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silk 25c, 50c 75c..
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 .. \$1.00 up
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 shoes. We pay charges on
 if goods are not satisfactory.

Clothiers

CALGARY

MONDAY
 TERN
 DARD
 Your Friend's
 is
 GIFT
 appreciated
 ns to start with the
 u Year issue to
 AVENUE WEST
 GARY

HAMS — Delicious sugar
 cured hams, nothing bet-
 ter. Half or whole ham,
 lb. 19c

salmon—Rich Red Sockeye; 1/2-lb.
 flat tins; reg. 15c; 2 for 25c
 or 5 for 35c
 salmon—Fancy stock; dozen 23c
 rap—Fruit—Large ripe Florida;
 1/2 for 25c
 Dozen 90c
 potatoes — Ashcroft, white; per
 bushel 90c
 french Peas—The genuine imported;
 reg. 25c value; tin 20c
 5 tins 95c
 mushrooms—Genuine French stock;
 tin 25c
 4 tins 95c
 ground Almonds — Fresh ground
 sweet almonds; lb. 89c

SHELLD WALNUTS—Halves
 lb. 43c
 ALMONDS—Shelled almonds;
 lb. 55c

Corn, Peas and Beans—Finest On-
 tario pack, 2 tins 25c
 6 for 70c



Something for Father, Mother, Auntie and Uncle

CHRISTMAS . . SUGGESTIONS

Elson Art Prints - - - 25c to \$4.00
 Gift Books - - - - - 25c to \$2.50
 Leather Goods - - - 15c to \$3.00
 Parker Fountain Pens \$2.50 to \$10.00

THERE CAN BE NOTHING MORE PLEASING
THAN A GOOD PICTURE, AS A GIFT. WE HAVE
A VERY CHOICE SELECTION IN STOCK.

J. H. Walker & Co.
LIMITED

'The Stationery Store'

Phone M3836. 332 EIGHTH AVE. WEST

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Christmas Cakes
 Plum Puddings
 Mince Pies
 and Candies

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Xmas Printing

Special Designs in
 CHRISTMAS CARDS
 MENUS
 DANCE PROGRAMMES
 and
 ANNOUNCEMENTS

Western Standard

109 Sixth Ave. West Calgary



CHRISTMAS SUGGESTIONS

Merchants who are Offering Special Inducements *or early Christmas Shoppers
Better Assortment Shop Early Lowest Prices

Every Christmas there is the same old rush and bustle at the last moment. Many friends are forgotten, and much disappointment prevails. If we could only teach ourselves to Shop Early many of these vexatious troubles would be eliminated. "Buy when the market is right" is a well-known saying, and no better suggestion could be adopted by the public than to Shop Early—when the market is flooded with goods and the prices are naturally low.

The Gentle Art of Christmas Giving

Lowell touched the very heart of the Christmas spirit when he said: "The gift without the giver is bare." The "duty" gift blesses neither the giver nor the receiver; so let our gifts speak the love and good wishes of this happy season. Let them be spontaneous, a delight to the giver, or the recipient will not feel that thrill of joy that comes on receiving a gift of real love.

Whether or not you believe in telepathy, you will acknowledge that about each gift, as one opens it, there hangs an air, warm or chill; a spirit of love or mere duty. It is there. We feel it. If you have a long list bearing names of those to whom it is irksome to give, erase those names at once. No doubt they too feel the same way about it and will be glad you have cut the knot. Confine your giving to those to whom it is a joy to give and to whom your gift means love and happiness.

Whether your remembrances be elaborate or simple, be sure they are appropriate and carry thought with them.

Do not give simply to those who give to you. Is there not someone to whom a little remembrance at the season of peace and good will may mean surprise and happiness that you have cared enough to think of him?

There are always the sick ones, the shut-ins. What a message of Christmas is a flowering plant brings, or a bunch of holly in a pretty vase!

Have you not often thought how very delicate a remembrance the latter is? Ostensibly just the perishable Christmas green, with the vase a secondary matter, yet the latter is a lasting remembrance and may even be a thing of great beauty.

Often this gift of flowers or holly arranged in a vase furnishes the solution of a difficult problem. One's physician or clergyman, the teacher of one's children, the new friend that has been made, a sick or a new neighbor—those, in fact, to whom it is not tactful to give more elaborate gifts.

Have you ever thought that you owe a very special kindness to the "next door neighbor?" This does not necessarily mean an intimacy; indeed, your relations may be most formal. Usually truer friendships are formed by slow growth than by the mushroom process, but a wreath of holly or a home-made cake, a batch of Christmas cookies or a bowl of flowers sent unexpectedly to that neighbor next door—and what a pleasant glow your remembrance of them causes. How that Christmas spirit does warm all hearts!

Remember those who are old, and above all, those who are lonely. Christmas is, of course, the family day.

But it is a pretty poor sort of family with a pretty poor sort of Christmas spirit that can eat, drink and be merry with its doors closed to a lonely one.

There is always the elderly maiden lady who lives alone. We all know several of her. Her parents are dead, her brothers and sisters are scattered, or she has none. Perhaps she is a teacher, living in a boarding house. She is dignified, she makes no lament. Yet her Christmas is very pathetic. Isn't there room for her at your board?

Then there is the pretty, young trained nurse who was such a comfort to you when the baby was ill. You said you'd never forget her. This is your chance. You know she lives in Kansas and will probably not be able to go home for Christmas.

And the gentlewoman you visit in that pleasant home—she has never known a Christmas among strangers before, a Christmas is an institution. How much she would enjoy spending it in a real home with children and a Christmas tree!

Let the gifts you give these friends be tactful. If you feel that the dear old lady from the home needs some warm and useful stockings, at least put them in a pretty grass basket, so that beauty and not mere utility will first touch her. If Cousin Mary needs money and you send her a cheque, place it inside a little Christmas booklet that has a charming message.

Speaking of Christmas cards and booklets, be very careful that the verses are not meaningless doggerel, as so many are. If you find two or three with messages that seem to express just what is in your heart, keep to these. Don't send cards whose messages you have not read. They are often inappropriate, sometimes even cruel. For instance, a card with the usual "Merry Christmas and Happy New Year" is worse than inappropriate if sent to one who faces a first yuletide with a vacant chair at the fireside. Be tactful; put yourself in the same place. A card wishing "the peace of Christmas" would be appropriate. Peace, not merriment, is your wish. Better still, a personal note with its kind and simple message, or a bunch of violets with a word of love on your card.

Do not say too much to those that mourn at this time, and do not forget them.

The fashion of having the personal card engraved with a Christmas sentiment and sent out by the score is not liked by some. It smacks too much of business methods, doing things in bulk, the easiest way, and not taking thought. It lacks the personal touch that at first glance it seems to possess. If it is used have a care to the sentiment; consider its reception by each

friend. One such card with a most beautiful holly-hung fireplace has been used for many years by the same people. Their friends must unconsciously wonder, "Haven't they used up those cards yet?" This repetition lacks thought and good taste.

Another card that bore the wish that the "voices of ye children about your knee may ringe," was sent to old maids and bachelors as well as to the child-blessed homes, and, cruelest of all, to one household who had that year lost a little son. This happened because a visiting list had been handed to a person who was engaged to address the envelopes. Where was the Christmas sentiment here?

And, again, the question of what to give. It is not difficult in the family, if love keeps the eyes and ears wide open. If we love much we know what our dear ones want and need almost before they themselves know. And as for our friends, love and thought will again furnish the clue.

Never, never, give a present that "looks big for the money." No one is deceived and the spirit of giving is sullied.

There are, too, some gifts too intimate to make. A picture is one. Unless you know pretty exactly what picture your friend longs for, do not "rush in where angels fear to tread." It is the most difficult task in the world—this buying a picture for another.

Photograph records make desirable gifts, but here again one steps on sacred ground. Music giving isn't so difficult as picture giving, but it requires thought. Be sure you know what sort of music your friend cares for before you buy.

But whatever you give, the little personal word on the card, the funny or tender little verse you yourself have written, the daintiness of the wrapping, the personal touch, the very soul of the gift—that it is that makes the art of giving "gentle."

Oh, never grow so old as to lose the thrill of Christmas—the indescribable something that is in the air, that combination of joy and excitement and love, a sacred emotion that no other day quite equals. The smell of cedar, the sound of church bells, the words of greeting, the gaiety of children, the cluster of ribbons and white paper, the scent of roasting turkey and steaming pudding and mince pie and cranberry sauce, the glitter of the Christmas tree, the gleam of red holly berries, the bligness and softness of heart of that day of days!

There is an old prayer, "Lord keep my memory green." Let us add, "Lord keep my Christmas spirit green," and keep it wide open, real, gentle and unselfish.

It is the birthday of our Lord.



Something for Sister, Brother, Baby and Kiddies

The Campbell Floral Co.

Greenhouses: 1710 EIGHTH AVENUE N.W. Store: 224 EIGHTH AVENUE W.

THE SPIRIT OF CHRISTMAS GIVING

is wonderfully expressed in Gifts of Flowers, which carry with them a message so appealing to people of taste and refinement.

Cut Flowers Fresh Cut Daily

grown in our own Greenhouses, which you are cordially invited to visit before Xmas.

Make your selection from this list:
A box of cut flowers will delight the heart of anyone
Roses, No. 1 Red, per doz. \$4.00
Roses, No. 1, Pink and White, per doz. \$3.00
Roses, No. 2, Red, per doz. \$3.00
Roses, No. 2, Pink and White, per doz. \$2.00
Poinsettias, Beautiful stock, per doz. \$4.00 to \$6.00
Chrysanthemums, No. 1, in yellow, white and mauve, per doz. \$4.00
Chrysanthemums, No. 2, in yellow, white and mauve, per doz. \$3.00
Chrysanthemums, No. 3, in yellow, white and mauve, per doz. \$2.00
Chrysanthemums, a few select blooms, per doz. \$5.00
Carnations, No. 1, pink and white, per doz. \$1.50
Carnations, No. 1, red, per doz. \$2.50
Paper White Narcissus, per doz. 75c
Roman Hyacinth, per doz. 50c
Smilax, 2-yard strings, each 35c
Asparagus Springers Fern, doz. 50c
Asparagus Plumosa Fern, doz. 50c
Lettuce and Parsley, doz. 50c
Holly, the very best Victoria smooth leaved, well-berried, lb. \$1.00

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