"The Jarvis Record"

TELEPHONE 37, JARVIS, ONTARIO

— Published Every Thursday Morning —

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ADVERTISING RATES UPON REQUEST

SUBSCRIPTION RATES

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A. L. MILLER, Editor

MEN OF RESOURCE—

NO OTHER BUSINESS presents such a challenge to young Canadians as farming. As a way of life it demands skill, ability and character to a high degree.

Anyone can make a living of sorts in the city. But to be a really successful farmer a man needs a wide variety of abilities and qualities. Coupled with good health, common sense and a genuine love of the land, he must be some thing of a soil technician, a crop expert, gardener, orchardist, blacksmith, electrician, carpenter, butcher, veterinarian, mechanic, lumberman, weatherman and business man.

He needs common sense to judge what to grow and to determine the best time for plowing and seeding and to solve the enormous number of minor and major difficulties that arise on a farm.

In addition he requires an acute market sense to judge the best time for selling or withholding crops or animals. There is little use in disposing of — or growing — certain crops or stock when the market is glutted with them.

As for the other skills:

"Paw, the tractor has broken down again. Can you fix it ?"

"Dad, will you take a look at the grey mare She's gone a little lame and I think she's picked up a stone."

"The kitchen roofs leaking again, Dad. Could you patch it, please ?"

"Dad, we're going to need some ham before long. How about butchering that big hog like you promised ?"

"How much seed do we need for the back forty and what are we going to plant ?"

And so on, and so on.....

Many farmers live so far from town they cannot call in experts they need even if they can afford to. They must rely on their own wits and ingenuity.

The fact that so many do this with so much efficiency places the Canadian farmer on a high level of intelligence and capability.

We take off our hats to the farmer. He's tops.

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QUOTE FROM YESTERDAY—

A tart temper never mellows with age, and a sharp tongue is the only edged tool that grows keener with constant use.

—Washington Irving

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CASTING THE WORLD'S HOROSCOPE—

— By Lewis Milligan —

SCIENTISTS TODAY dismiss astrology as an ancient and exploded superstition, and they laugh at the idea that the conformation and motion of the stars have any influence upon human affairs and that future events may be foretold by a horoscope. Nevertheless, the superstition dies hard. The desire to peer into the future is deepseated in human nature, and it is not confined to the patrons of astrologists, teacup readers and palmists. Scientists themselves, sociologists and economists have in recent years been practising fortune-telling on a large scale. Jules Verne, Bellamy and Wells practised it in fiction with considerable accuracy and their works were immensely popular.

Political economists and Socialists have long been gazing into the magic crystal and seeing things that are going to happen, and they have drawn up a variety of plans for averting them. So far their predictions have not been very accurate, and their theories and plans were chiefly responsible for bloody revolutions, the two greatest wars in history, the present social unrest, and the division of the world into two militarized ideologies. "The best laid schemes o' mice and men gang aft agley,' and the planned Utopias are as far if not farther off than ever.

Scientists are prominent among the latest gazers into the future, and they are forecasting terrible things, not only for nations but for the entire human race. They are casting the world's horoscope, and their misfortune-telling is alarming many people. They warn us that the planet is rapidly becoming over-populated, and that the resources of life are being depleted at such a rate that the human race will perish from starvation. Aldous Huxley has been studying this horoscope and has dramatized it in his latest book, "Ape and Essence." He paints horrible pictures of the future of mankind as a result of overcrowding, soil erosion, bad farming, deserts spreading, forests dwindling and the leaching out of minerals. Listen to this and tremble:

"Up goes the spiral of industry, down goes the spiral of fertility. Bigger and richer and more powerful — and then almost suddenly, hungrier and hungrier .... The New Hunger, the Higher Hunger, the hunger of enormous industrialized proletariats, the hunger of city dwellers with money, with all the modern conveniences, with cars and radios and every imaginable gadget, the hunger that is the cause of total wars, and that are the cause of more hunger...Even without the atomic bomb, Belial could have achieved all his purposes. A little more slowly, perhaps, but just as surely, men would have destroyed themselves by destroying the world they lived in. They couldn't escape."

Well, what do you know about that ! And what are we going to do, or what can we do about it ? We can't escape, according to Mr. Huxley. He says the world is in the hands of Belial — mankind is possessed of the devil. I wonder. As I walked down town this morning I noticed that the trees were breaking into leaf and blossom, the lawns were green, the tulips were blooming, and hosts of bright-eyed children, youths and maidens were wending their way to school. I felt like reciting Browning's line, "God's in His heaven — all's right with the world !" But Huxley's horoscope cast a shadow over the scene. According to his prediction those youngsters and millions of others throughout the world are doomed to violent deaths or starvation. One writer sets the deadline at fifty years.

I don't believe a word of it. In the first place, I don't believe the world is in the hands of the devil, although he is still going about seeking whom he may pervert, but he is not omnipotent. In the second place, I don't believe man can foretell or plan the future. The Caesars consulted the Oracle, Napoleon and Hitler consulted the astrologers, and they planned for world dominion. They have gone the way of all potentates. — God's in His heaven, and all will be right with the world and the future of those who love Him and obey His commandments.

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Necessity is the plea for every infringement of human freedom. It is the argument of tyrants; it is the creed of slaves. —William Pitt

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WHAT ABOUT POPULATION ?—

WHAT IS THE TRUTH about population?

Is it growing faster than the earth's ability to sustain it ? All the layman ran do is to take the best opinions of the best-experienced students.

It is significant that at the recent centenary meeting of the American Association for the Advancement of Science views were expressed very much in line with those of Malthus. Thomas Malthus was an English curate who published An Essay on the Principle of Population in 1798. It raised a storm of argument, and in addition it suggested to Charles Darwin the principle of natural selection in the struggle for existence. Upon reading Malthus, says Darwin in his autobiography, "it at once struck me that under these circumstances favourable variations would tend to be preserved and unfavourable ones to be destroyed."

People living in the expansive days of the 19th Century found it fashionable to laugh at the prophesies of Malthus: today no one is so sure. He is, of course, widely misquoted, so let's go right to his own writings for what he did say:

Of the other great scourage of mankind, famine, it may be observed that it is not in the nature of things that the increase of population should absolutely produce one. This increase though rapid, is necessarily gradual; and as the human frame cannot be supported, even for a very short time, without food, it is evident that no more human beings can grow up than there is provision to maintain. But though the principle of population cannot absolutely produce a famine, it prepares the way for one! and by frequently obliging the lower classes of people to subsist nearly on the smallest quantity of food that will support life, turns even a slight deficiency from the failure of the seasons into a severe dearth and may be fairly said, therefore, to be one of the principal causes of famine.

Seasonal crop failures continue today, as in Malthus' day, and in addition there are worn-out lands which we must rehabilitate if they are to produce crops as luxuriantly and as readily as in Malthus' time.

Sir Henry Tizard, president of the British Association for the Advancement of Science, commented two months ago on the other side of the picture: increasing population. Science has lengthened man's life, he said, to the extent that hunger is apparently about to shorten it again; population curbs are no longer effective; war is less deadly than it was, and disease is being brought under control; there is no dramatic new discovery in sight by which the world can suddenly increase production as it did with chemical fertilizers; in fact, the world already has too many people for the food supply, and population continues to increase.

So far as the statistical evidence goes there were 445 million people on earth 300 years ago; today there are 2,251 million. With continuance of the rate of increase than prevailed from 1936 to 1946, says an article in the New York Times, there will be over 21,000 million people by 2250. Even if we cut this estimate in half, as the more cautious experts do, the world's food situation still calls for attention.

Such vast figures are hard to grasp, so let's take just two examples. Java, which today is bursting at the seams with 47 million people, had only 4½ million in 1815; India's population has doubled since 1872, from 206 million up to an estimated 420 million. If health conditions were further improved in India to the point where they equalled those in Canada, and population increase kept on at the same rate, within a century there would be enough Indians to populate five earths.

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They say a reasonable amount o' fleas is good for a dog — keeps him from broodin' over bein' a dog, mebbe.

—Edward Noyes Westcott

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Words are men's daughters, but God's sons are things.

—Samuel Madden

Pen, Scissors and Pastepot

If we could find someway to get elected Prime Minister of Canada, it wouldn't take us long to pass an order-in-council making May 25th a statutory holiday. In fact we would impose a heavy penalty on anyone who even dared move on May 25th. Such a law would certainly be given a favourable reception by all human beings who may be in anyway involved with a May 24th celebration.

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About forty members of the Jarvis Lions Club set up the props for just about the best show Jarvis has ever seen. They positively abused their physical powers to try and make the day one of real entertainment for the folks attending the show. Despite the aching muscles we venture the opinion the Lions are not at all unhappy about the whole thing. Their show was a great success and that is all that really matters.

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The Lion Chief gave the public a preview of what the well-dressed man will wear in 1988. While it is not going to be any boon to the clothing industry it will, no doubt, add to the health of the general public by exposing them to the fresh air and sunshine.

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The assistance of Wilf Willis of Hagersville and the other boys from the Quarry Town who helped make the parade a success was all appreciated by the Lions Club, particularly so in view of the fact they were also sponsoring a celebration in their own town.

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LETTER TO THE EDITOR

Sutherland St.
Caledonia Ont.,
May 20, 1949

The Editor,
Jarvis Record,
Jarvis, Ont.

Dear Sir:

It is beyond comprehension how the banks, which until now I have always regarded as responsible institutions, can publish such irresponsible advertisements. The ads are transparent efforts to sway the voters from the CCF party by dangling the bogies of confiscated bank accounts, closing of banks, lack of privacy to depositors, poor service and inefficiency due to lack of competition, reduced credit and loans and their slow granting.

Make no mistake, the banks know better but that they should expect anyone to believe the untruthful drivel in their ads is an insult to the intelligence of all Canadians. But in case there may be one banker left with sufficient courage to think for himself and act at the polls in a manner contrary to the dictates of big business and their running mates the old line parties, I set forth the true facts of what nationalization or socialization of the banks, as advocated by the CCF, really means.

That bank accounts will be confiscated is utterly ridiculous. The Bank of England under nationalization has not touched its depositors' money, nor have the four nationalized banks in New Zealand. It has never been the aim of the CCF party to deprive the people of Canada of anything they possess but on the contrary to increase their possessions.

About closing of banks — it doesn't take much searching in our memories to recall the failure of the 22 branches of the Home Bank and the disastrous effect on its depositors. It was to avoid such a recurrence that the Bank of Canada was socialized. Oh yes, we do have one socialized bank already in Canada and it is the very one which holds the securities of the other ten chartered banks in Canada. The reason for their confidence in the Bank of Canada is because it has the complete resources of the Dominion of Canada behind it. It is odd, isn't it, that the very type of banking they rail against is the one in which they pin their faith! The ten chartered banks in Canada can be socialized precisely as was the Bank of Canada, which was brought about by the Dominion of Canada purchasing the existing stocks in the bank.

Lack of privacy — your bank account open to the eye of a state official - how terrible ! Yet once a year we bare our complete income, charitable donatioons, details of our family and, in the case of business men, our profit and loss accounts, assets and liabilities, to state officials — I refer, of course, to our income tax returns. And even under the vaunted privacy of our present banking system if the income tax officials doubt our tax returns they have access to our bank accounts. They might just as well say that when a bank is socialized mimeographed copies of our individual bank balance are sent out to our intimate circle of friends or that I can go into a bank and demand to see Bill Jones' bank account. Poppycock !

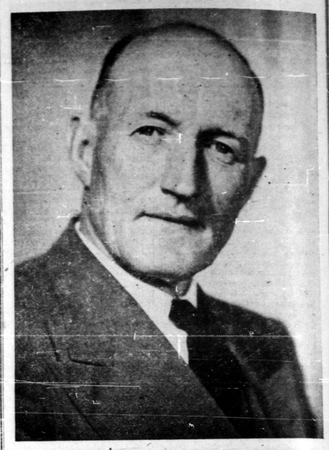
Poor service and inefficiency due to lack of competition is another critcism. How much actual competition in banking is there now ? Banks all pay the same rate of interest and ANY bank will lend you $100, if you deposit $100, worth of bonds or other collaterial with them. Competition at present is largely a matter of personality of the bank's staff. Since the CCF, believing competition is healthy, does not plan on closing any banks, and it will be the free choice of the staff whether they remain with the bank or not, I cannot see that any change will arise. The main function of the banks will be to operate as they do now regarding savings and current account deposits, cheques, drafts and so on. BUT one of the greatest advantages to the small business man, farmer, home owner, etc., will be that the banks will not be under obligation to expand credit when we do not want it and contract it when we do want it. At the present time they give us an umbrella when it is sunny and take it back in the rain. Therefor under socialization of the banks, credit and loans would not be reduced but expanded, especially at times when most needed by the people. As to the speed with which it will be granted — well that will be up to the very same bank officials that take care of it now - in the very same bank.

Nationalization or socialization of the banks goes still further and could be briefly explained by the CCF plan to create a National Investment Board and a National Planning Commission. The National Planning Commission will guide the economic development of the country and make plans for many years ahead, as well as next fear. The National Investment Board will, over a long period of years, direct funds into the most desirable national projects such as hydro, transportation, development of our natural resources, housing, health and social security.

The CCF desire to bring into actual practice the immortal words of Abraham Lincoln - "Government of the people, by the people, for the people."

Sincerely,
NORMAN DAVISON

VOTE CATHERWOOD



EARL CATHERWOOD
PROGRESSIVE CONSERVATIVE CANDIDATE
WILL SEEK TO SECURE FOR THE CITIZENS OF HALDIMAND:
—Higher Personal Income Tax Exemptions
—Permanent Floor-Price Legislation for Farm Products
—Increased Export Trade Upon Which Our Standard of Living Depends
—A Contributory Social Security Program Giving Equal Benefits To All.
—A Restoration of Government Through Parliament.
CATHERWOOD CAN BEST REPRESENT THE CITIZENS OF HALDIMAND
VOTE CATHERWOOD June 27th

ATTENTION FARMERS
WE ARE PAYING THE HIGHEST PREVAILING PRICES FOR DEAD OR CRIPPLED FARM ANIMALS
HORSES - CATTLE - HOGS
Telephone Collect for Immediate Service
GORDON YOUNG LIMITED
CALEDONIA 300A

CHESTERFIELDS RE-UPHOLSTERED AND RE-BUILT
Also new chesterfields made to order direct from factory to you at reasonable prices. Let us show you what we have.
FREE ESTIMATES IN YOUR HOME —
W. J. ELLIOTT
PLUMBING AND HEATING
Phone 127 Jarvis, Ontario

BIG REDUCTION
— IN —
Oliver Pick-up Balers
JUNIOR 16x18 WIRE TIE WITH MOTOR
Price $1271.00
HYDRAULIC SHREADER BALER,
Wire Tie with Motor — Price $2161.00
MODEL 18 STATIONARY BALER
With Auxilliary Motor — Price $781.00
(LESS MOTOR — $521.00)
W. J. HEASLIP
HAGERSVILLE, R.R. 2 ONTARIO

Highest Cash Prices for
DEAD STOCK
HORSES, each .. $2.50
CATTLE, each .. $2.50
HOGS, per cwt. .. 50c
According to size and condition
CALL COLLECT
SIMCOE 504-J
DARLING
& CO. OF CANADA LTD.

News of the Countryside
From The Record's Correspondents

ROCKFORD

The May meeting of the Womans Association was held at the home of Mrs. Wm. Lemery on Thursday afternoon, May 19th with an attendance of twenty-four ladies. The meeting was opened by singing "I Know Not What The Future Hath" followed by the Scripture lesson by Mrs. Carl Hall. All repeated the Lord's Prayer. Mrs. Bagnall gave a report on the Haldimand and Norfolk Presbytery of the W.A. which was held at Simcoe.

A number of items of business was discussed and the following program was given: A piano solo by Isabelle Lemery; Readings by Mrs. Gordon Simpson, Mrs. Bud Priest and Mrs. Wm. Petherain; A vocal duet by the Lemery sisters and a piano solo by Sybil Lemery. The meeting was closed by singing "More Love to Thee O Christ" and prayer by Mrs. Gordon North. Lunch was served by Mrs. Harry Howey and Mrs. Ralph Kenny.

SMALL BUSINESS

Big stores are squeezing out the small businessman. 39% of retail business in Canada is done by chain and department stores In 1945, 27 chains out of 426 did 63.7% of retail business done by chains.

Big business interests have grown so powerful in Canada today that they control the nation, and even decide government policy. They control small business too. They decide what the small businessman will pay for his wares, and often what he will sell them for. They decide whether the small businessman is going to get any goods, or whether big outfits are going to get all the goods, and let the little man go hang. The CCF believes the small businessman should not be squeezed out by powerful corporations who talk about free enterprise but work to wipe it out.

And how about rents ? Rents of commercial premises are going skyhigh. The CCF believes in reasonable rent control, and will restore controls on commercial premises.

Watch for next week's CCF Column.

In the Meantime Work and Vote For Your C.C.F. CANDIDATE
HOWARD E. BROWN

REGAH THEATRE
HAGERSVILLE, - ONT.
FRIDAY and SATURDAY MAY 27, 28
Matinee Saturday 2. P.M.
"THE CHINESE RING"
Roland Winters Louise Currie
"TIMBER TRAIL"
Monte Hale. Lynne Roberts
MONDAY and TUESDAY MAY 30, 31
"MICKEY"
(Technicolor)
Irene Hervey. Bill Goodwin
SHORT SUBJECTS
FOX NEWS
WEDNES, June 1 Only
"CALL NORTHSIDE 777"
James Stewart, Helen Walker
SHORT SUBJECTS
THURSDAY, June 2 Only
"PLACE OF ONE'S OWN"
Margaret Lockwood, James Mason
SHORT SUBJECTS
"FOTO-NITE" THURSDAY
Shows Start at 7.00 and 9.00 P.M. week days — 6.30 and 9.00 P.M. Saturdays Only

STRAND
THEATRE, SIMCOE
Phone 673
— MATINEES —
Monday to Fridays at 2.30
Continuous Wed. and Sat.
Evenings from 7.00 P.M.
— NEXT WEEK —
MONDAY, TUESDAY, WEDNESDAY
May 30, 31 - June 1st
EDWARD G. ROBINSON, GAIL RUSSELL, JOHN LUND
— in —
"Night Has a Thousand Eyes"
— with —
VIRGINIA BRUCE, WILLIAM DEMAREST
— ADDED FEATURE —
ADELE JERGENS, RAND BROOKS
— in —
"LADIES OF THE CHORUS"
— NEXT WEEK —
THURSDAY, FRIDAY, SATURDAY
June 2nd, 3rd, 4th
"MANHATTAN ANGEL"
— featuring —
GLORIA JEAN
— with —
ROSS FORD, PATRICIA WHITE, THURSTON HALL
— ADDED —
Thurs. & Friday, June 2, 3
REX HARRISON, PEGGY CUMMINS
— in —
"ESCAPE"
— Added Saturday Only —
"SUNSET CARSON RIDES AGAIN"

Beach Theatre
PORT DOVER, Ont.
FRIDAY and SATURDAY May 27, 28
'Man From Colorado'
(Technicolor)
— featuring —
GLENN FORD, ELLEN DREW
Stooge—
"HEAVENLY DAZE"
Orchestra—
"WOODY HERMAN"
Cartoon—
"DOUG RAY ME-OW"
MONDAY and TUESDAY May 30, 31
"When My Baby Smiles at me"
(Technicolor)
— featuring —
DAN DAILY, BETTY GRABLE
Short—
"GOLDEN TRANSVAAL"
Cartoon—
"MAGIC SLIPPER"
- NEWS -
WEDNES. & THURSDAY June 1, 2
"Intrigue"
— featuring —
GEORGE KAFT, JUNE HAVOC
Comedy—
"THE UNINVITED BLONDE"
Orchestra—
"JOHNNY LENG ORCH."
Cartoon—
"BONE BANDIT"

Stan Mitchell says
"Life Insurance is the only investment free from all probate court costs"
Confederation Life
Associates
Jarvis

GIVING UP FARMING ON ACCOUNT OF ILL HEALTH
AUCTION SALE
OF FARM MACHINERY, ETC.
The undersigned Auctioneer has received instructions to sell by public auction for
W. J. SCHWEYER
Lot 24, Concession 5, Walpole, 3 Miles North of Selkirk on Selkirk Town Line, on
TUESDAY, MAY 31st, 1948
at 1.30 P.M. Sharp, the following:
HAY & GRAIN — 10 Tons Good Mixed Hay; 125 Bushels of Ajax Oats.
HOUSEHOLD EFFECTS, ETC. — Raymond Sewing Machine; 2 Couches; 2 Bed Steads. Bedroom Suite; Rocking Chair; Butter Bowl and Ladle; Quantity Fruit Jars; 2 Vinegar Barrels; Renfrew Cream Separator, 600 like new; 2 Gramophones and Records.
IMPLEMENTS, ETC. — Massey Harris Binder, 5 ft. cut; Deering Mower, 5 ft. cut; Democrat; Massey Harris Hoe Drill, 10 run; Massey Harris Dump Rake, 10 ft.; Massey Harris Disc, 10 plate; Springtooth Drag Cultivator, 2 sections; Smoothing Harrows, 4 sections; Swing Walking Plow, No. 19; Hand Cutting Box; Buggy; Set Bench Sleighs; Wheel Springtooth Cultivator; Massey Harris Sulky Plow; Low Truck Wagon, Extra Set Wooden Wheels; Grass Seeder; New Flat Hay Rack; Wagon Box and Spring Seat; Chatham Fanning Mill, like new; Set 2,000 Lb. Scales; Set Rope Slings; Buggy Pole; Good Set Farm Harness; Set Single Harness; Odd Collars; Set Pulley Wire Stretchers; Forks, Shovels, Chains and many other articles too numerous to mention.
TERMS—CASH
All articles must be settled for in full before being removed from the premises. In case of dispute, Auctioneer's decision final.
HUBERT C. FIELD, AUCTIONEER
W. J. SCHWEYER, Proprietor

Ruth's Wayside Inn
OLD TYME & MODERN
DANCE
— on —
Friday, May 27
to the Music of Norfolk County's most popular
OLD TYME BAND
CAN - CO MOUNTINEERS
— Dancing 9.30 to 1. —
ADMISSION 50c

Skinny men, women gain 5, 10, 15 lbs.
Get New Pep, Vim, Vigor
What a thrill! Bony hollows fill up—back in happy service! Body contours appear. Scrawny necks become shapely. Flat chests develop. Arms, legs, shoulders, get strong muscle. Skinny, starved, nervous, weak, tired, "bean-pole" people gain amazing weight and energy. Be proud of shapely, healthy-looking bodies. They thank the special vigor-building, flesh-building tonic, Ostrex. Its tonics, stimulants, strengthening iron, vitamin B1, calcium, phosphorus, glycerophosphates, help nature build up weak, underweight, nervous people. Food gives you more strength and nourishment, put flesh on bare bones. There's fear getting no fat. Stop when you've gained the 5, 10, 15 or 20 lbs. you want. Ostrex Tonic Tablets. Obtainable everywhere. Nice size only 60c. Ostrex Iron Tablets for new vigor and added pounds, this very day. At all druggists.

NOTICE OF APPLICATION
The Liquor Licence Act, 1946, Licensing District Number 4.
TAKE NOTICE that Maude D. Bixel of the Village of Jarvis, in the County of Haldimand will make application at a Special Meeting of The Liquor Licence Board of Ontario to be held at the Court Room County Buildings in the City of St. Catharines in the County of Lincoln on Friday the 17th day of June, 1949, at the hour of 10.00 o'clock (D.S.T.) in the forenoon for the issuance of a Public House Licence for the sale and consumption of Beer in premises to which MEN ONLY are admitted;
and
Public House licence for the sale and consumption of Beer in premises to which MEN & WOMEN are admitted for the following premises:
AMERICAN HOTEL — JARVIS, ONTARIO
Any person resident in the licensing district may object to the application, and the grounds of objection in writing shall be filed with Mr. L. C. Forster, the deputy registrar of the licensing district, whose address is 12 Queen Street, St. Catharines, at least ten days before the meeting at which the application is to be heard.
DATED at Jarvis this 26th day of May, 1949.

GARFIELD DISHER
The Best Choice for All of Haldimand
Haldimand Liberal Association

E. Gordon Jackson, R.O.
— OPTOMETRIST —
—Complete Visual Analysis.
—Eyes Examined.
—Lenses Prescribed.
THE E. H. JACKSON CO., LIMITED
PHONE 2 (SIMCOE) FOR APPOINTMENT

Enjoy the biggest triple thrill in motoring!
See... Drive... and Save Money with
CHEVROLET

THE STYLELINE DE LUXE 4-DOOR SEDAN

The most Beautiful BUY *of all*

SEE!... The most Beautiful BUY for Styling and Visibility
You'll enjoy your first thrill the minute you look at this new Chevrolet with Beauty-Leader Styling! For here's the car that people everywhere are saying *outstyles all others* ... the *only* low-priced car with Body by Fisher.
Moreover, when you sit in the big, Super-Size Interior with its extra-wide "Five-Foot Seats," you can see perfectly in all directions ... for there's *30% more window area* all around!

DRIVE!... The most Beautiful BUY for Handling Ease — Riding Ease and Safety — with New Centre-Point Design
You'll enjoy an *even bigger thrill* when you drive and ride in this car! It provides that unmatched 4-way engineering advance, *Centre-Point Design*, including Centre-Point Steering, Centre-Point Seating, Lower Centre of Gravity without loss of road-clearance, and Centre-Point Rear Suspension — bringing you *totally new driving and riding ease!*
In addition, Chevrolet offers the fivefold safety protection of: (1) Certi-Safe Hydraulic Brakes (2) Extra-Strong Fisher Unisteel Body-Construction (3) Panoramic Visibility (4) Safety Plate Glass in all windows, and (5) the super-safe Unitized Knee-Action Ride!

SAVE!... With the most Beautiful BUY for Performance and Economy
You'll enjoy the greatest of *all* motoring thrills when you experience the amazing performance and economy of this new Chevrolet! It's the *only* low-priced car that offers the split-second getaway, lively acceleration, and dynamic hill-climbing abilities of a world's champion *Valve-in-Head* engine.
See your nearest Chevrolet dealer *now*, if you haven't already done so. Enjoy the biggest triple thrill in motoring ... *see, drive* and *save money* with Chevrolet ... the most beautiful buy of all!

C-6498

A PRODUCT OF CHEVROLET GENERAL MOTORS
PHONE 95 LUNDY & HENDERSON JARVIS, Ont.