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### NEIGHBORHOOD IS BRIGHTENED SOME

When Harry Jarvis Gets Ready For Christmas at His Store.

GEO. A. BATEMAN summer Mr. Jarvis enlarged his premises to accommodate a growing trade and he has now decorated the shop in beautiful style from a very complete stock of Christmas goods. His work is just a demonstration of

In one of the windows a large earning power. Christmes tree has been placed and on it may be found beautiful decorations and packages and parcels containing every Christmas need. The store has been decorated to harmonchocolates, fancy Christmas and New Year's greeting cards, beautiful Christmas decorations and many other fine things.

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. Friends told him when he started it that he good business men had found it a poor stand, but the business has been increasing through the present proprietor's policy of carrying all those things the people want and something new whenever it can be obtained. The Jarvis store was the first to introduce Eskimo Pies, the first to secure the dainty and convenient ice cream brickettes and now it is the first store in the city to offer to its product, the Saladice Brick, a wonderful confection composed of an ice cream brick already filled with nuts,

fruit and sweets. A complete news-stand is one of he 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. Of course the Whig is on saie there, as it is on every other up-todate news-stand in the city.

Just at present one of Mr. Jarvis little interest-getters is in operation in the shape of a jar full of coppers The customer guessing the nearest to correct number of coppers contained wins a beautiful electric lamp and the guesses are flowing in.

remarked: "Harry Jarvis is making hood. 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 what we want and he gives it to us then control labor. when we want it."

fruits and vegetables in season, Christmas and New Year greeting cards, decorations, candles, 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 much for the towns? always on hand.

MANY SWEETS.

For the Christmas Season At This

There are few of us who do not ook 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. Christmas is a time when young and old may eat of the best and the most inviting without discomfort-with the use of a little discretion, and a reasonable time between meals But sometimes we find that young-

these cases there are many reasons do not play, but have a machine, rewhich might be given but the two cords make a most welcome Christmost likely are poor quality of mas gift.

day season should be made. winners in supplying all your needs world to-day. rolls, sponge cakes, assorted fruit have it.", cakes, fancy and plain rolls, buns, other dainties. The Masoud store up for the fellow who always is have become well-known among

# MONEY SPENT IN THE HOME TOWN HELPS BUILD THE ENTIRE COMMUNITY

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

The great pivot upon which the affairs of the world swing is individual Many pleasing things have been responsibility. Every year, millions upon millions of tons of literature are said by residents of the neighbor, being spread throughout the world in all languages, calling attention to the hood and people passing concerning wrongs of society as a whole, but in the final anlysis these wrongs can the manner in which Harry Jarvis never be entirely righted until every individual in every community takes has prepared his store on the corner an individual responsibility upon himself or herself to see that they are of Princess and Albert street for righted. Pure, unadulterated selfishness, is at the roof of all the trouble. the holiday season. During the past Strange as it may seem, no person can do a selfish thing or commit an unfair act without having to pay the price himself, or in other words, there is a price ticket on everything.

AN ILLUSTRATION. Take, for instance, a group of persons who are employed in a manuwhat can be done with the lines he facturing plant, or in any other institution, who conceived the idea that if handles and has brightened up that they bought certain lines of staple goods in bulk at wholesale prices and section of Princess street consider- divided them up among themselves that they would save money and thereby benefit themselves, or, in other words, they would be adding to their

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 new and complete stock of goods just those lines and, in order to pay their rent and their running expenses, secured. There are cigars, cigarettes, they would have to increase the cost of the other lines which they carried and which these employees required. What benefit, therefore, would be gained by transactions of that character?

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 comwould never make it go, as other munity 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. The basic foundation upon which every community is built, is the action and decision of the individual. They locate where they themselves decide is best for them, and around them others associate; and in this way our community is built up.

We, therefore, repeat again that the great pivot upon which the affairs patrons another well-known Neilson 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 with mahogany stand and art shade, 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 As one of the patrons of the store and fifty dollars, and the first man received it back again.

Let us suppose that money was short in that town, and the first man a good go of his business because he sent the ten dollar bill away, how long do you think those debts would be

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 | BAKER'S DAIRY is seldom that he cannot produce the and everyone can get some if he only works for it. The chief thing is to article from his stock. He knows see that it does not get cornered by one of two huge monopolies, who can

If Canada had five hundred thousand prosperous towns, she would be Cigars cigarettes, tobaccos, fresh 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

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

MUSIC.

Something That Few Fail to Apprec- When Automobile Tires Need Best

When we go shopping we go into The present season of the year is the music store, in search of Christ- one of the hardest on automobiles and friendship?"

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

But, as there are few of us who sters get rather ill and very much do not enjoy music of some kind "fed up" with their Christmas cheer the great percentage of answers will before they had very much of it. In be in the affirmative. For those who

sweets, or some ailment of the stom- In having some gift of the music ach previous to eating. The former store on your list you have years of is the more probable and a very care- real joy, real comfort, real amuseful selection of those good things the ment and real relaxation, for nothfamily will expect around the holi- ing shakes worry from our shoulders or refreshes the tired brain so George Masoud's pastry depart- quickly as music. If used as it is inment, his ice-cream department and tended to be used, it is one of the

of this kind. Choice, wholesome The motte of the Song Shop, next peculiarity of the rubber cushions candies, the very best of ice-cream in to the Grand Opera House, on Prin- that make motoring such pleasure, all flavors. Christmas cakes, jelly cess street, is: "If it's musical, we and they can usually diagnose all

makes Christmas shopping a pleas- waiting for something to turn up is local, motorists for their excellent his toes.

NOW IS THE TIME.

mas gift ideals. We look at phono- from almost every point of view. The graphs, violins, guitars, mandolins, low temperature, changing several cornets, musical instruments of all degrees each day, has an effect on kinds, the particular one making lit- the engine that is not pleasant for tle difference, for before finally de- those who are not wise enough to ciding we ask ourselves the ques- be prepared. Thes come in for tion: "Will it fully express our love great deal more abuse than ever and the highly sensitive parts of the car

The average driver needs some repairs, alterations or new equipment at this time of the year. He may find that his rear tires are not holding to the surface enough to ensure absolute safety and the consequent greater pleasure in driving . He may want some devices to prevent skidding or a new set of tires. His pressure may not be up to standard and he may possibly need advice on the best pressure for this season of the year. Then their are bruises. little tears, punctures, and many other tire ailments, all brought on by the hard going.

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