## "The Jarvis Record" **TELEPHONE 37, JARVIS, ONTARIO**

Published Every Thursday Morning Gernber of the Canadian Weekly Newspaper Asso-ciation and the Ontario-Quebec Division of the C.W.N.A.

ADVERTISING RATES UPON REQUEST

## SUBSCRIPTION RATES

To all points in Canada \$1.50 per year in advance To the United States 50c additional for postage The date to which subscription is paid is indicated on the address label

A. L. MILLER, Editor

THE DAY OF OPPORTUNITY PAST ?-

A STATEMENT frequently heard these days says the Pilot Mound (Manitoba) Sentinel is "The day of Opportunity for young people is past; no longer is it possible for a young person to gain fame and fortune through unaided efforts; all the bright ideas have been thought up, worked out, and cashed in on, long ago This is entirely false," continues the Sen-

tinel, "and yet any number of people will parrot it to such an extent as to demonstrate that they firmly believe it to be true." "Opportunity beckons today more insistent

ly than ever before and today's young people, with the many advantages they enjoy over those of former generations, ought to be better equipped to meet it.

The viewpoint of the Sentinel Editor is absolutely correct. Opportunity abounds on all sides. But what appears to be lack of initiative on the part of today's young people may be nothing more than fear. The era of individualism is fast fading. Efficiency is a standard today that must be employed in all undertakings in order to compete with big business which i becoming more pronounced in nearly all lines of The chain store has eliminated the cracker barrel. Experts are being employed to carry out specific improvements whereas the individual merchant must be several experts wrapped up into one. In the newspaper business the same thing is exemplified. The weeky editor simply cannot confine himself to editorial duties but must be a bookkeeper, a report ter, an advertising salesman, a typesetter and a pressman. In larger newspaper offices all of these jobs are specifically assigned to individuals In many other types of business enterprise is stymied because multifarious duties require expert attention in order to compete with a product comparable standards.

Despite this we still say opportunity beck-ons in Canada today. It is the kind of opportunity that offer rich rewards for those who are prepared to work hard to achieve it.

0.000

## MODIFIED RE-CONTROL-

THE RE-IMPOSITION of some of the Governments control powers was termed by Progressive Conservative Leader, John Bracken, as "a cruel practical joke on the Canadian Con-sumer." M. J. Coldwell, C.C.F. Leader said The only way to halt the inflationary spiral and roll back prices was to pay subsidies to the primary producers." Modified re-control, as the reporters called it, meant the slapping back of price control on meats and butter.

"Nothing is so galling to a people," said Macaulay, not broken in from birth, as a paternal, or in other words, a meddling Government, ment which tells them what to read and say and eat and drink and wear", and we might add, set prices.

Until it has been proved that it was the rule, rather than the exception, for those in the meat and butter business to exploit the consumers we loudly protest Government interference in busi-The butter industry was controlled to death during wartime and the butter men endured without too much protest, but now again controls over their business have been re-imposed without any benefit we can see for the consumer,

who the action was apparently meant to appease.

The natural price of churning cream was held down to ridiculously low levels, in comparison with other food products, during the war and the cream producer did little complaining. Even present prices could not be considered out of the way but the public seemingly is not used to 70 cent butter and the Government is determined the natural level is not going to be permitted to partly repay the farmer for the fleecing he took during the emergency.

### 0000 THE MEANING OF CITIZENSHIP-

CANADIANS have been described as the most "self-critical people in the world" and again as "a nation that has not grown up." Dr. James Roby Kidd, assistant director of the Canadian Association for Adult Education, says in an sumpublished doctoral thesis that the Canadian atatitude is one which might be called "group in-feriority complex." If we were less self-critical and less self-conscious, we should likely go ahead and do things we are now unable to encompass

because we do not trust our abilities. The establishment a year ago of "Canadian Citizenship" is counted upon by well-wishers to raise our morale. It should bring us closer together under one roof, as it were; it should roaden our horizons, and it should enable us to look out upon the world with a feeling of confidence based upon knowledge of family solidarity and national co-operativene

Everyone will admit that there are differences between people of diverse origins. Persons brought up in France, Scotland, Ireland, England, Scandmavia, Italy and other countries have had distinctive environments and consequently their views of happenings and situations are varied. It is our right to be different, but | with them. strength lies in being united on the important

and basic things in national and economical life. This lesson should have been well and truly

Pen, Scissors and aught by our history. A glance through the rich lode hinted at in the indexes of the Canadian Historical Review shows how often important issues which should have been settled on usiness grounds or according to laws of equity became the football of sectional interests and

Canada is a small United Nations in itself. There are 43 nationalities represented in the racial origin of our population. Under the impulse of common citizenship the best attainnents, beliefs, customs and traditions of all these can be welded into a grand culture. 0 0 0 0

### "CARRYING THE MAIL"-

THE EDITOR of the Bowmanville, Ontario
"Canadian Statesman" gives a new angle to
"claudian Statesman" gives a new angle to
"Canadian Statesman" gives a new angle to he old 'let-george-do-it' theme in these meaty

nany good men are inactive and inadequate. There are too many who get burned up about everything wrong but do not burn to put every-

That seems to be the trouble with business men and others all over the country. Their right to free enterprise, to build up their own a natural for the leadership of the isinesses and a continuing free way of life is being threatened by forces actively at work right in our midst. But they remain inarticufight in our midst. But they remain that our good friend, some late and inactive, apparently thinking that has been relieved of the chairmanship of the Simcoe Public Utilities Company to keep on carrying the mail

for them. You find this idea exemplified even in the allest community centre. Far too many exect others to shoulder the load of public busiess, while they devote all their time and energies to their own personal affairs - at the same me retaining the "right" to squawk at the wrong time and in the wrong place, if and when things don't just suit them.

0 0 0 0

Perhaps no person can be a poet or, even an enjoy poetry, without a certain unsoundness 0 0 0 0

### "BUSINESS IS PEOPLE"-

THE OLD SLOGAN "Business is Business" is giving way to a new one, "Business is People," if one can judge from discussions which on at business gatherings.

Take the storekeeper, whether he operates corner grocery or a mammoth department enterprise-he is the point where all business neets, all production comes to him and funnels through him to the public.

He has to make a shrewd assessment that people will buy and at what price-he must inderstand the whims and wishes of the thousands who come to his counters. His conclusions decide what he will buy from the producer. Just now he is a little worried about con-

amers. He thinks that the day is passing fast which the consumer will take almost anything, as in wartime, that he is becoming choosy both to article and price. After the storekeeper has stocked his shel-

s, he must attract the public through his doors, which he does variously through advertising, promotion, or a record of fair dealing. At a recent conserence of the Canadian Retail Federation in Toronto, some questions asked

"How about store policy? Have you a guarantee? Do you exchange goods with a smile and are you pleasant when a refund is demanded ?" The storekeeper has another human prob-

lem - his contact with the public is through his sales people. A lot of money is being spent these days to get the right kind of sales people, to keep them happy and interested and to make them good public relations officers. Questions asked in this connection were: Is your store the sort of place where a

sales girl must make a sale whether or not you have what the customer wants, or would you rather do without the sale than unload something unsuitable? Would you prefer a sale now to a satisfied customer who will come back

And so it boils down to a matter of knowing and understanding people, what they want, how to treat them, for "Business is People." 0 0 0 0

## MODERATION-

FEW REASONABLY intelligent persons find fault with moderation as a theory. Some call it a theory because it is so seldom generally put into practice. Drinking probably is the practice which made moderation popularly known as a theory.

Many a moderate individual (with a reasonably intelligent wife) has gone on the wagon because he feels he hasn't been practising the theory insofar as drinking is concerned. Inexplicably, his wife objects. Regimentation, she says, undermines will-power. It builds up to a letdown.

This feminine view invariably is expounded just as the moderate individual begins to wonder whether his self-abnegation was a sound idea. The wife makes no mistake in her tim-The husband returns to moderation — and usually finds it still just a theory.

Somewhere in this vicious but absorbing circle is a lesson for the husband or the wife or perhaps one for each. But it is not clear-cut enough for us to record it here without fear of contradiction from one side or the other, 0000

## QUOTE FROM YESTERDAY\_\_\_\_

THE YOUTH gets together his material to build a bridge to the moon, or perchance, a palace or temple on the earth, and at length, the middle-aged man concludes to build a woodshed

It's a frightening thing, when we dwell upon it, at the beginning of the week to think about all the blank space on these pages and that they have to be filled, somehow, before Wednesday night, with news, the most of which has not as yet happen-ed and there's no guarantee that it will. But somehow it always does Sometimes we have to manufacture a little but we don't want the Govern ment to hear about that or they wi be making us take out a manufac-turer's license.

year 1948. We at once offer our "The tragedy in the world today is not that on many bad men are so active in it, but that so Roy is a splendid example of a man. who has been giving conscientio found added responsibilities coming his way. He is one of those fellows thinking is his forte and he is thereby

ice will seldom be duplicated.

ife with a frying pan and got away Imagine. Even the Magistrate hearing the assault charged laid by his wife agreed with John. It seems Mrs. Spicer was out having herself a time on New Years Ev When she came home John asked her where she had been. She replied it was none of his business. He then pointed to the dirty dishes in the sink and she told him to wash them him-self. It was then that John applied the skillet to her posterior extremity d for John. Oh that we were that brave. He was aquitted.

Canadian Press reports that twice as many clergymen as engineers leave Canada to become employed in the U. S.A. "We sometimes wonder" says Thomas Richard Henry, "just what constitutes a call to a clergyman." "However", he continues, "there is certainly a great pack for

They talk about equality of the sexes but most women are about as efficient around a motor car as the average man is in mixing dough for a pie crust. This was demonstrated one night last week when a group of women tried to start their car in the frosty night air. They tried every-thing even to letting some of the air out of the right rear tire but still they coudn't make the motor cough. One suggested standing or end and wiggling it up and down — but that didn't seem to do much good either. They finally settled by form ing a delegation to visit the manu-facturer to make known to him the eriority of his product.

COUGH AND COLD SO QUICKLY, EASILY

Sanguen

quickly relieves even the most stubborn cough or coid, bronchitis and hoarseness. Sanguen goes work at the first spoonful.

# 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.

rect minor faults before they become serious. It takes but a few minutes and guarantees good sight for years to come. DONT PUT IT OFF --

E. GORDON JACKSON Optometrist and Eyesight

mission. Mr. Stalker has been connected with the Public Utilities of Simcoe for more years than we have behind us and over those many years his knowledge of these matters has probably meant the saving of many thousands of dollars to the citizens of His exemplary public ser-

John Spicer of Windsor spanked his

"However", he continues, "there is certainly a great need for Clergymen in the United States."

YOU CAN FIX THAT

PHONE 62 - - SIMCOE, ONTARIO

# Keep Them That Way!

COME IN TODAY!

The E. H. Jackson Co. Ltd.

## Let Us Repair Your Radio ALL WORK GUARANTEED - PRICES REASONARI

STEWART BROOKS

- RADIO & APPLIANCES -

2 Miles east of Simcoe on No. 3 Highway

OLD TYME DANCE

"CANCO MOUNTINEERS"

ADMISSION - 50c

MODERN DANCING

**BUCK STANLEY AND THE BOYS** 

— SPECIAL SPOT DANCES —

2 Pairs of Nylon Hose Given Away Every Week

ADMISSION - 50c

The following list of guns and rifles is a sample of wh

These are changing all the time and are subject to personale, but you'll always find a good choice—

Bolt Action - tubular magazine - looks like

you'll find at any time in our SPORT SHOP.

FRIDAY, JANUARY 23, 1948

Make this your family night dance - Bring the kidd

Simcoe's Biggest Little Band-

- used, good condition

NORTHERN ELECTRIC, DEFOREST

AND PHILIP

RADIOS PICKED UP AND DELIVERED, PHONE Radios APPLIANCES OF ALL KINDS TABLE & TRI LITES, HEARING AID BATTERIES BURGESS B, A and FLASHLIGHT BATTERIES

REMINGTON SPORTMASTER MODEL 512 -MARLIN 80DL - clip repeater - good condition SPRINGFIELD AUTOMATIC - Model 87A - 22 cal, \$395. MARLIN 81C tubular magazine - new MARLIN 81DL - slightly used MARLIN AUTOMATIC 22 clip 38 - 55 WINCHESTER - used MARLIN 30/30 lever action Model 36A -

## - SHOTGUNS . ITHACA 16 GAUGE PUMP - guaranteed excelle

condition with 5 assorted boxes of shells. CAN'T BE TOLD FROM NEW ..... WESTERN ARMS 12 gauge double hammer gun .... \$25.0 OBIN 12 gauge double full choke ITHACA 12 gauge double - fair condition BELGIAN LIEGE 12 gauge double . STEVENS double - 12 gauge - almost new 12 GAUGE double hammer gun CHAMPION SINGLE - 12 gauge 12 GAUGE single .

REMINGTON 12 gauge pump - fair condition VIC POND'S SPORT SHOP



For TICKETS and INFORMATION CONSULT

JOHN BROWN - Phone 55

"Use our Package Express Service for Quick

CATTLE . HORSES . HOGS . SHEEP . CALVES

Simply Phone Collect FISHERVILLE 2r4 JARVIS 61 NGERSOLL 21

WILLIAM STONE SONS LTD.

RUTH'S WAYSIDE INNECES **ECAH**THEATRE HAGERSVILLE, . - ONT.

RIDAY and SATURDAY JANUARY 28, 24 Saturday, 2. P.M. Floor Manager, Mr. Frank Pamplin Dancing 9.30 to 13 Jon Hall, Margaret Lindsay "VIGILANTES RETURN" da Lupino, Robert Alda

"THE MAN I LOVE" EVERY WEDNESDAY AND SATURDAY NIGHT MONDAY and TUESDAY Dancing Wednesday 9.30 to 1.30 - Saturday 9.00 to JANUARY 26, 27 "CALIFORNIA" Plus SELECTED SHORTS

WEDNES. and THURS. JANUARY 28, 29 Evelyn Key "JOHNNY O'CLOCK" GUNS FOR SALE "HUNGRY HILL"

MOSSBERG 42MB - 22 Caliber - bolt action repeater STRAND

MARLIN 81DL - 22 cal. - tubular magazine - new ... SITHEATRE, SIMCOE Phone 673 \$35. - MATINEES DAILY -SIMCOE \$29.5\_ STARTS MONDAY

> \$45.0 our family Dad wore the \$75.0 Mother Wore Tights"

TECHNICOLOR - starring with DAN DAILEY \$25.0 \$16.5 and Betty Grable

Atomic Bomb

15.5 something to make us for

January 26th

TUESDAYS THURSDAYS-

## ROBERT J. HUNTER, R.O. Optometrist

COMPLETE VISUAL ANALYSIS LENSES PERSCRIBED

Every Wednesday 1.00-6.00 P.M. **EVENINGS BY APPOINTMENT** 

Offices-- BANKS' JEWELRY STORE FOR APPOINTMENT - Phone 99, JARVIS, ONT.

Promptly and Efficiently Removed

WE DO THE REST!

News of the Countryside

WALPOLE MUNICIPAL

From The Record's Correspondents

WALPOLE MUNICIPAL

Java, January 12th, 1948

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Township of Walpole for 1848

The Municipal Council elect for the Mu

### THANK YOU -SECURITY AND

SAVINGS - through -LIFE INCOME BONDS with or without Life Insurance, enquire of-

GEORGE W. WALKER PHONE 51, JARVIS,

# We Specialize

YOUR MONEY BACK

IF NOT SATISFIED E. H. Jackson Co.

# Hagersville Cleaners

WILL PICK UP AND DELIVER YOUR CLEANING AT YOUR HOUSE

G. S. DeViller

would like to extend my thanks to everyone who voted for and supported m n the Teen-Town election

all Teen-Towners I extend thanks and hope all enjoy a happy year of entertain

To those who gave me

-HUGH MITCHELL

## PURCHASES FARM

Saturday Night which ensured my election to Teen Town Council.

-DREW WILLIAMSON

THANK YOU -I would like to take this opportunity of thanking the members of Teen-Town most cordially for the sup-**TRUSSES** port accorded me at the el-

ection on Saturday Night for the office of Reeve. will endeavour to fill the

fidence placed in me by

members of Teen-Town

my election to Council. I

will do my best to serve

-HELEN MARR

you faithfully

ability. -KEN BOUSFIELD THANK YOU -The Drug Shop on The Corner I am grateful for the con-

# THANK YOU -

I deem it an honour and pleasure to be chosen as Treasurer by the Electors of Teen-Town for the year 1948. I shall strive to fill the office to the satisfaction of all.

## -NORMA STIRE THANK YOU -

-JAMES FEENEY

## THANK YOU -The acclamation I received for Clerk of Teen-Town was much appreciated. To

-ARLENE BRAUND

THANK YOU -

such splendid support in the election for Councillor of Teen-Town, I take this means of extending sincere

J. J. PARSONS, Clerk.
A. E. CATHERWOOD, Reeve.



greater prosperity

heaters or grates. Cook complete meals in

 Switch top-stove elements to "off" as soon as pos-

sible, and use stored heat

oven as often as pos-

. SAVE ELECTRICITY IN EVERY WAY YOU CAN. THE HYDRO-ELECTRIC POWER

COMMISSION OF ONTARIO

## **MUSICIAN'S BALL**

IN AID OF EDDIE COYIT ON TUESDAY, JANUARY 27

## Ruth's Wayside Inn

MILES EAST OF SIMCOE ON No. 3 HIGHWAY MUSIC DONATED BY THE FOLLOWING

Buck Stanley & The Boys Variety Club Orchestra Former Members of Eddie Goyit's Orchestra

ADMISSION — DANCING 9.30 TO ? ? ? ? —

ENTIRE ESTABLISHMENT WILL BE OPEN ONLY

FOR DANCE PATRONS

Jarvis Cold Storage

GROCERIES **JELLY POWDERS** Cherry - Lime - Lemon - Pineapple - Red Currant

Stokelys AMBER HONEY TOMATO SOUP 4 lb. tin - 19c -

**IDEAL TOMATO CATSUP** 

2 tins

- \$1.49 -

PHONE 58 JARVIS, ONT.

BOB FRITH

DANCE

UNDER AUSPICES CANADIAN LEGION

" IN THE -

HAGERSVILLE ARMOURIES

FRIDAY, JAN. 23 DIRECT FROM THE BRANT INN -

PAUL PAGE and his Orchestra Admission - - \$1.00

- LUCKY DOOR PRIZE



Your War Savings Certificates may be redeemed by endorsing and sending them, as they fall due, to the Registrar, War Savings Certificates, 350 King Edward Avenue, Ottawa.

For your greater convenience, you may leave all

your Certificates now with any branch of this Bank.

WAR SAVINGS CERTIFICATES

Due 1947-1954

We shall send them to Ottawa as they fall due and credit the proceeds to a Savings account in your name as settlements are received.

Rates on application at any branch of



THE CANADIAN BANK OF COMMERCE

JARVIS BRANCH - J. A. FLEMING, Manager