## MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN, N. B, MONDAY, DECEMBER 9,1912


## The New Christmas Uersus The Old <br> \author{ By J. R. HAMILTON 

}YOU PROBABLY remember the story of the man 1 who prayed, "Dear Santa Caus, if you send me another of those confounded green neckties this Cnristmas I'm going to punch your head, Amen!"
That man's prayer characterized the spirit of the new Christmas. The day of
owngaws, of useless trickeries, and valueless trumperies is gone. gewogaws, of useless trickeries, and valueless trumperies is gone.

The spirit of Christmas is no less ideal simply because the intrinsic value of its gilts has become more real. There is a whole lot more sentiment in a good warm
Winter Overcoat or a nice rich set of Furs than in many of those silly useless gifts with which we used to clutter our closets the following day.

Of course with the children there is nothing that quite takes the place of bright red paint with plenty of sound inside. But even with the little ones, warm Gloves and snug little reefers and dainty dresses are certainly not to be scorned. No; Christmas is certainly not less ideal because it has become more real.
You will find the spirit of this new Christmas reflected here in the advertis, ing of this paper. You will find merchandise advertised here as gifts, which no merchant would have thought of offering ten years ago. This does not mean that
jewelry and bon-bons and gloves have been relegated to second place, but it does mean that nice clothes and furniture and rugs and other necessities that are also attractive as luxuries, have finally come into their own.

The adverttsing in this paper will help you wonderfully in making up your a great deal of worry. Of course you are in the midst of your Christmas shopping now. Most people cause most of us are becoming less inclined each year to help a last hour's inhuman burden on those who serve us.
thi year, because it was never so thoroughly wholesome and sane bright as it is thi year, because it was never so thoroughly wholesome and sane.

## What Shall We Give The Little Ones For Xmas Gifts

Do you want to give them some cheap toy that they will easily break and throw away or are you going to give them something that they can have some fun from all the year round, not 3 or 4 weeks?

Drop in and see our line of Baby Morris Chairs, Rockers and Baby Upholstered Couches-Our Large Line of Doll Carts and Car-

THESE ARE NOT CHEAP TOYS-They Are Good And Strong -The Children Will Enjoy Them All The Year Round
J. MARCUS, - 30 Dock St.

Daily Hints HON. MR. IFMEUX AND SHIDPINC


