

From Miss May Clarke, ^{Westport} ~~St. John's~~ ^{St. John's} County, N.S.
Oct 17, 1914

A Merry Christmas To All

And thanks for your kind patronage in the past. We feel happy to think that we have proved in the last three years that

We Are The People For Value

Some said that we must fail up as our prices were lower than cost. It may have been lower than cost to them but not to us, we buy on the right markets and save at least 10 per cent. on all our purchases, and can sell on very small margins as we have a quick turn over. We have proved all we say.

We Lead Others Follow

Look! Look!

- Best Layer Raisins 7c pound
- Best Seeded Raisins 9c pound
- Package Mixed Candy 8c pound
- Citron 13c pound
- Lemon and Orange Peel 15c lb
- XXX Sugar 19 lbs for \$1.00
- Pure Cream of Tartar 22c lb
- Pure Spices 6c 1-4 lb package
- Cleaned Currants 8c lb package
- Best Mixed Nuts 15c lb
- Oranges 12c dozen
- Best Dates 8c lb
- Boots & Shoes at lowest prices

The printer say hurry up with this ad. or you will be to late, as if you stop to tell of all the bargains you will want the whole paper. He's right, so we close saying these are only a few of our bargains.

Again Wishing You All

A Merry Christmas

Yours faithfully,

P. R. GILLINGWATER, Manager

P. R. GILLINGWATER & COMPANY

Phone 346 — Prince Street



Sallows PREPARING FOR CHRISTMAS

How to Keep Christmas

BUT there is a better thing than the observance of Christmas Day, and that is, keeping Christmas.

Are you willing to forget what you have done for other people, and to remember what other people have done for you; to ignore what the world owes you, and to think what you owe the world; to put your rights in the background, and your duties in the middle distance, and your chances to do a little more than your duty in the foreground; to see that your fellow men are just as real as you are, and try to look behind their faces to the hearts, hungry for joy; to own that probably the only good reason for your existence is not what you are going to get out of life, but what are you going to give to life; to close your book of complaints against the management of the universe, and look around you for a place where you can sow a few seeds of happiness—are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to stoop down and consider the needs of little children; to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you, and ask yourself whether you love them enough; to bear in mind the things that other people have to bear on their hearts; to try to understand what those who live in the same house with you really want, without waiting for them to tell you; to trim your lamp so that it will give more light and less smoke, and to carry it in front so that your shadow will fall behind you; to make a grave for your ugly thoughts, and a garden for your kindly feelings, with the gate open—are you willing to do these things even for a day? Then you can keep Christmas.

Are you willing to believe that love is the strongest thing in the world—stronger than hate, stronger than evil, stronger than death—and that the blessed life which began in Bethlehem nineteen hundred years ago is the image and brightness of the Eternal Love? Then you can keep Christmas.

And if you keep it for a day, why not always? But you can never keep it alone.—Van Dyke.

Not in success and noise and triumph does the soul grow; when the body rejoices, when the mind is prodigal of seed, the spirit sits within in a darkened chamber, like a folded chrysalis in a faint dream. But when triumphs have no savor, when the cheek grows pale, and the eye darkens, then the dark chrysalis opens, and the rainbow wings begin to spread and grow, uncrumpling to the sun of paradise.



Sallows COASTING



A GOOD CATCH Sallows

The Living Art

THERE is a fine art which is much neglected among us, and that is the art of living together, not so much the art of the wife living with her husband, or a husband with his wife, but the art of being a smooth-running wheel in the great machinery of the world—the art of not squeaking, or slipping a cog, or stripping the gearing, or otherwise disturbing the harmony of the huge engine of human life.

Nor is it odd that this art is neglected, when you come to think of it, for most people are ignorant of the existence of such a craft, and if informed of it declare it of no importance. But this is not so, for the man who studies into its necessities discovers that it covers the whole ground of domestic science. The man who is clever enough to understand that unless he makes a good citizen he cannot expect good government, will also be shrewd enough to see that unless he makes a good son he cannot expect harmony in his father's house.

And if these two important facts are comprehended, he will not need to be told that to make a good husband will ensure the happiness of one woman, and to be a good father will round out his share of the responsibility in the balance of the universe. He has earned his right to live, move, and have his being together with his fellow-beings, for he has successfully learned the difficult art of living together.—Anonymous.

No man is made only for himself and his own private affairs, but to serve, profit and benefit others.

A Christmas Prayer

COME, O Thou Prince of Peace, and dwell within us this holy Christmastide. Enter the busy marts, the crowded ways, the quiet homes and humble abodes of men, and touch every human heart that all may know Thy great love, and in its fellowship and peace bear good-will and charity to all mankind. Show unto all the precious hope that dawned on the first Christmas Day, and help each to accept the gift of eternal life through Thee. Look in mercy upon the needy ones of earth, and free every soul from the bondage of sin and the darkness of doubt. Grant hope and cheer and joy to all on this blessed Christmas Day, and let happiness reign everywhere among men because of the Babe cradled in the manger at Bethlehem. Bless us in our giving and receiving. Give us thankful hearts in accepting the perfect gift, and let the star of peace arise in every darkened soul and all hearts give back the glad refrain of the angel song, "Glory to God in the highest, and on earth, peace and good-will among men."



A WINTER'S DAY Sallows

Popular Xmas Gifts For Everybody

You will find in this store a very wide range of beautiful yet inexpensive goods suitable for Christmas presents

- Gillette Safety Razors
- Chains and Lockets
- Fountain Pens
- Ladies' Toilet Sets
- Ebony Brushes and Mirrors
- Gold Amethyst Brooches
- Ladies' Waltham Watches
- Cuff Links

And a host of other things too numerous to mention

It will certainly

Pay You To Come

in and look around. Everything marked in plain figures

Now Is The Time

to buy. You will find our

Prices Very Attractive

Geo. H. Johnson

The Inglis Street Jeweller,

Truro, Nova Scotia

Truro Drug Store

Esplanade

PURE DRUGS

and

High Class Druggists' Sundries

Rubber Goods, Brushes, Soaps

Perfumes and Toilet Articles

Suitable for Xmas Presents

CHOCOLATES

Lowney's, Perrin's, Ganong's and Moir's

In Special Xmas Gift Boxes

At Reasonable Prices