THE JARVIS RECORD

Telephone 37, Jarvis, Ontario

Published Every Thursday Morning

Winner of the Charter's Trophy in 1938, emblematic of the best Weekly Newspaper in Canada in Class D.

A weekly devoted to the interests of the Village of Jarvis and the Township of Walpole as well as neighboring townships in the County of Norfolk.

Advertising rates upon request.

Subscription Rates

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A. L. MILLER, Editor

SANDUSK W.I.

The April meeting of Sandusk W. I. was held at the home of Mrs. Andrew Lofthouse with eighteen present. The meeting opened in the usual manner. Roll call was answered by all. Minutes of last meeting were read. It was decided to plant a tree in the school yard at Sandusk Directors for home improvement plan, Mrs. E. S. Pond, assistant, Mrs. Columbus. Leaders for Girls Work, Mrs. Columbus, assistants, Mrs. Ionson and Mrs. E. S. Pond. It was decided to keep some county officers. Thanks was then given from Mrs. Bray and Mrs. Walter Hill for fruit sent them while ill. Program then followed. Motto, Mrs. Lorne Dougherty; report of District meeting was given by Mrs. Columbus. Mrs. Brady then took the chair for election of officers which resulted as follows: President, Mrs. Maxwell; Secretary Treasurer, Mrs. Bradly; 1st Vice President, Mrs. Wilbur Werner; 2nd Vice President, Mrs. Frank Pond

The meeting was brought to a close by singing God Save the King, after which a social half hour was spent. A vote of thanks was given hostess and lunch committee.

CARD OF THANKS

Mr. Alvin Marr wishes to express his deep appreciation to the W.A. of

WITH THE -JARVIS- BOY SCOUTS

On Friday, April 21st, the First Jarvis Troop held their weekly meeting. We had the regular Scouting activities and then devoted some time to completing plans for our "Charter Night" on Tuesday.

Our Patrol competition ended for the 1938-39 season and the 1939-40 season competition will commence with the next meeting. The next meeting will be on Friday, May 5th at 7.30 P.M. and we should like to see a good turn-out. If you want the cup in your patrol next time, fellows, your job is to keep up your attendance and Scout progress and that will earn it for you and your patrol.

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WITH THE CUBS

The First Jarvis Pack of Wolf Cubs held their weekly meeting on Friday, April 21st. As with the Scouts the regular meeting was car tried out and then some time was spent in preparation for the Cub's part in "Charter Night" The Cubs must also bear in mind that their attendance at meetings and Sunday School will do a great deal towards bringing the cup to their Six next time. The next meeting will be at 4.30 P.M. on Friday, May 5th.

"CHARTER NIGHT"

We wish to take this opportunity to again give our thanks to the parents and friends of both Cubs and Scouts who helped to make our evening such a success. The mothers are to be congratulated on the splendid lunch which was enjoyed by all, and the friends who attended the meeting gave the boys confidence that Jarvis really is behind Scouting. Thanks a lot folks.

We also wish to take this opportunity to again congratulate the boys who received recognition of their success to date at their work and also those who narrowly missed being in their place. The competition between the Sixes and Fairoils was so close that they all deserve a word of praise. In the individual competition several Cubs were right in there, amongst the closest were Orloff Jones, Leslie Mitchell, Willie Stone, Jim Bailey and several others. In the Scouts Ted and Lawrence Johnson were just a step behind first place and many others including Bud Elliott, Jack Bailey, Melvin Porter and Tony Stafwood were right on their heels. Good work fellows, keep it up next year.

Wesley United Church and others who have sent him flowers and tendered other expressions of kindness during his illness.

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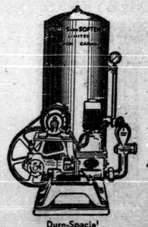

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A Weekly Review Of National Affairs

(By "Spectator")

The Budget

Ottawa, April 25th — Just before the budget appears, it isn't wise to make predictions, which may be so soon refuted. What is clear, however, is that atmosphere in which this budget appears isn't conductive to lowered taxation, that is at least to anything spectacular in the way of reduction. The trade treaty with the United States, which came into effect on the first of the year, has been the government's contribution to reduction in indirect taxation through lowering of the tariff. The budget will add to this the cancellation of the three per cent excise ttax on goods on which concessions have been made in the treaty. In addition to this the three per cent will be removed from some other commodities. This has been promised, to prevent inequities. There may be some other changes in the tariff, relating to investigations that have been carried out during the past year by the tariff board. But the number of commodities is not expected to be large. Of course, with an election not so far off it must be a temptation to a government to make sweeping reductions in taxation, but with the world as it is, with political storm clouds all over the earth, with our own country having to increase its armed protection against aggression, it just doesn't seem possible to expect much reduction. Government revenues have held up remarkably well, in spite of the business uncertainly felt in this as well as other countries.

The Royal Visit

It is just three weeks now to the arrival of the King and Queen in this country. Preparations, except for minor details, seem to be practically completed. The Interdepartmental committee looking after these preparations have been very busy, and have been at intervals giving to the press summaries of the programs at the various towns and cities on the royal route across Canada. Whether the Dominion parliament will have finished the work of the session by the time Their Majesties arrive in Ottawa is still uncertain. Everyone would like to see the sovereign prorogue parliament, the first time this has occurred in the Dominion. But the work of parliament has to go on, and there is still a heavy agenda of legislation to be discussed. There are the comprehensive new deal in Agriculture, electoral reform and the budget, as well as other measures.

In any event the King will sign several bills that have passed parliament by the time he arrives in the capital. On its way through the senate now is a bill, already through the commons, which makes it constitutional for the royal signature to be affixed to Canadian legislation, alongside the seal of Canada. Hitherto the regulations provided only for the signature of King's representative.

There will be much ceremonial in all cities, befitting the occasion, with salutes, guards of honor, functions by federal, provincial and municipal officials, but most important to the individual citizen will be the drives of Their Majesties through the various centres where the people of Canada, particularly the children, may be able to get a good view of the sovereigns of the British Commonwealth. At this moment the program only up to the capital has been issued to the press. Details have been given to the arrival of the Repulse at Quebec, the welcome of Their Majesties by the Prime Minister of Canada, the Lieutenant Governor and Premier of Quebec and other officials and the federal provincial and municipal functions at Quebec. Their Majesties will stay at the Citadel the night of their arrival. The welcoming ceremonies and municipal dinner at Montreal and the various functions during the four day stay at Ottawa are also described. The unveiling of the national war memorial will be an outstanding event of the visit to the capital. There will be broadcasts by the King at 1.45 P.M. on May 15 from Quebec; at 2.45 P.M. on the 18th at Ottawa when His Majesty is unveiling the memorial; on May 19th by the Queen when she is laying the cornerstone of the new Supreme Court building. There will be the Empire day broadcast from Winnipeg by the King on May 24th at 3. P.M. a further broadcast from Victoria at 6.00 May 30th and at Halifax at 12.30 P.M. on June 30th, when Their Majesties are bidding farewell to Canada.

Our Defences

In the upper chamber Senator Griesbach has been asking for a joint committee of both houses to ascertain the facts about our defences. He spoke on the bill which provides for the creation of a defence purchasing board. He thinks that parliament should find out exactly how effectively this country is prepared to meet an attack if an attack should come. With the industries of Britain and other countries being so full yoccupied with preparing equipment for their needs, Canada should create an armament industry which can turn out the equipment we need. In the defence purchasing board he sees a body which could create such an industry. He feels that the head of the defence purchasing board should be a member of the country's defence council.

Unemployment Relief

The house of commons has been spending several days on the discussion of this most difficult problem, how to deal with unemployment. The debate at times has become very bitter. Many speeches have been a diatribe against the government, while several have sought to dig down to the manifold causes of the present situation, the world unrest and uncertainty, the restrictions on international trade, the new and scientific methods in industry with the use of new machinery which have thrown many out of employment. Appeals were made by some speakers to concerted action by governments, federal and provincial and municipal, by finance, by individuals and by various agencies to solve this most difficult of all problems facing the Canadian people.

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Wesley United Church News

MINISTER EXPRESSES APPRECIATION

On Sunday morning, Rev. S. B. East took occasion to comment upon the address given by Prof. Fred Landon at the banquet on Friday night. Even as Prof. Landon is building the history of Ontario from the old records which have come down to him, so must the people of Jarvis and the members of Wesley United Church see to it that the history of our community and Church is not lost. Old record books should be kept and from time to time historians should review the important events in the life of our town and Church.

Rev. East expressed his appreciation to those who had made it possible to bring Prof. Landon to Jarvis. He especially thanked Mr. Laird Miller and the members of his committee for the success of the arrangements.

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Several car loads of Young People journeyed to Port Dover on Monday for the Annual Spring Rally of the Presbytery.

Speaking on the subject of "Prayer," Mr. Emerson Miller conducted the topic at the regular meeting of the Young People on Tuesday night. The address was greatly appreciated.

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MEN'S CHOIR POSTPONED

"Jesus concern for our self respect," and "Is the Christian Happy" will be the morning and evening sermon subjects next Sunday. The men's choir will not be heard as planned but will sing instead on the Sunday following.

About thirty members of the Adult Bible Class gathered in the Sunday School Room of the Church on Monday night, for a social evening. The program was conducted by Mr. Wm. Doughty and items were contributed by Mrs. J. Duxbury, Mrs. S. B. East and Chas. Davidson. Games and Lunch completed the program.

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AN EDITOR'S PRAYER

Blessed are the merchants who advertise, for they have faith in their business and prosperity shall increase many fold. Blessed is the woman who sends in a written account of a party or a wedding, for she shall see there the details and names of her guests correctly reported. Blessed are those who do not expect the editor to know everything, but who tells him whenever an interesting event occurs in which they are interested, for they shall have a better newspaper in their town. Blessed are they who get their copy in early, for they shall occupy a warm place in the editor's heart. Blessed are they who cooperate with the editor in behalf of the community, for their town shall be known to all men, far and wide, as a good place in which to live and do business. Blessed are they who do not think they could run the paper better than the editor runs it —yea, thrice blessed are they because there are so few of them in the community. — Exchange.

ANYWAY, HE KNOWS HIS COWS

During the World War a very patriotic old lady was passing a farmer's barn one day and observed a young farmer boy milking a cow. He looked to be old enough to be in the army, and she was indignant to find him on the farm. He saw her but didn't stop milking.

"Way are you not at the front?" asked the indignant patriot, and the quick reply was:

"Cause thar ain't no milk at thet end."

—:—

"So you're engaged."

"Yes, and you should have seen Bill propose."

"I have seen him."

Summarizing SPORTS -BY- B.P.

Thanks to a few of our softball enthusiasts we are going to continue the J. & W. league in Jarvis, but in a somewhat abreviated way. Many of its supporters figured that if softball were given a rest for a year it would be doomed for complete failure in future years, so the league has been placed on its feet, so to say, with but four teams participating this season.

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Garnet are eager to return to our sandlot and Varency figure they can field a team of worthwhile calibre. Whether or not this four team group will supply sufficient colour for the fans is another matter to consider. Personally, we believe that with only two out-of-town clubs in the race the fans will be few and far between when these twilight affairs are operated.

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If Jarvis are to have two teams why not group them as married and single men teams ? The old rivalry between the One's and Two's was decidedly lacking last season, but the married and single lads should add a little zest to the dying game.

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A. L. Miller succeeded G. O. Miller as president for the season of 1939. David Banks who by the way should help the Varency cause no end, is our new secretary. The league usually opens around the second week in May, but if this weather continues you can look forward to seeing softball in a week or sooner.

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If Jarvis are unable to mould a strong baseball club here this summer it will be because of lack of quality of the players and not of interest. The baseball roster seems to be ever growing but to find out if our team is to materialize we'll just have to wait until Manager Cresswell places them on the diamond.

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Further word reached us from Hagersville stating that that town is sponsoring a juvenile team season and we can quite safely say they are decidedly short of young talent which adds up to this: Any young teen-aged players in Jarvis who wish to play baseball but who are not quite good enough to make our intermediate team, would be more than welcomed by the quarry town mentors.

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NORTH WELLINGTON M.L.A. REFUSES TO BE PACKER'S GUEST

By an eleven to five division, the agriculture committee of the Ontario Legislature recently accepted an invitation from a Toronto packing firm to visit their plant and have lunch as the company's guests.

Opposition to acceptance was led by Ross McEwing (Lib., Wellington North) who in the legislature alleged the existence of a monopoly in the Toronto livestock market. He certainly wasn't going to be the packers' guest.

"Beware of the Greeks bearing gifts," said J. W. Freeborn.

William Duckworth (Toronto, Dovercourt) moved the committee accept as an evidence of co-operation.

"I sold hogs at three cents a pound and one man made $9,000,000. I don't call that co-operation," said Mr. McEwing (Lib., Wellington North). "I certainly won't sit down to lunch out there."

"They will only show us what they want us to see, but they won't show us what we want to see," said Mr. Freeborn. "These packing companies are legally robbing the farmers every chance they get. I believe they have withheld $160,000 in the past two years which the producer or the agricultural department ought to get. I don't believe in accepting the hospitality of a packing plant which is not dealing fairly with the farmers." —Exchange

THE VILLAGE IS THE PEOPLE

A stranger halting at a village spoke to one of the inhabitants:

"What kind of people live here?" he asked. "I have it in my mind to settle here."

"What kind of people did you live with before?" inquired the villager.

"Oh, in the town I come from the people are mean and narrow."

"Then I'm sorry," said the villager "but you'll find the same kind of people here."

The stranger drove on, and somewhat later another stranger accosted the villager and inquired about the people of the village.

"What kind of people did you live with before?" the villager again asked.

"The finest in the world," the stranger said with a smile. "Only business reasons forces me to leave."

"Then," said the villager, "you'll find the same kind of people here."

—The Canadian Baptist

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It was a cheap vaudeville house. An Oriental act had just been concluded and incense filled the house. "Usher," complained a pompous man in an aisle seat, "I smell punk."

"That's all right," replied the usher confidentially, "just sit where you are and I won't put anyone near you."

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PHONE 47 JARVIS

At The Churches

ST. PAULS CHURCH
Rev. L. D. Brown, B.A., Rector
Sunday, April 30th, 1939
Third Sunday After Easter
10. A.M. — Litany and Sermon
Preacher — The Rector.
2. P.M. — Sunday School.
Monday, 10. A.M. — Holy Communion - St. Philip and St. James Apostles.
Tuesday, April 2nd — W. A. at home of Mrs. T. Harris at 2.30 P.M.

CHRIST CHURCH, NANTICOKE
10. A.M. — Sunday School and Classes.
11. A.M. — Morning Service
Subject: Jesus Concern for Self Respect
The Minister
7. P.M. — Evening Service
Subject: Is the Christian Happy
The Minister
The Men's Choir of the will not be heard next Sunday as planned.

GARNET UNITED CHURCH
1.30 P.M. — Sunday School.
2.30 P.M. — Worship Service
The Minister.

KNOX PRESBYTERIAN CHURCH
10. A.M.—Sunday School and Classes.
11. A.M.—Morning Service
7. P.M. — Evening Service
CHALMERS CHURCH, WALSINGHAM
1.45 P.M. — Sunday School and Classes.
2.30 P.M. — Afternoon Service

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News of the Countryside

From The Record's Correspondents

GERSVILLE

Whitmore entertained of the Ladies Euchre ome on Friday evening. rs. Edward Robbins and et Pendergast, of Simer the week end at the and Mrs. John O. Hoo-

rs. William Doman visit in Toronto on Sunday. Mrs. Karl Davidson, of e guests of their par- and Mrs. Davidson. Mrs. George Ashby and of Simcoe, were guests Mrs. William Burbridge

rs. Fryatt of Waterford visitors with John and

Mrs. Risdill of Hamilton, with her parents, Mr. E. Sheldrick.

ge Robbins was hostess of the Past Grands Club Rebekah Lodge at her esday afternoon when ved at a Desert Court n. Gertrude Hunt and Winger won the prizes

rs. Van Wagner of Wa- Sunday visitors at the bs and Mrs. Slack. chfield who was injur- an accident several mon- rned to St. Joseph's hos- ilton on Monday where ergo another operation. here about three weeks.

Miller, of Selkirk was a home of Mr. and Mrs. on Sunday.

ley of Northern Ontario end with his parents Mrs. Knisley

KOHLER

oo late for last issue)

rs. Lee and daughter of ere the guests of Mr. an Kohler and daugh-

Nablo, of Toronto, e-end with his mother. Donald returned home er spending their holi-

rs. S. Adams and son, ere Sunday visitors at

George Winger spent week with Mr. and Mrs. er at Caledonia. is Winger had a pleas- on Saturday evening ers and brothers came her birthday.

rs. Elmer Winger, of ent the week end at

rs. Elmer Winger, of ent the week end at Mr

George Wingers.

Mr. and Mrs. Norman Rauch spent Sunday with friends at Jarvis.

Master Billie Wilson accompanied Dr. Jackson to Brussels on Sunday afternoon.

Mr. and Mrs. W. E. Snyder, of Dunnville, spent Sunday afternoon at Mrs. Wm. Nablo's.

Mr. and Mrs. Harvey Sutor and son, spent Sunday at Mr. J. Tates.

Mr. and Mrs. W. Marshall, Mrs A. Mehlenbacher spent Sunday at Mr. K. Hartwicks.

Mr. and Mrs. Lloyd Winger and daughter, were Sunday visitors at Mr. J. Nablo's.

Mr and Mrs. B. Mehlenbacher spent Thursday in Toronto and attended the hockey match at Maple Leaf Gardens.

RENTON

Mr. and Mrs. L. Wallace and daughter, of Bloomsburg, spent Sunday with Mr. and Mrs. Cameron Mitchell.

Miss Betsy Graham, spent last week at the home of her sister, Mrs Lorne Barber in Port Rowan.

The Young People of Mt. Zion were entertained at the home of Mr and Mrs. B. Bowyer on Thursday evening. The evening was spent in playing Chinese Checkers, the prizes were won by Mr. Geo. Armstrong and Miss Ada Misener.

A baby boy arrived at the home of Mr. and Mrs. Harold Youman on Saturday.

Mr. James Kitchen has returned to his home in Conneaut, Ohio, after spending a few weeks with friends and relatives here.

ERIE

Mr. and Mrs. George Harris were tea guests at the home of Mr. Wm. Campbell on Monday evening.

Miss Ellen Townson is at present in Dunnville.

Mr. and Mrs. Robert Shier, of Detroit, and Mrs. Frank Vanderburg spent Sunday with Mr. and Mrs. Geo. Harris.

Miss Edith Gillis spent Sunday with her friend, Miss Evelyn Roth.

Mr. Ed McCarten spent Sunday with his parents.

ROCKFORD

Our quarterly Sacramental service will be held next Sunday at eleven o'clock. Sunday School will commence at ten o'clock.

Mrs. Andrew Buck spent last week with her daughter Eileen Buck, of Simcoe.

Miss Norma Golding of Brantford, spent over Sunday with her parents Mr. and Mrs. Ralph Golding.

Mr. Ralph Kenny returned home after spending two weeks at Mr. Clarence Wallaces at Tyrrell.

A number of Young People from here attended the Young People's Rally at Port Dover on Monday evening. Mrs. Oscar French and Mrs. Thomas Brigham of Mount Hope, spent a day recently with their mother. Mrs. Joseph Buck.

Mr. and Mrs. Wm. Hambly and Mr. Frank Hambly, accompanied by Mrs. James Hewett of Hagersville, attended the funeral of Mrs. Frank Gage at Ryckman's Corners on Friday last.

WATERFORD

One on the Police

On Friday night about 8.30 the fire truck with siren wide open went tearing down the street, of course everybody ran to see where the fire was, as is a small town custom. The fire chief blew his whistle calling the firemen together. Then stopped at Binga Chinese Cafe where the fire was supposed to be, but only excitement prevailed, there was no fire. This is how it happened:

A young chap tripped and fell, the lads brother thinking Charlie, the chef had knocke dhis brother down, immediately landed a hard left hander in Charlie's eye. Bing darted out the door running pell mell down to the corner for the police who is also fire chief, calling come, a fight. The fire chief misinterpreted the Chinese call, as that of fire. He lost no time in getting on duty with his truck and men. Jack the Chinaman is nursing a black eye while everyone else is enjoying the joke on the cop.

April 21st — A pretty spring wedding will be quietly solemnized at the United Church Parsonage, Waterford on Saturday, April 22nd, when promptly at 2.30 P.M. Barbara Ellen (Madeline) daughter of Alfred and Mrs. Woods Waterford, will become the charming bride of Richard Syle Kirk, son of Harry and Mrs. Kirk, Waterford. The Rev. J. A. Diltz being the officiating minister.

The bride was becoming in Dusty pink miracle crepe frock with scroll bolero of mid orchid, her flowers were a corsage of Briarcliffe roses, sweet peas and lily of the valley and wore a white straw hat with navy shoulder veil and matching accessories. She was assisted by her sister, Miss Gladys Woods, lovely in a suez crepe gown with scroll bolero of dusty pink with a corsage of mingled roses, sweet peas and lily of the valley. She also wore a navy straw picture hat with white flowers and veil. A coat of teal blue with matching accessories. The groom was supported by Beverley Evans, Jarvis. Immediately following the ceremony the wedding party and several guests motored to Brantford where a wedding breakfast was served at the Patricia Tea Room. The bride doning a lovely navy blue coat with white trim for travelling. After a short motor trip to Detroit Mr. and Mrs. Kirk will reside in the Price apartment on Main Street south.

April 19 — Mrs. Minnie Beck, an aged resident, during one of the last snow storms, fell on the back steps and dislocated her shoulder and received many bruises.

Mrs. Reba Lefler, D.D.P. of the Simcoe District No. 11 with other members of Central Link Lodge, visited Simcoe on Tuesday evening where a delightful evening was enjoyed and Mrs. Lefler was presented with a beautiful basket of spring flowers and roses.

A number from here attended the funeral of Leslie Horne at Port Dover on Tuesday afternoon. Mr. Horne died very suddenly on Saturday just after unloading the express off the L.E.N. 12.24 car at Waterford, also after taking care of the passengers enroute for Simcoe. He just sat down in the back seat to make out the usual reports and died immediately. The services were conducted by the Rev. F. W. Mahaffey in the United Church. The services were under the Oddfellow order

David Nelles, resident of Wilsonville, passed away at his home on April 19th after a brief illness in his 84th year. He always followed the occupation of farming. He is survived by his widow and one son, Dr. John Nelles, Ottawa and three daughters, Mrs. Leamon Welsh, Wilsonville, Mrs. Wray Crumback, Verdun, Que., Mrs. Stanley Chapman, Orono and one sister, Mrs. E. M. Kitchen, Waterford. He was a member of the United Church, Wilsonville. The funeral was held on Friday afternoon. Interment will be held in Wilsonville cemetery.

April 21st — About fifty friends of Mr. and Mrs. Wm. Church, Jr., were entertained at the home of Mrs. W. Smith on Thursday evening in the form of a variety shower. The main sport of the evening were Chin

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JARVIS, ONT.

Dog Taxes Due!

Owners of Dogs in the Village of Jarvis are reminded that a tag must be secured on or before —

— SATURDAY — APRIL 29th, 1939

On and after that day the penalty of the By-Law will be put into effect.

Tags may be secured from the Village Constagle, or the Village Clerk.

PETER BANKS, CONSTABLE.

TWENTY-FIVE YEARS AGO

Jasper Harris is taking an apprenticeship in D. C. Allen's Bakeshop.

Our local automobile drivers are trying out their cars this week. Reports have it that some new ones will be seen this summer.

—:—

TWENTY YEARS AGO

Wm. Anderson has installed an air pump in his garage, and will give this service free.

Miss Edna Banks, of South Cayuga, is spending the Easter holidays with her parents here.

D. C. Allen was in St. Catharines on Monday. He motored home with a Reo.

—:—

FIVE YEARS AGO

Workmen are busily engaged on the reconstruction of the Jarvis bakery which was destroyed by fire last November.

Mr and Mrs. R. A. Walter observed their golden wedding anniversary on Monday, April 16th.

A good gas well was struck on the farm of W. E. Tyrell of Sandusk this week.

ese checkers. Mr. Kenneth Markle favored with a vocal and guitar solos and Margaret Mott gave a very interesting reading (Husbands). The recent bride and groom were presented with a lovely floor lamp from the students and teachers of the Robinson Business College, where Mrs. Church has been attending. The address was read by Miss Enid Connor. Other gifts were brought in a prettily decorated tea wagon. After the opening of these gifts the guests of honor very ably thanked their friends for their kind thoughts. After which community singing was enjoyed and a dainty lunch served.

GET ABOARD THE SHIP AND SAIL TO THE

-- BASEBALL DANCE --

— IN THE —

Jarvis Arena

— ON —

FRIDAY, APRIL 28

-- Red Eaton's Orchestra --

THE BEST DANCE FLOOR IN THE DISTRICT

You always have a good time at The Arena—and it is for a good cause.

Admission - - 50c

(PER PERSON)

DOES IT PAY ?

Naturally we're sold on advertising and continually keep pointing out that if you have something to sell that the people want, and at the right price, that advertising will certainly accomplish wonders.

Do people read the ads ? Well, a little two-line item in a local grocer's ad last week resulted in the sale of thirty-eight pails of honey that week-end.

Who pays for it ? Well, it certainly wasn't the consumer, for the price was less than the regular price and the turnover paid dividends to the advertiser. So who pays for advertising, unless it's the non-advertiser who passes up potential business by his failure to advertise.

—Lucknow Sentinel.

Illustrated—Chevrolet Master Deluxe Sedan with trunk.

CHEVROLET IS FIRST IN SALES BECAUSE IT'S First in Acceleration—First in Styling First in Hill-Climbing—First in Economy and First in Value in its Price Class!

CHEVROLET is winning leadership in sales because *outstanding leadership in performance* — due to advanced Valve-in-Head Engine design — enables it to out-accelerate and out-climb all other low-priced cars!

Chevrolet is winning leadership in sales because *outstanding leadership in styling* marks Chevrolet unmistakably as the most beautiful car in its price range.

Chevrolet is winning leadership in sales because *outstanding leadership in quality features* identifies Chevrolet as the *only* low-priced car combining "all that's *best* at lowest cost" in price, operation and upkeep!

Visit our showrooms today! See, drive and buy today's fastest selling motor car and biggest dollar value — the new 1939 Chevrolet!

Low monthly payments on the General Motors Instalment Plan.

ADVANCED KNEE-ACTION RIDING SYSTEM
Frictionless Coil Springs; Double-Acting Shock Absorbers; Ride Stabiliser; Shockproof Dual Cross Steering.

STEERING COLUMN GEAR-SHIFT
"Vacuum assist" supplies 80% of shifting effort. Simple, positive design. Only $13 extra.

NEW AERO-STREAM STYLING BODIES BY FISHER
Long, low and roomy . . . improved No-Draft Ventilation . . . all-steel Body by Fisher with "Observation Car" visibility.

CHEVROLET'S FAMOUS VALVE-IN-HEAD SIX
Valve-in-head engines have made all world records—on land —on water—and in the air.

PERFECTED (Quadro-Action) HYDRAULIC BRAKES
Maximum effect with minimum pedal pressure . . . Emergency Brake Lever under the cowl at driver's left.

CHEVROLET

C-1178

The only low-priced car combining "ALL THAT'S BEST AT LOWEST COST!"

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