

Woody Herman and the THIRD HERD

The Greatest Dance of 1957!

As audiences in town after town, city after city, in dance halls and concert halls hear THE THIRD HERD, the consensus is that here is the Best Band of them all — the Band that has started them dancing again and has made itself a part of our musical history.

FEATURE OF THE EVENING —

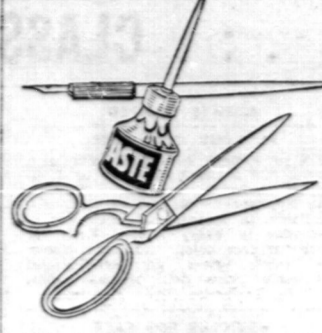
THE SPECTACULAR ROSE FESTIVAL AND DANCE of the ROSES

On this night of nights not only will you hear America's Greatest Dance Band in action... but you will see a sight that will never be forgotten. The Summer Garden management is using TEN THOUSAND ROSES, along with thousands of other blooms to create this beautiful extravaganza. Make your date now — and enquire for advance sale tickets.

Summer Garden PORT DOVER

Thursday, JULY 25

ADMISSION \$2.50 ADVANCE SALE \$2.00



About all we have been able to read in the daily papers for the past several days is the cut-lines under the pictures of so-called bathing beauties. The Beauty Contests have been running into a little more trouble than usual this year but things will likely settle down without disturbing the equilibrium of the world too much.

That was a fast one Miss United States tried to pull by concealing the fact she was the mother of two children. She managed to get the nod from the judges as the United States' most beautiful "MISS", before her mother discovered she was in the beauty contest business and revealed the hideous facts of her true status. Of course she was ruled out of the contest. Too bad too. Her poor husband is a truck driver and she only wanted to earn some money to help her struggling family along.

Miss Peru almost threw the Miss Universe contest in a tizzy too, but it's all right. The contest rules state the contestants must be at least 18 years of age and although Miss Peru was only slightly older than seventeen and a half that's equal to 18 down in Peru. If Miss Canada had won the contest and had been only seventeen and a half, or a little better, she would have been thrown out as not qualifying under the rules.

These beauty contests you know wouldn't be occupying the minds of people these days if it were not dog-days in the newspaper business. Maybe you have never noticed, but come July and August the news hounds fill up with some awful stuff. It is particularly applicable to the Canadian scene at the moment. John Deifenbaker has temporarily clamped up on news and the fellows who make it ready for print are in no mood to search it out.

No doubt our few readers are wondering where this stuff is coming from. Well, we'll tell you. It is filtering out, just ahead of the deadline, through thoughts of lying under

"BETTER QUALITY... BIGGER SAVINGS IN FURS OF EVERY PRICE" — at —

KINDYS SELKIRK

DURING THEIR

AUGUST FUR SALE

BETTER SELECTIONS IN ALL FURS IN VARIOUS NEW LENGTHS BETTER VALUES ARE YOURS IN AUGUST THAN AT ANY TIME OF THE YEAR

Custom-made Furs may be created for you, all at proportionate Savings

"Furs—like diamonds—are bought on faith, and Faith in your Furrier is your best assurance of quality"

91 YEARS IN BUSINESS AT SELKIRK

D. Kindy & Sons

Est. 1866 FURRIERS Phone 36W

SELKIRK, Ontario

"Buy from a Factory in the Country and SAVE"

a shade tree with a slight breeze blowing - or holding a fish pole over the side of a boat - or dreaming a hour what the rich people do while enjoying lengthy vacations during July and August.

They say it was ever thus, but we believe as time goes on it becomes more so. We even wish right now we had applied ourself more diligently in our youth and had learned to enjoy the pleasures like Ward Parson's all over the world. But then again, maybe his job becomes monotonous too at times.

Need New Attitude To Markets

(An Editorial from "The Rural Scene")

Now that the Canadian people have changed their government, it might be an appropriate time for our farmers to take similar action and change their leaders.

For many years Canadian farmers have been following the lead of men who believe that agricultural progress depends on the farmers being granted special privileges which they do not enjoy, that successful marketing of farm products depends on monopoly control of the markets by the farmers themselves, that successful cooperation depends on coercion, and that effective pressure on governments is the "key to success."

The farmers have been led along this road by means of a persistent propaganda, the principal author of which, publicly confessed to be "90 per cent bunk," but which his successors have continued to spread over the land.

The gist of the propaganda is that the open market is an evil thing because it is controlled by wicked men who force prices down when the farmers are selling and force them up when the consumers are buying, and that the remedy is "centralized and regulated marketing in the hands of the producers."

If these leaders had been as successful in marketing the products entrusted to them as they have been in persuading the farmers to their way of thinking, they might have accomplished something worth while. But up to the present their success seems to have been in the field of propaganda rather than of marketing.

Whenever they have succeeded in selling the products assigned to them, it has been at prices the market would pay; and whenever they have refused to sell at market prices they have failed to sell at all, and have

Expert Radio and T.V. Repair Service

W. WILLIAMSON YOUR SYLVANIA DEALER Jarvis - Ontario

DRIVE-IN Theatre - Simcoe

Friday & Saturday JULY 25-27 "Tall Man Riding" Technicolor

RANDOLPH SCOTT DOROTHY MALONE "Mystery Junction" Sidney Taftler, Barbara Murray

Monday & Tuesday JULY 28-29 "Beneath the 12 Mile Reef" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 "Don't Bother to Knock" (ADULT) Richard Widmark

Friday & Saturday JULY 25-27 "Job for a Guy" Technicolor

Monday & Tuesday JULY 28-29 "Mouse" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 "The Court Jester" Vista Vision Technicolor

Friday & Saturday JULY 25-27 "Scotched in Scotland" THREE STOOGES COMEDY

Monday & Tuesday JULY 28-29 "Job for a Guy" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 "Lust For Life" Technicolor

Friday and Saturday JULY 25-27 "FOUR GIRLS IN TOWN" Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

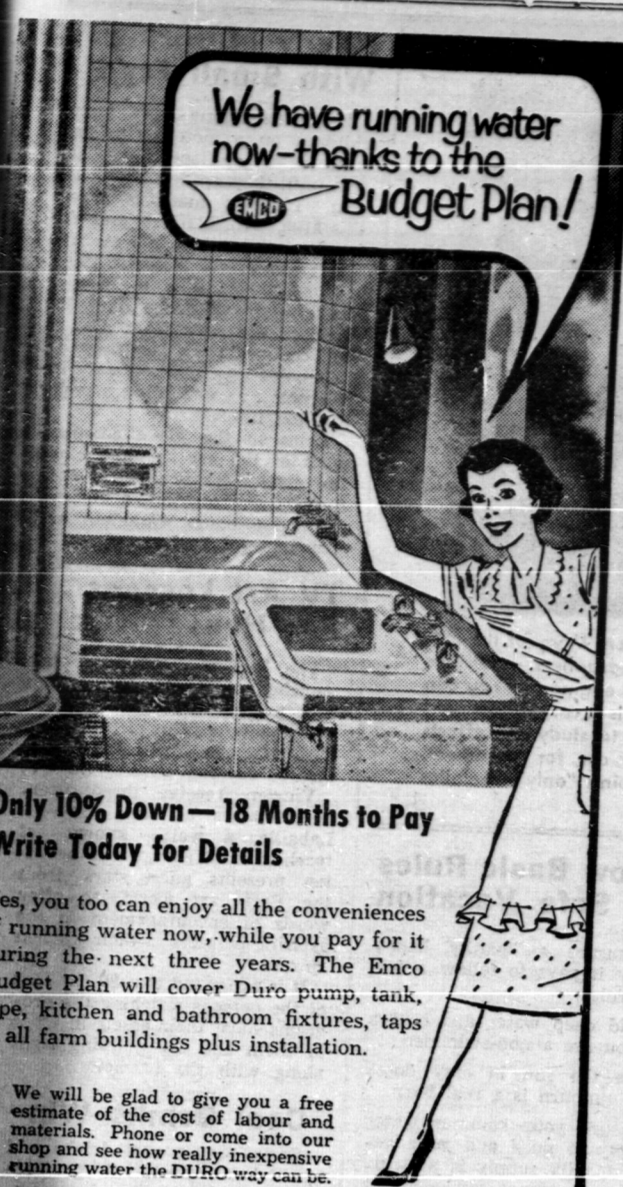
Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor

Wednesday & Thursday JULY 31 - AUG. 1 FOREIGN INTRIGUE Technicolor

Monday and Tuesday JULY 28-29 "FUNNY FACE" Technicolor



Only 10% Down — 18 Months to Pay Write Today for Details

W. J. ELLIOTT Jarvis, Ont. EMCO LIMITED

Softball Spikes - Gloves Balls, Etc. MEN'S WORK CLOTHES Fishing Tackle, Etc. JOHNNY EDWARDS JARVIS - ONTARIO



Why is the telephone still working, Mummy? It's most unusual when a storm affects your telephone. It's reassuring to know that it has a habit of staying on the job.

THE BELL TELEPHONE COMPANY OF CANADA

At The Churches

THE ANGLICAN PARISH 6th Sunday After Trinity 25th July ST. PAUL'S

THE UNITED CHURCH OF CANADA Rev. J. A. Logan, B.A., B.D. Minister

KNOX PRESBYTERIAN CHURCH IN CANADA Rev. A. R. Hancock, M. Th. Minister

EBENEZER CHRISTIAN REFORMED CHURCH Rev. John M. Dykstra, Pastor

BALMORAL COMMUNITY BAPTIST CHURCH 10.00 a.m.—Sunday School

PROFESSIONAL CARDS BARRISTERS AND SOLICITORS

JOHN W. SHEPPARD BARRISTER & SOLICITOR

VICTOR E. COLLINS, Q.C. DUNNVILLE, ONT.

PHYSICIANS DR. E. M. JONES

VETERINARY KARL A. J. HARTWICK

VETERINARY HOSPITAL DR. KARL HARTWICK

AUCTIONEERS O. H. CHAMBERS



EMPERESS OF ENGLAND: The Canadian Pacific's new 25,500-ton "Empress of England" sails past Quebec City with one of the ancient capital's most famous landmarks, the Chateau Frontenac Hotel, in the background.

PERSONALS Mr. and Mrs. N. R. Pond attended a funeral in Buffalo on Wednesday.

Mr. John McCarter of Welland is spending his holidays with relatives in Jarvis.

Mr. and Mrs. A. L. Belbeck attended the wedding of Miss Norma Drablie to Mr. Robert Crosby in Brantford on Saturday.

SECK NEW GRAPE KING The Niagara Grape Festival Committee is searching for a new Grape King for the 2,500 grape growers

Quality Printing We Print Everything No matter what your printing requirements may be—a four-page folder or a 100-page book—a small invitation card or a large auction sale bill — The Jarvis Record is equipped with type and presses to render a complete and satisfactory job appropriate to the occasion.

COUNTER CHECK BOOKS We are agents for Counter Check Books. Let us quote you on your next order.

CLASSIFIED ADS. Have you anything to sell? Or do you wish to buy something? Perhaps you want a maid—or you may be looking for work.

FOR EVERYBODY Booklets Sale Bills Posters Admission Tickets Pamphlets Annual Reports Business Cards Egg Cards

FOR THE OFFICE Stationery Index Cards Filing Tags Shipping Tags Business Forms Time Cards Check Forms Receipts Forms Statements

SOCIETY PRINTING Calling Cards Wedding Invitations Tea Invitations Dance Cards Acknowledgement Cards Script, Old English and Modern Type Faces

The Jarvis Record PHONE 37