A Radio Christmas—a Year Round Christmas

We handle the finest radio sets (DeForest-Crossley and Koster) and would be pleased to have a talk with you regarding the Radio you promised the family for Christmas. Battery and batteryless sets at all prices to suit your purse.

There is only one gift that money cannot buy and only you can give **YOUR PHOTOGRAPH.**

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Electric Photo Gallery and Music Store.

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ON THE JOB

THIS YOUNG LADY is coming to work. She is an operator. She is always on the job whether it is stormy or not. And at whatever hour you call her she is pleasant and efficient.

The people in the telephone service make courtesy a habit. It is part of the efficiency with which they serve.

There are 15,000 men and women engaged in the telephone system of Ontario and Quebec. They handle over four million calls every day and, in spite of the constant cry for speed, there is scarcely a case of conscious discourtesy or neglect.

THE COMPANY IS PROUD of these 15,000 men and women and has endeavored to make their work as agreeable, healthful and stable as possible. Several hundred present employees have been with the system for more than twenty-five years.

This stability of staff maintains high standards of operation and is encouraged by the Employees' Pension and Benefit Fund, established in 1917, to protect employees in illness or accident, and to provide for their future and for their dependents.

There is also a plan of Employees' Life Insurance, by which out of salary, employees may carry without undue burden insurance to care for their dependents. This plan has been arranged in co-operation with Canadian insurance companies at regular rates.

IN ADDITION to this factor of stability an active interest in the telephone system is encouraged by the plan of employees' purchase of shares and by the plan of employee representation.

Some years ago telephone employees were given opportunity to become shareholders in the company and 10,390 of them have subscribed for shares on instalment payments. For some years also, spokesmen selected by the staff have met with representatives of the management to discuss such matters as wages, hours, tools and working conditions. This has not only stimulated interest but promoted efficiency.

THESE THINGS are the basis of the alertness and enterprise which have become a tradition of telephone work.

It is demonstrated among the 4,900 men in the plant department. Over 3,500 of them have qualified for St. John's Ambulance Corps first aid certificates and because of their outdoor duties they are frequently nearby when accidents occur. There have been many instances in which their voluntary response has saved life and relieved suffering.

The same spirit has become familiar in the enterprise and courage with which operators rise to an emergency.

WHETHER IT BE the night operator on the job at midnight or the lineman fighting a winter storm, the men and women of the telephone service give their best in contributing to Canadian progress and well deserve whatever benefits the company is able to offer.

Published by The Bell Telephone Company of Canada to tell you something about the telephone business and the people in it.

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Many Old Christmas Customs Still With Us

Even Nickname "Santa Claus" for Father Christmas Probably Takes From God of Teutonic Winter Solstice.

In this matter of fact age, superstitions which trouble our forefathers no longer exist. Nevertheless many of the ancient rites and ceremonies connected with Christmas are still faithfully carried out. For instance, how many remember when they burr the Yule log in the open fireplace on Christmas night that the ashes should be collected and preserved so that the house and its inmates may be secure from evil spirits throughout the coming year?

The burning of the ahsen faggot on Christmas Day is an old West of England custom that has pretty well died out now, though it held the field for many centuries. There are two explanations of this old custom. One still believed in by gypsies, related to the tradition that when Christ was hiding Himself in the Garden of Gethesemane all trees remained silent with the exception of the ash, which told where he was hiding.

For this reason it was burnt at Christmas. The second suggestion is that the origin of the practice lies in the fact that is was by an ash wood fire that Christ was first washed and dressed in Bethlehem.

Our Santa Claus is possibly but another name for the giant god that was worshipped t the Teutonic winter festival of the solstice. He got his name from the old German "Zunte Klass" meaning the "big Diety" though by tradition he is St. Nicholas.

In some places the belief is still firmly held that all cattle go down upon their knees at midnight and in Cornwall it has been held until quite recently that at the same moment all the water in the well was temporarily turned into wine, but that anyone tasting it would instantly be killed. Another old superstition in the cider districts of the West of England was in effeciency of "wassailing the apple tree." On Christmas Eve, after a goodly feast of cakes and cider, all the lads and lassies go into the orchard and a cake was placed upon the most productive apple tree and a pitcher of cider poured over it. Singing an old refrain, they would then dance around the tree. This simple rite was believed to ensure a large crop the following year.

In Ireland it is still believed by many people that on Christmas Eve Judas Iscariot was allowed to revisit the earth and anyone looking into a mirror on that night would see either Judas or the devil peering over his shoulder.

MISS MACPHAIL FETED ON SEVENTH "BIRTHDAY"

Contrary to the tradition of feminine disinclination to acknowledge birthdays, Miss Agnes Macphail, the member of the Federal House for S. E. Grey received with every show of pleasure yesterday the congratulations which friends at the U. F. O. convention extended to her.

And well might Miss Macphail be moved to graciousness, since it was upon her "seventh" birthday that the felicitations were extended.

The termn "birthday" however, it should be remarked, was used in a political, and not a natal sense. Seven years ago yesterday the electors of Southeast Gey first choose her to represent them in the Federal Parliament.—Mail and Empire.

Rock Mills Ladies' Aid

The Ladies' Aid of Rock Mills Batpist Church held their annual meeting at the church on December 12th, for the purpose of electing offecers for the year 1929. The reading of the 13th Chapter of Rothe Prmans was followed by prayer by the President. It was moved and seconded that each officer continue for the ocming year, as follows

President — Mrs. Walter Akitt.
Vice. Pres.—Mrs. Robt. Croft.
Secretay — Mrs. Ed. Croft.
Treas. — Mrs. Jas. Dargavel.
Asst. Treas.—Mrs. Les. Chard.
Flower Com. — Mrs. Cecil Meldrum.

Lunch committee for each month was apointed, also the place of meeting. The money received during the year amounted to $167.47, with expenses of $142.85, leaving a balance on hand of $24.62. The January meeting will be held at the home of Mrs. Ed. Croft.

An Almonte woman was cleaning gloves with gasoline. The fumes ignited and she was fatally burned. Those who use gasoline for such purposes should bear in mind that it has highly inflammable qualities.

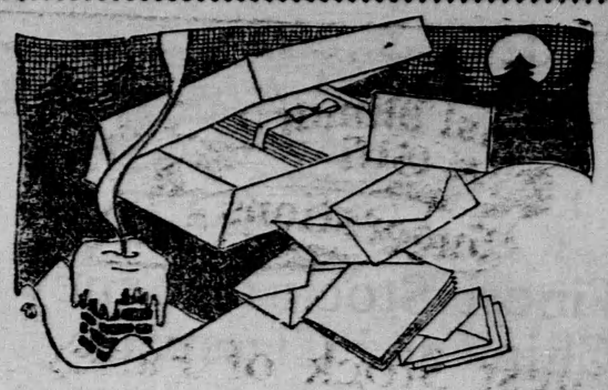
Singhampton Resident Passes

Following a lengthy illness the death occurred on Monday, Dec. 3rd, of Donald Zeggil, at his home in Singhampton. The deceased was born in Nottawa in 1864 and spent his younger days there. He was united in marriage to Mary McNaughton, of Singhampton, who predeceased him ten years ago. One son, Angus, and one daughter, Jessie, were born of this union, and during his illness came from Calgary to visit them. Five years ago he married Mrs. E. Cripps who survives him. During his residence in Nottawa and Singhampton he made many warm friends who will learn with regret of his passing. One brother, Fred of Singhampton, and five sisters, Mrs. A. Bristow, Peace River District, Mrs. Geo. Bristow, Strongfield, Sask., Mrs. Jas. Cousins of Omega, Sask., Mrs. S. Buie, Singhampton and Mrs. McPherson, also survive. The funeral service was held at his late residence on Wednesday afternoon, Dec. 5th. Rev McAuslan of the United Church, Singhampton, pastor of the deceased conducted the service. Interment took place at the Union Cemetery, Singhampton. —Bulletin.

ALL-THE-YEAR MOTORING

There is such an immense capital invested in cars to-day, owners are demanding an all-the-year round opportunity for their use, and in the very immediate future this demand is going to be met. It were better that township councils came to the realization of this fact and offered immediate co-operation. Snow fences could not be put up for nothing, but they might prove vastly cheaper than some form of government tax. The roads are going to be kept open and the money is going to be found to do it. —Huron Expositor.

Open your garage door before starting up the engine. You know why.



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The very best stationery for Chrismas, at astonishing low prices.

In all colors—with or without monograms.

Sttaionery suitable for all kindsofcorrespondence — stationery to fit the individual needs of every person.

Nothing that is not of the highest possible quality — nohing that is not at the lowest possible price.

A wonderful stock of the latest, newest, most attractive toys in the world, toys made here and others imported from far lands, on sale at record breaking prices.

Toys and games that will suit the individual needs of your growing boy or girl.

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Westinghouse
Batteryless Console

JOYOUSLY, old and young alike will welcome it—jubilant to see it's a Westinghouse Masterpiece—finest product of the Radio Pioneers of the world. There is a glamour and facination both in giving and receiving the most advanced radio instrument that has ever been produced.

IT isn't merely those who know radio who have acclaimed the Westinghouse to be without a peer but thousands of owners in every town, city and community across Canada. Ever since this model came on the market there has been such a demand that Westinghouse facilities, great as they are, have been unable to supply sufficient sets for every home that wants one.

Not Only—

WESTINGHOUSE ENGINEERS pronounce this instrument the realization of Radio at its Best—supreme in performance—the ultimate achievement in "true-to-life" reproduction of any radio program on the air—

WESTINGHOUSE DEALERS voice their enthusiasm for its outstanding ability to separate stations—its striking power on weak or distant broadcasts—its simple and positive operation—its beauty of design and trouble-free, surenesa of pleasing the owner—

CRITICAL MUSICIANS prick up their ears, mystified to hear radio as harmonious in note and pitch as the actual instruments themselves—and real, living voices, thrilling with the personality of the singer.

DISTANCE FANS gloat over the marvel of tuning in stations with clarity and volume, seldom, if ever, heard on Batteryless Radio before.

$265.00 Complete with Tubes

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