  
J. Edw.

Kelly, Po  
Barristers, Solic  
W. E. Kelly, K.C.  
Crown Attorne  
DAVID  
Solicitors for No  
SIMCOE  
Money to Loan

PHYSICIAN

I. J. Leath  
OFFICE  
10 to 12 a.m.  
7 to 9 p.m.  
JARVIS

DR. E.  
PHYSICIAN  
Office Hours

PHYSICIAN  
OFFICE—In t  
Residence

Dr. R.  
DE  
Office Hours—9  
Office above St  
Phone  
MAIN ST. H.

VETERINARIAN

Dr. E. Sk  
VET  
Hagersville  
MODER

T. H.  
PH  
— Ag  
T. E. Bissel  
Melotte C  
Louden B  
J. I. Case Th  
DEALER IN H

POND  
— Ag  
COCKSHUTT  
FARM I  
A Full L  
JARVIS

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manner. Ph  
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