

THE JARVIS RECORD

JARVIS, ONTARIO
Published every Thursday morning

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Advertising Rates
Small advertisements—For Sale, To Let, Wanted, Lost & Found, Coming Events, etc.; 25 words and under, 35c; one cent for each additional word; Cash. If charged, 15c per word.

Contract advertising—Send for rate card.
Births, Marriages, Deaths—Free in Memorial and Engagement Announcements—50c; verse, 4 lines 25c; one line free.
Advertisements without specific instructions will be inserted till forbidden and charged accordingly.

GEO. L. MILLER
Editor and Proprietor

Let us be generous of our dignity as well as of our money. Greatness once and for ever, has done with opinion.—R. W. Emerson.

PEOPLE READ IT!

Newspaper advertising is the world's greatest and most expert salesman in merchandising. The value of advertising has manifested itself in the attitude of the buying public. People are reading advertisements today who would have scorned once to more than scan the headlines. Always a potent force in business, advertising has recently become a vital necessity. The consistent advertiser is gradually finding out the truth of this statement.—Sudbury Star.

YOUR LOCAL PAPER

A newspaper is in a more difficult position than any other business, when there is a widespread business depression. It can only curtail its costs by curtailing its service to the public, and the moment it starts to do that it is inviting disaster. A newspaper is built upon service. It holds its place in the confidence and affection of the public because of the service which it gives. It must give this service whether it gives it at a profit or at a loss.—Kingston Whig-Standard.

DUTY ON NEW ZEALAND BUTTER

For some time past the importation of New Zealand butter has proved a great drawback to our producers, due to the fact that in New Zealand, butter can be produced much cheaper than in Canada, and with their butter coming into Canada, underselling the Canadian market it forced the producer to accept a lower price for his product. The government have placed a duty on New Zealand butter of five cents a pound which shipped to Canada, which will make the Canadian market very much more unfavorable to the New Zealanders, however, it is expected that England will be able to take care of their production leaving Canada to look after its own supply of butter which it should be in a position to do. At the present time the farmer is accepting a very low price for his butter-fat production and everything done to stabilize this industry will prove effective to the welfare of the Canadian farmer.

RUNNING A BILL AT THE GROCERS'

It is the practice of local merchants nearly everywhere to sell for cash. If they vary their rule it is to known customers and where the reasons for it are apparent. In industrial centres where customers are in receipt of weekly wages, the grocer, the butcher and the baker expect cash to be paid for their purchases. The complaint has been made by some merchants in towns where chain stores have been established that many of their customers shy for cash at the chain stores and try to run a bill of credit at the petty local shop.

The local merchant resents this and puts more and more of his customers on the cash basis, claiming that he can sell as cheap as anybody if he gets the trade on the cash and carry plan.
A generation or so ago, the village merchant allowed the farmer to run an annual account at his store. After the harvest had been marketed, there was an annual settlement. There is little of that now. With improved farming the products of the place are not all sold at one time. There is less selling on credit; there are fewer charge accounts. The unemployed are not carried on the books of the store keepers to the extent they were a few years ago.

SELKIRK

BOURN—On Saturday, April 7th, 1932 to Mr. and Mrs. Herman Stire & son.

Miss Beatrice Kelly of Toronto, and Mrs. Ward of Galt, spent Sunday with their mother and aunt Mrs. Kelly and Mrs. Cavanaugh.

Half holidays begin on Thursday, this week.
Miss Etta Lindsay, Hamilton, spent Sunday at her home here. Ed. Effinger, Buffalo, has been visiting at Arch Lindsay's.

Paul Lindsay moved to town this week.
Mr. Howard Hilborn returned to Cleveland after spending some time at his home here.

Among those who attended the reception of Miss MacLachlan in Jarvis on Friday night were: Miss Dorothy Botwright, Mrs. Botwright, Miss Edith Snellier, Miss Helen and Stanley Hoover, and Mr. and Mrs. E. G. Hoover.

Evangelist C. M. Smithson, Springfield Illinois paid a visit to friends in the community last week and held two meetings Tuesday night at Winger and Wednesday at Swed. Corners. Numbers from here attended both services.

Smithson will hold a nine week revival in the vicinity next week. Main Street is undergoing a change in appearance. Numbers are being torn down and new buildings are being erected. The ball park is being put in shape for the annual 3rd of June celebration.

ROCKFORD

Mother's Day was observed in our Sunday School and Church services on Sunday. Rev. Truesdell based his sermon on "The Servants That No Man Touch" (1) The Sermon of Good Manners; (2) The Sermon of Controlling Good Habits; (3) The Sermon on Religion and Prayer. The text by John Little and Mrs. Len Herrow was well rendered and much appreciated.

Mr. and Mrs. Geo. Anderson, of Watford, spent Sunday with Mr. and Mrs. Stanley Anderson.

Miss Mary Oufrikuk of Watford spent the week-end with her parents Mr. and Mrs. Geo. Oufrikuk.

Miss Mary Angus of Niagara Falls, visited her parents, Mr. and Mrs. A. Angus over Sunday.

Mr. and Mrs. Arthur Phillips of Jarvis, took dinner on Sunday with Mr. and Mrs. David Peterson.

The W. A. are holding a bazaar sale in Hagersville on Wednesday, May 18th.

Mr. and Mrs. Reg. Marsh, (nee Vera Oufrikuk) of Toronto, came to the home of the hostess, Mrs. Marsh, and Mrs. Geo. Oufrikuk on Saturday.

Later in the evening, the young people gave them a lively party and a variety shower in which they received many beautiful and useful gifts. We wish Mr. and Mrs. Marsh the best of success and much happiness in their new life together.

Miss Helen Anderson of Villa Nova, spent Sunday with her parents, Mr. and Mrs. Stanley Anderson.

Miss Fannie Edwards, of Watford spent the week-end with her parents, Mr. and Mrs. Geo. Edwards.

Mrs. Jas. Priest and Mr. and Mrs. Bud Priest, spent Saturday in Brant and took dinner with Mr. and Mrs. Marshall Priest.

ARE YOU INTELLIGENT?
To those who are a bit bored by the tranquillity of this gentle existence, we hopefully proffer the enigma below as a likely remedy. According to reliable information, it is a product of an intelligence test given to prospective employees of a large steel corporation. We venture the comment that the outfit probably had a large personnel as was needed, anyway.

There is no catch in this problem. Each statement is relevant and must be considered in arriving at the correct answer. Two and three quarters hours was the time allowed for persons of evidently colossal mental capacity to produce the answer in five minutes.

Consider all the following data: A brakeman, a fireman, and an engineer are employees on a train. Their names are Robinson, Smith and Jones, not respectively. On this train are three passengers with the same names: Robinson, Smith and Jones, hereinafter referred to as "Mr." to distinguish them from the three trainmen.

1. Mr. Robinson lives in Detroit.
2. The brakeman lives half way between Detroit and Chicago.
3. Mr. Jones earns exactly \$2,000 a year.
4. Smith beat the fireman at billiards.

THE VALUE OF BIRDS TO MAN

More and more, as the years go by the world is learning to have a better appreciation of the great economic value of birds. This is quite a mild statement of the case. The birds are not only of immense value to the world, they, in fact, are the only thing that stand between mankind and utter disaster and starvation. These facts are stated in a most striking and impressive form in a booklet on "The Value of Birds to Man," by the well known English authority, James Buckland.

Some of Mr. Buckland's statements will greatly surprise a great majority of people.—The Canadian.

NOTED ORCHESTRA PLAYER BLOOD POISONING VICTIM

Chicago, May 4.—Death came today to Carlton Con. 38, and ended a 13-year partnership with Joe Sanger in the famous Coo-Sanders Orchestra, a partnership born of a music store meeting of two world war soldiers and never broken in a rapid climb to fame.

Coo died in Heriot's hospital of blood poisoning, caused by an abscess in the jaw which developed mysteriously last month while he was directing the orchestra jointly with Sanger in a Loop performance.

Meantime, in keeping with all traditions of the show world, his friends and associates, Sanders, announced the orchestra would continue with no regret more here under the name of Coo-Sanders.—London Free Press.

THE LOWLY HOG DOES ITS BIT FOR SCIENCE

(Experimental Farm Notes)
Of what particular value are hogs except to produce our ham and bacon? Why are they experimented upon, and why is such care taken in the procuring of accurate experimental data? The answer to these and other questions may be derived, and a greater and clearer realization of the importance of the swine industry ascertained by a visit to the Central Experimental Farm and a survey of the work being carried on there by the Animal Husbandry Division.

Experts in livestock are not only guiding the work in the production and cheaper pork. From their experience gained in actual experiments, they are enabled to advise the swine raiser of the best breeds of pure bred Yorkshires and Berkshires. By the introduction of new sires from time to time, supplemented with rigid selection and culling, a herd of high standard has been developed. From this herd, breeding stock is disseminated to other Experimental Farm breeders and farmers of Eastern Canada.

Experimental and research studies absorb a large percentage of the pigs raised. Work is being carried on in testing the relative nutritional value of various individual feeds and in the compounding of suitable mixtures for pigs of various ages. Mixtures are tried out, and if found suitable, they are published in pamphlet form, and are widely distributed to Canadian farmers. Such dissemination of valuable feeding information, improves the standard of production, and is of the greatest importance to the pork production of the individual farmer.

Another line of work on accessory feeds deserves some comment. Cod liver oil, pichard oil, mineral feeds, etc., are being tried out in an experimental way, and their value determined in swine feeding. These supplements to ordinary feeding have only of late come into prominence as livestock feeds, and especially so as swine feeds. Cod liver oil is a known source of vitamins A and D, and that it contains these constituents and is available at a very moderate price. Comparisons of these on new and old brands of Experimental Farm feeds, have proved very interesting and valuable.

This is but one instance of the continuous testing and experimentation being carried on in the interests of the Canadian farmer, and also indicates the thorough way in which a problem is investigated. It is not only carried on at the one farm, but is replicated on many other Experimental Farms. By such corroboration of results, accuracy is assured.

and the problem is completed much more quickly and with the same accuracy as if it were repeated on one Experimental Farm year after year.

The hog thus carries on, eating what he is given, thriving best on the more valuable feeding stuffs, and by his rate of growth, type, quality of carcass and economy of grains, aids science in propounding advice for distribution to farmers and feeders concerning the suitable and economical swine practices.

MARCH MOTOR OUTPUT
Official Ottawa figures show that production of automobiles in Canada during March was the greatest for any month since May of last year. March of this year exceeded by 50% the February total which in turn was 47 per cent higher than the total for the preceding month.

The number of cars imported during March this year was 4% of the total produced in Canada.

The production curve in Canada usually pursues a course steadily upward from January to April. This year, it is believed by some authorities, that May and June will also share in the upward trend. Unseasonable weather has helped this year to thrust back the traditional buying season.

Drinking plenty of water with pinch of salt. If bloated with gas add a spoon of Aderika. This washes out BOTH stomach and bowels and rids you of all gas. J. M. Schreiber, 44

IT PAYS TO ADVERTISE
COMMON TABLE SALT
OFTEN HELPS STOMACH

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THE WORTH CONCRETE SEPULCHRE

This Vault is copper finished, steel reinforced, absolutely waterproof, the lid being set in groove with pure cement, a guarantee that will stand the test of time.

A Sample may be seen and most reasonable prices obtained from your local Undertaker.

PHONE 137. A. L. TAMBLING

Calithumpian Parade

led by the "Bug", Smallest Car in the world

ARTS FROM THE PARK AT 10 A.M.

VEHICLE—First Prize: \$10.00—Donated by Reichels Garage and Restaurant.

and Prize: \$5.00—Donated by Joseph Owen (Miller's Motor Service)

and Prize: \$3.00—Donated by H. A. Miller, Miller's Lunch)

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INDIVIDUAL, Ladies—\$3.; \$2.00; \$1.00

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John Kindree, \$2.00; John Brown, \$2.00; Dr. I. J. Leatherdale, \$2.00

Dr. W. M. Jones, \$2.00; S. R. Leatherdale, \$2.00; W. Simpson, \$2.00; Jas. M. Schreiber, \$2.00

E. A. McCarter, \$1.00.

See the "Mayflower" to-day at Carter's Hardware.

E. T. CARTER J. C. WALKER

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Cars Parked, 25c

Admission to Grounds

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