

Among the benefits of Branch Banking...



Your local bank is an essential link between your community and the whole banking world.

In remote areas, Canadians enjoy the same broad range of bank services, the same sense of security.



As communities develop, banking services are made available to meet new and growing needs.

Banking in Canada works in such a way that your local branch manager brings you all the resources, knowledge and experience of the bank he represents. It has branches throughout Canada and provides contacts the world over. The benefits of this branch banking system, developed to meet Canadian needs, are demonstrated every day by the quality and scope of your local banking service.

THE BANKS SERVING YOUR COMMUNITY

PERSONALS

Reichold on Tuesday. Mrs. Charles Reichold of Plasterville, returned to Jarvis two weeks ago to spend some time at the home of her son, Mr. and Mrs. F. W. Reichold. Mrs. Fred Crosswell, Miss Katherine Crosswell and Mrs. Howard Martin, of Hamilton, were supper guests at the home of Mr. and Mrs. F. W. Reichold on Tuesday.

meetings of the Christian Reformed Board of Missions, held in Grand Rapids last week, Tuesday morning, Friday afternoon. The Board of Missions supervises Mission work on the Indian Mission Field and also Mission Work in Japan, Formosa and Africa. Rev. and Mrs. Dykstra also visited their children and grandchildren in Zealand, Michigan, where Rev. Dykstra was pastor from 1939 - 1949.

STANLEY E. BUCK BARRISTER, ETC. JARVIS HAGERVILLE OFFICE: 8 Main St. S. phone 79 Residence 178 Jarvis Office: Walpole Farmers' Mutual Fire Insurance Company Building, Fridays 9. to 5 and by appointment. Phone 53

"Tops in payload again!"



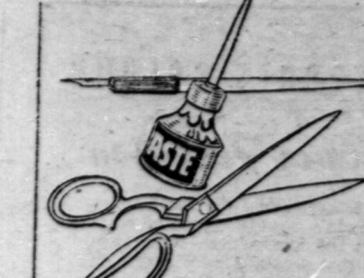
A General Motors Value

Yes, in every weight class Chevrolet tops the scale! more carrying power, more pulling power. Chevrolet's strong and rigid frames are tougher-built to carry more payload. They're designed to take the twisting and shock of off-the-road use. What's more, Chevrolet's axles are built to move the load safely and surely. Rear axle housings are of sturdy, single-unit tubular steel construction. You get the right power for your job. Chevrolet's famous valve-in-head engines develop all the power necessary to move the load. Aluminum alloy pistons, oil-weathering system, and full-pressure lubrication assure long, low-cost, trouble-free engine life. And Chevrolet's valve-in-head power is teamed to the right transmission and rear axle, to move the load faster and more economically.

Chevrolet Trucks

LUNDY & HENDERSON

JARVIS, ONT. PHONE 95



Current interest in the Jarvis Board of Trade appears to be at a low ebb. For some reason the retail merchants of the Village give almost any other activity priority on Board of Trade meeting nights. We have heard merchants say it is a waste of time to attend Board of Trade meetings — that nothing is ever done. Such an attitude, of course, is a denial of any personal responsibility for the success of the organization. Any member, or person who should be a member, has a perfect right to instigate any activity he may desire. If his ideas are sound we have no doubt they would find support among the membership. If however, he expects someone else to provide the leadership while he enjoys the benefits, we suspect he will continue to remain away from the Board meetings while entertaining the firm belief it is a dead organization. The Board of Trade is not dead yet, nor will it be for some time despite the earnest efforts of many to inter its remains.

Every so often something occurs in the course of everyday events to bring a little sunshine into one's existence. We have shared with our fellow citizens the perplexing problems involved in keeping within the law while operating a motor vehicle. Parking meters figure largely in these problems. In fact there was one occasion in Simcoe last year when an over zealous cop (Sam Morley) described an officer of the law (tagged us for about three minutes) over the time limit. That trip to Simcoe cost us \$2.00 just to take our vehicle within the town limits. Excessive fees such as this would cause anyone to develop a complex concerning parking meters. These things we have always conscientiously plugged in our fee whenever we drove up alongside one of the auto-draw up machines. The other day however, we had occasion to pay a brief visit to the Reformers Office in Simcoe. The truth was we gassed out in the back shop then we had intended to. We left the shop and was about to drive away when we realized for the first time we had not fed the parking meter. We care fully examined the windshield. A sign of a parking ticket. We then went over the interior of the car and there was many signs of parking tickets. We turned slowly and observed the sign of a cop. With that we put slowly from the curb and headed east toward Jarvis whistling a merry tune for the whole twelve miles.

EDMOND O'BRIEN in Technicolor

ADDED FEATURE JOAN FONTAINE, EDMOND O'BRIEN in THE BIGAMIST Adult Entertainment

The Presbyterian Church in Canada KNOX CHURCH, JARVIS 11.00 A.M. — Rev. R. W. Gillespie, B.A. 10.00 A.M. — Sunday School WEDNESDAY, 8 P.M. — Mid Week Service CHALMERS CHURCH, WALPOLE 2.30 P.M. — Rev. R. W. Gillespie, B.A. 1.30 P.M. — Sunday School

CO-OP Auto INSURANCE — NEW LOW RATES — JUST ANNOUNCED Farmers support your own Insurance Company. Available to all safe drivers. DOUGLAS PARKER BOX 384 FORT DOVER, ONT. Phone 621W — or — 329R

APPLES — Greening, Baldwin, Sweet, Spy Delicious \$1.25 to \$2.75 per Hamper Bring containers Open Daily till 8 P.M. Orders delivered in Jarvis HOWARD KELLAR 2 miles north of Renton and 2 miles west of Tyrrell Phone 617-13, Waterford

Ivan W. Holmes Licensed Funeral Director FURNITURE Phone 20-2 Phone 20-3 JARVIS — ONT.

STRAND THEATRE, SIMCOE

Phone 673

Matinee Wed. at 2 P.M. CONT. SAT 2 - 11.45 P.M.

NEXT WEEK MON. - TUES. - WED. Feb. 28, March 1, 2 HUMPHREY BOGART, AUDREY HEPBURN, WILLIAM HOLDEN

'SABRINA'

ADDED FEATURE FRED MacMURRAY, PHIL CARY

'PUSHOVER'

Adult Entertainment THURS. - FRI. - SAT. March 3, 4, 5 JEAN SIMMONS, ROBY CALHOUN

'Bullet Is Waiting'

in Technicolor ADDED FEATURE JOAN FONTAINE, EDMOND O'BRIEN

THE BIGAMIST

Adult Entertainment

Sean Mitchell says "Insurance takes the 'IF' out of Life" Confederation Life Association JARVIS

INSURANCE Life • Fire • Auto Liability • Etc. W. J. McCarthy, C.L.U. Representing Sun Life Assurance Company of Canada HAGERVILLE, ONT. OFFICE 153V

COMPARE — Co-Op Auto INSURANCE FULL COVERAGE AT VERY LOW PREMIUMS Comprehensive includes fire and theft \$2.00 buys \$1,000 medical protection per person. For information, contact: GEORGE RISDILL 6-3 Hagerville HOWARD POND 10-13 Selkirk EUGENE YAGER 4-5 Selkirk

1955 Review of Simcoe's Outstanding Businesses and Professions

News of the Countryside

From The Record's Correspondents

GARNET

Dance will be held March 3rd. A number of ladies enjoyed the Valentine Tea held in the Onedia Hall on Monday afternoon. A quilting was held at the home of Mrs. J. W. Roulston on Tuesday. Mrs. Cranston is visiting friends in Hamilton. Mrs. W. D. Lindsay celebrated her Eightieth birthday at the home of her daughter, Mrs. East Long on February 14th. Congratulations to Mr. and Mrs. W. D. Lindsay on their Fifty-fifth Wedding Anniversary on February 27th. Mrs. Howard Harrop, Mrs. Willie Harrop and Mrs. Fred Roulston were entertained to dinner at the home of Mrs. D. Kitchen and Mrs. A. Lee of Simcoe, spent Monday at the home of Mr. and Mrs. Geo. Duncan.

NURFOLK NURSERY

301 Talbot N. Phone 1762

Every Spring brings the thought of flowers, shrubbery, etc., to enhance the exterior of the home. Here you may choose your own stock, at very moderate prices. They are experts in distinctive landscaping designed for your home or other buildings. Attractive and well-planned grounds add beauty and if you are as eager for correct outside planning as you are for an attractive and pleasing interior, you will call at this nursery and choose from their fine stock. John W. Piggott with sixteen years of experience will suggest and help you plan lawn gardens, flower shrubbery and tree placement. He also carries a complete line of supplies to carry out a complete landscaping service. Simcoe Tire Service Ltd. has the skilled services of Norfolk Nursery to our many readers interested in attractive surroundings. To be sure of satisfaction we suggest you give them a trial.

DR. E. M. JONES

PHYSICIAN & SURGEON

Office Hours — 2 to 4 P.M. 7 to 9 P.M. Thursdays and Sundays by appointment only. PHONE 74 OFFICE—MAIN STREET, JARVIS

Husbands! Wives! Want new Pep and Vim?

Thousands of couples are weak, worn-out, exhausted because of lack of sex. For new pep and vim, try *Sex Tablets*. Supplies you, too, with sex, vigor, excitement, and energy. *Sex Tablets* are "legitimately" size only 50¢. At all drug stores.

Want money for home improvements?

5 1/4% INTEREST

NEVER BEFORE SUCH COMPLETE FUEL-SATISFACTION

"STERLING COAL gives me everything... clean, efficient, economical warmth. I'm putting in my late-winter re-fill NOW!"

*Silver Color Sterling Quality

HUDSON Sterling COAL

LEATHERDALE COAL & OIL

RENTON, ONTARIO PHONE - SIMCOE 1797J1

SIMCOE TIRE SERVICE

85 Water St. Phone 1227

Here is a place that has meant great savings to our people. When preparing your auto today for this season's driving it is not necessary to worry about tire trouble. Simcoe Tire Service can buy new tires and tubes as they are sales and service centers for Seiberling and Goodyear Tires or you can have your old tires re-treaded and vulcanized and Goodyear's superb service and we can readily say that this job will make your tires as good as new. Simcoe Tire Service Ltd. has many friends in this region, they carry at all times a complete line of tires, tubes, inner tubes and truck tires. Order your winter tires now and be prepared for all weather driving pleasure. A visit to this concern will assure you of complete attention.

PORTER'S CHIEF ALIGNMENT

41 Norfolk St. N. Phone 1223 No. 24 Highway Phone 1867

At their new and modern location at 41 Norfolk St. North, this store is held in esteem by its patrons. Here one can obtain the best in stationary, large, wood-out, control books, office and school supplies and spend stock of smallwares, wrapping, ribbons and many other goods. Greeting cards for all occasions will be found here and novelties are on display at this friendly store. The service at this store is very modern. Goods are well displayed and driving. The owners, Arley Simcock and Ed. Hampson are well known to our readers. They extend a welcome to old and new customers and are always glad to have you visit the store. It is with this in mind that we recommend Porter's to anyone interested in the purchase of fine quality goods at the best prices, and feel that a purchase there will more than satisfy your desires.

BUDD STORES LTD.

5 Norfolk St. N. Phone 680

This is one of the most popular stores in Simcoe and is where you will find their quality always higher than their price. You will be surprised at the wonderful value of the goods in this store when you are shopping in Simcoe, as this store is very well known and a certain welcome extended to you. This store is highly regarded by the people of Jarvis and district and is extra popular as a place where most people at once feel at home while in the town shopping. Particular attention is given to the popular department, which predominates at all times has placed this store in a class by itself, and it may be well termed the shopping headquarters for this surrounding district. Particular quality and fair prices are responsible for their high standing they now hold in this section of Ontario, and we are pleased to recommend Budd Stores Ltd. to all our people.

CLAPP'S JEWELLERY STORE

28 1/2 Norfolk St. S. Phone 1535W

This popular Jewellery store has but one ideal TO SERVE FAITHFULLY. Their reputation for integrity assures you of complete satisfaction. The management invites you to come in and look over their extra large stock of watches in "ready-to-wear" styles and modern styling are always on display, as well as a pleasing assortment of Diamonds, Silverware, Clocks, Royal Doulton Figurine and Spode China and everything else that pertains to a modern and complete stock of Jewellery. Particular attention is given to fine watch repairing. Experts will suggest what can be done, and will do the job of specialists at a moderate price. We do not hesitate to suggest that you pay Clapp's Jewellery Store a visit and avail yourself of some of their quality merchandise with easy budget terms.

ROSS L. CLAPP & SON

Optometrists 28 Norfolk St. S. Phone 30

The delicacy of the eye makes it imperative that they consult an expert should there be the slightest error of refraction. These well known registered optometrists are specialists. Their equipment is complete and scientific, combined with their knowledge of optometry, you will find that they can correct defects of vision and fit you with glasses eliminating the least possible strain. In frames and rims you may select any style you desire. There is a fine watch repairing. Experts will suggest what can be done, and will do the job of specialists at a moderate price. We do not hesitate to suggest that you pay Clapp's Jewellery Store a visit and avail yourself of some of their quality merchandise with easy budget terms.

NORFOLK CO-OPERATIVE CO. LTD.

Chapel St. Phone 192

This is one place in this section that the farmer can obtain the best in supplies and services and at reasonable prices. Always maintaining an up-to-date business for the accommodation of the many people who serve. This top rated business firm has an enviable record for fair price and good quality and has always been with great favor by the people of this area. They have thus assured the public that they are a genuine field and garden center of activity for the farmers of this region. As at this popular place and acquaint yourself with the services, facilities and products available here and regardless whether you are buying or not, you will be sure of being made welcome, and we are pleased to recommend this firm to all our people.

GEO. W. BALDOCK

Funeral Home 96 Norfolk St. N. Phone 4

Day or Night

It is composed of people who are eminently capable and who may be depended upon to handle all matters when the mind is burdened with grief. They are in a position to take care of families of every financial status and the aid and assistance they offer is not just one of perfunctory courtesy, but issues from the desire upon the part of Mr. Baldock to be of service in every way he and his firm can. The Geo. W. Baldock Funeral Home has taken honest pride in the commendation received from the many families whom they have served throughout this section. By efficient and courteous service, the Geo. W. Baldock Funeral Home has gained an enviable reputation and assures you that they have given your loved one a final tribute that is both fitting and proper.

GLEN'S GLASS SERVICE

44 Water St. Phone 1996W

This is one of the finer businesses in Simcoe, which has conducted business at all times in an admirable manner. They feature the finest glass service in this part of the province. This firm is under the capable direction of Mr. Glen Hall, the friendly owner, whose service is complete in every detail such as repairs to door channels, regulators, retainers, auto locks, installing auto glass, etc. and this fine service is all done while you wait. In making this commercial review of the progress of the community and in outlining some of the firms which give valued service to the public, we are very pleased to recommend Glen's Glass Service for their superior service in the glass line to our readers.

JOE'S AUTO BODY & REFINISHING SHOP

56 No. 3 Highway Phone 1504N

Without a doubt, Joe's Auto Body and Refinishing Shop is one of the foremost body and fender shops in this part of the province. Mr. Joe Heise, the proprietor, has had years of experience in this business and is recognized for his honesty and good workmanship. Specializing in a complete collision service, this firm has the necessary equipment to do a perfect job. They are experts in auto painting and color matching. Their prices are doing customizing. Their prices are reasonable, so call Joe's Auto Body and Refinishing Shop and get an estimate on your job. You will like the courteous and prompt attention you will receive. When dealing with Joe's Auto Body and Refinishing Shop you will be sure to get the best workmanship, quality and materials, and you will find that their prices are best.

SIMCOE AUTO ELECTRIC

70 Water St. Phone 2047

A complete service is featured by Simcoe Auto Electric. Specializing in Auto Electric work, this firm has the necessary equipment to take care of any kind of work. There are few enterprises more important in this automobile era than the maintenance of the electrical system. It is with a complete line of equipment to handle all classes of Auto Electric work. Lloyd A. Leask has had years of experience in this line and enjoys a reputation for promptness and efficiency, doing their work correctly. They are specialists on Carburetors, Batteries, Ignition, Generators, Starters, Magnets, Windshield Wipers, Speedometers etc. So, with this in mind, we advise you that the next time you are going to Simcoe, consult Simcoe Auto Electric for anything in this line. We are sure you will be more than satisfied.

CORBIN'S LADIES WEAR

12 Norfolk St. S. Phone 306

This is one of the foremost women's fashion centres in this part of the province. You will find here dresses, suits, coats and sportswear for every occasion. Their collection excels in variety and distinctiveness and they are always moderately priced. Their style experts are always alert to every new fashion trend and in constant touch with the mode of the moment. For your inspection you will find a magnificent display of authoritative fashions from the foremost designers. Corbin's Ladies Wear know the value of a satisfied patron and would prefer not to make a sale than not have their customers satisfied with their purchases. We take great pleasure in this review in commending this up-to-date and modern store upon their distinctive styles and the service they render. We suggest you make this store your style headquarters in Simcoe.

LAURA RYERSE FLOWER SHOP

20 Norfolk St. N. Phone 1046

In the past few years the Province of Ontario has pushed forward to occupy one of the leading positions in the field of horticulture. In fact right here in our own trade area, we have a few firms that are representative of the position. The Province has come to occupy in this field. Among those who have spent many years growing the finest flowers in this part of the province is Laura Ryerse. For many years this firm has been identified with this business and has proven its knowledge and experience in growing some of the finest stock in this section of the country. For the housewife who is planning a wedding party, or banquet, the services of Laura Ryerse will create an atmosphere in keeping with the occasion. For funerals their design will assure that this final tribute has been most fitting and proper. Without a doubt, most of us realize that they merit the utmost consideration and trade of anyone interested in FLOWERS OF DISTINCTION for any occasion.