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ACCUSING THE SUN

The theory that sun spots are responsible for vast world ills has on-
d to recommend it. It removes
the culprit to a safe distance, where
neither proof nor reproof is likely to
be possible. One cannot spank a sun
spot for starting a war.

A scientist (that is what he calls
himself) has resurrected the theory
from the limbo of medieval science
and tailored for it a bright new suit
of modern scientific words. He hopes
to establish the legitimacy of his
foster brain child by an appeal to
history.

Nations suffer, he points out, from
occasional seizures of madness; a
conclusion few thoughtful historians
dissent. Such periodic explosions of
war or migration or riot are to be
correlated, the professor argues, with
periods of unusually spotted com-
plexion on the sun. So he is marshal-
ing whole regiments of wars and
riots and has tried to fit these to
the sun spot curve.

To those who enjoy proving that
nature, not man, is responsible for
human mischievousness, the theory is
seducing. It is soothing for man not
to be compelled to blame his troubles
on himself. It is the easiest way out
and affords a good alibi for the
inventors of war and revolution.

Unfortunately there is a bad crack
in the theory. What is the defini-
tion of a riot or a war? How is the
historical record to be weighed to de-
termine which year is one of human
explosion? Even historians will find
it hard to find a year devoid of wars
and riots.

There exists, it is true, a periodic-
ity of sun spots, with the maximum
occurring about every eleven years.
It is probably justifiable to extend
the sun spot curve back a few cen-
turies into the past, thus identifying
the sun spot years. It is much less
safe to say, on the basis of such re-
cord as have come down to this
generation, that these sun spot years
were neither years when men and
women were wilder than ordinary
nor years when they were unusually
order and peaceful. When responsi-
bility for the mistakes and manias
of mankind is to be apportioned it
will do mankind no harm to bear the
entire burden.

BOORS ALL

A reasoning being can usually find
answers to his own questions, but
there is one that stumps all. Why is it
that motorists forget all etiquette
and the rudiments of courtesy when
they get behind a steering wheel?

It is not polite to swear at the
dining table if the butter isn't passed
the instant it is asked for. And al-
most everybody employs the polite
"Pardon me" in pedestrian jams and
crowded elevator. But get the same
people in the driver's seat and there
is loud honking and a cussword or
two if the car ahead stops too sud-
denly or fails to start soon enough.
 seldom does one meet a driver on
the open highway who will give an

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We carry all the lines.
So just keep this in mind
And come to Duxbury's and find
All you want supplied.
And so one has ever denied
That we don't handle the best.

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JARVIS Main St. ONT.

inch to the other fellow and surren-
der his right-of-way to convenience
the other cars. It is everybody for him-
self and curses upon the other fellow
even though his faults and transgres-
sions are your own.

Motorists spurt around corners
without regard for the safety and
rights of others; cars cross and hat
scramble in front of others without
giving warning, and, instead of tak-
ing accidents calmly and assuming
one's fair share of the blame, driv-

ers and passengers strive to see
which can out-yell and out-curse the
other. Why is politeness left be-
hind or forgotten by most drivers?
The minute they step into their car?
Once an individual expert in the
art of cursing was said to "swear
like a trooper." "He swears like a
traffic policeman" or "he swears like
a motorist in a traffic jam" are simi-
les in common usage. Did the mo-
torist get his education from the
traffic officer, or the traffic officer get

his from the motorist?

TOO MANY HOME RUNS

Baseball fans are complaining that
too many home runs are being hit
in the big leagues. There is a wide
demand for the adoption of a less
lively ball.

Once unacquainted with the psychol-
ogy of man would ridicule the thought
that there would ever come a time
when a baseball fan would cease to

get a thrill out of a circuit clout and
yet that very thing occurred almost
daily during the season just ended.
Major league players hit so many
home runs this year that the bench-
erites are convinced a livelier ball is
in use.

A thing ceases to be thrilling when
it is repeated too frequently and home
runs were quite as commonplace this
year as singles. Every team in the
two major leagues had contenders
for the crown of the "king of swat"

and considerable space was required
in the sporting pages of the news-
paper for recording the numerous
home runs made every afternoon.

That which everybody can do is no
achievement. It was once considered
a feat to hit the ball over the fence
or into the left field bleachers be-
cause it was something few could do.
Nobody would play solitaire if every-
body always won. Lovers of base-
ball would soon tire of their favori-
(Continued on next page)

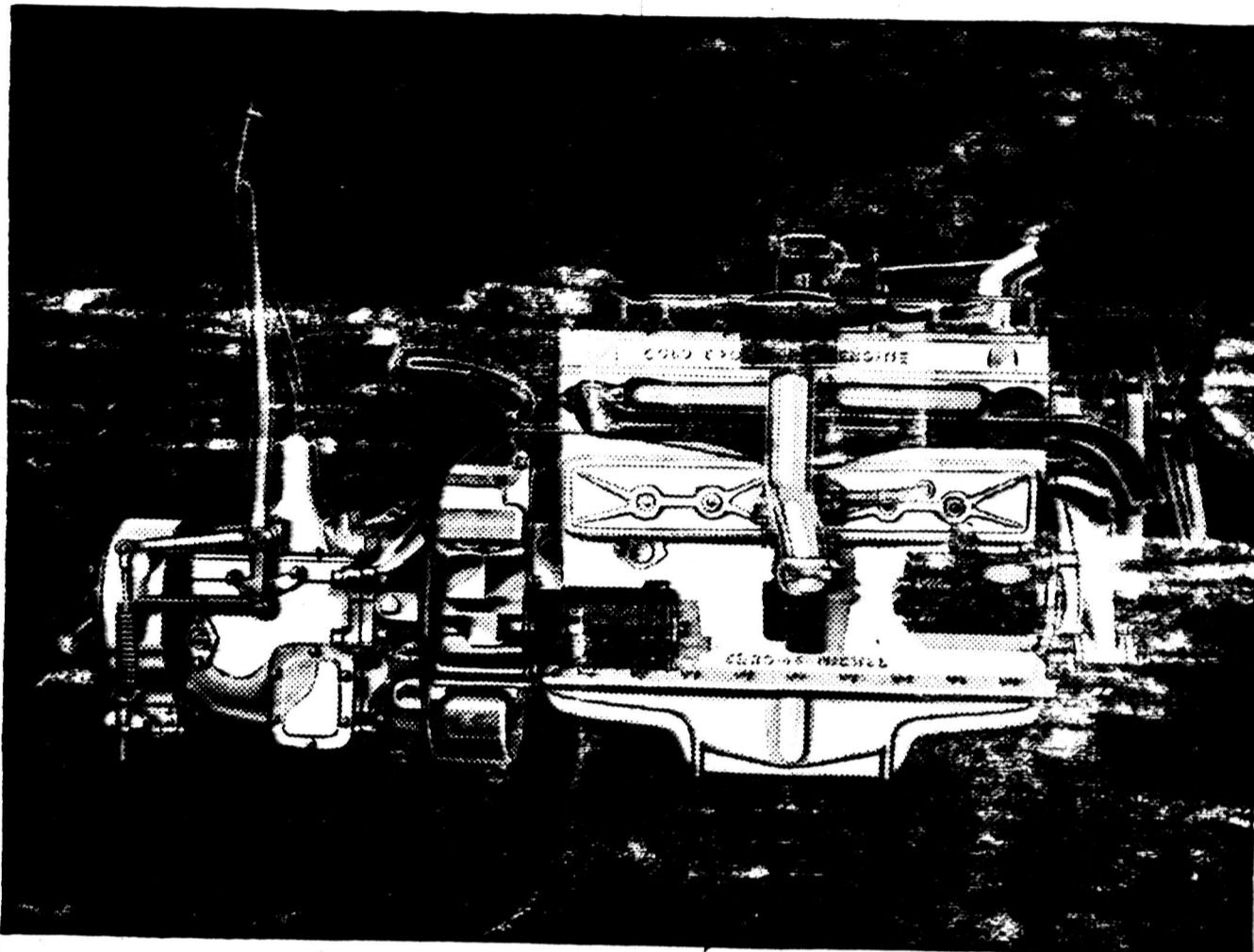
REO GOLD CROWN ENGINE

—Powering

**1½ to 3-Ton Speed Wagons—
Will Break All Records For
Continuous, Uninterrupted,
Long-Lived Service In The
Commercial Hauling Field!**

*A Confident Prediction by Qualified En-
gineers and Transportation Specialists*

**Read the reasons why it is unneces-
sary to pay more and unwise to
pay less than Speed Wagon prices.**



Reo Gold Crown Engine

REGISTRATION figures on Reo Speed Wagons—
compiled by a totally disinterested statistical firm—
(Reuben H. Donnelley Corporation) indicate for Reo a long-
life record we believe to be without parallel in the history
of commercial transportation.

On July 1st, 1928, there were 96,481 Reo Speed Wagons regis-
tered in the United States. This was 4,756 more than had been
sold in the U. S. during the entire 6½ years from Jan. 1, 1922
to July 1, 1928. 93.2% of all the Reo Speed Wagons sold in
the U. S. the previous 7½ years were still registered July 1st,
1928. 80.3% of all the Reo Speed Wagons sold in the U. S. the
previous 8½ years were still registered on July 1st, 1928. And
50.8% of all Reo trucks sold since 1913 were still registered on
July 1st, 1928.

With this background of experience in building long-
lived trucks, Reo engineers set about to make still
more outstanding Reo's record for continuous service.
The Reo Gold Crown Engine was the result!

Every engineering advancement, every new and proved
development known to science, was included in the design
and manufacture of this remarkable engine to make pos-
sible an entirely new and revolutionary conception of long
life in commercial vehicles.

New Long Life Metals

New materials were developed for the Gold Crown Engine.
Chrome Nickel Alloy Iron Cylinder Blocks (try a file on
it!) with seven times the endurance qualities of the con-
ventional close-grained iron, have reduced valve grinding,
valve seat wear, valve tappet adjustments and cylinder
wear to a fraction of that ordinarily expected in an engine.
This new material is made from an exclusive Reo formula.
An utterly new type of low expansion pistons were developed
which permit of much closer fit and consequently assure
greater power and permanence of power. This new alumi-
num alloy offers greater heat conductivity and is so
amazingly tough that scuffing and roughening are elimi-
nated.

Friction Eliminated

Friction is combated with a full force-feed type lubricating
system. Reo engineers eliminated all interior oil pipes
with the exception of one very short leader. Oil ducts are
bored through the heavily-ribbed crank case—gun drilled
true.

Oil Now Cooled

Wholly new-type oil pan has been developed, with cooling
fins to reduce the oil temperature from 15 degrees to 40
degrees, according to the state of atmospheric temperature.
This oil is held at its most efficient viscosity. An oil filter
cleans the oil every trip to the bearings.

The crank shaft rotates on seven replaceable bronze-
backed main bearings—shimless so that accuracy in align-
ment is assured. The old practice of rebabbiting is elimi-
nated and perfect alignment is possible not only at the
time of manufacture, but in later service operations as well.

Throughout Speed Wagon chassis construction you will
find frequent instances where Reo engineers have guarded
against the human element in Service Stations by making
it impossible for mechanics to be inaccurate.

The faces of the cylinder blocks are machined to perfect
parallel alignment; the crank case supports for the inter-
changeable crank case bearings are machined in the Reo
factory to absolute precision, making it possible for replace-
ment without lengthy, expensive scraping. Thus, service
work is easier, quicker, far more accurate and less expensive.

Vibration Defeated

You can't detect vibration in the Reo Gold Crown Engine.
The 65½-pound crank shaft is balanced both statically
and dynamically. The fly-wheel, clutch and transmission
brake drums are balanced separately. We could save
money, just as many other manufacturers do, by balancing
these parts as a single unit but for the benefit of the engine

in years to come when parts may need replacing, Reo bal-
ances each unit separately.

Precision Built

Connecting rods are matched for weight overall and end
for end. The bearing is babbitted under pressure and
broached to perfect circle contour and size. To guard
against variations in atmospheric temperature as between
extremely cold and warm days, Reo pistons are held in
a thermostatically controlled bath of water at 70 degrees,
providing a perfect match with an amazingly low tolerance.

These refinements in manufacture and engineering largely
eliminate vibration. But Reo doesn't stop with these. To
take care of the slight vibration that may result from
minute differences in spark plug gaps and floating flakes
of carbon under a valve, a vibration damper is installed
at the forward end of the crank shaft, utterly eliminating
all vibration that might remain. In after years, when
slight variations appear according to the attention given
the engine, this damper will still check, to a noticeable
extent, the slight vibration that may creep in.

Cylinders Evenly Cooled

A unique device has been developed by Reo engineers to
control the temperature between cylinders to within 4 to 5
degrees. A water temperature regulator is also provided to
raise the temperature automatically when needed and
every 7 seconds a new supply of 6 gallons of cooled water
passes through the engine. Even the fan blades are
matched—and the unit balanced to a hair!

Fine Materials Finely Engineered

Throughout the engine, only materials known and proved to
give the longest life are used even in the small parts.
Wil-chrome heads are used on the valve lifters where
they come in contact with the cams. This eliminates wear
on valve lifter heads which causes a variation of valve
openings and consequent vibration.

Drop forged parts are given the finest special treatment to
insure perfect grain flow and consequent strength.

Outstanding Sales Success

Since the announcement of this new Reo Gold Crown
Engine, a bare five months ago, its success has been in-
stantaneous and widespread—a success probably without
parallel in the 1½ to 3-ton hauling field.

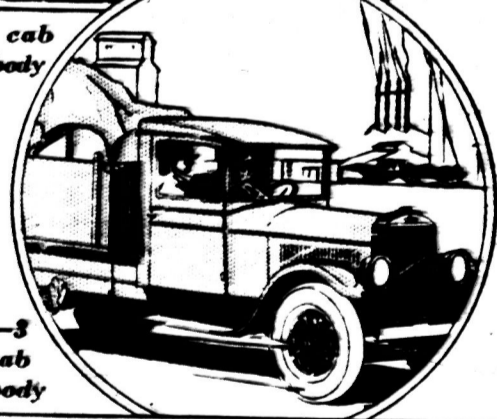
Phone or come in and one of the Reo Transportation
Specialists who have helped hundreds of buyers to solve
their transportation problems will aid you in solving yours.
There is no obligation, of course.

Reo Speed Wagons are offered in 14 wheelbase sizes—
from 115" to 179". They incorporate such modern-day
advantages as 4-forward speed transmission, 4-wheel,
2-shoe, internal expanding hydraulic brakes, 6 cylinder
engine, 7-bearing crankshaft and many other refinements.
Moderately priced.

Reo Motor Car Company, Lansing, Michigan



3 ton with cab
and express body



Heavy duty—3
ton with cab
and stake body



1½ ton with panel body

D. C. ALLEN
Jarvis, Ont.



SPEED WAGON
World-Leader in High Speed, Low Upkeep
Commercial Transportation



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