

"The Jarvis Record"
 TELEPHONE 37, JARVIS, ONTARIO
 Published Every Thursday Morning
 Member of the Canadian Weekly Newspaper Association and the Ontario-Quebec Division of the C.W.N.A.
 ADVERTISING RATES UPON REQUEST
 SUBSCRIPTION RATES
 For 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 GOLDEN EXPORT
 WHEN ECONOMISTS talk of invisible exports they usually mean investments and services purchased in Canada by foreign countries. When farmers talk of invisible exports they are referring to something far more precious and personal — the abilities and characters of many of their own sons and daughters.

Towns and cities pay for the food and raw materials they buy from the farms. But, argue farmers and farm leaders, they don't pay for the people.

The question is one part — a large part — in the over-all issue of what place Canada's farm economy should hold in relation to the economy of the rest of the world.

No farmer would be so unfeeling as to put a price tag on his son before letting the city claim him as its own. Yet the argument still stands: the city is getting a product more valuable than any carload of wheat or truckload of apples.

Besides the farm youth's health and strength, the city gets his intelligence and skills, bought and paid for by farmers in rural schools across the countryside.

The crux of the farmers' argument is that if the city is to pay for his young wealth which flows yearly into its streets, it must pay for it in better prices for the other farm products — milk, meat, fruit and vegetables.

Rural families continue to supply more than their proportionate share of the nation's children. Fewer people live on farms than in urban centres, but the rural birthrate is higher. And if Canada's farm leaders are achieving more and better opportunities for farm youths in their own back yards, still the glitter and promise of the city shine brightly even in the most remote back concession.

So it's probable that the yearly exodus of thousands from the soil will continue. Cities, with their smaller birthrates, would divide the farm-reared additions; farm parents are often happier to have their children find better opportunities in city jobs.

Nevertheless, the same parents voice an argument which may some day be accepted as an economic truth by Canada as a whole: if the city wants a better-reared, better-educated young boy or girl from the farm, it will have to pay for it in more favorable prices for food.

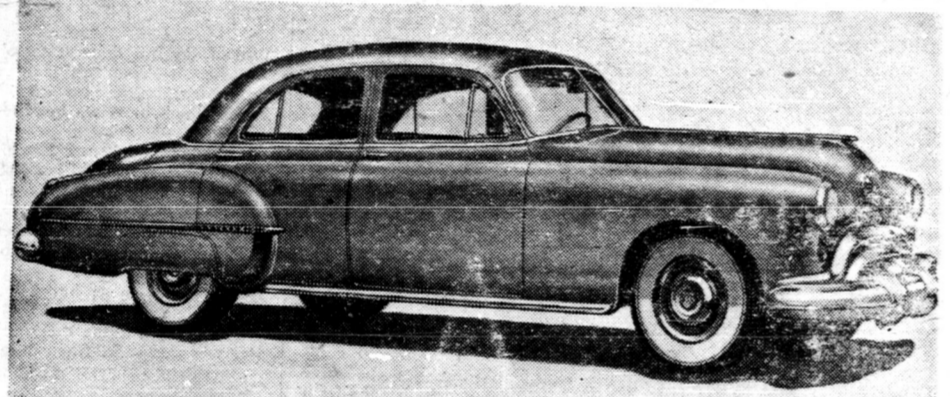
JEAN-BAPTISTE FORGES AHEAD
 MANY CANADIANS have the popular impression that the Quebec farmer is a half-century behind the rest of the country in his farming practices. There are visions of slow-moving oxen tilling the soil with cumbersome plows. The habitant is thought of as someone from the pages of a history of medieval Europe. No picture, however, can be farther from the truth. In the last ten years the Quebec farmer has made remarkable progress in scientific agriculture. Although one might see the old team of oxen at work in some remote areas of Gaspé, most of the heavy work is now done by tractors. The horse cart has given way to the automobile as a mode of conveyance to church and village. Many municipalities are keeping secondary roads plowed during winter to enable rural residents to make year-round use of their cars.

According to the Rural Electrification Bureau of Quebec, fifty per cent of farm homes in the province have been electrified — compared to 20 per cent in 1940. This has allowed the installation of electrically-operated machines, refrigerators, washing machines, radios. The Canadian Institute of Plumbing and Heating reports that of the 150,000 Quebec farm homes, 16.5 per cent have indoor plumbing, 25 per cent inside running water and 44 per cent hand water pumps inside the house. Bell Telephone statistics reveal that 45 per cent of Quebec's rural establishments now have telephones. The province is 27 per cent five years ago. Use of commercial fertilizers, pesticides and other agricultural chemicals has increased considerably over the past ten years which has resulted in larger yields and better crops.

All this indicates that Jean-Baptiste is fast moving up front in Canada's farm parade.

QUOTE FROM YESTERDAY
 If the sun shines during the apple tree on Christmas Day there will be good crops the following year.
 — Old English Adage

OLDSMOBILE OFFERS NEW 1950 FEATURES



The new 1950 Futuramic Oldsmobile just announced by General Motors is available in either the Series 76 or Series 85 — the latter powered by the 135 h.p. high compression Rocket engine teamed with the newly-developed Whirlaway Hydra-Matic Drive. Standard Hydra-Matic Drive is an option at extra interior trim design, new colors and sturdier construction — shown here is the Series 76 deluxe four-door Sedan.

WHEN THE NEWSPAPER DOESN'T COME
 My father says the paper he reads ain't put up right. He finds a lot of fault too, he does permain' it all night. He says there ain't a single thing in it worth to read. And that it doesn't print the kind of stuff the people need. He tosses it aside and says it's tricky on the bum. But you ought to hear him holler when the paper doesn't come. He reads about the weddings and he snorts like all get out. He reads about the social doings with a most derisive about; He says they make the papers for

the women folks alone; He'll read about the parties and he'll lunge and fret and groan. He says of information it doesn't have a crumb. But you ought to hear him holler when the paper doesn't come. He is always first to grab it and he reads it plumb clean through; He doesn't miss an item, or a want ad — that is true. He says they don't know what we want the darn newspaper guys. "I'm going to take a day sometime and go and put 'em wise. "Sometimes it seems as though they must be deaf and blind and dumb." But you ought to hear him holler when the paper doesn't come.

ADVICE TO SHEEPMEN
 At the Annual Meetings of Sheep Breeders Association, Ontario and Quebec, held in Toronto early in February, guest speakers at noon luncheon offered sound advice, not only to those who raise purebred Canada, One point stressed was that the time had come when farmers should be encouraged to keep larger, and still larger, flocks of sheep. The demand for wool and the fact that production had not met the requirements of manufacturers created a situation that gave promise of satisfactory prices to producers for some years to come.

WE HAVE IT... THE TIRE BUILT TO GIVE YOU 34% MORE MILEAGE
 come in and see the **GOOD YEAR** *DeLuxe* TIRE
LUNDY & HENDERSON

• Dollar-wise motorists have made the new Goodyear DeLuxe Canada's most popular tire. And here's why... the DeLuxe has been proven to give 34% more mileage than the famous Goodyear it replaces. Stronger cord construction provides more protection from blowouts... a wider, flatter tread steps-up traction in any weather. We have your size.

Pen, Scissors and Pastepot
 Well what do you know! We had readers beyond the local territory. Last week we discovered we have a following in Hamilton. An economic truth by Canada as a whole: if the city wants a better-reared, better-educated young boy or girl from the farm, it will have to pay for it in more favorable prices for food.
 O O O O
JEAN-BAPTISTE FORGES AHEAD
 MANY CANADIANS have the popular impression that the Quebec farmer is a half-century behind the rest of the country in his farming practices. There are visions of slow-moving oxen tilling the soil with cumbersome plows. The habitant is thought of as someone from the pages of a history of medieval Europe. No picture, however, can be farther from the truth. In the last ten years the Quebec farmer has made remarkable progress in scientific agriculture. Although one might see the old team of oxen at work in some remote areas of Gaspé, most of the heavy work is now done by tractors. The horse cart has given way to the automobile as a mode of conveyance to church and village. Many municipalities are keeping secondary roads plowed during winter to enable rural residents to make year-round use of their cars.

For the Finest PENNSYLVANIA ANTHRACITE STOVE & NUT COAL
 — PHONE —
Don Leatherdale SIMCOE 603-12

Stan Mitchell says
 "Life Insurance Weathers Every Storm"
 Confederation Life Association, Jarvis

BARGAINS! BARGAINS!
 Owing to the fact we are anticipating moving to Dundas, we are giving our friends in Jarvis the advantage of low prices on many of our lines before leaving.

The Next Two Weeks APPROXIMATELY
 All Items Greatly Reduced
 * ELECTRIC STOVES * RECORD PLAYERS
 * RADIOS * PRESSURE COOKERS
 * IRONS & Steam Irons * ELECTRIC KETTLES
 * TABLE LAMPS * PIN UP LAMPS
 * GRILLS * BED LAMPS
 * SHAVERS * ELECTRIC CLOCKS
 * HOT PLATES * BATTERIES
 * FLASHLIGHTS * COFFEE MAKERS
 * RECORD CABINETS * HEATING PADS
 * TOASTERS

Stewart Brooks
 * RADIO & APPLIANCES *
 JARVIS, ONTARIO
 PHONE 125

PLAN SECURITY
 through
SUN LIFE ASSURANCE Co. OF CANADA
W. J. McCarthy, C.L.U.
 LIFE, FIRE, WINE, AUTO, ACCIDENT, Etc.
 Phone: Office 53-2 House 53-3
 Hagersville, Ont.

Ivan W. Holmes
 Licensed Funeral Director
 FURNITURE
 Phone 50-2
 Phone 50-3
 JARVIS — ONT.

KITCHEN CUPBOARDS MADE TO ORDER!
 WITH TABLE TOPS OF "DAYSTROMITE"
 The material that is —
 SCRATCH PROOF — STAIN PROOF & BURN PROOF
 Just wipe off with a damp cloth — Always Like New!
 Custom Made —
 HOUSE, STORE AND OFFICE FURNITURE
 STORM SASH — DOORS AND MILLWORK
 — FURNITURE REPAIRED AND REFINISHED —

C. D. Jewell WOODWORKING
 Phone or call for estimates
 PORT DOVER Phone 266J and 262-2J

News of the Countryside
 From The Record's Correspondents

MARBURG
 Mr. and Mrs. Steve Dorah spent in Hamilton. An economic truth by Canada as a whole: if the city wants a better-reared, better-educated young boy or girl from the farm, it will have to pay for it in more favorable prices for food.
 O O O O
JEAN-BAPTISTE FORGES AHEAD
 MANY CANADIANS have the popular impression that the Quebec farmer is a half-century behind the rest of the country in his farming practices. There are visions of slow-moving oxen tilling the soil with cumbersome plows. The habitant is thought of as someone from the pages of a history of medieval Europe. No picture, however, can be farther from the truth. In the last ten years the Quebec farmer has made remarkable progress in scientific agriculture. Although one might see the old team of oxen at work in some remote areas of Gaspé, most of the heavy work is now done by tractors. The horse cart has given way to the automobile as a mode of conveyance to church and village. Many municipalities are keeping secondary roads plowed during winter to enable rural residents to make year-round use of their cars.

FAMILY HOSPITALIZATION
 — with REIMBURSEMENT cover Nurse, Surgeon's Fees, etc.
GEORGE W. WALKER C.L.U.
 PHONE 51, JARVIS.

Beach Theatre PORT DOVER, Ont.
FRIDAY AND SATURDAY
 March 3, 4
COLORADO TERRITORY
 * starring *
 DEL MCREEA
 VIRGINIA MAYO
 ADDED FEATURE *
ONE LAST FLING
 * starring *
 ALEXIS SMITH
 ZACHARY SCOTT
 * Plus *
CARTOON

MONDAY AND TUESDAY
 March 6, 7
"MANHANDLED"
 * starring *
 DOROTHY LAMOUR,
 DAN DURVEA
 * Plus *
CARTOON
NEWS & SHORTS
WEDNES. AND THURS.
 March 8, 9
A LETTER TO THREE WIVES
 (Adult Entertainment)
 * starring *
 RENNE CRAIG,
 LINDA BARNELL
 * Plus *
CARTOON

EGAN THEATRE
 Hagersville, Ont.
FRIDAY AND SATURDAY
 MARCH 3 and 4
"GAL WHO TOOK THE WEST"
 (Technicolor)
 Bonnie de Carlo, Chas. Coburn
 Gloria Jean, David Street

MONDAY AND TUESDAY
 MARCH 6 and 7
"BEST YEARS OF LIVES"
 Sylvia Loy, Frederic March
FOX NEWS
WEDNES. ONLY, March 8
"FLAMINGO ROAD"
 Joan Crawford, Zachary Scott
SHORT SUBJECTS
THURS. ONLY March 9th
"SOUTH SEA SINNER"
 Francesad Carey, Shelly Winters
"TOTO-NITE" THURSDAY
 Shows Start at 7:00 and 9:30
 All week days — 6:30 and 9:00 P.M. Saturdays Only

"House of Strangers"
 * ADDED FEATURE *
 Thursday and Friday
 March 9, 10, 11th
SATURDAY
 March 9, 10, 11th
EDW. G. ROBINSON, SUSAN HAYWARD, RICHARD CONTE
 — in —
"PAISAN"
 (Adult Entertainment)
 Added SATURDAY Only
ROBERTY LOWERY, DON BARRY
 — in —
"THE DALTON GANG"

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

DESIRE DEFAUW

DESIRE DEFAUW is seen above with the orchestra of Les Concerts Symphoniques de Montreal of which he is permanent director. Former conductor of the Royal Conservatory Orchestra in Brussels (not far from Ghent, his birthplace) and the Chicago Symphony. Dr. Defauw has been with the Montreal orchestra since 1944 and is credited with developing it into one of the finest orchestras in this continent. Much-needed financial support for the orchestra comes from the CBC, which broadcasts portions of many of its concerts across Canada in the symphony hour on Tuesday evenings — at 8:30 P.M. on the De-March 14th, April 11th, and April 25th.

RENTON
 Mr. and Mrs. Max Bowyer and their parents, Mr. and Mrs. F. Judd, spent the week end at the home of their parents, Mr. and Mrs. H. McCawill, near Simcoe.

NEWSPAPERMAN PASSED AWAY ON TUESDAY
 (Weyburn Review) A resident of Weyburn, Saskatchewan for nearly thirty-eight years, Charles Garfield Buchanan, well-known newspaperman, passed away about 5:30 Tuesday afternoon in the hospital after an illness lasting four months.

INSURE AT COST
 — with —
Co-operators Fidelity and Guarantee Association
 Dist. Agent—Life & Auto
 Stanley Coverdale,
 R.R. 1, Cayuga
 Local Agents—Auto
 Geo. H. Risdill,
 R.R. 4, Hagersville
 Eugene Yager, R.R. 2, Selkirk
 Elgin Lattimer, R.R. 1, York
 — Phone Your Agent Collect —

LOOK!
STORM WINDOWS — at 50c sq. ft.
COMBINATION DOORS — with GLASS and SCREES — from \$14.50
 All Kinds of Sash, Frames and Doors made at low prices
KITCHEN CUPBOARDS — In units from per foot \$15.00
 Unfinished Furniture made to order 10 day's delivery
HARRY HIGGINS WOODWORKING SHOP
 Phone 238-2 Hagersville

HIGHEST CASH PRICES FOR DEAD STOCK
 HORSES, each — \$2.50
 CATTLE, each — \$2.50
 HOGS per cwt. — 50c
 According to size and condition
CAL COLLECT SIMCOE 504-J

DARLING & COMPANY OF CANADA, LIMITED

COUNTY OF HALDIMAND TENDERS FOR HAULING
 Tenders will be received at the office of the County Engineer at Cayuga, up to 12 O'clock noon,
MONDAY, MARCH 13th, 1950
 covering the hauling of stone, sand and gravel for County Roads for the current year.
 Specifications, Instructions to Bidders and Tender forms may be obtained at the office of the undersigned.
 The lowest or any tender not necessarily accepted.
F. ROUSELL
 County Engineer,
 Box 285, Cayuga, Ont.

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

MONUMENTS
 MARKERS • LETTERING
 Designs and estimates freely given and place you under no obligation.
OUR PERSONAL REPRESENTATIVE
 will be pleased to call at a time convenient to you, including evenings.
 * WRITE OR PHONE *

W. Bradfield & Son
 PHONE 313R
 SIMCOE, ONTARIO
 No. 3 HIGHWAY W.
 Evening appointments at our office may also be arranged

The call that wakes a nation's heart to action

Somewhere in Canada... someone in distress, perhaps a little child... is calling to you for help... through your Red Cross. Answer generously, from your heart! Give to aid in the never-ending work you count on the Red Cross to do. This year, the need is urgent for \$5,000,000. Only you can give your share. Give from your heart... and give all you can!

Give from the heart