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ESPECIALLY THE FIRST

The First of July is the anniversary of Confederation. It is a holiday. The average citizen and his family expect to enjoy a "rest," by motor, by rod and line, by golf-club, by swimming-suit, by picnic-basket, by the noisy and futile fire-cracker, some, perchance, by a good old snooze at home.

The two facts remain; the First of July is an important anniversary; it is a holiday. How would it be for every Canadian to combine, for as little as five minutes, those two facts; devote part of the holiday to thoughtful consideration of the anniversary?

Do we commemorate this First the fathers who were the heroes of a magnificent event; or do we celebrate rather the fruits of their efforts? Would the First be the great day if their efforts had come to naught, or if the Dominion of Canada had become a less imposing people? The truth is, we celebrate both; both the fathers who founded and the wonderful thing that has grown from that foundation. In other words we are remembering all good citizens of that day, and since that day, who have contributed to the national welfare. Each First marks a year in which many useful men and women have crossed the line; their memory, too, is enshrined, or should be, in the celebration.

To bring it nearer home, the time will come when we, too, are part of the past for which the people of the Dominion of Canada will exult some First of July. Does the quality of our citizenship, our service to the nation, merit that consideration? Shall we have contributed anything at all to warrant our successors in perpetuating the occasion for anything other than the noble foundation?

It is a fair question, and a necessary one. The duty of citizenship is not arduous, although plain. It implies a high standard of national government, the choice of good men of steadfast purpose for public office, the intelligent and unselfish participation of every Canadian in the business of government. A subject worth giving five minutes of your time to.

THE VACATION DELUSION

Another popular theory has been exposed as a delusion. A French writer vehemently refutes the common supposition that the way to rest is to do something else, to spend a day or a week doing anything that one does not do the rest of the year. This, he says, is only "getting tired another way."

Instead of a theater or dance after a day of toil, this investigator into the causes and remedies for fatigue recommends repose, sleep, solitude, quiet and inertia. The rest cure he advocates for the tired business man is not golf, motoring, a sea voyage or two weeks at a shore resort. For such, if they really desire rest and recuperation and not merely a vacation, he prescribes a retreat far from the crowd, devoid of activity, the society of others and other disturbing influences.

Of course he is right. And the truth of the matter is that his theory has always been put to practical use. People who go away to rest don't delude themselves into thinking they obtain that needed reconstruction of mind and body by participating in sports and mingling with the mob. They seek out some quiet nook and strive with as little effort as possible to see, hear, speak and do as little as possible.

No time is more propitious than the present for removing some mis-understanding of that great Canadian institution, the vacation. Though

it destroy the institution itself, the pronouncement is here issued that the vacation is no longer used as a rest cure and is not necessary as such to the average worker. If there was ever a time when people went on vacations to rest after their labors they now return from their vacations to rest after their labors.

EVERYONE SHOULD KNOW HOW

A child wading in a stream was swept off its feet. Its parents, sister and brother, rushing to the rescue, plunged into the water, as swimmers have dared to do since man discovered that he and stones were not brothers in the water. All were lost. Two or three faltering swimming strokes would have made the boy safe. Without them the will of a Napoleon would not have helped him. The strength of Hercules, Mozart's genius and Foch's cool-headedness all combined in his mind, spirit and body would not have supplied the common skill to pull him a few easy feet through the water to safety.

Learning to swim is easier than learning to walk, and yet drowning accidents are quite as common during summer week-ends as motor crashes.

It is a father's job, either in person or by competent proxy, to see that the lesson is learned before that inevitable time when the child obeys the parental injunction to stay away from the water when unaccompanied by an adult escort.

Unlearned in the art of swimming, man is, in the water, brother to the stones. Hundreds of men, women and children will pay with their lives this summer for their failure to make themselves kin to the fishes before venturing into deep water.

RECORD RAMBLINGS

The fool who has been parted from his money always feels cheap.

Women are wise in not taking much time to reply to the chronic criticisms of men.

Complaints help to prove that

there are many persons who are poor sports in various ways.

We maintain that the apple, while it has made its dent in history, has nothing on the grapefruit, for the latter gets more frequently into the public eye.

One thing the pill shooter has done in his indiscriminate chucking of lighted cigarette butts about is of value. He has assisted in the promotion of fireproof building construction.

It's silly, this new game called Yo Yo. Even though all the players go Ho Ho. But though this is true, I'll leave it to you, Yo Yo is getting the dough, dough.

HEALTH SERVICE
of the
CANADIAN MEDICAL ASS'N.

PROTECT THE CHILD FROM TUBERCULOSIS

Tuberculosis continues to be one of the major diseases. It shows a decrease, but nevertheless, it still accounts for a tremendous number of deaths. Because it is a chronic disease, its victims suffer for years, dur-

ing which time their earning powers are reduced; consequently, Tuberculosis is one of the greatest causes of poverty. Also, because a large percentage of tuberculosis deaths occur during adult life, it is the reason why many children are left motherless or fatherless.

There is one particular point in connection with this disease to which we wish to draw the attention of our readers. This, that children are most susceptible to tuberculosis. Without in any way minimizing the dangers of the spread of tuberculosis in other ways, it should be understood by all that it is the repeated exposure to large doses of infection that is the real practical danger. Living in the home with a tuberculous person, who is ignorant of the fact that he is suffering from the disease, or who, knowing that he has the disease, is careless, it is almost certain that repeated heavy doses of infection will be passed to others in the home.

The young child living in the home with a careless or ignorant tuberculous person is almost surely marked as a victim of this disease. Infection received in childhood is frequently responsible for the development of the disease in later life.

If tuberculosis is to be stamped out, it is necessary that more care be taken to protect young children. This means that adults must take:

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

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

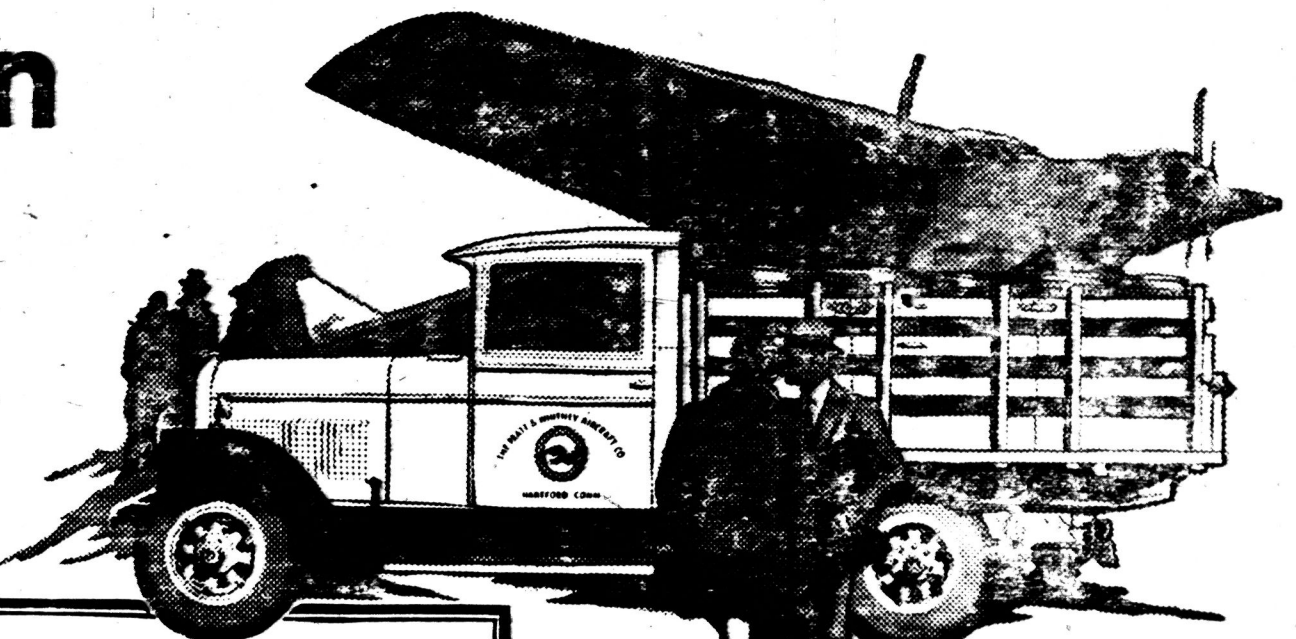
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A Long-Life Record

Probably Unequaled in the History of Commercial Transportation

A Record Established By Reo Speed Wagons—Of Interest To Every Truck User. Read These Proved Facts!



1 1/2 ton Reo Speed Wagon in service of Pratt & Whitney Aircraft Co., Hartford, Conn.

Read These Proved Facts

- On July 1st, 1928, there were 96,481 Reo Speed Wagons registered in the United States.
- This was 4,756 more than had been sold in the U. S. during the entire 6 1/2 years from Jan. 1, 1922 to July 1, 1928.
- 93.2% of all the Reo Speed Wagons sold in the U. S. the previous 7 1/2 years were still registered July 1st, 1928.
- 80.3% of all the Reo Speed Wagons sold in the U. S. the previous 8 1/2 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.

NOT long ago Reo proved by facts that no other American pleasure car was as long-lived as Reo.

Now—based on registration figures compiled by a totally disinterested statistical firm—(Reuben H. Donnelly Corporation)—Reo announces a record in long-lived commercial vehicles that we believe to be without parallel in the industry!

That's the record—in terms of years.

We don't know whether any other manufacturer, likewise figuring in terms of years, can equal that astounding record of longevity or not.

But whether he can or not, when we reduce longevity to miles instead of years—an even more accurate gauge of truck life than mere years—we are absolutely confident that no other truck built can match the record of the Reo Speed Wagon.

For Reo Speed Wagons, built to deliver passenger-car speed, cover more miles per hour, per day or per year than does the conventional, plodding type of motor truck; so that the probability is that a Reo Speed Wagon, five years old, has travelled twice as far as the average motor truck of the same age.

Shrewd buyers of commercial transportation are not interested in the mileage record of 1 truck, 10 trucks, or even 100 trucks. But they are keenly interested in the average life, under all conditions, of all the trucks made by an individual manufacturer.

Check again the facts quoted above. Here is definite, concrete proof of the long life which has

always been an outstanding feature of Reo Speed Wagons. Proof—based on the registration records of all Reo Speed Wagons in all lines of industry. There is just one reason for this almost unbelievable record of continuous service. Reo early recognized the need for tremendous stamina combined with balanced light weight in commercial vehicles—the need for sizing and powering trucks to do their job economically, efficiently and over a long

mileage life. This stamina has been a recognized feature of Reo trucks since their inception.

Today Reo engineers, in their defeat of Friction and Vibration, have designed and built an even greater measure of efficiency, economy and long, trouble-free life into Speed Wagons of 1/2 to 3-ton capacity.

They have added features in design and manufacture that establish an entirely new conception of commercial transportation. Passenger car speed, flexibility and economy of operation have been blended with brute strength to offer industry 1/2 to 3-ton hauling like men have never known before. And above all, Reo engineers have made these qualities lasting.

Buying any truck without first investigating these Speed Wagons, is a mistake no thinking buyer will make.

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 hydraulic brakes, 6 cylinder engine, 7-bearing crankshaft, Myers Built-in chassis lubrication and other refinements. Popularly priced.

Call your Reo dealer. One of the Reo Transportation Specialists who have studied and solved transportation problems for hundreds of truck owners will call and discuss your transportation needs, without obligation. Reo Motor Car Company, Lansing, Michigan.

D. C. ALLEN
Jarvis, Ont.



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