

## ABOUT THE SPELLING OF 'SAINT JOHN'

Many inquire as to why **SAINT JOHN**, New Brunswick is spelled out in its entirety, as opposed to the abbreviated spelling of St. John's, Newfoundland as well as many other Atlantic Canadian destination; i.e. St. Andrews, St. Stephen, NB, etc.

When Saint John, New Brunswick was officially named and incorporated by Royal Charter in 1785, the original spelling was Saint John, New Brunswick. As the years passed, however, citizens frequently lapsed in spelling out the name in its entirety. Before long, confusion arose in differentiating between the two Atlantic Canadian cities (Saint John and St. John's) creating untold difficulty for both residents of the cities and travellers to the region.

The identity problem was recognised in 1925 by press and local government alike. The Saint John Globe carried an editorial in January of that year chastising citizens for abbreviating the name, claiming that "If they get in the habit of spelling it out the fact will gradually help in making the name distinctive." Three months later, Councillor Harding put forth a motion requesting "all persons and corporations...to have the name of the City written or printed Saint John and not the abbreviated form St. John..."

Despite these attempts at distinction, Saint John, New Brunswick has continued to be confused with St. John's, Newfoundland, especially after Newfoundland joined Canada in 1949. Hopefully, with more marketing and awareness of Atlantic Canada as a vacation destination, visitors will come to differentiate between both the spelling and natural cultural differences of the two cities; "so close, yet so far away."