

THE JARVIS RECORD

Published every Thursday morning at the office in The Record Building, 215 St. George Street, Jarvis, Ontario.

THE RECORD PRINTING COMPANY, LIMITED

THURSDAY, MARCH 7, 1929

THE APPEAL IS UNIVERSAL

There more than others, but all to some degree, like to wander through stores. Max has been doing it so long it seems almost instinctive. Perhaps the explanation for the universal appeal of the store counters lies in an innate love of possession and an anticipation of possession. People are forever window-shopping, looking around the store with all the breathless expectancy of children on Christmas eve. They want something which they hope sometime to find in a store made to their own idea and to their price, or they are just interested in the things man is creating for man.

What has irresistible is the newspaper with its columns of advertising. In these columns are found the same wonders and coveted merchandise that are found on the store counters. Only the "catalog and counter" combined in the newspaper advertising pages offers some advantages peculiar to itself.

Every day millions of people the world over peruse the newspaper advertisements to inform themselves on the progress of civilization, on new methods made available to mankind, on the fashions and vogues of the day, on where to buy the best of what they want at the most advantageous price, and furthermore for the same reason that they read the front page, the feature sections, financial and sports news—because they are interested.

There are few things in which men, women and children are more interested than what the stores are displaying on their counters and in their windows and what the newspapers are exhibiting in picture and print in their advertising columns.

LITTERED STREETS

The days of annual spring clean-up in countless Canadian cities are few. For seven days civic pride will stir backyards, basements and public places will be stripped of their disgusting litter. Then, a week or so later, the bits of dirty and torn paper will begin to fly about again

and before long the streets will be as filthy as before.

Most communities would be horrified if any one suggested tossing the garbage out onto the lawns or into the street gutters. Yet even in such dense sections one can find in almost any town or city, at almost any time, the litter of discarded newspapers, empty bags, torn wrapping paper, and so on. Occasionally a citizen is seen who pushes the paper he is through with into the rubbish box provided for such things, but more often one sees him drop it at his side in the street. Not so much rubbish is deliberately thrown into the street in residence sections, but the litter appears there just the same. Much of the advertising matter distributed from door to door is never picked up and taken into the house. It blows from porch to yard and then starts its career of clinging to hedges or fluttering across the lawns.

Clean-up week is a fine institution, as far as it goes. The inspiration of those seven days needs to begin earlier and last longer, however, if Canadian cities are to rid themselves of this disgrace to their civic enterprise.

SWEETEST OF ALL SOUNDS

Xenophon declared that the "sweetest of all sounds is praise." He probably was right.

Alexander Pope warned that "praise undeserved is scandal in disguise." He must have had in mind that flattery which a noted lexicographer described as "false, insincere or excessive praise."

Praise, then, when deserved and sincere is an excellent thing, but flattery is something to be shunned. Praise, used judiciously, inspires and encourages. If the person praised deserves it, even in measure, he will, if wise, let it go to his heart but not to his head. If it goes too strongly to the head, it will be a strong and dangerous wine, intoxicating and filled with folly. If it goes to the heart, then it may cause him to feel he must be worthy of it.

It is human nature for men to desire praise, just as it is human nature to despise flattery, when recognized for what it is. When a man is so vain that flattery serves for praise, that is doubly foolish. Sincere praise may turn a head, but flattery whips the heads of the foolish, the vain and the light-headed.

Praise is strong medicine. Too much is bad. A little is good. Administered as it should be, it is an inspiration. Dr. Samuel Johnson once remarked that "praise, like gold and diamonds, owes its value to its scarcity." It is because of its scarcity on the tongues of men that Xenophon described it as the "sweetest of all sounds."

HEALTH HINTS

By Mrs. C. Smith

DISINFECTANTS

How can we get infection in our body? This modern disease germ which poisons the system with substances called toxins. By the air we breathe; by water; by food; by a wound.

Bacteria in the air may fall on fruit or vegetables, on lettuce and celery, and thus be taken into the stomach. Food is also infected by flies which carry bacteria. Cholera and typhoid fever are spread by infected water and ice. Milk from tuberculous cows may be infected with the bacilli of tuberculosis. Mosquitoes can through their sting carry malarial fever from one to another—kill the mosquito.

Disinfectants by heat—By boiling 30 minutes in water; steaming, one hour; hot dry air, 1 1/2 hours, or saturated by water, dried by red hot iron in emergency, as bandages, etc.

Carbolic acid disinfectant—Three per cent carbolic solution; water of

The Family Herald and Weekly Star of Montreal holds a record for subscribers renewing voluntarily and continuously year after year. After all it is not surprising when one considers the quantity and quality found the readers are given each week and at a price ridiculously low—\$1 a year or three years for \$2.

RECORD RAMBLINGS

One good safety rule for any motorist to observe is to refrain from turning a corner until he is sure it is there.

An artist says our movie darlings are entirely too thin, recalling the reporter's classic, "An empty cab drove up to the theatre and Sarah Bernhard got out."

A congressman is an individual who would work himself up into quite a lather over a maid who swept everything under the stove before leaving for home.

The war plays are becoming more realistic all the time, but none so far has revealed how the supply sergeant convinced the inspecting officer that 11 blankets were 29.

Machell—"Have you read 'Fins'?" Patron—"No, what is it?" Machell—"Oh, it's the last word in books."

A stranger stepped absentmindedly into the Rexall drug store recently and thinking it was a radio shop asked:

"Do you carry B-eliminators?" "No," said J. M., "but we've got roach powder and fly swatters."

ROCKFORD

Rev. Frankhead preached another splendid sermon on Sunday evening using as his theme "The Cross in the Garden." He is presenting an interesting series of practical lessons concluding on Easter Sunday.

Mrs. W. E. Hambley has returned home after spending some time with her sister, Mrs. John Ducey of Colborne, who is very ill.

Mr. and Mrs. George Smith, Miss Marjorie and Henry, took tea on Friday evening with Mr. and Mrs. Ben Smith of Villa Nova.

Mr. and Mrs. Wilbert Howard and Mr. and Mrs. Harry Lamb were entertained to tea on Friday evening by Mr. and Mrs. Frank Smith.

Mr. and Mrs. Ralph Kenny and family took tea on Friday evening with Mrs. Jas. Priest and Dal.

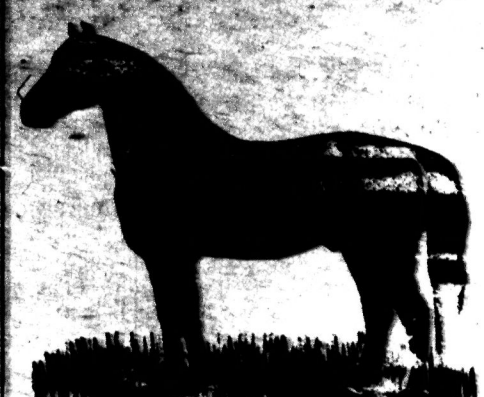
Mrs. Walter Frisk, of Detroit, is visiting her parents, Mr. and Mrs. George Wynar. Mr. Wynar has not been so well lately.

We wish to extend our sincere sympathy to Mr. and Mrs. Alma Phillips in the loss of their little son, Wilbert.

We were sorry to hear of the death of Mr. Wm. Bauslaugh of Waterford at the Simcoe hospital on Saturday. Mr. Bauslaugh was well known here having lived quite a number of years in this community. We extend sympathy to his sorrowing daughters and son.

TRY "THE RECORD"

Harness



We are having a Two-Weeks' Special Sale of Harness and making a discount of 5% for cash or terms may be arranged.

DUXBURY

"THE BEST STORE" Phone 47 JARVIS Main St. ONT.

End PILES at once!

There are many people who suffer with piles and hemorrhoids. It is a painful condition which has proven successful in over 90% of the most stubborn cases. It is a disease of the internal cause and is not a local ailment. It builds you up and a lot of money back.

NATURE'S PILE REMEDY Name genuine—Don't name A. W. Merrill Jas. M. Schreiber, Druggist

BRITISH-KNIT

MOTHERS!

HAVE YOU EVER TRIED BRITISH-KNIT SUITS AND DRESSES FOR YOUR CHILDREN?

These are the ideal garments for Spring when children are so apt to take cold. May be had in styles and colors suitable for children of six months and up.

What could be better for the School Girl than a BRITISH-KNIT Jersey Dress with Bloomers to Match?

SPECIAL PRICES FOR THREE DAYS ONLY FRIDAY - SATURDAY - MONDAY

Babies' Suits and Boys' Suits, from \$2.00 to \$2.65 Girls' Pantie Dresses \$2.25, \$2.95, \$3.95

BRITISH-KNIT SILK HOSE We are now displaying the latest shades in silk hose. Ask to see the special feature of BRITISH-KNIT Hose to insure a perfect fit at the ankle.

Popular Price \$1.45 per pair For Three Days Only 2 pairs for \$2.75

A SATISFIED CUSTOMER IS OUR VERY BEST ADVERTISEMENT

British Knitwear Ltd. Next New Theatre SIMCOE Telephone No. 858

TO THE LADIES OF Jarvis and Vicinity

We invite you to OUR SPRING STYLE SHOW on Tuesday, March 12th, 3 p.m., and Wednesday, March 13th, 3 p.m. and 7:30 p.m.

THREE DISPLAYS Our New Dresses and Coats will be displayed on living models.

COME AND SEE THE NEW TOGETHER FOR SPRING

WALKER STORES, LIMITED SIMCOE, ONT.



View along the coast, Shady Camp, Ontario and the Lake of St. Clair, Ontario, at the Empire Hotel at Victoria, British Columbia, Ontario Lake Louise and the Pool at Banff where members of the 1929 tour are seen departing themselves.

Dean Sinclair Laird of Macdonald College, St. Anne de Bellevue is better known as an educationist than a philosopher, but he is really both. Some years ago he made a tour of the Canadian west. His time was more or less limited and in planning his itinerary he was obliged to miss several points he considered worth while and to spend more time than he thought necessary in places less interesting. While he made up his mind that this condition should not obtain if he made the trip again, he was greatly thrilled by his journey. The beauty and the wonder of the Canadian west deeply impressed him and he re-

turned, as he says, with a more sympathetic understanding of the western people and problems and more thoroughly convinced that the education of a Canadian can not begin until he has seen his own country. It was his idea that if a tour could be organized at reasonable cost, to cover all the important cities and resorts west of Toronto, and the participants were exempt of rail from all the western travel arrangements, enough might be interested to warrant the running of a special train. Then the first "Dean Laird Special" came into existence and

this year, for the sixth time, and in conjunction with the Canadian Pacific Railway the Dean is again organizing a de luxe all-expense tour which for a stated sum, affords the maximum of enjoyment and variety of scene and recreation that can be provided in three summer weeks. Dean Laird devotes a great deal of time and energy to his tour and each year goes over much of the same ground, but he now travels the high spots in western travel, and by carrying on year after year he feels that he is making his contribution towards a greater and more united Canada. Altogether, Mr. Laird has pleased some fifteen

hundred people through the great scenic scenes which lie between Montreal and Victoria—Banff, Lake Louise, Winnipeg, Edmonton, Vancouver—over a diversified route. He has found that, while the travellers appreciate having a special train as a home and base, they appreciate the Great Lakes and occasional motor runs, so that the shipmanship and the motor can be very generously used by him. The Dean is doing a great work and the only qualifications he demands from applicants for membership in his tour are companionship and the capacity for enjoyment.



PROFESSION

Arrell & Barrister HAMILTON—S. GALENDONIA—S. HARRISON A. County Crow S. Cameron J. Edwards

Kelly, Port Solicitor U.E. Kelly, E.C. Crown Attorney DAVID E. Solicitor for Norfolk SIMCOE, Money to Loan

PHYSI

L. J. Leather OFFICE 10 to 12 a.m. 7 to 9

JARVIS

DR. E. M. PHYSICIAN AND

Office Hours: PHON OFFICE—In the Residence J

DENT

Dr. R. G. DENT Office Hours—9 to 5:30

Office above Shild Phone MAIN ST. HAG

VETER

Dr. E. Slack VETERINARIAN

Hageraville MODERATE

Geo. L. Miller MILLER & M LICENSED AU For the County

Farm Sales & 20 Years Ex Terms Res Select your date and attended to by t Satisfaction C Applications made to Jarvis, Ont.;

JOHN D LICEN Auction

All Sales conducted up-to-date and in manner. Phone 65 Maple Street

A. C. B. R. RE-UPHOLST FURNITURE

Goods called for at good range of samples. City work prices. SLIP COVERS—for closed cars, at reasonable prices. Telephone 17-13 TYRELL, ONT.

AUCTION FARM AND P A SPECI

Your sale conducted highest approval. call dates see me. WARREN J. Phone 10-14.

EARLY C

Now in the time early chicks. We I. Bada. Also call

A. E. D. Phone 41-5

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