

"The Jarvis Record"
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A. L. MILLER, Editor

SCIENTISTS IN OVERALLS

THE MODERN FARMER need not be looked down upon by his city cousin. That great equalizer—modern science—has caught up with him. One only has to watch him go about his daily work to be convinced his range of knowledge must equal that of his bank manager. Chemist, doctor, mechanic, or electrician on occasion, he must keep step with the latest advances in every aspect of farming if he is to prosper. No longer does fertilizing his land involve the mere strewing of a winter's yield of manure over his acres. Shrewdly and scientifically he is learning to pass a trained eye over his land before selecting chemical fertilizer, insecticides or weedkillers. He is becoming quite at home with DDT, 2,4-D or benzene hexachloride for that matter.

He is becoming adept at recognizing symptoms of an ailing heifer as a deficiency in calcium, phosphorus or vitamins and can probably find a remedy in the farm library he is fast building up. Unalarmed by a breakdown in his mechanical equipment, his ability to fix things involves more than "tying it up with haywire". The electric apparatus on his farm comes in for its share of doctoring and he does it with the efficiency of an expert. Usually he can't wait for the professional boys to come around, for time to him is precious.

Although he is often associated with a pitchfork, the modern farmer is and must be a specialist on many matters and master of many situations only he could meet. The sun and wind, rain and snow are his friends and enemies at the same time and he has to know how to utilize them to his advantage. Chemist, veterinarian, mechanic, electrician, agronomist, meteorologist rolled up in one. That's the modern farmer.

CO-OPERATION COUNTS

INTERDEPENDENCE and also quickness in Canada-United States trading relations were illustrated at the recent conference in Toronto of a committee of the United States House of Representatives with the Canadian newsprint industry.

Conversations indicated that careful cultivation of goodwill is required, and that it would interest met together often to talk things over. Right now United States publishers couldn't operate without Canadian newsprint; similarly Canada's great manufacturing industry wouldn't exist in its present form without the American market.

It was said, however, that resentment had developed among some small American publishers who felt they were not getting their share of newsprint and that some of this had been directed at Canadian mills. It was also depicted that a very small redistribution would have avoided most of the bad feeling.

A minority of American distributors were blamed for the trouble and Canadian manufacturers felt they were not at fault. All sides to the discussion agreed however, that any problem could be solved through co-operation, leaving some listeners wondering whether such vital information could be arranged to operate more quickly.

The discussion revealed that tremendous political pressures can come on Congress through discontents here and there and indicated that if one operates in the American market it is well to be familiar with all factors that make up the American way of life.

The American chairman, Clarence Brown, made out the best case he could against increase in prices. Aside from the merits of the matter this was probably his duty. However, he did point to one of the hazards to which Canadian-American business is liable when he said the already existing legislation before Congress advocating establishment of newsprint mills in United States territory with government subsidy.

The American market for Canadian newsprint seems relatively safe, however, at least for the time being, because there is nothing in sight to replace it, though even small competition might be felt in more rigid times. Also, the Canadian industry has a fund of goodwill among many publishers, who feel it fair with them when they might have sought higher prices elsewhere.

QUOTE FROM YESTERDAY
 To see the world in a grain of sand,
 And a heaven in a wild flower;
 Hold eternity in the palm of your hand,
 And an eternity in an hour.
 —William Blake

Pen, Scissors and Pastepot

We just received a wireless from Mrs. Marie Kitchen are glad to see you visiting relatives in Ontario. He has returned home the past week in the District hunting deer. He held their November on the home of Mrs. M.

We expect Dave McBride down any day now with our venison roast or maybe it will be bear steak. Dave claims a part of a nice yearling bear in addition to his annual buck this year. Our memory goes back to the fall of 1946 when we had among our number in the north woods an expert bear hunter. It's too bad that he doesn't have the fat boy along this year. No doubt would have been much easier dragging the bear into camp.

We had reason to refer to our news articles for the year 1919 a couple of days ago and were struck with an advertisement inserted by The Dominion Natural Gas Co. The advertisement was headed "Save Natural Gas" and went on to point out the importance of finding and stopping leaks in their mains with the least possible delay. Then at the bottom of the ad was this admonition: "Although Natural Gas is Cheap, Do Not Waste It. The Supply is Not Unlimited." It seems that we have nearly thirty years for the company to effectively get that message across to natural gas consumers.

There is nothing on earth to compare to a man that has to stay home the right his wife is essential to her. He can't have to sit in the cellar until the party was over he still could not dispose of that feeling of loneliness. Any attempt to enter into the conversation would make him feel like the horse that was left at the starting post. Any effort to be of assistance would be immediately rebuffed. He would be fingered look of the hostess if many fingers so much as touched the delicate creations prepared for the special hour. A hen party and man will just not mix and possibly the protection of a cello fortress has its advantages on such occasions.

According to our mathematics any one with a new car on order and expecting delivery in the early future should be supplied by the Government with sponges to mop up their tears. If our figures are correct the taxes on a \$1500. car will now amount to \$450, bringing the total cost to \$1950. The average buyer, under these circumstances, will in most cases decide to drive the old bus for another year. The advantages of mass production go out the window when the government decides to take a cut on all sales.

The increased costs of cars could conceivably be used as ammunition against the wicked capitalist as further proof of the exorbitant profits they are making. If it keeps on it will be less and less difficult for E. B. Jolliffe to convince the public that uncontrolled private enterprise is no longer possible. The cause of the problems notwithstanding.

Princess Elizabeth's wedding. The New Trade Treaty, and the success of the local deer hunters are all news features this week but it doesn't alter in the slightest the pride we feel

RUTH'S WAYSIDE INN

on No. 3 Highway, 2 Miles east of Simcoe
 PRESENTS
WILF CORNIER and his "Starduster"
 Brantford's popular and Old Time Dance Band.
FRIDAY NIGHT, NOVEMBER 28
 — Dancing from 9.15 to 1.15 —
 ADMISSION 50c Door Rights Reserved

MODERN DANCING - EVERY - WEDNESDAY & SATURDAY NIGHT

TO Simcoe's popular Dance Band - BUCK STANLEY
 ADMISSION 50c Door Rights Reserved

SHELL OIL PRODUCTS - Hogarth's Shell Service

Mrs. M. Hogarth, Proprietor
 — GIVE YOUR CAR THE BEST —
 NOW is the time to fill your car radiator with "SHELLZONE" and "PYRO" ANTI-FREEZE
 CIGARETTES and CANDLES

One Woman Tells Another

DRESSES—We have a new shipment— sizes 11 to 16
 HATS—THE NEWEST
 — CHRISTMAS SUGGESTIONS —
 Why not select a new PURSE - our new ones are
 — SWEATERS, GLOVES, HOSE, PLAIN BELTS, BEAUTIFUL SCARVES, COLOURED CLOTHS, BABY GOODS, FOUNDATION GAMES AND LINGERIE

Harrisons Ladies Wear

PHONE 47r2 HAGERSVILLE
 We Specialize IN TRUSSES
 YOUR MONEY BACK IF NOT SATISFIED
 E. H. Jackson
 The Drug Shop
 Corner SIMCOE

News of the Countryside

BENTON
 Mrs. Marie Kitchen are glad to see you visiting relatives in Ontario. He has returned home the past week in the District hunting deer. He held their November on the home of Mrs. M.

AGRICULTURE

Howden on Wednesday afternoon. Mr. and Mrs. E. Duncan spent Tuesday in Toronto attending the Ice Capades held in the Maple Leaf Gardens.
 Mr. Clarence Mitchell is spending this week hunting deer in the north country.

FINANCIAL

Mr. Roy Hewitt president of the W.A. of the United Church presided over the November meeting held in the church parlours with an encouraging attendance. Mrs. W. H. Parkinson conducted the devotional period reading Hebrews 1st chapter, verses one to ten and a short reading "Beyond." Mrs. Gordon Stark gave a very interesting talk on her holiday trip this summer to British Columbia.

DRY FLOWERS & GRASSES

Everlasting Bouquets for the winter months. Large variety of colours.
 — 50c to \$1.00 per bunch —
RENTON GARDENS
 WALTER LIPFER, Prop.
 Phone 611r4 Simcoe, R.R. 4

Your EYES Are Your Life

Your eyes make it possible to get the most pleasure out of life. Your eyes HAVE to be right if you are going to work and play as you should.
Keep Them That Way!
 Periodic examination will correct minor faults before they become serious. It is but a few minutes and guarantees good sight for years to come.
DONT PUT IT OFF -- COME IN TODAY!

E. GORDON JACKSON

Optomestrist and Eyesight Specialist
 The E. H. Jackson Co. Ltd. Simcoe

Two Mrs. Carrolls

Next Week — DAY and SATURDAY November 28, 29
 Wednesday and Thursday November 24, 25, 26, 27
 Friday Bogart, Martha Stanwick, Alexis Smith

FREE ANIMAL SERVICE

OLD-DISABLED OR DEAD
 CATTLE - HORSES - HOGS - SHEEP - CALVES
 Promptly and Efficiently Removed
 Simply Phone Collect
 FISHERVILLE 2-4
 JARVIS 61
 INGERSOLL 21
WE DO THE REST!

WILLIAM SONE SONS LTD.

INGERSOLL ONTARIO

in your own interest... SAVE ELECTRICITY!

Keep Ontario's factories and farms producing at peak levels... keep pay envelopes full.
 Hydro is building new power plants at top speed, but it takes years to complete new generating plants. In the meantime, do your part, avoid waste of electricity... please save all you can.
EVERYBODY SHOULD SAVE ALL THE ELECTRICITY THEY CAN
 THE HYDRO-ELECTRIC POWER COMMISSION OF ONTARIO

EVERYBODY SHOULD SAVE ALL THE ELECTRICITY THEY CAN

tended and much enjoyed by all. The supper was served in the Springvale Hall. Members of the National Film Board provided the program with interesting motion pictures. The annual Junior Farmers Banquet will be held in the basement of the Gore United Church on Friday evening, November 21st. All members are urged to attend.

EXPERIENCED EXPERT RADIO REPAIR SERVICE

F. L. WOOD
 JARVIS, ONT.

SELLING OUT SALE

AT THE **HAGERSVILLE ECONOMIC STORE**
 HAGERSVILLE - ONTARIO

\$10,000. STOCK of Men's, Women's and Children's Apparel
EVERYTHING MUST GO
SALE CONTINUES

- MEN'S SUITS, Tweed, Worsted \$15.00 - \$29.55
- MEN'S FINE and POLICE BRACES 50c
- MEN'S WINDBREAKERS, with Zippers \$3.50 and \$3.98
- BOYS' DENIM OVERALLS, pair \$1.50 - \$1.98
- BOYS' ODD COATS, Tweed 50c
- BOYS' ODD VESTS \$3.50 - \$11.50
- BOYS' CHILDREN'S SUITS \$2.98 - \$3.75
- BOYS' CLOTH WINDBREAKERS \$2.98 - \$3.75
- BOYS' WINTER OVERCOATS \$5.95
- BOYS' FALL and WINTER CAPS 50c - 75c
- BOYS' CHAMBRAY SHIRTS \$1.00 - \$1.25
- MEN'S CHAMBRAY SHIRTS \$2.98 - \$3.50
- MEN'S FINE and WINTER CAPS \$1.00 - \$1.10
- MEN'S WORK SHOES \$2.98 - \$3.50 up
- MEN'S FINE SHOES and OXFORDS \$3.95 - \$4.50
- MEN'S ALL WOOL PULLOVERS \$2.50 - \$3.50
- MEN'S ODD COATS \$6.50
- MEN'S COMBINATION OVERALLS \$4.95
- MEN'S HARVEST SHOES \$2.50 pair
- MEN'S JUMBO KNIT SWEATERCOAT \$6.50
- MEN'S LEATHERY SUEDE RAINCOATS \$6.95
- MEN'S FINE BROADCLOTH SHIRTS \$2.79
- MEN'S FELT HATS \$1.00 and \$1.98
- LADIES COTTON HOSE 45c pair
- LADIES WHITE GLOVES 10c pair
- LADIES SILK DRESSES also Crepe \$1.98 up
- LADIES VELVET JACKETS \$1.49
- LADIES SLACKS \$1.25 pair
- LADIES LEATHER SLIPPERS 85c pair
- LADIES RUBBERIZED SHOES \$1.50 pair
- LADIES SUEDE SHOES, leather \$2.50 up
- BOYS ELASTIC BRACES 39c pair

LOOK FOR THE SIGNS IN THE WINDOW AT THE **Hagersville Economic Store**
 HAGERSVILLE, Ontario



That's what we well pop into your head the first time you curve your hands around the wheel of a new Chevrolet and drive smoothly and smartly down the street.
 For—short of mind reading on somebody's part—how else could a car have so many features you want? How else could it be so personally and particularly yours?

THE STYLIST IN YOU will spark to the lovely lines and colors of that exclusive-in-the-field Body by Fisher. You'll appreciate and applaud the exquisite workmanship, the fine fabrics and interior fittings. Particularly for you, there are such special conveniences as the handy little cranks that control the No-Draft Ventilation and the push-buttons that lock the doors.

YOUR PRACTICAL, PENNY-WATCHING SIDE will give you the "go-head" when you discover that Chevrolet's the low-priced line that makes gas and oil go farthest. You can revel in Chevrolet's Big-Car style, comfort and performance with a clear conscience—for Chevrolet brings you BIG-CAR QUALITY AT LOW COST.

YOUR INSTINCT TO PROTECT those you love will be gratified by the all-steel safety and ease-of-handling of the new Chevrolet. Your gentler foot pressure brings swift, sure response from the brakes. Steering is amazingly easy and shockproof. And you don't even have to take a hand off the wheel to operate Chevrolet's exclusive vacuum-power gearshift!

Be wise! Keep your present car in good running condition by bringing it to us for skilled service, now and at regular intervals, until you secure delivery of your new Chevrolet. Come in for a complete service check-up today!

CHEVROLET

BIG-CAR QUALITY AT LOW COST
 A PRODUCT OF GENERAL MOTORS
LUNDY & HENDERSON
 JARVIS, ONT.
 PHONE 95

PRE-CHRISTMAS SALE
 of Cards for the Christmas Season
 12 CARD, 18 CARD & 21 CARD BOXES - 25c-50c
 LOOSE CARDS - 5c to 10c
 IF YOU ARE LOOKING FOR BARGAINS THIS IS IT
DAVID BANKS
 JEWELLER
 JARVIS, ONT. Phone 99

Hagersville Cleaners
 WILL PICK UP AND DELIVER
 YOUR CLEANING AT YOUR HOUSE
 TUESDAYS - THURSDAYS
 G. S. DeViller Proprietor

TURN LIGHTS OUT WHEN NOT NEEDED
Save Electricity!
 Ontario's present rapid growth is calling for more and more electricity. Will you help to save it?
 Be extra careful to turn 'OFF' lights in basement, garage, porch, clothes closets, etc., as soon as they are not needed. It is absolutely necessary to save all the electricity you can if industry is to maintain employment and production at the present high level.
 Make it a habit to turn lights 'OFF' when you leave a room empty. Keep lamps, reflector bowls and shades clean. Turn 'OFF' all electric appliances when not in use. Individual savings may seem small, but collectively they provide large quantities of additional power much needed by Ontario's expanding industries and farms.
Jarvis Hydro Electric Commission

Should You Have Completed and mailed This Card?
 IF you are entitled to repayment of the Refundable Savings Portion of your 1942 Income Tax, AND—
 IF you live at a different address, or have changed your name due to marriage or other reasons since filing your 1942 Income Tax return,
YOU SHOULD COMPLETE THIS CARD
 If you have not yet done so please act now...
 All cards should be in the Department by Nov. 30th Remember! There are complete details of what to do on the cards delivered to each household in Canada during recent weeks. If, for any reason you did not get your card or an insufficient supply was left at your address, go to your nearest District Income Tax office or your local Post Office, where cards are available.
 If you have a change of name or address to report do not. It will assist in the proper delivery of your cheque!
DEPARTMENT OF NATIONAL REVENUE
 Taxation Division Ottawa
 Hon. James J. McCann
 Minister of National Revenue

TRAND
 THEATRE, SIMCOE
 Phone 673
 MATINEES DAILY —
 Performances from 7. P.M.
 STARTS MONDAY
 NEXT WEEK —
 DAY, TUESDAY,
 WEDNESDAY and
 THURSDAY
 November 24, 25, 26, 27
 FRIDAY BOGART,
 MARTHA STANWICK,
 ALEXIS SMITH

TUDOR ROLEX
 Exquisitely Dainty
 Perfectly Fashioned
 STYLED, TIMED AND SUPERVISED BY ROLEX
 Sold by Leading Jewellers Everywhere
 ROLEX IS ALWAYS WITH YOU
 ROLEX SWISS WATCHES
 WHISTWATCHES