

The Art of Christmas Giving.

By Marion Dallas.

MERRY CHRISTMAS! What power that old refrain has to stir our innermost beings, what a thrill of sweet expectancy it sends through us as we hear the newsboy lustily calling "Christmas Extra." We cannot analyse the subtle feeling that comes again and again with perennial freshness every season. It is not a monopoly of the rich, but it penetrates into the very darkest corners of this earth. At the Christmas season the heart of this great old world is throbbing with love and kindness. The world is full of benevolence, enough to make us all happy, but the trouble is, it is not well directed (as in the cases of churches there is overlapping). There are homes where they have too much Christmas and the result is headache and indigestion next day, while in other homes the turkey and plum-pudding are visionary. Some children have such a surfeit of mechanical toys that their play is wearisome, other poor little folks know only the joy of gazing wistfully at the longed for motor and doll through the shop window. Some stockings bulge out while others are pathetically empty.

In recent years the use and conversion of power has occupied the minds of our greatest scientists. The sun draws up the water into the cloud, the rain falls, filling the streams that feed the mighty rivers. These in turn are made to serve man's purpose, to manufacture for him, to carry him and furnish the light and heat which are so essential to life. If this be possible in the world of materialism, surely in the emotional realm some such gathering up of the unseen forces could be devised and some expression of love and good-will be directed into the channels of every day life, and not at all be diffused "hit or miss" at the Yule-tide. Then would our Christ-

mas cheer be more evenly divided. Charitable and benevolent societies are doing much to divert the expression of good-will into right channels, but it comes again in a forcible manner to the individual to be a part in carrying out the great plan of Christmas. Be a thoughtful transmitter, in these busy days, in the power of kindness.

Selecting Christmas Gifts.

Don't wait until the Christmas rush is on to make your Christmas selections

and purchases. Standing at the book counter, in one of our departmental stores last Christmas, I overheard the following conversation: "I would buy her a book, here is one with a very pretty cover," "but," suggested the friend, "she may have that one." "O, well," then rejoined the other, "buy some of these selections." This is a sample of the spirit that seems to actuate the crowds that rush through the stores the last few days before Christmas. Tact is the one essential in our Christmas shopping. Books are usually considered safe gifts, but in purchasing them the greatest discrimination is needed. You may give a man a book of somebody's poems and he will certainly thank you but will he read them? You

may bestow a copy of Browning upon a frivolous young lady and she will tell you that "you are too sweet for any thing" but she does not associate with Browning. "Gems from Ruskin," "Jewels from Shakespeare," and "Brilliant from O. W. Holmes" might better be left in the store, for people who know books prefer their own "jewels," while people who do not won't read them anyway. In giving a book, and no gift gives more pleasure and lasting enjoyment, take a look at your friends' library, or in the course of conversation ascertain, if he or she has read the latest books (don't write in the name until after Christmas). Select with a view to helpfulness, look beyond the cover and title. It is a good plan to keep a list of books given and to whom they were given, and in this way sets of standard authors may be presented.

How pathetic in many cases are the gifts bestowed upon Mother and Grandmother—sometimes a new spectacle case, although she already has two. Plain, substantial handkerchiefs, shawls or slippers seem to be Grandma's list. Last year a friend was puzzled as to what to give Grandmother, she had every comfort. Her son, a lad full of life and fun, asked permission to "fix Grandma's presents." He was given the money and only asked each member of the household for their card. Christmas morning Grandmother's plate was piled high with tissue paper parcels, all tied with dainty ribbon and holly. Trembling with excitement and surprise, she opened her packages. There was a box of dainty bon-bons, a silver backed mirror, a bottle of perfume, one yard of real lace, half dozen dainty handkerchiefs and a copy of Mrs. Barclay's "The Rosary" and Mrs. McClung's charming stories "Sewing Seeds in Danny" and the "The Second Chance." Merry Christmas, yes indeed it was, Grandma confessed; she had not felt as young in years. Peeping into her room late that night she was found weeping and laughing with "Pearl and Danny" and "The Pink Lady."



A typical rural English cottage near Devonon, Cornwall.

Saskatoon Has Made more Men

of moderate means wealthy than any other city in the world. It is surpassing the records of growth in population, wealth and land values of all other cities on the continent. It is the magnetic pole for the wealth, population, railroads, industries, wholesale houses, commercial enterprises and all the rich and varied resources of the most marvellous country in the world—THE CANADIAN WEST. And the most wonderful and outstanding fact about Saskatoon is (and we want you to bear this in mind) that Saskatoon is yet in its infancy. It STILL offers you an opportunity to acquire great wealth from a comparatively small investment if made at the present time.

Presidents, Managers of Banks, Wholesale Houses

and some of the largest manufacturing concerns in the United States and Canada have invested their money in Saskatoon. When men who have acquired millions, and who are generally credited with having sound judgment and foresight, which enables them to pick out towns that will become large cities, and in that way add perhaps other millions to their already large fortune, it is safe for the man with \$25, \$100, \$200 or \$500 to follow the lead of such men and reap returns in accordance with the amount invested. "For as a man soweth so shall he also reap."

The Reason Why More People are not Wealthy

is not because they do not recognize opportunities that present themselves from time to time, but because they do not possess the courage when an opportunity presents itself, to say not only "I will buy," but "I will do it right away." We know this to be absolutely true, because we ourselves have lost money in that way. People are likely to think that it is not essential to act quickly in making investments immediately when their judgment tells them that it is good. In that way they forget, and perhaps in a few months the matter comes to their mind again, and they not only discover that they have lost an excellent opportunity to make a profitable investment, but perhaps have lost several hundred dollars in not having done so.

In 1903 Saskatoon had a Population of 113 People.

Its population today exceeds 16,000, and the shrewdest business men in Canada and the United States predict that it will have a population of not less than 50,000 in five years. This means that it will more than treble its present population during the next five years; and as real estate values increase in proportion to the increase of population, by investing in Saskatoon today you are absolutely certain to treble your money during that time.

Saskatoon Real Estate

is not a speculative venture. Saskatoon realty has a definite, certain, fixed value, and so confident are we that values in Saskatoon will increase that we offer to refund any moneys paid to us on account of Saskatoon property at any time after six months if you are not entirely satisfied with your investment.

Look Up Our Property at Saskatoon.

Look up our financial standing, and you will then know that you are taking absolutely no chance in buying from us at Saskatoon.

We Have Issued an Illustrated Circular

regarding the property we have to offer, with maps and general statistical information regarding Saskatoon, the things it has at present, its prospects, and pointing out the things it certainly will have in the near future. Write us TODAY for this illustrated pamphlet, and join the throng of prosperous people who are investing their money in Saskatoon. "Don't delay, for, besides being bad business, it is also a bad habit."

WRITE US NOW WHILE YOU ARE THINKING ABOUT IT.

The Walch Land Co.

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