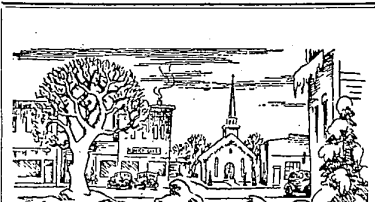




BEST
Holiday
WISHES

Christmas is the time of the year when people all over the world rejoice with their family and friends. May this Christmas prove to be a joyous one and the New Year bring an abundance of good health and prosperity to all.

LaSalle Wines & Champagnes, Inc.

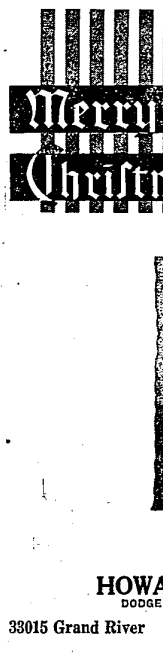


Merry Christmas 1948

† Christmas is an old-fashioned holiday, a time for reliving childhood days and for recalling old times, old friends.

May all the peace and tranquility of the season be yours in full measure.

L & H Wood Mfg. Co.
33119 Grand River Phone 2350



Merry Christmas

May the true joys and blessings of that first Yuletide be yours today—
'Peace on Earth
Good Will Toward Men.'

1948

HOWARD OTIS
DODGE — PLYMOUTH
33015 Grand River Phone 0001



World Christmas Customs

QUEEN VICTORIA AND PRINCE ALBERT INTRODUCED THE DECORATING OF TREES IN ENGLAND ABOUT A HUNDRED YEARS AGO.

IN NORWAY AN ELF DOES MOST OF THE GIFT BEARING.

MISLETOE HUNG OVER THE DOORWAY IS A SIGN THAT WHO ENTER TO FRIENDSHIP AND PEACE.

ITALY'S CHILDREN REMEMBER TO SAY "BUON GIORNO" TO OLD LADY BY THE FIRE.

OLD ST. NICOLAS LEAVES HIS GIFTS IN WOODEN SHOES IN HOLLAND.

THE VILLAGE OF IS DISGAGED FROM THE CHRISTMAS CAROL.

CHRISTMAS CAROLS IN THE STREETS ARE POPULAR ON BOTH SIDES OF THE ATLANTIC. THE CAROL WAS ORIGINALLY A DANCE.

American Farmer Has Been Living Christmas Spirit All Year Through

Christmas time once again.

It is now the fourth Christmas time since the last one we experienced while the war was still in progress. And that one, in 1944, was an unforgettable Christmas time for many of us — who have lived to remember it.

It was at Christmas time in 1944, you remember, that the Germans made their last desperate lunge to get out of the trap of defeat in which American troops had put them. It happened at Bastogne, and many Americans who were not there will remember it because for a while, it seemed as though the enemy was going to break out of the trap. Although it was Christmas — and white snow covered most of the ground throughout the Christian world — there was little of the Christmas spirit in many people's minds. Instead, there was hate, fear, despair and — in some instances — death.

Why do we bring up the subject now?

Because our Christmas season this year is so different, for one thing.

It is different, too, in many respects — the main one, of course, being the fact that this year there is peace among the major countries of the world.

What we started to say is that practically unharmed among those who have worked for this peace is the average farmer. How many of the world's millions realize just how much we owe to our farmers for the peace we are enjoying?

Of course, we all know that during the war years the American farmer did his utmost to produce foodstuffs of all kinds. It was a necessary part of our struggle for survival then, and today, it is still no less a part of our struggle to preserve the peace we strove so hard to achieve.

Today the peace is being preserved because of our farmers' strenuous efforts at production — producing enough food to feed more than half of Europe as well as the usual, if not increased, demands of our own countrymen. The major difference is that this time it is a production battle to keep the peace — and as such is in keeping with the Christmas spirit of old.

Just a glance at what this Christmas would mean to many people in the world, were the American farmer not so willing to do his best to help others: It could possibly mean that hunger, disease and death would be stalking the cities of Europe with even more devastation than was experienced during the years of combat. It would mean strife between countries, between factions, between friends and even, perhaps, between families.

And it would possibly be more... it could, all too easily, mean more war...

Thus, because we are enjoying a peace through the greater part of the world, this Christmas morning, Americans should doff their hat to the great American farmer for his part in helping to achieve this peace. Without his efforts, it is very likely we wouldn't have it.

And the American farmer, in the true spirit of humility for this Christmas season, may bow his head and give thanks that he is lucky to be living in a country rich and strong enough to be able to live the Christmas spirit by helping his fellow man — not just for a short period of time during the year, but for the whole year through.

The Boys in the Shop Wish You A Merry Christmas, Too!



At Christmas time we want you to know we're grateful for your patronage.



WE DELIVER
JOHNSON'S MARKET
• PHONES •
0005 0305



Greetings

Best wishes for a very merry and joyous Christmas and a happy and prosperous New Year.

KARL the TAILOR
33453 Grand River Phone 2261

OAKLAND COUNTY RENT BOARD NAMES OFFICERS

At the December meeting of the Oakland County Rent Advisory Board, Mr. Earl Milliman of Pontiac was elected chairman. The other members are Mrs. Kathleen Hanson, Pontiac; Paul A. Korn, Pontiac; and Watson T. Brown, Royal Oak. There is one vacancy on the Board at the present time and the appointment is expected to be made within a few days.

Mr. William G. Haines, Area Rent Director, stated that the local board may make recommendations to the Housing Expediter as the members deem advisable with respect to the following matters:

- (a) Decontrol of the Defense Rental Area, or any portion thereof.
- (b) The inadequacy of the general rent level in the area.
- (c) The rent operations in general of the local rent office, with particular reference to hardship cases.

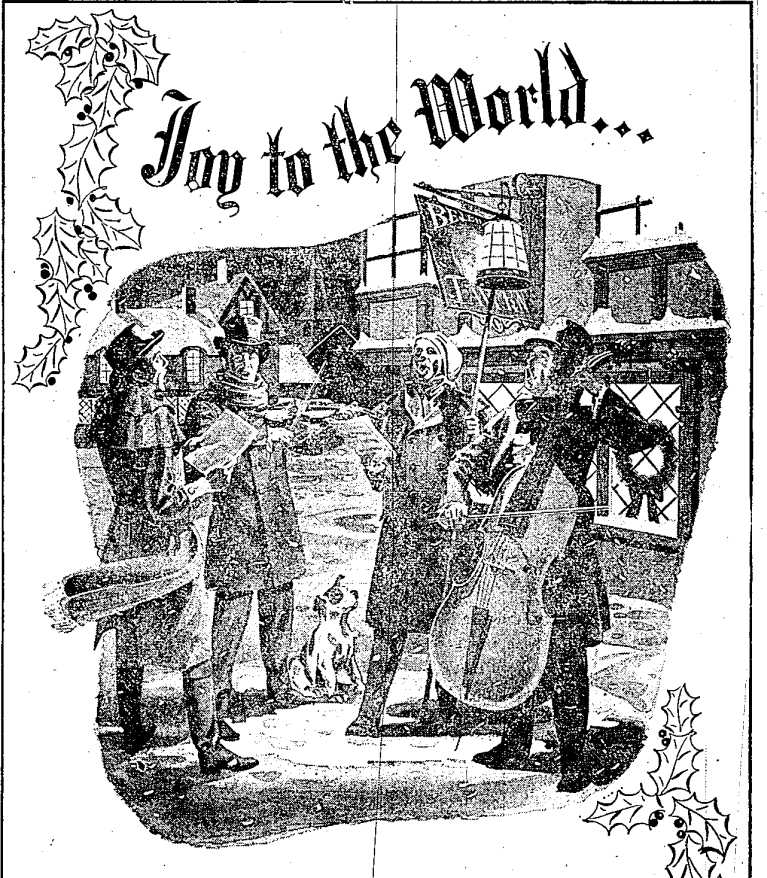
Mr. Haines stated that there are various grounds under which landlords can be granted relief and that they can get the necessary forms or information by contacting the local branch office at 316 Hubbard Building, Pontiac, and that tenants can also file complaints of overcharges or side-payments, and reduction in services, with the local rent office.

Mr. Earl Milliman, Chairman of the Board would review and consider appeals of both landlords and tenants from the Rent Director's determination, if the requests are addressed to the Oakland County Rent Advisory Board, 316 Hubbard Building, Pontiac, Michigan.

Mimic for Protection
During the hatching season, wild turkeys make a hissing sound in imitation of a snake as a protection against disturbers seeking their eggs.

CHRISTMAS WISHES
There's no time like Christmas time to wish all of our friends—
Good Cheer, Good Health and Peace.

FARMINGTON RECREATION
Grand River at Brookdale Phone 1586



Joy to the World...

To everyone — we wish all the joys of the Christmas season — its warm and gay spirit, a rich and beautiful fellowship, the spiritual goodness of its festive flavor. And may the New Year be one of continued happiness and good health.

The Farmington Enterprise
"FARMINGTON'S OWN HOMETOWN NEWSPAPER"
23623 Farmington Road Phone 0025

Season's Greetings
from
Spicer Orchards
40001 Grand River
Phone 0558-J3

Merry Christmas 1948

A triple wish for all of you is ours:
Good Cheer! Good Friends! Good Health!

Bill and Dan BURNETT
SINCLAIR OIL PRODUCTS