



May all
your
Christmas Dreams
come true

Take your pick of the packages under the tree, they hold
our warm wishes that all your Christmas dreams come true!
To bring into pleasant reality your brightest hopes
for health...happiness...prosperity in the New Year!

Sherbrooke Daily Record
Christmas Supplement THURSDAY, DECEMBER 21, 1950. Second Section

'Twas the Night Before Christmas

When all through the house....

Coloring Contest

HEY, KIDS! MAKE EXTRA MONEY-

Here's real Christmas fun and a chance to win extra money! Get out your crayons and color as many of these illustrations as you wish. Neatness will count. Be sure to follow the simple rules below.

THREE GRAND PRIZES!

FIRST PRIZE \$5 SECOND PRIZE \$3 THIRD PRIZE \$2

Rules of the Coloring Contest

1. This contest is open to all boys and girls 11 years of age or younger, except children of employees of the Sherbrooke Daily Record.
2. Color as many pictures as you wish, but only one prize will be given to each winner.
3. Print your name and address clearly in space provided and mail your colored picture to the Contest Editor, Sherbrooke Daily Record, 69 Wellington St. N., Sherbrooke. All entries must be submitted before December 31st.
4. Decisions of judges are final. Finished pictures become the property of the Record which reserves the right to publish the winning names early in January.

WATCH THE RECORD FOR ANNOUNCEMENT OF WINNERS.



It is our sincere hope that you will have a Merry, Merry Christmas and a year of luck and joy.

Nadeau Garage

WATERVILLE, QUE.

Christmas For Tommy Will Be Wonderful

Altoona, Pa. — Tommy Ebbert is going to have a wonderful Christmas before he hears about the greatest tragedy of his life. The plucky 11-year-old is recovering in hospital from severe burns. He's kept happy by all the visitors, gifts and attention he gets.

Tommy doesn't know his mother, brother, three sisters and grandmother burned to death in the fire that sent him to the hospital.

He thinks they do not visit him because they have no way of getting the 10 miles into town from their house which no longer exists.

Tommy and his father, Warren Ebbert, are the only survivors of the fire. The father, in another ward of the hospital, said: "Tommy's not to know about the others until after Christmas."

Chicago. — Thieves broke a window in Ned Rosin's automobile and stole a large, gaily-decorated Christmas box.

"I guess whoever took it didn't stop to find out what he had," Rosin told police.

Inside the bulky package, he said, were ashes. Rosin carried them in his car—in case he got stalled on icy roads.

Stockholm, Sweden. — A Santa Claus paused at the Stockholm central railway station to light up his pipe.

Santa's beard burst into flame. Passers-by ducked Santa's head in a water fountain and put out the blaze. He suffered no injury, except to his dignity.

Merry Christmas
and a
Happy New Year
from

Waterville Farm Supplies

(L. Foisy)

FLOUR AND FEED MILL—FARM SUPPLIES
WATERVILLE

COMPLIMENTS OF THE SEASON!



We wish to thank our friends and customers for the patronage they have afforded us during the past year. We hope that you will allow us to serve you during 1951 as we have in 1950.

VISIT OUR NEW SELF-SERVICE STORE!

J. A. PETIT & FILS

Grocers and Butchers
WATERVILLE



The time has come again to wish you all a Merry Christmas and a Prosperous New Year. If you are in Waterville, drop in!

Gerard Fortier
Restaurant—Barber Shop
WATERVILLE



May the spirit of the Season light your way with its eternal good cheer.

DRY GOODS

NORTH HATLEY
Donald Browning,
Prop.

GREETINGS OF THE SEASON

To all of you
we have so
pleasantly served...

MERRY CHRISTMAS
HAPPY NEW YEAR!

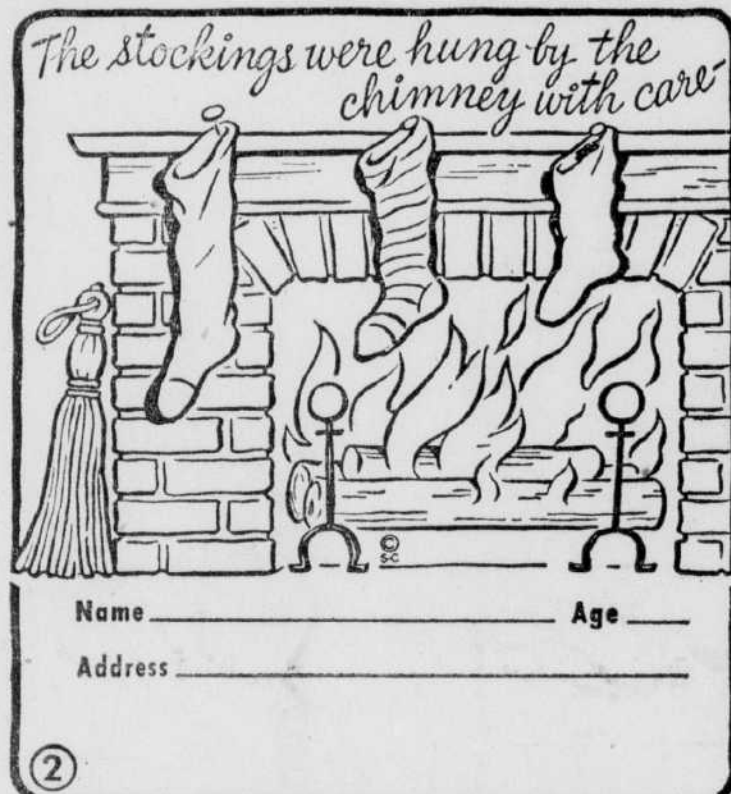
TONY FORTIER
Shell Service Station
Tel. 179 — WATERVILLE



Name _____

Address _____

Age _____



Name _____

Age _____

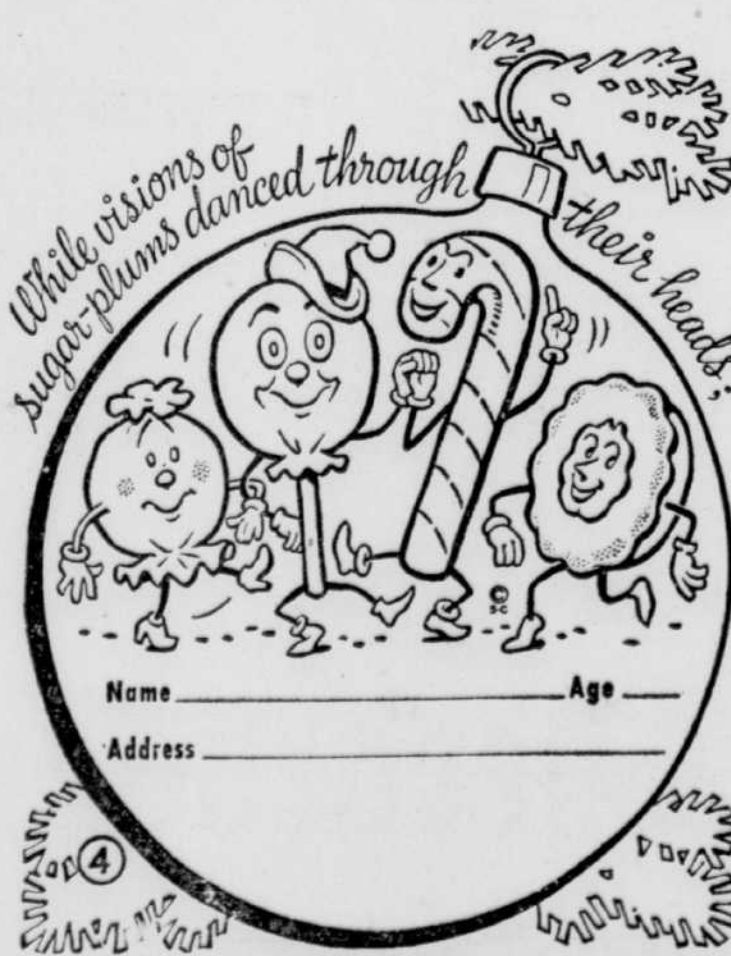
Address _____



Name _____

Age _____

Address _____



Name _____

Age _____

Address _____

(more on page three)

BOUNCING BABY

London. — Mrs. Irene Brady has high hopes for her infant daughter Sally. At the age of eight months, Sally can walk, talk and sing.

BARGAIN PRICE

Halstead, Essex, England — A woman who mislaid her handbag at a salvage sale here found later that it had been sold, and it brought only three pence (about four cents.)



Peace on earth, goodwill toward men... may this Christmas season unfold happiness for you and your family. The best of luck in 1951!

CENTURY MOTORS

REG'D.

WATERVILLE

GREETINGS OF THE SEASON

To all of you
we have so
pleasantly served...

MERRY CHRISTMAS
HAPPY NEW YEAR!

KOZY KOOL

Tel. 211
NORTH HATLEY



Season's Greetings

Christmas is the time we remember our old friends and look forward to making new ones! To all our friends, both old and new, we send our greetings: May your Christmas be Merry; your New Year Happy!

BROWN'S DRUG STORE

ROLAND ROY, Druggist
DERBY LINE, VT.



We extend the wish that you and yours will have a very MERRY CHRISTMAS and a bright and happy 1951.

SEGUIN MOTOR SALES

BEEBE

MERRY CHRISTMAS

To all our friends and customers.
May the New Year bring you every happiness.

R. G. McHARG

HARDWARE — PAINTS — STOVES — COCKSHUTT
FARM IMPLEMENTS

AYER'S CLIFF — TEL. 65-R-2

May your Christmas be Merry and your
New Year bright.

Thanks a million for treating us right.

White's Taxi Service

AYER'S CLIFF — TEL. 44-R-2



SONG OF Christmas

Our entire staff joins
in wishing you a very
Happy Holiday and a
better-than-ever New Year
CRUICKSHANK and
PACKARD
Tel. 67 r 2
North Hatley

At this joyful season our good wishes go forth to all our good friends and customers everywhere. Boundary restrictions are no barrier to friendship, and we take this opportunity to greet everyone on both sides of the Border on this Christmas Eve, 1950, thanking you all for your patronage of the past and anticipating the opportunity to serve your needs whenever the occasion may arise in the days to come. May Good Luck, Good Health and Good Cheer be yours at Christmas, and through all the New Year, is our wish for you

from the Management and Staff of our 2 stores:

Caswell & O'Rourke The Daylight Store

Boundary Shopping Centre

DERBY LINE, VT.



STEWART D. REED
General Hardware
Tel. 7 r 2 North Hatley

'Twas the Night Before Christmas

When all through the house....

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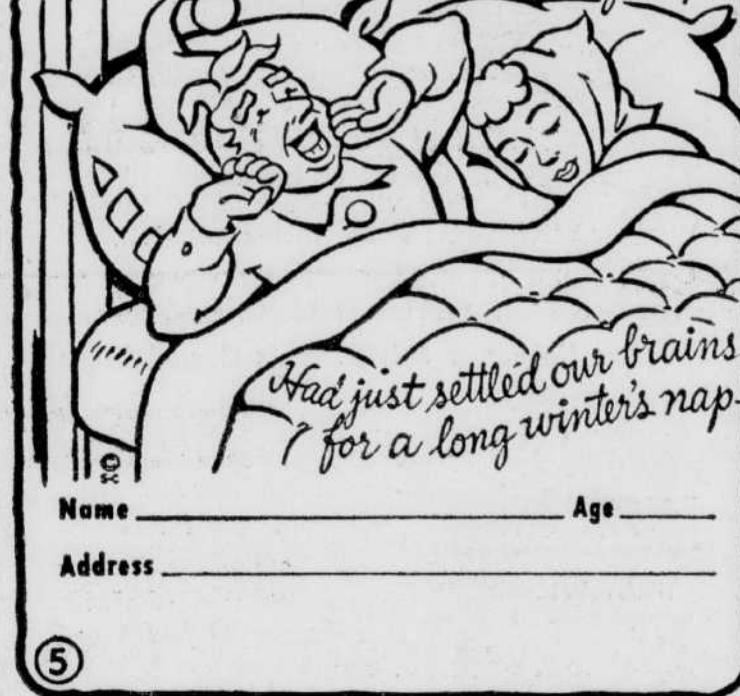
When, what to my wondering eyes did appear,
A miniature sleigh, and eight tiny reindeer



Name _____ Age _____
Address _____

7

And Mamma in her kerchief and I in my cap -
Had just settled our brains for a long winter's nap -



Name _____ Age _____
Address _____

5

GREETINGS

to the people of

MEGANTIC COUNTY...

and to all my good friends throughout the Eastern Townships

I'd like to call on each and every one of you to wish you the Merriest of Christmases and the Happiest of New Years. Unfortunately, this is impossible, so I'll do the next best thing and send you my wishes for

A MERRY CHRISTMAS
AND A HAPPY NEW YEAR

Hon. TANCREDE LABBE

Minister Without Portfolio

Member of the Legislative Assembly for Megantic County

THETFORD MINES, QUE.

May each and every one
of our customers and friends

find this a very

HAPPY HOLIDAY!



CORINNE'S DRESS SHOP

(Mrs. J. A. Begin, Prop.)

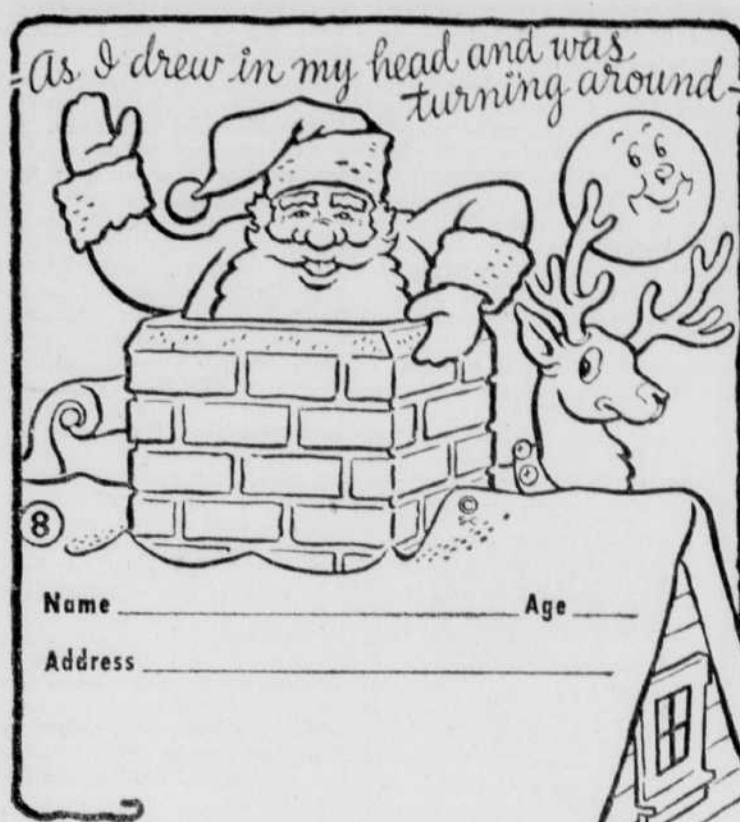
Derby Line — Telephone 970



I sprang from my bed to see what was the matter!

Name _____ Age _____
Address _____

6



As I drew in my head and was turning around -

Name _____ Age _____
Address _____

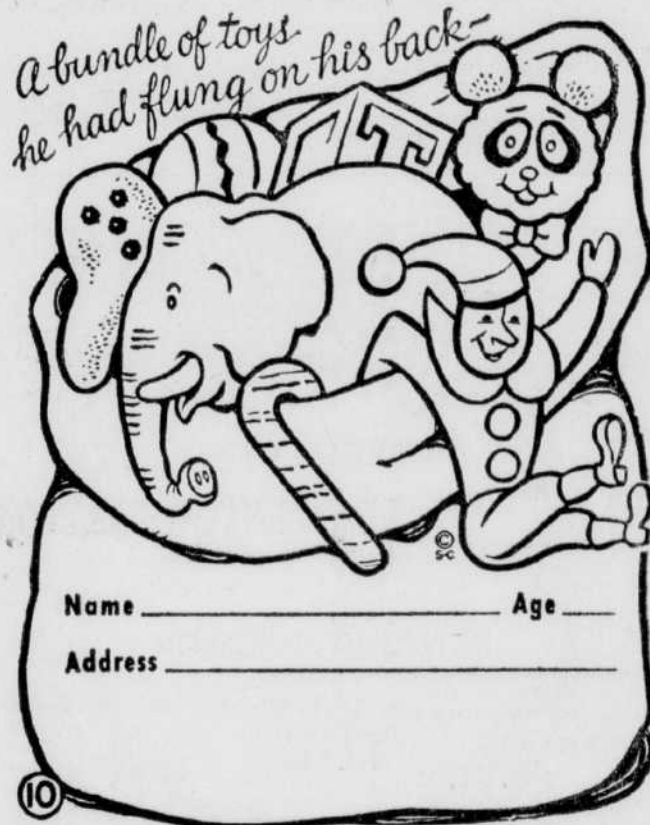
8

Down the chimney St. Nicholas came with a bound!



Name _____ Age _____
Address _____

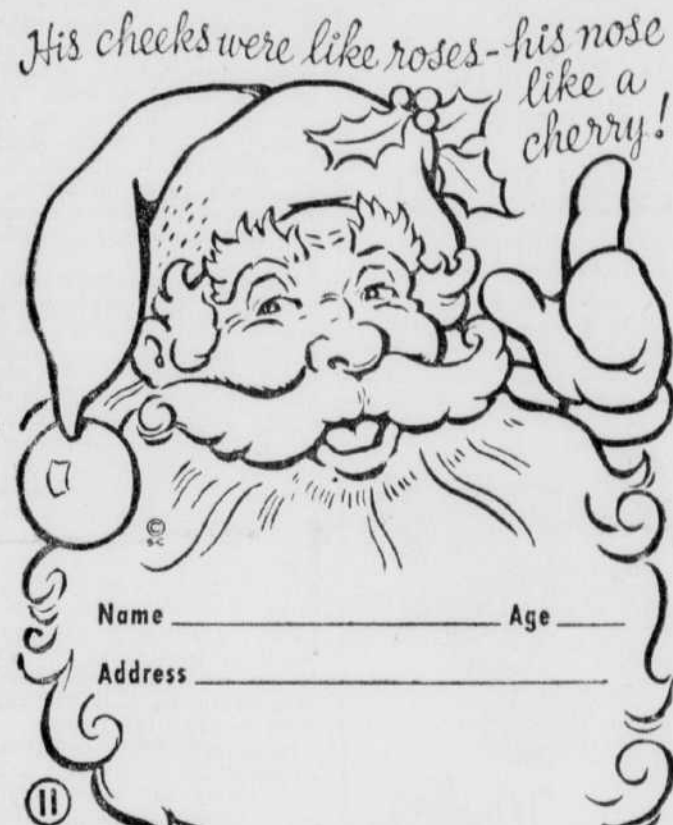
9



A bundle of toys he had flung on his back -

Name _____ Age _____
Address _____

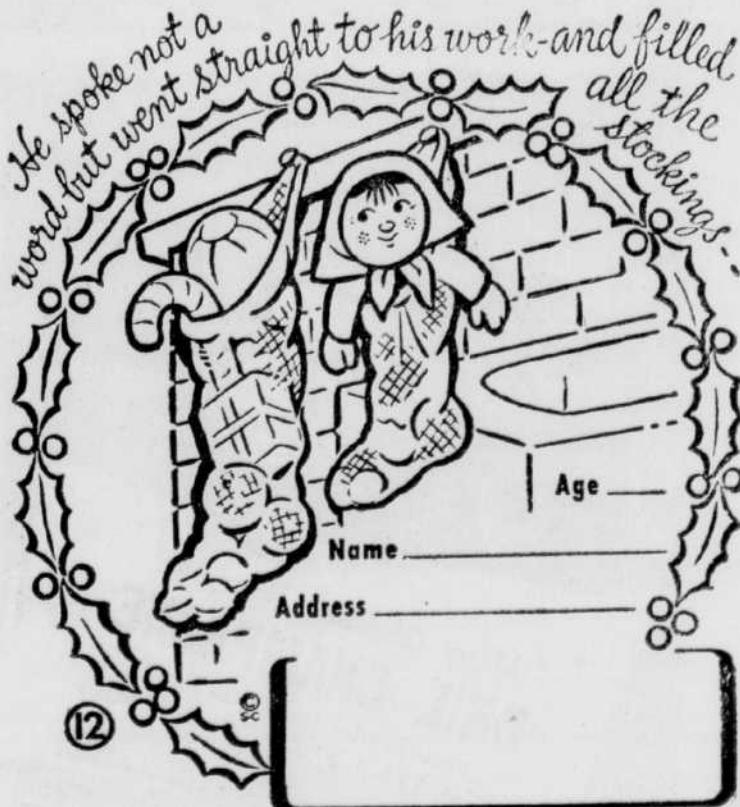
10



His cheeks were like roses - his nose like a cherry!

Name _____ Age _____
Address _____

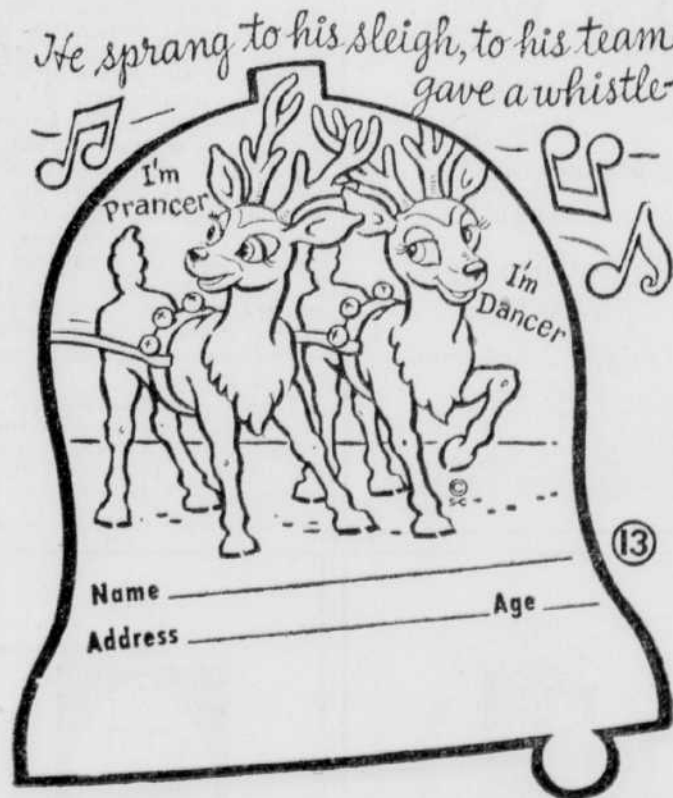
11



He spoke not a word but went straight to his work - and filled all the stockings!

Name _____ Age _____
Address _____

12



He sprang to his sleigh, to his team gave a whistle -

Name _____ Age _____
Address _____

13



and I heard him exclaim as he drove out of sight -

Name _____ Age _____
Address _____

★ **Happy Christmas to All**
- and to All a Good Night.

NOEL

To my children,
To my friends,
To one and all,

Merry Christmas
and a
Happy New Year

**SANDY'S SERVICE
STATION**

Tel. 118 Ayer's Cliff

**Merry Christmas
Everyone!**

**IONA DRESS
SHOP**

AYER'S CLIFF

**My Christmas Message
to Residents of Stan-
stead County:**

To all the Folk of Stanstead
County — Friendly greetings
and best wishes for Yuletide
Season. May Prosperity and
good health prevail through-
out the new year.

**LT. - COL.
LOUIS ROBERGE**

Member of Parliament for
Stanstead County.
ROCK ISLAND, QUE.

We wish to extend hearty
Christmas greetings to you,
our customers and friends.

ELLIOTT'S GARAGE
BEEBE

Best Wishes

It's a pleasure
to extend the
Season's Greetings
to all of you!

RUSSELL'S TAXI
Tel. 47 Ayer's Cliff

**Season's
greetings**

It is indeed a pleasure to say
"MERRY CHRISTMAS" — "HAPPY NEW YEAR"
to all my friends and customers
for the encouragement they have
shown me while I have been in
business this last 24 years.

CHARLES CRAWFORD

Shell Service Station
STANSTEAD, QUE.

RICHMOND COUNTY RECORDINGS

Items of Interest from RICHMOND, MELBOURNE, WINDSOR MILLS and BROMPTONVILLE

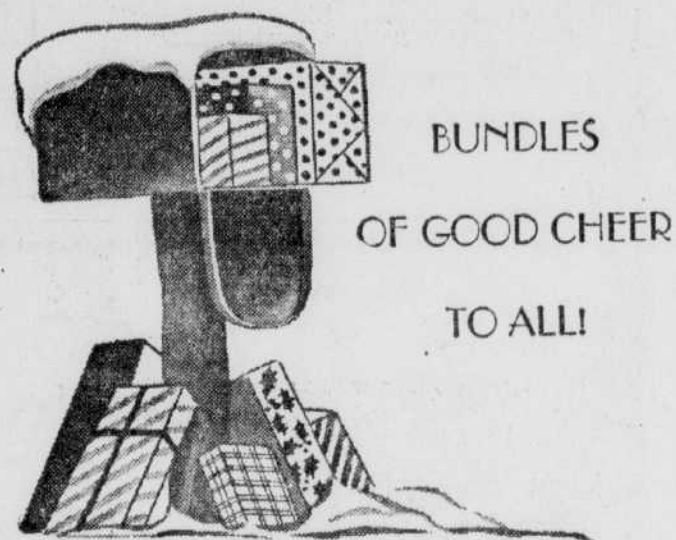


Our wish to you

this CHRISTMAS DAY

is tinsel-bright, holly-gay!

RICHMOND MOTOR SALES REG'D
RICHMOND — TEL. 331



CINEMA CARO

Eugene Poirier, Prop.
WINDSOR MILLS



To greet our friends,
old and new
we wish luck and happiness
to last them
all year through!

THE VOGUE 5c to \$1.00 STORE
WINDSOR MILLS

GREETINGS

to our friends in Windsor Mills
and all over the Eastern
Townships!



Chateau Windsor

A. Cameron, Prop.

• Beer and Wine • Dancing in the Grill

St. Georges St. — WINDSOR MILLS — Tel. 12

Christmas Greeting Cards

There! The Christmas cards were all signed and addressed. Now to seal and stamp them, and into the mail. But could it be possible? That card on the top of the neatly stacked holiday greetings had suddenly developed a life of its own! A voice, with a decidedly British accent, could be heard coming from the envelop . . .

I say, there, may I have your permission to do a bit of my own trumpet-blowing? asked this come-to-life Christmas card. "I must say that I feel quite spry for all of my hundred and eighty years. You see I was born in England in 1842, and I've had a most interesting life, although somewhat hectic. To begin with, there was some confusion as to just exactly when I had been born. And a thing like that can rather upsetting, don't you know."

"According to some records, it was 1843. But, personally, I have always disputed this fact. For I can recall being told that I was born shortly after the adoption of

the postal system in the British Isles.

"So, I feel rather smug recently when the British Museum in London reported that they had come across my 'birth certificate' dated 1842. My birth certificate, of course, is the first known Christmas card. And my father, according to the Museum authorities, was a young Englishman, William Maw Egleby.

"I was born amid the splendor of the early Victorian era," the Christmas card continued. "I depicted the gay holiday festivities of that era in a montage etching of four scenes. I showed dancers doing the Sir Roger de Coverly, a dance named for the popular literary character; a lively Christmas dinner party with the traditional plum pudding very much in evidence, distribution of the soup to the needy; and cane-toting, top-hatted ice skates. There was a blank space at the bottom of the card marked, 'From'—so I was obviously intended to be sent out by many, many people and not merely as Egleby's private card. "And that brings me back to what I was saying about the postal system. In olden times, I've been told, if one wished to send a letter or a greeting to a friend, he would have to employ a special messenger, who received payment on delivery by the person at the other end. I've heard tell as how William Wordsworth, collecting his mail, had to pay seven pounds for the privilege of reading the letters sent to him."

"To explain about that 1843 question—it seems in that year Sir Henry Cole, a man with many friends throughout England, decided to greet them on Christmas morn with a personal holiday message reading (yes, you've guessed it) 'A Merry Christmas and a Happy New Year to You.' Sir Henry asked his friend, J. C. Horsley, a prominent member of the Royal Academy, to execute the design."

"And that was my infancy! But how the British people did take to me," said Mr. Christmas card with a note of pride in his voice. "I'm really astonished that mankind managed to get on for so considerable a period of time without me. I'm so handy, and so easy an aid to remembering all one's friends. "Several British firms commissioned Royal Academicians to design their Christmas cards. But I've always been especially partial to one English gentlewoman, Kate Greenaway, whose extraordinary talent in portraying the delightful grace of young children created a sensation that has survived down through the years. "Although England has known all about me since 1842, it wasn't until thirty odd years later that I was introduced to the American people. I made my debut in the United States through the auspices of Louis Prang, the master lithographer of his time, who has been called the father of the American Christmas card. "In the late 1870's he created the first set of truly artistic greeting cards in this country. He was determined to procure the very best in art, for his Christmas cards, and conducted several design contests on a national scale. The generous prizes he offered induced some of the most famous artists of the period to enter into competition, and the major art critics of the day. "Those were happy days," said Mr. Card, continuing his reminiscence. "And Mr. Prang's creations did much to counteract the bad impression I was forced to make

by the cheap German importations which made me appear a prime example of bad taste. "Prang's pioneering soon led many others to venture into the field of Christmas card creations, and I was started on my long career as a well-loved addition to the happy holiday customs that add so much to the joy of the season."

"And the way I figure it," said Mr. Christmas Greeting Card, his voice getting a bit weak after so much talking, "the more uncertain the times, the more precious are the changeless things like Christmas and friendship. And the more important a word of greeting becomes. And I think that this year, more than ever, I'll be able to bring people messages that will carry a warmth and sincerity to gladden their hearts right through the New Year."

Wishing all my friends
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR!

Your International Harvester
and Beatty Bros. Dealer:

A. T. SMITH

RICHMOND — Tel. 38

PLENTY OF BAIT

St. John's, Nfld. — Owing to an abundance of squid along the northeast coast of Newfoundland this fall, depots on the south coast will have adequate stocks of bait for winter fishing.

May the
Joy
and Peace
of
Christmas
be with you
always.

Stewart & Crook

Meat and Provision
Dealers
RICHMOND
Tel. 104



We extend to you this
age-old greeting
"A very Merry Christmas
to you and yours . . ."

SOCIETE COOPERATIVE AGRICOLE
de Grains et Moulees
(Feed Mill Cooperative)
WINDSOR MILLS (Richmond), P.Q.

The Cream of the Season's Good Wishes!



Happy holiday to all. Our sincerest wishes for a Christmas filled with joy — for a New Year filled with happiness, health, prosperity.

BEST WISHES!

E. A. Healy & Sons

Pasteurized Milk — Cream — Chocolate Milk — Ice Cream
Stanley Ave. — RICHMOND, QUE. — Phone 128-R-2



ALOYSIUS SIMONEAU

Pasteurized Milk & Cream
TOWN-WIDE DELIVERY
WINDSOR, TEL. 39-R-12

Greetings . . .

To the people of Arthabaska I would like to send warmest greetings at this festive time.

I sincerely hope that your Christmas will be a merry one and that the new year will be a happy period in your lives.

J. A. W. LABBE, M.L.A.,
Arthabaska County,
Victoriaville, Que.



Yuletide draws people closer together, helps us all towards quiet friendliness and group enjoyment of days like Christmas.

A most proper time for us to express our sincere appreciation for your friendship, and to wish for you an abundance of Christmas joy.

Roger DeBellefeuille
LADIES' & MEN'S WEAR
WINDSOR MILLS
Tel. 13



Here's to the Happiest
Holiday Season you've
ever had . . . A Jolly
Yuletide and a Happy
New Year.

L. ABRAN GARAGE
WINDSOR MILLS
Tel. 224-R-3



A Christmas Note

To our friends and customers:
A bright and joyful holiday to you all!

DESAULNIERS GARAGE
Tel. 69 — Windsor Mills



May each and every one
of our customers and friends
find this a very

HAPPY HOLIDAY!

A. BOISVERT
Funeral Director and Ambulance Service
3rd Ave. — WINDSOR MILLS — Tel. 52 R 2

RICHMOND COUNTY RECORDINGS

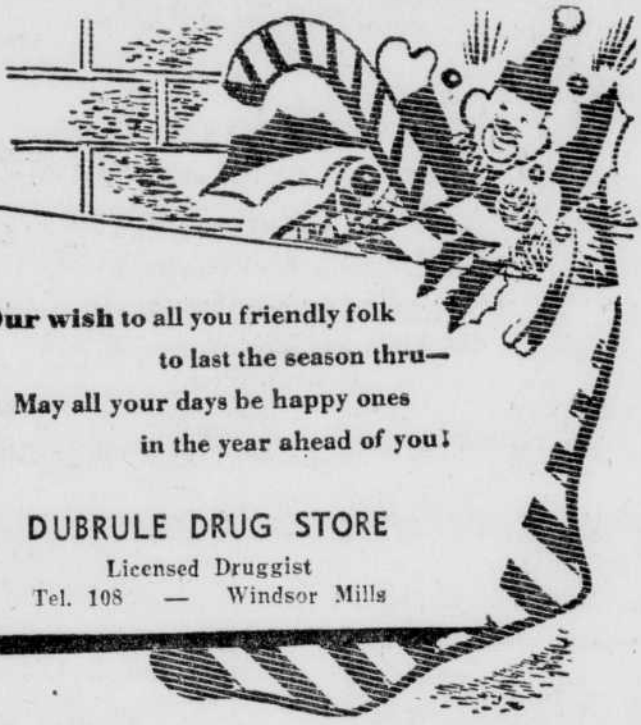
Items of Interest from RICHMOND, MELBOURNE, WINDSOR MILLS and BROMPTONVILLE



May you have a Joyous
Yuletide filled with peace
and contentment.

CHEZ PITOU CAFE

Main Street — WINDSOR MILLS — Tel. 42



Our wish to all you friendly folk
to last the season thru—
May all your days be happy ones
in the year ahead of you!

DUBRULE DRUG STORE

Licensed Druggist
Tel. 198 — Windsor Mills



To greet our friends,
old and new
we wish luck and happiness
to last them
all year through!

MOREL and HEBERT

Radio Service

Tel. 167

Windsor Mills



Star-Bright

are our wishes for the
citizens of Richmond...
to all our good friends
everywhere...

A VERY MERRY
CHRISTMAS
and a bright and happy
NEW YEAR

★ The MYRA THEATRE ★

M. E. LODGE, Proprietor,

RICHMOND, QUE.

Christmas In France

Christmas in France is a family holiday, a religious festival and a celebration for the children. New Year's Day is the time for the adult festival, when gifts are exchanged and calls of greeting are made.

Traditions and customs of the Christmas vary greatly from one region of France to another, but throughout the country midnight mass, on Christmas Eve, is one of the most important features of the celebration. Churches and cathedrals, large and small, are magnificently lighted, carols are sung, and bells and carillons ring forth joyously. Many churches have a "creche," a reproduction of the legendary manger of Bethlehem, with statuettes or figurines representing Mary, the Christ Child, Joseph, the shepherds, the ox, and sometimes the three kings and their gifts. Formerly, in some areas, a living infant was placed on the day of the manger during the singing of the mass, but as the baby often became ill as the result of long exposure to the cold, this custom has fallen into disuse.

Ordinarily, young children do not go to midnight mass with their parents, but go to bed early to dream of the miracle of their Christmas gifts. Before they go to bed they put their shoes by the fireplace for a gift from "le Pere Noel" or "le Petit Jesus." In France these gifts are mostly little bundles of sweets or fruits, and sometimes there is a toy.

When the family returns home after midnight Mass usually having made the trip on foot, they have a grand feast, known as "le reveillon." Then supper varies according to the region of France. In Alsace for example, the traditional goose is brought in on a platter and given the place of honour on the table. The Bretons serve buckwheat cakes with sour cream. In some regions of Auvergne roasted chestnuts are served with milk; in others they are served with wine. Turkey and chestnuts are served in Burgundy. The favorite dishes of Paris and the Ile de France region are sausages, white, fried, or made of chitterlings all kinds of cake and candy, pancakes and white wine.

Christmas trees are rarely seen in public places in France, although they are found in many homes. When a family has a tree it is ornamented with lights, garlands, and many-colored stars. Many homes have a "creche" prominently displayed on a small stage decked with bright paper. Little terra cotta figures are grouped around the manger to represent the Holy Family and the other characters of the story of the Nativity. Most of these little statues come from Provence. Made of terra cotta, they are known as "Sanctons" or "little saints."

In Paris Christmas Eve is more gay and brilliant than it is in the provinces. Instead of being centered around the religious and fam-

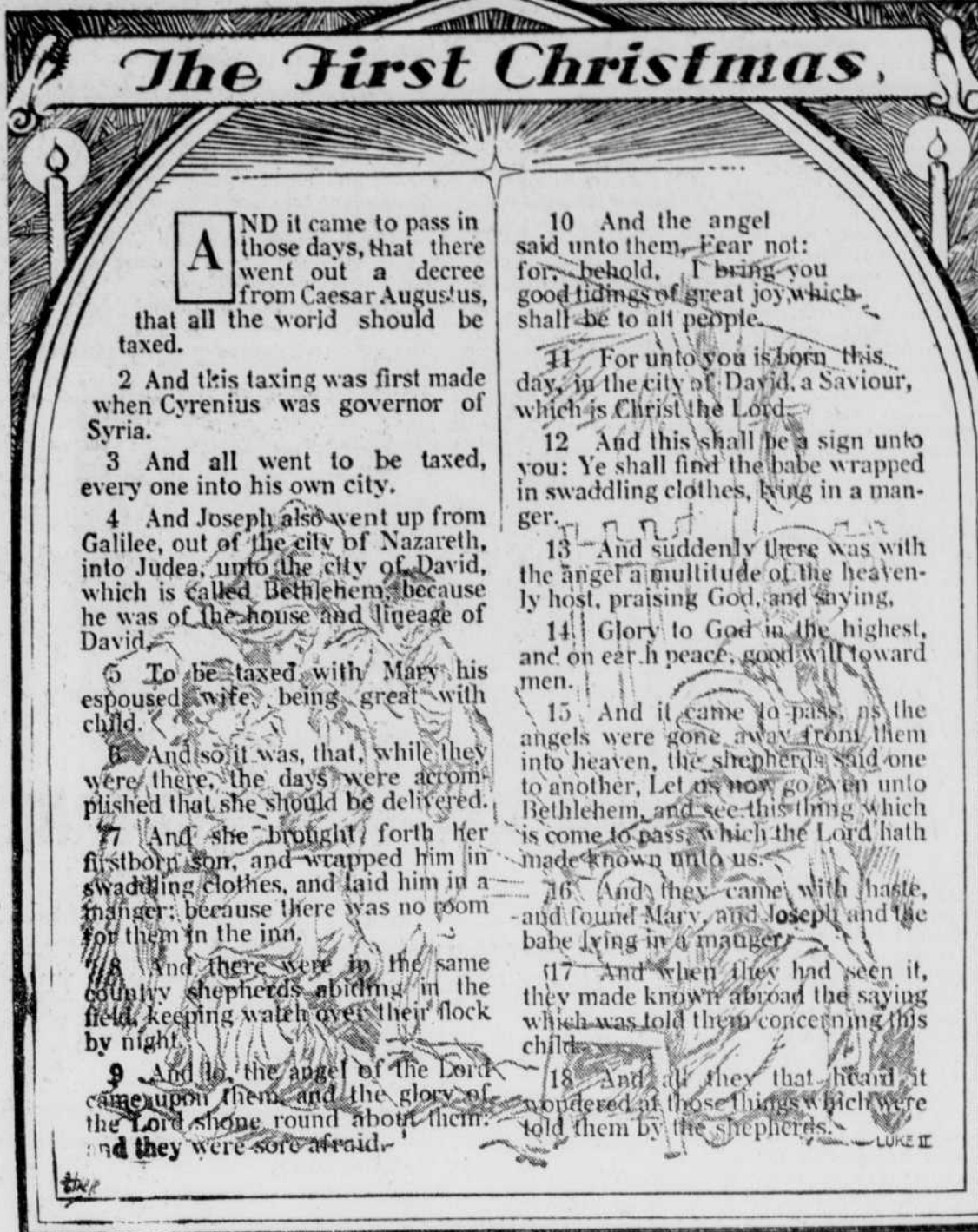


MERRY CHRISTMAS
AND
HAPPY NEW YEAR!

H. Paul Poirier

Jeweler, Watchmaker,
Engraver

DANVILLE, TEL. 6



The First Christmas

AND it came to pass in those days, that there went out a decree from Caesar Augustus, that all the world should be taxed.

2 And this taxing was first made when Cyrenius was governor of Syria.

3 And all went to be taxed, every one into his own city.

4 And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem, because he was of the house and lineage of David.

5 To be taxed with Mary his espoused wife, being great with child.

6 And so it was, that, while they were there, the days were accomplished that she should be delivered.

7 And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn.

8 And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

9 And lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them: and they were sore afraid.

10 And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people.

11 For unto you is born this day, in the city of David, a Saviour, which is Christ the Lord.

12 And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger.

13 And suddenly there was with the angel a multitude of the heavenly host, praising God, and saying,

14 Glory to God in the highest, and on earth peace, good will toward men.

15 And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another, Let us now go and see this thing which is come to pass, which the Lord hath made known unto us.

16 And they came with haste, and found Mary, and Joseph, and the babe lying in a manger.

17 And when they had seen it, they made known abroad the saying which was told them concerning this child.

18 And all they that heard it wondered at those things which were told them by the shepherds.

ly festival, it becomes a time of dancing, champagne and extravagant dining. However, in more conservative families, the original meaning of the feast is preserved, with family reunions and family attendance at midnight mass, where the Christmas music is sometimes sung by singers from the Opera. The "reveillon" in Paris is a great occasion. Reservations are made weeks ahead in the big restaurants and special dishes are prepared for the gay parties.

On Christmas Eve, in the provinces, many children go to bed seriously believing that at midnight the animals are given the power to speak. Some legends say that at this time domestic animals are able to predict the future, but that they will refuse to use this power if they know or suspect that a human is listening to them.

One of the old Christmas customs is the "buche de Noel" or Yule log. In the provinces it is still customary to burn a "buche de Noel" on Christmas Eve. While this tradition has largely fallen into disuse in Paris and other large cities, bakers there make long, narrow cakes covered with chocolate icing to resemble logs, and garnish with colored candied fruits to represent flames.

Christmas Drinks Ample In Britain

London. — Christmas and New Year revellers in Britain this season need find only one vacant spot in the shining rows of bottles displayed on store shelves.

Old friend and favorite, Scotch whisky, a priority export still in short supply at home, will be missing from many festive boards. Available stocks of other liquors, however, run to the widest variety since 1939.

Gin, rum and brandy are plentiful and the half-bottle, popular choice for tight purse-strings, is back.

French, Dutch and Italian liqueurs and champagnes have also returned in quantity for the first

time since the war. These are procurable in anything from midget 3s. (45 cents) and 8s bottles to large, attractively-decorated flagons. Colorful Christmas caskets, containing a dozen or more small liqueurs and brandies, are being offered.

A novel table decoration is a new Italian liqueur in a tall, slender bottle with gold cap. From the centre of the pale, green liqueur rise crystallized sprigs of edelweiss, lending outward charm to the bottle. The price ranges from 7s 6d to 43s.

A new English liqueur—not too

dry, not too sweet—will grace many tables in the north country. Made by a Yorkshire firm and called after the Bronte sisters—famous Yorkshire authors of "Jane Eyre" and "Wuthering Heights"—it carries the Bronte silhouette on a decorative earthenware flagon.

With six "tot" mugs to match, standing on a tray, the set costs 63s. Extra mugs can be bought for 9s a dozen.

Non-alcoholic drinks bring one pleasant surprise, an assortment of pre-war French "sirops." A range of 10 popular flavors retail at 8s.



WISHING
ALL FRIENDS
AND CUSTOMERS

Merry Christmas & A Prosperous New Year

WELDING OF ALL KINDS

including White Metal and Aluminum.

Give us a call: we have equipment to
THAW FROZEN WATER PIPES!

DOUG'S WELDING

RICHMOND — Tel. 308-r-2



Christmas provides the proper
setting for our good wishes
for your happiness and luck
in the bright year to come!

ROBERGE & CHARLAND

Main Street — Windsor Mills



TO OUR FAITHFUL EMPLOYEES,
TO OUR CUSTOMERS AND FRIENDS,
TO ALL RESIDENTS OF WINDSOR AND DISTRICT,
WE WISH

A Merry Christmas and A Happy New Year!

IT IS OUR WISH THAT YOUR CHRISTMAS WILL
BE MERRY AND THAT THE NEW YEAR WILL
USHER IN AN ERA OF HAPPINESS THAT WILL
NOT BE MARRED BY TROUBLE!



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OF THE

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RICHMOND COUNTY RECORDINGS

Items of Interest from RICHMOND, MELBOURNE, WINDSOR MILLS and BROMPTONVILLE

A Christmas Short Story

John and Jerry Arnold sat mutely contemplating their Christmas tree. From its green boughs cascaded a torrent of tinsel. Beneath it lay the gifts, a happy array of bundles, their oddly assorted shapes made more mysterious by the gayly-colored wrappings, ribbons and seals. The red, white, blue, and yellow lights were reflected like tiny stars in the livingroom window. Beyond big flakes of soft Yuletide snow fell silently to the frozen ground.

In spite of their ages—John was twelve and Jerry ten—they had now been seated quietly this for several moments. Even the traditional excitement of Christmas Eve had failed to move them. Glumly, and without speaking, they stared at the tree. Presently, the mantel clock struck eight. As if this were a signal, Jerry turned to his younger brother and spoke.

"Aw, come on, Jerry, let's do something, let's go somewhere."

It was the resumption of an argument that had now lasted for more than an hour, John anxious

to move, Jerry fearful of the consequences. Once more Jerry replied with his inevitable question: "Where could we go?"

"Well, if Mom and Pop can go out to a party on Christmas Eve and leave us all alone, I don't see why we can't go out too. Come on, let's put on our coats and caps and see what's doing outside."

A few moments later, two tiny figures, muffled in coats and scarves, made their way down the quiet residential street on which stood their home. The only sound which broke the stillness of the snow-clad night was the eerie whistle of a train approaching the station. Perhaps it was this mute sound, perhaps it was merely idling, uncertain feet. But before long, the two small boys, now mantled with snow, found themselves walking slowly beside the railway tracks.

As they marched along, irresolute and a little bit afraid of what they were doing, the snow stopped falling and presently, one by one, the stars began to twinkle down upon the cold world. As the night cleared, John and Jerry espied in the distance the flickering flames of a fire beside the right-of-way.

"Gee," said John to his younger brother, "a fire. Maybe we should put it out."

As if drawn by a force stronger than themselves, the boys began to hurry along the snow-packed railway ties. Then, suddenly they slowed down and stopped.

"Jeepers," whispered John with real fear in his voice, "there's some people there!"

Undecided whether to turn back and run for it or to try to sneak past the fire, the boys stood where they were.

Then, hesitatingly, Jerry asked in a whisper, "What'll we do, John? We can't stand here all night."

"Aw, let's go on," John replied more boldly, "they can't stop us from walking along the tracks."

On tip toe, they crept forward in silence. Inch by inch, the boys made their way to within range of the fire. When they drew closer, they suddenly shrank back, trying to merge into the darkness. They wished fervently for their livingroom at home and its Christmas tree and gleaming colored lights.

For, seated on empty overturned boxes around the fire, sat four tramps!

Bearded and tattered, they mumbled among themselves and stared with unseeing eyes into the glowing embers of the fire before them.

To the two boys, already thoroughly frightened by the presence of the fire and people in this lonely spot, the men looked like huge ogres. For many minutes they stood rooted to the spot. Then, when the men apparently failed to notice their presence, they bent over low and continued cautiously on their way.

Suddenly, John stepped unexpectantly upon an unseen dry twig. The sound of its breaking was the noise of a pistol shot in them left the circle of light about the calm, dry air.

The tramps looked quickly in the direction of the sound and stood up. A moment later, two of them left the circle of light a-the fire and strode towards the boys.

Terror welled up in the throats of the boys, but no sound came to their lips. They would have run. But their legs seemed paralyzed with fright and would not move.

Then the two tramps, watched anxiously by their friends at the fire, came close and peered through the dark into two small white faces.

"Why," said one of them in a gruff voice, "it's only a couple of little kids!"

Two hours later, Mr. and Mrs. Arnold strode gayly into their house. They had been to a very pleasant Christmas Eve party, which they had to leave early. Now, the car was locked in the garage and it was time to put the boys to bed, so they would be fresh and eager in the morning.

They were a little surprised to

find no one in the living-room but immediately thought that the boys had grown tired and gone to bed by themselves.

"Let's go up and see if they are covered, dear," Mrs. Arnold suggested.

Softly, they mounted the stairs to the boys' bedroom. The open door meant nothing, for John and Jerry invariably slept with it ajar, but when they looked into the room and found the beds empty, Mrs. Arnold screamed and ran back into the hall.

"John . . . Jerry . . ." she

shouted. "John and Jerry, where are you?" She heard nothing but the echo of an empty house. Then, her face pale and drawn, she looked beseechingly at her husband. A hand waved uncertainly before her mouth as she asked in a shocked whisper, "But what could have happened to them—my boys?"

Tears streaming from her eyes, she flung herself against Mr. Arnold. "John, do something, do something," she screamed in anguish. "Our boys are gone; they're not home."

"I know, dear," John Arnold

replied soothingly. "But let's not get too excited. Let's try to think the thing through. Where could they have gone?" he mused, as if talking to himself.

They walked slowly down the stairs again and sat quietly in the living-room, on the same chesterfield where the boys had looked longingly at the tree not three hours ago. In quiet, calmer tones, they discussed their appalling loss and endeavored to reach a logical conclusion. But none would come. While they were away, the boys had just disappeared. Had they gone out of their own accord? Had some one telephoned them? Had some one come to call for them? Or—they tried to put the thought from them—had the boys been kidnapped?

"Well," said Mr. Arnold after a long pause. "I'm going to telephone a few people and see if they have seen or heard of the boys. If that doesn't get us anywhere, I must call the police!"

Mrs. Arnold sat through the long, agonizing moments while her husband telephoned. She stared unseeingly at the bright Christmas tree. After every call, she would look up and ask in a flat tone, "Nothing yet?"

Presently, the call to the police was put through, and Mrs. Arnold could stand it no longer. She stood up and began to pace the room, continuing to do so, despite Mr. Arnold's efforts at reassurance, until the sound of an automobile at the front sent her running to the door. Mr. Arnold was close on her heels.

When she was assured that the two boys were safe and sound, she asked where they had been.

"Oh, Mom," John piped up, "we been having a wonderful time." His face wreathed in smiles and spurred on by little Jerry's breathless efforts, he said:

"We got lonely just sitting here all by ourselves. So we decided to get out for a little walk. We got down as far as the tracks and saw a fire. In case it shouldn't be there, we walked along to put it out. But just as we got there, we saw some people and they turned out to be tramps!"

"Horrors," cried Mrs. Arnold. "Tramps! My poor boys."

"Aw Mom, you don't have to worry. They were fine to us. They took us over to their fire and we just set around it on big wooden boxes. They told us some wonderful stories—mostly about Christmas. Only at first they didn't know it was Christmas, until we told them. Then they got very gay and laughed and had a good time. And all the time, there were two pots boiling on the fire. Presently, one of the tramps said: 'You boys hungry?'"

"And gee, Pop, we were ever," said John with a grin. "So we all piled into the best stew you ever tasted. We was just getting going when the co—, I mean these policemen turned up and brought us home." He turned and looked a little ruefully at the two constables from the radio car who still stood inside the door.

Mrs. Arnold, relieved that the boys were safe, now turned to her elder son, John, and reproved him.

"I don't think it was nice, John, for you and Jerry to run out on Christmas Eve and leave your poor mother and father so worried, and having to call the police and everything."

"Aw, Mom . . ."

The constable interrupted the boy. "It's none of my business, ma'am, especially on Christmas Eve, but if you were to ask me I think the responsibility lies with you and Mr. Arnold. You can hardly expect two young boys to sit at home all evening on Christmas Eve, when they're so excited, while their parents run off to a party. Good evening, ma'am. Good evening, Mr. Arnold. And a Merry Christmas."

"Aw, Mom . . ."

The constable interrupted the boy. "It's none of my business, ma'am, especially on Christmas Eve, but if you were to ask me I think the responsibility lies with you and Mr. Arnold. You can hardly expect two young boys to sit at home all evening on Christmas Eve, when they're so excited, while their parents run off to a party. Good evening, ma'am. Good evening, Mr. Arnold. And a Merry Christmas."

WINTER COMFORT
Calgary — City policemen are being issued new snow boots lined with sheep-skin to keep their feet warm while pounding the beat. The new boots are equipped with extra heavy soles.

CHEERY PLACE
Vancouver — The Point Grey Kiwanis Club has transformed the juvenile detention home into a pleasant place with a budget, two pet dogs and new furniture. Sleeping rooms have carpets and mirrors.



To the Members of the Municipal and County Councils and the Citizens of the

VILLAGE of MELBOURNE

to members of the Bellevue Golf Club, and to the members of the Senior and Junior Boards of Trade, and to all my friends, everywhere, I take this opportunity to wish you one and all

A MERRY CHRISTMAS AND A HAPPY NEW YEAR

J. O. L. MICHAUD, County Warden
Mayor of Melbourne
President of Bellevue Golf Club



As Time flips the leaves of your calendar, may each new page bring joy and satisfaction.

Merry Christmas
and a
Happy New Year.

FRED CASTONGUAY
BUTCHER

Tel. 2-6161

BROMPTONVILLE

A PERSONAL GREETING

from

the Mayor of
WINDSOR MILLS

"... to wish one and all a Christmas brimming over with laughter, song and good cheer — a New Year filled with health and happiness. May the lights on your tree be symbolic of the brightness ahead — may the glow of the Yule log fill hearts with eternal warmth, everlasting friendship and good cheer." These are the wishes to each and every citizen of our community on behalf of myself and my colleagues in the Council . . . may we continue to have your complete co-operation and serve you well and faithfully in the year to come.

WE WISH YOU A MERRY CHRISTMAS



Signed:

J. H. MORIN,
Mayor of Windsor Mills.



PAQUET and FRERE

(Edwin Paquet, Prop.)
BUTCHERS

WINDSOR EAST

Tel. 11

My Friends:

At this glad season of the year I extend to the electors of the Counties of Richmond and Wolfe and to my friends, wherever they may be, my best wishes for their HAPPINESS, PROSPERITY and GOOD HEALTH.

Merry Christmas
To All!

Ernest O. Gingras

Member of Parliament for Richmond-Wolfe Counties,
Marbleton, Que.



G. F. Dresser and Co. Reg'd
— INSURANCE —
B. G. Husk (Manager)
Tel. 43 — Richmond



Here's to a Happy Holiday . . . a wondrous New Year!

QUINN BROS. REG'D

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Tel. 89 — Richmond

We extend to you and yours the
Joys and Good Wishes of the
Season!

**RICHMOND
HARDWARE
REG'D.**

John Barrington and Barrie Armitage
Tel. Richmond 183



Again this year we wish you one and all the joys and pleasures of a Happy Christmas Season.



Jean Paul Brouillette

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Richmond, Tel. 210

Windsor Mills every Tuesday Night
at Dubrule's Drug Store.



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Tel. 3-r-2

We are joining with all
your many friends to
wish you a glorious, joyous
holiday.



May Your Holiday Cheer go on and on!

RICHMOND PRINTING REG'D

George Tremblay, Prop.
572 Main St. Richmond, Tel. 358



To our friends and patrons:
May your days be filled with
notes of good cheer . . . for
the holiday and coming year!

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GENERAL MOTORS
A complete Garage Service — Richmond, Que.

RICHMOND COUNTY RECORDINGS

Items of Interest from RICHMOND, MELBOURNE, WINDSOR MILLS and BROMPTONVILLE

MERRY CHRISTMAS AND A
PROSPEROUS NEW YEAR EVERYBODY!

Your patronage is really appreciated.
May we have the privilege of
serving you during 1951?

ROUX & FRERE ENR.

GENERAL MERCHANTS

DANVILLE

Telephone 23



ALL THE BEST!

MERRY CHRISTMAS TO EVERYONE...

May Your Christmas be Merry and your
New Year Bright!

OSCAR GRIMARD

GROCER - BUTCHER

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Danville



May Your Holiday Cheer go on and on!

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Jeweler and Watchmaker
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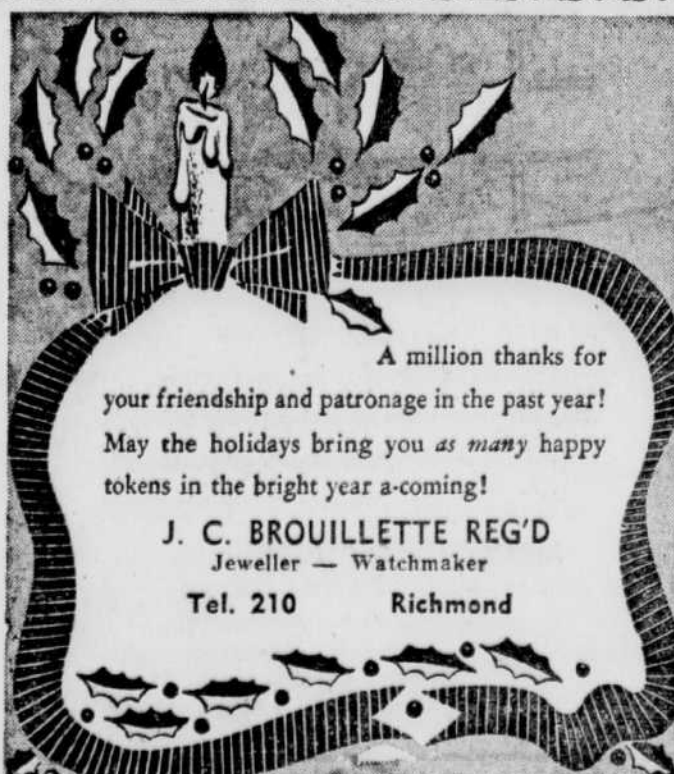
CHRISTMAS JOY TO ALL!

It is our sincere wish that each and every one of you
enjoy a Merry Christmas and Happy New Year!

F. PAQUET REG'D

GENERAL STORE

St. George Street — WINDSOR EAST — Tel. 5



Reindeer With The Bright Red Nose Throws Light On A New Fairy Tale

By RICHARD KLEINER
NEA Staff Correspondent
New York — (NEA) — Once upon a time there was a little reindeer. By some strange biological quirk, he came equipped with an illuminating schnozzola. No other reindeer can make that statement.

Anyhow, to make a short story shorter, the kid made good. Rudolph, the Red-Nosed Reindeer hereinafter known as Rudy is one of the few 20th Century creatures likely to become a full-fledged fairy tale. The story of the little reindeer with the built-in beacon is as familiar to fairy tale fanciers as Cinderella, Rumpelstiltskin and Rita Hayworth.

Rudy's meteoric career as a first-string myth is remarkable when you realize the animal got off on the wrong hoof. He started as a sales promotion giveaway, the creation of a Chicago advertising man named Robert L. May, who works for Montgomery Ward. In 1938, May dreamed Rudy up specifically as a Christmas stunt.

He decided to write a little story around the character. For his plot, he simply took the Ugly Duckling theme and substituted antlers for feathers. Rudy is the Ugly Duckling with four legs. He isn't exactly ugly, but he has that flashing nose which set him apart and made him sad.

To overcome Rudy's inferiority complex was a job for Santa Claus. May decided. Santa had trouble getting around on foggy nights and another reindeer like Dancer, Prancer, et al, was cheaper than a set of fog lights. So Santa and Rudy got together and everybody lived happily ever after and Montgomery Ward sold lots of Rudy dolls.

In 1938, the firm gave away some 2,400,000 books with words by May and illustrations by artist Denver Gillen. Rudy hibernated in 1946 as Montgomery Ward gave away another 3,600,000 copies.

Since then, the book has been published commercially, with May sharing in the royalties. He expects that a million copies will be sold this year.

One of those early give-away books was spotted by New York songwriter Johnny Marks in the



pre-war days. Marks, who had written hits like "Address Unknown" and "She'll Always Remember," keeps a notebook full of possible song titles. He casually jotted down the words "Rudolph."

Sincere thanks for your patronage
and encouragement in 1950.

MERRY CHRISTMAS AND A
HAPPY NEW YEAR

"TERRIE'S" BEAUTY SALON

Mrs. J. Doyle, Prop.

511 Main Street - RICHMOND - Telephone 288



May this Christmas

hold joy and contentment for you

and all those dear to you.

HALL BROS.

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Leather Goods — RICHMOND

R. BEAULIEU GARAGE

WINDSOR MILLS — TEL. 260-R-2



**SEASON'S
BEST!**



It is always a pleasure for me to wish my friends a Christmas and New Year filled to overflowing with happiness.

Thanks for the opportunity of serving you during 1950!

GEORGE POPOFF

Painter — Decorator — Sign Painter

RICHMOND



**HOLIDAY
GREETINGS!**



Good Luck to You and Yours!

As Christmas comes 'round again we wish our friends near and far the
Merriest of Christmases...

May the New Year bring you health, happiness and prosperity.

Make a New Year resolution to visit Richmond's recreation centre regularly!

RICHMOND BOWLING ALLEY

RESTAURANT
Gouin Ave., RICHMOND, Tel. 364
P. Duchesne, Manager.

the Red-Nosed Reindeer" in the book.

But then came the war. Marks went off, won captain's bars, a Bronze Star, five battle stars and, eventually, his discharge. Resuming his song writing chores, he leafed through that old note-book. The Rudy idea struck him again and that's how the song was born. Its success was tremendous. Marks, who was convinced that he had written a hit, went out on the limb and established his own music publishing house, called St. Nicholas Music. He got Gene Autry to record it and that one record sold more than 2,000,000 copies last year, the first for the song.

This year, there are 16 different recordings on the market, ranging from a boogie-woogie record by Sugar Chile Robinson to Bing Crosby, and from a cowboy singer like Montana Slim to Spike Jones. St. Nicholas publishes 29 arrangements of the song, for every type of musical unit from an organ to a marching band.

Led by Montgomery Ward, merchants have capitalized on Rudy's allure for the kiddies. A quick trip through their catalogue unearthed 43 different items decorated with Rudy and his red nose. Altogether, says May, there are over 100 items adorned with his picture.

There are mittens, jackets, snowsuits, slippers, suspenders, wrist-watches, soap, banks, flashlights, school bag, jamas radios, musical milk mugs and toothbrush holders, paperweights, mother-daughter apron sets, umbrellas, pens, pencils, scarfs, muffs, bibs, handkerchiefs, socks and even a Rudy rug.

Many of these have noses that light up. The radio has a nose that goes on when the set is turned on; the wristwatch nose glows at night; the bank nose lights up when a coin drops through a slot in the back; and the flashlight nose lights when the tail is pushed.

Bombay. — Representatives of several leading newspapers and publishing houses co-operated in the Publishers' Exhibition which opened here Nov. 12. The Exhibition is intended to give a comprehensive history of publishing in India.

**Merry
Christmas**



We wish our friends the
very best during this
Yuletide season!

**J. E.
Henderson**

Sash & Door Manufacturer
RICHMOND — Tel. 326



and sincere best wishes

for a

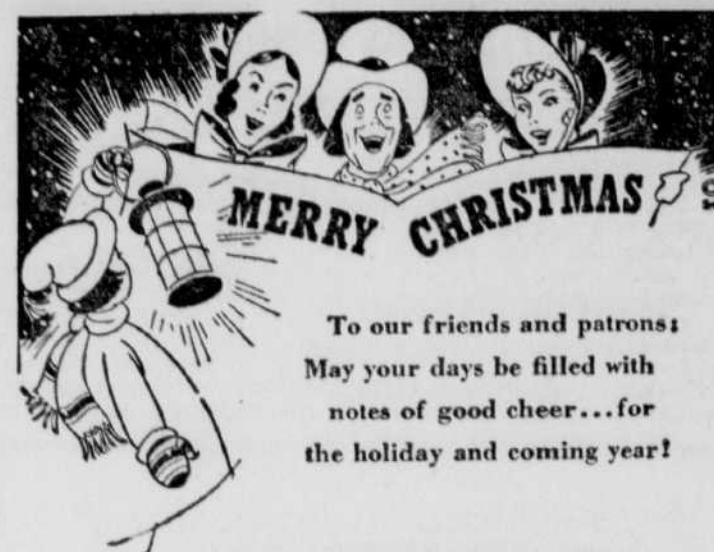
Happy New Year

to friends and
customers!

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G. E. HEATH, prop.

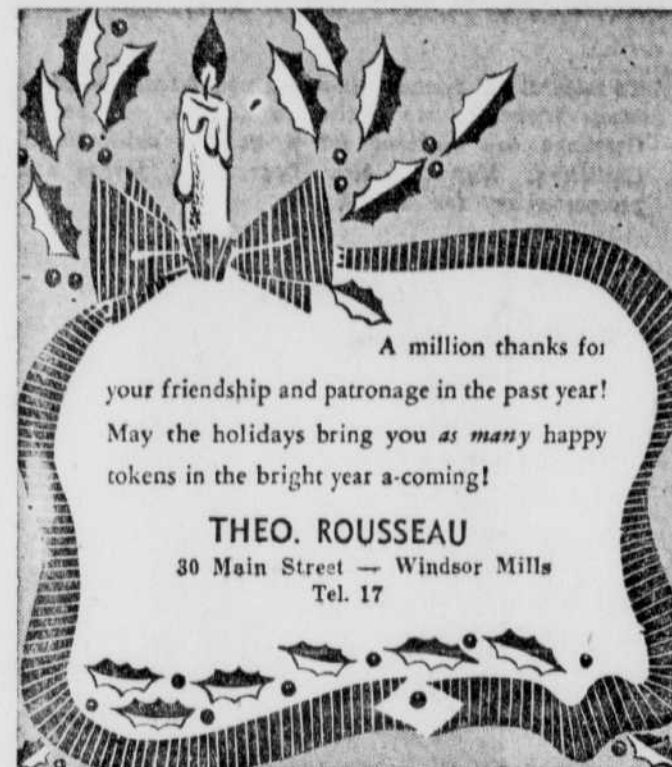
Main St. — RICHMOND
Tel. 312



To our friends and patrons:
May your days be filled with
notes of good cheer...for
the holiday and coming year!

J. E. LEMIEUX

Telephone 27 — Windsor Mills



MAY CHRISTMAS BRING SPECIAL
BLESSINGS TO YOU AND YOURS!

H. E. WHEELER

Grocery and Restaurant

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- Good Luck!
- Fine Friends!
- Happiness!
- Good Health!
- Prosperity!

May all these pleasures be yours this Christmas!

BRUNSWICK HOTEL

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STANSTEAD COUNTY COURIER

Serving the Communities of COATICOOK and MAGOG
and the County Seat at AYER'S CLIFF ---

Three Towns on the Important Highway Link: Route 50

A Christmas Short Story

I am a fir tree, an evergreen. Around that time of year, you little boys and girls call me a Christmas tree. In fact, even in mid-summer, with the hot afternoon sun baking the hard ground, I have heard some of you say to one another, as you idled down to the water for a swim, "Gee, that'd be a swell tree to cut down next Christmas."

Of course, I didn't understand what all this meant until a year ago. Everything was pretty strange to me. But I'd better start at the beginning.

Naturally, I don't remember anything about it, but a beautiful golden-haired lady, her voice soft and sweet, her eyes like dark velvet, planted the seedling from which I sprang. How do I know? Why, some of the older trees around me have often told me the story.

They recall how, one lovely

warm summer day, the beautiful golden-haired lady came out of her big house and, after looking around for a moment at the glorious flowers and her well-kept lawns, she selected the spot where she wanted to plant a new tree. I was the new tree. I had been chosen from a large group at a nursery by the lady, taken to her home and kept wrapped up for a day or two until she was ready to put me where I belonged—in the soil of her garden.

When she decided on the place I was to stand—a spot near the centre of her huge plot of close-cropped grass where there would be lots of sun—she returned to the house and, lifting me carefully and tenderly from the floor, she carried me out to the garden again much like she would one of her own babies. That's what the older trees tell me, anyway.

Placing me carefully beside her on the lawn, she went to work with a trowel, cutting a small circle in the grass and loosening the earth beneath. Then she dug a hole in the ground and poured the whole contents of her watering-can into it. Once again, she picked me up from where I lay and, taking one last glance at me to see that none of my little branches were broken, or my tender bark scratched, she lowered my tiny roots into the hole and patted the soft, dark earth back into place. And there I stood, a little woebly, I guess, because I couldn't have been very sure of myself in my new surroundings.

All this I know only from hearsay, from what my cousins—the other trees in the garden—have told me. You may think that a little odd. But can you, boys and girls, remember what happened when you were one or two years old: I'll bet you can't!

Well, apparently my roots took hold in the rich loam of the garden for I began to grow and, suddenly, one day I became conscious of my surroundings. First, of course, I took a good look at myself to see just what sort of a tree I was. Then I saw there were others like me. They were standing around, their large branches swaying in the breeze—for it was a windy day in September—and lying down at me. Immediately, I felt better, a little less unsure of myself, and I began to spread my weak little branches to the sun. It felt warm as it poured down on me.

Yes, life was grand in those days. I grew taller and stronger and began to feel a new confidence in myself. Even when the winter came, I was warm and comfortable, because the golden-haired lady came out the first day a soft curtain of snow began to fall and covered me up with a burlap bag. And to make sure I would not suffer from the frost, she piled straw deep around my trunk. No, don't laugh! It may have been a small one, but it was a trunk just the same. And I was mighty proud of the way it was developing.

Well, I slept through most of the winter, taking from the earth, which was still warm away down by my roots, the little bit of nourishment I required. It was a great feeling to be shut in by my burlap bag and by the straw, away from the cold wind that blew most of that winter and the heavy snows which blanketed the earth.

Then, one day, it was spring again. I could feel the warm sun beating down on my protection from the weather. And not that day, but the next, when she was sure there would be no more frost, my golden-haired lady came out and removed the straw and the bag and stood smiling at my slightly crushed appearance.

But, as the days wore on, I knew she was pleased with me. I, too, was conscious of the way I was growing, of the gleam of my needles.

Everything went well through most of the summer. The children used to play around me. Sometimes they handled me pretty roughly when they cut corners too fast, but they never actually hurt me. And I often wished that I could join in their games. Espe-

cially when they went down to the lake to swim. That always looked to be such fun. The only water I ever got, of course, was the rain and that just trickled down through my branches, sometimes a little unpleasantly when there was too much of it.

Then, one day in the early autumn, it happened! It was an event which was to make my life miserable. One of

the other trees in the garden, one of the bigger trees which had managed over many years to spring to a height of about twenty feet, apparently became a little jealous of the way the golden-haired lady looked after me. I could see him scowling every time she came near me. But it wasn't my fault, so I didn't pay much attention.

But this day I'm speaking about, the big tree leaned over in the wind towards me and, with an unpleasant rustling of its leaves, growled:

"You think you're pretty smart don't you, young fellow. Well, don't put on too many airs. Because you won't feel so good about it all when they come around this Christmas or next and chop you down to decorate somebody's ugly living-room."

"Chop me down?" I cried. "What do you mean?" Why would anybody chop ME down?"

"Don't you know you're a Christmas tree, you smug little sapling. And that Christmas trees are just raised so they can be chopped down and used to stand up in someone's home at Christmas. Oh, what a horrible thought," the big tree shuddered. "Standing there in a bucket of coal or with a wooden cross nailed to the end of your trunk, a lot of funny little ornaments weighing down those pretty branches of yours." He finished with a nasty laugh that made my sap run cold.

Well, you can imagine that I felt pretty badly about it. Every time after that the lovely lady came out of the house I looked at her anxiously, but she showed no sign of chopping me down. In fact, she seemed to be more friendly than ever.

By the time the next summer rolled around, and nothing had happened, I began to feel a little more comfortable and safe. No one had come near me with anything that even looked like an axe, and I was starting to enjoy life again. In fact, I even smirked a bit at the big tree which had given me the startling news. But it merely glared back at me and warned me to be patient.

Well, I can't say I hadn't been warned, but I tell you I was astonished and hurt the day my beautiful, golden-haired lady came through the garden door with an axe in her hand!

What I couldn't understand particularly was her smile. Surely she couldn't do this to me and still smile. But she kept coming toward me, she stood only a few inches away. She walked around me once or twice, examining me closely from every angle. Then she spoke.

"Little Smokey," she said softly, and it was the first time she had ever given me a name. "Little Smokey, I have something to tell you. When I took you from the nursery a few years ago, I intended you to stay in my garden for many years to come. I wanted you to stand right where you are now, so I could look at you every day and point you out with pride to my friends."

"But now something has happened. There is a little house far down the street—down near where the railway tracks cross it—in which a poor little lady and her seven young children live. This year they have no father to bring Christmas gifts home to them, to make their eyes sparkle with his jolly laughter. He, poor man, was killed fighting with our Canadian Army in France. And now they are so poor they can't even afford a Christmas tree."

"So I'm going to take you to them, Little Smokey. I'm going to take you down to that house this very night and see that you stand proudly in their living-room. I'm going to help them decorate you with pretty little glass ornaments and brightly gleaming tinsel. Then, on Christmas Eve, I'm going to pile so many presents under you for those children that you won't believe your eyes."

"Now, Little Smokey," she added.

Continued On Page 11



Gay with sincerity and brightness are our gala Christmas wishes for you and yours. May this Holiday be the finest ever. May your New Year be the happiest in all the world.

Mrs. E. R. NOREAU

41 Child Street — COATICOOK, QUE. — Telephone 219



We propose a toast to your health and happiness this gay, bright, wonderful Christmas. May your holiday be the best-ever!

Colin C. MacPherson

Tel. 3462

MAGOG

"Everything for Building."



A million thanks for your friendship and patronage in the past year! May the holidays bring you as many happy tokens in the bright year a-coming!

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Greasing, Washing & General Repairs.
Stove Oil.
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May each and every one

of our customers and friends

find this a very

HAPPY HOLIDAY!

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Tel. 3750 Magog 719 Main St.
Vanguard Sales and Service 1951

May each and every one

of our customers and friends

find this a very

HAPPY HOLIDAY!

DINGMAN'S GARAGE

Dealer for Javelin
Willard Batteries and General Repairs
Tel. 3115 — MAGOG

Greetings

to the citizens of my home town of Coaticook
and to all my good friends and constituents
of Stanstead County.

To faithful old friends, cherished new friends — those whose friendship we strive to deserve, our hearty Greetings are tendered for a genuine old-fashioned Christmas. May the New Year be a joyous and prosperous one for each of you.



Denis Gerin

Member of the Legislative Assembly
for Stanstead County.
COATICOOK, QUE.

Greetings

May There Be
Happiness Throughout
The World

We look forward with delightful enthusiasm to the good cheer and fellowship that is an essential part of the Yuletide season. Our kindest regards to each of you on this

CHRISTMAS DAY,
and may the
NEW YEAR be brighter.

FLORENT GERVAIS

WATCHMAKER — JEWELLER

Opposite the Post Office — MAGOG, QUE. — Telephone 2826



May your Christmas holiday
be filled with joy and fun...
And may the coming New Year,
be your very nicest one!

F. A. DION REG'D

HARDWARE

33 Main St. West — Tel. 3512 — MAGOG



It's a pleasure
to extend the
Season's Greetings
to all of you!

E. E. GAUVIN REG'D.

Hardware

Tel 3572 343 Main St. West
Magog

GREETINGS

We cherish the thought of the fine associations that have been ours... and take this means of expressing our heartfelt appreciation for your friendship.



MAGOG GRAIN & PROVISION CO.

GUY CABANA, Prop.

DEALERS IN: Flour, Feed, Groceries, Grain, Hardware.
(Wholesale and Retail)

42 Lake Street — MAGOG — Tel. 4467



One of the Many Pleasures
of Christmas is the genuine
joy of wishing Happiness
and Good Health to our
many friends!

DeSeve Sport Shop

MAGOG

29 Main Street

Telephone 4458



To our friends and patrons
May your days be filled with
notes of good cheer...for
the holiday and coming year!

CHEZ MARGOT REG'D

(I. Duranleau, Prop.)

319 Main St. West, MAGOG — Tel. 3116



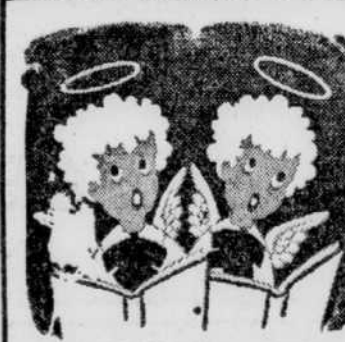
FOR A
MERRY CHRISTMAS

May your Yule-tide be joyous and
bright... with the fullest mea-
sure of happiness and contentment!

MAGOG ELECTRIC REG'D

R. M. Urwick, Prop.

352 Victoria St. — Magog — Tel. 3111



Our entire staff joins
in wishing you a very
Happy Holiday and a
better-than-ever New Year

ALBERT LANDERVILLE

Butcher and Grocer
Main St. — Magog
Tel. 3377



Our wish to all you friendly folk
to last the season thru—
May all your days be happy ones
in the year ahead of you!

MAGOG SHOE STORE

36 Main St. West. Tel. 2911 Magog
F. Cote, Prop.

STANSTEAD COUNTY COURIER

Serving the Communities of COATICOOK and MAGOG
and the County Seat at AYER'S CLIFF ---

Three Towns on the Important Highway Link: Route 50



In appreciation of your
wonderful patronage
Our Best Wishes To All
for
A MERRY CHRISTMAS
AND A HAPPY NEW YEAR

Coaticook Dry Cleaning

(Next to the Maurice Hotel)

Rear of Bus Terminal — Phone 431 — Main St.



To our friends and patrons:
May your days be filled with
notes of good cheer...for
the holiday and coming year!

FELIX I. LAJOIE

Tel 194 Main St. Coaticook

DRY GOODS

Ladies' Ready-to-wear and Men's Clothing

Churches In Africa Against Segregation

Johannesburg— (Reuters) —
Most of South Africa's churches
are taking an increasingly-strong
stand against the nationalist
government's policy of apart-
heid — segregation of whites and
Africans.

One of the most forthright
groups is the Methodist Church,
which claims 1,000,000 members,
or more than one-tenth of the
population, including natives and
Europeans.

The methodists at their annual
convention decried the govern-
ment's restrictive practices as a
threat to the liberty of all sections
of the population, gradually lead-
ing to a totalitarian state.

The conference prepared equal
opportunities for all races, irres-
pective of color.

The annual assembly of South
African congregationalists con-
demned the government's policy
even more strongly.

South Africa is "a country which
pays lip service to the ideals of
democracy," said professor Hor-
ton Davies of Rhodes University,
"a country in which 80 per cent
of the people are not represented
in parliament."

That same 80 per cent, prohib-
ited from entering skilled trades,
are forced to live in shanties that
a European would not allow pe-
digious to inhabit," he said.

The Presbyterians, too, disap-
prove of apartheid. Their general
assembly deplored any attempt
to "disfranchise any section of the
community" and was opposed to
the denial of the right of any in-
dividual to the fullest life.

The Anglican Church favors vol-
untary race separation but be-
lieves compulsory segregation will
only produce hostility in the non-
European.

Bishop Wilfred Parker of Pre-
toria said recently that white
South Africans "are entirely re-
sponsible for the growing non-co-
operation of the natives, because
we force them into hostility..."



CORNER LUNCH

L. DONALDSON, Proprietor.

64 CHILD ST.

COATICOOK, QUE.

For each and every one of you —
we sincerely send best wishes to
everyone in all the world on this
happy, joyous Christmas season...

May the glowing happiness you
enjoy this Christmas crown your
every hour during the New Year.



HOTEL CHILD

Child Street — COATICOOK, Que.
Charles Garceau, prop.

Santa's Parade Provided Towns By Windsor Man

By ALAN DONNELLY
Canadian Press Staff Writer
Windsor, Ont. — The man who
brings big-time Christmas parades
to small-town youngsters is Ben J.
Matlock, 47-year-old Windsor Jack-
of-all trades.

His home-made Santa parade,
rented to big and small communi-
ties, has just returned from a tour
that took it as far east as Ottawa.
The idea for the Christmas car-
avan, born of local needs four
years ago, grew too big for one
city and has become a string of 22
floats, with 27 communities on its
visiting list.

The collection of floats, portray-
ing nursery rhymes, fairy-tale
ures and Santa Claus himself,
means three things to Mr. Matlock.
It's a profit-making venture. But
it's also an outlet for his abilities
as an idea-man and carpenter, and
it gives him the opportunity as
"Santa's agent" to bring the
Christmas spirit to thousands of
youngsters.

"This parade is certainly some-
thing to the kids," he says. "Even
if it is fiction, I think it's still a
story worth telling in our times."

Mr. Matlock formed his plan to
build a parade for Windsor when
a parade being imported from the
United States came to grief in a
storm at Buffalo. Giant balloon fig-
ures, hit by the storm, arrived here
a tattered wreck.

The Windsor retail merchants' association took his idea up and
paid him a \$3,500 rental fee to
start building. But construction
costs piled up and Mr. Matlock
wrote to surrounding towns offer-
ing to rent the parade.

Sixteen towns accepted the first
year and the tour left by high-
way Nov. 8, 1948. Much of the sim-
ilarities that year were put back
into new floats. Now the cost is
spread over a larger number of
communities.

Innovations are added each year.
figures and Santa Claus himself,
train, is new this Christmas. This
float also provides two other ser-
vices—a reception centre where
Santa greets children and a dress-
ing room for the troupe of 14.

On the last two tours, the travel-
er often had to use service station
washrooms for dressing. The new
float has its own washroom and
tiny kitchen. Sleeping quarters are
built into other floats.

Sometimes the community has
its own Santa Claus, but often Mr.
Matlock substitutes for the Chris-
mas saint, and gets a lot of enjoy-
ment out of it. In Galt recently he
met a line of smiling children for
4½ hours.

Mr. Matlock's huge library of
nursery tales provides ideas for the
actual figures, which are develop-
ed and built in his workshops.

Season's Greetings to All

from

Belisle Studio Reg'd

30 Main Street — COATICOOK — Tel. 162

We consider it a pleasure to have served you
during the past season.

MERRY CHRISTMAS and a HAPPY NEW YEAR

M. ELIAS

39 Child Street — COATICOOK — Tel. 447

Greetings and every good wish for the best Holiday
Cheer in grateful appreciation of your valued
patronage, now and in the days to come.

REGENT 5c 10c to \$1.00 STORE

R. LEFEBVRE, Manager.

COATICOOK



WISHING YOU THE
SEASON'S BEST!

J. B. DIONNE

REG'D.

42 Child Street — COATICOOK — Tel. 260



To all my friends and
customers - - - a Merry
Christmas and a Happy
New Year!

J. DELORME

Shoe Store 63 Child St.

Coaticook Tel. 232



JOYOUS NOEL

Wishing all our custom-
ers and friends a MERRY
CHRISTMAS and a
HAPPY NEW YEAR.

ALLAIRE & FILS

Tel. 195

Coaticook



May you scale the ladder of
success for the New Year
and may your Yuletide be
a merry one!

W. W. VINCENT

Saddler, Shoemaker
TRUNKS and VALISES
60 Child St. - Tel. 231 - Coaticook

GREETINGS

To All Our Friends and Customers,
At This Happy Holiday Season,
May the New Year Bring You Every Happiness.

Beerworth's Reg'd

Newspapers, Magazines, Tobacco, Stationery,
Patent Medicines, etc.

11 Main St. — H. G. Edwards, Prop. — COATICOOK, Que.



The year round we look for-
ward to wishing you this holi-
day season the merriest Christ-
mas ever and a Happy New
Year.

ROYAL LUNCH

A. OUELLETTE, Prop.

21 Child Street

Telephone 815

Greetings
FOR THE
SEASON AND
OUR BEST
WISHES FOR THE
COMING NEW YEAR!
MAURIS GARAGE
Tel. 45 Coaticook

Season's Greetings
A joyous Christmas
to all our friends.

ROY & PROVENCHER ENRG.
Sash, Door and Cabinet Makers
Telephone 38 r 12 — 204 St. Anne Street
COATICOOK



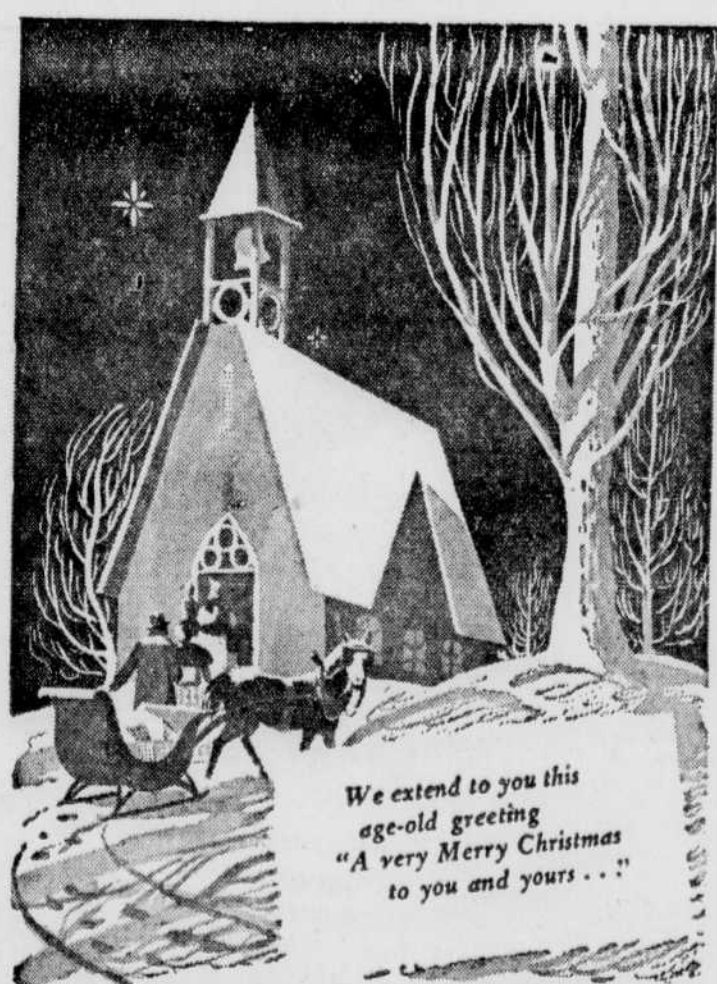
We hope that this Christ-
mas brings fulfillment of
your every wish and that
it finds you happily sur-
rounded with the things
and people you love!

F. S. WALKER & SON

Dealers for Massey-Harris Farm Implements
and Beatty, Jutras and Forano

COATICOOK

*With best
wishes for
Christmas*
May this be a joyous Christmas
and lots of good things come your way
in the New Year!
**ROBITAILLE
AUTOMOBILES**
(Coaticook Inc.)
Coaticook



We extend to you this
age-old greeting
"A very Merry Christmas
to you and yours..."

STANSTEAD ELECTRIC COOPERATIVE

72 Main St. — COATICOOK — Tel. 308 R 3

*A
Christmas
Wish*
May the joyful
pleasures of
your Christmas
Holiday become
the core of happy
memories for the
coming year!

Charest Electric Reg'd
Electrical and
Refrigeration
Contractor
Phone 7.
COATICOOK

*Merry Christmas
to You*
May you have
HAPPY HOLIDAYS...
and then...
the best of everything!
OPERA HOUSE THEATRE
70 Main St. W. Coaticook

STANSTEAD COUNTY COURIER

Serving the Communities of COATICOOK and MAGOG
and the County Seat at AYER'S CLIFF - -

Three Towns on the Important Highway Link: Route 50

Christmas Greetings . . .

WE EXTEND to each and every one our wish that your Christmas may be a merry one and that you may find 1951 a bright and prosperous year. We thank you for your patronage and encouragement during the past year and look forward to serving you in the coming years.

HEARTIEST GREETINGS FROM

SAMUEL GREEN

Hardware, Furniture and Metal Dealers

SAM GREEN, Mgr.

COATICOOK, QUE.

A Christmas Note



To our friends and customers:
A bright and joyful holiday to you all!

From The Personnel

of
COATICOOK 5c-10c-15c STORE
MAIN STREET — COATICOOK

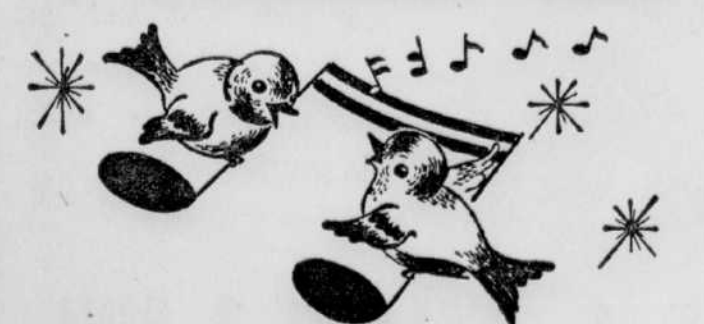
Merry Christmas

COATICOOK PHARMACY
Louis Abdalla, prop.
73 Child Street—Telephone 388
COATICOOK

Holiday Greetings to All

DAIGLE & FRERES INC.
Men's and Ladies' Wear — Shoes
75-77 Child Street, COATICOOK — Telephone 263

A Christmas Note



To our friends and customers:
A bright and joyful holiday to you all!

W. LABARRE REG'D

J. Bissonnette, prop.

31-33 Main St. — COATICOOK — Tel. 245-2

Yuletide Legends

Why do we have Christmas trees and candles? One legend tells us that on a cold, clear Christmas Eve, Martin Luther wandered through the winter woods filled with happiness at the loveliness of the snow-laden trees, under the starry sky. He wanted to share his happiness with his children, so he cut a small fir tree and took it home. When he had set it up, he placed little glowing candles on the boughs to represent the stars of heaven.

The manner in which Christmas is celebrated in other lands is always intriguing to children. They enjoy such random facts as instead of turkey Norwegian children enjoy Christmas porridge and perhaps a slice of cod fish or barbecued young pig, dressed up with an apple in his mouth and paper frills on his ears! Or that in Holland the children were wont to call Santa Claus St. Nicholas and to believe that he travels about on a white horse. Instead of hanging up their stockings, they would leave their little wooden shoes, filled with grass and hay for the white horse to eat on the step outside the front door. And lo! when morning came the grass and hay had disappeared and in their place were gifts for such thoughtful children.

From Spain comes the gentle admonition that cows must always be treated with special kindness, for did they not stand close to the Christ Child in His manger bed and blow their warm, sweet breath on Him all through the chilly night?

Holland gives us one story of the origin of Christmas bells. It hails from the little town of Lochem, where the peasants say that long ago Satan appeared one day and carried away the bells from the church tower and dropped them into two ponds. Since then, so say the peasants, if you stand near the pond at 12 o'clock on Christmas Eve, you will hear the joyful pealing of ancient bells rising triumphantly from the depths of the water to greet the new-born King.

The idea of Christmas seals, or stamps, was conceived by Einar Holboell of Denmark in 1904. The proceeds from their sale went to aid the fight against tuberculosis. England, France, Sweden, Canada, and the United States lost no time in adopting this Christmas custom, and millions of dollars are raised annually for a noble cause. The mystic beauty of the Christmas story appeals to all children. Year after year they delight in hearing it repeated until every detail of the lovely pageant of the wise men, who followed a star until it came to rest over a lovely stable in Bethlehem, is a familiar to them as the alphabet.

Dickens never fails to charm with his Christmas tales. If the children are very young, there is a youthful version of "The Cricket on the Hearth," and the smallest listener will delight in how the chirping cricket brought good luck and furthermore, engaged in a singing match with the tea-kettle in Dot Perrybingle's kitchen!

Scottish Fatstock Show
The first Scottish National Fat Stock Show since 1938, held last week in Edinburgh, proved a triumph for the Aberdeen-Angus breed. The winner of the Supreme Award, BRIDAL MAID 11th of HARCARSE, was a pure-bred Aberdeen-Angus heifer. This outstanding animal collected eight trophies in all, as well as the breed championship medal. In these shows it is weight and quality that counts and she tipped the scales at 1,242 lbs.

The Reserve Champion, highly fancied by many at the ringside for the Supreme Honour, was a splendid red steer, two years and ten months old, weighing 1,599 lbs. Although red in colour, he was a three-quarter Aberdeen-Angus cross with a quarter of Shorthorn in him. Runner up to him, as the best steer in the show was another Aberdeen-Angus-Shorthorn cross. The "Baby Beef" champion was yet again the same cross.

The awards bear out the claim made by the supporters of the breed that Aberdeen-Angus produce the finest cattle for quality and weight. Since the inception of the Smithfield Show in London—the premier fatstock show held in the United Kingdom, founded in 1867, Aberdeen-Angus have won 44 per cent of the championships, and Aberdeen-Angus crosses 33 per cent; the breed have done even better in Chicago, where pure-bred Aberdeen-Angus have carried off over 74 per cent of the championships.

The Scottish National Show acts as a pre-view for the Smithfield Show, which opened in London on December 4th.

DISEASE WANES

Galt, Ont. — The city of Galt has had 63 cases of diphtheria since 1923—but not a single case since 1936. Brantford recently reported it had not had a single case in 20 years, that Niagara Falls has had only one case in the last 22 years.

GREETINGS!

To all whose friendship we cherish so much . . .

A Merry Christmas — A Happy New Year

J. N. White, Reg'd
C. E. Wells, prop.

Jay N. White
Optometrist

COATICOOK, QUE.



As we help to maintain your family's health so do we take real pleasure in wishing you the cream of the season's joys, and the merriest kind of a Christmas Day, continuing all through the New Year.

Be Sure To Ask For Our
SPECIAL ICE CREAM BRICKS
For The Holidays!

COATICOOK DAIRY REG'D

Pasteurized Milk — Cream — Ice Cream
— Chocolate Milk —

Cleveland Street — COATICOOK — Phone 79

Season's Greetings

Our best wishes
for a
Merry Christmas

Our sincerest hopes
for a
Happy New Year



COATICOOK MOTORS REG'D.

Telephone 25 — COATICOOK — Main Street

A greeting old in doggerel,
extended in good cheer
For a Merry Christmas . . .
and a Prosperous New Year!

LIONEL MARCOUX
Wools and Fancy Gifts
8 Main St. Coaticook Tel. 66

Everywhere,

Everywhere,

CHRISTMAS!



LEONARD ARNOLD

COATICOOK — Tel. 325
All Kinds of Lumber — Hardwood Flooring

"Baby Look" Is Feature Of Christmas Dolls

Toronto—Dolls this Christmas will have the "baby look," replacing the conventional, dimple smile of other years as Canadian toy men adopted realism in 1950 as never before.

The Canadian Playthings Manufacturers Incorporated, their national association, claim that this year's dolls are the best ever produced in Canada.

They look like babies, feel like babies, cry like babies. Some of them talk like babies, weep like babies, drink like babies and wet like babies. One model even walks.

Little girls in Canada will receive about 3,000,000 of them this Christmas.

The trend towards more realistic dolls is the application of new progress over processes used for years on a world-wide scale.

New plastic and rubber materials have replaced the pastes and plasters "rags", straw and sawdust used in the dolls of yesterday.

These materials give to most of this year's dolls, skins with the texture of baby's.

The doll that talks is actuated by a wire recording to say the things you expect of "baby".

The doll that walks? Like a toddler, he must be held by the hand.

At least one model comes equipped with hair of a special Nylon derivative, which can be permanently waved. The wave set comes with the doll.

Most of the dolls this year are realistically babies—little girls and boys, brides, and like characterizations.

Their features and figures show an increase in variety over all but extremely expensive dolls of the past.

Compared to the dolls that mother got as a girl, they are out of the world.

Toy men say that stuffed toys and figures in plush and fur are staging a comeback in Canada, following technical improvements in their manufacture.

The stuffing itself is better than used to fill the former traditional "teddy bear". And new machinery has been developed to blow this stuffing into the figures.

Stuffed rubber toys are making their debut.

And prices? About the same in some lines, slightly up in others. But what are prices to Santa Claus?

New Royal Color Catches The Eye At London Show

By MURIEL NARAWAY

Canadian Press Staff Writer
London, — At a London display, "two hundreds years of fashion" showing 153 dress designs of other eras, the coat and dress that caused most comment were worn by a member of the audience—Princess Margaret.

The Princess was a new color, the audience found it difficult to describe.

"Burgundy-red," said a textile designer. "Liver-sausage pink," said a fashion writer.

"Copper red," was the verdict of a well-known fashion designer, who was given the last word. "And thank goodness for the change from that eternal royal blue."

The Queen and Princess Margaret were attending a display given by Mrs. Doris Langley Moore, London's authority on period costume. Well-known actresses of stage and screen displayed the fashions of two centuries, from Gorgeous crinolines and sedate bustles, to the earliest tennis and cycling outfits and the uniform of the Edwardian suffragettes.

Today's popular double-purpose designs were seen in a mid-Victorian croquet dress of silver-grey silk, looped over a frilled petticoat of ankle-length and topped by a loose, hip-length scarlet jacket. Loosen the petticoat ribbons, remove the jacket and the result was an elegant low-necked ball-gown.

The present tartan rage also had its predecessor in the Victorian 1870s. A vivid scarlet and black tartan dress of the period was described by its owner, as: "a little too gay for churchgoing."

Mrs. Moore pointed to the first omission of gloves in the 18th century costume and the continued use of the parasol up to the beginning of the first world war.

The Queen is an up-to-date devotee of the parasol and carries one at all Royal garden parties. This year, a number of the style-conscious guests carried gay, new parasol fashions.

"One of the strangest fashion changes," said Mrs. Moore, "is the fact that once silk was the luxury material, now wool is the most luxurious and expensive material of all."

"If the display proved anything," said Helen Williams of the Yorkshire Post, "it proved that dresses for gala occasions have always been beautiful, excepting perhaps the ugly chemise-styles of the mid-20s."

WISHING YOU THE SEASON'S BEST!

May your Christmas be merry and may the New Year furnish you with the fullest measure of happiness and good cheer — these are the wishes we send to you in appreciation of your valued patronage.

LOUIS LESTAGE & SON

Hardware—Plumbing Supplies—Sporting Goods—Propane Gas

Child Street

COATICOOK, QUE.



MERRY CHRISTMAS and a
HAPPY NEW YEAR!

EMILE WIENS

Birds Eye Frozen Foods
MEATS and GROCERIES
BEER and PORTER

171 Main St.

Coaticook

Tel. 67



From us to you . . .

Our Christmas Greetings

and the best of wishes

for happy days to come!

JULES BEAUTY SHOP

69 Main St.

Tel. 313

Coaticook



Greetings!

To all those whose friendship we
cherish so much . . .

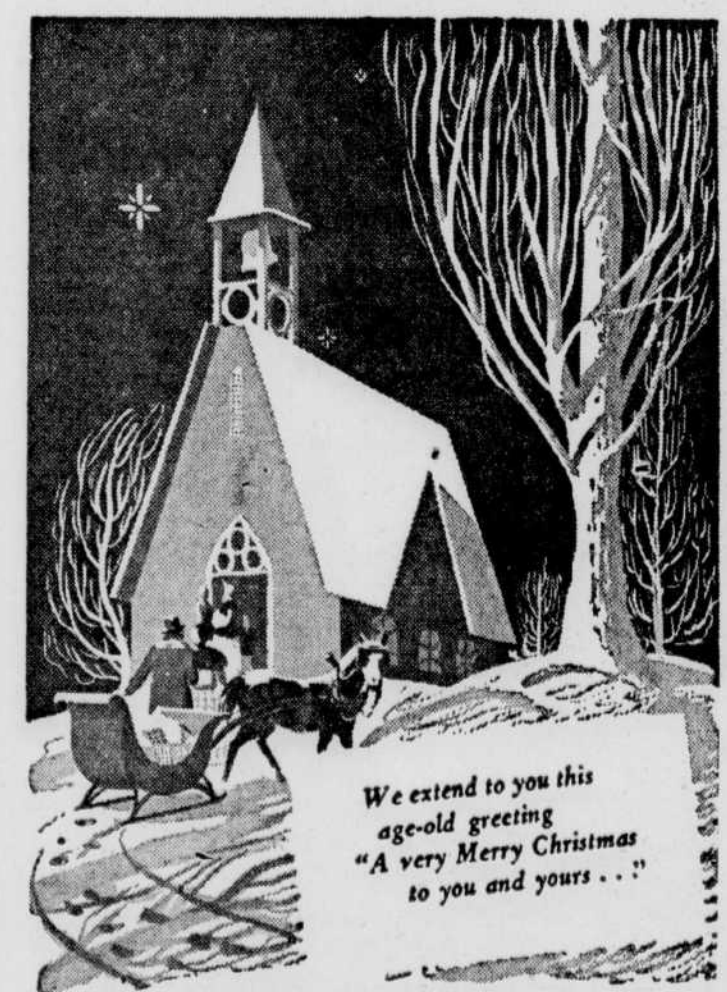
MERRY CHRISTMAS

HAPPY NEW YEAR

With many thanks to all our many
and distinguished patrons, from

RIVOLI THEATRE
Coaticook

J. L. Charbonneau, Prop. — Leslie D. Bishop, Manager.



We extend to you this
age-old greeting
"A very Merry Christmas
to you and yours . . ."

J. H. PELOQUIN REG'D.

146 St. Jean Baptiste Street
Tel. 32 and 172 — COATICOOK

STANSTEAD COUNTY COURIER

Serving the Communities of COATICOOK and MAGOG
and the County Seat at AYER'S CLIFF ---

Three Towns on the Important Highway Link: Route 50

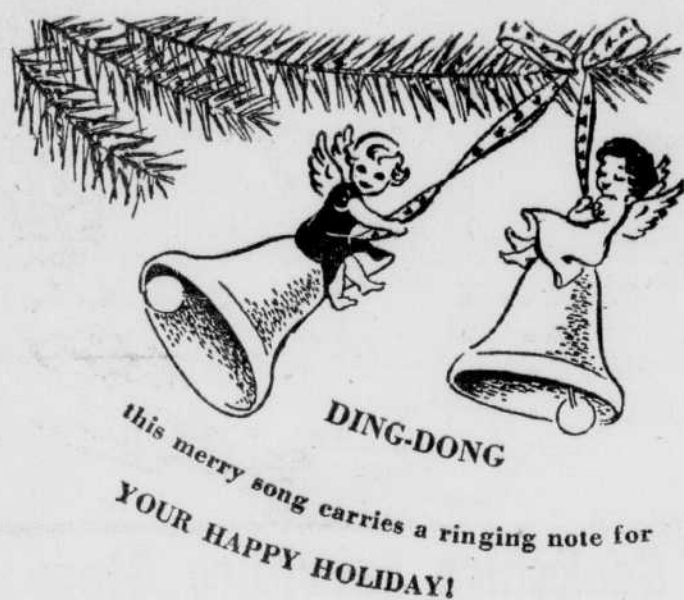
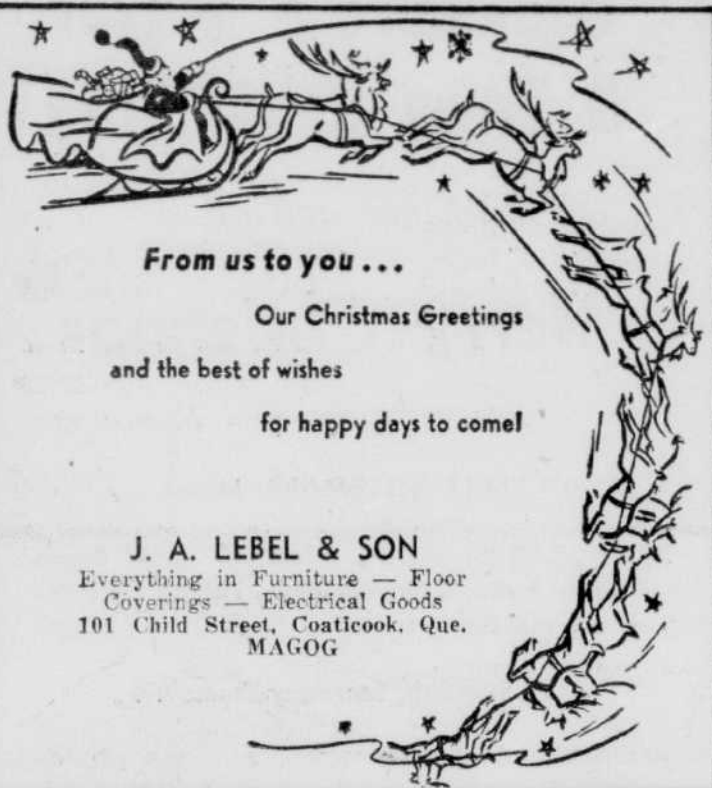
Season's Greetings

to our friends and customers
from

TREMBLAY & FRERE

TEXACO SERVICE STATION

Main Street Tel. 400 Coaticook, Que.
Dealer for Mercury and Meteor Cars and Trucks



POULIOT FURNITURE

67 Main St. West — MAGOG — Telephone 2555



MCKENNA HARDWARE

116 Main St. — MAGOG — Tel. 3320

Make Yours A Safe And Merry Christmas

By BOB SCHARFF
Written for NEA Service

Christmas is the gayest season of the year. But, failure to take proper precautions may make you an unfortunate victim of one of the thousands of fires that happen during the holiday season.

Begin with your tree. Although the evergreen is a symbol of Yuletide spirit, it is also the chief source of holiday fires. It is filled with pitch and resin and, as it dries out, it becomes tinder. Actual tests have shown that an average Christmas tree will burn up in less than two minutes. This means that you have a roaring blaze before it is possible to call the local fire department. A fire extinguisher may not be a Christmas decoration, but if close at hand, it may be a holiday saver.

Use a "fresh" tree, not one that is dry and tindery. Keep it outdoors until you use it, and set it up only the day that it is to be decorated. To help keep the tree alive, chop some cuts in the butt end and stand it in a pail of water. If possible place the tree in the coolest part of the house, where it will not block any means of exit, and turn off the radiator nearest it.

There are many so-called methods of flameproofing Christmas trees. However none has ever proved successful enough to receive the approval of National Board of Fire Underwriters. Sheets of aluminum foil spread around the base provides decorative floor protection and it will lessen fire danger too.

Check and replace frayed electric cords and sockets used to string lights on tree. Provide a switch some distance away from the tree to turn the lights on and off. Also watch the house circuits for overloading. Never put a large fuse in to carry the extra load of Christmas lights.

When no one is in the room with the tree, turn off the Christmas lights. If the needles near the lights start to turn brown, change the locations of the lights. When the needles start to fall, it's time to take the tree down and discard it.

Incidentally, use only approved exterior type lights on outdoor trees. Where window lights are used, hold the curtains away from them with tiebacks.

Although electric trains look nice around the base of a tree, they are a potential source of fire because of sparks. It's much safer to set them up at a distance from the tree.

If you plan to make paper decorations, be sure to use the new flameproof paper, available from most large stationery and decorating supply houses.

When there is doubt about the



flameproofness of old paper decorations, make a solution from one pound of ammonium chloride in a gallon of water and spray it on. While it will not make the decorations fireproof, it will reduce the fire hazard by making most types of paper slow burning. Also, once presents are unwrapped, throw out the paper wrappings immediately.

Christmas is the time for children's plays with their flimsy gauzy costumes. To make these costumes and dresses flame-resistant, dip them in a solution of

A Christmas

Continued From Page 8

ed, "you won't mind doing that for me, will you?"
Well, what could I say?
So, she took a firmer grip on her axe but, to my great and ever-

lasting surprise, she didn't attack my trunk with it at all! I had been prepared for the sudden, shocking pain, but she merely loosened the earth around me and pulled me from the ground, roots and all. Then she carried me carefully—I still wasn't very big, you know—into the house where she packed me in a big, big box filled with rich, warm earth she had taken from the garden in the spring.

Later that day, I was carried into the automobile and driven down to the little house at the far end of the street.

Well, I don't have to tell you how happy I made those children. Never had I seen such grateful smiles, such laughing eyes, such joy.

And when it was all over, I was taken back to my own garden and covered up again. And all winter I couldn't help laughing at the sorrowful look of the big tree which had tried—and pretty well succeeded—to make my life so miserable.

Next spring, when I got this burrap bag and straw taken away from me, I'll have to tell that big, overgrown sapling a thing or two!

GREETINGS OF THE SEASON

To all of you
we have so
pleasantly served...

MERRY CHRISTMAS

HAPPY NEW YEAR!

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May your Christmas and
New Year be filled with a
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Our wish is brief ...
but very sincere

A Merry Christmas and
a Happy New Year

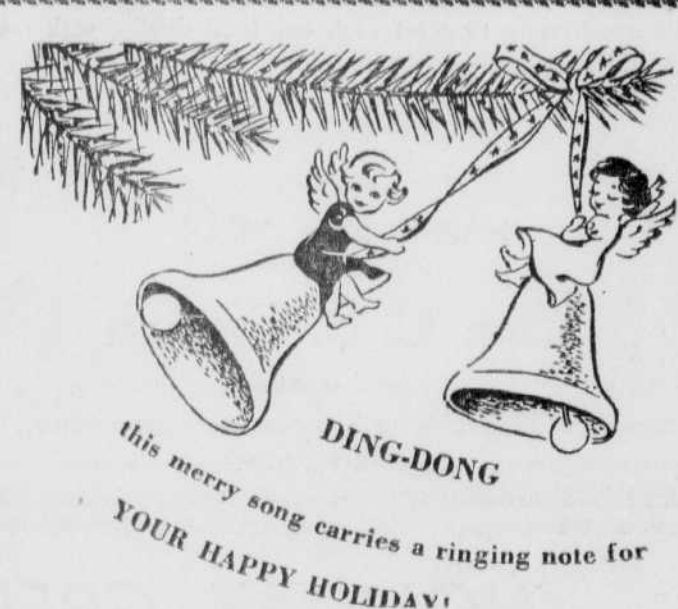
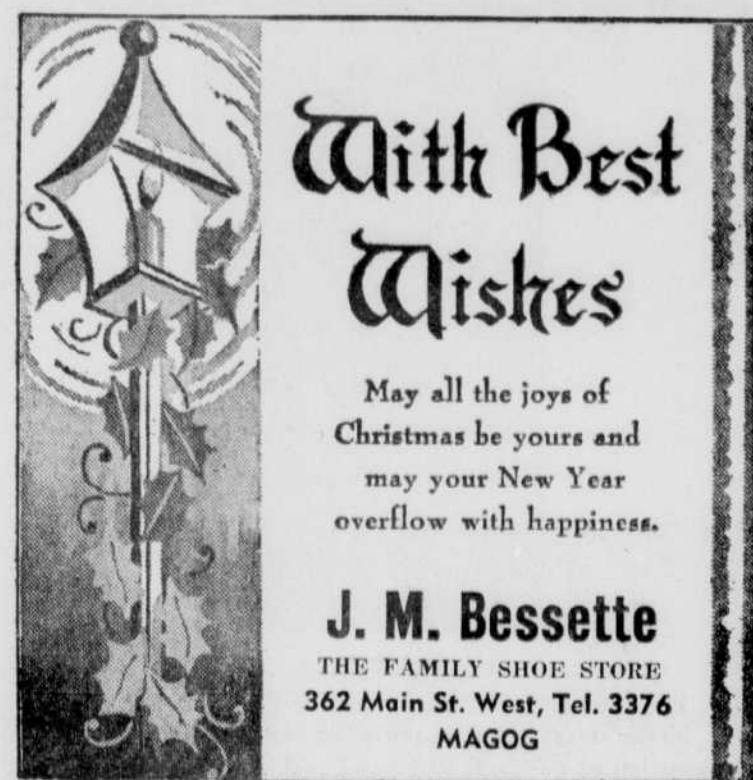
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Aldea Lanciaux, prop.

Telephone 104

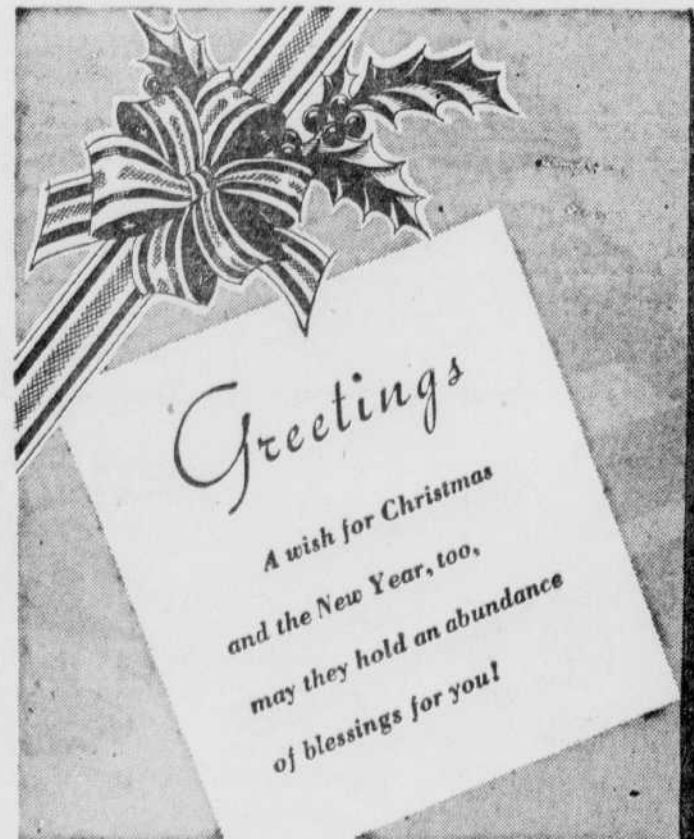
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PATCH BROS.

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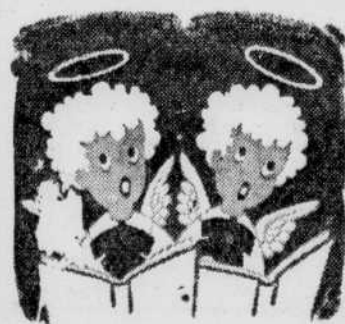


May the gifts under your tree
include the gift of happiness.
May it be a gift with a life-
time guarantee.

Ducharme Furniture Store

413 Main Street — MAGOG — Tel. 3375

24 Alexander Street — SHERBROOKE — Tel. 2-9704



Our entire staff joins
in wishing you a very
Happy Holiday and a
better-than-ever New Year

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Compton County Chronicle

Dedicated to the progress and welfare of SAWYERVILLE — COOKSHIRE — EAST ANGUS—BURY and SCOTSTOWN



There's no time like

CHRISTMAS

for extending our sincere wishes for the best of everything in the coming year!

CASAVANT'S DRY GOODS REG'D
Railroad Street — Cookshire — Tel. 3



GREETINGS

Never was there a more opportune time for the expression of goodwill and good wishes than at this most joyful Christmas season.

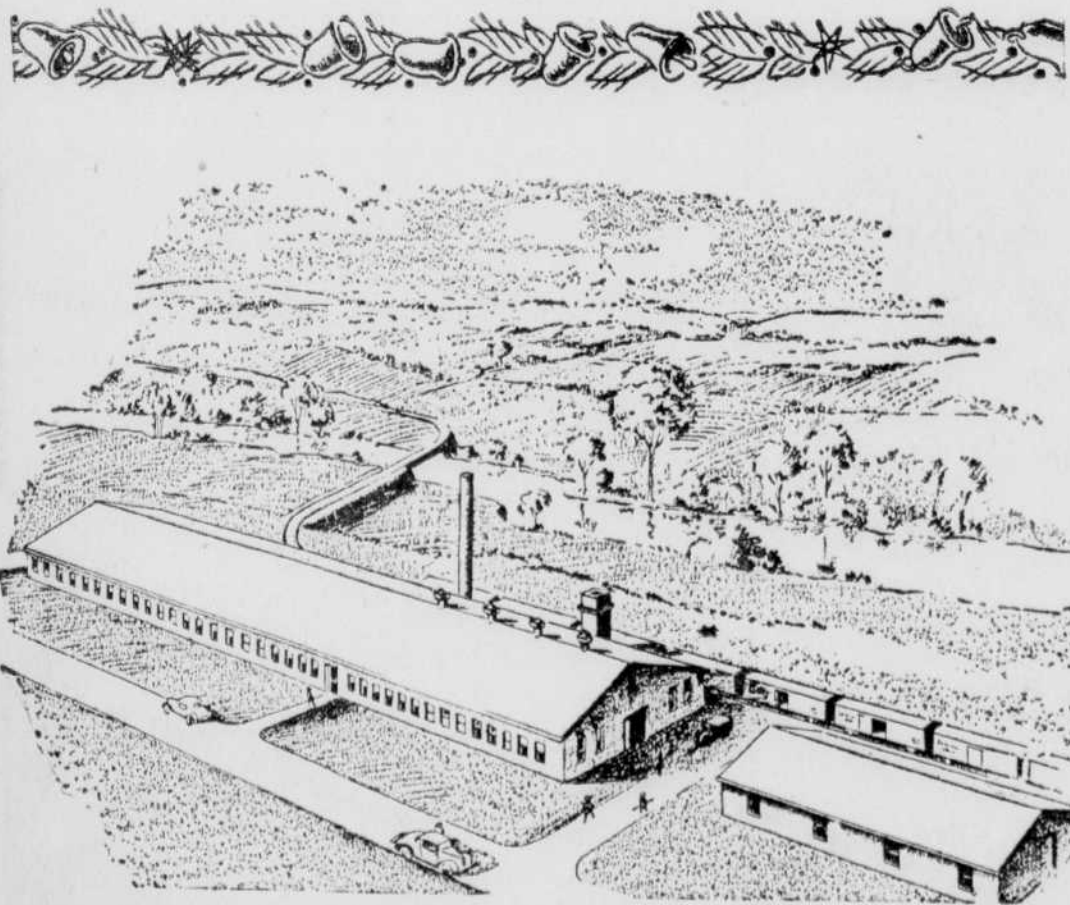
To all my good friends everywhere, and to my constituents in Compton County, especially, I wish to take this opportunity to greet each one individually, with the age-old wish, simple but sincere:

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

Hon. C. D. French

Minister of Mines
Member of the Legislative Assembly for Compton County,
COOKSHIRE, QUE.

HOLIDAY GREETINGS



from

WALLACE & SONS of CANADA

LIMITED

COOKSHIRE

QUEBEC

Danes And Wicked Sisters The High Fantasy Of Pantomime

By BEVERLEY BAXTER

As a dramatic critic I receive two free seats for every new theatrical production in the West End, as well as the smaller theatres in the suburbs. This sounds very agreeable, and indeed it has its pleasurable side, but a critic must see plays which no sane man would think of doing. As a professional grave digger we have no warning as to the condition of the corpses.

Yet once a year the critic abandons his lofty pose of superiority and becomes as glib as any other citizen. It is when Mr. Little invites him to "Mother Goose," or Jack Hylton to "Aladdin," or Tom Arnold to "Cinderella." Christmas is at hand and the Pantomime Season is about to open.

The critic discovers, to his surprise, that he is an intensely popular fellow, his merits being recognized not only by his mature friends but even more so by their sons and daughters. As for nephews, nieces and god-children, you are never out of their hearts at this glad season. Warned by this unaccustomed affection and interest the critic gets on the telephone and actually purchases, for ready money, extra tickets in all directions. It is said that the spectacle of a critic purchasing a ticket has caused even the most hard-boiled box office attendants to burst into tears.

Now the strange part about all this is that the critic (and we shall

dispose of him altogether in a minute) actually looks forward to seeing the Pantomime. "It's fun to go with the kids," he says. "They like all this nonsense about dames and brothers' men and wicked sisters."

"And the principal boy?" says his wife sweetly.

"Queer thing," says the critic, "I often wonder why the Principal Boy is played by a girl."

"I can think of two well shaped reasons," says the wife.

"Probably goes back to the Elizabethans," declares the critic pompously, "when girls used to be played by boys. That's why Shakespeare was always dressing his boys up in boys' clothes because they were more convincing that way than dressed as girls."

"You mean," says his stupid wife, "that when a boy dresses up as a boy he looks more like a girl?"

Where did this theatrical extravaganza of pantomime begin? Of course the average person would say that pantomime is as English as Brussels sprouts, that it sprang from the soil of England and has never really taken root in any other country. That answer is about twenty-three centuries wrong in the matter of origin.

The original pantomime came to Rome from Etruria, (look it up on the map yourself, I'm too busy), in the year 364 B. C. They were called *histriones*, from *hister*, a dancer, which accounts for the modern word *histrionic* dancing at all. But in those days the dancers were the only actors, wearing masks and speaking no lines.

Augustus became the great patron of this art, so much so in fact that he is regarded by some historians (from *histoire*, a tall story) as the inventor of dumb acting. If that is so he has an awful lot to answer for in the modern theatre.

You all know that history repeats itself, so it is interesting to note that the mimes, that is the dumb actors, became so popular with the knights and nobles that there was a great deal of fraternization, and drinking of Homiokk Frizzes at the local pub. This made Tiberius very angry, so he checked all this by prohibiting nobles to frequent actors' houses or be seen walking with them in the streets, or climbing the Seven Hills.

However, things began to improve for the Pantomimists in Rome when Caligula looked on them with favour. You will remember (at any rate you ought to if you don't) that Caligula was so devoted to his horse that he made a senator who proved to be an ass, but this was the first time, I am almost certain of my facts, that a horse was made a senator.

But again you see history telling the same story twice. Caligula's horse was the authentic origin of the Pantomime horse at Christmas, the one with the wide grin and the collapsible back legs.

Caligula however, does not deserve as much credit as Nero who not only played the violin, but also fancied himself as an actor. So he became one of the dumbest stars in the history of Pantomimes and was much acclaimed by the critics of his day who did not want to be on the menu at the Coliseum. Unfortunately Nero's influence was not good. He took the view that since the actors' faces were masked, and their voices were not used, the audience ought to be given something for their money. In other words, he was in favour of the human body being revealed since it had to do all the acting.

This may well have been the first discovery of the female leg—although I doubt it. At any rate the local Jane Russells lived up to the old mythological tales which were the chosen theme, but I am glad to say that this exhibitionism did not take place without protest. The early Christians were right on the job and said that if this kind of thing continued the Roman Empire would collapse. And so it did, which shows that the critics aren't always wrong.

It was not until the 17th century that the pantomimic art spread to England, but the public did not enthuse as much as the Romans did about the mythological legends. So eventually the popular form was the story of Columbine and Harlequin in which Columbine was a simple village lass and Harlequin, note carefully, was always being chased by comic constables. Thus we begin to see the unfolding of the pattern which has become exclusively British. Instead of being a figure of awe, the policeman is always worsted by the comical support of the children in the audience in their attempts to evade arrest.

There is in every normal child an instinctive love of the absurd and the incongruous. It demonstrates itself even in the first months of life when a baby will throw dishes from its high chair on the floor, and gurgles with satisfaction over the deed. The baby well knows that this is breaking the law, as well as the dishes, but that only adds zest to the crime. Not only that, it likes to see its father stand on his head, or put on his wife's hat, or fall down the stairs, (this always gets a great laugh from the dear little cherub).

Continued on Page 13

Christmas Quiz

1. A festival was celebrated at this time of the year long before it became the symbol of the Nativity. TRUE FALSE	4. Almost giving at Christmas time originated in the belief that—(a) it is better to give than to receive (b) One should follow Christ's example in giving to the poor (c) Christ sometimes came to the door disguised as a beggar at this season and it was feared that he might be turned away unrecognized. TRUE FALSE
2. The first English Christmas celebration of which there is record was held by: (a) Queen Elizabeth (b) King Arthur (c) King Charles (d) Henry V TRUE FALSE	5. The southern states use firecrackers at Christmas time. This is because these states were settled mostly by Spanish and French immigrants, who introduced the custom as originated by their countries. TRUE FALSE
3. Santa Claus' descent through the chimney, symbolized "weeping the chimney clean," which, to the Irish, meant (a) Good luck (b) A happy holiday season (c) Favorable year ahead (d) Short winter. 1. (a) 2. (b) 3. (c) 4. (d) 5. (a) 6. (b)	6. The abbreviated word for Christmas is "Xmas." This brief form was adopted because: (a) it was easy to remember (b) X is the initial letter of the Greek name for Christ (c) X represents the unknown (d) it is a slang expression originated by modern generations. 1. True, Pagan winter festival 2. (b) In 521 A.D. 3. (c) 4. (d) 5. (a) 6. (b)

MERRY CHRISTMAS

May your joy go on and on

Through the NEW YEAR ahead!

COOKSHIRE SHOE STORE

Tel. 105 Cookshire
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A Christmas Note

To our friends and customers:
A bright and joyful holiday to you all

Canuel Jewellery Shop

(Next to Woolley's)

Tel. 184 Cookshire

MERRY CHRISTMAS

To our friends and patrons:
May your days be filled with notes of good cheer...for the holiday and coming year!

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General Repairs

Tel. 5 COOKSHIRE

PEACE on EARTH

Cookshire's Mayor & Town Councillors

wish one and all a Merry Christmas

EMILE BELLEMARE, Mayor.

COUNCILLORS: — J. L. Wootton, Gerald Osgood, Walter Dube, Odilon Veilleux, Patrick Cassidy, L. G. MacKay.

C. Standish, Secretary-Treasurer.

Season's Greetings

Our best wishes for a Merry Christmas

Our sincerest hopes for a Happy New Year

Cookshire Furniture Store

Telephone 86 Cookshire

Pierre Poulin, Prop.

MERRY CHRISTMAS

May your joy go on and on

Through the NEW YEAR ahead!

CASAVANT'S REG'D
(A. H. Goff, Prop.)

Railroad St. Tel. 3
COOKSHIRE

There's nothing topsy-turvy about this greeting; here's a straight-forward wish that your Christmas be happy and gay!

GREEN LANTERN RESTAURANT

Tel. 162 — COOKSHIRE

Raymond Ross (prop.)

Compton County Chronicle

Dedicated to the progress and welfare of SAWYERVILLE — COOKSHIRE — EAST ANGUS—BURY and SCOTSTOWN

Thirteen Million Toys Made In Canada

Ottawa. — Canadian toy manufacturers this year have produced 13,225,000 playthings.

And right now Santa Claus probably is loading most of it into the pack he has set aside for Canadian children, because only a "limited quantity" is headed for export.

In fact, there has been a decided decrease in export of Canadian-made toys. The figure has been halved to \$131,416 from the \$262,740 worth of playthings exported in the January-September period of 1949.

P. L. Jones, the trade and commerce department's toy expert, says the dollar shortage is the cause. Many outside markets now are closed "because toys are considered non-essential."

Canadian-made dolls have been hard-hit. The toy people say 3,000,000 baby dolls, cuddly dolls, flaxen-haired beauties, and just

plain teddy bears, have been manufactured this year by Canada's 400 toy firms. But the Bureau of Statistics figures show a falling-off in doll exports from \$166,264 between January and September, 1949, to \$53,806.

At the same time Canada imported \$93,736 in British-made dolls. So far she has imported more mechanical toys from the United States than from any other country. A total of \$244,048 was brought in between January and September, 1950, compared with \$173,643 in the corresponding period a year ago.

A total of \$226,874 in mechanical toys was imported from Germany. In the corresponding 1949 period, German imports totalled \$292,972. Japanese mechanical toy imports were down to \$90,909 compared with last year's \$255,248.

What Canada has exported this year in the way of toys has gone largely to Britain — \$28,614 as compared with last year's \$57,830.

Danes and Wicked

Continued from Page 12

or crawl under the sofa and bark like a dog.

Deep down in its little mind the infant is making its unconscious protest against the drabness of life in later years, when we all begin slowly to die from creeping common sense. And here let me say that the wise man, and certainly the happy one, never entirely loses that early love of absurdity. The keener the mind, the more

Alexanders Are Preparing For Christmas

By KAY REX

Ottawa. — Once "the tree" is up at Rideau Hall everyone knows Christmas is just around the corner.

Any day now a tall fir will be hauled into Government House, placed in a corner of the ball-room.

Viscount Alexander decorates his own tree. Viscountess Alexander always gives a hand. Rose, 18, too, usually helps and Brian, aged 11, has his bit to do. Chances are 15-year-old Shane may be home from school in England in time. He's expected two days before Christmas.

This year the Governor-General's personal Christmas-card bears a reproduction of one of his paintings, a picture of the old coach house at the rear of Rideau Hall.

Their Excellencies decorate themselves the 24 bushel-baskets which a couple of days before Christmas will be placed at the

vivid the imagination, the deeper is the appreciation of the nonsensical. Nothing but a superbly cultivated intellect could have written "Alice in Wonderland" or "The Importance of being Earnest."

The development of the Pantomime was shrewdly based on child psychology. Thus in modern times the rapturous Boxing Day audience finds that the "Babes in the Wood" are none other than those eminent adult London comedians, Mr. Nervo and Mr. Knox. Are the Babes frightened when they are lost in the wood? In a way, Yes; but they indicated by their pokes that they will be quite all right. Even when they lie down to sleep Mr. Knox takes care to place a large rat under Mr. Nervo's pillow of leaves, and Mr. Nervo carefully places his shoes on the other Babe's face.

And who is their mother? Bless her heart, it is Monsewer Eddie Grey with his alcoholic nose, his prodigious moustache and his exquisite French phrases. The Monsewer is of course the Dame and when she loses her temper in the kitchen does she send the Babes to bed without supper? Not a bit of it. She hits them over the head with a broom while they pull her skirt off, revealing two such spindly legs that the Monsewer admits he won them from a sparrow in a wager.

But the finer things are not forgotten. There is compulsory education in Pantomimes as in real life, so off the Babes go to school where Bud Flanagan, (I admit that this is an all star cast I am assembling), is the school-master who writes on the black-board:-

How much
IS
Too and Too?

Mr. Nervo says the answer is "Too Much" whereupon he and the other Babe give the teacher a spanking. Now to any well regulated child with normal instincts this is exactly how life ought to be. No Adolf Hitler could rise to power in a setting where everything pompous is ridiculed and everything cruel is punished. There is wisdom as well as incongruity in the kingdom of childhood's imagination.

The Pantomime which differs from all the others is "Cinderella" and I wonder that the Labour Government permits it to be shown. In its romantic unfolding it extols class distinction, praises the profit motive, and preaches the lesson that a really nice girl in lowly position should be careful to marry into the aristocracy where there is a lot of money. It is true that Cinders is fond of Buttons but she does not allow her head to be ruled by her heart. Buttons is her only friend, except of course her poor, badgered father, but she has had enough of the kitchen and dreams of better things. Thus she does not even pretend to be coy when the Prince offers his hand after finding her foot. Cinders knew a good thing when she saw it.

Personally I have never been convinced that the size of a maid's foot was sufficient reason for marriage. But nature in her determination to preserve the continuity of the human race, moves in her own mysterious, inexorable way. It is well known that the daughters of the British aristocracy nearly all have large feet, no doubt due to the amount of exercise they take in their youth. But perhaps for political reasons the Prince felt that it would be wiser to marry a commoner.

The Americans cannot understand our passion for pantomime, sense, but that of course is its charm. Pantomime doesn't make sense, and if it ever does it will die.

But if you go to one this year think of its long history and its ancient origin, how in its own way it is the human spirit finding relief from the cares and drabness of everyday life. Above all, when you laugh at the comedians give a thought to the great Grimaldi, "the genuine droll, the grinning, filching, irresistible clown," who laboured so hard in bringing laughter to London that he died prematurely, worn out by his exertions.

Sweet ladies and gentlemen, I give you the British pantomime. Long may it survive to keep the wisdom of childhood alive in all of us.

foot of the Christmas-tree. Each is centered around "the tree." First there's Viscount Alexander's reception for members of the presents from the vice-regal city police motorcycle guard who have escorted him him around the capital throughout the year.

Next comes the Christmas party



With Best Wishes

May all the joys of Christmas be yours and may your New Year overflow with happiness.

H. H. and L. H. HUNT
General Merchant and Insurance Agent
Tel. 11 Sawyerville



Greetings TO ALL OUR FRIENDS

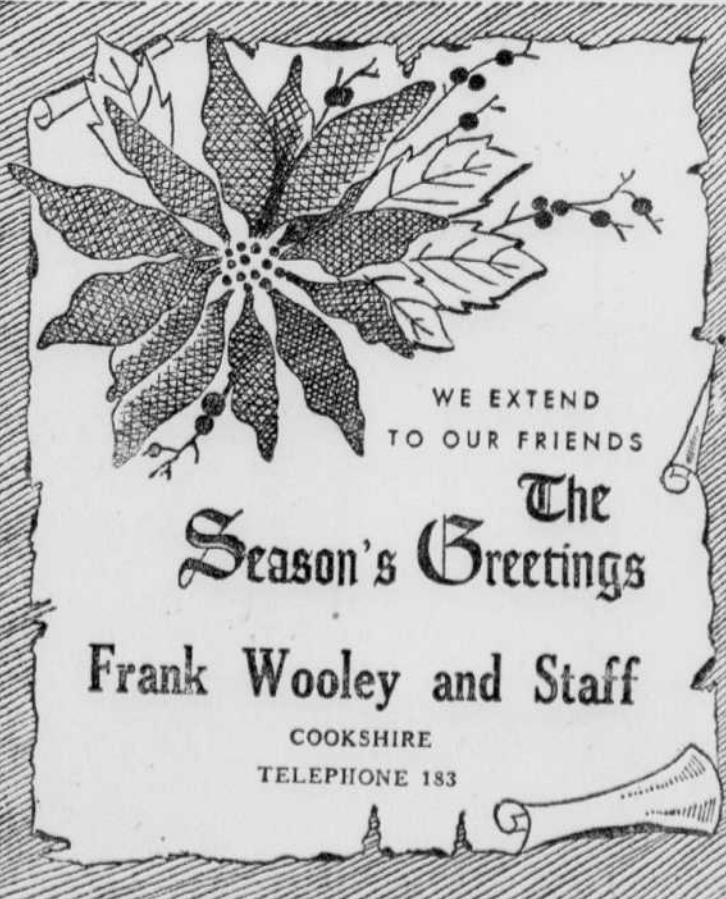
The Management and Staff of
T. C. FRENCH GARAGE
B-A Products Sawyerville, Que.



With best wishes

... for a joyous Yuletide celebration and a New Year overflowing with all good things for you and yours.

A. & F. ROBINSON
Radio Electrical Sales and Service
Sawyerville, Que.



WE EXTEND TO OUR FRIENDS The Season's Greetings

Frank Wooley and Staff
COOKSHIRE
TELEPHONE 183

Fashion Quiz For Christmas

- (1) Who is the Queen's dress-maker, and also the leader of the Incorporated Society of London Fashion Designers?
- (2) Who is the world famous milliner who designs hats for the Royal Family?
- (3) Name three well-known Paris couturiers.
- (4) Who introduced the "New Look" and when?
- (5) What is the synthetic material that ruined the silk trade?
- (6) What is the new exaggerated eye make-up called?
- (7) What do the terms gauge and denier mean to you?
- (8) To which era do short skirts, cloche hats, long cigarette holders and shingled hair belong?
- (9) Is it correct to wear a hat at a cocktail party?
- (10) In which country is the wearing of evening hats in restaurants banned? (with evening dress).
- (11) What world-famous material is at present having a greater boom than when it was favoured by Queen Victoria in the last century? And from what country does it come?
- (12) What was the original name of a brassiere?
- (13) What were suspenders originally called?
- (14) Which of the following materials would not be used for a suit: barathra, hopsack, tweed, chiffon, faille?
- (15) Name three or more materials popular for summer dresses.
- (16) Waistcoats have become very popular lately, especially the embroidered variety. To what period of history do they belong?
- (17) The sarong is often used nowadays to form the basic design of an evening dress. From which country did it come first?
- (18) Guess what this name refers to. Is it animal, vegetable or mineral? The "Grafton Poodle"?
- (19) What is a switch?
- (20) Name three types of hats for women?
- (21) What is the world's most expensive fur?
- (22) Name three types of hats for men?
- (23) Which is the latest and most revolutionary type of make-up. Is it Pancake, Shiny, or Silk?
- (24) How many different "looks" can you think of that have been introduced over the past few years?
- (25) A new synthetic fibre is being manufactured that very closely resembles wool. Do you know what it is made from?

ANSWERS

- (1) Norman Hartnell.
- (2) Aage Thaarup.
- (3) Christian Dior, Jacques Fath, Pierre Balmain.
- (4) Christian Dior in 1947.
- (5) Nylon.
- (6) Doe-eyed look.
- (7) Terms used in nylon stocking manufacture. Gauge is the number of stitches to 1 1/2 inches; and denier is the weight of the yarn.
- (8) The "Twenties."
- (9) Yes.
- (10) England.
- (11) Tartan from Scotland.
- (12) Bust bodice.
- (13) Hose supporters.
- (14) Chiffon.
- (15) Linen, pique, cotton, seersucker, poplin.
- (16) Regency period.
- (17) Malaya.
- (18) The latest short hair-style designed by Raymonde.
- (19) A length of hair used to supplement shorter styles.
- (20) Cloche, beret, bonnet.
- (21) Mink.
- (22) Homburg, bowler, boater.
- (23) Helena Rubinstein's Silk, made from raw silk, into powder, foundation and lipstick.
- (24) The New Look, the Petit Garcon or Little Boy look, the Blown forward look, the Masculine look, the Doe-eyed look.
- (25) Groundnuts.

Holiday Wishes

The Holiday Season is with us again and we wish to offer our best wishes to the residents of East Angus and our thanks for their wholehearted co-operation during the past year.

A MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL!



ALDEN ROUSSEAU

MAYOR, EAST ANGUS

EAST ANGUS TOWN COUNCIL:

COUNCILLORS — Dr. H. Veilleux, J. P. Bedard, Emile Landreville, Oscar Bergeron, D. M. Ferguson, William Clifford.

Clement Bouchard, Chief of Police.

E. Theriault, Foreman.

A. Tourigny, J.P., Secretary-Treasurer.



From us to you ...

Our Christmas Greetings
and the best of wishes
for happy days to come!

Sawyerville Hotel
Doria Crete, Prop.
Tel. 24 Sawyerville

Members of

The Town Council of

SAWYERVILLE

extend their best wishes to fellow residents

for a

Happy & Prosperous New Year

L. H. HUNT, Mayor.

Fred Robinson — Morton Evans — Georges Belhumeur
Traver Buck — Gerald French — Fred Hurd
Lloyd French, Secretary-Treasurer.



A million thanks for your friendship and patronage in the past year!

May the holidays bring you as many happy tokens in the bright year a-coming!

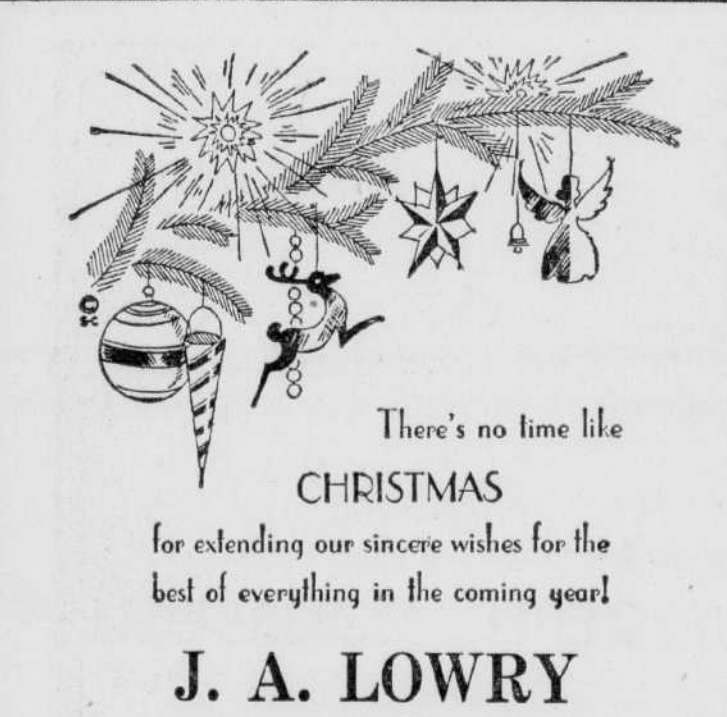
G. L. PATRICK and SON
Restaurant, Taxi and Groceries
TEL. 68 — SAWYERVILLE



Season's Greetings

WITH
BEST WISHES
FOR
CHRISTMAS
AND
THE NEW YEAR

HURD'S MEAT MARKETS
Phone Sawyerville 22 or Cookshire 98



There's no time like
CHRISTMAS
for extending our sincere wishes for the best of everything in the coming year!

J. A. LOWRY
General Merchant — Sawyerville



MERRY CHRISTMAS

From the bottom of our hearts we wish for all our good friends a Yuletide brimming over with merriment and all good things

STANDISH BROS.
FARM IMPLEMENT DEALERS — TEL. COOKSHIRE 18

for the children of St. Bartholomew's Sunday School. This Anglican church for nearly 80 years has been the place of worship of Canada's Governors-General.

Some time between Christmas and New Year's there will be the young people's ball. The party will take on special meaning this year because it also is serving as Rose Alexander's official "coming out" party.

The dark-haired daughter of Canada's Governor-General was 18 in October and is making her bow to society during the Christmas season.

LEGEND OF ST. FILLIAN'S STONES

At Killin, Perthshire, Scotland, the villagers pull rushes each Christmas from a nearby stream to make a resting-place for a number of stones taken from the gables of an ancient corn-mill. They are not ordinary stones, for the villagers believe that they were used centuries ago by their patron saint, St. Fillian, to cureague, sprains, and other ailments and injuries.

Compton County Chronicle

Dedicated to the progress and welfare of SAWYERVILLE — COOKSHIRE — EAST ANGUS—BURY and SCOTSTOWN

8,000 Letters To Santa Claus Keep Danish Tourist Association Busy

Every year, the Danish Tourist Association has to deal with a flood of 8,000 letters to Father Christmas, addressed to the Danish colony of Greenland. They do a good job of it, the Danes being a jolly, cosy lot obviously destined to deputise for Santa. When one reads the letters, Santa's girth is no longer a mystery. At least fifty per cent of Santa's fans tempt him with edibles: sugar for the reindeer, lemonade, apples, whisky, "a glass of wine and a biscuit" (the sophisticated touch), "supper on a tray in the dining room" and "mince pies and a drink." "If you bring

your wife please tell me then I can put two lots hot chocolate."

The letters themselves vary greatly but they do give a clear, almost frightening insight into the British younger generation. There are a great many routine notes demanding walkie-talkie dolls, rocking horses and football boots, but mixed up with the rest are some pathetic requests.

"Could you bring Mummy a pair of shoes because she does not have many?" "Dear Santa Claus, my father has broken his leg and my mother cannot afford to give us all a present, there are seven of us." "Dear Santa, I will get toys but I want my big brother home for Xmas, he is nineteen and in the RAF." "Please would you send my brother Peter a strong heart so that he can be home next Xmas..."

The moppets keep up with the times. Though the youngest still ask for "a napple and a norg and sun seats," their elders want everything from radar to earth-moving equipment. The most popular item seems to be the Meccano set. Also appreciated are lorries, police sets, cowboy sets, light houses, traffic lights, toy airports and a mysterious something called a walking chocolate pot. Requests for literature seem in a minority, and literary criticism seems governed by bulk or weight rather than content. "Dear Santa, Will you please bring me two big books and three small ones."

Some letters, on the other hand, are faintly sinister, like the modest request of one seven-year-old for "a bull-dozer, a cement mixer and some Egyptian mummy books."

And some requests are distinctly threatening.

Dear Santa Claus Would you please send me a Diana air gun for my Xmas I am eight years of age but my mummy said she thought you would send me one as you are good to little boys who behave. I have been a very good boy and have went to church every Sunday.

Lots of love You are my Santa A Merry Xmas PS I will leave a lump of sugar for your Reindeer If I don't get my air gun then I will know there is no Santa

The letters are usually written by four to nine year olds, though not always:

"I am writing on behalf of my five little brothers and sisters, as I am the eldest at twelve and a half. I would have wrote sooner only I have been looking after the house as mummy has not been well with rheumatic fever..."

A note of doubt sometimes creeps in when the correspondent reaches ten:

Dear Santa: Send me a letter and a little story. The ones at school say there is no Santa so send me a letter and I will show it to them..."

The letters are addressed to "Dear Santa, Toyland, Iceland, Fairy Land", "Santa Claus, Reindeerland, Iceland", "Father Christmas, Ice Lane, Snowy White Ice Forest," and "The Old Man, c/o Post Office, Greenland." And the Danish Tourist Association, which receives them, has in its employ a gnome (she is disguised as a most human, warm-hearted Danish lady) called "Marta Stjernsward" who has composed a cheerful reply to all the children who write. It is printed in a wobbly blue hand and runs:

Dear Little Friend, I was delighted to have your letter which reached me in my country Denmark, of which Greenland is a colony.

If you are very good I believe you will have your Christmas wishes fulfilled...

The letter goes on to enclose a particularly lugubrious Hans Christian Anderson fairy tale about the starving Match Girl who was frozen to death on New Year's Eve. At any rate she is highly popular with pudding-stuffed junior Britons, who continue nevertheless to concentrate on Santa himself. Letters contain a variety of instructions: "I hope you will wear your fur coat and fur hat as it is very cold." "Do not forget the bay bunting she did not have at the last time." "Our chimney is very small, do please be careful not to get stuck when you come down." "Please don't make too much soot coming down the chimney."

Letters to Santa may be written on cheap ruled paper with old sums on the back, or formal note paper ornamented with Mr. Punch, or Snow White and the Seven Dwarfs. It may be decorated with scratchy, surrealist reindeer, with clouds and chimneys in bright crayon, but with few exceptions the messages are surprisingly polite:

"Dear Santa, I shall be very glad to see you when you come next Monday,

Love, Christine.

"Dear Santa, Will you give me something if you have it. I am seven. Thank you notes to Santa are surprisingly common:

"Deare Father Christmas, thank you for a that eroplan set and the plaing kradns and the trais and bloons. I have pontep a fas on them Moth agn.

Bi bi for a Now From Michael.

But the best of all we liked the following: Dear Father Xmas: What would you like for a present?

Love, Petra.

BUTCHER-SHOP ELEGANCE

Auckland, N. J. — L. Robinson of Cockle Bay has made his butcher shop really luxurious. There's a divan, attractive carpeting, ash trays, murals, flowers in the window instead of meat and a radio tuned to the housewives' favorite radio serial.

Gagnon Restaurant

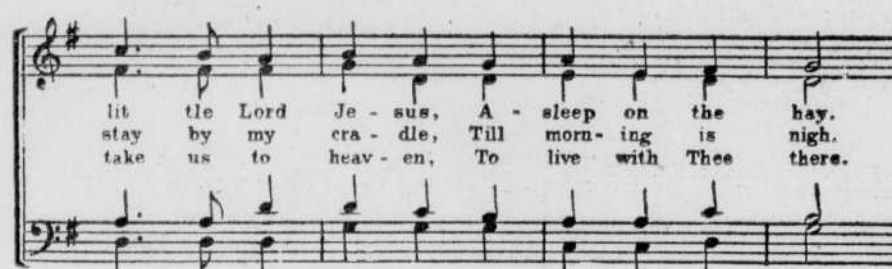
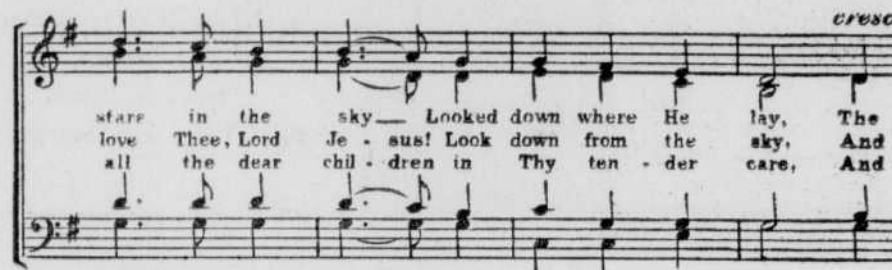
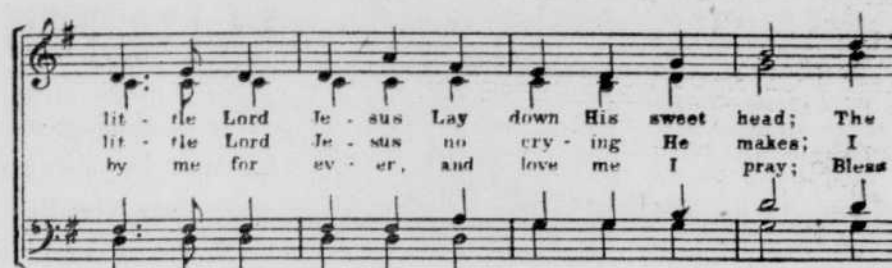
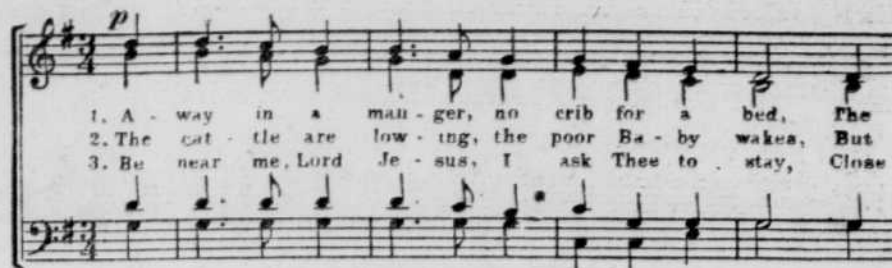
Sawyerville, Tel. 8

Wishing all our customers and friends

MERRY CHRISTMAS and A HAPPY NEW YEAR

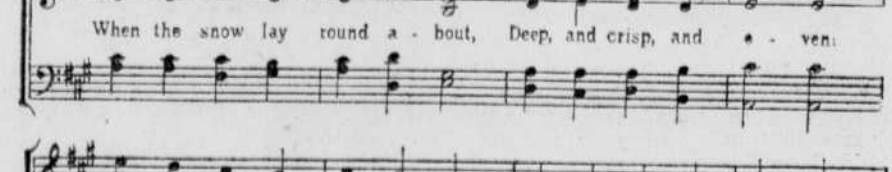
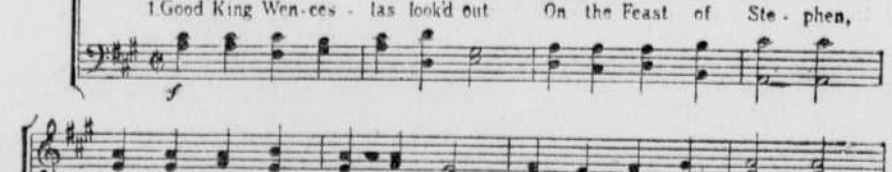
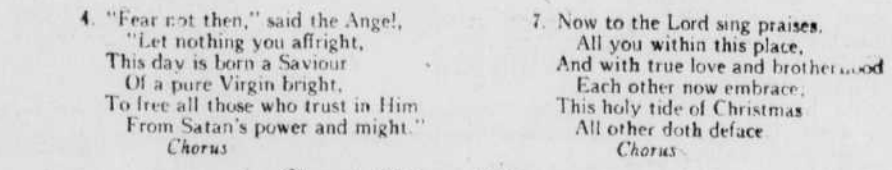
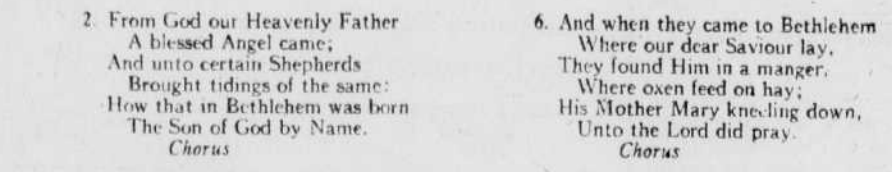
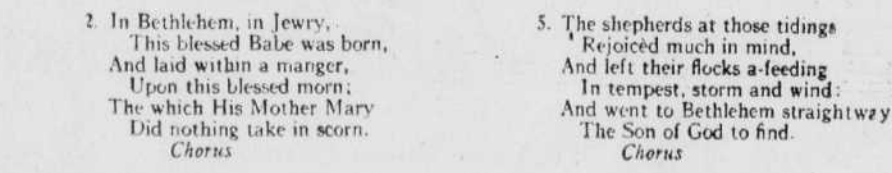
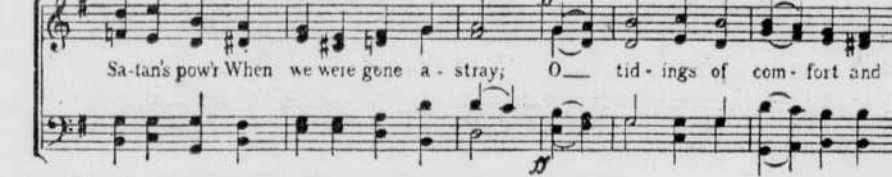
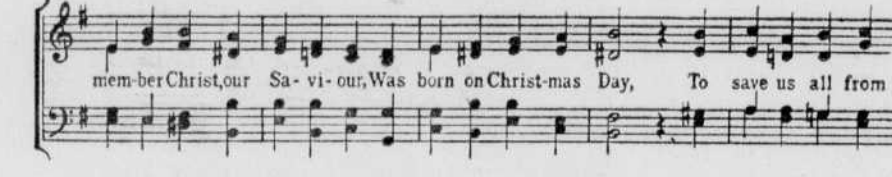
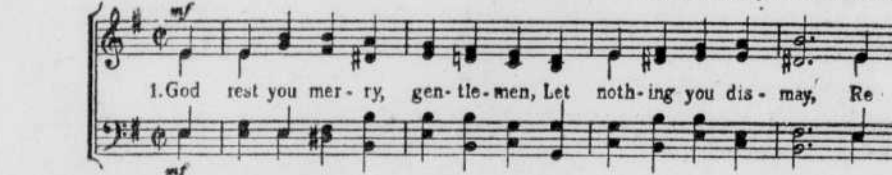
Away in a Manger

Martin Luther



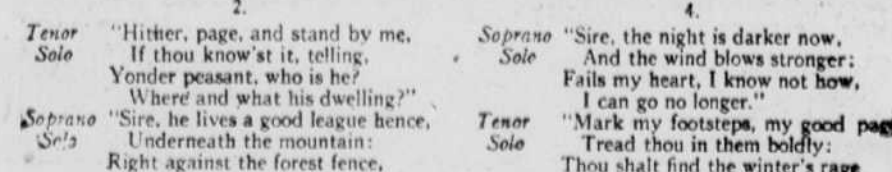
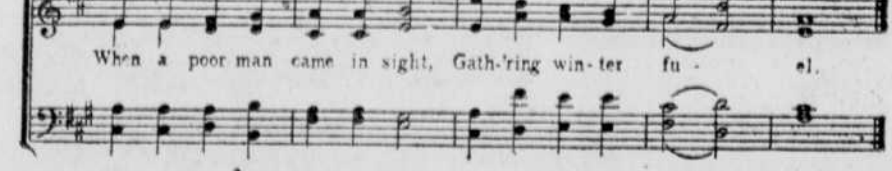
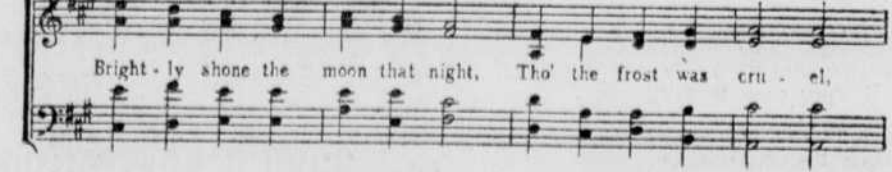
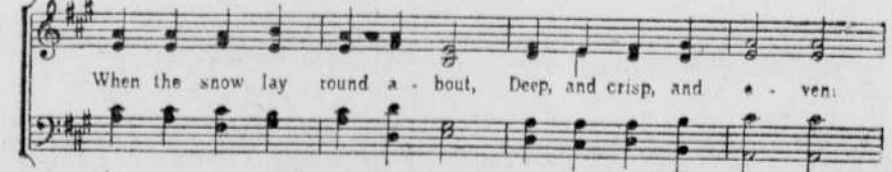
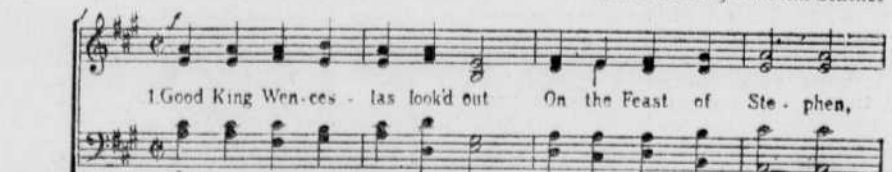
God Rest You Merry, Gentlemen

Traditional Harmonized by Sir John Stainer



Good King Wenceslas

Traditional Harmonized by Sir John Stainer



May you have
HAPPY HOLIDAYS...
and then...
the best of everything!

COOKSHIRE WOOLEN MILLS
TEL. 196 — COOKSHIRE
Louis Beaudoin, Pres.

To my Fellow-Citizens of the County of Compton,
I present my best wishes for
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR
May it bring you all health, happiness
and prosperity.

J. A. Blanchette
Member of Parliament for Compton County.
CHARTIERVILLE, QUE.

MERRY CHRISTMAS!
HAPPY NEW YEAR!

ZEPH. ROUSSEAU
Barber-Auctioneer
GENERAL INSURANCE AGENT
PHONE SAWYERVILLE 9

To our friends and patrons:
May your days be filled with
notes of good cheer...for
the holiday and coming year!

C. S. BAILEY REG'D
Feed Mill — Farm Supplies
Sawyerville, Que. — Tel. 21

Have you read the Want Ads lately? Perhaps there is something advertised you would like to buy!

Compliments
of the
Season!

Mrs. B. Campeau

GENERAL STORE

Telephone Sawyerille 15

Greetings
...and sincere good
wishes for a
Merry Christmas
and a Happy New Year...

A. H. POPE & SON
General Merchant
Telephone 47 Cookshire

BEST WISHES
for Christmas

We offer our most
sincere greetings to friends and patrons
for a Joyful Christmas Holiday and a
Happy New Year, too!

MACKAY'S GARAGE
General Repairs
Tel. 45 Sawyerille

Season's Greetings

A joyous Christmas
to all our friends.

SAWYERVILLE MANUFACTURING CO. LTD.
Telephone 67 Sawyerille