

THE JARVIS RECORD

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DECLINE OF THE WATERMELON

It is often said, we fear with much truth, that our moral progress lags sadly behind our mechanical, scientific and material progress. We have automobiles and airplanes and moving pictures and the Rockefeller Foundation and the Einstein theory, but are we really a better and happier people? We often fear not. It sometimes seems, in fact, that in moral standards, our love of the good, the true and the beautiful, the things really worth while, we have positively retrograded.

Take the watermelon, for instance. We believe it to be a fact that there are no good watermelons, such watermelons as we revelled in when a boy. We had a so-called watermelon recently. It was green outside and pale pink within. It lacked the true watermelon flavor and consistency, it had a pronounced core and it had white seeds. Members of the family said it was a very good watermelon, but they were comparing it with watermelons obtainable within the last ten or twenty or thirty years. It was more than thirty years ago that our moral retrogression in the matter of watermelons set in.

Of the watermelons of our boyhood: Great, round, striped, black-seeded things, red as a rose within! How sweet they were, how delectable, how ambrosial, how intoxicating! They freely dripped nectar. One might have died eating watermelons, as one often nearly did, and died happy. There are no such watermelons now. We suppose there is more money in raising inferior varieties, picking them green and getting them on the market early. There may be money in it but there is no morals and above all, there is no religion.

BEAUTIFUL WOMEN

The Chicago professor who has gained a little brief notoriety by his observation that 90 per cent of the women are homely, probably is one of those odious "efficiency experts." They reckon everything in percentages. Whatever he is, he is woefully off his base in making such an assertion. Ninety per cent, indeed! Not even in Chicago, we venture to say, will a large proportion of homely women be found. And in Jarvis not 90 per cent, nor 9 per cent — no, it cannot be conceded that even one per cent of our women are homely.

There are different standards of judging feminine pulchritude. Turks and Eskimos are said most to admire women who are, let us say, plump, round, moon-faced. Others prefer the sleek type. Ideas concerning beauty vary.

The standard dictionary, defining "beautiful," says: "The definition of beauty, 'perfection of form,' is a good key to the meaning of 'beautiful' if we understand 'form' in its widest sense." It is submitted that under the terms of this definition (if we understand "form" in its widest sense) all women are beautiful. The dictionary goes on to say, however,

DOXBURY'S STORE

Phone 47

Just arrived! Beautiful DINNERWARE. The product of one of England's foremost potteries — Bridgewood & Co. — with beautiful decorations. Trade certificates given with every cash purchase at this store. Save our Trade Cards and exchange them here for the following valuable articles:

SILVERWARE
CUT GLASS
CLOCKS
DINNERWARE, etc.

Write us a call. Come in and see us.

Write orders to us. We deliver in town.

that "there must be harmony and unity, and in human beings spiritual loveliness, to constitute an object or a person really beautiful."

No attempt will be made to answer for the women of Chicago as to whether they possess the additional requirement of spiritual loveliness. But it can be said in behalf of the fair ones of Jarvis, without fear of successful contradiction, that they have this, as well as unity and harmony.

THE FULL PAGE AD

As the newspaper man looks over exchanges coming from various parts of the country, he is impressed with the great use that is being made of advertising. The advertising space used in newspapers has greatly increased.

Take the big city dailies, for instance. If you took the newspaper before the war used to run an average of about 16 pages, the chances are that that paper will be running today from 24 pages to 32. The enlargement is not primarily due to the use of more news, though the space given to reading matter has increased. The big share of the increase is due to advertising.

It is interesting also to see how many concerns and interests there are that are taking big ads of a half page or full page, or two pages. The fact that so many concerns are willing to put up the money for this big display shows how thoroughly standardized advertising has become, and how much it is depended upon for results by those who use it persistently and with judgment. Fortunes are being made every day through advertising, and by this means a multitude of business men are rising out of small and inferior positions into leadership in the business community.

RECORD RAMBLINGS

The only thing wrong with any country is the people.

A new broom may sweep clean, but it always wears out.

The hand that rocks the cradle doesn't roll the cigaret.

The demand for politeness is great, but the supply is short.

A progressive is a man who hates his own party more than the other one.

As a rule, Canadians agree on almost everything else if they agree on bedtime.

The best place for the uplift to be given is with the foot that is on the accelerator.

What this great country needs at this juncture is some easy method of removing watermelon seeds from the ears.

The crux of the parking problem seems to be that thus far science has succeeded in discovering only three dimensions.

The argument has been raised that a new universal language should be created for radio broadcasting, in addition to static.

A lot of nice girls have yielded to the powerful and persuasive propaganda of the preachers and moralists who have been fulminating against wearing the thin flesh-colored hose. They simply have taken the bait.

Tire manufacturers are combining to offer a full guarantee on the material and workmanship of their products for the life of the tire. It has been sensibly suggested that something now be done to reduce the 40 per cent profit to the distributor and give the consumer a little benefit.



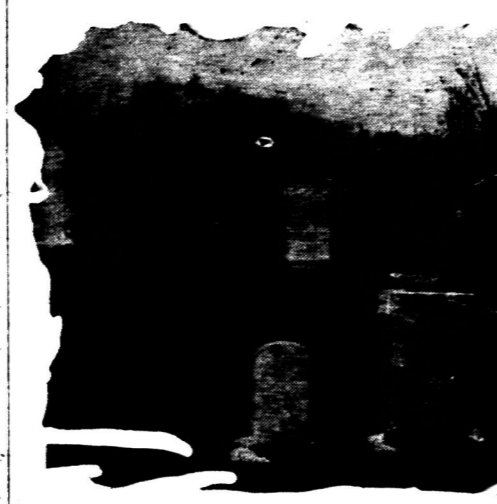
The "Hydro" Power of Normandale's Ancient Iron Works

THE ROMANCE OF

(Continued from Page 1)

brings you to Turkey Point, and if you have your fishing tackle under the back seat, here is the place to use it. If you are not so inclined, you can imagine yours. If in a big town that doesn't exist.

There is a proverb that says "Fortune knocks once at least, at every man's gate." When the first governor of Upper Canada, General John Graves Simcoe, visited this spot in the summer of 1795, he gave to Turkey Point the opportunity to become a great city, but through no fault of the governor nor the settlers, the scheme was knocked into a cocked hat



Where the Pioneer Ryersons Sleep in the Old Cemetery at Port Ryerson

by the advent of the war of 1812. His action and impression of the country are best given by quoting from his letter to Lord Dorchester, in England. "The country around here is thickly timbered, the trees being oak, beech, pine and walnut. Making our way through the forest, we reached the lake at a place which, from the abundance of wild fowl, is named Turkey Point. A ridge or cliff of considerable height skirts the shore for some distance. Between this and Lake Erie is a wide and gently sloping beach. The long ridge of sand (Long Point proper) encloses a safe and commodious har-



The resting place of the pioneers, near Normandale.

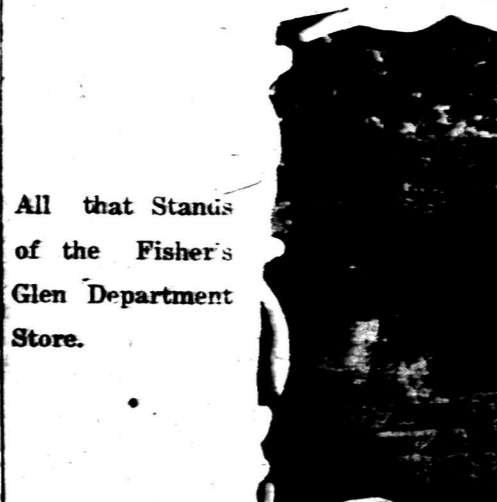
bor. The view from the high bank is magnificent. Altogether, the place presents a combination of natural advantages and natural beauty but seldom found. Here we have double row of pointed stakes as a wall, and in 1813 a building was erected and used as a hospital during the cholera epidemic of that year. With all its visions of greatness, the town of Charlotte Villa or Charlotteville failed to materialize, for the reason already stated, and even if



The Once Proud Union Hotel at Normandale.

laid out a site of six hundred acres for a town, with reservations for government buildings, and called it Charlotte Villa, in honor of Queen Charlotte."

In 1804 a building was erected to serve as a court house and jail. In 1812 Fort Norfolk was built, with Turkey Point did not realize the ambitions of Governor Simcoe, it is known far and wide as one of the best fishing grounds for sportsmen that can be found within a few hours drive from most of the larger cities



All that Stands of the Fisher's Glen Department Store.

and towns in that part of Ontario.

Being rich in historical memories, the present government propose preserving the tranches of the old stake fort which may still be seen near the top of Turkey Point hill, and converting a large area fronting on the lake into an historical park.

As the village of Queenston is rich in memories of Laura Secord and the part she played in the war of 1812-14, Long Point, that swampy island-planet we have already mentioned, can also boast of having been the home of one of Canada's great heroines. Abigail Becker easily ranks along with Grace Darling for her work in rescuing shipwrecked sailors from

one has to look close to read the inscription which is not filled in to make it legible.

The following are the closing stanzas of the poem by Miss Jones, which was first published in the Century



The Site of Normandale's Vanishing Dock.

Magazine about forty years ago: —

"Billows may tumble, winds may roar,
Strong hands the wresk'd from death may snatch,

But never, never, nevermore
This deed shall mortal match!"

"Dear Mother Becker dropp'd her head,
She blush'd as girls when lovers woo:
'I have not done a thing,' she said,
'More than I ought to do.'"

And so, when we leave the main

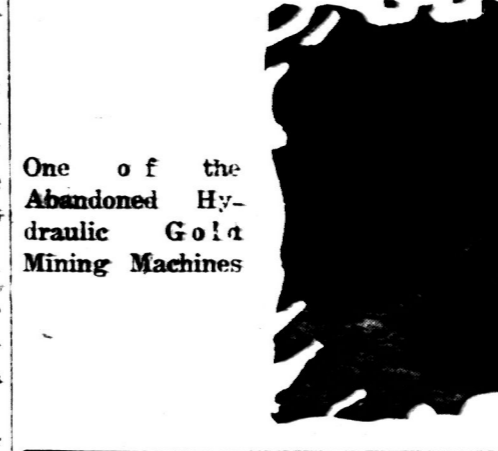
Mason. The illustrations which accompany it make it all the more interesting and complete.

"The Canadian Motorist" is a monthly magazine brimful of interesting news and advice to the auto owner,

and subscriptions for same may be left at The Record Office.

THE SEPTEMBER ROD AND GUN and Canadian Silver Fox News

Containing a full summary of the open seasons for game in the various provinces of Canada for 1928, the September issue of "Rod and Gun and Canadian Silver Fox News" heralds the fast approaching hunting season. Some fine stories of deer and goose



One of the Abandoned Hydraulic Gold Mining Machines

highways and roll and bump along paths that are little known, we come upon these places, steeped in ancient lore and traditions and like Pompeii of old, their ancient glories have to be dug out.

The Jarvis Record is indebted to the "Canadian Motorist," official organ of the Ontario Motor League, for publication of the intensely interesting story of "The Romance of the Long Point Country," written by John E.

shooting give a pleasant foretaste of the annual pleasures of the fall trip. In addition to these there are also two splendid stories of camera hunting by the well known writer Bonnycastle Dale and Dr. S. S. Dickey. Robert James contributes another splendid "Tale from the Wardroom Mess," while the magazine contains many other interesting stories and feature articles. "Canadian Silver Fox News" also contains interesting material.

See the New UTILITY TRUCK



A Body Style for Every Business Need

COME in and see the new Chevrolet Utility Truck! It has everything you want — unusual pulling power — remarkable performance — amazing handling ease — and outstanding economy of ownership and operation.

The leading body builders, working in co-operation with Chevrolet, have produced for the Chevrolet chassis a very wide range of body types to meet the individual needs of every business. Farmers, grocers, bakers, builders, contractors, druggists, cleaners, laundries, department stores, florists, hardware merchants — all will find bodies designed especially to meet their particular needs.

Come in today for a trial load demonstration.

CHASSIS ONLY \$665 Government Taxes, Spare Tire, Bumper, and Body Extra

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