



Be Santa Claus to a Tommy!

Remember the Boys in the Trenches--Christmas Won't Be Christmas to Them Without a Gift From Home
HERE IS A PAGE FILLED WITH MANY THINGS THE BOYS WOULD LIKE AS GIFTS. MAKE YOUR SELECTION TODAY.

XMAS GIFTS TO THE SOLDIERS'

It's not a bit too early to look up your Xmas Gift to your Soldier Friend in England or France.
Our stock is complete, and we have suggestions to offer of the most suitable articles you could send him. You also have the added assurance that anything purchased here will be reliable and of the best quality.

A FEW SUGGESTIONS ARE:

Wrist Watches	\$6.50 to \$50.00
Signet Rings	4.00 to 15.00
Fountain Pens	2.50 to 6.00
Safety Razors	1.00 to 6.50
Brush and Razor Sets	9.00 to 20.00
Match Boxes	1.00 to 4.00
Cigarette Cases	3.50 to 20.00
Pipes	4.00 to 20.00
Tobacco Pouches	1.50 to 3.50
Leather Photo Frames	.75 to 5.00

SEND FOR CATALOGUE

D. E. Black & Co., Ltd.

JEWELERS

HERALD BUILDING - CALGARY



EVERYONE who has a friend or relative fighting "Somewhere in France" should take advantage of the Christmas season to make his or her "Tommy" happy and to remind him that those left behind him in Calgary have not forgotten him.

The different suggestions on this page will make gift selection easy, and by following wrapping and postal instructions carefully your soldier will be sure to receive his parcel in time for Christmas.

The following methods of wrapping are recommended:

- 1—Strong wooden or tin boxes.
- 2—Strong double cardboard boxes, preferably of corrugated cardboard.
- 3—Several folds of extra stout wrapping paper.

For additional security all parcels should be tightly sewn up in an outer covering of strong linen, calico or canvas.

The contents of the parcel should be stated on the cover.

The address should be clearly written in ink, addressed as follows:

- (a) Regimental number.
- (b) Rank.
- (c) Name.
- (d) Squadron, battery or company.
- (e) Battalion or regiment.
- (f) British Expeditionary Force, France.
- (g) Care of Army Post Office, London, England.

Parcel post rates on parcels for France are:

For parcels weighing up to 3 lbs., 24c.

For parcels weighing over 3 lbs. and less than 7 lbs., 32c.

The limit of weight is 7 lbs.

The rate on parcels for troops in the United Kingdom is 12c per lb., and the weight limit 11 lbs.

CHRISTMAS IN THE TRENCHES

Let me help you select your parcel for overseas this year. We have a wide assortment of articles that "Tommy" and "Sammy" like. Ladies will find our stand the most convenient place to do their overseas shopping. Below are six of our many parcels we have selected and wrapped ready for mailing:

No. C1—75¢

50 Navy Cut Cigarettes
6 pkts. Chewing Gum

No. C6—\$2.00

50 Navy Cut Cigarettes
1 lb. Tobacco
1 Good Pipe

1 pkt. 5 Little Cigars
3 Plugs Chewing Tobacco

No. C9—\$2.75

100 Navy Cut Cigarettes
10 Cigars
1 Pair Socks

2 oz. Tobacco
6 pkts. Chewing Gum

No. C2—\$1.00

50 Navy Cut Cigarettes
2 oz. Tobacco
1 pkt. 5 Little Cigars

No. C8—\$2.50

50 Egyptian Cigarettes
10 Ovido Cigars
1 Pair Socks

1/2 lb. Tobacco

No. C12—\$3.50

100 Straight Cut Cigarettes
25 Ovido Cigars
4 oz. Piccadilly Tobacco

HARRY O. COSMAN

THE CIGAR MAN

FINDLAY'S DRUG STORE, NO. 1
CENTER STREET AND EIGHTH AVENUE

CHRISTMAS CAKES

For the Boys

Your Tommy will enjoy Christmas more, Flanders will seem more homelike if you include in the parcel one of our

SPECIAL CHRISTMAS

CAKES, per lb. 50¢

Cake of Short Bread, ea. 25¢

Creamy Toffee, lb. 40¢

Chocolate Boxes—Prices Assorted

PALMETTO BAKERY

3 STORES AT YOUR SERVICE:

228 Eighth Avenue East

242 Eighth Avenue West

1213 First Street West

A Present Twice a Month

Is better than a present once a year. Why not make your XMAS GIFT one that will bring a smile to that soldier boy's face twenty-six times!

The boys "Over There" are asking for

Fairplay

Our special Xmas offer is sixty-five cents for the year—just half the ordinary subscription rate

Fairplay Publishing Co., Ltd.

19 and 20 Union Bank Building

Calgary

Christmas Suggestions

CIGARETTE CASES
CIGAR CASES
MATCH CASES
SIGNET RINGS
FOUNTAIN PENS
WRIST WATCHES
GOLD AND SILVER
KNIFE AND CIGAR CUTTER

Uren's Jewelry Store
132 EIGHTH AVE. W.

For Tommy

Harmonicas
50c, 60c, 75c

The Matthews Music House, Limited

DEALERS IN

Pianos, Graphonolas, Small Instruments, Music and Musical Merchandise

Office and Warerooms:
214 8TH AVE. W. CALGARY

Suggestions for Gifts to the Boys at the Front

ALL WOOL KHAKI SOCKS

Prices from 35¢ to 60¢ pr.

ALL WOOL KHAKI SOCKS
10¢ and 15¢ Each

ALL WOOL GLOVES
Khaki, brown and Oxford Grey, 95¢ per pair.

HEAVY ALL WOOL MUFFLERS
Four different patterns
Special \$1.50 Each

KID GLOVES, MOCHA GLOVES
\$1.85 to \$3.00

J. Bercuson & Co.
227 EIGHTH AVE. EAST

Remember

THE BOYS IN ENGLAND OR IN FRANCE CAN BUY ANYTHING YOU MIGHT SEND THEM EXCEPT YOUR

Photograph

Be sure that a good photo is in his Xmas parcel.

CURLETTE STUDIO

111 Eighth Ave. West.

Opposite Ashdown's.

We also do Picture Framing

SUGGESTIONS FOR THE BOYS For Christmas

WOOL TRENCH CAPS
KHAKI WOOL SOCKS
KHAKI MITTS AND GLOVES
KHAKI SWEATERS
KHAKI MUFFLERS
KHAKI BRACES AND HANDKERCHIEFS
A Full Stock of
RIDING BREECHES, BADGES, CHEVRONS,
FOX'S PUTTEES, Etc.

McCoubrey & Peterson LIMITED

HEADQUARTERS for MILITARY SUPPLIES
214 EIGHTH AVENUE EAST

Just a Reminder!

For Your Boy at the Front

—FROM—

ALBERTA'S LARGEST BOOKSTORE

Fountain Pens, Waterman's Ideal. \$2.50 to \$10.00
Fountain Pens, Linton's Special \$1.00
Tobacco Pouch, a souvenir 60¢
Cigarette Case, a souvenir 60¢
Steel Mirror, in leather case 60¢
Steel Mirror and Photo Case combined \$1.00
Writing Case \$1.00

BOOKS AND MAGAZINES ARE VERY MUCH APPRECIATED

We wrap for mailing. Bring your parcels to

Linton Bros.

120-122 EIGHTH AVE. E. PHONE M6441

Useful Gifts

CARD CASES
PHOTO FRAMES
SAFETY RAZORS
BILL BOOKS
CIGARETTE CASES
CIGAR CASES
TOBACCO POUCHES
DRINKING CUPS

Complete stock of other lines

Riley & McCormick

120 EIGHTH AVE. W.

HE WILL SURE LIKE THESE

Get them away to him early—today is not too soon to insure proper delivery.

Vest Pocket Kodak \$7.00

Vest Pocket Kodak, better lens, for \$11.00

Waterman's Vest Pocket Self-Filling Fountain Pen \$2.50

Waterman's Fountain Pens, at \$2.50 to \$10.00

Playing Cards, in leather cases, complete 75¢ to \$2.50

Leather Photo Holders \$1.00 and \$1.25

Coin Purses 25¢ and 45¢

Loose-Leaf Leather Memos, at \$1.50 to \$3.50

Pocket Sets of Checkers, Chess, Cribbage, Dominoes 35¢ to \$2

Mirrors, Polished Steel, in leather cases 75¢ to \$1.25

Small Snapshot Albums, for home snaps, 40¢ to \$1.00

Vest Pocket Testaments, 50¢ to \$1.50

Pocket Bibles \$1.35 to \$2.50

"Kitchen and Other Poems," by R. J. C. Stead, Calgary, \$1

Robert Service's Poems, in leather, slip in the pocket, \$1.00 and \$1.25

Leather Pocket Edition of Gems of Prose and Poetry, each 40¢

"Our Daily Food," "Our Daily Duty," "Our Daily Guide," "Our Daily Bread," Cloth, each 20¢

COPYRIGHT NOVELS

Good, rollicking stories to interest the boys and take their minds off the horrible realities of their daily life. 700 different titles 70¢ to \$1.50

PRIVATE GREETING CHRISTMAS CARDS

Printed with your name and address. Let your men friends in England and France know that you have not forgotten them. Big range of designs. Per dozen \$1.25 to \$4.00

F. E. OSBORNE

112 EIGHTH AVENUE WEST

REMEMBER THE SOLDIER BOYS AT CHRISTMAS

THE SOLDIER'S SHAVE can be rendered quick, safe and sanitary through the use of a good safety razor and the right sort of shaving supplies. We sell all the well-known brands of Safety Razors, including Gillette, Auto Shave, Ever-Ready, etc., etc., at prices ranging from \$1.00 to \$5.00

Also Shaving Brushes, Soaps, Lotions, etc.

FOUNTAIN PENS—The task of writing can be reduced to a minimum through the use of a good fountain pen. We are agents for the Swan, Parker's and Waterman. They are self-filling and non-leakable. Prices from \$1.50 to \$6.00

KEEP THE BOYS SUPPLIED WITH TOBACCO, PIPES AND CIGARETTES. We handle all the popular brands of smoking materials, and our prices are as low as the lowest.

OTHER THINGS needed by the boys—Foot Powder, Insect Powder, Tooth Brushes, Tooth Paste, Hair Brushes, Combs, Soap, Metal Shaving Mirrors, Gum, Toffee, Chocolates, etc.

Maclean's Drug Store

MACLEAN BLOCK 109 EIGHTH AVENUE EAST

PHOTOS For the Boys

There is nothing brings home so near to the boys in the trenches as your photograph

Make an early appointment at

THE LENDRUM STUDIO
ROYAL BANK BLDG., Over Woolworth's