

Merry Christmas



B. C. CLOTHIERS
THIRD AVENUE

We'll go along with Santa in wishing a Merry Christmas and a Happy New Year to All.

DRY GOODS and NOVELTY SHOP

Merry Christmas

To everyone at Christmas time comes the joy of giving and receiving. It is our pleasure now to offer our sincerest wishes for a very cheerful Holiday to all our friends.

NOBLES
RECORDS - R.D.G.S - AFFLIANCES

GREETINGS

And Best Wishes to Everyone

May your Christmas be a merry one and may you recall all its happy memories throughout a bright New Year.

The Management and Staff
VAN'S BAKERY

Religious Books Outsell Most Sexy Modern Novels

By **GEORGE W. CORNELL**
NEW YORK (AP)—Religion has become a "hot" item—on the bookshelves.
Publishers report the demand for books with a religious theme is at perhaps the highest point in book trade history.
"So far as I know," said John B. Chambers, Harper & Brothers editor, "there's never been any period anytime when the

interest in such books even approached what it is now."
The trend has marked a major transformation in American reading habits. It has swept a host of religion-motivated books, both fiction and non-fiction, to the best-seller lists.
Some publishers say the subject is attracting an even greater reading audience than sex—the book trade's old reliable.

"By and large," said John C. Willey, of William Morrow & Co., "the market it made up of two staple commodities—religion and sex. I rather think that today religion has the edge."
Public demand has pulled religious books into the mass-circulation paper-bound market. About 15 books of religious nature, ranging from novels to scholarly studies, are on the stands in low-priced paper covers.

The biggest upsurge in religious fiction and non-fiction. A few examples:
"The Miracle of the Bells," "The Bishop's Mantle," "The Cardinal," "The Seven Storey Mountain," "The Man From Nazareth," "The Prophet," "The Mature Mind," "Mary," "Mr. Jones, Meet the Master," "The Sign of Jonas," "The Greatest Story Ever Told."
Pace-setting veterans of current best-seller lists include such books as "The Silver Chalice," "The Power of Positive Thinking," "A Man Called Peter," "The Robe," the new revised standard version of the Bible, and "This I Believe," barbarity and danger of our times to which neither science nor system has provided an answer.
The boom has come since the 1946 publication of Rabbi Joshua Loth Liebman's popular "Peace of Mind."
There were numerous fore-runners, however, such as the Lloyd C. Douglas novels, in the 1930s, Henry Emerson Fosdick's "On Being a Real Person" and novels like "The Song of Bernadette" and "Keys to the Kingdom."

British Sales To U.S. Slump

LONDON (Reuters)—Britain's total exports in November were the highest for 20 months but sales to North America showed a drop in the official figures published this week.
However, exports to America for the first 11 months of the year rose 16 per cent over exports for the first 11 months of 1952.

This represented an increase of 10 per cent in sales to the United States and 23 per cent to Canada.

Total exports for November, in which there were only 25 working days, were worth \$668,000,000. The average for the first 11 months of the year was \$599,000,000.

But November imports at \$762,000,000 were considerably higher than exports and revealed a trade deficit for the month of \$94,000,000.

This showed, however, that the gap between imports and exports was shortening. For the first 11 months of last year is averaged \$180,000,000; for the first 11 months of this year, \$156,000,000.

Religious Gifts For Soccer Team

LONDON (CP)—Bibles translated into Hungarian were given members of the Hungarian soccer team when they left for home after defeating England 6-3 in an international match.

Wheat Surplus Said Buffer For Farmers

MONTREAL (CP)—Despite the hardship imposed on western farmers, Canada's huge wheat surplus this year will act as a guarantee against world starvation, a Montreal University professor claims.
Commenting on year-end wheat figures, Prof. David L. Macfarlane of Macdonald College, McGill University School of Agriculture, said the reserve of wheat will act as a buffer for western farmers if a crop failure occurs within the next few years.

Farmers had been unable to market more than one-sixth of the total crop of 590,000,000 bushels, second largest in Canadian wheat harvesting history, due to a surplus of 365,000,000 bushels at the end of 1952, but there was little reason for pessimism on the world wheat situation.

Prof. Macfarlane said Canada cannot export in a normal year at the level maintained during recent large-crop years. A normal crop next year would cut the surplus.

SELF-NAMED EXTRA HELP OBJECT OF POLICE SEARCH

GRAND RAPIDS, Mich. (AP)—She's in her early 20s. She wears a white sweater and a green corduroy skirt. And police of two cities are looking for her.

Here's why:
She walked into two Kalamazoo stores and one in Grand Rapids. She boldly posed as a new employee among many hired for the Christmas rush. Then she tapped the cash till and departed. So far she's at least \$152 ahead.

MERRY CHRISTMAS

As an expression of our thanks and good will, we extend the Season's Greetings to all our many friends.

GROTTO CIGAR STORE

Western Canada Brewery Profits Up \$465,925

VANCOUVER (CP)—Western Canada Breweries Ltd., operating in the four western provinces, had a net earnings of \$1,586,117 for the fiscal year ending last Oct. 31. A year ago the net profit was \$1,120,192.

Season's Greetings
May this greeting serve to carry to all our friends our wish that their Christmas may be a merry one and the New Year hold a full measure of happiness.

UNION - WATERHOUSE LTD.

Greetings

As "it came upon a midnight clear," may the message of Peace and Good Will dwell in your heart at Christmas.

NORTH STAR BOTTLING WORKS

Greetings

The Christmas wishes we send you are meant to last as long as the green of the evergreen. And may it extend to all those you love, too.

PRINCE RUPERT FLORISTS
Third Avenue West

A Merry Christmas

This greeting goes to all our friends, with a special note of cheer — "We wish you joy on Christmas Day and happiness throughout the year."

Gordon's HARDWARE

Greetings

Once more, with the approach of Christmas, we take time out to express to all our friends and patrons our deep appreciation for the confidence placed in us and for the loyalty shown us throughout the past year. It is our sincerest wish that your Holiday be filled with a glad spirit and good health.

PHILPOTT, EVITT & CO. LIMITED