

# The Cape Cod Chronicle

*Newsworthy...*

## Christmas Joy of Cape Cod

2624 Main St.  
South Chatham  
508-432-3810

[www.ChristmasJoy.com](http://www.ChristmasJoy.com)

Open seven days, 10 a.m. to 4 p.m.



Sam Johnson and Rachel Johnson

## Minding Your Business

“People come in all the time saying they were here with their grandmother or look to see if we still have the train,” said Gus Johnson. Johnson and his wife Colleen bought the well-established business nearly 20 years ago, and today their adult children Sam and Rachel are here helping with the logistics of owning and operating Cape Cod’s premier Christmas shop.

“Christmas Joy has been here for over 75 years, with just three different owners,” said Sam. And the siblings say they feel the reason it’s a destination for many is its nostalgic vibe and so much more. “We strive to have ornaments, and holiday decorations that you can’t find anywhere else,” said Rachel. “We are very proud of our inventory; a good portion of it is hand-painted and locally made.”

“In fact,” Sam said, “hand-crafted ornaments are more our focus now.” They still carry collectibles like the Byers’ Choice Carolers, Dept. 56, Snow Babies, Fontanini Nativity Figurines and others, though.

When Sam was furloughed from his job with Disney World, and Rachel realized she could work remotely at home for the company she worked for in Galveston, Texas, the two came home...home to Christmas Joy. The two updated the website for online shopping and increased the shop’s social media presence. But they also realized that personal connections are what the holidays are all about, and this year that is a challenge. “A

special ornament speaks to a person. And a Cape Cod ornament brings back a flood of happy memories as you’re trimming your tree,” agree the two. They’ve also reached out to the community by bringing Santa Claus himself to the shop. Santa waved to trick-or-treaters on Halloween this year, and he kept socially distant but still brought joy on the weekend after Thanksgiving too. “We had Buddy the Elf here too!” said Rachel with a wink. “I’ve actually been recognized as Buddy in town!” said Sam. Next summer, they plan on doing a big Christmas in July event.

The shop is built on memories and good feelings. There’s a section for every holiday. “Folks love the Irish tree!” said Rachel. “And we have a real fondness for that tree too, for our mother is 100 percent Irish!” said Sam. There’s a sports section, and a first responders one (police, fire and health) too. “The vet tech one sells surprisingly well,” said Rachel. There are ornaments dedicated to babies, special occasions, pets, occupations, and more. There’s the train that runs on its track through the entire store, a music box and a miniature carousel; all operational and adding to the spirit of the shop. There always a Christmas movie on while you shop too. Gus favors “It’s a Wonderful Life,” while Rachel and Sam like to play “the Grinch” or Frozen.” It’s fun to shop at this store!

Christmas Joy of Cape Cod keeps the joy in Christmas each and every year! “Come see us again for the very first time!”

