Of Course! There Is a Santa Claus

THERE is a Santa Claus for every child in Canada; a Santa Claus for all the grown-ups; a Santa Claus for every invalid and shut-in; for the less fortunate; for those who have missed the good "breaks" of life—he has everything possible in his pack to provide cheer and happiness for all during the Christmas Season.

All of us in this wonderful land of Canada have the right to share in the Christmas joy and generosity of 1931. There is every reason to loosen the purse-strings. Some people talk about "buying only for the children this year." This is not necessary. It is unwise and destructive, and they know it at the bottom of their hearts.

Christmas 1931 ought to be a joyous time in Canada because our feet are climbing the ladder towards greater prosperity. Christmas trading will bring much increased employment.

Christmas 1931 offers greater opportunity to the makers, distributors and buyers of useful, lovely and pleasure-giving merchandise. They will be advertised and displayed by the makers, the distributors and the retail merchants. The wise shoppers will buy them.

The newspapers every day present buying opportunities which demonstrate that the dollar will go much farther this year than for a decade.