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NEIGHBORHOOD IS BRIGHTENED SOME

When Harry Jarvis Gets Ready For Christmas at His Store.

Many pleasing things have been said by residents of the neighborhood and people passing concerning the manner in which Harry Jarvis has prepared his store on the corner of Princess and Albert street for the holiday season.

In one of the windows a large Christmas tree has been placed and on it may be found beautiful decorations and packages and parcels containing every Christmas need.

By the stocking of a few novelties and a great many of those little needs constantly in demand Mr. Jarvis has made his store one of the greatest conveniences for the people in his neighborhood.

A complete news-stand is one of the regular and best patronized departments of the store and it stocks the latest Canadian and American newspapers and magazines, small novels and popular reading of all kinds.

Just at present one of Mr. Jarvis' little interest-getters is in operation in the shape of a jar full of coppers.

As one of the patrons of the store remarked: "Harry Jarvis is making a good go of his business because he serves the people of his neighborhood. When there is something wanted in a hurry, and you do not want to go far after it, it is just a case of a run over to Harry's and it is seldom that he cannot produce the article from his stock."

Cigars, cigarettes, tobaccos, fresh fruits and vegetables in season, Christmas and New Year greeting cards, decorations, candies, chocolates, confections of all kinds, ice cream, soft drinks, sandwiches, standard medical remedies, stationery, newspapers, magazines, are just a few of the things Harry Jarvis has always on hand.

MANY SWEETS.

For the Christmas Season at This Store.

There are few of us who do not look forward to Christmas for some reason or reasons. And there are few of us, especially if we happen to be under the age of twenty-five or so, who do not look forward to the Christmas "eats." Even if it be true that we may purchase the same things the year round, they never taste the same as they do at the Christmas season and one cannot eat nearly so much without becoming sick.

George Masoud's pastry department, his ice-cream department and his candy department, are three sure winners in supplying all your needs of this kind. Choice, wholesome candies, the very best of ice-cream in all flavors, Christmas cakes, jelly rolls, sponge cakes, assorted fruit cakes, fancy and plain rolls, buns, cookies, fancy biscuits, and many other dainties. The Masoud store makes Christmas shopping a pleasure.

MONEY SPENT IN THE HOME TOWN HELPS BUILD THE ENTIRE COMMUNITY

By E. M. TROWERN, Secretary, Dominion Executive Council, the Retail Merchants' Association of Canada.

The great pivot upon which the affairs of the world swing is individual responsibility. Every year, millions upon millions of tons of literature are being spread throughout the world in all languages, calling attention to the wrongs of society as a whole, but in the final analysis these wrongs can never be entirely righted until every individual in every community takes an individual responsibility upon himself or herself to see that they are righted.

Take, for instance, a group of persons who are employed in a manufacturing plant, or in any other institution, who conceived the idea that if they bought certain lines of staple goods in bulk at wholesale prices and divided them up among themselves that they would save money and thereby benefit themselves, or, in other words, they would be adding to their earning power.

If the plant or institution in which they were working were located in a prosperous town or village, their action would affect the legitimate retail merchants, who were endeavoring to serve them in the town, and the result would be that the retail merchants, who formerly handled the lines which were purchased by these persons at wholesale prices would cease handling those lines—and, in order to pay their rent and their running expenses, they would have to increase the cost of the other lines which they carried and which these employees required.

If you want to do your fellow citizens, the retail merchants, an injustice by interfering with their trade for the purpose of endeavoring to benefit yourself or selfish purposes, you have to pay the price in the end, either in money or in loss of service. This rule applies in every walk of life and you cannot evade it.

COMPETITION'S PART.

The more retail stores we have in the community the better the community will be served. Competition is the most sacred weapon in the world and it should never be interfered with. Retail merchants open stores in various locations because they believe that they can do business in these locations, or, in other words, they take the individual responsibility and consequently the risk. Is this not as it should be? Would any sane person suggest that the government should decide as to where and when stores should be opened? We think not.

We, therefore, repeat again that the great pivot upon which the affairs of the world swing is individual responsibility. Each individual in every community is there because, in his opinion, it suits him best—otherwise he would leave and go to some other place.

MONEY MUST CIRCULATE.

To build a healthy and a prosperous community, as well as a contented community, money must circulate freely. It can only circulate according to the desires of each individual. If the stores were full of goods, and no one wanted to purchase, the stores would soon close and be "out at the knees." If those who sent their money out of town owned property in the town, or were employed by the town in any capacity, their property would soon depreciate in value, and, as we stated before, they would be "paying the price" for their selfishness, which would again prove that "there is a price ticket on everything." You cannot do a mean trick to anyone without having to pay the price and this is just as true of every city, town or village.

"CORNERS" INJURE PUBLIC.

Twenty-five men sat at a table and it was discovered that they all owed one another ten dollars apiece. The first man handed his neighbor ten dollars and it was passed around, thus paying debts amounting to two hundred and fifty dollars, and the first man received it back again.

The more that money is kept circulating in the town, the better chance everyone has to float his or her services, or his merchandise; and they both mean the same thing in the end. Money is only accumulated industry and everyone can get some if he only works for it. The chief thing is to see that it does not get cornered by one of two huge monopolies, who can then control labor.

If Canada had five hundred thousand prosperous towns, she would be immensely better off than if she had only half a dozen large cities. There are no slum sections in the towns. To their credit, it can be said that the townspeople look after their poor. No man, woman or child need starve while the townspeople have bread. They know one another better than do the people of large cities, as they are nearer to each other.

It has been stated that Canada to-day could accommodate itself to ten million farmers and then have room for many more. Does that not mean much for the towns?

The first question that a prospective purchaser of a farm asks is, "How near is it to a town?" Is that not a proper question to ask? The town is the heart blood of the community; it is the bright social spot in the life of every farming district: it is the one-thing that binds the boys and girls to the old home.

MUSIC.

Something That Few Fail to Appreciate.

When we go shopping we go into the music store, in search of Christmas gift ideas. We look at phonographs, violins, guitars, mandolins, cornets, musical instruments of all kinds, the particular one making little difference, for before finally deciding we ask ourselves the question: "Will it fully express our love and friendship?"

If the one to receive it be fond of music and the instrument selected one to which he is inclined—yes; otherwise—no.

But, as there are few of us who do not enjoy music of some kind the great percentage of answers will be in the affirmative. For those who do not play, but have a machine, records make a most welcome Christmas gift.

In having some gift of the music store on your list you have years of real joy, real comfort, real amusement and real relaxation, for nothing shakes worry from our shoulders or refreshes the tired brain so quickly as music. If used as it is intended to be used, it is one of the greatest factors for good in the world to-day.

The motto of the Song Shop, next to the Grand Opera House, on Princess street, is: "If it's musical, we have it."

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