SENTIMENTAL FILE

Here is a tip for those busy mothers who find it difficult to recall all the friends and relatives who must be remembered at Christmas. Keep a 'sentimental file," with a card for each person bearing pertinent information such as clothing sizes, favorite colors, hobbies, and gifts given in previous years. A note of the date of birth of younger additions is particularly useful. All these reduce the effort of thinking up gifts, and, of course, come in handy at birthdays, anniversaries and other special occasions.

GREETINGS

To All Residents
Skeena Federal
Electoral District
Best Wishes For

A MERRY CHRISTMAS
AND
A HAPPY NEW YEAR

Edward T. ('Ted') Applewhaite
M.P. for Skeena

YULETIDE GREETINGS

Our sincere thanks to all our
kind friends for their continued patronage and
our best wishes for a happy holiday.
MANAGEMENT and STAFF
SINGER SEWING CENTRE

To wish
you
a Merry
Christmas
&

From the
Management and Staff
of
Bob Parker
Ltd.

Bible Still Best Seller Every Christmas Season

By W. G. ROGERS
Associated Press Arts Editor

Christmas after Christmas, the big, steady, sure best seller is the Bible.

Other books catch on for a year or so. Anne Morrow Lindbergh's "Gift from the Sea" is due for another good season, and so is Elizabeth Orton Jones' "How Far Is It To Bethlehem?" Roger Duvoisin's "The Night Before Christmas" finds its dependable annual customers.

The piece of fiction that has lasted the longest and is still the leader year in year out is Dickens' "Christmas Carol." There are editions from a dozen different houses; one of them reports, "we sell 500 copies every Christmas as regular as clockwork." Some of the houses have different editions, too, specially illustrated, cheap and expensive, aimed at the juvenile and at the adult. There are probably sales of 3,000 to 5,000 and more every December.

SOME LIGHTER RUNNERS-UP

One other juvenile with a continuing appeal is Rachel Field's "Prayer for a Child," on the market about a decade. For grownups there is Henry Van Dyke's "The Other Wise Man" and Kate Douglas Wiggin's "The Birds' Christmas Carol." In a lot lighter vein but in the Christmas spirit, there is also a recurring demand for Milt Gross, "Hiawatta" and "De Night in de Front from Chreesmas."

But the Bible offers the greatest appeal to the greatest number of bookstore visitors. One publisher has heard estimates of annual sales ranging from 8,000,000 to 25,000,000. One thing they don't give away at Christmas or any other time is the real sales figures, but the fact seems to be that 6,000,000 is nearer the likely annual sales. Even that is a highly satisfactory total to the big houses which publish the Good Book in at least several hundred styles, perhaps as many as 600, and at a lot of different prices.

THEY'RE PRICED TO SUIT

From World Publishing, Oxford University Press, Thomas Nelson, Harper and other houses, you can get the Bible, or the New or Old Testaments, at several levels below $1. World's 150 editions sell from $1 to $250 for the Bruce Rogers lectern Bible. Oxford prices begin at $165 and rise to $200, and Nelson's range is from $2 to $100 for a pulpit Bible.

They come in all shapes and sizes, illustrated concordance, with zippers, specially boxed, perhaps thumb-indexed, and in leather bindings of different colors.

Doll's Red Dress Changed Christmas for Dinah Shore

By DINAH SHORE

The most memorable Christmas present I received was one given me when I was six years old.

Dinah Shore

I can remember it as clearly as if it were yesterday. My parents, my sister and I, had been on my way to Nashville. We arrived home the day before Christmas Eve.

For weeks before Christmas I had talked about almost nothing else than a doll that I hoped Santa Claus would bring me. I could describe it in minute detail. I even knew how the doll would be dressed.

As my parents made the final preparations for Christmas Eve, my sister kept me occupied. I chattered along gaily about the beautiful doll with the long curls and the blue dress with lace down the front.

To keep me from being hurt, my sister said "Honey, I am sure Santa will bring you a doll, but he will probably bring one with a red dress."

"I said "No, it's going to be blue," but my sister insisted that it would be red.

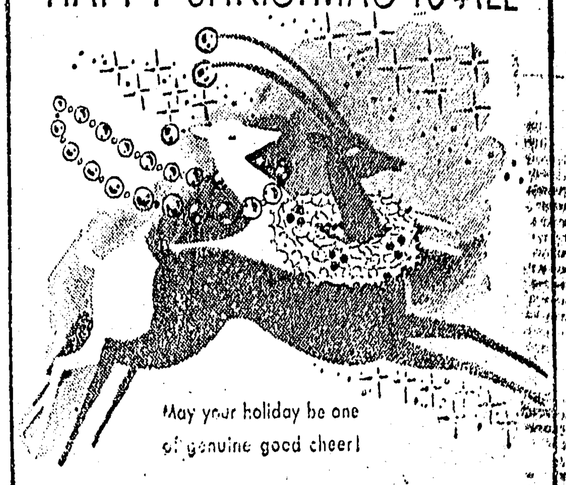
Christmas morning I found my precious doll, and of course its gown was red, not blue.

It didn't take much imagination for me to put two and two together and decide that occasionally Santa Claus makes a mistake. I think that the first Christmas that any child discovers that they can't have everything the way they want it is the most memorable Christmas of all.

NO GIFTS

The giving of Christmas gifts was not a common practice among the early English settlers in America. The wealthy, however, were expected to be generous to the poor. Children received small presents.

HAPPY CHRISTMAS TO ALL



May your holiday be one
of genuine good cheer!

MANAGEMENT & STAFF
Commodore Cafe

Happy
Holiday

Our best wishes to you
on this
Happy Christmas Holiday.
Rupert Radio
& Electric

Seasons
Greetings

And may your Yuletide
be bright with
peace and happiness.

PARKER'S
Ladies' Wear

Gifts of Magi Valuable In Olden Days

For nearly 2,000 years people in many lands have discussed the scene of the Wise Men presenting their gifts to the infant Jesus. But somewhat nebulous is the description of the three valuable gifts themselves.

We know what gold is. But how about frankincense and myrrh? Why are they considered so precious?

Frankincense is a fragant gum resin containing oil from trees. It was valued by the ancients for embalming and fumigation and still is an important ingredient of incense. Myrrh is a yellow brown, aromatic gum resin with a bitter taste. The ancients also used this sticky substance in making incense.

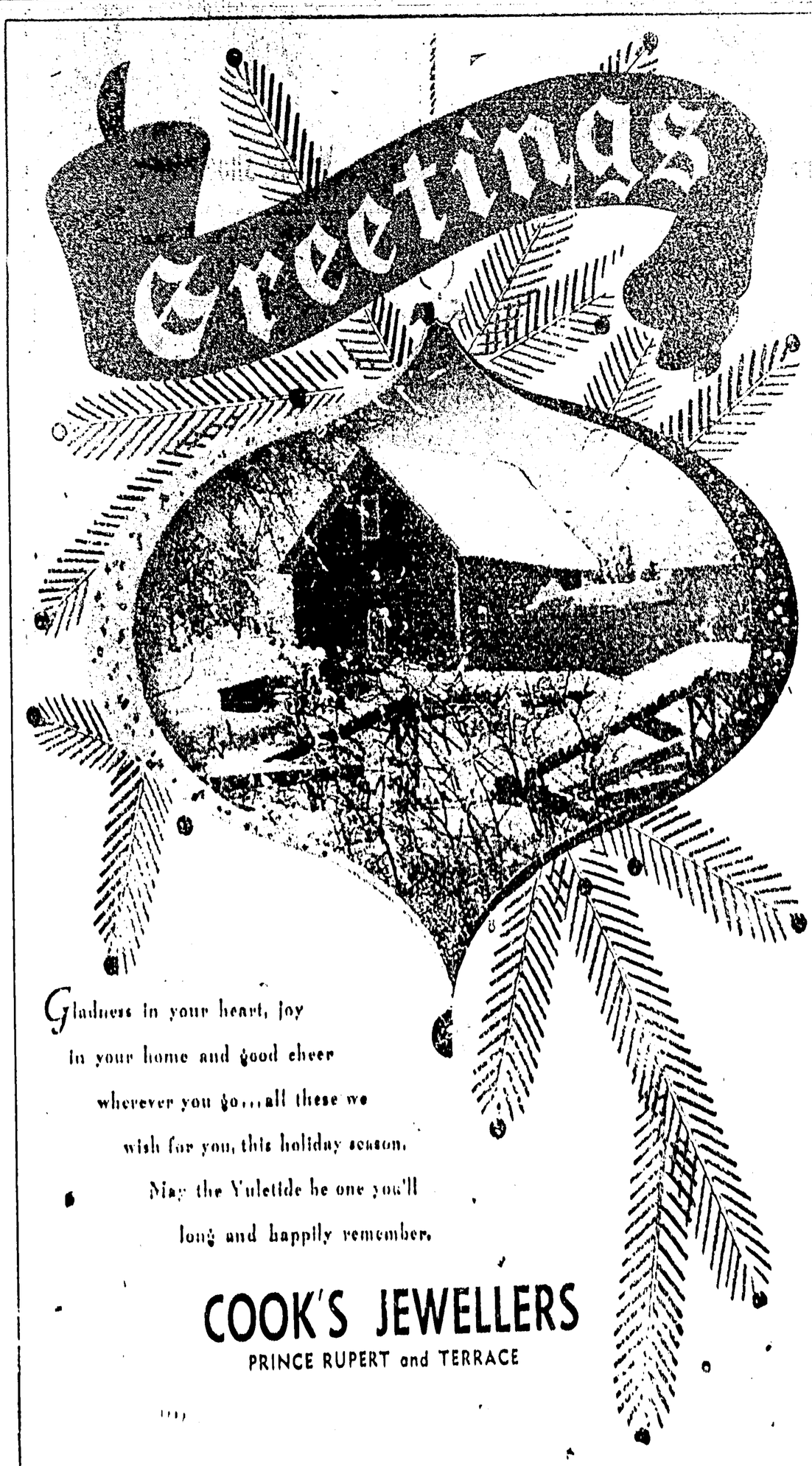
Greetings

Christmas wouldn't be Christmas
without the glad warmth of greetings
given and received. So, from all of us to all of you,
here's a hearty, friendly greeting for a happy holiday.

MANAGEMENT and STAFF
PHILPOTT, EVITT & Co. Ltd.

It's time
to say
Merry
Christmas
and to
thank
you
for
your
continued
patronage.

AMY, BETH
and GRACE
STAR'S
Style Wear



Greetings

Gladness in your heart, joy
in your home and good cheer
wherever you go...all these we
wish for you, this holiday season.
May the Yuletide be one you'll
long and happily remember.

COOK'S JEWELLERS
PRINCE RUPERT and TERRACE