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WHERE DOES MONEY GO THAT GEO. MASOUD MAKES?

Answered as It Should Be About Every Manufacturer Who Sells Here.

Everybody knows where George Masoud's "Marble Hall" is on Princess street and that he runs and up-to-date and reliable retail pastry business in conjunction with it. Then everybody and then some, knows that Masoud's Ice Cream is more sold in this city than any other brand and that it is made of the very best materials.

Perhaps the question is some time asked "Where is the money spent that George Masoud takes in through his business?"

A few years ago, in a little one-story store on the site of the present Strand theatre, a good-natured popular fellow named George Masoud started a business in fruits, candies and ice cream. His business went along fairly well, even though one of his staple lines, ice cream, was not very popular compared with its present status. He was one of the very first men to see the great future ahead of the ice cream business. Thought he to himself, "This is a good town I am living in. Some day they will want ice cream. I will therefore build them a fit place in which to buy my products."

He therefore started in to build his new store, and "Marble Hall" with its genuine white marble front and fittings, with its cool, quiet and restful interior and its very complete soda fountain, was the result of his efforts. "Marble Hall" was the most beautiful store in town and many people congratulated him on his enterprise.

Then, a short time after, George Masoud went into the ice cream business on a wholesale scale and built himself the large modern brick factory in the rear of his premises that turns out the biggest part of the ice cream consumed in this city at the present time. Trucks carry the large freezers around to the various retail stores or to the railway stations, wharves and express offices for transportation.

Then, just this year, the new electric bakery was started. It interferes with none of the other bakeries, as they themselves will tell you, and supplies a want to many people who are relieved of baking during the hot weather of the summer months.

The money derived from these various enterprises all goes back into Kingston trade. The building of Marble Hall supplied labor and money for Kingston people. The construction of the factory in the rear supplied labor and money to Kingston people also. The electric bakery has necessitated the employment of more help. The very cars which carry the products away from Masoud's were purchased from a Kingston man, are repaired by Kingston men, and run on gasoline purchased in Kingston.

The raw materials used in the manufacture of Masoud's products are purchased, as far as they possibly can be, in this city. Fifteen to eighteen employees draw their pay envelopes from Masoud's store and factory and their money is paid into the shops of Kingston merchants to stimulate Kingston trade. Masoud's is a Kingston booster from the front door to the roof of the factory. The money taken into Masoud's goes right back into Kingston for Kingstonsians.

Masoud's wholesale ice cream business is its main line. There are other ice cream companies selling into this city wholesale. They make their products outside, they employ outside help, the money you give them goes outside. Choose for yourself which is the more deserving of your support, the Kingston booster, or the Kingston bleeder.

LIKE JOHNNY WALKER STILL GOING STRONG
J. H. Jarvis' Business Was Not Born 1820 But Is Hitting on Six Just the Same.

Harry Jarvis has been in business on the corner of Albert and Princess streets for only eighteen months. His business was not started in 1820 as was that of Johnny Walker, a friend not often seen now, but, like that friend, he is still going strong.

A resident of Williamsville said the other day that fifteen people had tried to run a business in the place where Harry Jarvis is now and that all of them had failed to make the thing pay. Then Harry Jarvis came along; and people said that it would be the same old story.

But pretty soon their attention was attracted to the Jarvis store. They found that he was carrying the very lines of goods that they wanted, that he had in his store fruits, chocolates, vegetables, soft drinks, tobacco and cigarettes, ice cream, and many other things which it was formerly necessary to make a long trip down Princess street for. They started to patronize this store and

BOOST OR BUST.

Keep everlastingly at it is the secret of success no matter what the odds may be against you and that is the reason why we once more plead with citizens, business men and manufacturers to boost Kingston, and to keep on boosting Kingston.

Boosting for a week and then falling back into the same old rut of indifference is no more use than hauling a pail of water half way out of the well and then letting it drop back again. All the good effects of the first effort are wasted and it must be put into force all over again.

We must boost continually. There are thousands of ways of boosting a town. Not only when you buy or sell, not only when you talk or write a letter, but every time you make any change in your business, every time you travel, every time you send some other person on a trip in your interests.

Before you buy anything, from a five-cent cigar to a house, ask yourself the question: "Can I purchase this same article in Kingston? Does a Kingston manufacturer make, or a Kingston merchant sell, the thing that I want? Can I have something in this line produced by Kingston labor?"

The number of cases in which you will get an affirmative answer will surprise you, and, if you follow out the course directed by duty to your town, you will buy the Kingston product every time.

If you manufacture and ship any product out of the city, see that "Kingston, Ont." or "Made by Kingston" is as prominent as your own manufacturing name. It will aid you as well as the city. Incorporate a few of the fine points about Kingston in your letterheads. Instruct your salesmen to advance Kingston's advantages at every opportunity.

Talk Kingston all the time and never cease boosting.

HUMANITY'S FRIEND IS SANITARY FOOD

More Misery Caused by Impure Food Than Many Other Causes.

The average housekeeper is particularly anxious that her kitchen, pots, pans, and other utensils used in the preparation of food are scrupulously clean, as she knows that this is one of the important things necessary to the good health of the family.

On the other hand, how many of us make it our business to find out under what conditions the prepared food we buy, is manufactured? Fortunately the big food factories of to-day are remodeling their plants and installing expensive machinery to meet the necessary sanitary conditions, justly demanded by the modern housewife.

Probably the largest item in the prepared food line that is purchased by any home is bread. In fact, bread is the most important of all foods and there is a greater consumption of this article than any other food. When the children come home in the afternoon from school or playing, they would prefer a nice piece of bread and butter to almost anything else you could offer them.

We must therefore be extra careful as to the sanitary conditions of the factories in which our bread is made. The building must be free from rats, mice, flies, and must be airy and spotlessly clean, and all flour should be sifted before being used.

Knowing that the day had gone by which people would accept bread made under unsanitary conditions, Mr. J. V. Doyle has constructed a factory in Kingston which is admitted to be the most modern between Toronto and Montreal. The construction of this factory is such that there is no possibility of vermin of any kind about the premises and some months ago a flour sifting machine was installed at a cost of about one thousand dollars, for no other purpose than to be absolutely certain that nothing unclean could get into the celebrated Doyle bread.

His belief that the consumers would appreciate a modern, clean factory and a good wholesome loaf of bread has been justified, as he is today selling more bread in Kingston than any other baker and his sales are steadily increasing.

The only regret that he has is that more people do not take advantage of the opportunity to visit his factory on Mack street, between Albert and Nelson streets, and see how bread should be made. The factory is open to visitors any hour of the day or night and all will be welcomed.

Must Close Up Shops. All places of business in Perth with the exception of drugstores, tobacconists, barber shops, ice cream parlors, restaurants and pool rooms must close at seven p.m. on Monday, Wednesday, Thursday and Friday evenings, with the exception of an evening before a public or civic holiday. From Dec. 15th to Dec. 24th is not included in the early closing.

Dean Dewey Goes to Milwaukee. Owing to the necessities of the business, Dean Dewey, who has been a member of the office staff of the Renfrew Machinery Co., Ltd., for the past ten years, is being removed to Milwaukee to take charge of the firm's office there, his place as secretary-treasurer of the company here being taken by M. T. Duggan, late of M. J. O'Brien Ltd.

Elects a Director. J. B. Waddell, of Sir Mortimer Davis, Inc., Montreal, who has been elected a director of the Union Bank of Canada, was formerly manager for that institution at Merrickville, Carleton Place, Smith's Falls and other places in Eastern Ontario.

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