

Greetings..

May the Christmas message
we extend to all of our
patrons...wishing you health,
joy and friendship,
come true and be with you
through all the New Year.

Greer & Bridden Ltd.

Letters to Santa Claus, Indiana

Postoffice officials in Santa Claus, Indiana, are accustomed to overloaded sacks of mail during the pre-Christmas rush. Senders want their cards and gifts stamped with the famous Santa Claus postmark, plus thousands of wistful letters "Santa Claus, Santa Claus, Ind."

And then there is the annual crop of "Santa Claus" letters written by youngsters in far away places who haven't heard about Santa's permanent address in Indiana, USA. At least a dozen notes-in-the-bottle story find their way into metropolitan newspapers every year.

The notes, sealed in small bottles and securely tied to Christmas trees, are discovered by Christmas tree dealers, housewives, and even enlisted men at naval centers and military barracks; they come from places like Renous, a village in New Brunswick, Canada, boasting a total population of 85 inhabitants.

The notes range from the wistful to the desperate, requesting such things as a mamma doll, a sled, a sweater, or a pair of overshoes.

England's Puritans Banned Christmas

Christmas was outlawed in England by the Puritan government of England in 1643 and, although the restoration of the Stuart brought a revival of Christmas customs and traditions, Christmas never regained its former prestige in England.

It is observed religiously in the churches and as a day for family reunions and social gatherings, in contrast to the lavish feasting and hilarious merry-making of olden times.

Merry-making and gift-giving come in their turn, however, on December 26 which is Boxing Day. The origin of Boxing Day antedates Christmas and can be traced to the custom of gift-giving during the Roman festival of Saturnalia.

In Christmas history England is ascribed as the feast of St. Stephen, the first Canadian saint, during the centuries when journeymen and apprentices were in the habit of leaving upon their masters' customers, Christmas boxes wrapped on St. Stephen's day.

Thus, the children receive their presents, in boxes, as do old servants the postman, and everywhere. And the rest of the Roman Saturnalia, householders deal with the servants and, toward evening, there is reveling in the streets as groups of merry-makers gather on street corners or file about London dancing on the "flats" of trucks.

Commercial production of Christmas cards commenced in the United States in 1835 with the partnership of Currier and Ives in New York.

Christmas in Other Lands

Scandinavian countries have always had a natural tendency for the keeping of Christmas. They have transplanted their customs wherever they have settled including Prince Rupert where such a large proportion of the population is Scandinavian, particularly Norwegian. In fact, our own Christmas here is very much like the Scandinavian.

In the old land, elaborate preparations are begun weeks in advance. The whole house must be cleaned, renovated and gaily decorated. A great amount of cooking of special meats, bakings of breads, fancy cakes and cookies and other foods is accomplished as homes must be completely stocked for the period of hospitality and leisure.

Scandinavian festivities begin on Christmas Eve with an elaborate supper followed by a tree with family worship and stinging before presents are distributed. Early church is attended by everyone on Christmas morning.

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France — Religious features are prominent in France, especially the creche in churches and homes. Midnight mass is followed by an elaborate Christmas supper, family reunions and dip-

ping in different homes. They re-enact the search for shelter and finally are admitted and sing their thanks.

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The real birthday of Christ is believed to have been January 6 or 12 not December 25. In some Middle East countries those dates are still celebrated.

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In sincere appreciation of our pleasant relationship through the past year... we extend a wish to you our patrons, for a Merry Christmas and a Happy New Year!

FINNING TRACTOR and EQUIPMENT CO. LTD.

Merry Christmas

AND ALL OUR BEST WISHES FOR YOUR HAPPINESS THROUGHOUT THE COMING YEAR

D & S GROCERY

Season's Greetings

Have fun this Christmas!
And may your pleasures and good cheer last throughout the Holiday Season and the coming year.

Noble's
RADIOS — APPLIANCES — RECORDS

Christmas Joy to You

The truest joy of Christmas is not found in receiving but in giving. So this greeting is sent with a hope that God's promise of Joy and Love, of Peace and Good Will... will be yours this Holiday Season.

SUNRISE GROCERY

CHRISTMAS Wishes

In our ever changing world... the sincerity and good feeling of Christmas Wishes remain the same. May you enjoy Good Health and Happiness this Yuletide and throughout the New Year.

Civic Centre Dining Room

Greetings..

We sincerely hope that this Christmas will hold for you all that is good and that your enjoyment will last through a New Year of good health and success.

WRATHALL'S
Photo Finishing

Greetings..

To our friends and neighbors we offer our sincere wishes for a very Merry Christmas.

To you, our patrons — we extend our thanks for your friendliness in the past year.

And for all of us we add the hope for a peaceful and bountiful New Year.

Gordon's
HARDWARE

A CHRISTMAS Wish

May you enjoy all the happiness and pleasure that a joyous Yuletide can bring.

PETER FAN GIFT SHOPPE

Merry Christmas

Friendship is one of the outstanding rewards in business, and we are grateful for yours. That's why we take such a great delight in wishing you a very Merry Christmas and a Happy New Year.

SUPERIOR AUTO SERVICE LTD.

holiday GREETINGS

It's traditional with us to greet our friends at Christmas time in the spirit of good will and merriment that marks the season. And this year is no exception!

Our wish today is that your Holidays be filled with rounds and rounds of good cheer and contentment. And may your New Year be one of prosperity and achievement.

DOM'S DEPARTMENT STORE
5c, 10c and 15c STORE
FASHION FOOTWEAR