

CHRISTMAS and NEW YEAR'S GREETINGS FROM KING'S COUNTY



Yuletide Greetings

Here's to a Merry Christmas and a New Year studded with old-fashioned sentiments: Happiness, tranquility and prosperity.

POOLE & BEER Construction Co.
MONTAGUE



May we have the pleasure of serving you in the future as we have in the past

MERRY CHRISTMAS
FRASER & ANNEAR

SHUR-GAIN FEED SERVICE

Hunting The Wren In Old Ireland

Once upon a time in Ireland, the wren was hunted and killed on Christmas morning: a branch of holly and bright ribbons were attached to his body which was carried from house to house by wren boys who sang songs and expected to receive a dole from each household.

The story goes that during the Danish-Irish war, the Danes were resting after an arduous march and the Irish were creeping up quietly. All of a sudden a wren, spying a few crumbs which the drowsy Danish drummer had dropped on the drumhead, swooped down and began to peck at the crumbs. The pecking awakened the boy, who aroused the camp: the Irish, driven off and defeated, blamed the wren.

Modern Irish, ashamed of the once-honored tradition, say the guilty bird may have been a starling or a sparrow anyway, and now welcome the wren to their farms and homes.

MERRY CHRISTMAS
and
A HAPPY NEW YEAR
to all

Preston D. MacLure
Electrical Contractor

Office next to Doug's Service Station
Montague

The Story of Santa Claus — By Les Armour



In some parts of the world Santa Claus is still predominantly an ecclesiastical character. In the Netherlands Santa wears Bishop's robes—a link with the original Santa Claus who was Bishop of Myra.

Somewhere in the next world, a tall, lean saintly old man is probably sitting and chuckling gently at his legend.

Between listening to the prayers of pawn brokers, Russians, sailors, merchants and thieves, Nicholas, one-time bishop of Myra, may well take time out now and then to enjoy his reputation as Santa Claus. What he thinks of a certain Dr. Clement Clarke Moore, the Columbia University professor who set him up as a portly old gent with a white beard, an over-large stomach, a sleigh and a team of reindeer is another matter.

But Nicholas probably deserves the rest of the legend.

Not many facts have survived the destructive rampages of man since the third century, A. D., but the few there are indicative. Once an impoverished gentleman of Myra, at his wife's end because he had three daughters and no dowries with which to encourage young men for them, determined to sell them into what the official record calls a "life of shame."

Nicholas, bishop of Myra, slipped by and — so the story goes — left them three golden balls in secret. In any case, he left enough cash to find husbands for all of them.

The starving children of Myra, too, had reason to remember the bishop. Mysterious packets of food regularly appeared on their doorsteps — and there were always sweets among them.

Hone's Yearbook for 1826 records with a straight face that Nicholas was a most pious man indeed. "When he was an infant at breast, he fasted on Wednesdays and Fridays and sucked but once on each of those, and that towards evening. Nicholas busted himself elsewhere, too.

Once when he was sailing on the Mediterranean, his ship was menaced by a storm which promised certain destruction. The bishop took the wheel himself, and steered her to safety.

Hence his popularity as a patron saint.

The three balls, which are the sign of pawnbrokers the world over are representations of the three balls he gave to the girls of Myra — though he may harbour his private doubts as to their appropriateness.

His ship-steering exploits made him the patron saint of the Russians. His reputation for honesty made him the patron saint of merchants — and, for obvious reasons, thieves adopted him soon after.

It happens, however, that his birthday was December 5 — near enough to Christmas in the days before the fifth century, when there was no official date for Christmas and near enough, afterwards, to the old pagan end of the year celebrations to make an integral part of the festivities.

It was, however, the Dutch who first connected him with Christmas

and the English Santa Claus is very close to the pronunciation of the Dutch for Saint Nicholas — Sinter Klaas.

The effort, of course, was probably connected with the Christianization of old pagan ceremonies.

The old Norse and Celtic god Odin was the giver of gifts to mankind and his official rites coincided with the end of year ceremonies.

The transition, perhaps, wasn't too hard. For, in some of the old poems, Odin is called Hnikar — a tongue twister whose supposed pronunciation comes close to Santa-Odin had a long white beard, wore a many-coloured cloak, and rode through the sky on a giant white horse.

With him came a host of elf-like helpers who have become the Christmas elves today — and in some of the Scandinavian countries Odin and his helpers are still a traditional part of Christmas.

Odin, too, gave the British Christmas its mistletoe, yule-log and its wassail bowl, all of which were a part of the cult of Yutanes — another Celtic name for Odin.

Now and then he had an evil companion, Lok, with him but the Dutch cleaned up Lok and made him Black Pieter. Santa's negro helper.

Odin, of course dropped his presents down the chimney — the only feasible thing if you're riding a white horse through the sky. And, in Norway, Christmas presents are still strewn in disorder around the hearth.

In Holland, too, St. Nicholas used the chimney. The Dutch took him to New York with them but the English Puritans put a stop to him as a pagan hangover.

Columbia's Dr. Moore, however,

remembered all that. And, one night near Christmas, 1825, when his wife had left him to entertain their nine children, he sat down in desperation to write a poem and draw them a picture.

The poem began: "Twas the night before Christmas And all through the house Not a creature was stirring — Not even a mouse . . ."

It became a classic — quite by accident for Dr. Moore, a modest scholar, never published it — and the picture he drew became the classic conception of Santa Claus



Holiday Greetings

Among all the gentle joys Christmas brings to everyone We wish for you an extra share Of peace and festive fun.

MacDOUGALL'S BARBER SHOP
MONTAGUE

Here's To A Merry Christmas For You!

We hope, yours will be a joy-filled holiday and we hope, too, that the New Year ahead will be a happy one. Merry Christmas!

McGowan's Ltd.
MERCHANTS
KILMUIR

Merry Christmas and A Wonderful New Year!

What a wonderful holiday season we hope it will be for you! We pray that this great day will bring you peace and joy. We hope that the year ahead will be filled with happiness for you in every way.

HOOLEY'S MEN'S WEAR
MONTAGUE AND CHARLOTTETOWN

Soap Flake Snow

Trimming the Christmas tree with fluffy snow is easy if you use soap flakes. It won't melt either. Here's how it's done: Use three or four cups of soap flakes to one cup of warm water. Beat with electric beater or hand beater until smooth and fluffy. Then spread immediately over branches of tree scattering it on with hands. For sparkle, spread on some artificial glistening snow.

His idea came simply. He had been out delivering Christmas presents in a sleigh that afternoon. And the portly old gent with the beard looked rather like — you guessed it, Dr. Moore. So Santa came back across the Atlantic.

His troubles, of course, weren't over. Indeed, they are still with him. In 1953, he didn't appear on Spanish Christmas cards because of a press campaign against his "deplorable competition with our own truly Catholic three wise men from the East."

In Russia, he has been blasted as a bourgeois myth from one side and as a vulgarization of the patron saint of the nation from the other.

And, in France, some bishops have outlawed him as a pagan. Mostly, however, he's still going strong.

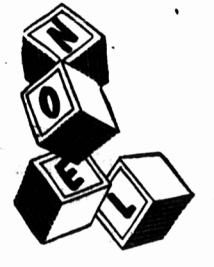
Though St. Nicholas himself — and Odin, too if he is watching — must be a little bewildered by some of the variations.

In Switzerland, small children are still frightened of him because his black assistant there, called Schmutzli, is reported to be very terrifying. (In fact, of course, the fear assists parents in getting the children to bed on Christmas Eve, for Schmutzli cannot touch them if they are asleep.)

In Belgium, the servant is no longer black but he is the equally terrifying Nicodemus and, in Freiburg, he is Beelzebub himself.

In Rumania, St. Nicholas still comes as the tall, lean scholarly man in the robes of the bishop of Myra.

But St. Nicholas himself would be happiest if someone revived the old Elizabethan custom. Then, a Boy Bishop was elected from among the choir boys and he ruled unquestioned as Bishop until December 28, Innocents Day.



For you — we spell out our wish for a bright and festive Yule season, and hope your good health and good fortune will continue . . .

MONTAGUE DAIRY
C. S. STEWART
Proprietor



DUVAR'S RADIO SERVICE
Montague

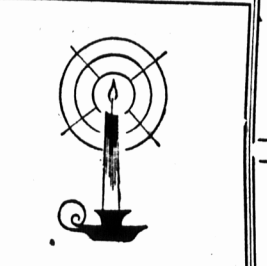


Good wishes without number to you and yours as the happy feast of Christmas approaches. May it bless you with peace and with lasting joy.

JAMIESON'S PHARMACY
MONTAGUE

Soap Flake Snow

Trimming the Christmas tree with fluffy snow is easy if you use soap flakes. It won't melt either. Here's how it's done: Use three or four cups of soap flakes to one cup of warm water. Beat with electric beater or hand beater until smooth and fluffy. Then spread immediately over branches of tree scattering it on with hands. For sparkle, spread on some artificial glistening snow.



Montague Garage
Montague



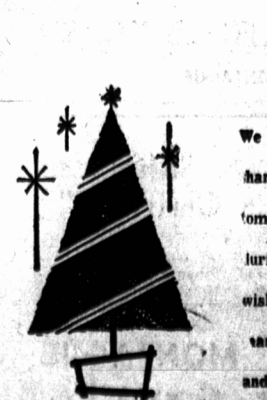
Prescription Sundries
MABON DRUG COMPANY
MONTAGUE
Veterinary Supplies



MONTAGUE CO-OP

SEASON'S GREETINGS
To All Our Customers and Friends
With the passing of another year, we wish to express to you our sincere appreciation of the cordial relations existing between us as well as to convey the season's best wishes for a Merry Christmas and Happy and Prosperous New Year.

BUD'S AUTO ACCESSORIES
MONTAGUE
PHONE 127



MONTAGUE ELECTRIC
GILBERT R. CLEMENTS



Holy Night . . . May the light of Christmas goodwill shine among men . . .
MONTAGUE FURNISHING CO.

HAPPY CHRISTMAS
to one and all
from
Hyndman & Co. Ltd.
Oldest Insurance Agency in P. E. I.
C. A. SHAW—Montague District Manager

As "Your Family Drug Store" we take this opportunity to wish you and your family a very Merry Christmas and a healthy New Year.

We are, as ever, at your service with the best drugs procurable.

'Merry Christmas'
It's our pleasure to wish you one of the jolliest Yuletides you've ever known.

POOLE & THOMPSON
Produce Dealers, Montague

MINNIE'S GIFT SHOP
MONTAGUE

At Yuletide Good Wishes for a most enjoyable Christmas!

BROOKVIEW
Service Station
Montague

Doug McLaren, Proprietor

"Merry Christmas"
Allow us to drum home a message of good cheer to all those whom we have served this year . . .

HAVEN RESTAURANT
Montague

HOLIDAY GREETINGS

To all our many friends may you enjoy this Holiday Season and be filled with great cheer, love and Happiness.

BISON RESTAURANT
Montague

We Hope Santa Is Good To You!

We do hope you have an old-fashioned and delightful Christmas! And may 1956 be a year of health and prosperity for you in all your ventures.

McGOWAN MOTORS LTD.
MONTAGUE

Best Wishes for a Merry Christmas!

Taking this opportunity to express our keenest appreciation of your good will and patronage. May the New Year further our pledge to serve you to the utmost of our ability.

MacLEOD and GREENE
Plumbing & Heating
MONTAGUE