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SUMMER

If one chooses to be pessimistic about seasons in general and summer in particular all that is now delightful and alluring in the current season is overshadowed by real and imaginary discomforts and annoyances. Although Schopenhauer has authoritatively said that "Thinking men find nothing in life worth the living," the majority of human beings risk a personal application of the "dis-voice pessimist's" imputation and thoughtfully enjoy the warm days and hot nights of summer in spite of their many disadvantages.

It is frequently complained by even the habitual optimist that there is always something cropping up to spoil man's pleasures. Some of the common summer complaints are terrific electric storms, humid and sultry working days, picnic-paralyzing leeches, pestiferous insects, wriggling reptiles, congested motor traffic, costly byways, post-vacation financial shortages and cold meals. Many factors detract from the fun of motor touring, camping in a tent, swimming, vacationing and resort sojourn- ing.

Summer does have many discomforts and annoyances peculiar to it, but perhaps they exist only to lighten by contrast the many luxuries that are summer's gift to mankind. Man must wrest everything from nature, even his pleasures, and inevitably that which is achieved through the greatest effort affords the greatest pleasure.

Nothing is perfection in this universe, so the philosophers say, but this summer with its fair days, its good motor roads, its fascinating resorts, its facilities for camping and swimming and its vacation time is as near summer perfection as mere man can hope for.

ROUTING THE "SUMMER SLUMP"

Last year many businesses across the border exploded the myth that a presidential year is bad for business. They worked a little harder for business and, instead of losing the preceding year's gain, they added to it. It was years ago that a progressive merchant freed himself from the hypnotic powers of the "summer slump" complex, by proving with the aid of new ideas in merchandising and more advertising that hot weather need not be unhealthy for business.

In the years before newspaper advertising became such a tremendous power, summer was quite a dreary period for retail trade. It was taken for granted that there was no business to be had, so no one attempted to get it. Business accepted its long slumber because it saw no way of avoiding it.

Half holidays are allowed sales-people today, not because there is no business to keep them at their count-

DUXBURY

"THE BUSY STORE"

We handle Tartan brand groceries. These groceries are all guaranteed, and if not satisfactory, return to us and your money will be refunded.

We also handle "Our Own Special Shaking Powder," 1-lb. can for 25c. Now, isn't this a bargain? Just try it. Money returned if not satisfactory.

We also have a full line of harness ranging from \$45 to \$75 per set. All kinds of harness repaired here, and after sold here.

We have a full line of men's work shoes and dress shoes. We have just received a new shipment of men's dress shoes of the latest styles. Come in and look them over. We repair all kinds of shoes at the cheapest prices. We also repair them while you wait.

We deliver orders anywhere in town. Just phone them in. Give us a call when in need of anything.

Phone 47

JARVIS Main St. ONT.

ters, but because summer business is so heavy that they must have a respite. The mercantile world has discovered that it is possible to make business where none grew before, so the traditional summer slump period has become a new buying season.

This modern miracle in merchandising was accomplished by stretching a point in making summer shopping advantageous, by finding new summer goods and promoting the sale of reasonable merchandise, and equipping the vacationist upon his departure and catering to the tourists during his visits and migrations.

PARKING — A PROBLEM

No complete solution of the parking problem is possible. It has too many angles, affecting various interests, to fit in an absolutely satisfactory plan. But existing conditions can be greatly improved by more cooperation among the public, the merchants and the police. It is encouraging that there is a real attempt at such cooperation.

Every community in Canada and the United States is struggling with this problem. Survey after survey has been conducted, with generally good results, but nowhere suggesting remedies that the communities are able or inclined to put into effect as a whole. Because the problem is difficult it cannot be pushed into the background. It forces itself constantly upon public attention.

With most communities the most serious aspect of the situation is that they are not in a financial position to carry through major projects which every investigation of conditions warns must ultimately be undertaken. Meanwhile, if these conditions are not to become more intolerable there must be active cooperation on the part of all interests to do what is possible to relieve them.

Just as the home which cannot afford all the conveniences and luxuries of modern life must make certain sacrifices and submit to certain inconveniences and annoyances, so must the community with an inadequate borrowing capacity make the best of outgrown streets, parking-space famine and other traffic trials and tribulations.

RECORD RAMBLINGS

The road hog is usually the first to squeal.

A thing of beauty wants ice cream, sodas forever.

Being sensible about everything you do is very foolish.

Most of us are trained nurses when it comes to nursing a grouch.

There would be more incentive to success if successful men seemed to enjoy life more.

Wouldn't it be a great joke on the reporters if it finally developed that Colonel Lindbergh really didn't have anything to say.

THE JUNE ROD AND GUN and Canadian Silver Fox News

Indicating the special delights of Ontario to the sportsmen tourists, the June issue of the national outdoor magazine, "Rod and Gun and Canadian Silver Fox News," as in former years, again takes the form of a special Ontario Tourist number.

The contents of this issue include several splendid Ontario features and articles by such well known outdoor writers as Ozark Ripley, Merrill Denison, Robert James and a message of welcome from the Premier of Ontario.

These are all additional to the regular features of national interest to all outdoor lovers on angling, wood-craft, guns and ammunition, dogs and the silver fox industry, written by well known authorities.

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

HEALTH SERVICE of the CANADIAN MEDICAL ASSN.

"WHERE THERE IS DIRT THERE IS DANGER"

The title for this article is the slogan which is used by an English health agency called the Health and Cleanliness Council. The difficulty with

such slogans is that while they are catchy and are easily fixed in the mind, they very often contain a half-truth which is misleading. No one is going to say a word against the teaching of cleanliness. A clean body, a clean house and a clean town are all very desirable. Most people like clean things and are repulsed by dirt.

When we are told that dirt is dangerous, it is worth our while considering what is meant, and how true it is. Our readers will remember that disease germs leave the sick persons in the secretions from his body and that as long as the secretions continue to be moist and to be protected from the sun's rays, the germs remain alive. We refer to this fact because it is upon our understanding of it that we are brought to realize the danger of dirt. Dirt which is soiled by human or animal secretions is dangerous because of the likelihood that it contains disease germs.

Disease germs, in order to cause disease, must gain entrance to our bodies. They cannot get in through the unbroken skin. The mouth is the door through which most of them enter. The truth is that most germs enter our bodies because we either eat them or drink them.

If dirt soiled by secretions gets on our food, in the milk we use, or on our hands, and if with our dirty hands we touch food which goes into the mouth, we have taken into our bodies the germs of disease.

All dirt is not contaminated, but because we cannot tell by looking at

it whether it has or not, we should, to be on the safe side, consider all dirt dangerous. We can protect ourselves from the dangers of dirt by keeping it out of food and drink and above all, by keeping our hands away from our faces and by thoroughly washing the hands before eating.

Questions, concerning Health addressed to the Canadian Medical Association, 184 College St., Toronto, will be answered personally by correspondence.

VETERINARY NEWS

A Remedy Worth Knowing to Farmers

In a paper, not long ago, I read a piece of a complaint of a sow eating her newly born pigs and the advice to kill the animal as it was a habit that one could not cure the animal of — not so. This is a fault which is very often done, but which can be stopped. This habit can be easily prevented. A few days before the birth of the little ones, say two or three days before, give the sow a piece of old salt pork two or three inches square to eat. It is a craving for salt. This will stop all desire for eating her young. We always did it and found it effective every time. If not done before birth and if you find one pig missing, do so, it will keep her from eating the others. Then give her light soft diet with plenty of water. It is a fever in the blood which oftentimes upsets a brooding sow especially if irritable and rooting

straw or earth before the birth of the young. Pigs will not eat salt like a horse or cow, but is something in the diet they should get occasionally. C. Erwin.

ROCKFORD GARDEN PARTY

The Rockford Garden Party will be held on Thursday, June 20th, at the home of Mr. Harry Paskins. A splendid program will be given by Sterling Concert Party of London, Ont. Admission 35c and 20c. Lunch served with ticket.

THE NEW IMPROVED GYPROC

Greater Structural Strength

Takes Any Decoration

FIRE-PROOF

Full 3/8" Thickness

New Improved Edge

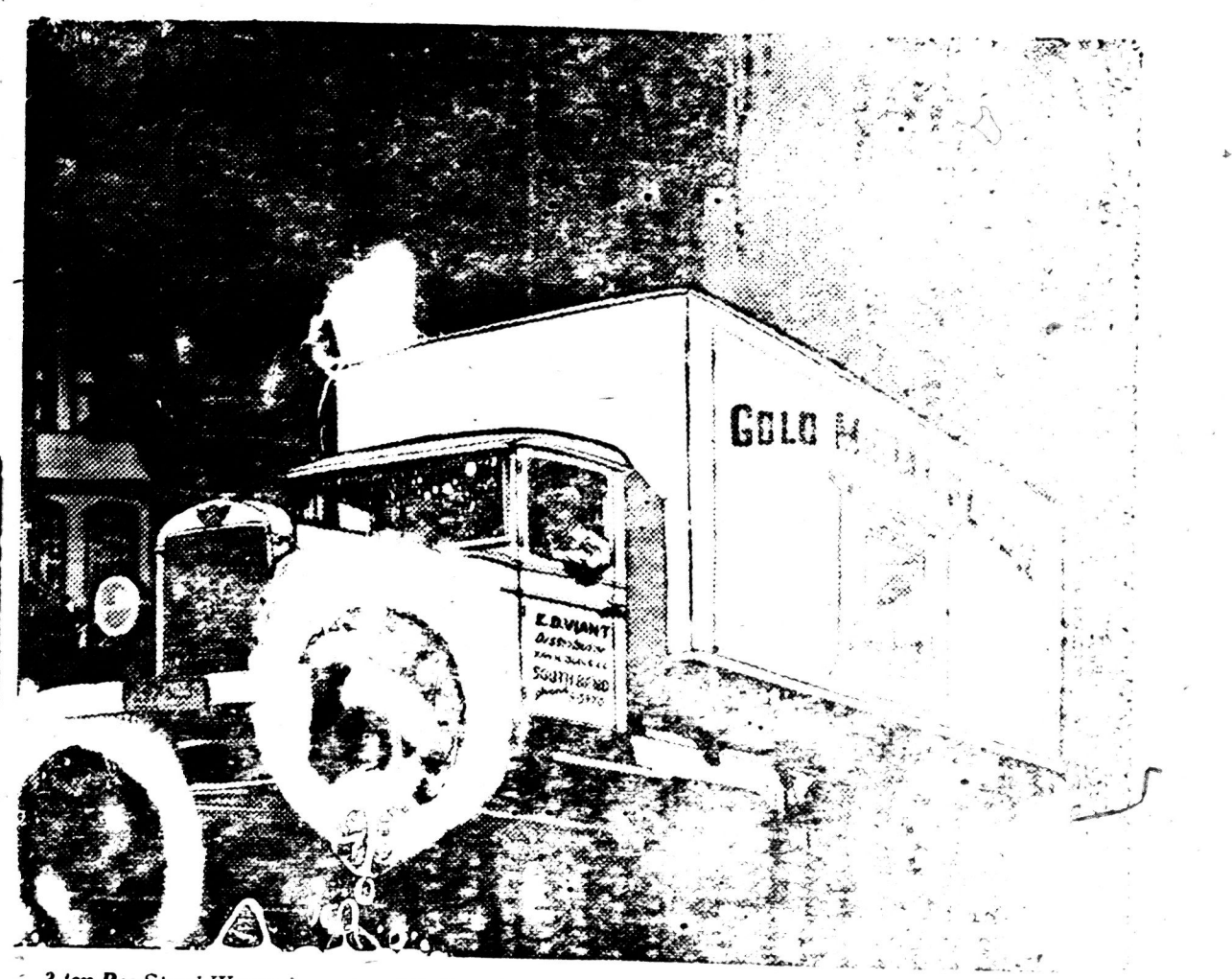
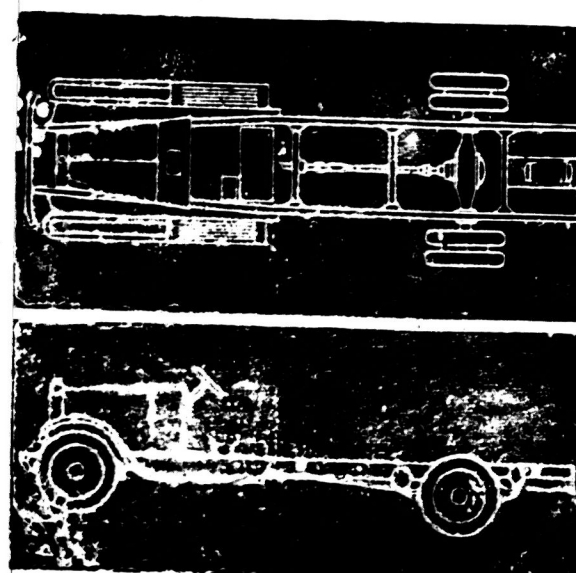
GYPROC
Fireproof Wallboard

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

A New Creation From REO

Enjoying World-Wide Sales Success in the 1 1/2 to 3 ton Hauling Field

Longer-Lived, Faster Transportation That Meets the "Time Element" in Medium and Heavy Hauling



INDUSTRY long wanted this revolutionary improvement in medium and heavy duty transportation to meet the new demand for increased daily mileage output. Unprecedented sales prove it conclusively.

Here are 1 1/2 to 3 ton Speed Wagons that offer speed, power, flexibility, economy, and low maintenance in their field.

They mark a new era. An era of pleasure car performance in 1 1/2 to 3 ton hauling. And in the short time since their announcement they have established a sales record probably without equal.

Reo Gold Crown Engine

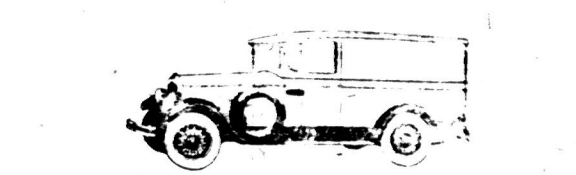
These new Reo Speed Wagons are powered by the Reo Gold Crown Engine to meet the requirements of today's rapidly changing traffic conditions—an engine that accelerates and holds the pace in traffic set by the newest passenger cars.

3-ton Reo Speed Wagon in service of E. D. Viant, Distributor of Gold Medal Flour in South East, Ill.

Chrome nickel alloy cylinder block—the longest wearing cylinder material known today. New type low expansion, longest lasting aluminum pistons that not only permit closer fit and consequent greater power, but because of their amazing toughness, offer almost unbelievably longer life. Six cylinder, 7-bearing crankshaft. Full pressure lubrication. High power at low engine speed.

Many other engineering features have been added that result not only in amazing power, flexibility, and economy, but have markedly deflected friction and vibration, the two largest foes of economy and long life. 4-wheel, 2-shoe, internal hydraulic brakes. Myer's magazine chassis lubrication—inbuilt. Air cushioned seats. And full equipment. Nine wheelbase sizes—from 134 to 173 inches—in tonnage capacities of 1 1/2, 2 and 3 tons. Popularly priced.

Reo Junior and Tonner Speed Wagons for 1/2 and 1-ton Service



The same remarkable flexibility, speed, economy of operation, long life, and value that distinguish the new Speed Wagons for the heavy duty field are also built into the Junior and Tonner Speed Wagons. Models ranging from 115-inch to 139-inch wheelbases. Popularly priced. Reo Motor Car Co., Lansing, Michigan.



D. C. ALLEN
Jarvis, Ont.

FOR SALE—Buckeye 1928 chick capacity, 1200 gallon engine, 1200 gallon separator, 1200 gallon separator for cows, nearly new. A. C. Bell, Simcoe RR 4.

NANTICOKE (No. 127) Meets on the Monday of the month. Insurance at C. ASHTON EVANS.

WANTED TO BUY SHOATS HORSES POULTRY LIVESTOCK of all kinds. P. E. ARMSTRONG JARVIS.

PROFESSIONAL Arrell & Arr... HAMILTON—Sun Life CALEDONIA—Roper's... HARRISON ARRELL... S. Cameron Arr... J. Edward Stubbs.

Key, Porter & Co. Solicitors, Notary Public, Crown Attorney... DAVID E. BELL... SIMCOE, ONTARIO... Money to Loan at Lower Rates.

PHYSICIAN I. J. Leatherdale, M.D. Office Hours: 10 to 12 a.m., 2 to 4 p.m., 7 to 9 p.m. JARVIS ONT.

DR. E. M. JOHNSON PHYSICIAN AND SURGEON Office Hours: 9 to 12 a.m., 2 to 4 p.m., 7 to 9 p.m. PHONE 74 OFFICE—In the late building, Jarvis, Ont.

DENTIST DR. R. G. HYDE, DENTIST Office Hours: 9 to 12 a.m., 2 to 4 p.m., 7 to 9 p.m. Office above Shindler's Hardware, Jarvis, Ont. MAIN ST. WAGERSVILLE.

VETERINARY Dr. E. Slack, B.V.S. VETERINARY Hagersville MODERATE RATE.

AUCTIONEER FARM AND ESTATE AUCTIONEER Your sale conducted by highest approval. For list and dates see file. WARREN JACKSON Phone 46-14, Jarvis, Ont.

JOHN DEMME LICENSED AUCTIONEER All Sales conducted by highest approval. Phone 642.

Farm Sales a Specialty 25 Years Experience Terms Reasonable Submit your date and every other detail to the Auctioneer. Applications made to George W. Brown, Ont. Phone 642. G. L. Miller, W. H. Miller, MILLER & McQUINN LICENSED AUCTIONEERS.