

JARVIS RECORD
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THE YULETIDE TREE

The Christmas tree is said to be a comparatively recent feature of the celebration of the festival, dating back not more than two centuries. The evidence presented in the display of supplies of this attribute of the home observance, and often of the public also, offers proof of the firm hold the custom has gained. If the practice, of cutting trees menaces our future timber supply, apparently the threat has no effect in diminishing the offerings which are in evidence on every hand.

The Puritan settlers of New England have left an impress in many directions on this nation, but their non-observance of Christmas is not one of them. In making much of the event we appear to combine many of the customs of the diverse elements which now enter into our composite population of more than ten millions. The introduction of a pine tree as a part of the Christmas celebration may have come to us as a feature of pagan feasts but it is not amiss to adapt to modern uses a good thing, no matter what its origin.

DO NOT BE MESSY

"Be careful" is the essence of the annual detailed warning given by postal authorities about wrapping Christmas packages. Lack of care means that the article may be broken or otherwise spoiled, or delayed until after Christmas. And any of those accidents would mean real heart sorrow for the intended recipient and disappointment to the donor.

A broken doll is a tragedy to a child at Christmas time. Crushed cigars do not make the child's father feel happy, while spilled perfume or torn and crushed flowers make no appeal to the feminine members of the household.

That same ordinary prudence with which a housewife would insure safe transmission of home made preserves from one dwelling to another should lead those who use the mails to send presents to wrap the gifts so securely that there will be no danger of breakage.

And if the articles are valuable, it is only good sense to insure them.

ADVERTISING—ITS WORTH

Every little three-line item you read has turned the wheels of some great factory. Every time you see a cut price the number of gray hairs in the world has been increased.

Many an advertisement is planned a year before it ever finds its way into print. One advertisement in Philadelphia a few years ago opened up the copper mines in Colorado six months before it ever appeared. A thousand miners began digging copper on a contract of brass beds that were going to be advertised.

You see perhaps some piece of muslin wear advertised whose trimming is pretty, or some gown whose design is elegant. The chances are that a hundred styles were discarded or changed to get this one for you. And all the while the buyer of your favorite store was picking and choosing he had you in mind. He was building the advertisement that would

School Teacher Takes on Big Job

Alice is only twenty-one. Yet she already has a profession and a career and left both behind her. From now on her principal business is to fight hard for life, and when the footing does become a little less precarious she may take up some other kind of work, but it must not be teaching. At least that's what the doctors say—for the hard work she went through had just one result—they placed her here on a cot in the Muskoka Hospital for Consumption.

Alice smiles bravely when she is told she is only a youngster, and says her immediate big job is to respond to the wonderfully sympathetic treatment she is receiving from the nurses and doctors who are trying to undo in a few months the harm that disease has wrought in several years.

A gift from you will assist the Hospital in bringing Alice and other similar cases back to health.

Contributions may be sent to Hon. W. A. Charlton, President, 222 College Street, Toronto 2, Ontario.

catch your eye and please your fancy and your pocketbook.

If you had been there you would have heard him telling the manufacturer: "My customers are particular. They must have the best there is at the lowest price that can be made. You've got to give me something better than you give to anyone else."

Every one of these buyers is fighting for you, and it is up to you to show your loyalty to them.

The store that advertises to trick its customers is almost a relic in this present day.

Many a time you find a bargain that turns out better than the advertisement claimed it to be, and you think somebody, somewhere, has made a mistake. But there was no mistake. It was put there purposely to win your confidence.

Every ounce of human ingenuity is brought to bear upon the advertising of the present day. To write the real story of a single item would be to write a chapter in the history of commerce.

These merchants who have figured on costs till their eyes gave out; these buyers who have studied every angle of their work, are trying to tell you through their advertising just what they have done for you. And the least you can do is to read what they have to say.

The report of all their efforts is in this paper today. The advertising news to you should be interesting news after this.

PERISHABLE GOODS

All but an insignificant minority of the novelists of today, it is believed began their writing careers with the desire to achieve fame or to satisfy a creative urge as the main incentive. The making of money through the sale of their books was a secondary consideration; probably it was not until they had published one or two volumes that most of those who now depend upon their novels for a livelihood decided to make the writing of fiction their principal occupation.

Since fame, glory, and a place among the immortals of literature are the guerdons that have been most prominent in our novelists' minds, there is a good deal of irony in the statement made by the presi-

dent of the American Bookellers Association, that "without exception a contemporary book of fiction, after having been published three months, is 'practically forgotten, and awaiting removal to the bargain tables.' Merit or lack of it has nothing to do with this phenomenon; admirable novels may last no longer than poor ones.

There is something pathetic in the idea of a writer putting the energy, the thought and feeling of a year or more into a work which, though excellent, should be so evanescent.

The situation directs attention to certain conditions of modern life which are not to our credit—the constant craving of the public for something new, even if the old is good and has not been utilized as it might be, and the tendency to follow a fad in an unreasoning way as a flock of sheep follow their leader.

Contemporary novels have become, from the bookseller's standpoint, perishable goods because the craze for novelty has advanced to the point where book buyers are not satisfied unless they can get fiction which is just off the press. Each wants to be able to talk about novels that are new and have not yet been discussed. Literature suffers grievously as a result.

Chewing gum may not be so nice but it is in good taste.

We will never know how the human race comes out until it is over.

A perfect gentleman is one who knows exactly when to kiss a lady.

Beauty secret:—It takes a little nerve to use rouge but the men will like your cheek.

Before one really can feel right at this season one has to have one's share of Christmas seals.

Philosophy is what persuades a husband that, after all, it is the chivalrous thing to give in to her.

Even if envy could be eradicated, there would still be cause for war. You can't eradicate proximity.

Thousands in America are hungry. But they grimly struggle on until they get down to normal weight.

It is at this stage that hinting as to what is wanted at Christmas gives way to pretty straight suggesting.

Fable:—Once there was a fond mother who started her child in school without giving the teacher any advice.

Come In

The new
Victor Northern Electric

One Dial Control
(5 tube Radio set)
is now on demonstration at our store.

Note its selectivity, volume, tone and range. Really a remarkable radio set. Entertainment brought to the stage where it can be enjoyed with a minimum of inconvenience.

And a moderately priced set, too.

J. L. & R. HENNING
Nanticoke Phone 41-19

Also
J. M. SCHREIBER
Rezell Drug Store, Jarvis.

Little Girl's Game Causes Heartache To Lonely Mother

Two little girls sit at a window playing a game. They make believe that every woman they see coming up the street is mamma coming home to them. They shut their eyes until she gets almost to the door and then open them hoping it is really the one they long to see. They firmly believe that some day their wonderful dreams will come true. Mother knows of this game, and she is doing her best to make it come out right; but just at present she is having to small struggle to stay on this earth at all.

She is taking the cure at the Muskoka Hospital, but had allowed herself to become so greatly run down that there isn't much left of her for the kindly nurses and doctors to build upon. The wonderful quiet of the great hospital, and the care she is getting, are soothing to her worried mind and body. Some day she hopes to be with her little daughters again.

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7 BARGAIN DAYS FOR XMAS GIFTS

Gent's Pocket Watches
Ladies' Wrist Watches
Cuff Links, Chains, Knives
Brooches, Pearls, Etc.

Mantle Clocks
Kitchen Clocks
Alarm Clocks

Be sure to see our
Xmas China

Xmas Cards, Seals, Etc.

These goods are all new and must go before the New Year regardless of cost

THE JARVIS JEWELRY STORE
PORTER BLOCK — MAIN ST

The Herald
The Globe

Now the
Christmas Store

A Great Display

Visit the store every day from now on until Christmas. You'll find us well stocked with attractive gift goods at low prices.

GIFTS BOUGHT HERE
ARE SURE TO CHEER

HENRY R. GRABB STORES
— SIMCOE —
Inversoll, Tillsonburg, Woodstock

Golfing Around the World




2. Members of the Round-the-World Golf Club aboard the Empress of Scotland on her globe-circling cruise. 3. A golf course in India. 4. Commander Jock Latta of the Empress of Scotland, an enthusiastic member of the Round-the-World Club.

Some people are unable to understand the fascination of that Royal and Ancient that they refer to as "chasing a little ball round and round a field"; but it must be admitted that there must be a good deal to it when players actually start chasing the little ball all around the world.

And that is what twenty members of the Canadian Pacific Round-the-World Cruise are going to do this winter. Of course they don't say that the only reason why they are going around the world is in order that they may play on 26 different golf courses in an easy way; but if the truth were known, the sphere and the

Taj Mahal hold not the lure for them that do the golf courses of China and India and Egypt.

Commander Jock Latta of the Canadian Pacific Cruise ship Empress of Scotland, now on her way round the world, is one of the most enthusiastic of the Round-the-World Golf Club, and it is he who tees off from the deck of his ship and splits the fairway far into the ocean with the first ball of the tournament.

The above picture shows a few of the members of the club taken on board, and a few golf clubs that won't be allowed to grow rusty with disuse this winter.

EUCHRE and Dance

Will be held in Peacock's Hall, Friday

JAN. 14

Under auspices and for the benefit of the

Jarvis Fire Brigade

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