

elves and hobgoblins. Every child enjoys all these, yet few children believe in their actual existence. And it is not necessary to tell the child, in brutal frankness, that they are only 'make-believe,' or that Santa Claus is. That 'would' spoil it all. No; children are more keenly sensitive than adults to the 'make-believe' tone, and spirit, and atmosphere; they live in it; they respond to any suggestion of it from their elders; but they need never be told that it is only 'make-believe.' Imagine explaining to a little mother of four or five, who is putting her dolly to bed for a cold, that that doll cannot have a cold because it is not alive!

This is the principle upon which the wisest parents and educators act when introducing Santa Claus to the children. Actual deception is avoided by tone and look, not by an explanation. Then there is no heart-burning of disappointment nor shattered confidence in father's and mother's word for the child as he grows out of Santa Claus' realm. For Santa Claus never ought to be outgrown.—Sunday School 'Times.'

Holiday Gifts.

Of course that's what all the young folks are thinking of just now, and many of the old folks, too, and lots of our 'Messenger' readers are thinking on the subject very hard, indeed—not wondering what they are going to get at all, but wondering what they can give. For there after all comes the true Christmas joy.

We offer help to hundreds of boys and girls in Canada to solve their problem, in that we supply gifts that will be fine for father, mother, brothers or sisters, all to be earned by selling a few copies of the Christmas 'Pictorial' at 15 cents each. You may yet have these gifts for Christmas, if you live near enough, or if you get started a bit late you can still sell the Christmas numbers and have the presents ready for New Year's.

Our premiums are all 'more than worth while.' In fact, we are willing to return your money if you don't find your premium splendid value for the work you do to earn it. If you like to send money at once to us, with the order, you get premiums all the sooner, as we send by return mail, same as the 'Pictorials.' Only be sure we get the full 15 cents for each copy, and send us the money by money order or registered letter.

FOUR COPIES Xmas 'Pictorial' at 15 cents each will secure your choice of:—1. A jack-knife with chain and swivel. 2. A girl's pen-knife. 3. Folding pocket scissors. 4. A child's plated table set. 5. A dainty gift book, Scripture or secular subject as preferred. 6. Three Maple Leaf Brooches (or cravat pins if preferred).

SIX COPIES Xmas 'Pictorial' sold at 15 cents each would secure:—1. Two blade Rogers' jackknife. 2. One blade jackknife, extra quality steel, hole in handle for ring or chain. 3. Pair 8-inch cutting shears, tension screw, a very special article. 4. 'Sea, Forest and Prairie,' an ever popular book of real Canadian stories, by Canadian young people.

Larger sales bring larger premiums; we send our list with first order, and full particulars.

Remember, these offers are special offers for the Christmas number, sold at 15 cents, so make the most of them while they last, boys and girls alike.

Boys and girls who live in Montreal and suburbs may send to us by mail for a premium list, but must come to the 'Witness' Office with the money, in order to get the 'Pictorials' and their premiums.

Address, John Dougall & Son, agents for the 'Canadian Pictorial,' 'Witness' Office, Montreal.

Premiums.

We have a fine lot of miscellaneous premiums to be given for one, two, three or more new subscriptions to the 'Messenger.' Write for particulars.

THE LAST WORD THE BEST

'Messenger' readers are about to select their reading matter for another year—probably before another issue of the 'Messenger' reaches them their subscriptions to various papers will have become due and will have been sent to the publishers. Therefore we wish to give them the following

REMINDERS

We have in the last few issues given full particulars of our various clubbing and premium offers, and we asked our readers to keep these for reference, but if mislaid another copy will be sent free for the asking. We have only space in this issue for the simplest reminders of these.

On page 15 of this issue will be found some of our clubbing offers. Be sure to read them over carefully it will pay you.

Other Special Offers

Four copies of the 'Northern Messenger' to separate addresses, three of which are bona fide new subscribers for only \$1.00.

For one year.

The 'Northern Messenger' and 'Weekly Witness and Canadian Homestead,' only...	\$1.20
The 'Northern Messenger' and 'World Wide'.....	1.75
The 'Northern Messenger' and 'Canadian Pictorial'.....	1.00
The 'Northern Messenger' the Weekly Witness' and 'Canadian Homestead' and the 'Canadian Pictorial for.....	1.70

For all four papers see our Special Family Club, on page 15.

For brief description of these publications see "A Splendid Group" page 15.

If all our readers, that means if EACH one of our readers, will just show the 'Messenger' to ONE friend, it will almost certainly result in our getting a great number of additional subscriptions, and that will enable us to make the 'Messenger' better than ever for next year. **Remember no other paper gives so much good and interesting reading and pictures for so small a price as the 'Northern Messenger.'**

And the other three publications associated with it in your clubbing offers are each in their way acknowledged by all to be the best and cheapest of their kind.

Every 'Messenger' reader should take advantage of one of these **Special Clubbing** offers.

JOHN DOUGALL & SON.

'Witness' Block, Montreal.