

Lord Beaverbrook, New Brunswick's Santa

NEWCASTLE, N.B.—Sir Lord Beaverbrook — New Brunswick's Santa Claus — arrived here this morning, distributed many gifts on a bit bigger than usual, and left some for helpers to pass on after his departure.

Yuletide goodwill from the 75-year-old peer, basking at Nassau in the winter, comes as surely as the Chimes of St. James United

as if he were arriving tonight from the North Pole with reindeer and all the trimmings.

The Miramichi Hospital in his boyhood town of Newcastle is one of the latest beneficiaries. On his annual fall visit to New Brunswick, he arranged for a cheque to be given the institution when

the Chimes of St. James United

church here played his favorite carol in the Christmas season. This week they sang "Hark the Herald Angels Sing," and the hospital is \$5,000 richer.

Rev. W. C. Aitken, father of Lord Beaverbrook, was the Presbyterian minister of St. James before his death in 1913.

It was learned Thursday the peer will provide equipment for a school nearing completion at Beaverbrook, a village 15 miles from Newcastle and from which he took the name for his title. He had previously given \$10,000 towards the building cost.

Another gift pulled from the Beaverbrook bag of cheer this month means a happier Christmas for retired Presbyterian ministers in this province and widows of Presbyterian clergymen. Their pensions were increased at once by \$300 a year.

SEASON'S GREETINGS
from:
BYRON FEIDLER
your agent for

Canadian Pacific AIRLINES
4 CONTINENTS & 60 COMMUNITIES IN CANADA

A Merry Christmas

To all our friends and neighbors
we send our sincerest wishes for a joyful,
cheerful, healthful Holiday Season.

MANAGEMENT & STAFF OF

KELLY DOUGLAS
LIMITED



A sleigh-full of
hearty good wishes to all
our neighbors! May
good health, good cheer
and good fellowship
be yours always!

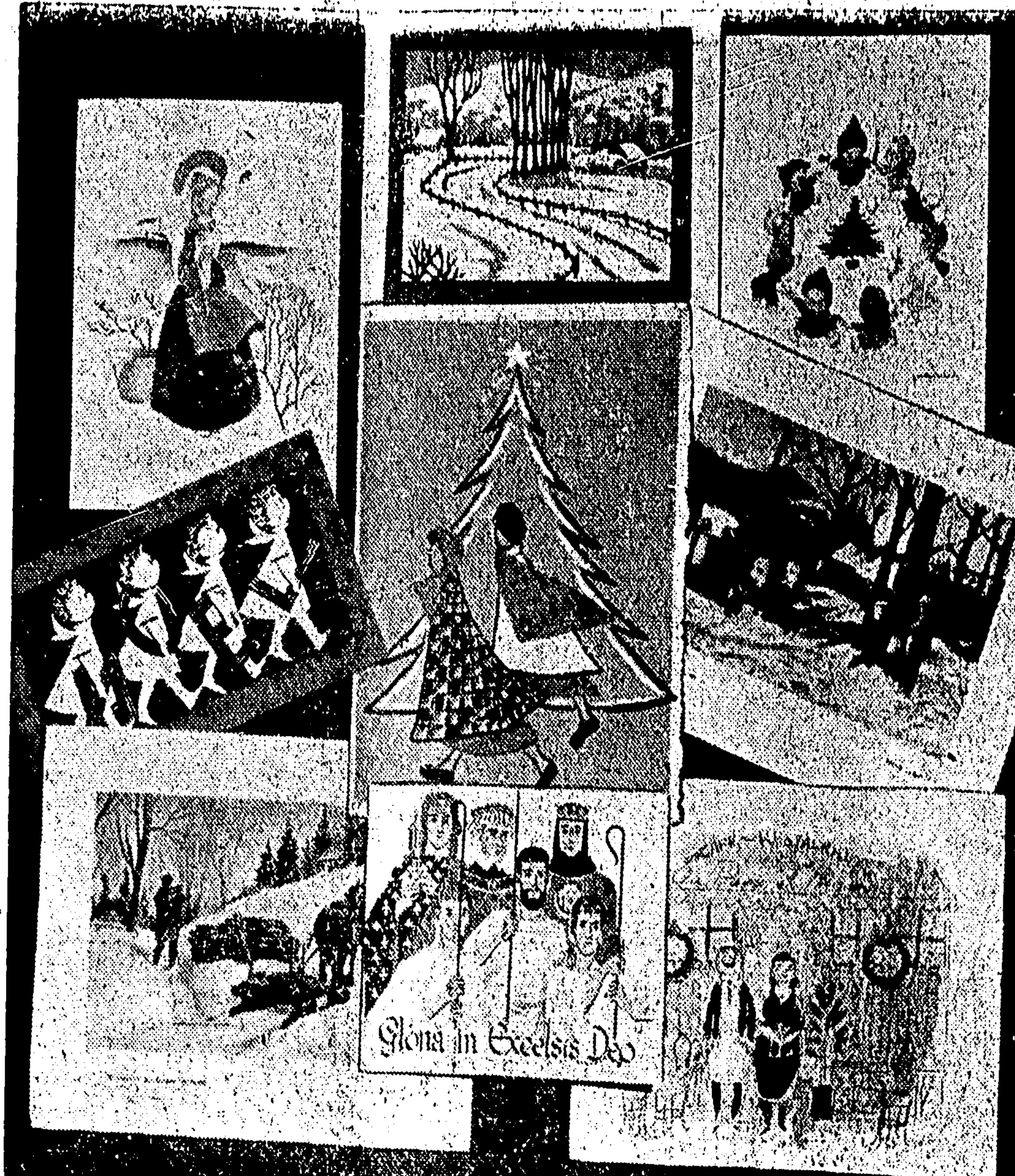
**Prince Rupert Fishermen's
Co-Op Assoc.**

BAKERY — PRODUCER — STORE



The spirit of
that first Christmas
is the most precious
gift of all. May it
abide with you and yours
now and always.

Lindsay's
CARTAGE & STORAGE LTD.
YOUR ALLIED VAN LINES AGENTS



THE TRADITIONAL predominance in Christmas cards this year, but this sampling of cards Canadians are sending also shows a new treatment of religious themes and a touch of sophistication. Top row (left to right) shows an unusual treatment of Modanno and Child in a pastel-colored card from Belgium; a French-Canadian pastoral scene on grey parchment from Montreal's Atelier du Souvenir; elves dance around a Christmas tree in another Belgian card. Second row: a card from Quebec City's Lacis studio uses a decorative angel to spell out "Noel;" Montreal's Fysh Studio has a card with few brilliant colors; Andre Cabot's colored sugar-maple grove scene has greeting in French. Bottom row, artist Andre Bernard adds a Canadian touch to the "Mistletoe" theme in this French language card; Toronto's Bede House has the religious theme outlined in basic colors — blue, red and yellow; Pa Pa and Maman grace their sidewalk cafe in this card by Panda Prints of New York which dealers say is for the "sophisticated class." (CP Photo)

**74 Dead, Damage Toll Heavy
As Storms in Europe Let Up**

LONDON (UPI) — Europe's violent winter gales abated today, leaving at least 74 victims dead and a tremendous damage bill. Prospects were bright for a calm and peaceful Christmas.

Rescue work, slow along west Europe's low-lying areas against sudden storms that might hurl the sea through life-saving dikes.

But reports from Holland, Belgium, the English east coast, Denmark and north Germany were that the sea walls had generally held firm through the three-day assault. The hours of crisis were believed over.

In Holland, gale warnings were against strong winds and the state of emergency was cancelled.

HOW CHRISTIAN SCIENCE HEALS
"Bridging the Barriers of
Prejudice"

KTKN — 930 K.F. Saturday, 10:15 a.m.
Sr. Capt. and Mrs. C. Frayne
Dial 3024

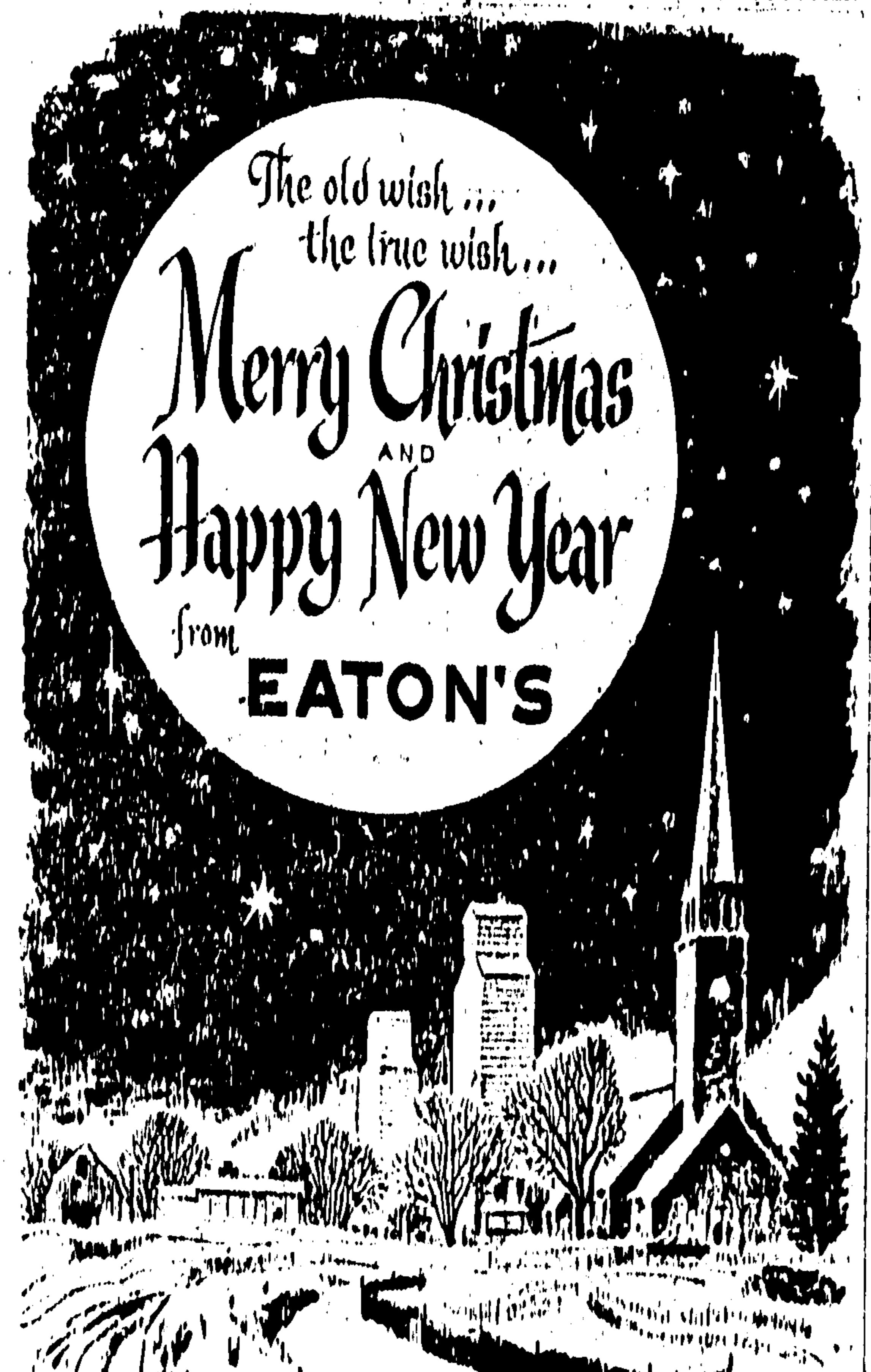
FIRST UNITED
636 6th Ave. West
Sunday School 11:15 & 12:15
Rev. L. G. Sieber Dial 3114

SUNDAY, DECEMBER 23
11 a.m. Morning Worship 7:30 p.m. Evening Worship
Sermon: Christmas Abounds Sermon: Whither Christmas
COME AND WORSHIP

No Sunday Schools at First United Church
Sunday School at Conrad United Hall 10:15 a.m. & 11:15 a.m.

FIRST UNITED CHURCH
CHRISTMAS DAY
Service at 11:00 a.m. A Family Service

**The old wish...
the true wish...**
**Merry Christmas
AND
Happy New Year**
from
EATON'S



Visit EATON'S ORDER OFFICE
338 3rd Ave. W. Dial 8114

BEST WISHES

**SEASONS
FOR CHRISTMAS
GREETINGS
AND THE NEW YEAR**
From
Spero's Food Market

**WATER
reveals whisky's
true flavour**

Put Seagram's "83" to the water test
Water, plain or sparkling,
reveals a whisky's true, natural flavour
and bouquet,

**Seagram's "83"
Canadian Whisky**

Say Seagram's and be Sure

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

**The
Spirit
of
Christmas**

In all the hustle-bustle of our happy
Holiday preparations, let us never forget
the true spirit of Christmas, so beautifully
expressed in those carols of beloved memory.
Let us dedicate ourselves to the ideal of which the
Angel sang: "Peace on Earth, Good Will toward Men."

**The Staff of
The
Esquire Shop**