

# Yes! of course There is a SANTA CLAUS

SOME frugal people suggest cutting down their list of Christmas gifts this year. It should be remembered that every dollar expended in Christmas Shopping provides employment, pays wages and stimulates trade, so make this a genuine Christmas. Such action will help Canada's business and it will help you.

The Christmas Season is here---let us hope the Christmas spirit is here as well. An early start means a good ending. Even if it hurts---let us not forget that Christmas cheer means a better New Year.

## DON'T BE A SCROOGE!

*The Old Miser Wasn't Even Popular With Himself*

Remember the story, don't you? Times were a lot tougher in the days of Scrooge—but Scrooge gladdened the heart of Tiny Tim. Let us have Action. Make up your list. Do your Christmas Shopping now. Start now, anyway—it is surprising how far your money will go.

*Santa Claus says such values may not be obtainable again for many a day.*

Altogether, then, for Christmas action—and be a regular Santa Claus

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