

*Delicious Winter Caught Fish
Straight from under
the Ice*

Order Now!

LAST year we shipped fresh caught frozen fish to thousands of farmers. Everyone is a satisfied customer. You save freight by ordering not less than 100 lbs. in a shipment.

Place your order NOW for shipment from Portage la Prairie as soon as weather permits. We guarantee quality and prompt service.

Manitoba Lakes Winter Caught		Pacific Ocean	
Whitefish	12 1/2c	Brill or Sole Dressed,	
Tullbee	8c	Headless	11c
Jackfish	9c	Red Rock Fish Dressed, Headless	12c
Mullet	5c		

**Special Mixed Box
\$12.50 per 100 lbs.**

This contains 50 lbs Whitefish, 25 lbs Jackfish, 25 lbs. Seafish, all for \$12.50. We specially recommend this assortment.

Shipping Conditions
Please order only to stations where an agent is maintained. Prices quoted are for 100 lbs. of any variety. Orders to prepay stations must include sufficient money to prepay, otherwise we will ship your order, charges collect, to the nearest station where there is an agent. Send cash with order.

Armstrong Independent Fisheries Ltd.
Portage la Prairie Manitoba

WE OPERATE OUR OWN FISHING STATIONS

**CLARK'S
PORK & BEANS**

Will Save the Meats

*And Give Just as Much Satisfaction
and Nourishment*

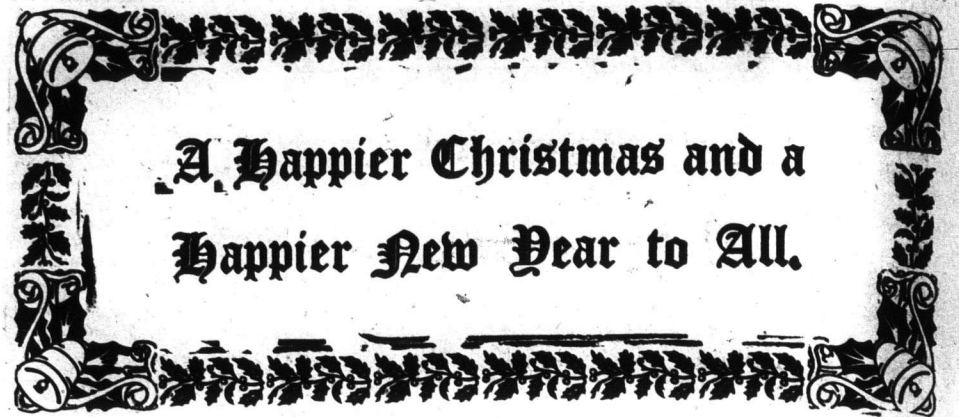
W. CLARK, Limited : Montreal

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Baking Powder**

Egg-O Baking Powder Co., Limited, Hamilton, Canada



A Happier Christmas and a Happier New Year to All.

THAT Yuletide has come to be anticipated — with trepidation — is no secret. Each year this becomes more obvious. With midwinter comes the nerve-wrecking realization that before many days all good "Christians" must be prepared somehow to spend money that they cannot afford, to purchase "things" that the recipients do not want. The horror of appearing mean tempts the wisest to become a spendthrift, and the spendthrift to become a fool. The dread of being under obligations to acquaintances often spurs a normally sensible woman to become a debtor elsewhere to such an extent that to her neither a "Merry Christmas" nor a "Happy New Year" is possible. Surely for so small a candle such a game is reckless. Happily there is a growing revolt against this state of affairs. So convinced have the very rich become of the folly of littering up one another's home with superfluous objects, and of the promiscuous giving habit generally, that outside of their immediate families gift-making has largely ceased. Why, then, in the beneficent name of common-sense, should not the less affluent emulate them? Christmas being primarily the Day of the Christ Child's coming, those who really wish to glorify Him and not themselves, can do so in no more acceptable manner than by making at least "one of these little ones" happier. For the delight of the children should we oldsters cheerfully deny ourselves, aye, even of our heart's desire.

Ten dollars is the minimum that the woman of moderate means allows herself for little gifts outside the family—"in exchange." What a spirit! and what a barren waste! How much better if every one of these erstwhile wasted dollars were invested in toys for hapless children, who long with a piteous longing for something to play with, so that for once they can say, "Santa Claus came to my house, too."

Ethically, the giving of gifts is a matter so intimate, so personal, that the practice should be discontinued save between near kinsfolk or friends of long standing. To offer a gift should be a privilege conceded, not usurped. There are anniversaries of various sorts, beside weddings and birthdays, that furnish manifold opportunities for festive givers, and blessed be their gifts if they but grant to children all the gladness that may be bought upon each birthday of the Blessed Child.

If among every little coterie of intimates in America it were definitely understood that in future upon Christmas Day gifts should be sent to children exclusively, what a sigh of relief would follow! If, furthermore, those whose habit it has been to "give" at any cost, to any one, were to go frankly to those from whom they are accustomed to obtain their wherewithal to "compete," and name but half the usual amount, again a perfect gale of relief would be made manifest. After which, what quest so joyful as for a toy or two for a forlorn child, and more toys for other children so long as the money lasted!

"But," cautious Philanthropy, "why not buy them warm clothing and coal instead of toys?"

"Because," pleads Love, "they so want upon this one day to play, to 'have fun,' to forget that they are often cold, or that they are ever hungry. They want to forget everything save the one blessed, provable fact that 'Santa came down our chimney, too.'" Poor, pitiful little midgets of the world! To be their Santa Claus for one God-blessed day might

make even a carper-happy. Moreover, if throughout Christendom men and women, husbands and wives, lovers and sweethearts, brothers and sisters, were to agree in all good will that at Christmas one-half the price of contemplated gifts was to be saved, and the other half conscientiously spent for food, coal, and clothing for poor children, thrift would increase, and in all God's world there would be few, if any, hungry, cold, or ragged little ones on Christmas Day.

The substitution of Christmas toys for poor children instead of gifts for well-to-do adults is the most promising charity ever contemplated. It means literally "the greatest good for the greatest number." Primarily, it is bound to restore the waning Christmas Spirit. It will minimize extravagance, lessen financial strain, ease thousands of dreaded debts, and contribute to domestic peace. It will save the strength of woman for better motherhood, cripple false pretense, exalt friendship, and test social popularity. It will render the Great Festival merrier than it has been for many years. It will make the New Year happier for "Father" and bring blessings of many kinds in its wake.

And what about the amenities? Ah! Let the amenities be most graciously observed. Revive the moribund art of "polite" correspondence. Instead of a tawdry gift, or a trite card made by the million for the billion, let friend write to friend merry Yuletide letters, redolent of good will and loyalty. Let the beatific essence of the Holy Day dominate the winter. Upon each page let there be beautiful wishes couched in beautiful words. Let the writing be done personally, and the stationery be as elegant as the purse can buy. Finally, if possible, send the letters by messenger on Christmas morning—all of which costs very little money, but shows a genuine and personal regard. Finally, in order to end the day charmingly, keep the latch-string dangling outward for homeless friends, both rich and poor. Add the Yuletide welcome, and let it be sincere. Besides this, erstwhile trifling "gifts" withheld will seem less than naught.—Minna Thomas Antrim.

BE THOU OUR HELP

Written for The Western Home Monthly
by Edith A. Riddehough

Lord God Jehovah, hear, we pray,
God of all time, as God to-day,
God of our Fathers, hear us now,
Lord God Omnipotent art Thou.

Keep us from boast and wanton pride;
Throughout our lives be Thou our Guide;
Keep safe our men on land and sea;
Without Thine aid peace could not be.

Watch o'er our airmen in the air,
For Thou hast all men in Thy care,
Thou great Sea Lord so strong to save,
Ruler of earth, storm, wind and wave.

The heavens declare Thy glorious power,
And every bird and tree and flower,
For He who made the firmament
Alone can make peace permanent.

No Zeppelin raid e'er baffled Thee,
Without Thy Will war could not be;
Each new device, design or art,
Thine eye hath seen its inmost part.

For He who taught the birds to fly,
Designed the earth, the sea, and sky,
And no device of mortal man
Can give the peace that Jesus can.

Stay with us always, lest we fall;
God, keep us in Thy care for all;
Grant us Thine aid, O Lord, we plead,
Be Thou our help in time of need.