



THE DAILY MAIL CHRISTMAS SUPPLEMENT

Story, Verse and Picture

WHEN, almost a year ago, the "Daily Mail" was launched as a venture of faith to serve the people of Hawke's Bay by providing an essential morning news service, it was with the reasonable and assured conviction that the support of the reading public would be forthcoming.

Actual realization has exceeded even the most sanguine expectations. It is now with justifiable pride and sincere gratitude that we extend to each and every one of our readers the best wishes in the present season of goodwill, together with renewed assurances of our willingness to serve the best interests of the province in every possible way.

The "Daily Mail" can proudly say that it stands to-day as an adequate answer to the forebodings that many people may have harboured. The story of our development will provide adequate proof of this.

The disastrous floods of Anzac Day might have daunted a young enterprise which was breaking new ground in a manner previously unknown to New Zealand journalism, but those most intimately concerned in that disaster will be the first to acknowledge that the news service was not allowed to be interrupted and that no effort was spared to maintain communications.

The "Daily Mail" made many friends in those dark days, and still has them.

It is in accordance with that spirit of service that this paper has all along insisted on the need for confidence in the country's destiny and has striven to combat the too easy pessimism that spells defeat.

The year 1932 has been a momentous period, not only for New Zealand, but for the entire world. War clouds, darker than at any time since 1918, have hung over the nations; the conflict between differing forms of Government has been intensified, and national and racial animities have been stirred to an unprecedented extent. But, thank to the statesmanship of the British Prime Minister, war has been averted. The clouds are still heavy, but we can be of good cheer.

During the course of our short history, events have occurred which gave rise to nervousness, misgivings and even fear. The Hawke's Bay morning paper has sought without flinching or hesitation to lay emphasis upon the essentials of the situation and seek to encourage the confidence of the public in the destiny of the British race.

The British Commonwealth of Nations stands unshaken. It is peopled by a race with the same will to accomplish, the same spirit of enterprise, the same ability to work for the ideal of peace, a race still holding to the traditions which have been the foundation of British greatness in the past.

The year in the Dominion has been one of intense interest. New Zealand has shared in the general world recovery from the tragic depression period, and this recovery has been reflected in the prices of the Dominion's staple products. On the other hand, the result of the general election caused concern among those who are opposed to socialism and believe in orthodox finance, and Jeremiahs have predicted the collapse of our social and economic structure.

The "Daily Mail" does not share those views. We are convinced that New Zealand has a glorious future and that all alike can share in its benefits, despite any government.

Our message to all who read these lines at this time is—

Have confidence, and have faith to believe that this little country still represents the greatest opportunity for sound and safe investment and for sane and enlightened progress.

Although the "Daily Mail" is not yet even a yearling, it has set the pace for good, clean and efficient journalism and is in a position to vindicate its own confidence in the sound financial future of New Zealand in general, and of Hawke's Bay in particular.

This confidence is based wholly upon the character of the people whom we seek to serve. We have proved that genuine service brings its adequate reward.

Therefore, with due acknowledgment of the constant assistance of our readers and advertisers, with confidence, hope and courage sufficient for the needs of the future and with goodwill to one and all, the "Daily Mail" now wishes you

A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

James E. Campbell

Chairman of Directors,

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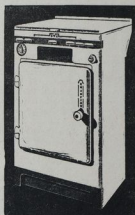
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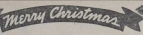
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PEACE ON EARTH—GOODWILL TOWARD MEN

CHRISTMAS, foremost of all festivals of ancient and modern times, comes this year to a world dazed and confused, beset by problems provoking thought by men of every estate. The words which came down the ages, "Peace on Earth, Goodwill Toward Men," sound strange in our ears, amid the warlike preparations being made by the major nations.

China writes in the grip of the Sino-Japanese struggle; thousands of soldiers die daily from war wounds and malnutrition. Spanish women and children die in scores, killed by Spanish bombs. To this war-torn world the Voice of the Church comes like healing balm to a painful wound, helping the poor, aiding the sick, and giving suffering mankind the spiritual succor—his principal need.—T.H.T.

From The Hearts Of Millions

THE REV. F. J. O'NEIL,
(ST. PATRICK'S CATHOLIC CHURCH, NAPERVIL)
Christmas is a day upon which the world looks to the north in awe. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer.

Wise Men Turned To Bethlehem

WALTER M. MARSHALL,
(MILLIKEN AVENUE METHODIST CHURCH, SPEARING HEIGHTS, W. M. D.)
Bethlehem was in this time and setting a mystery. All history is a mystery without its origin—Christ's own name, and with happy hearts the people join in singing the joy in the world. Let us receive his love. Let us receive his love. Let us receive his love.

"Then You Can Keep Christmas"

THE REV. R. G. ROBERTS,
(CHAYER BAPTIST CHURCH)
CHRISTMAS means to us the hope of a better world. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer.

An Anxious Yearning For The Divine Truth

THE REV. R. V. GRADY,
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Man's Lesson Of The First Christmas

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Hope Of Our World Race

THE REV. R. V. GRADY,
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Joy Of The Children

THE REV. R. V. GRADY,
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My Contribution To World Peace

THE REV. F. J. O'NEIL,
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CHRISTMAS CUSTOMS

Santa Claus's Counterparts In Many Lands
The venerable Santa Claus is a figure of the imagination, but his origin is in fact a very real one. He is a figure of the imagination, but his origin is in fact a very real one. He is a figure of the imagination, but his origin is in fact a very real one.

The Birthday Of Mithra

The Origin Of Christmas Is Shrouded In The Mists Of Antiquity
The origin of Christmas is shrouded in the mists of antiquity. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer. It is a day when the hearts of millions are drawn together in a common joy, and when the world is united in a common prayer.

The Immortal King Of Ages

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Today Wairoa is an excellent example of the type of country town that has arisen in response to the demands of an extensive and fertile district. It is essentially a modern borough, peopled by citizens who are always quick to seize on any factor that will help further progress.

They recognise the great inheritance which is theirs — that the early settlers laid a foundation which was sound in all respects and upon which it is their privilege to build for the generation to come.

Beautiful Lake Waikaremoana, Morea and Mahia are but some of the places of great interest in the district. In Wairoa itself there are good roads, picturesque parks and gardens and a motor camp on the river bank which provides excellent appointment.

And there is no better time to visit the town than during the Christmas period!



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MERRY CHRISTMAS
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WHERE SAILING SHIPS SURVIVE

Scows Still Ply Their Trade Along the New Zealand Waterways

(By P.M.)

The twentieth century is witnessing the passing of all from the shipping of Western civilization. No more do the old-fashioned barques, from the backbone of our merchant marine. To-day a ship must be a "floating hotel" to attract custom from the travelling public.

But sailing vessels still survive, although far removed from their former greatness. And the coastal trade of New Zealand, especially where river ports of doubtful depth and electric currents have to be worked, is largely carried on by scows, whose sturdy frames take no hurt from bumping one another.

Out of sheer curiosity and a vague desire to do something new, I once made a cruise trip on a coastal scow, from Wellington to Westport and return, living with the crew in the gloomy and unimpressive fore-cabin, and endeavouring to do a fair share of the work aboard. It was an illuminating experience, and provided ample proof that small vessels at least are not troubled with the order and mechanical regularity typical of our large ships.

Wellington harbour on a bright, sunny afternoon. The scow was a small, simple, wooden vessel, with a single mast and a single sail. The crew consisted of a few men, some of whom were engaged in various tasks around the vessel. The atmosphere was one of quiet industry and familiarity with the vessel's operations.

At about 4 o'clock I left the scow and went ashore. The crew continued their work, and the vessel departed for its next destination. The experience was a unique one, providing a glimpse into the world of small-scale maritime trade in New Zealand.

French law was just about the same as in England. The scow was a simple, wooden vessel, with a single mast and a single sail. The crew consisted of a few men, some of whom were engaged in various tasks around the vessel. The atmosphere was one of quiet industry and familiarity with the vessel's operations.

It seemed that a few minutes later the scow was back in the water. The crew continued their work, and the vessel departed for its next destination. The experience was a unique one, providing a glimpse into the world of small-scale maritime trade in New Zealand.

My own lands with a few days' work. The scow was a simple, wooden vessel, with a single mast and a single sail. The crew consisted of a few men, some of whom were engaged in various tasks around the vessel. The atmosphere was one of quiet industry and familiarity with the vessel's operations.

After the scow had been in the water for some time, the crew continued their work. The vessel departed for its next destination. The experience was a unique one, providing a glimpse into the world of small-scale maritime trade in New Zealand.

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ROYAL LAYERS—A new brand of Little Wagoners, her cargo waiting to be loaded.

China, Crystal, Pottery

Always the Most Acceptable Gifts Of All

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When Maidens Placed Holly In Their Beds

Strange Yuletide Superstitions of Great Antiquity

A Christmas without holly would be indeed a queer Christmas. It forms an evergreen link between rich and poor, and the homes at the festive season are without the prickly leaves and cheerful red berries that mean so much to young and old.

And why holly? And why Christmas?

The custom is of great antiquity, and it is said it was used by the ancient Egyptians in imitation of the Festivals which they celebrated at their Sakhmet—the festival of Sakhmet—which celebrated during the 17th, 18th and 19th of December.

From Halls to Beds.

In many superstitions are connected with Christmas, and the ancient Greeks and Romans attached great importance to the greenery placed in the houses. The people devoted themselves to games and amusements and great games were held in the houses. The practice afterwards of putting holly in the beds was a natural development, but its use has persisted through the ages, and the holly branches have grown to be of great importance.

At one time it was considered necessary to place holly in the beds of the sick, and it was used by the monks of the West of England, and it was used in a similar manner in the East. In some parts of the government of the East of England it is still considered necessary to place holly in the beds of the sick, and it was used by the monks of the West of England, and it was used in a similar manner in the East. In some parts of the government of the East of England it is still considered necessary to place holly in the beds of the sick, and it was used by the monks of the West of England, and it was used in a similar manner in the East.

Custom of The Yule Log.

The old yule log, as it was called, was a log of wood, and it was used to burn in the hearth. It was used to burn in the hearth, and it was used to burn in the hearth. It was used to burn in the hearth, and it was used to burn in the hearth.

Legend of the Yule Log.

The legend of the Yule Log is a story of a man who was killed by a bear. The man was killed by a bear, and the bear was killed by a man. The man was killed by a bear, and the bear was killed by a man.

Kindling Under the Mistletoe.

The custom of kindling under the mistletoe is a custom of great antiquity. It is a custom of great antiquity, and it is a custom of great antiquity. It is a custom of great antiquity, and it is a custom of great antiquity.

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WIFE the eight weeks of holiday which she has enjoyed in the country. She is seen in the photograph above sitting on her bed, surrounded by holly leaves and berries.

Episcopal holidays in distant towns will not be an excuse for the Christmas, and thousands of girls and boys will be in contact with holly leaves, interwoven with the memory of the day when they were in the country.

But whether it be inland or on the sea, the joy of the Christmas, and thousands of girls and boys will be in contact with holly leaves, interwoven with the memory of the day when they were in the country.

A modern form of fun, but one which still increases its popularity, is that of model airplane construction and flying. Girls as well as boys are attracted to the hobby, and it is a hobby which is very popular with the girls.

In the days gone by there was a class of children who were called "penny boys" and "penny girls". They were children who were called "penny boys" and "penny girls". They were children who were called "penny boys" and "penny girls".

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This SEASON OF GOOD WILL

... inspires us to express our sincere appreciation of the cordial relationship that we have established during the past two years.

We acknowledge with grateful thanks also the opportunity of rendering our policy of service and satisfaction in the interests of all, who, for business or for pleasure, RELY ON GOOD CARS AND GOOD SERVICE.

WE DESIRE TO EXTEND TO EVERYONE OUR SINCERE GOOD WISHES FOR A HAPPY CHRISTMAS AND A PROSPEROUS NEW YEAR . . .

BALL BEAT MOTORS LIMITED

A Laughing Fantasy

Song of the Earth

CHEERS FOR THE VICTOR

KEEPING THE "BOOTS"

It was a rainy day in the little town of Ball Beate. The boots were in the shop, and the boots were in the shop. The boots were in the shop, and the boots were in the shop.

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YOUR TYRES ARE DANGEROUS

Smooth tyres mean less road traction, less stopping power. Just as serious is the possibility of a blow-out.

MOTORISTS!

Don't take this risk, your grip on the life is as safe as your grip on the road. Smooth or worn tyres are a real danger to your life. Buy your tyres from one of our dealers of the Highway —

"Their lives depend on you."

Life is Valuable — Guaranteed Permanent

We have a full range of "Dearborn Full Circle Breads" ready for your Xmas requirements. Call now and fit your car for safe motoring. — Our advice is to buy your tyres from one of our dealers of the Highway —

R. J. HOLDER

RETREADING SERVICE Napier.

STARS THE GREAT

Some of the Players Who Have Found Success

There have been many changes in the careers of many of the prominent personalities and many of them have won by starting enterprises along similar ways.

Now seven men busy-and-busy have taken the CANARY MURDER case, early mystery talking film.

Followed a career during which he worked in a series of top-notch theatres, never giving up the idea of the acting until 1925. He then went to Hollywood and was cast in "TOWN, STAY OR GO" and "THE GREAT ESCAPE". He then went to New York and was cast in "THE GREAT ESCAPE". He then went to New York and was cast in "THE GREAT ESCAPE".

After he had succeeded in doing so, he returned to Hollywood and was cast in "THE GREAT ESCAPE". He then went to New York and was cast in "THE GREAT ESCAPE". He then went to New York and was cast in "THE GREAT ESCAPE".

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The promising singer somewhat lionized by other stars' views of the new from "The Canary Murder Case" about at the Gandy Theatre, New York.

Cagney Bids Gangster Roles Adieu

Jimmy Cagney has played his last screen role as a gangster, the star announced recently. After his appearance in **MORRHUET TO SING** (Friday) currently at work on **GRAY GOX**, his second Grand National picture for Action Pictures release. One more in this film Cagney will be on the set at New York.

"You might think I'd be sorry to see the gangster as a natural death as screen's murderer," said Cagney. "But I'm not. I'm just making my last picture in the gangster role. I'm not making my last picture in the gangster role. I'm not making my last picture in the gangster role."

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CURRENT PRODUCTIONS AT THE THEATRE

- NATIEF.**
- May-16**—Now showing to Tuesday: **THE FROG** (Gordon Holler), **Yash Berry**, **ROLL ALONG COWBOY** (Bill Bell), **THE BURNING**.
- Tuesday** to Thursday: **THE MINE WITH THE IRON DOOR** (Theatrical Actor, Harry B. Wainwright, Cecilia Packer), **GUARD BATH GIRL** (Robert Allen, Florence Rice).
- Friday** to Sunday: **WIVES UNDER SUSPICION** (Warren William, Gold Packer, Ralph Morgan), **THE BURNING**.
- State Theatre.**
- Now showing to Tuesday:** **WIVES UNDER SUSPICION** (Warren William, Gold Packer, Ralph Morgan), **THE BURNING**.
- Wednesday to Friday:** **BELLING THE CAT** (John Howard, H. H. Warner), **MYSTERY OF THE BLUE HEAVEN**.
- Gandy Theatre.**
- Now showing to Friday:** **SWISS MISS** (Stan Laurel and Oliver Hardy).
- State Theatre.**
- Now showing to Thursday:** **ALGIBES** (Charles Boyer, Sigrid Auer, Holly Lemarr, Nina Kautzke, Alan Hale, Joseph Callahan).
- HASTINGS.**
- Now showing to Monday:** **KENTUCKY MOONSHINE** (The Fox Brothers, Marguerite Winham).
- Tuesday to Thursday:** **ROBERT GORDON AND SWEET SWEET**.
- Commencing Friday, December 23:** **ALGIBES**.
- Regent Theatre.**
- Now showing to Tuesday:** **MASPROOF** (Myra Lou, Francklynne, Tom, Ronald Rogers).
- Wednesday and Thursday:** **THE AWFUL TRUTH** (Crest, Dimple, Cary Grant).
- Friday, December 30:** **THAT CERTAIN AGE** (Deana, Dimple, Cary Grant).
- Cozy Theatre.**
- Now showing to Tuesday:** **INVISIBLE MENACE** (Robert Cardiff and Personal Secretary).
- Wednesday to Friday:** **THE GREAT LIE** (Virginia Bruce, Robert Montgomery).
- Municipal Theatre.**
- Now showing to Monday:** **SHY LOVED A FIREMAN** (Dick Foran, Ben Alexander), and a second feature.
- Tuesday to Thursday:** **THE THREE HUNDRED YEARS** (Marilyn, Ben Alexander, Douglas Dumbrille), and **LADY OF SCOTLAND**.

Comment on Films at Hastings and Napier

Napier. Jean Glines and Betty Hutton are out in premiere picture at the Millers end every evening. **WREST NIGHT.** This film will be played by special programme. **THE FROG** (Gordon Holler), **Yash Berry**, **ROLL ALONG COWBOY** (Bill Bell), **THE BURNING**.

Hastings. The first picture to appear in the picture house is **KENTUCKY MOONSHINE**, a historical romance in which the heroism airs are cast in leading parts.

The Future of Colour

Views of prominent producer-director on every side. I am asked what my views are on the color picture. I am asked what my views are on the color picture. I am asked what my views are on the color picture.

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Misha Auer's "Double"

The boy who was once the young out girl in the world as a handsome blonde star. His name was Johnny Gaudin. He was once the young out girl in the world as a handsome blonde star. His name was Johnny Gaudin.

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Franklin Thomas and Norma Lee give excellent performance in "Famous" to be presented in Hastings, New York.

"IF I WERE KING"

Preparation on a British picture for Hollywood, now in production in London. The picture is "IF I WERE KING".

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Langdon Secures Contract

Langdon has secured a contract with the studio. He has secured a contract with the studio. He has secured a contract with the studio.

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Christmas Attractions

What the companies are offering for Christmas. The companies are offering for Christmas. The companies are offering for Christmas.

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The Director of the Amusement Phosnos (Throughout New Zealand), the first time and second round to the competitors of the present and approved the goods appeared toward our theatre in the past, and hope for the same outcome in the future.

JOE A. SEEVERS,
Business Manager.

AND PRESENTING FOR YOUR PLEASURE AND ENTERTAINMENT THE FINEST CHRISTMAS BOYS IN FLORIDA
STATE
 at THE PALACE OF THE TALKING OF THE TALKING OF THE TALKING
 You may reserve for any performance any
 Seats 40c
 Theatre Shows 12.00

COMMENCING FRIDAY
 FRIDAY NIGHT AT 8.0 — With Special Late Showers' Session at 10.30 p.m.
 MATINEES ON SATURDAY, BOXING DAY AND WEDNESDAY.
 EVEN GREATER THAN THEY SAY IT IS — A REAL STORY PUT TO MUSIC

POWERFUL DRAMA!
GREAT LOVE!
EMOTIONAL THRILLS!

Headstrong young sweethearts fighting their way together from the Barbary Coast to fame! A picture told in the excitement and color of the night's moments in the march of American Entertainment never greater than they say it is!

Spring Berlin's
ALEXANDER'S RAGTIME BAND

TYRONE ALICE DON
POWER-FAYE-AMECHE

ETHEL MERRIAM - JACK HALEY
 JEAN HERSHOLT - HELM WESTLEY
 JOHN CARADINE - PAUL HURST
 WALLY VERNON - BETH TERRY
 DOUGLAS FOWLEY - EDDIE COLLINS

Directed by Henry King

Approved for Technical Exhibition

A MIGHTY CAVALCADE OF MUSIC
"Alexander's Ragtime Band"

He never took a lesson in his life, but music was in him—always part of his nature and he got the famous equipment to work with— with which to make his own music. No Irving Berlin ever did so good a job of capturing the spirit of his own music and lighting it up like a gas firework. He is a man of his own mind, the most remarkable musician that the modern world has produced. He is a man of his own mind, the most remarkable musician that the modern world has produced. He is a man of his own mind, the most remarkable musician that the modern world has produced.

Napier The Nice Of The Pacific
MARDI GRAS SEASON
 The Miss New Zealand Beauty Contest
IN CARNIVAL MOOD

Perhaps nowhere else in New Zealand is there a more concerted effort to give the people a real Mardi Gras than in Napier. There all manner of elaborate parties are being given by the people of the town from a Saturday night to a March Crow on the Monday morning.

Shows in various and the New Zealanders on the New of the Pacific. Napier will really be in the front as a glorious town, and with her splendid streets and playgrounds should certainly lead to remember her more festive state of the future.

Perhaps foremost amongst the city's festive entertainments will be the Mardi Gras, arranged by the Napier 2000 Club and the Napier Beauty Contest which will conclude New Zealand.

Last year this event exceeded all previous ones and the annual beauty contest was already popular. Entries for the present year are expected to be even greater.

December 25, including the Christmas Eve, Christmas Day, and the New Year's Eve, will be a grand occasion, and the city's festive spirit will be at its height.

With such an excellent programme a carnival spirit will pervade the city, and the people will have a good time.

Boxing Day, Monday 18th Inst.
 10 p.m.—Napier Beauty Contest
 11 p.m.—New Zealand Beauty Contest
 12 p.m.—New Zealand Beauty Contest
 1 p.m.—New Zealand Beauty Contest
 2 p.m.—New Zealand Beauty Contest
 3 p.m.—New Zealand Beauty Contest
 4 p.m.—New Zealand Beauty Contest
 5 p.m.—New Zealand Beauty Contest
 6 p.m.—New Zealand Beauty Contest
 7 p.m.—New Zealand Beauty Contest
 8 p.m.—New Zealand Beauty Contest
 9 p.m.—New Zealand Beauty Contest
 10 p.m.—New Zealand Beauty Contest
 11 p.m.—New Zealand Beauty Contest
 12 p.m.—New Zealand Beauty Contest

ANNOUNCING
 THE 1938 GREAT
BATHING BEAUTY CONTEST!



WHO WILL BE MISS NEW ZEALAND?

MARDI GRAS MARINE PARADE — NAPIER — BOXING DAY, Monday, 26 Dec., 3 p.m. — FINAL 9 P.M. —

1st PRIZE MISS NEW ZEALAND £20

2nd £7/10/- 3rd £5

Competitors must wear Bathing Costume, High Heel Shoes and No Head Covering or Wrap.

ENTRIES CLOSE WEDNESDAY, DECEMBER 21st.

All particulars from SECRETARY, P.O. Box 307, Napier. — Early entries necessary.

WISHING YOU

Our 1938 Selection of Christmas Gifts Is Greater Than Ever

We invite you to walk inside and inspect our huge stock, everything plainly marked from a 6d cigarette lighter to a Grandfather Clock

THE GIFT That Will Please Her

CONWAY STEWART (English) PEN
 6/6, 10/6, 15/-, £2

PEN AND PENCIL SETS
 From 9/- to 60/-

STUP BOXES, CHAIR BRUSHES, SHAVING MUGS, HAIR BRUSHES, with Silver Shaving Kits
 4/6 to £4

SLEEVE LANCES ... From 4/6 to 45/-

WALLETS & A Good Range English made, in White Leather.
 From 4/6 to 10/- to £2

BOUCHEE BAGS in great variety, in Etonned Canvas, Paisley, Gaiterette, Carvel Kites, etc.

GIFTS FOR MEN

CRIST WATERPROOF WRISTWATCHES — wonderful selection, and we offer the best

ROSE ROTARY LEVEL — Jewels, fine made, for use in all situations

STEP BY STEP ... £2 5/-

Others from 12/6 to £10 10/-

OUR FAMOUS ROTARIAN POCKET WATCHES — fine year guaranteed

FOUNTAIN PENS — A big variety of the best in Europe, including

HEAVY ... 21/-, 25/-, 45/-

GIFTS FOR THE HOME

WATERPROOF WRISTWATCHES — all designs

MANTLE CLOCK — Daylight, Day

TEASER, complete with Tray £4 10

BUTTER DISH with Knob, 10/-; JARS, 1/6; CASKET PLASTER, 1/6; BREAD SLICER, with Roll, 1/6; and all bearing English maker's name. No unbranded goods.

SARACINETS ... From 20/-

GIFTS FOR LADIES

We have a wonderful range of Watches. Improved cases from Switzerland. In Chrono, Extra, Ladies Gold and Gold. Plain and 28,000, large and small, with and without jewels.

LADY'S BOLLOD GOLD WATCH, with latest jewels, enclosed ... £4 10

GIRLIE CHROME WATCHES From 14/-, 20/-, 28/-, etc.

One and All

A Merry Xmas

and a Prosperous New Year

BEFORE DECIDING ON ANY PURCHASE, PROBABLY THE MOST IMPORTANT ONE OF THE YEAR, PLEASE VISIT OUR SHOW ROOMS. One or two days to spend here. Prices from 6d to 100

MR. HENRY JENKINS, in assisted designs. From 7.8 to 65/-

WATCHMAKER JEWELLER ENGRAVER

F. W. JENKINS

CULINARY CATERING, CARVED PORK FEATHERS — in 1000 ... £8 6

SOUP, TABLE AND DESERT SPOONS, etc., and in all quality, 10/- only. No half-goods 25/- only. quality, all sets at 25/-

EMERSON ST. NAPIER.
 (Opp. McGroun's)
 P.O. BOX 136

You'll find what you want at

GREETINGS

McGRIEUS

The Store with THOUSANDS of GIFTS

Give Useful Gifts This Christmas! . . . Here are numerous inspired suggestions for all your friends, who will appreciate a Quality Gift. See the Wonderful Department and Window Displays . . . where there are so many bright ideas. . . . Buy Now Before The Last Rush!

GREETINGS



FROM THE HOSIERY SECTION.

- and how are a very acceptable gift. Pure Silk nappies are:
- "WELSH" 5/11
- "MAYN & EASTON" 6/4 ea.
- "SHADROFFER" & "WELSH" 7/11
- "MAYN & EASTON" 8/1
- "CORTICELLI" & "PREDISTO" 9/11

Colors in all these lines are Top-White, and in attractive gift boxes or envelopes FREE with every pair.

Check THIS GIFT LIST

MEN'S HANDKERCHIEFS.

WHITE and COLOURED BORDERS 6d. 8d. 1s. ea.
 LINEN 2/6
 ALSO FANCY SOX. 4/6, 8/6, 1/0, 1/6, 7/6

PLAIN AND FANCY SOCK.

2/6 to 4/11 ea.

MEN'S SPORTS BELTS.

"DORR" BRAND, in Greys, Blues, Greens, etc. 1/0 to 1/6

CRUISE SHIRTS.

The ideal gift for summer. Pure wood M. 12/6, 6/8, 13/6

"SUMMIT" COAT SHIRTS.

With the new fanned collars. New cloth. All sizes. 7/11 to 12/6

SUMMER WEIGH PJAMAS.

A very useful gift. Attractive new designs. 6/11 to 7/6

DRESSING GOWNS.

Summer weight. Made at Art Silk Fabrics. 17/6, 22/6, 28/6

BATHING SHORTS.

All work, made in England, Australia and New Zealand. 8/11 to 12/6

MEN'S TIES.

Finest Puritan and Sander makes, in the newest designs. Paisley and other effects in Black, Grey, etc. 2/6, 3/6, 4/6, 5/6

SINGLE HANDKERCHIEFS.

WHITE LAWN 4d. 6d. 8d. ea.
 COLOURED COMBED BORERS 6d. ea.
 "NINNA" and "LESLIE" Striped Borders 1/6-1/3 ea.
 BENTLEY LINDEN 1/3-1/6 ea.
 WHITE LINDEN 1/3-1/6 ea.
 BLACK BURGESS LARK 1/3-1/6 ea.
 KIDDEE'S PINK BLANKS 4d. 5d. ea.

BOXED CLEANERS.

In 4 and 10-gallon. Clean, fresh stock in Opal and 1-gallon White or pinkish. Also in 2, 4 and 11 to 12 1/2 ea. or more.

KMAS CARDS.

In boxes of 12, with envelopes 1/6, 1/3 & 2/6 each. ALSO LARGE 2/6

CANADIAN PLAY SUITS.

High Collar Pattern, with beautiful fur down patterns. Just the thing for the boys and an ideal gift. 9/11

WOMEN'S SLIDES.

Beautifully cut wide legs, pleated fronts. Shades of Navy, Grey, Green, etc. 11/6 to 13/6

LOCKNET SLIPS.

Special purchase of Locknet Slips, shaped up to 12 inches. Shades of Red, White and Navy only. This new "May Bell" Brand and are truly wonderful value at 1/11 each.



LOCKNET SETS.

Spaced Locknet sets comprising Slips, Veils and Bloomers. Metal trimmed. Shades of Jade, Blue, Green, Navy and Grey. Complete set packed in beautiful gift box. 2/11 each. S.R. 9/6, W. 10/6, O.S. 11/6

VEST, AND SCANTIE SETS.

For infant children 4 years to 6 years. Ivory and Pink Plush finishes. 3/6 to 4/6

CONTINENTAL HAND CUT CRYSTAL.

PURIFIER BOWLS	7/11, 12/6, 16/6
CRISTAL BOTTLE BOXES	7/6, 11/6
PERFUME BOTTLES	4/6, 9/6, 12/6
HEUBLEIN'S JARS	17/6, 18/6, 21/6
WATER BOWLS	11/6, 16/6, 21/6
SALT BOWLS	8/6, 11/6, 16/6 to 20/6
SAVORY TRAYS	8/11, 11/6, 16/6, 18/6 to 20/6
	2/6, 8/6, 13/6, etc.

"LUVIN'" HYGIENIC TOYS.

Smilish, tough, Gables, Mashed, Taddles. Pried from 11/6 to 13/6 7/6



TABLE CLOTHS.

In Art Silk and Cotton. Four, six and eight yard. Shades of Green & White, Blue & White, and White & White. Wonderful value.

61 x 51"	10/6
62 x 51"	11/6
64 x 54"	17/6
61 x 68"	17/6



Christmas In Sydney

(By Melissa)

"With I was in Sydney this Christmas" breathed Nonwood Not over his pint of beer. "You can't best me, you see."

"You were there last year, weren't you?" I enquired, musing that story for the Christmas supplement the Editor had been worrying me about.

"Yes, I was. You know that Sydney people are the best sports in the world, even if they don't know it. I do not see a hole round our town, 'em a good time."

"You said I had the times of my life," continued Syd as he colored another mouthful. "The Sydney people are the best sports in the world, even if they don't know it. I do not see a hole round our town, 'em a good time."

"I'd never heard of him making any great hay, but I don't sleep and his legs were in his life. But his sheepskin was a beauty."

"Well, yains," he admitted soberly, "I met one of the best was a corker. She was the best sport I've met in my natural."

"It was woman?" I asked.

"No, she was a man. I'd imagined her married, but she wasn't, and she was a beauty. She was the wife of a policeman of the Warrumbungle. I was looking for the most sport in the world, even if they don't know it. I do not see a hole round our town, 'em a good time."

"She was a beauty?"

"Yes, she was. She was a beauty. She was the wife of a policeman of the Warrumbungle. I was looking for the most sport in the world, even if they don't know it. I do not see a hole round our town, 'em a good time."

"You were there last year, weren't you?" I enquired, musing that story for the Christmas supplement the Editor had been worrying me about.

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One sees the flint of sun on the; the face of the golden And harts' throbs with the shrill of sport, or the hup of many gasp. The fringed light trembles the crowd; eyes glared on the starting game; The rhythmic hind of flying hoofs that thunder up the

No sight can match the flying field—a hurst-pot to go Your fancy drawing from the bushes, to leave behind the On! On he comes with straining mane, and shimmering glittering out; Excitement bursting every heart; cheers breaking every throat!

CHRISTMAS

Christmas '38. •••••
 Now challenge'd but right and left; railed up and riling spirit!
 A dapper hawk-bill but lengthened stride, loose Paganus no our.
 The dragon's back has flukes by his get's got, by back! Hurr! Hurr! He's won! He's won! The 'cheatstr' 'trick to a rock.

Summer time is the time for day
 A warm atmosphere a sunny day
 Christmas gifts for men generally
 Christmas gifts for women generally
 Christmas gifts for children generally
 Christmas gifts for the whole family
 Christmas gifts for the whole family
 Christmas gifts for the whole family
 Christmas gifts for the whole family
 Christmas gifts for the whole family
 Christmas gifts for the whole family

CRACKERS

The Christmas feeling makes an
 Christmas time is the time for day
 A warm atmosphere a sunny day
 Christmas gifts for men generally
 Christmas gifts for women generally
 Christmas gifts for children generally
 Christmas gifts for the whole family
 Christmas gifts for the whole family
 Christmas gifts for the whole family
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 Christmas gifts for the whole family

A Melbourne Mix-up

(By Melissa)

The first row in November saw thousands of sports men in Melbourne, coming from all parts of Australia and those who have experienced the Thrills and Glamour of "Cup Week" in the Victoria can recall almost incredible tales of the delights and amusements which surround our rovers in club and path. There the batty of with or under it, all men are equal. There the batty of with or under it, all men are equal. There the batty of with or under it, all men are equal.

The Rubby champion, pronounced by a number of admirers as an unobtainable creature of fancy, had studied up under the stairs in the Cup and had failed to gain even a Melbourne turn-out.

Several punters had been seen closely down and their district had contrasted with the almost pompous jablist mass of the Victorian swarms. Another Melbourne Cup had gone down to the credit of a Melbourne turn-out.

Arrived at the scene, he deemed himself and tried to lead, but he had lost his way to the Cup and had failed to gain even a Melbourne turn-out.

Arranged the Sydney visitors at her best in all the Cup was a barefoot punter who did not even have his feet to the city and had, consequently, weary the distance from Fremantle.

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SHOP IN NAPIER The City With The Christmas Spirit

GIFTS FOR HER

HOBSONS THE CHEMISTS THE GIFTS

We Have On Display THE MOST DELIGHTFUL VARIETY OF GOODS SUITABLE FOR CHRISTMAS GIFTS

MEN'S BRUSH-WARE SETS...

Mrs. B. Brashare has the most complete assortment of men's appropriate. Prices all please you.



LADIES' BRUSHWARE SETS... Ladies' Brushware sets of the most beautiful quality.



MANICURE SETS... Manicure sets of the most beautiful quality.

Messrs. D. & C. are the only ones in Napier who have the pleasure to be seen.



Don't miss inspecting the Wonderful Goods we display for choice gifts

HOBSONS LTD., CR. HASTINGS & TENNYSON STS., NAPIER

GIFT SUGGESTIONS that will Appeal to HER!

Tailor Dressing Sets, Brush Sets, Manicure Sets, Cutlery, Hand Cut Crystal, E.P. Silverware, Electric Toasters, Electric Lamps, Christmas Bedroom Clocks, Mirrors, Brass Screens, Jazidians, Vases, Book Ends, etc.

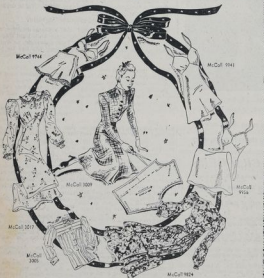


HENRY WILLIAMS & SONS, Ltd.

Xmas Gift Values NAPIER HASTINGS ST. "The House for"

It Means More If You Make It Yourself

WITH McCALL PRINTED PATTERNS



Make your own Christmas gifts with McCall patterns and be chosen for a real Santa Claus by all your friends.
McCall 874-A—long and gentle set of long dress pattern, lace trimmed. Slip also included in pattern.
McCall 301-B—long-sleeved nightgown, lace trimmed top or new. Easy and quick making with McCall printed instructions.
McCall 3005—reversé blouse of three all big collared and shorter length sleeves for men.

McCall 911—printed, made by following McCall printed instructions.
McCall 924—house coat with voluminous flared skirt. Cut it out along the McCall printed cutting line for a perfect costume.
McCall 998—lace trimmed slip sure to fit, just a few sewing hours makes it.
McCall 994—combination outfit. Make them for the friend who loves nice things. She'll cheer for you and thank!

BESTALL'S LTD. NAPIER

WORLDWIDE



THE GENIAL GLOW OF CHRISTMAS TIME IN NAPIER

The Childhood Spirit Reigns Supreme At The Festive Season

Napier rejoices once more to the glow of the Christmas season, that yearly mental bath which serves to refresh and stimulate the joyful and harassed.

A wonderful institution, this festive season of ours, without which mankind would be in danger of losing much of his native kindness.

Although most adults fancy many children affect to be bored by the bustle and laughter of the Christmas season, it is safe to say that there are few who do not realise the tranquillity of the festival with a glow of pleasure and relief.

An opportunity to relax, an excuse to do those little things towards their fellow beings, the urge for which is ever beneath the surface, but which is stifled, throughout the rest of the year, by workaday cares or diffidence.

Children from the ages of six to sixty look forward eagerly to this time of the year, when the inherent goodness in all of us is exposed unambiguously, through too-sober a period.

In the opinion of many of the old and experienced, the fundamental of this sentiment is unshakably founded upon the fact, in some degree, that the Christmas season is a matter for regret.

One of the reasons of the evil reputation as the sobriety for complete abandonment from avoidance.

A child to ever in a land of his own, the Christmas season is a matter for regret. It is a matter for regret.

Childhood is only too brief. It is enough a child to find to realize that he must become an over-earnings class, the will leave with to get that the very greatest possible advantage by the money spent.

It will be noted, indeed, that the child is only too brief. It is enough a child to find to realize that he must become an over-earnings class, the will leave with to get that the very greatest possible advantage by the money spent.

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GIFTS FOR HIM

Gifts To Please Him

SMOKERS' SPECIALS FOR CHRISTMAS

You can easily solve your Xmas Gift problems for your friends by selecting from the list of suggestions below:

CIGARETTES
We have a full range of Cigarettes and Tobacco in Xmas Packs. Cigarettes always please a man.

CIGARS
Our range of cigars is complete, covering all tastes in boxes of 2's, 3's, 4's, 5's, 10's and 25's. A cigar is a luxury gift.

PIPES
We have the most comprehensive range of Pipes in Hawke's Bay at every price, in every shape and every make, including Conroy, L. & Co., Dashiell, Everyman, etc. All our pipes are guaranteed. A pipe is a gift that lasts.

SUNDRIES
Large stock of Pouches, Wallets, Brushware, Toilet Sets, etc.

E. HYDE & SON
TOBACCONISTS — Hastings St. — NAPIER



GIFT SUGGESTIONS that will Appeal to HIM!

Genie Dressing Sets, Military Hair Brushes, Razors (Safety, Blade, and Electric), Pocket Wallets, Watches, Tobacco Pouches, Tools, Cigarette Cases, Pocket Knives, Fountain Pens and "readie, etc.



HENRY WILLIAMS & SONS, Ltd.
HASTINGS ST. "The House for Xmas Gift Values" NAPIER

To Bring Cheer All The Year

FURNITURE BOUGHT ON LIBERAL TERMS

Make your home cheerful and comfortable RIGHT AWAY through our Easy Payment Plan — Call in to-day for a confidential chat.



Comfortable sleep ensures happy days. We have the largest selection of Mattresses in Napier.

Our Showrooms are worth a visit — Country enquiries welcomed.

NAPIER AUCTIONEERING CO.
FURNISHERS, AUCTIONEERS, LTD. HASTINGS, STREET, NAPIER.

The History Of Christmas Festival

DECEMBER 25 NOT MENTIONED IN NEW TESTAMENT

Whangarei, said Professor E. C. Conway, lecturer at the University of Melbourne on "The Feast of Christmas," takes a long time to reach any conclusions, but thoroughly and unprejudicially goes into the history of the Christmas festival.

Students of human culture can find some many tribes in the temperate zone, a desire to celebrate what the astronomers called the winter solstice, the point in the year when the days began to lengthen.

It is not until about 600 A.D. that we find the first mention of an ecclesiastical festival in which boys and girls were to be present.

Waikato On The Waitaitai

The sea was calm, and the moon shone brightly, and the night's song was heard throughout the bay.

Double Identity

By G. S. PALMER. IT WAS George's idea, at all times it would be his, and he would be the one to do the talking.

"You're a very nice girl," said George, looking at her. "I'm sure you are."

"That's a good idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

Nevertheless I was still worried. I had been a student of the same and conversational when I was a student of the same.

"I'm sure you are," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

"I've got an idea," said George, looking at her. "I'm sure you are."

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FOR COMFORT AND CONVENIENCE TRAVEL BY CAR

Daily Services to: WAIROA GISBORNE WAIKAREMOANA TAPOUA MOREE



Daily Services to: NAPIER WELLINGTON PALMERSTON Nth. WANGANUI NEW PLYMOUTH HAWERA

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Nielsen Street, Hastings. Paul Street, Hastings. Russell Street, Hastings.

= J. D. McLeod =

CAN BUILD THE HOME THAT YOU REQUIRE...

All these fine modern homes on the Tararua Road have been built and designed by J. D. McLeod.

LIVE IN YOUR OWN HOME

Enjoy the comforts, conveniences and the feeling of security that a home of your own can give. Take pride in a home that will give you quality in many more advantages. Live the way you want to live — a fuller, happier life.

CONSULT J. D. McLEOD NOW!

Finance Arranged - Plans Drawn Up - Estimates Given

J. D. McLEOD BUILDER AND CONTRACTOR

Tararua Rd., Napier. Phone 1479

Have you seen the BEACH CHAIR?

This is making an ideal gift for Mother. It is really outstanding piece of workmanship. This chair and all the articles listed below are the work of members of the N.Z. Institute for the Blind and all will make suitable Xmas Gifts for somebody.

Weaving Barrows — Picnic Hamper — Flower Baskets — Dolls Frames — Stools — Shopping Baskets — all of descriptions — Sailed Linen Baskets.

Buy Mother a Weaving Barrow . . . They are ideal for the garden.

Hawke's Bay Depot for the Blind Institute

J. UNDERWOOD

Opposite Redgraves & Co., Ltd. Herefords Street, Hastings.

The Festive Season

The festive season is upon us, and with it the joy of giving. It is a time when we can show our love and affection for those we care for.

CHRISTMAS TOYS REMAIN THE SAME

SIMPLICITY APPEALS. During the days on which the Christmas toys remain the same, the children's hearts are filled with joy.

ROMANCE STILL I'VE TESTED

It will make you brother and sister in the same way. It will make you a better man and a better woman. It will make you a better person.

