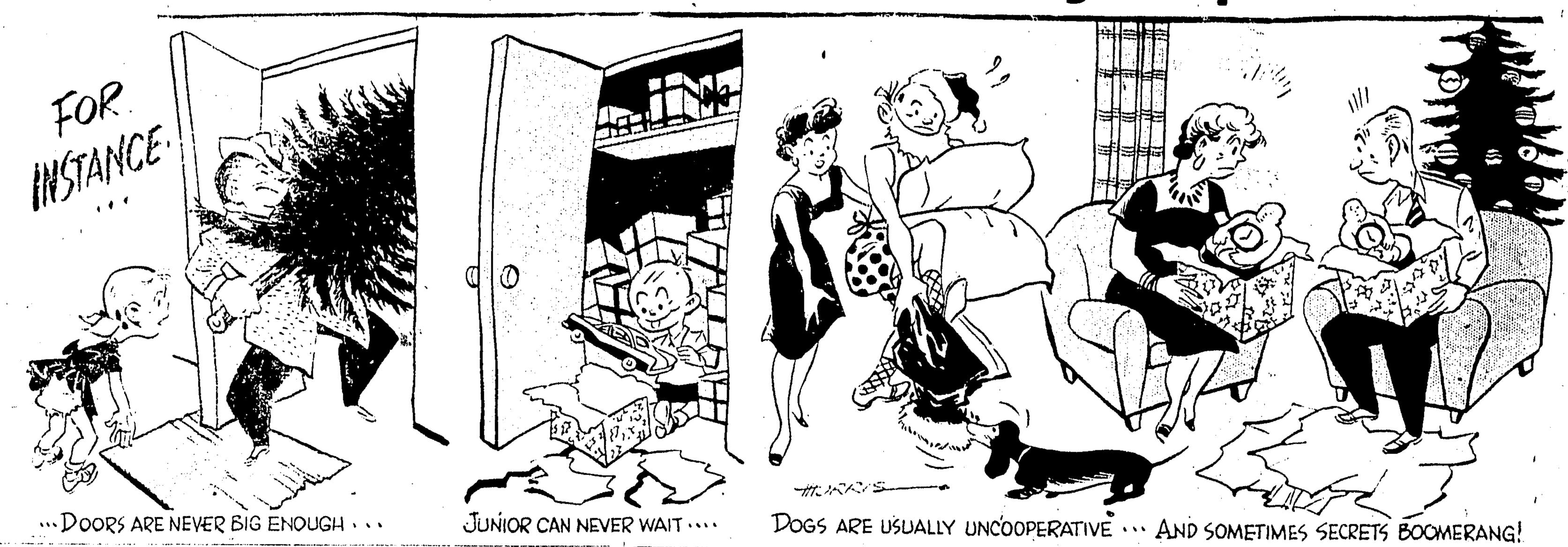
Christmas great but it does bring its problems



Friends!

We wish to thank all those friends, customers, businessmen, Salvation Army, numerous civic organizations, the Prince Rupert City Fire Department, and the Royal Canadian Mounted Police for their assistance on Tuesday night, when our store was destroyed by fire.

Fortunately our records were rescued, and as soon as possible we shall have a temporary office set up in the kiosk at the entrance to the Besner Block Building.

Gunnard Anderson

Gordon & Anderson

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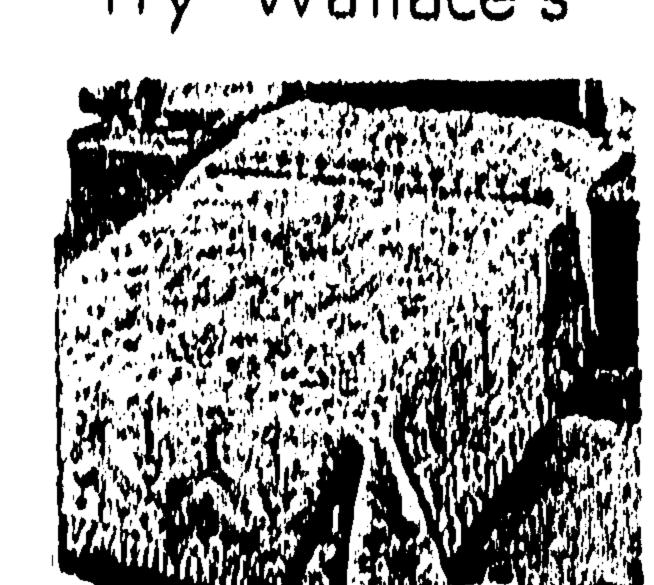
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Advertising in The Daily News Brings Results

Aspiring Santas given training at school in 27 different subjects

Special course really tough"

ALBION, N.Y. (AP)— Santa Claus is getting smarter all the time.

Here at Christmas Park, for 20 years now, he and his helpers have been going in for higher education at the country's only Santa Claus school. During that period the num-

ber of students, sent by stores and other organizations, has increased gradually until the enrollment for the one week course in October is in the 40s. How on earth can Santa Claus spend a whole week brushing

up on his business? That, says Charles Howard, is the problem. The real rub is cramming into one week all the subjects that Santa should

There are lectures and dem- your own children, you are a He sells about 200 a year at onstrations on 27 subjects, such good Santa. Children are smart \$260 apiece and sends them as as the history and evolution of and hard to fool." Santa, makeup and costume, child psychology, toys for differ- enterprise stemmed from his another major part of his busient ages, stories and mannerisms. And there is actual case-

A successful student earns a silver pin and the "degree" of bachelor of Santa Claus. There are refresher courses and folthat their influence is multiplied.

What does it take to be a suc- exploded. cessful Santa Claus Children Eard To Fool The basic requirement, says Howard, is genuineness. Watch

the details of appearance, be- lishment of the Santa Claus cause these youngsters will trip school. you up if you get careless. Play Santa to the hilt, whenever you farm and play Santa personally are in costume. Without trying as well as to teach others. But to deceive, turn aside a child's soon the enterprise was spreadinquiry about your identity, but ing out and requiring his full if he insists concede that you time. merely are one of Santa's help-

"If you aren't going to do a good job, whether it be in a store or in your home, don't do it at all," Howard says, "Parents! sometimes fail miserably because they don't work at the and even objects of reverence project. But it you can impress in ancient Egypt.



Howard's successful business and storing such equipment is own interest in the work. Originally a farmer, he runs his school and the collateral who visit Christmas Park in enterprise of Christmas Park droves as winter comes on each on a typical upstate New York

After early farming experience in which he suffered serious injuries, he tried toy manufacturing without any great success. Then, peddling some of lowup work too, and the stud- his toys to a storekeeper one ents go back and teach others day, he was irritated at the in their own organizations so sight of a slovenly Santa Claus. "I could do better myself," he

> Why don't you, he was asked. So he did.

Grew Fast That led. in 1937, to the estab.

At first, Howard continued to

Since proper appearance is a fundamental for a professional Santa, Howard helped out by supplying costumes—at a price.

MAN'S BEST FRIEND

Dogs served as pets, hunters



MOVIE COLUMN

Even Sinatra's enthusiastic about this bright young man

of Broadway, Eddie Hod- to manage Eddie—"it was either like crazy. They're always different." ges now has done the same watch after him, and we didn't in Hollywood.

Eddie is the talented 11-yearold from Hattiesburg, Miss., who
scored a hit in Music Man in
tunities in films and TV. Though New York. Now he's here to play he played Music Man 405 times Head. He plays Frank Sinatra's

"The kid is simply great," Sinatra says. "Most child actors are insufferable; Eddie is a wonderful, well-behaved boy. And what a great performer!"

I must confess I was sold, too. i håve long nursed a grudge! against animal and child actors as the subjects of interviews. I may have to change that view. For I found Eddie to be as bright and natural as you'd want a boy of 11 to be. FATHER EXPLAINS

Credit must go to his parents. His father, John Hodges, came along to lunch and explained how they have kept Eddie from becoming a problem.

"Usually a look from me is enough to convince Eddie when he gets out of line," said Hodges, a navy veteran who was night manager and accountant at New York hotels until re-

"But usually I don't have to discipline him. When he's at work, he's all work. When he's home, he's all boy. If the time

Having made his conquest

By BOB THOMAS

HOLLYWOOD (AP)—

Problem, we'd pick up and go right back to Hattlesburg."

Hodges has quit his own work

Now that he is out of Music '



Prince Rupert Daily News! Thursday, December 11, 1958

Slacks Topcoats O Pants

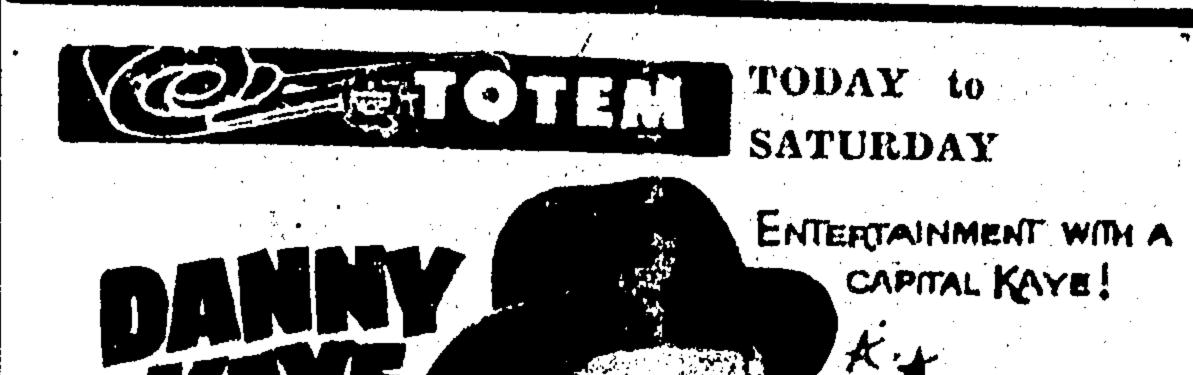
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