

The Daily British Whig

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KINGSTON, ONTARIO, SATURDAY, DECEMBER 15, 1923.



ONE OF THE GREATEST JOYS OF CHRISTMASTIDE, THAT BUSY SHOPPING WEEK WHICH PRECEDES THE GREAT DAY ITSELF, WILL COMMENCE ON MONDAY.

THE DOWNTOWN STREETS WILL BE CROWDED AND BUSY, CHEERFUL PEOPLE WILL BUSTLE ABOUT ON THAT BEAUTIFUL ERRAND OF MAKING OTHERS HAPPY.

YEARS AGO, THIS ISSUE WAS A LARGE AND EXPENSIVE PRODUCTION, LOADED WITH COLOR SECTIONS AND WONDERFUL ADVERTISEMENTS FROM EVERY BUSINESS WORTHY OF THE NAME.

OF LATE YEARS IT MAY NOT HAVE BEEN SO LARGE—FOR HIGH PRODUCTION COSTS HAVE NOT KEPT AWAY FROM OUR ADVERTISERS NOR FROM OURSELVES. LIKEWISE, THE TENDENCY HAS BEEN TO SPREAD THE CHRISTMAS ADVERTISING OVER A MORE EXTENDED PERIOD.

BUT THE SPIRIT IS JUST AS GREAT AND JUST AS TRUE AS IT HAS EVER BEEN AND WE LOOK AHEAD WITH CONFIDENCE TO GREATER CHRISTMAS NUMBERS IN THE FUTURE THAN THE PAST HAS EVER BEEN.

HEREWITH WE GIVE TO OUR READERS THE GREETINGS OF OUR ADVERTISERS AND THEIR OFFERINGS FOR NEXT WEEK'S SHOPPING—NOT FORGETTING OUR OWN HUMBLE WISHES FOR THE MERRIEST OF CHRISTMASSES AND THE HAPPIEST OF NEW YEARS.