

**THE JARVIS RECORD**  
Published every Thursday morning  
office in The Record Building,  
515a Street, Jarvis, Ontario.  
**THE RECORD PRINTING  
COMPANY, LIMITED**

THURSDAY, SEPTEMBER 20, 1929

**IT IS FALL**

Lodges are getting their winter's activities under way. Young folks are wooing Terpsichore again. There is a small of campfire in many homes as mah jong sets are being opened up. New loud speakers are being installed for the radio. Study circles are resuming. There is not competition around the pegs in the arena. Bridge is still played. There is some demand for corn poppers. The ice man looks a little glum but the electric light meter reader wears a smile like a split watermelon as he sets down the figures.

It has been a wonderfully fine summer with more than usual opportunities for outdoor enjoyments. But it will be fine to have the fall rains, too, and later the nip of frost and the sheen of snow. Just as one of the fine things about going away from home is to come back there, so one of the fine things about summer is that finally we come to its end and to normal change. Seasons lead variety and prevent monotony. And each of them in Jarvis is enjoyable.

**SHRINKING GREENBACKS**

Americans soon will have a little experience of their own with shrinking money. But, while marks, francs and rubles shrank in value, the dol-

lar's shrinkage will be in place. The new bills, one-third smaller in size than those now in circulation, will be placed in distribution shortly.

Although the average citizen has personal reasons to doubt it, about \$400,000,000 in bills is outstanding. When the new bills are ready the banks will issue them and send to Washington the large ones that come into their possession.

When the new money has driven out the old it will be found that everybody has been benefitted. While the two sizes are in circulation only bankers and magistrates will be inconvenienced. But when the last of the large bills has disappeared from circulation the government will save money, the wad will make a smaller bulge in the pants pocket or silk stocking and paper money will be available as well as portable.

Small enough to be placed in a wallet or envelope without folding, the diminutive currency will remain cleaner and will live longer. Moreover, Secretary Mellon says the new bills will be harder to counterfeit and handsomer than the old. If anybody is a better authority on money than Mellon, let him be produced. And if he is not complaining about the trouble of counting two sizes of bills nobody should, for few have more in their own name and none has more under his official control.

So, the fall season is here in spirit as well as in fact. It is opened by mercantile offerings that may not have equals during the remainder of the year. The "biggest of the year" time for shoppers may have a different aspect. And Jarvis is given an opportunity from today forward to choose reasonable merchandise from stores that qualify as to quantity and high standard. It is your opportunity to profit as well as that of your business friend. And it is your duty, other things being equal, to give your home merchant that which he has every right to expect.

Start the fall season with him.

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**FALL IN JARVIS STORES**

Jarvis merchants are much ahead of the average in towns of this size in announcing a regular fall opening in the manner in which they have chosen and on the scale which they have adopted as the best method. The fall and winter season, replete

with its merchandising opportunities, is often missed in provincial with-out announcement, with the result that many other than those ordinarily found peculiar to the community.

But not so here. In The Record special buying offers are made at a time when buying is most necessary and representing most of those items which every family is forced to acquire at this particular time of year. And not only are the items reasonable and other attractions overwhelming to a foreign competitor, but the great trade event of the year, the annual gift campaign, is opening. This in itself is no ordinary feature—it is made extraordinary by its relation to the community and the eagerness with which the people as well as the tradesmen look forward to it.

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**FORD PHILOSOPHY**

Kenry Ford takes a very different view of great wealth than that entertained by most millionaires. He does not believe in charity or philanthropy, but does believe that his pro-

perty should be put to use in a way that will benefit the community. He believes that a business that does not pay something more than a living wage is not a healthy business for the community.

This is not an entirely new business philosophy but coming from a man who has made the greatest individual success of modern times it furnishes food for wholesome thought.

It's all right to be a Free man, but what we're all concerned about is saving our Hyde.

Men are praising girls' knickerbockers even though there isn't anything to blow about.

There is one difficulty about putting to death weak-minded persons. It might include too many.

Many autoists think the warning signs at railroad crossings are intended for the railroad engineers.

The Nashville Banner's paragrapher takes comfort in the fact that he has never seen one of them with the sign "Ye Olde Blynde Pigge."

Albert Lang doesn't ramble very often, but when he does—well read the following:

A late arrival presented his credentials to St. Peter and asked to be permitted to enter heaven.

"This is not enough," Peter said. "What was your occupation on earth?"

"A truck driver," was the reply.

"Better let him in," a voice from the golden throne said; "there never was anything that could keep one of those birds from getting where he wanted to go."

Fete Banks offers a little Scotch for the Ramblings:

Dugald was ill, and his friend Donald took a bottle of whisky to him. Donald gave the invalid one glass and said:

"Ye'll git anither ane in the mornin'."

About five minutes elapsed, and then Dugald suddenly exclaimed:—

"Ye'd better let me hae the ither noo, Donald; we hae o' sae mony sudden deaths nooadays."

**RECORD RAMBLINGS**

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**HEALTH SERVICE**

of the  
**CANADIAN MEDICAL ASSN.**

**THE NORMAL BABY**

The number of requests for information prompts the writing of this article on the normal baby.

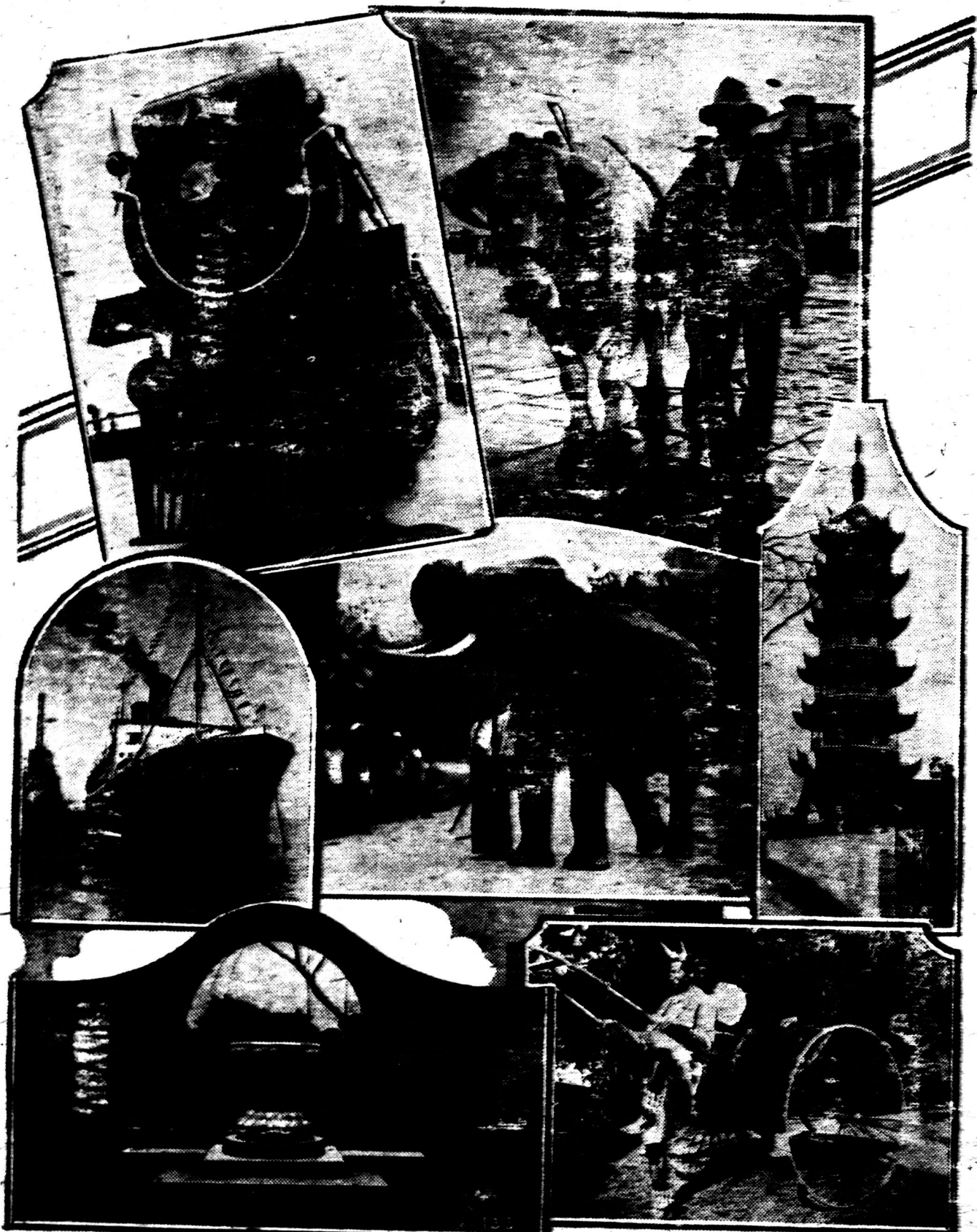
The following are the general characteristics of the normal, healthy baby:—

- A good appetite;
- Absence of vomiting or regurgitation;
- Equal movements, one or two in twenty-four hours;
- A steady gain in weight;
- A constant growth in stature and intelligence;
- Clear skin;
- Bright, wide-open eyes;
- Alert, springy muscles;
- A contented expression;
- Very little crying;
- Quiet, unbroken sleep, with eyes and mouth closed;
- No evidence of pain or discomfort.

The development occurs in the following order for the average normal baby:—

- The soft spot at the back of the head closes at about the end of the second month; the one on top of the head, between the 14th and 22nd months.
- The eyes, usually blue at birth, assume their permanent color in the first three weeks.
- At six weeks, the baby begins to distinguish different objects, and by the eighth month, definitely recognizes objects.
- Learning and knowing the direction of sound develops about the

**Composing Room Divulges Secrets**



The cut above was reproduced from a collection of photographs plus a little art work, and it came about this way. There was a need for an illustration to brighten and balance the page. So we looked through the files. The photograph of the new Canadian Pacific engine came to light first, but while it illustrates the largest passenger engine in the British Empire, our readers already knew all about it. Put it on one side!

Then we saw the picture of the ox which is engaged in shunting freight cars at Trieste. This we thought we could tie up to the engine in some way, but when we saw the photograph of the elephant at Kandy, we thought that it would be much better and easier to write a feature on, say, "power" or "World transport!"

The African Zulu with the Richaba would have helped a line of the Moon Arch in the garden of the Jade Tree Studio at Shanghai we thought that perhaps we could make an appeal of sorts to the cultural side of our readers. But the office boy was very keen on the locomotive, the make-up man thought he could design a better lay-out with just the animals, and our hair-brained stenographer considered the architecture more artistic.

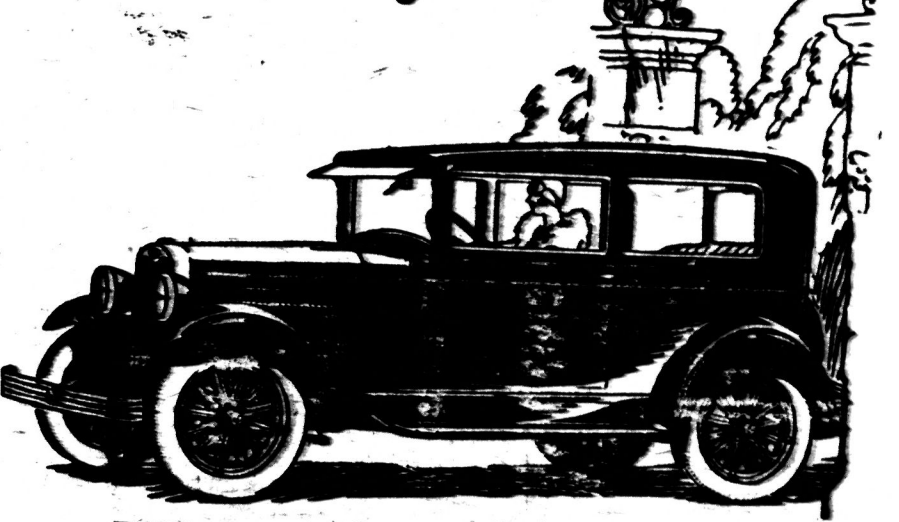
We compromised by deciding to make a three-column instead of a two-column lay-out and using them all. What then remained was to tie them up in some way, so we got out our best-looking photograph of the "Empress of France," and—there you have a complete short story. One gets aboard a Canadian Pacific train first and at New York boards a Canadian Pacific steamship for the ports and sights of the world. The "Empress of France" doesn't really belong to the sea, because this year she will not make a cruise, but, here she is last year at Rio de Janeiro. The "Empress" is replaced in cruise service by a "Duchess". Not that this makes a great deal of difference to your editor, but it does to the ladies.

They will tour the West Indies in comfort in January or February, and they will spend the winter in heavy travelling round South America and South Africa, round the world or round the Mediterranean. They have shown us their bushick, and before Spring is here again they will be showing us their tan and their costumes.

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