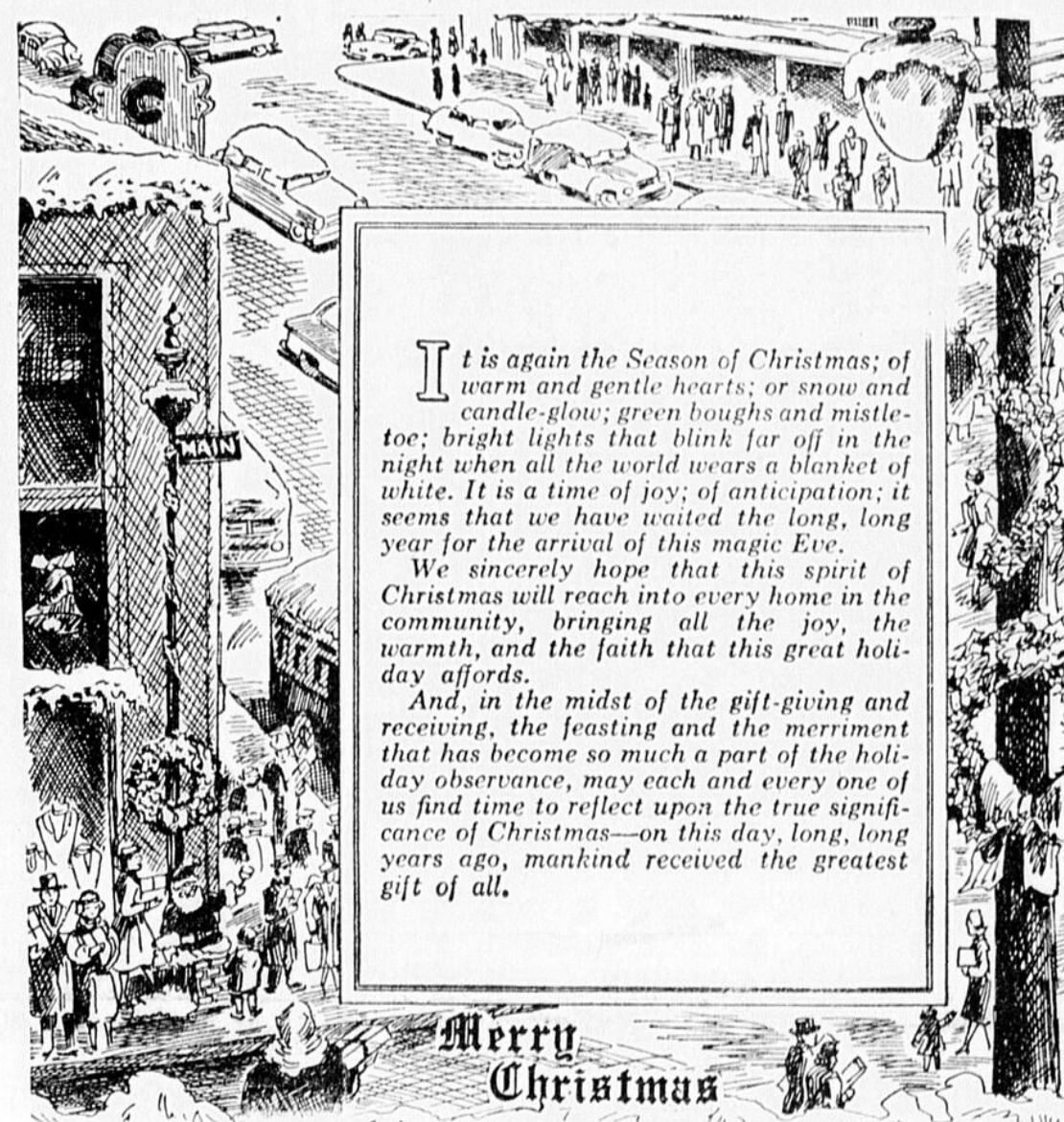


Merry Christmas



THE GLEANER

Wednesday, December 21st, 1960

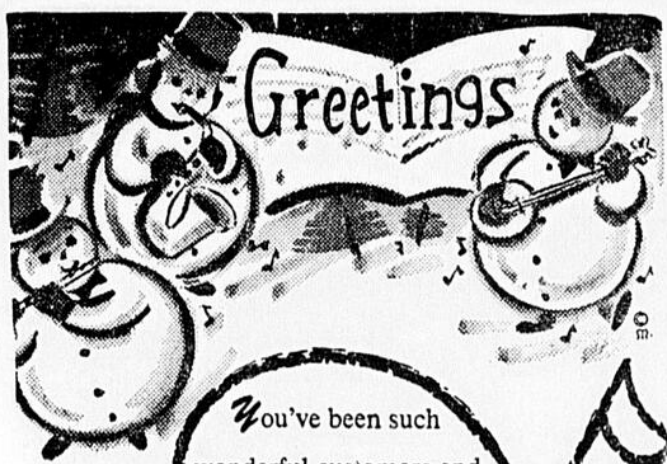


It is again the Season of Christmas; of warm and gentle hearts; of snow and candle-glow; green boughs and mistletoe; bright lights that blink far off in the night when all the world wears a blanket of white. It is a time of joy; of anticipation; it seems that we have waited the long, long year for the arrival of this magic Eve.

We sincerely hope that this spirit of Christmas will reach into every home in the community, bringing all the joy, the warmth, and the faith that this great holiday affords.

And, in the midst of the gift-giving and receiving, the feasting and the merriment that has become so much a part of the holiday observance, may each and every one of us find time to reflect upon the true significance of Christmas—on this day, long, long years ago, mankind received the greatest gift of all.

Merry Christmas

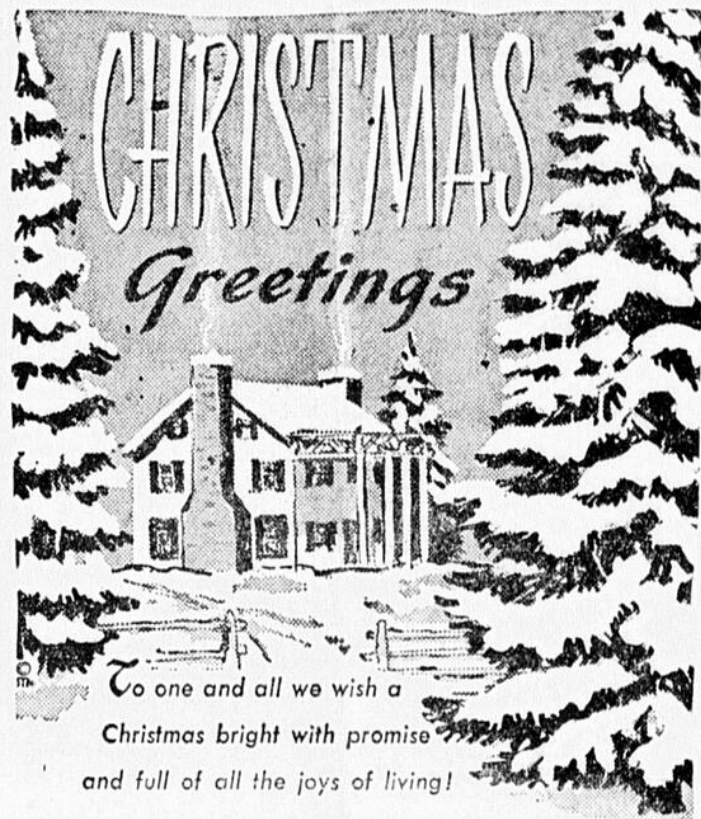


You've been such wonderful customers and we take this opportunity to say, "Thank you!"

A. L. LEVINE
TEXACO OIL DEALER
HUNTINGDON



SEASONAL SCENE . . . One of the things that most of us, especially the young, like best about Christmas is that our everyday scenes are transformed into colorful wonderlands that come aglow at night with hundreds of gaily colored lights. The outdoor Christmas tree, now an established American tradition, is to be found in most every village and hamlet in the land.



To one and all we wish a Christmas bright with promise and full of all the joys of living!

WILLIAM G. McARTHUR
HUNTINGDON



Greetings! Just a friendly note to say We wish you the merriest Christmas Day!

K. M. FERNS
COAL AND OIL
HUNTINGDON



Season's Greetings

Triumphantly, the songs ring out, heralding the happiness, the glory of Christmas. We're wishing that the season will be a warm and merry one for you and yours.

ROMAIN MENARD
BUTCHER - GROCER
HUNTINGDON



to all our good friends

BRIDGE SWEETS CAFE

160 Chateaugay St. Huntingdon



May the joys of the Christmas Season be with you

Lalonde & Lalonde
LTD.

176 Chateaugay St.
Huntingdon

MERRY CHRISTMAS



May your Christmas be a merry one.

MARTON'S
Shoe Shop
HUNTINGDON

MARTON'S
Children's Wear
HUNTINGDON

HOLIDAY GREETINGS

"Merry Christmas" ... in these two words we wish to express our appreciation for your unwavering goodwill and friendship.



A. L. LEVINE
HUNTINGDON



FORTUNE DRUG STORE REG'D
JACQUES L'ECUYER, Prop.
HUNTINGDON

Christmas In Britain Delight For Visitors

There are certain things a traveler expects to find wherever he happens to be at Christmastime: Christmas trees, carols, glittering displays in the shops, the postman rattling at the door and something rather special cooking in the oven. But to these things, which stand for Christmas the world over, Britain adds extra

ingredients to form its own typical celebration.

What does the visitor to Britain remember most vividly? The revelry perhaps, or the quaint customs which survive in odd corners of the country. Or it might well be the peace and quiet and friendliness of the people. He may feel this on a Christmas morning country walk, in the heart of a city at nightfall: in Trafalgar Square, with its illuminated fountains and giant Christmas tree, which is a present each year from the people of Oslo in Norway; in a grey-stone Cotswold village, where gaily-dressed mummers perform a masque in the streets and inns.

Christmas in Britain is heralded by many signs. In London's beautiful and famous Regent street great blobs of color and light swing gaily over the heads of busy shoppers and all the windows have a festive glitter which adds excitement to the goods on view. Out in the country there are expeditions to the

hills and woods to watch the Christmas trees being cut and to gather mistletoe and red-berried holly. The street markets have fantastic arrays of turkeys, geese and chickens, decorations and all the trappings of celebration — so much, in fact, it is a wonder that all is sold in time.

The religious significance of Christmas is never lost in Britain and many churches have illuminated cribs depicting the Nativity. In London's St. Martin-in-the-Fields there is a special Christmas crib. The same pattern is followed in churches, hospitals and schools throughout the country.

Christmastime in Britain brings the pantomime season, with its comical old "dames", who are always men, and the principal boys, who are always girls. Playing their parts, too, will be fairies and goblins, wicked witches and talking animals — in fact, all the colorful characters who go to make up nearly every children's story that was ever written. Like many well-loved and cherished British traditions, there seems to be no reason for pantomimes. They've just been going on for more than 200 years, so they must be good.

The audience plays a very important part in every pantomime. They warn the hero of approaching danger, boo the villain and join heartily in the singing. The colorful gaiety of the pantomime is something which should not be missed by anyone who is visiting Britain around Christmastime for it cannot be found elsewhere in the world.

Christmas in Britain is a time people gather round the fireside, basking in the glow of blazing logs and roasting chestnuts. It is a time for village singers to wend their way by starlight to sing outside the door of some great country house. It is a time of mince pies and of children's stockings mysteriously filled during the night by Santa Claus. It is a very, very important time.



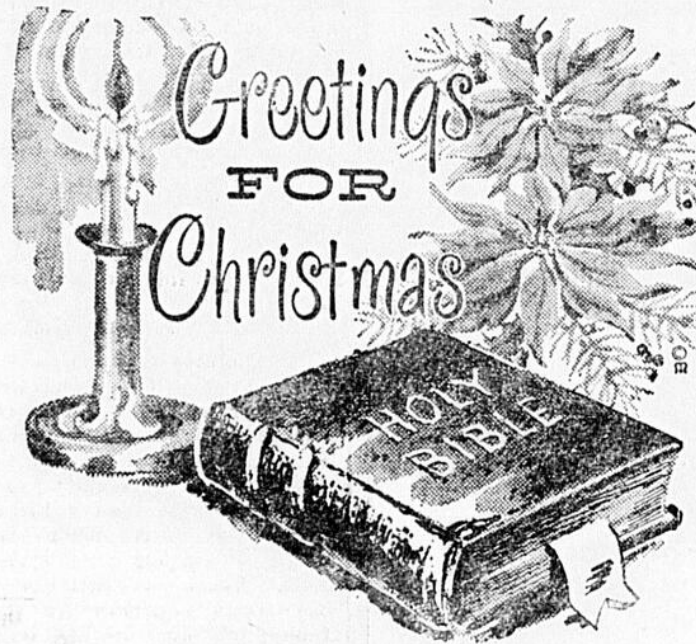
SALON LUCE
Chateauguay St.
HUNTINGDON



McDERMID'S
MEAT MARKET
HUNTINGDON



at Christmastide.
May the world rejoice again, in Peace on Earth Good-Will to Men.
F. LEFEBVRE & SON
REG'D
Chateauguay St.
HUNTINGDON



HERVE PRIMEAU
143 Chateauguay St. Huntingdon



HUNTINGDON MOTORS REG'D
JAS. F. SMYTHE and STAFF
HUNTINGDON



We hope you have a wonderful Christmas
HUNTINGDON SHOE STORE
O. SAUMIER
74 Chateauguay St. Huntingdon

Tongue-twisting Ways To Say Merry Christmas

Genogelyke Kerstyd!
No, it's not the 1960 version of etain shrdu—it's simply the Dutch way of saying, "Merry Christmas!"

Christmas is now the most widely celebrated holiday in the world, and everyone from the Chinese to the Czechoslovaks have their word of greeting for it. Here are a few to twist your tongue on:

Afrikaans (South African Boer) — Geseende Kersfees.
Brazilian — Feliz Natal
Chinese — Kung Chu Sheng Tan.
Czech — Veseli Vanocke.
Danish and Norwegian — Gledelig Jul.
Dutch — Genogelyke Kerstyd.
Finnish — Hauskaa Joulou.
Flemish — Zaligen Hoogdag.
French — Joyeux Noël.

German — Froehliche Weihnachten.

Greek — Kala Christougenna.

Hawaiian — Mele Kalikama.

Hungarian — Boldog Karacsont.

Irish (Gaelic) — Nollaig Mhaith Chugnat.

Italian — Buon (or Bono) Natale.

Japanese — Omedeto Gozaimasu.

Lithuanian — Linksmir Kaledu.

Mexican — Felix Navidad.

Polish — Szczestivy Swiato.

Portuguese — Boas Festas.

Serbian — Sretan Bozic.

Spanish — Felices Pascuas.

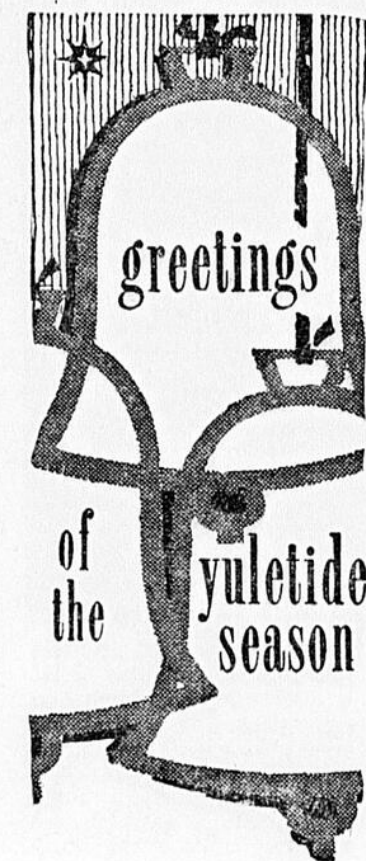
Russian — Srozdhestvom Khristovym.

Swedish — God Jul.

Tagalog (Philippine) — Maligayang Pasko.

Ukrainian — Veselykh Sviat.

Welsh — Nadolig Llawn.



VALMA'S
BEAUTY SALON
MR. and MRS. BENOIT
Dalhousie St.
HUNTINGDON

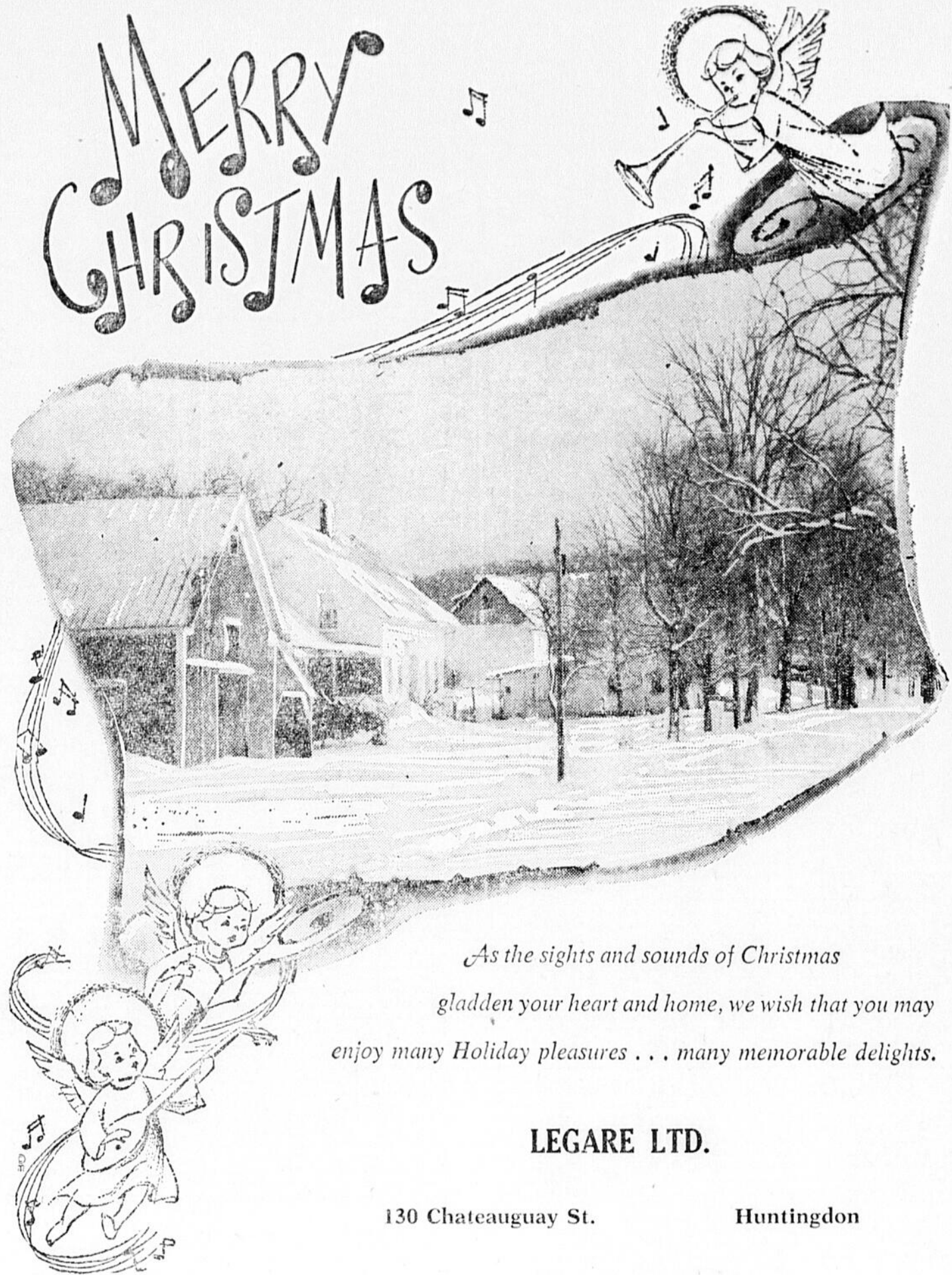


J. E. MYERS
Shell Service Station
HUNTINGDON

to all our milk suppliers and valued customers in
HUNTINGDON
and district

Merry Christmas
AND A
Happy New Year
FROM
FRY-CADBURY LTD.

THE MAKERS OF
CADBURY'S DAIRY MILK CHOCOLATE



As the sights and sounds of Christmas gladden your heart and home, we wish that you may enjoy many Holiday pleasures . . . many memorable delights.

LEGARE LTD.

130 Chateauguay St.

Huntingdon

A FAMILY CHRISTMAS

We hear many complaints today about the modern generation's lack of that old-time Christmas spirit. Maybe this is because in times past, much of the pleasure was derived from preparing for the holiday. The whole family worked together in order to get ready.

In those days, there were no ready-made Christmas trees. The men of the family went to the nearest hillside or wood plot and chopped one of their liking. Tinsel, angel's hair, ornaments, and electric lights could not be bought anywhere. All the tree decorations were homemade and it was custom for the entire family to take part in their preparation.

Old Spirit

It would be foolish indeed, not to take advantage of today's many beautiful ornaments and decorations made possible by modern industry. Yet, we can still recapture a little of that old-time Christmas spirit by making some of the decorations as a family project.

A variety of ornaments are possible from such materials as plastic foam. A cookie cutter, for instance, can be used to outline such shapes as snowmen, Santa Clauses, gingerbread men, dolls, clowns, and stars on a one inch sheet of plastic foam. After the shapes are cut out with a sharp knife, each member of the family can decorate an ornament. They can glue sequins to the figures to form features. The foam can be tinted with food coloring or felt can be glued to the ornament to add extra details, such as hats, ties, and buttons. A pipe cleaner inserted and glued to the top of the ornament provides a hook.

Decorating the tree, is usually a family project, enjoyed by both young and old. Preparing the decorations for the tree can be equally enjoyable and memorable.

Holiday Customs

In Norway, there is always an almond hidden in the Christmas pudding and the finder, according to tradition, will be married during the next year. In Sweden, the Yule table is laden with buns, cakes and loaves of varying shapes and colors. Roast goose is the holiday menu headliner for the Danes, who stuff the bird with apples and prunes, and serve it with cabbage and potatoes.

DAD'S GIFT

By Bertha R. Hudelson

Phil Carson's didn't run bills. That is, not many. They didn't. They were paying for their ranch type home by the bank, for Junior's appendectomy, and for Jamie's teeth straightening. Besides house, life, and car insurance, church contributions, and taxes they had little money left for ordinary living, let alone for running bills at department, clothing, and other stores that display enticing wares for the weak. Weak in the sense that when there is not enough money for even necessary things, spend anyway!

On this special day in December, Phil and Lucy sat on their back steps mulling over a problem. They had, long ago, bought toys for the children's Christmas. But they had forgotten someone. "Dad Carson. What can we give him?"

"Socks, or Bermudas, I guess," Phil suggested, relighting his pipe for the fourth time since beginning their conversation. Phil had foregone cigarettes in order to stop one big money leak and resorted to pipe smoking for consolation. The transition had been



"We must give him something unusual, yet costing nearly nothing—if possible."

difficult, for he was forever forgetting to keep his pipe lit.

Money-Conscious

Lucy, watching, remarked, "I'm even getting so money-conscious that I'm glad when your pipe goes out. Uses less tobacco and luckily the matches are free. Yet the economical sock idea leaves me cold," and she shrugged disdainfully. "Too ordinary. I don't see why nice gifts for men are so expensive. If Dad were a woman, I could get a ritzy little pair of earrings, or a fancy handkerchief, for not more than a dollar. That's about all we can afford. As for Bermudas! You know Dad. He'd stick them in the fire rather than wear such 'cock-eyed stuff' as he calls them."

"Shaving lotion, then."

"He'd buy that himself. We must give him something unusual yet costing nearly nothing—if possible."

An Idea

"He's fond of jelly. And why not half a dozen glasses?" Lucy suggested, happily, pleased that she had at last come up with an idea. "You know Mom Carson doesn't make jelly any more, can fruit, or bake. She says she's graduated from all that. From now on she's taking things easy. And she deserves to, although I do feel a little sorry for Dad with his farm bringing up. To hear him tell it, his mother even fried chicken for breakfast. Sometimes he had fried chicken three meals a day. Not that I would want it, but he likes to eat. A habit formed when young, and, 'they say,' habits grow stronger as one grows older. But the jelly wouldn't do. Not homemade."

A Winner

Phil suddenly took a long puff on his again-unlit pipe. "I know what! You're such a good cook, why not offer to bake him some pies? Any kind he likes. As many as he wants."

"Wonderful! Why didn't I think of that?"

"Because my brain happens to work a little faster than yours, my dear," Phil said, smiling fondly. "We'll get a nice card and announce our gift. What could be better?"

"Nothing! But it's a good thing you smiled when you said that 'briny remark,'" Lucy told him, smiling as fondly at him as he had at her. "Now for sweeping and dusting until 1962!" She leaped and dusted until 1962! She leaped and dusted until 1962! She leaped and dusted until 1962!

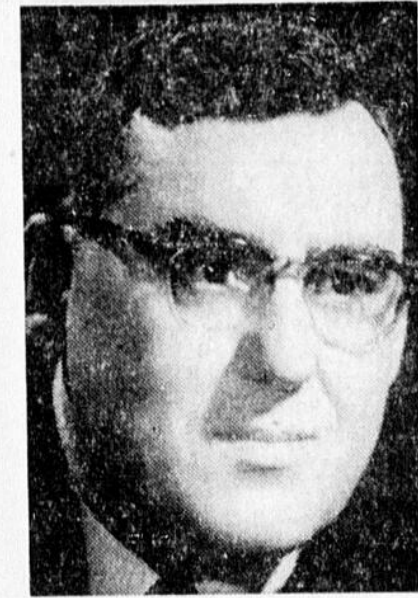
Paul slowly stood up, groaning, "And me to work."

They went their different ways, unashamed of the gift they were to offer, and content, despite the problem of the high cost of living in the year of 1960. After all, there are satisfactory ways of beating it if you but use your brain.

INDIAN EMPIRE

It is several years since India became a fully independent state, but chose to remain a member of the British Commonwealth. The Book of knowledge says that it was declared an empire in itself in 1877 and Disraeli was responsible for gaining Queen Victoria's other title of Empress of India.

SEASON'S GREETINGS



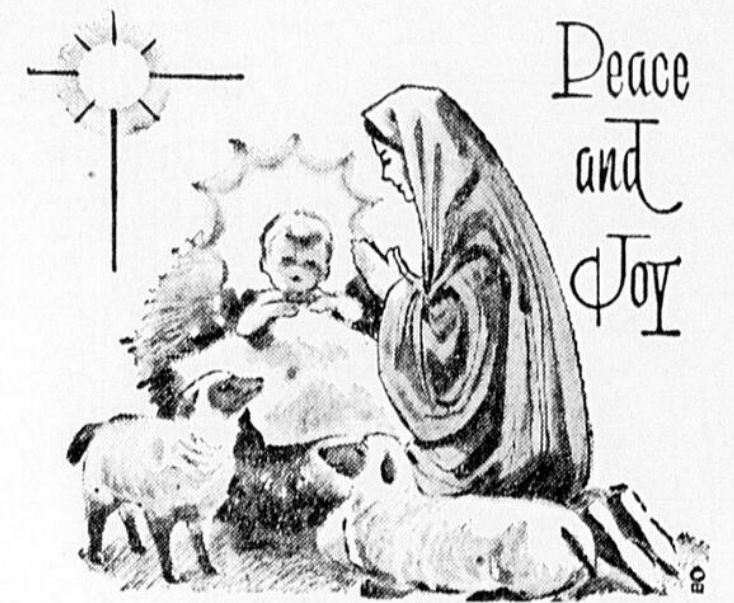
Alister Somerville

During this holiday season it gives me great pleasure to extend to all, my most sincere wishes.

May 1961 bring to everyone the fulfilment of their wishes.

H. A. D. SOMERVILLE, M.P.P.

For the County of Huntingdon



ROLFE & SONS HUNTINGDON

BE SAFE

Make Christmas A Happy Time

Christmas is a time for feasting and joy throughout the land. And it is a time of sadness and tragedy for hundreds because of carelessness.

Every Christmas lives are lost or ruined by careless accidents. Some occur from falls while putting up decorations, or burns while cooking, or fires in the home. But the greatest toll takes place on the nation's highways.

Traffic accidents on both Christmas eve and Christmas day are about twice as high as the annual daily average.

Be Careful

Early darkness plus bad weather add up to poor visibility. Fogged windshields also make it difficult to see and avoid accident situations. Rain, snow and ice mean slippery streets and highways, but thousands of holiday drivers fail to adjust to these hazardous conditions.

Loss of lives in home fires is always greater at Christmastime because of decorations and Christmas trees.

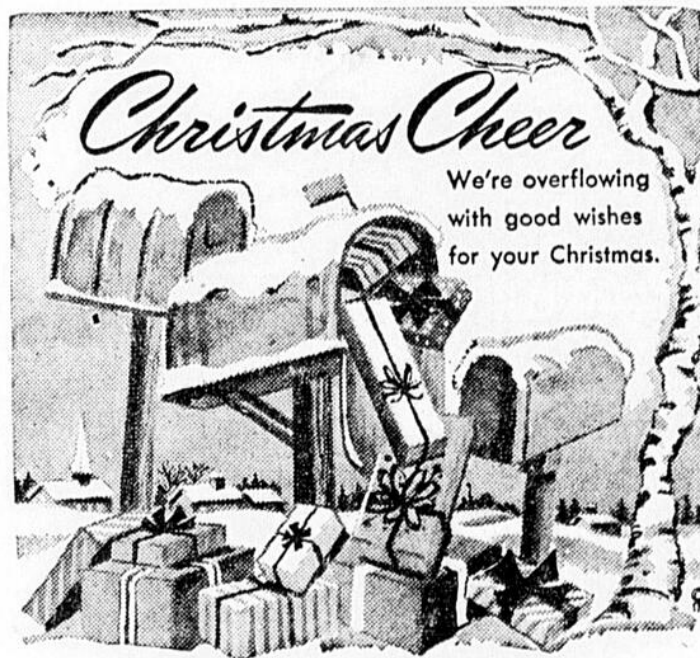
Some Tips

1. Here are a few Christmas safety tips:
1. A small tree can be just as pretty as a large one and is less of a hazard.
2. Stand the tree in water to retard drying and set it up in the coolest part of the room.
3. Use fireproof decoration of glass and metal.
4. Don't set up the electric train near the tree.
5. Check lights for defective wiring.
6. Discard gift wrapping immediately.
7. Don't leave lights burning on the tree when away from home and inspect it often to see whether it is drying out.
8. Discard the tree when the needles start to fall.

TREE SAFETY TIPS

Because Christmas trees are potential fire hazards, here are a few tips that will help prevent a fire in your home:

1. Keep your tree outdoors until you are ready to put it up.
2. Wait until just before Christmas to put up your tree.
3. Place tree so it does not block doorways.
4. Place tree away from radiators and heaters, and certainly away from fireplaces.
5. Stand tree in water to retard drying.
6. Use fireproof decorations of glass and metal.
7. Carefully check your Christmas lights and discard sets with frayed wiring. Don't use lighted candles.
8. Don't leave tree lights burning when away from home.
9. Inspect tree often to see if lights are drying out needles. If they have, change the position of the lights.
10. Take the tree down when the needles start falling.



HUNTINGDON GRIST MILL J. C. RENAUD HUNTINGDON



BRISEBOIS MEAT MARKET

29 Lake Street

Huntingdon



"Peace on earth, good will to all men" is our heartfelt prayer at this holy Christmas season.

WEBBER'S JEWELLERY REG'D NELSON HENDERSON, Prop. HUNTINGDON



WHITE ROSE SERVICE STATION EDGAR ROBIDOUX HUNTINGDON



HUNTINGDON 5c to \$1.00 STORE

77 Chateauguay St.

Huntingdon



MODERN MACHINE SHOP REG'D

11A Chateauguay St.

Huntingdon



MERRY CHRISTMAS



A GOOD TREE

It's not necessary to wait until the last minute to get your Christmas tree. In fact, it's smart to get your tree early, when the choice is wide. The important thing is to test the tree for freshness before you buy it.

The first test is important. If the tree fails to pass this examination, pass it over and look for another: bounce the butt end of the tree on the ground. If the needles shower down, the tree has already begun to dry out.

Next, tug at the needles at the end of the branch. If they pull out easily, the tree has already started to dry out.

Rub a finger over the butt end. If it's sticky, the tree is fresh.

Spread the lower branches. If they're springy and bounce back, they will hold the weight of ornaments. Spread out, the lower branches should measure half the height of a tree, the stump should be at least 6 to 7 inches long.

Other healthy signs: good color, full needles, a fragrant odor. Warning sign: patches of brown needles, a sign of a sure-fire fire hazard.

After buying the tree, cut an inch or two on a slant from the butt, then peel back the bark another inch. Keep tree in a bucket of cool water until you are ready to decorate it.

Water is the key to keeping the tree fresh.

Christmas In Holland

Christmas Eve — along the dykes, in the cities and towns, and on the farms of Holland, a little children are sound asleep — dreaming of Santa Claus. In the morning, they will wake to find the toys he has left them.

This is the night Santa Claus begins his visits to children throughout the world. He starts in that little country of dykes and windmills which many Canadian soldiers know so well. In Appledorn, Nymgan, Amsterdam, Rotterdam, Gronogan — all is quiet. The children have filled their wooden shoes with bread and have placed them behind

the stove. Now, they are sound asleep in bed.

In the Netherlands, Santa Claus rides a beautiful white horse. He is accompanied by a boy called "Black Pete". It is Black Pete who jumps down the chimney with his burlap bag, takes the bread and hay, and leaves presents in the wooden shoes. The bread is for Santa Claus; the hay for his white horse.

If the children are bad, Black Pete puts them in his black bag and carries them off into space. For the little Dutch boys and girls, Santa Claus has his workshop in Spain. It is said he flies over from Spain on his

white horse and lands at Shepenigen in the northern section of the country. Earlier, Santa Claus and Black Pete made the rounds of the schools, giving away candy to the children.

The saying is that, if a mist rises on St. Nicholas Day, St. Nicholas is baking for Christmas. Special St. Nicholas spiced cakes are made, and these are distributed to the young men and women in the hope they will all have sweethearts.

As in Canada Christmas Day in the Netherlands is a Holy Day. Everyone goes to church on the morning of December 25. In the afternoon, the children go to Sunday School where pre-

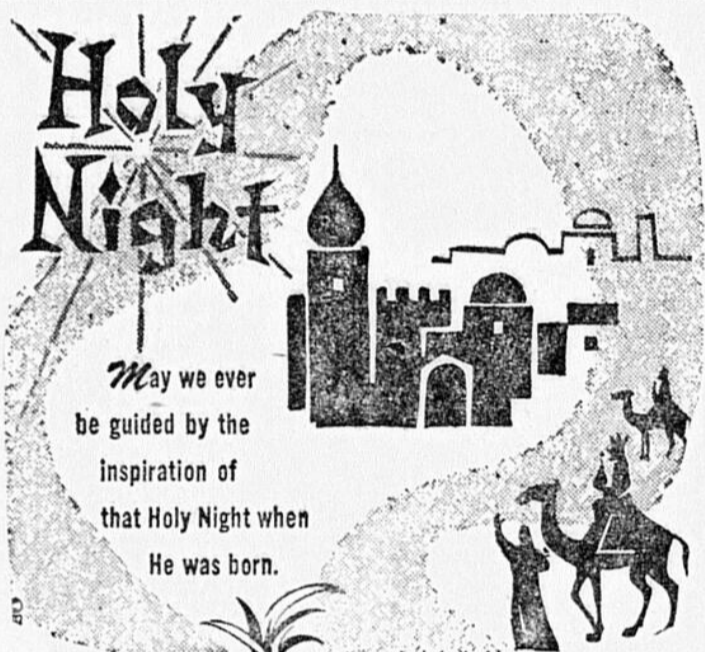
sents are given and the priest tells the Christmas story.

Holiday Suppers

Home from a round of gift-delivery — cold, happy and hungry? If there are guests including two or three best beaux to be fed, it is sometimes helpful to leave things ready beforehand... open-faced cheese sandwiches, wrapped in waxed paper in a frig, ready to slip under the broiler—a tin of condensed tomato soup, just to be heated to sauce for the toasty cheese broils — cookies — a bowl of fruit —

coffee.

(Note: A good idea here for supper on the big day, if the Christmas dinner falls earlier... support the cheese broils by having a tray of Cherry-flecked Ice-Cream in the freezing unit, or a big mould of sparkling jelly filled with diced fruits, to be served with a pitcher of chilled custard sauce. Nothing heavy — you need flavor and sparkle, in a meal that follows the Yuletide dinner!)



Holy Night

May we ever be guided by the inspiration of that Holy Night when He was born.

GEO. L. COLLUM
INSURANCE
HUNTINGDON



May the Joy and Peace of Christmas always be with you

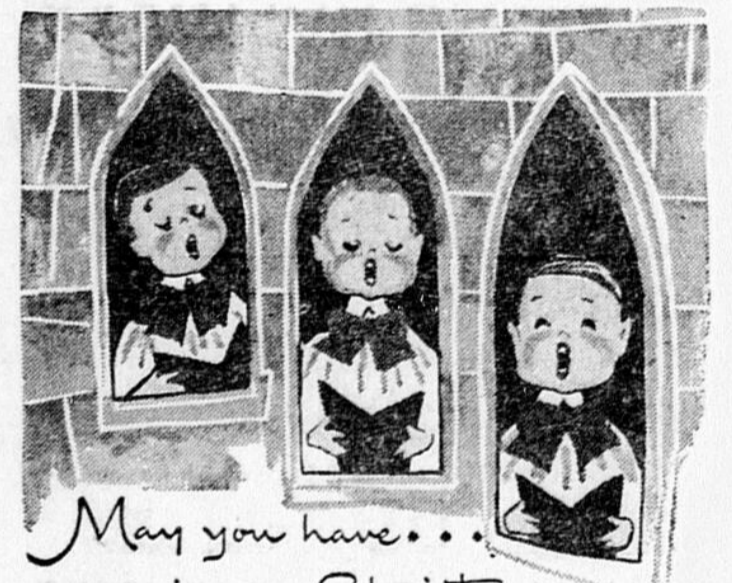
LUXOR JEWELLER

80 Chateauguay St. Huntingdon



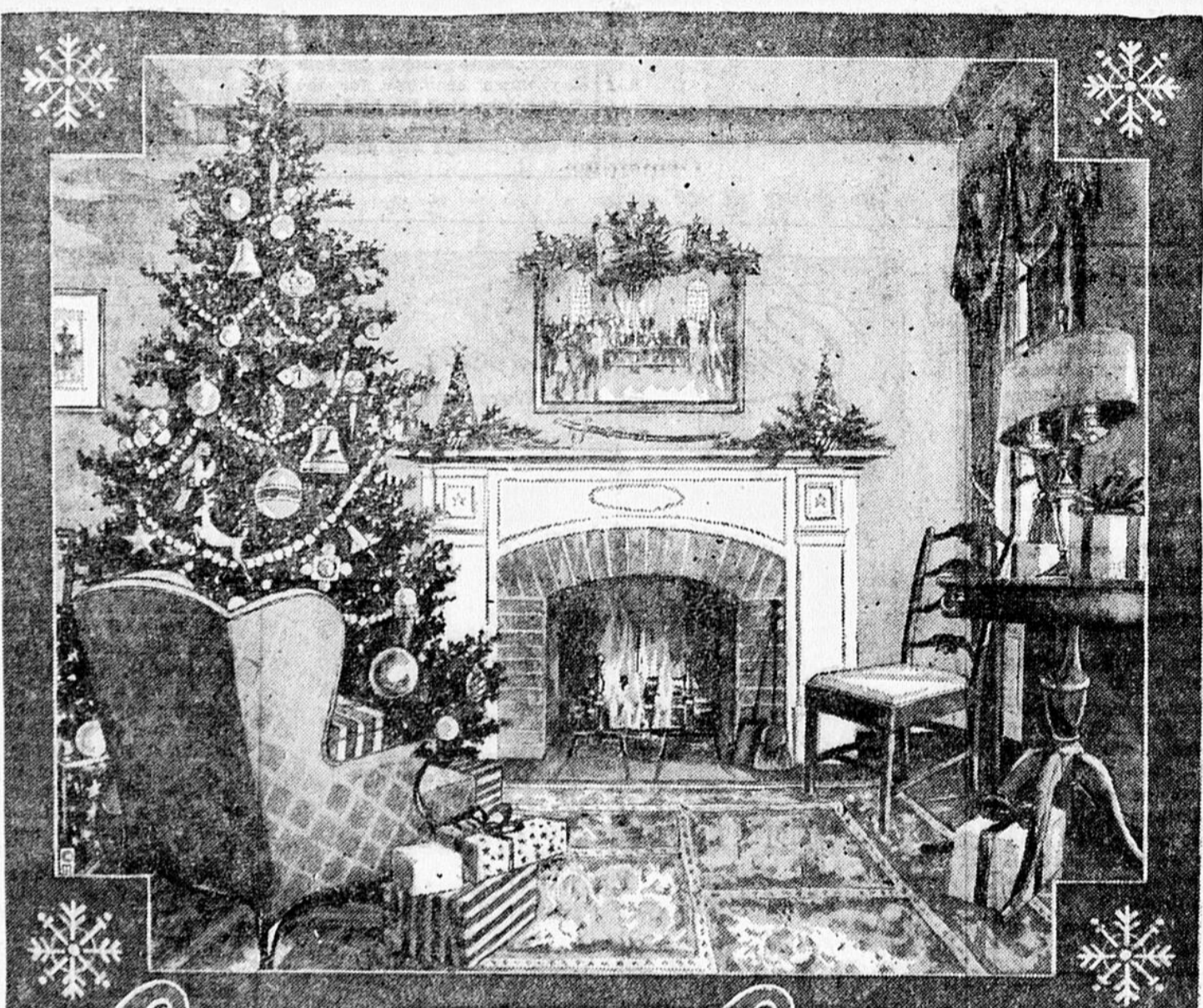
Heigh ho!
Happy Holidays

BRUNETTE'S TAXI
NELSON BRUNETTE, Prop.
HUNTINGDON



May you have...
a joyous Christmas

McLEAN'S MEAT MARKET
HUNTINGDON



Christmas Greetings

There's a warm spot in our hearts for all the wonderful people we have been privileged to serve throughout the year. Along with our thanks we send you our heartfelt Christmas wishes.

MARCHAND FRERES

BLUE GAS PROPANE

HUNTINGDON



Merry Christmas
What a joy to greet
our friends at Yuletide!
Best wishes to all...

PAUL RADIO & T.V. SERVICE
HUNTINGDON



Wishing you a Merry Christmas

BRUNETTE SERVICE STATION
HUNTINGDON



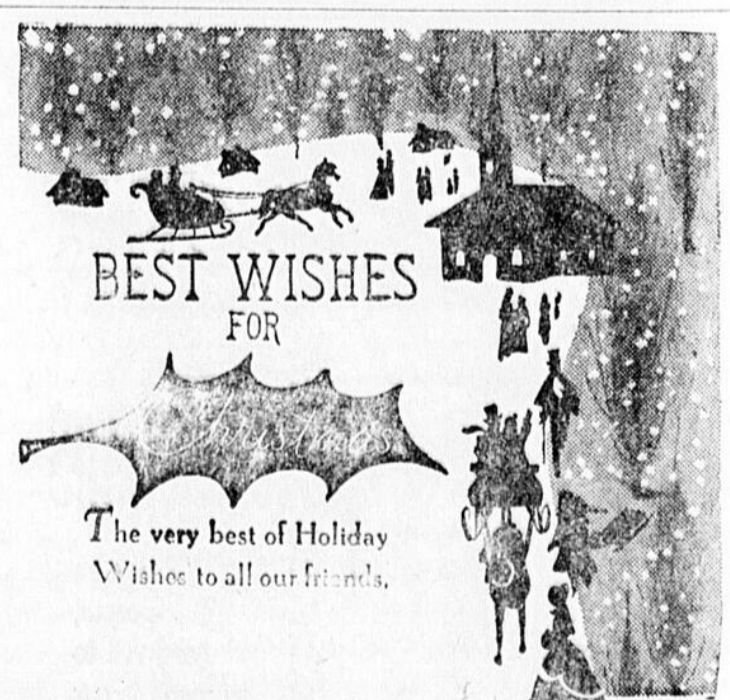
ARNOLD'S
MEN'S and BOYS' WEAR
103 Chateauguay St. Huntingdon



Joyous Christmas

We earnestly hope that you may enjoy all of the spiritual gladness that comes with the Christmas season.

AUTOBUS LEDUC ENRG.



BEST WISHES FOR

The very best of Holiday Wishes to all our friends.

ROSARIO TAILLEFER
GENERAL TRANSPORT

186 Chateauguay St. Huntingdon

MERRY CHRISTMAS



May the wonder and warm glow of Christmas give you great peace and joy with family and friends.

BEAUCHAMP FRERE

Ormsdown

Christmas In the Ukraine

Christmas In The Ukraine
In the Ukraine, the day before Christmas is a time of feverish activity in every household, as the women hurry to get the dinner ready. There must be 12 different dishes for the meal — one for each of the apostles. Meanwhile, the children, from mid-afternoon on, crowd the windows, watching for the first star. As the shadows lengthen, their excitement increases, because they must wait until the first appears before the celebration can begin.

Then the master of the house brings in a small, gaily-decorated sheaf of wheat, which is prominently displayed. He also

scatters a handful of straw over the table before the cloth is put on. This is to remind everyone that the Prince of Peace was born in a manger. While this ritual is being performed, the father greets everyone this way: "The Lord give all a good evening!"

After the table has been set, and the candles lighted, everyone sits down to the 12 specially prepared courses. Following dinner, the older children bundle up in warm clothes and go out to distribute gifts to friends and family. Later, the young men and young women of the village go from door to door singing carols. Usually, their efforts are rewarded!

At 3 a.m. Christmas morning,

the bells ring and people of all faiths go to church. Except for the older folks, few in the Ukraine get any sleep on Christmas Eve. The following day, the feasting and carolling and sleigh-riding continue. Especially carolling, for the Ukrainians love to sing!



Greetings

May this Yuletide impart New Joy and Happiness into your heart.

WHITE ROSE SERVICE STATION
C. TOBIN

15 Roy St. Ormsdown



at Christmas tide. May the world rejoice again, in Peace on Earth Good-Will to Men.

MONTCALM SHOE STORE
Ormsdown



A. BRUNET

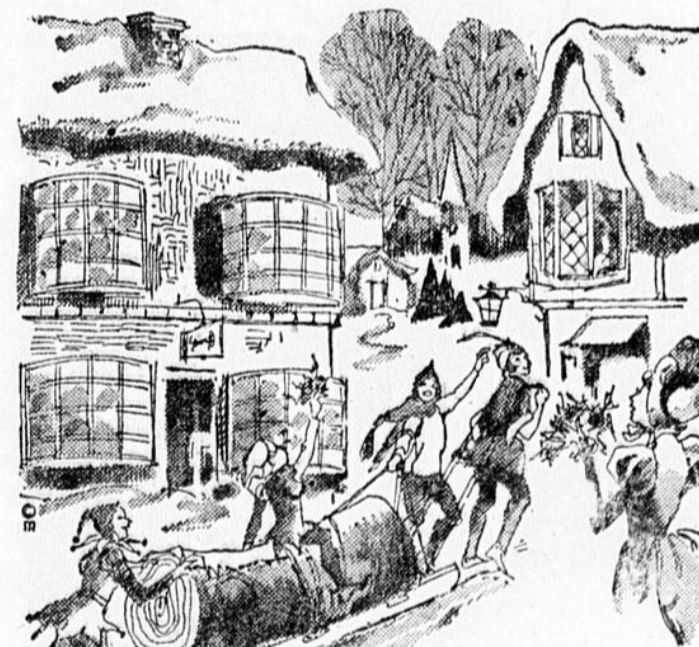
Monuments - Headstones - Vaults & Markers
Specialty in Lettering
Ormsdown



BERT McCARTNEY

"Shell" Service Station

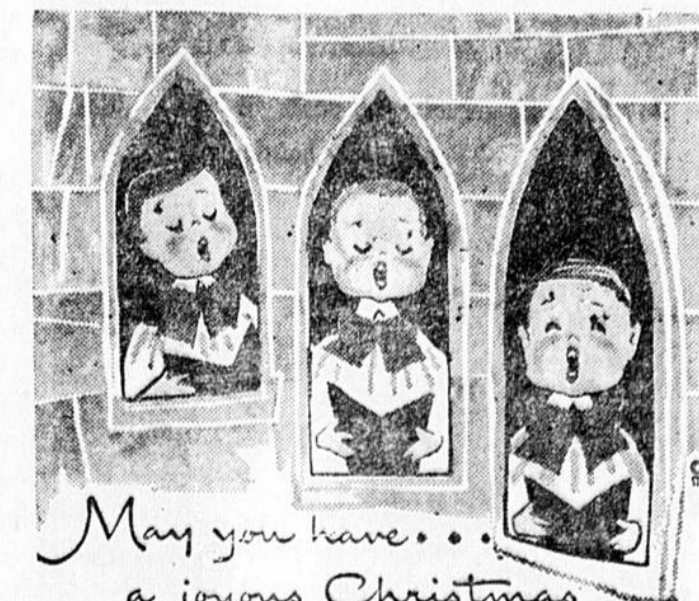
Ormsdown



MISS I. BEAUCHAMP

HATS - DRESSES - LINGERIE

Ormsdown



May you have... a joyous Christmas

IRENEE D'AOUST
GENERAL MERCHANT
Ormsdown Station



SHEFFREN'S CLOTHING STORE
Ormsdown



O. REMILLARD

BARBER
Ormsdown



ERNEST RENNIE & SONS REG'D

Ormsdown



We sincerely hope that you and your loved ones will share in every Christmas pleasure.

GARAGE L. DANDURAND ENRG.

35 Bridge St.

Ormsdown



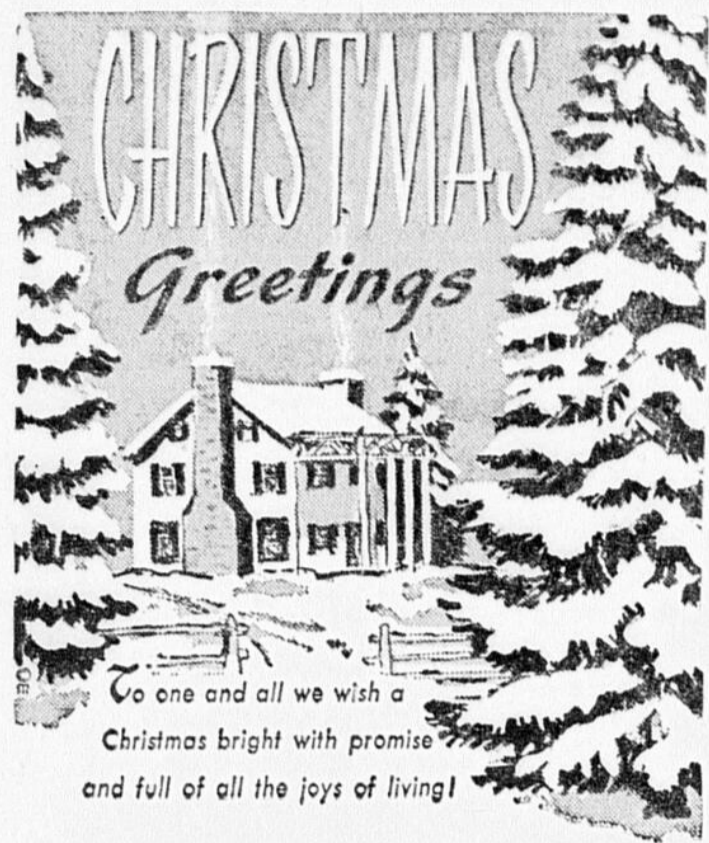
May the joys of the Christmas Season be with you

VARIETIES 5c to \$1.00 STORE

Ormsdown



DICKSON'S GRAIN and COAL SALES
Ormsdown



A. A. McCORMICK
FARM EQUIPMENT
Orms town



JEAN-GUY BARRETTE
BARBER
Orms town



What is perhaps the nation's most reprinted editorial was written in the year 1897, in response to a school girl's simple question about the validity of the Santa Claus legend. Virginia O'Hanlon, then eight years old, sent this question to the editor of the New York Sun: "Dear Editor: Some of my little friends say there is no Santa Claus. Papa says, 'If you see it in the Sun it's so.' Please tell me the truth, is there a Santa Claus?"

The answer to this question, penned by an editorial writer named Francis Pharcellus Church has become an American classic. Here it is, in full:

"Dear Editor—Some of my little friends say there is no Santa Claus. . . ."

Virginia, your little friends are wrong. They have been affected by the skepticism of a skeptical age. They do not believe except what they see. They think that nothing can be which is not comprehensible by their little minds. All minds, Virginia, whether they be men's or children's, are little. In this great universe of ours man is a mere insect, an ant, in his intellect, as compared with the boundless world about him, as measured by the intelligence capable of grasping the whole of truth and knowledge.

Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to your life its highest beauty and joy. Alas! how dreary would be the world if there were no Virginias! There would be no child-like faith then, no poetry, no romance to make tolerable this existence. We should have no enjoyment, except in sense and sight. The eternal light with which childhood fills the world would be extinguished.

Not believe in Santa Claus! You might as well not believe in fairies! You might get your papa to hire men to watch in all the chimneys on Christmas Eve to catch Santa Claus but, even if they did not see Santa Claus coming down, what would that prove? Nobody sees Santa Claus, but that is no sign there is no Santa Claus. The most real things in the world are those that neither children nor men can see. Did you ever see fairies dancing on the lawn? Of course not, but that's no proof that they are not there. Nobody can conceive or imagine all the wonders there are unseen and unseeable in the world.

You tear apart the baby's rattle and see what makes the noise inside, but there is a veil covering the unseen world which not the strongest man, nor even the united strength of all the strongest men that ever lived, could tear apart. Only faith, fancy, poetry, love, romance, can push aside that curtain and view and picture the supernal beauty and glory beyond. Is it all real? Ah, Virginia, in all this world there is nothing else more real and abiding.

No Santa Claus! Thank God! he lives, and he lives forever. A thousand years from now, Virginia, nay, ten times ten thousand years from now, he will continue to make glad the heart of childhood."

Christmas in Finland

For most of us, Christmas dinner is the time for a sumptuous banquet: plenty of turkey, cranberry sauce and plum pudding. Christmas dinner means a lot of work for mother, but she would not want the meal to be less than perfect. And in tiny, wintry Finland, it's even harder on the women.

By noon of the day before Christmas the whole house must be scrubbed and the floors cover-

ed with clean straw, on which the children sleep—reminiscent of the First Christmas. And on Christmas Eve, the whole family must take a Finnish bath. After the steaming bath, you're supposed to roll in the snow!

And when you eat your Christmas dinner, the stars of heaven shine above you. It's really a frame-work of cord, covered with straw, decorated with paper stars, and lighted from below by the fire and candlelight. Following the meal, the men match their



By D. L. Alexander

HE stood in the middle of the block with a group of children about him. Passersby would glance at him and the children, and go on their way smiling. He was dressed in the regulation Santa Claus uniform, whiskers and all, and carried a small bell in one hand. Across his front hung a large cardboard with the lettering: "Christmas Bazaar open at the Methodist Church."

He had stood in the place, before the Union Bank, all morning, talking to the admiring children, asking them what they wanted him to bring them, laughing as he promised their requests.

Strangers
Two men came down the street, apparently window shopping. One of them lingered in front of a store, but the other proceeded slowly onward. He glanced at Santa Claus and the crowd and without hesitating moved on.

Santa looked up shortly afterward to see both men coming through the crowd toward him. He turned pale under his mask as he recognized them and turned about as if to go across the street. At that moment a car came silently up and the door was opened.



It was the noon hour when Santa took his station in front of the bank.

"Inside, Mister," one of the men coming through the crowd said.

Santa stepped into the car and was whisked away leaving the disappointed children behind.

It was the noon hour when Santa again took his station in front of the bank. A group of watchful kids immediately gathered, and Santa began laughing and joking with them.

Intruders
A half hour went by, and a car pulled to the curb behind Santa. Two men alighted, cast searching looks up and down the street, and walked toward the bank door. Santa raised one arm and began ringing his bell. The four men along the street came alive instantly and converged on him.

Santa turned to face the car behind him. Only one man was in it, and the motor was running. Santa pulled a gun and covered him.

"Hold it, Buddy. Cross your hands on the steering wheel and keep them there."

"What's coming off, Bill?" he demanded.

"Bill isn't here," Santa replied. "He's at central station cooling off his feet and answering questions. I'm taking his place temporarily."

A minute later the crowd was amazed to see the six men come out of the bank, two of them handcuffed. They went across the walk to the car and two of the men and the handcuffed men entered. Santa Claus crowded into the front seat, the gun still in his hand.

"To the central police station," he directed.

At the station Captain Hensley, who had just come on duty, sat behind the desk glowering at the men lined before him.

"Who are you?" he asked Santa Claus.

"Just a plain private eye by the name of Richard Layne," was the answer.

"All right. Take that hideous mask off."

Layne removed it. "You see, it's this way, Cap. I was suspicious of the Santa Claus in front of the bank. I went inside and talked to the cashier. He said the man had been out front all day yesterday, too, and he was uneasy. He said what made him suspicious was that the Methodist Church had made no arrangements to hold a Christmas Bazaar this year."

Cherry Tree Carol Cause of Tradition

The old Cherry Tree carol, or the legend upon which it is based, is undoubtedly the reason for the custom of placing a branch of cherry tree in water to bud for Christmas time.

According to this legend, Mary and Joseph, on their way to Bethlehem, passed a tree loaded with cherries. Mary was hungry for some of the fruit and

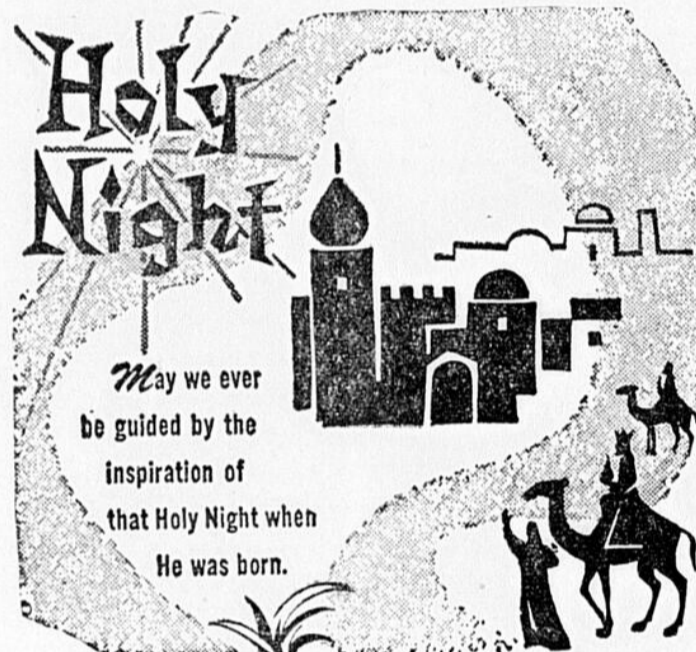
asked Joseph to pluck some cherries for her. The tree graciously bowed down so that Mary could pick the fruit herself.

It has been customary among the Czechs and Slovaks to take the branch of a cherry tree and place it in water in the late fall so that the buds reach the blossoming stage at Christmas time.

The belief was current that if the song blossomed by Christmas Eve, the girl who tended it would marry during the New Year.

SEASON'S GREETINGS
AND BEST WISHES
FOR THE NEW YEAR
1961

MAYOR AND COUNCILLORS OF
THE VILLAGE OF ORMSTOWN



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Orms town



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30 Church St.

Orms town

CHRISTMAS



The popularity of holly as a Christmas decoration is not merely because the plant retains its prickly green leaves and bright red berries after winter's cold had withered other forest greenery.

Before the Christmas, Romans sent gifts of holly to friends to mark the December festival of Saturn. The superstitious Druids kept holly in their dwellings, as an invitation to the "spirits" to enter and seek shelter from winter cold and winter winds. The early Germans used holly in an observance which marked the return of the sun from its southward pilgrimage.

In medieval times, holly was used as a remedy to treat a variety of aches and ailments. Some early American Indians even attached twigs of holly to their shields, in the belief that some special powers within the holly would make them more formidable in battle.

Holly, like mistletoe, is surrounded by legends and superstitions, dating back to pagan rites, and rituals. We moderns attach no particular significance to our use of holly as a Christmas decoration—other than that it is "traditional" and "rustic." Yet, we use so much more holly than our ancestors used that today the plant has all but disappeared in some sections of the country.

tered the last rites to a dying woman. Walking thoughtfully homeward, he looked down at the twinkling lights of the village and the bright stars above. A soul was about to depart from this world, to sleep forever in heavenly peace. To-morrow at midnight the village and the Christian world would reverently observe the greatest birth—the Nativity that took place that holy night so long ago.

How sad, the young priest thought, that the church organ was broken and the musical program for the holiday services had been cancelled. Franz Gruber, the organist, had suggested they find a simple melody that

could be sung to the accompaniment of a guitar. Give him the words, he'd said, and he would compose the music. Give him the words...and there would be music.

As he thought of birth and life and death and looked down upon the sleepy, starlit village below, Father Mohr found these words. They sing the praises of the Holy Infant born to the world, and we wonder if they do not also ask for the departed soul "rest in peace."

Thus came the famous "Silent Night, Holy Night," Franz Gruber, true to his word, put Father Mohr's words to music that will endure till the end of time.



W. G. McARTHUR & SON
Howick

Gift Giver Has Different Names

The Christmas-time gift-giver has many different names in the various lands of the world, and even in Russia youngsters annually await the arrival of two legendary benefactors.

Kolya (Nicholas) is supposed to go about Russia on Holy Night, leaving tiny wheat cakes on the windowsills and in addition there is "Babushka" who also gives gifts to little boys and girls (in repentance, a legend says, for supposedly mis-directing the Magi on their trip to Bethlehem).

Italian Children await the arrival of "Lady Befana," a fairy queen who presents gifts. Some Spanish children believe the gifts come directly from the child Jesus—"el Niño Jesus."

On A Silent Night

It was December 23, 1818, in a tiny mountain village in Austria. The night was cold and clear and a heavenly canopy of stars stretched over a peaceful earth as far as the eye could see.

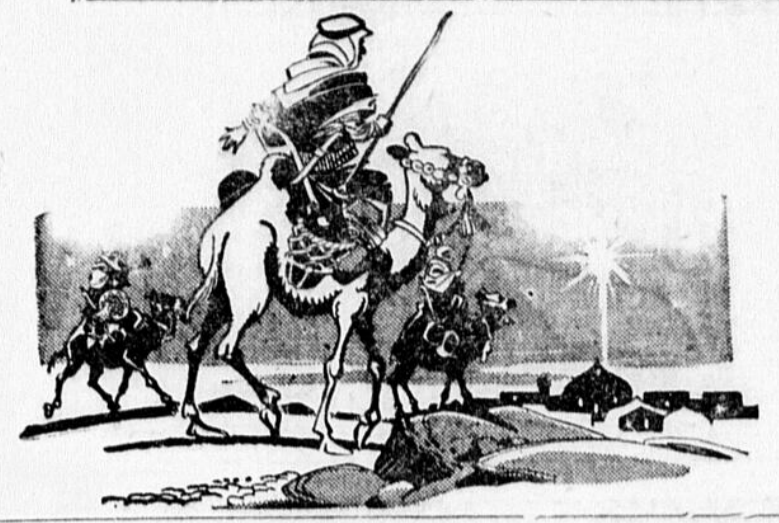
Father Joseph Mohr, a young parish priest, had just adminis-



ROMEO DUBUC

GROCER - BUTCHER
Telephone 34 Howick, Que.

CHRISTMAS



Yule Comes Again With Carols, Customs, Legend

The actual origin of carolling as a part of the Christmas celebration is really unknown. Several countries have claimed to be the birthplace of the custom. From the first music of some kind was a part of the church festivals in honor of the birth of Christ. Historians of France say that Bishop Telesphorus of Rome introduced the custom of celebrating Christmas with song, about the year 129. So called carols were written about 348. The words still exist but the tunes have been lost. St. Jerome says that carols

were used in the 5th century. Some carols, evidently of pagan origin were adopted by Christmas and given new words. Many of the carols were danced as well as sung, which kept them from being approved by the church for centuries. The word carol was associated with dancing until the 14th century. It comes from the Italian "carolare" a Medieval ring dance accompanied by singing. It is said that St. Francis and his brethren sang simple carols at the first presentation of a life-sized representation of the Nativ-

ity scene in 1223. From that time the idea of the Creche was a common idea. Sir John Stainer says there can be no doubt whatever that the singing of carols grew out of the Medieval mysteries, and out of the habit of the priests placing a crib containing either a living baby or a bambino in the chancels of churches, and in other ways trying to teach rustics by means of pictorial representations. Some of the carols of the 13th and 14th centuries are quite popular today, for example, "Christ-Child Slumber Song" - 15th century German. There was carolling in England around the same time, and many English authorities give the 15th century as the time of the origin of the true carol. The earliest carols in the English language were those in the 15th century mystery plays. In England carols and carolling were extremely popular until the early 17th century when the Puritans abolished Christmas Festivities in folk. In spite of this, carols were preserved in folk songs, the texts being printed on sheets and more or less secretly distributed. Later when Christmas festivities were restored hymns were used instead of carols. When Charles Dickens was a boy authorities at that time believed the carol would be extinct within a few years, but the carol still lived on among the people. The first modern English collection of traditional carols was published by Davies Gilbert in 1822. Since that time research has been carried on which has uncovered many of the old carol manuscripts.

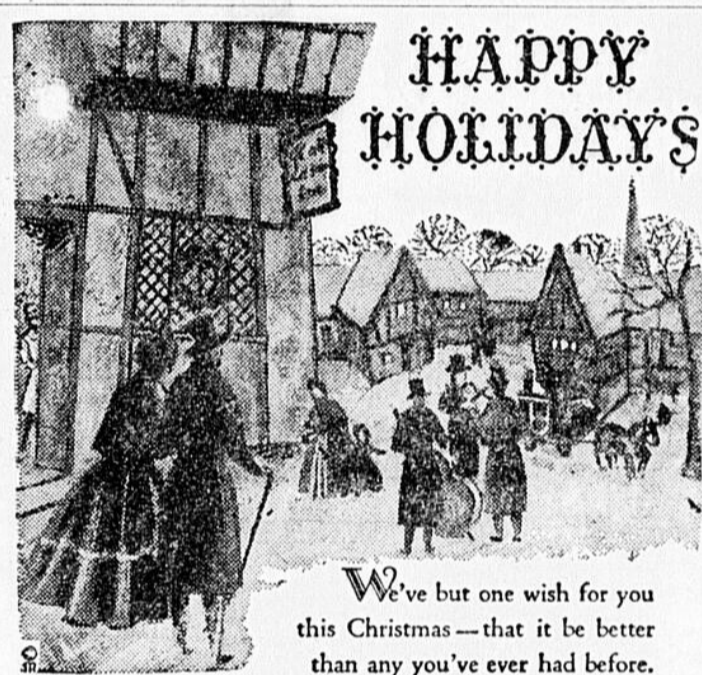
Christmas In Brazil

In Canada, you're sitting by the fireplace (if you're lucky enough to have one), where the Yule log burns brightly. Outside, the snow may be drifting gently groundward, where for hours it will remain, unviolated; a peaceful, wintry blanket on a world that's inside by the Christmas tree - children waiting impatiently for the great day to come. On the other side of the globe, the scene is very different. Let's take you there for a brief moment: Christmas in Brazil! It's summertime with boating, picnics, fireworks everywhere. Outdoor fiestas are the order of the day. All classes of people congregate in the open air, where gifts are given away to under-privileged children. And, look over yonder! Is it a parade? No, it's more of a procession, part of the church festival - a custom derived from Brazil's mother country - Portugal. When the rites are over, the crowd goes to see the miracle play. And, in a scene at once solemn, and fantastic, against a setting of tropical foliage and flowers, we see enacted: The Adoration of the Holy Child,

almost as it was done in the middle ages. But while the old customs still remain in this South American country, the modern Christmas is everywhere in evidence. Brazilians, too, have a Santa Claus, with ruddy face and valiant reindeer; Christmas cheer, ties to deliver A.N.D. scholarships worth \$400 each and there were 50 of them. The scholarship went to children of woodsmen employed by the company, in the start of a five-year program during which \$100,000 in scholarships will be distributed. **MONGOLIAN CONQUEST SHORT-LIVED** When the hordes of mounted warriors from Mongolia poured across Asia and as far as Central Europe in the 13th Century, their empire included more territory than any other the world has known. But, as the Book of Knowledge points out, this vast empire collapsed nearly as suddenly as it had arisen, falling to pieces early in the 14th Century.



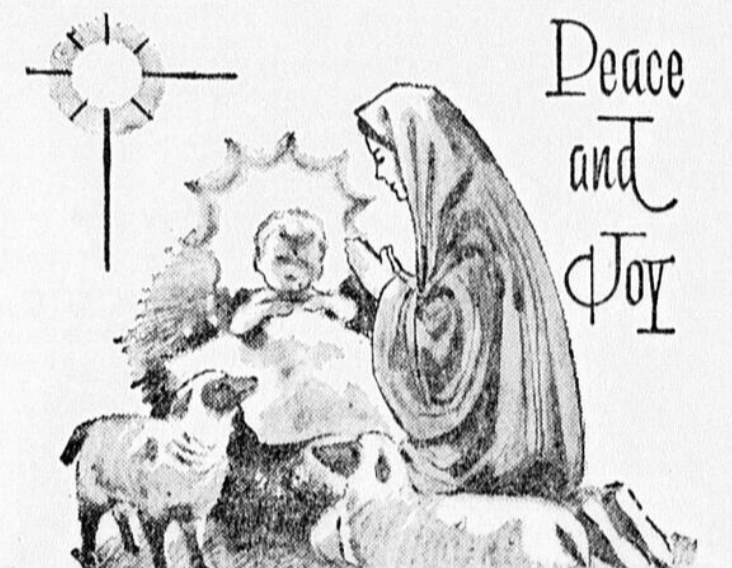
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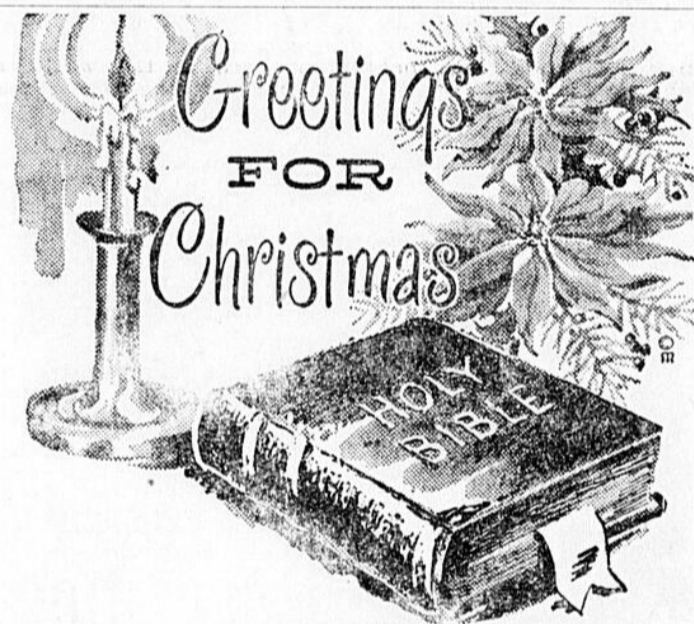


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HYLAND & CO.

HARDWARE, RADIOS, ELECTRICAL SUPPLIES
Chateaugay, New York



Joyously, as on the first Noel, we greet Christmas, and we wish for all our friends and neighbors the many blessings of this wonderful season.

WM. A. EMPSALL & CO.

47 East Main St. Malone.



MERRY CHRISTMAS



RAISED IN SONG . . . Young voices, raised to a chorus of Christmas hymns—this is one of the memorable moments of every Christmas. And when the sounds of "Silent Night" fill the silence of a mighty church, there comes within every heart the urge to sing out with happiness and joy.

Christmas, Or JUL: Baked Cakes & Boar

In Scandinavian countries, the celebration of JUL, or Christmas, begins on Christmas Eve and continues for 13 days, ending with a "twelfth night party."

Baked delicacies and sweets are abundant during the 13 days and cakes are baked in the shape of a boar, recalling the ancient feasts of the Norsemen which always centered around roast boar.

Scandinavian Christmas trees are decorated with bright gold and silver stars and long strips of gaily colored paper. A small figure of a goat constructed of straw serves as a reminder of the custom of saving the last sheaf of the harvest for the magic it was supposed to possess.

Presenters are brought by the TOMTE, tiny, gnome-like figures dressed in Christmas outfits.

James Montgomery, who wrote two well known Christmas hymns, "Hail to the Lord's anointed," and "Angels from the realms of glory," had an exciting career as an English newspaper editor and was three times put in jail for speaking his mind in print.



RESTING . . . We aren't sure whether this is before or after—whether Santa is resting up for the big job that he will have this Christmas night distributing toys and goodies to little children everywhere; or, perhaps, he is still tired out from last year's ordeal. At any rate, it is a safe bet that he will be on his toes when Christmas Eve rolls around and, in the hush of the night, make his merry way to most every home in town.

NOVEL GIFTS

You can design and create novel gift wrappings with soapuds. Make a simulated snow that will stick to your wrappings by pouring two or three cups of packaged soap or detergent and a small quantity of water into a mixing bowl. Mix them thoroughly with a hand or electric beater until the suds have a working consistency of stiff meringue. Put your 'snow' in a pastry tube and you're ready to go.

Use your 'snow' to write greetings on packages. You can also make all kinds of fancy designs just as easily as it is done on birthday cakes.



Old custom

The custom of having friends and relatives over for egg nog during the holiday season is traced to the English practices of "wassailing." In Elizabethan times, no celebration was complete without the wassail bowl, brimming with pungent ale. . . .

HOLIDAY CHICKEN PIE

Disjoint and fricassée the chicken; have plenty of sauce—enough for a sauceboat as well as for the pie-filling. Par-boil vegetables—diced potato, sliced carrot, small onions or separated onion rings, green peas. Arrange in hot over, 425°, about 20 minutes.

broad casserole dish. Make his cuit-dough pinwheels filled with cheese for the pie-topping—arrange pinwheels, outside-down, a little distance apart, on the hot solids of the filling (with sauce just to their surface) and bake in hot over, 425°, about 20 minutes.



Greetings to all!

It certainly

as a great

pleasure to

serve

fine folks

like you!

Bernard inc.
41 Du Marché, Valleyfield, Qué., FR. 3-9721

HAPPY HOLIDAYS

We've but one wish for you this Christmas—that it be better than any you've ever had before.

E. DANDURAND
VALLEYFIELD

Prayer FOR CHRISTMAS

"Peace on earth, good will to all men" is our heartfelt prayer at this holy Christmas season.

MARC H. VIAU
FUEL OIL
VALLEYFIELD

HERE COME THE SCOTTS!

BEST WISHES FOR THE HOLIDAY SEASON

RICHER CRAFT
VALLEYFIELD

Greetings

May you share abundantly in the many joys of Christmas!

RICHER & FRERE LTD.
Authorized "PEPSI-COLA" Bottlers
VALLEYFIELD

May the Joy and Peace of Christmas always be with you

J. FELIX LANIEL ENRG.
GEORGES GATIEN, prop.
VALLEYFIELD

GREETINGS

for Christmas, with our thanks to you for your patronage. Have a wonderful holiday season!

J. O. CLERMONT LTD.
"Building Materials From Cellar to Roof"
VALLEYFIELD

SEASON'S Greetings

R. BRUNET LTD.
MANUFACTURER OF CONCRETE PIPES
Valleyfield and Ormstown

BEST WISHES

Warmer than ever And cheerier too, Are the Holiday wishes we're sending to you.

EST. ISAAIE QUENNEVILLE
MACHINE SHOP
VALLEYFIELD

GREETINGS

We sincerely hope that this Christmas you will receive a full share of lasting good health and happiness.

LOYAL GAS LOYAL LTD.
FURNITURE — ELECTRICAL APPLIANCES
16 Nicholson St. Valleyfield

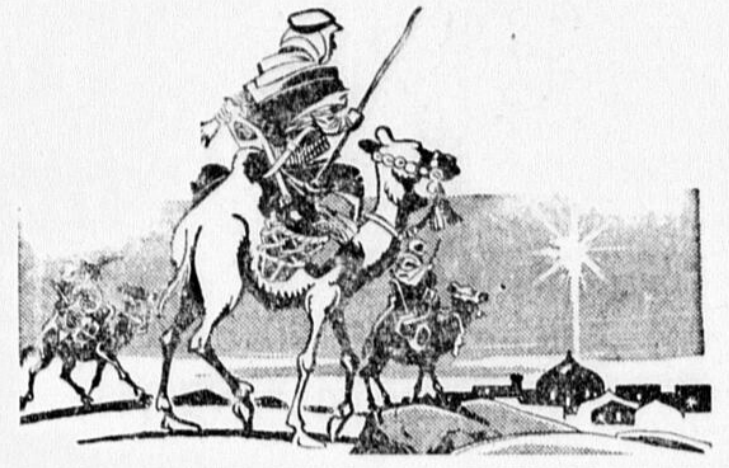
FOR A MERRY

GOOD WISHES

MERRY CHRISTMAS

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CHRISTMAS



W. H. WELBURN
Rockburn



MAURICE E. PATENAUDE
BUTCHER - GROCER
Hemmingford

2,000 Oxen, 200 Tuns Of Wine For Medieval King's Feast

Once upon a medieval Yuletide, King Richard III of England celebrated at Lichfield and during the festivities 2,000 oxen and 200 tuns of wine were consumed.

Of course, the feudal set-up provided the great lords with the wherewithal for magnificence—the lords received gifts from their tenants and kings received gifts from their nobles; and the red-tape scale for giving and receiving was well ascertained as the siddam honorarium of any barrister or physician.

Queen Elizabeth received a large part of her wardrobe as gifts from her courtiers, and if the quantity or quality was not satisfactory, the donors were unceremoniously informed of the situation.

When Henry III entertained a thousand knights, peers, and assorted nobles who came to attend the Yuletide marriage of the Princess Margaret, His Majesty wanted a royal Christmas gift of 2,700 pounds, plus 600 fat oxen from the Archbishop of York.

With similar assistance, whether extorted or given in the spirit of generosity appropriate to the season, His Majesty could well afford to give Christmas feasts for the poor like the one given in Westminster Hall in 1248 which lasted a week.

Striving to outdo his predecessors and give his successors something to shoot at, Henry VIII kept one Yuletide at which the cost of gold cloth that was used amounted to 600 pounds alone. He had tents erected and artificial gardens plotted within the spacious hall of his palace.

Knights came out of the tents to joust in tournaments and fantastically dressed dancers, covered from head to foot with gay ribbon streamers, emerged from the gardens to entertain the guests.

Preparation for the feasting on such occasions is perfectly appalling to eures of the 20th century—and can only be vaguely comprehended by considering that Richard II normally employed 2,000 cooks to prepare food for 10,000 persons who feasted—irrespective of special feasting—at his expense every day.

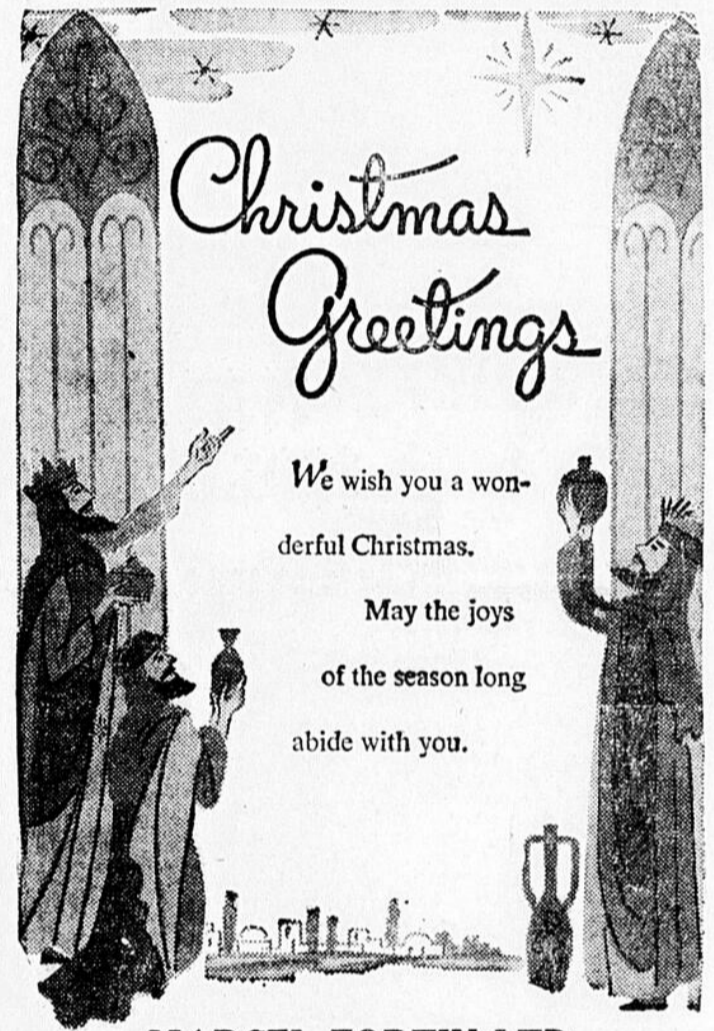
cupants thereof.

Danish youngsters, mindful of Nisse's long memory and watchful eye, put themselves upon their good behavior as Christmas approaches.

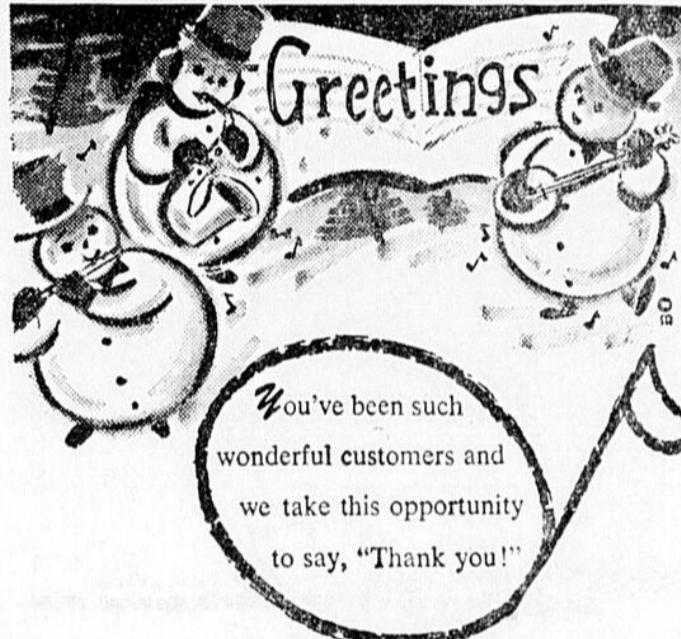
The Japanese version of Santa Claus is the ancient god Hoteiosho, who has eyes in back of his head to help him see how children behave, according to World Book Encyclopedia.



SEASON'S Greetings
L. G. SIMPSON
Paint — Farm Equipment —
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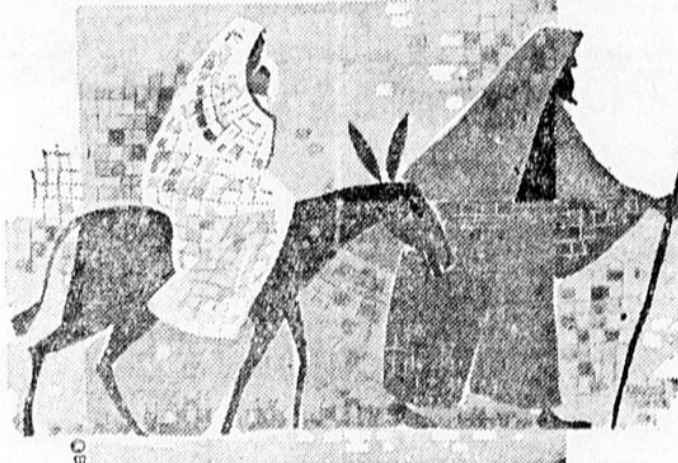


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W. B. SMITH
GENERAL MERCHANT
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Christmas 1960



Joyously, as on the first Noel,
we greet Christmas, and we wish for all
our friends and neighbors the many
blessings of this wonderful season.

FRONTIER INN
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FORTIN & FRERE CONSTRUCTION LTD.
GENERAL CONTRACTORS
HEMMINGFORD



Merry Christmas

In the spirit of
a good old-fashioned Yuletide,
we greet you with thanks for
your patronage... warm wishes for your holiday
happiness and contentment.

McKOUGH'S SUPER MARKET
Hemmingford

MERRY CHRISTMAS



HERE THEY COME . . . The Christmas parade has come to be a tradition in most American cities and crowds gather all along the way as beautiful floats pass in review, many of them laden with toys and reindeer and, somewhere in the lineup, old Santa Claus himself.



SOUTHERN GREETINGS . . . Folks in other parts of the country may be shoveling snow, but down in Florida it's easy to offer holiday greetings in this fashion. These pretty water skiers are appropriately dressed for the season—down Florida way, that is.



ANTOINE HAINEAULT
GENERAL MERCHANT
Cazaville

Egyptians Began Studies Of Time

The Egyptians were probably the first to develop any "exact" method of calculating time—about 4,000 BC they devised a "calendar".

The Christian era begins on January 1, in the middle of the fourth year of the 194th Olympiad, the 753rd year of the build-

ing of Rome and in the 4714th year of the Julian period. The Jewish calendar read 5717 in relation to 1956 AD, since according to Jewish dogma and tradition to Creation antedated the birth of Christ approximately 3,761 years. The Jewish calendar was adopted during the 15th century.

Use of the notation A.D. (year of our Lord) was inaugurated in 879 by Charles III of Germany.



May you share abundantly in the many joys of Christmas!

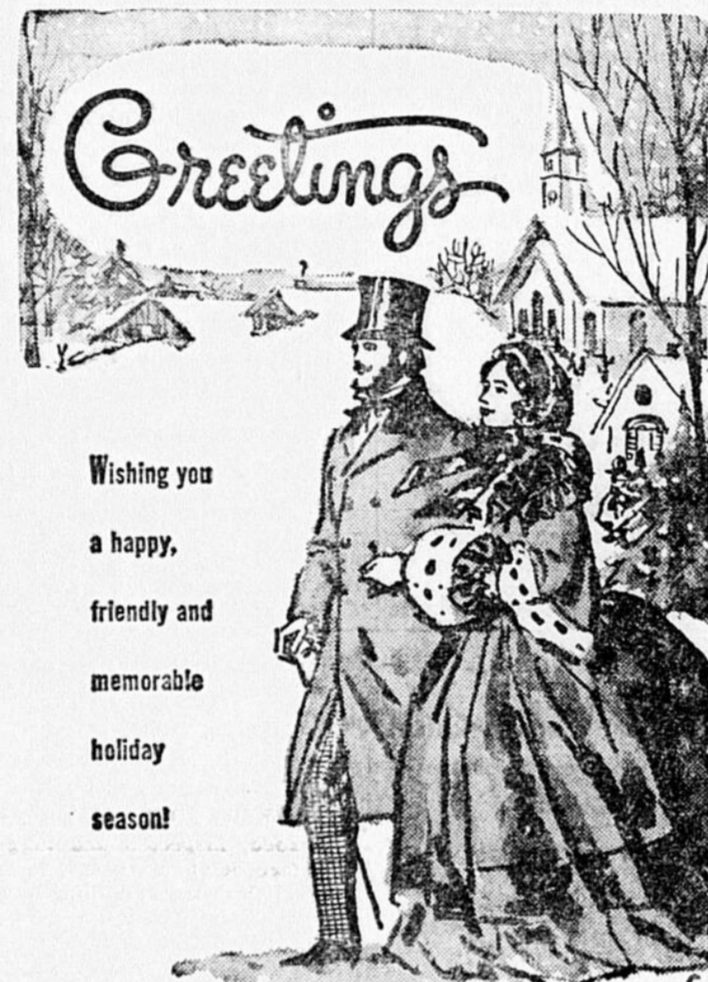
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LEAHY'S REG'D
RCA DEALER
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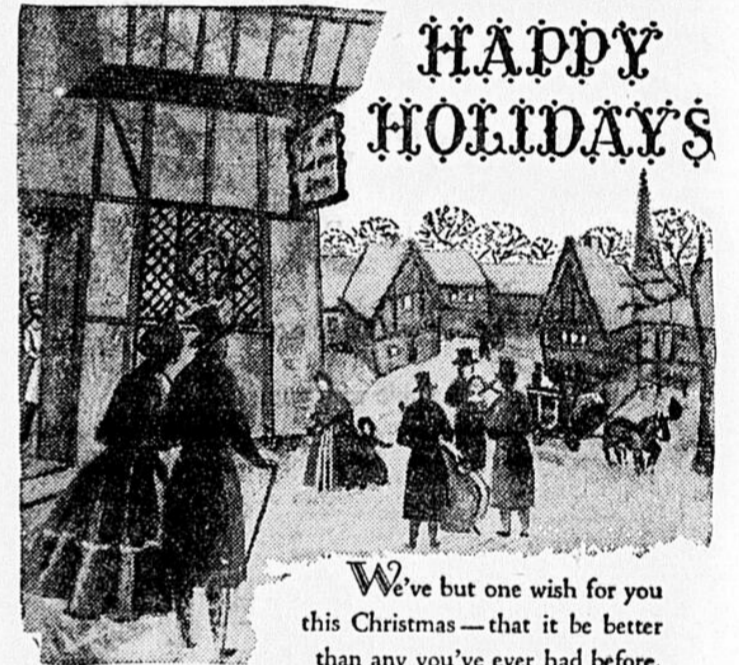


Wishing you a happy, friendly and memorable holiday season!

HOTEL ST. AGNES
St. Agnes de Dundee



WILBROD MARCHAND
GENERAL MERCHANT
St. Agnes de Dundee

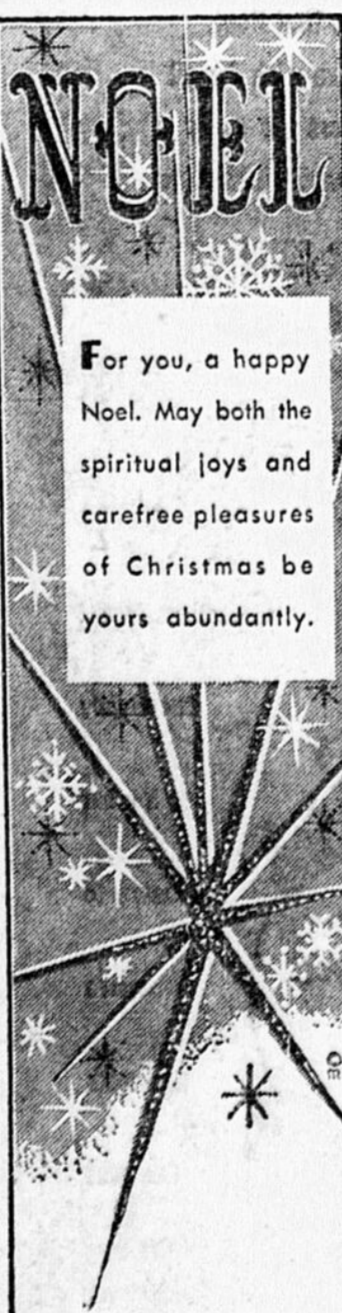


We've but one wish for you this Christmas—that it be better than any you've ever had before.

HOTEL ST. ANICET
R. GOYETTE, Prop.
St. Anicet



FRED E. ORR
CHARTERED INSURANCE BROKER
Tel. CH. 7-2673 Hemmingford



For you, a happy Noel. May both the spiritual joys and carefree pleasures of Christmas be yours abundantly.

F. W. WEIRICH
Electrical Contractor
Hemmingford



Wishing you a Merry Christmas

L. QUESNEL
GENERAL STORE
St. Agnes de Dundee



SEEING SANTA . . . Visiting Santa to inform him in advance of the things to put under the tree is a yearly tradition just about everywhere. Santa is a kindly, big man—sometimes, it seems, too big for the very young, especially if mommy happens to get more than a couple of feet away. Santa, stout-hearted fellow that he is, seems to take it all in stride. Just part of a day's work, you know.

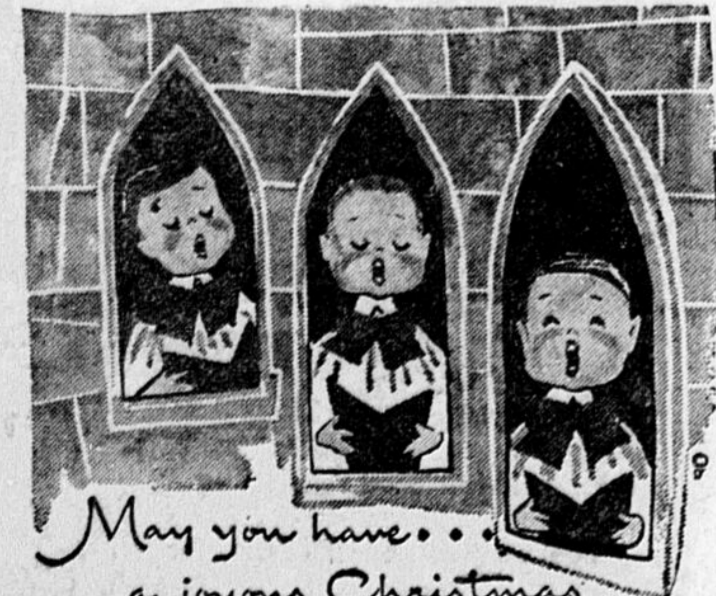
UNIQUE DECORATION

Christmas isn't exactly the season for moth balls, but they can be used to make a unique Yuletide decoration. Use modeling clay to anchor a tall red or green candle in an apothecary jar. Put in a handful of moth balls and then a quarter cup of vinegar plus a teaspoon of soda for every glass of water needed to fill the jar. The results may surprise you. The moth balls will dance merrily around the candle for an hour or so. When they stop, another dash of vinegar and soda will start them dancing again.



What a joy to greet our friends at Yuletide! Best wishes to all . . .

GEORGE SUTTON
FEED MERCHANT
St. Agnes de Dundee



KEN BROWN'S GARAGE
GAS - OIL - REPAIRS
Hemmingford



Here is sentiment genuinely felt... May joy health and happiness be yours this Christmas

J. C. VAILLANCOURT
GARAGE
St. Anicet

A Message to Employees and their Families

At the approach of the Christmas holiday season and the beginning of another year, our thoughts go out to you and the members of your family in hope for your well-being.

Success in 1961 will depend on many things, not the least being personal effort. Management of this company will continue to make every possible effort to compete for sales in one of the world's most competitive textile markets. In this way we will work for a happier and more prosperous new year for all.

G. B. GORDON,
President

F. R. DANIELS,
Vice-President and Managing Director

C. S. JONES,
General Superintendent

THE MONTREAL COTTONS LIMITED
MANUFACTURERS OF TEX-MADE PRODUCTS

Light Fruit Pudding Dessert May Be Made On Christmas Day

This is a very light type of Christmas pudding which we feel many people will welcome. It is not, however, the kind that you make ahead of time and store — it is the sort of pudding which is steamed for immediate use. To cut down work on Christmas day, all fruits could be readied ahead of time, the dry ingredients all mixed together — so that the assembly of the batter from that point on would be a quick and easy job for the holiday dinner. Candied cherries, if available, may be used in place of maraschino.

- Servings — 6 or 7.
- 1 cup seedless raisins, washed and dried
 - 1/3 cup slivered or chopped mixed candied peels and citron
 - 1/2 cup cut-up dates
 - 1/2 cup maraschino cherries drained and chopped
 - 1/4 cup almonds, blanched and halved
 - 1 1/2 cups once-sifted pastry flour or 1 1/3 cups once-sifted hard-wheat flour
 - 1/2 teaspoon salt
 - 1/2 teaspoon baking soda
 - 1 teaspoon ground cinnamon
 - 1/4 teaspoon ground nutmeg
 - 1/4 teaspoon ground ginger
 - 1/4 teaspoon ground cloves
 - 7 tablespoons chilled shortening
 - 1/2 cup brown sugar lightly packed
 - 1 egg
 - 1/3 cup orange juice

On the first day, prepare the seedless raisins, peels, dates, maraschino and almonds.

On the following day measure and sift together three times, the

the world!

On Christmas Eve, all the members of a Danish family gather at one place, usually the home of the oldest members. There may be 30 or more, and sharp at 6:00 they sit down to a groaning dinner table. First, there's a rice pudding — its steamy goodness preparing the way for the main course — goose or duck or a tender pot roast.

Meanwhile, the Christmas tree, aglow with candles, and heavy with decorations and gifts, has been waiting in another room — the door closed. After the dishes have been washed and put away, the door is opened and the children burst into the room with the Christmas tree. There, standing with a big pack on his back, and a smile in his eyes, is Yulemand — the name by which Danish children know Santa Claus. Because it's still early Christmas Eve, Yulemand is able to hand his gifts to each boy and girl. When his pack is empty, he hurries out of the house, pausing just long enough to say "Merry Christmas."

About Holly

Superstitious Britons considered it unlucky to bring holly into the house before Christmas Eve. Even today, the superstition persists that if the leaves of holly brought into a home at Christmas are smooth (rather than rough) the wife will "rule" the household during the following year.

Christmas In Denmark

About 700 miles east of Great Britain, across the North Sea, is the little Scandinavian country of Denmark. It's about the same distance from the North Pole as Hudson Bay. Maybe that's why Denmark is one of Santa's first stops on his long journey around



MARCEL HEBERT
JEWELLER

Jacques Cartier St. Valleyfield



Warmer than ever
And cheerier too.

Are the Holiday wishes we're sending to you.

WILFRID SAUMIER
GENERAL MERCHANT — WELL DRILLER
Herdman Quebec



AU FOYER
Yard Goods — Wool
Dress Making Accessories
29 Nicholson
Valleyfield



**Athelstan Sash & Door
Factory**

Donald N. Racine, Prop.
Athelstan



Straight from the
heart comes our wish
to our many friends
for a Merry Christmas

GARNET F. GREEN
General Merchant
Athelstan



Armand R. Santoire
St. Chrysostome, Que.



ROYCE RUDDOCK
DEWITVILLE

CHRISTMAS



...and
Please,
Oh LORD,
Let there
be Peace
on Earth



May the many blessings
of Christmas
be with you throughout
this Holiday Season.

R. C. DAoust

GROCERY
MEAT MARKET

St. Antoine Abbe, Que.

Know Your Tree

In many states, it is possible to distinguish different types of Christmas trees, as they are graded, inspected and tagged before being marketed. In the East, Balsam and Douglas fir and spruce are the favorites, with pines becoming more popular each year. In the mid-South, long-needled pines have long been preferred. In the West, fir and cypress are the choice.

Here is an easy way to distinguish between these trees: Needles of the fir are 4-sided, blunt and soft to the touch. Spruce needles are usually stiff and sharply pointed. Pine needles are from 2.5 inches long, supple and attached to twig in bundles of 2 to 5.

Christmas is Not "Xmas" Birthday

Today is the day of commercialization and advertising. Throughout the year we are bombarded with ads and promotions of one kind or another proclaiming the merits of everything from shoes to \$10,000 autos. Everybody has something to sell and Christmas is the biggest selling season of all.

In our efforts to buy and sell, we too often lose sight of the true meaning of Christmas. We seem, some of us, to forget who's birthday it is. Evidence for this can be found in the word "Xmas." It's easier to say, and much easier to write on an ad layout or sign. However we are not celebrating X's birthday. Who was, or is "X?" Put the "Christ" back into Christmas.

GUIDING LIGHT

The custom of lighting Christmas candles is an old one and somewhat obscure. One legend contends the custom is a hold-over from baronial days when a huge Yule candle was especially made to furnish light at the festive board.

Another source traces the origin of the Christmas candle to Ireland. During the time when the English were attempting to suppress their religious beliefs, Irish families were said to have placed lighted candles in the windows in the hope of guiding a priest to the homes.

Whatever the source of the custom, today it has become a traditional part of our holiday observance — our guiding light.

May the spirit of Christmas bring
you Peace and Happiness

NORMAN H. SIMMS

INSURANCE — REAL ESTATE

51 Colville St.

Howick, P.Q.

Merry Christmas



ORIGINAL GIFT

Want to give mother and her little girl an original gift? Make them both aprons of similar design and material. Make one for the doll, too.

A SOLUTION

Christmas shopping bags always seem to fall over when set down. But there's a solution. Place the top of a cardboard shoe box in the bottom of the bag.



The date of December 25, as the birthday of Jesus, has been generally observed in most Christian countries since the fourth and fifth centuries. Before that time only the Epiphany (commemoration of the Baptism) was observed.



BUTCH AUTO REPAIRS

24 GILMOUR CHATEAUGUAY HEIGHTS

Greetings



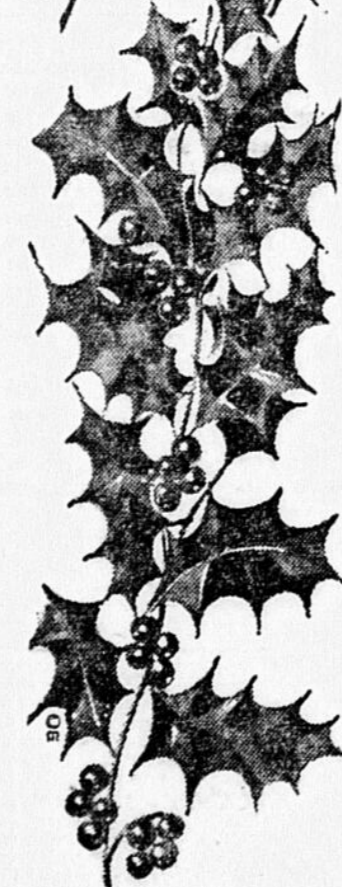
to all our good friends

JOHN W. GOODFELLOW REG'D.

621 De Lery

Ville de Lery

Greetings



We wish you all the good cheer and pleasure that Christmas Day can bring.

LEO STE MARIE

95 Riverside Drive
Chateaugay Station



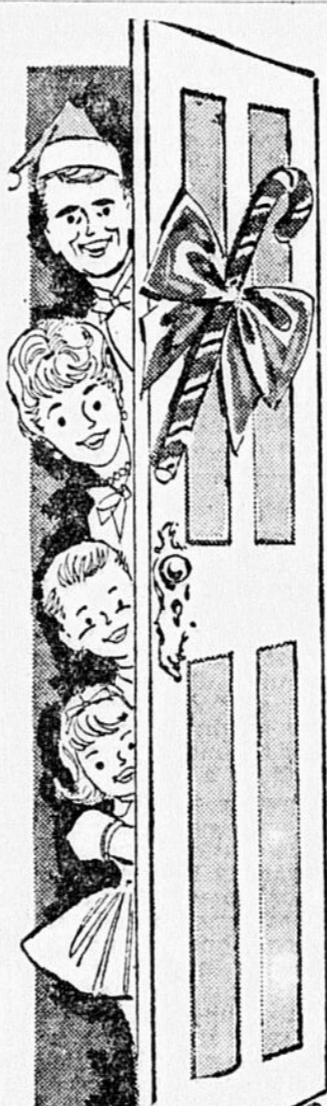
To all...

We extend our warmest Christmas greetings



RIVERVIEW HOTEL

Chateaugay Basin



Happy Holidays

Williams Pharmacy

A. SENECAL, Prop.
Chateaugay Basin

Season's Greetings



BEST WISHES OF THE SEASON TO ALL MY CONSTITUENTS

In the spirit of this holiday time, I wish you a heart full of cheer, a home full of friends, and loved ones. And a life filled with happiness.

May all the Joys of the holiday season be lastingly yours to brighten and enrich every day.

MAURICE LABERGE, M.P.

CHATEAUGUAY COUNTY

Candle in Window Old Irish Custom

It is an old Irish custom to place a candle in the window on Christmas Eve to light the Christ-child on His way, and the use of a candle appears in many other lands and in many different ways. In Armenia, myriads of candles are used; in Czechoslovakia, tiny candles are set upright in nutshells and floated in pans of water.

This Czech custom is one that you can easily adopt for a unique table centerpiece. Select one of your prettiest shallow bowls. Cut a piece of cardboard to fit the bottom, and make a ribbon ruffle around the edge of this cardboard. Attach it with scotch tape. Place water-filled bowl on this ruffled plate; and set the candles floating in their little nutshell boats. Darken the room and light the candles just before each child receives a little lighted candle standing in a turnip (which is eaten later by the youngster).

In Norway, families arrive at church on Christmas Eve in sleds, each carrying a flaming your guests enter.

At church service in Labrador

torch. These are stuck upright in the snow while the good-folk attend services, bathing the outside of the church in a warm glow of light.

BACK HOME

CAMP GAGETOWN, N.B. — Men of the 1st Battalion Royal Canadian Horse Artillery have started to arrive here after three years in West Germany with the Canadian Brigade under NATO. They are being replaced in Germany by the 3rd battalion.

The trouble with the chronic borrower is that he always keeps everything but his work.

Christmas Greetings

As the sound of Christmas music fills the air, may the wonder of the Christmas story fill your heart anew, bringing you all the joys of this happiest of all days.

GAI MOTEL

CHATEAUGUAY

May

the spirit of Christmas be everywhere, and brighten every heart and home.



Peace and Joy



GREETINGS

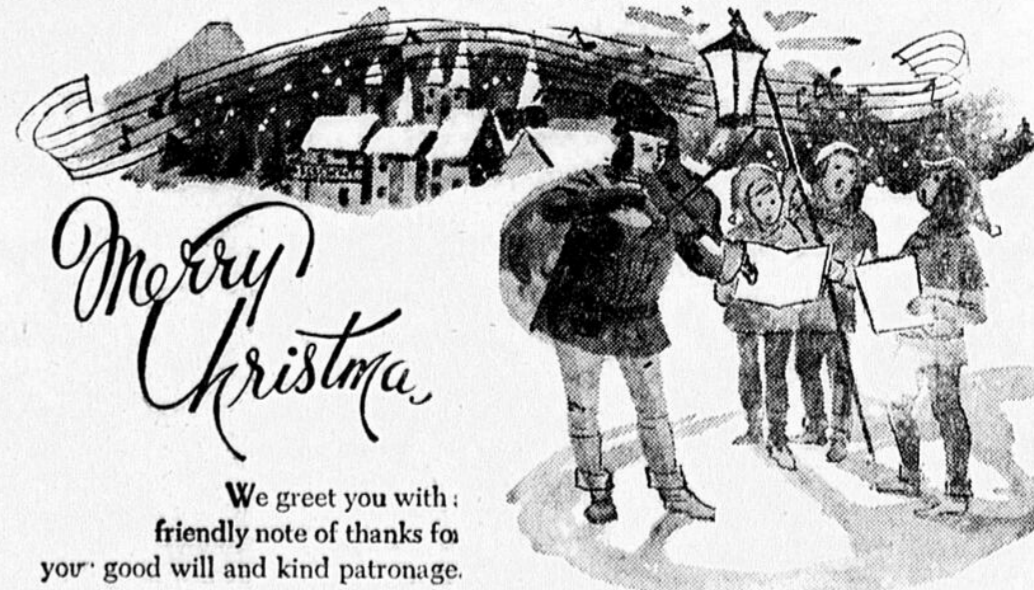
OF THE CHRISTMAS SEASON

Dulude Pharmacy

D'ANJOU BLVD.
Chateaugay Centre

GARAND & FILS LTEE

25 Crepin St. Chateaugay Station



Merry Christmas

We greet you with friendly note of thanks for your good will and kind patronage.

CHATEAUGUAY BOWLING REGD.

Chateaugay Basin

HANDFIELD MOTORS LIMITED

Chateaugay Basin

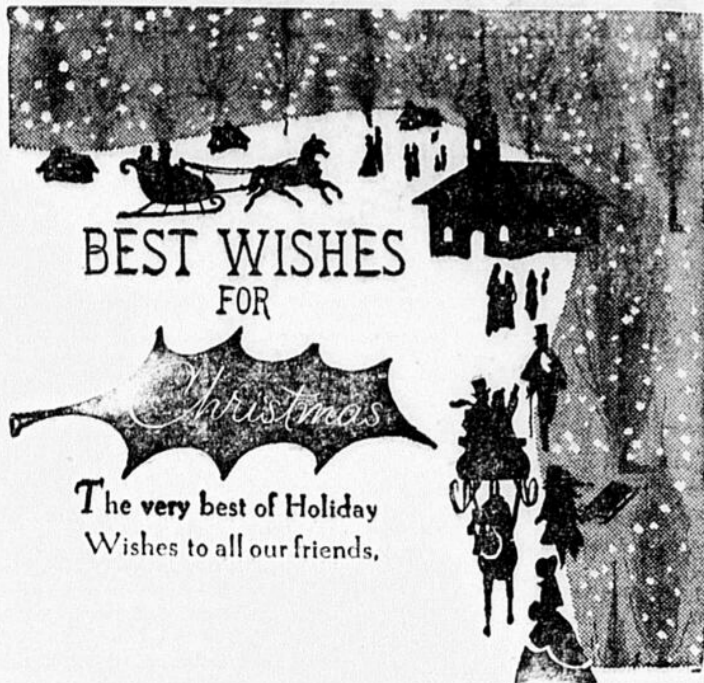


REID & BOURCIER FURS INC.

46 BLVD. D'ANJOU

CHATEAUGUAY CENTRE

From Chateauguay Business Men



BEST WISHES FOR

The very best of Holiday Wishes to all our friends.

JEAN CREPIN INC.
80 Crepin St. Chateauguay Station



Wishing you a Merry Christmas

ANDRE DION
BP SERVICE STATION
St. Jean Baptiste Road Chateauguay



BEST WISHES FOR THE HOLIDAYS

J. E. D'ANJOU AUTOMOBILE INC.
BLVD. D'ANJOU CHATEAUGUAY

The Christmas Spirit

"I don't know that I can answer your question, son but I'll try. 'The Christmas spirit... Well, it's something you can't touch as you do the cold and the wind and snow. It's greater than the distance to a star or the silence of the night, more wonderful even than Santa Claus.

"Oh, yes, Christmas trees and snow, presents and things, they're all part of the Christmas spirit. But these are things that we could have the whole year round

without the Christmas spirit. It's only at Christmastime that they...

"Why? Well, it's because the Christmas spirit sort of changes the way we look at things and the way we feel. Little, everyday things, usually so important, go off somewhere and are lost among the Christmas tree lights or the evergreen arches along Main Street. We completely forget about ourselves as we gather presents for all our friends. Our troubles just seem

to melt away. We buy gifts the year round for birthdays and anniversaries, it's true, but it's not the same. When the Christmas spirit moves us, we feel happy. We just want everyone in the whole world...

"It is being happy?" Not just being happy as such. It's being happy, and kind, and generous, full of peace, and most important of all, being reverent, all at once.

"Sure, like when we are in church. Outside the snow is deep and the midnight wind whistles through the trees. But inside there's warmth and comfort and a quiet peacefulness that you don't find anywhere else. Though just outside, the world, with its wind and snow and trees and

stars and sky seems far removed. The flickering altar candles seem to be repeating a humble prayer in a language of their own. Your heart swells inside you and suddenly you are warm to the very tip of your toes. It's then that you know... that you are nearer and closer to Him... you know...

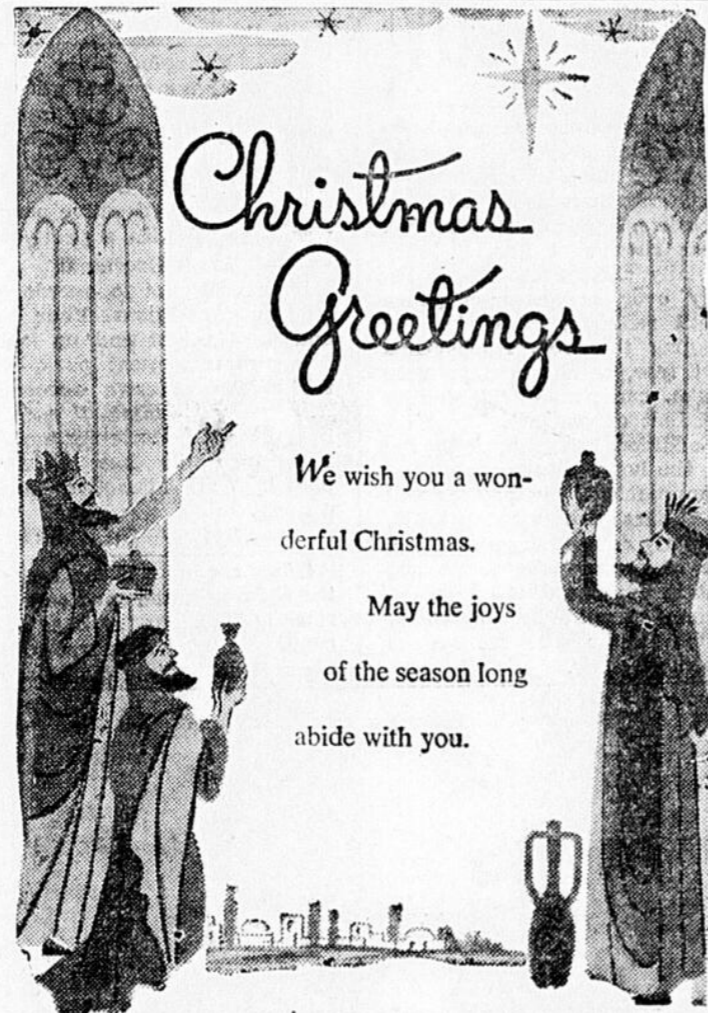
God? Surely God. You knew it all the time. The Christmas spirit doesn't come from Santa, nor does it come to any man as a present. It comes only when each of us, though we may have been careless or forgetful, reaffirm our faith in His presence and goodness and so strengthen our hopes to be with Him forever and forever. Then we have the Christmas Spirit, the most wonderful feeling in the world.



Heigh ho! Happy Holidays

DURANCEAU SUPER MARKET
L. DURANCEAU, Prop.

206 Salaberry Chateauguay Basin



Christmas Greetings

We wish you a wonderful Christmas. May the joys of the season long abide with you.

LEFEBVRE PHARMACY
PRINCIPALE ST. CHATEAUGUAY



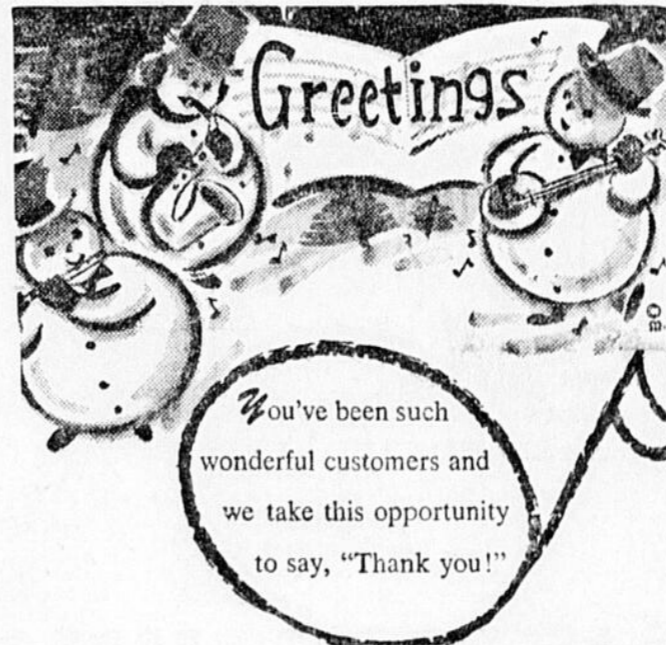
GARAGE PHIL THIBAUT
Principale St. Chateauguay

Greetings to all!
It certainly is a great pleasure to serve fine folks like you!



Merry Christmas and all good wishes

JEAN DESJEANS
Normand Blvd. Chateauguay



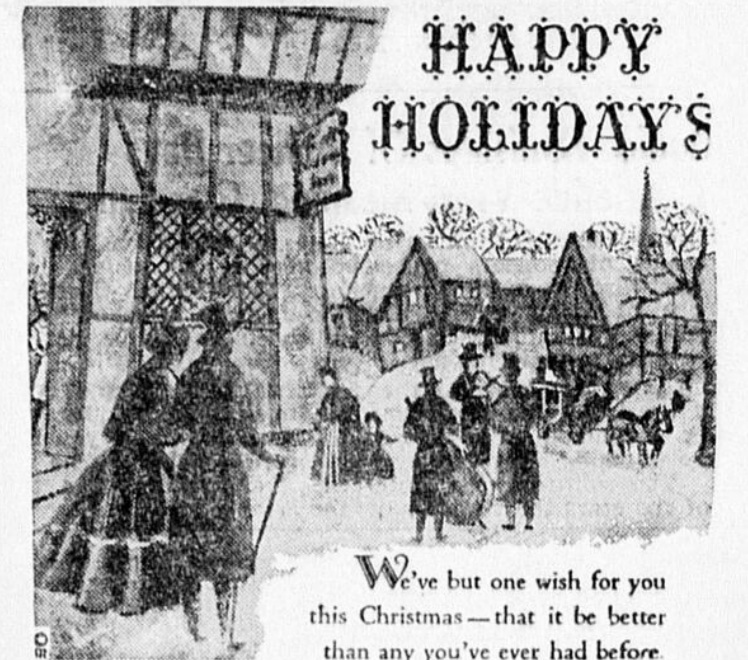
Greetings
You've been such wonderful customers and we take this opportunity to say, "Thank you!"

JACKSON ESSO SERVICE
St. Jean Baptiste Road Chateauguay

CHRISTMAS IDEAS
Is your Christmas budget running low? Here are three excellent gift ideas that cost very little more than the time it takes you to make them.
1. Copies of favorite recipes can be put on file cards and made into a scrap book.
2. If there is a flower lover on your list, carefully selected bulbs and seeds would make an ideal gift. Bulbs can be packed in small cookie boxes or old egg cartons, covered with gay wrapping paper.
3. One group of gifts can be certificates of service such as baby sitting coupons.



May all the joys and pleasures of the Yuletide be yours this Christmas.
RENE BRAULT
GROCER
Chateauguay Station



HAPPY HOLIDAYS

We've but one wish for you this Christmas—that it be better than any you've ever had before.

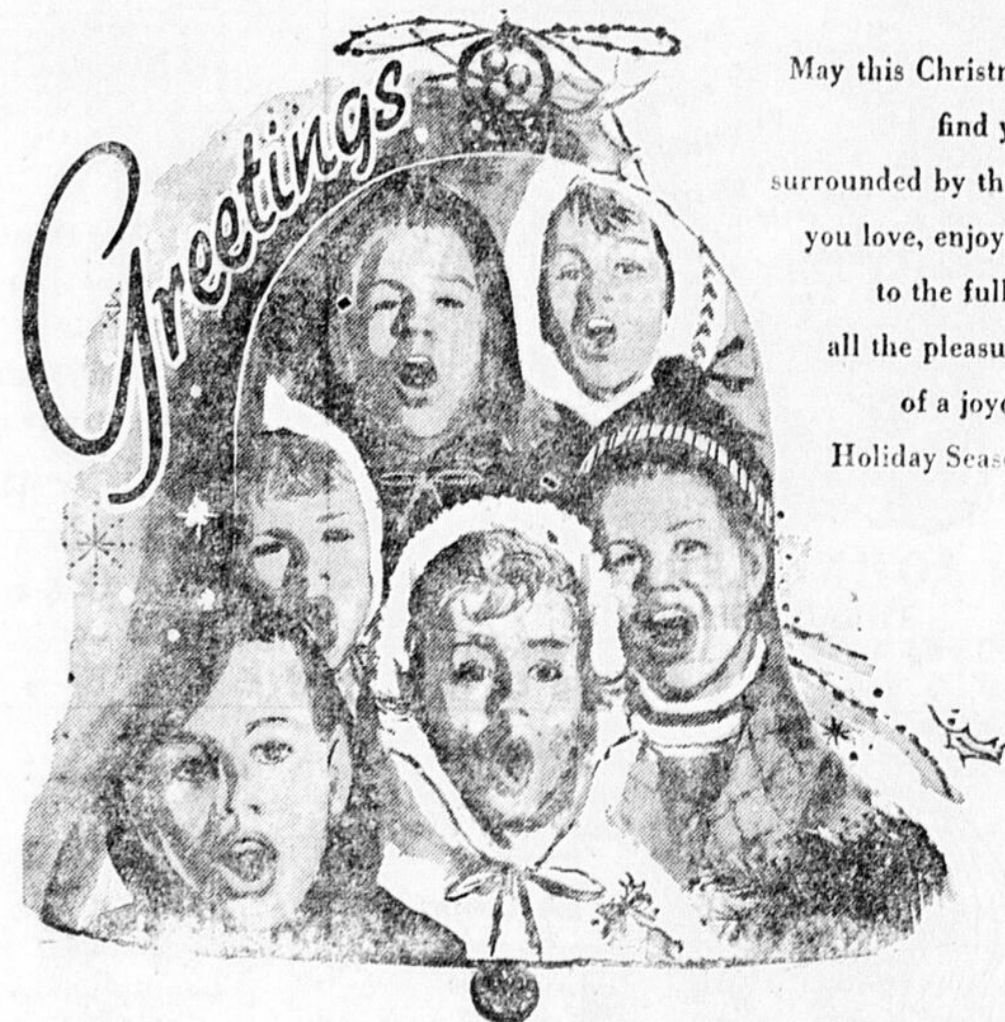
DESJARDINS WELDING
L. DESJARDINS, Prop.
29 Blvd. D'Anjou Chateauguay Centre



GREETINGS OF THE SEASON

Here is sentiment genuinely felt... May joy, health and happiness be yours this Christmas

GUY DESPAROIS LTEE
Principale St. Chateauguay



May this Christmas find you surrounded by those you love, enjoying to the fullest all the pleasures of a joyous Holiday Season.

RICHELIEU SHOPPING CENTRE

Beauharnois — L. Gatién	Hemmingford — Maurice Guérin
Chateauguay — Charles Laberge	Lacolle — H. McCallum
Howick — L. N. McWhinnie	Valleyfield — J. M. Dunberry

MERRY CHRISTMAS

Solitudes, Hardships Of Pioneer Days Gave Yuletide Vivid Meaning, Grandeur

Christmas on the frontier, as the new world and its humble people, made one feel that time had stood still. Christmas in those days somehow appeared much closer to that first Christmas. There was more meaning then in the words of The Book concerning shepherds in a certain country watching their flocks by night. The solitudes, the closeness of the stars the virginity of

On Christmas Eve the pioneer folks would gather in a crude little church or schoolhouse where children recited their pieces and sang songs about the birth of the Christ Child. Santa would hand out most-often bar sacks of candy, a golden orange or an apple to each one, and childhood rapture would make that meager offering truly a gift of gold and frankincense. Homemade sleds and sleighs skimmed over the snowy countryside with sleigh bells jingling accompaniment to the caroling of "Jingle Bells, Jingle Bells."

Except in the forest region, few children enjoyed the sight of a real Christmas tree. But always they hung up their stockings, an old custom of their forefathers. It was a lucky boy to awake Christmas morning to find a new jack-knife in his stocking; a lucky girl who received a string of beads or a calico doll from Santa Claus. But that doll, made from spare strips of bright cloth, probably was more treasured than any modern doll that can say "Mama", go to sleep and perhaps requires a diaper.

Children who received a slate pencil or a shell-box, a little affair covered with shells and containing a small mirror were the special favourites of Santa.

Popcorn Taffy

For goodies, no Christmas was complete without its pans of popcorn and ropes of molasses taffy. In rare cases there might be a bag of candy. In the isolated cabins it wasn't so easy to gather with one's neighbours to celebrate. There were wolves in the timber and being caught in a sudden storm on the pioneer trails spelled death.

Christmas in some places meant a bobbed ride or perhaps a square dance, often followed by a turkey dinner costing twenty-five cents. Gifts, if any, generally were in the form of homemade boots. For the women there might be a piece of intricate handiwork to which some enterprising friend had devoted her spare time for months. Throughout the holiday season a candle burned in the attic window, guiding late-faring travellers to shelter — the Star of Bethlehem on the frontier. But with all, these hardy folks had as much fun as their great-grandsons and daughters, who again this year will celebrate by exchanging elaborate gifts, dancing to name-bands, feasting with



DECORATING TIPS

You don't have to spend all your money to have a beautifully-decorated home at Christmas. Use ingenuity. Make most of your own decorations. In addition to the savings, you'll find that it's fun—and highly satisfying. For example, stir up your own tree ornaments in a mixing bowl. Combine plastic starch and laundry detergent to make a stiff mixture. Then make frosty icicles by dipping bobby pins into the mixture. A loop of string tied through the closed end of the bobby pin serves as a handle for the dipping and as a hangar to put it on the tree.

Burned out flash or light bulbs make lovely tree balls if painted in gay colors. Stick on colorful seals, sequins, or ribbons for a finishing touch.

Popcorn strings, an old favorite, are colorful Christmas-tree ropes if you pop the corn two or three days before stringing, and dip it in a thin sugar syrup colored with vegetable coloring.

Save lids from paper ice cream cups, then trim by pasting on colored designs cut from old Christmas greeting cards. To hang, slip a paper clip or wire through a hole punched in the tab of the lid.

Wrapping Hints

Do you have trouble gift-wrapping such items as vases and bottles? If so, aluminum foil will solve your problem. The foil molds easily to the shape and makes a very attractive package when set off with a pretty bow.

Don't Overdo It

Be careful not to overdo your outdoor decorations. Your house and yard might end up looking like an amusement park. Even the most expensive decorations will have this effect if not used in good taste. Harmony and simplicity are the key words in planning an attractive outdoor display.

MAKE CANDLE FIT

Often a candle is too large for the opening in the candlestick. To remedy this, dip the base of the candle in very hot water, then press it gently into the holder.



LET'S KEEP THE Christmas

The Bible says: "God so loved the world that He gave His only Son."

As we prepare to celebrate another Christmas, how many of us remember these words—or are our thoughts too completely occupied with a present for Uncle John and Aunt Susie, with the preparation of lavish and expensive decorations; with the table settings for a sumptuous feast?

God did so love the world . . . that He gave us this day that we call CHRISTMAS. This He gave us; nothing more. He did not supply the traditions; He spoke not of holly and mistletoe, nor of food and feasting. The many things that have come to be associated with the observance of Christmas—by

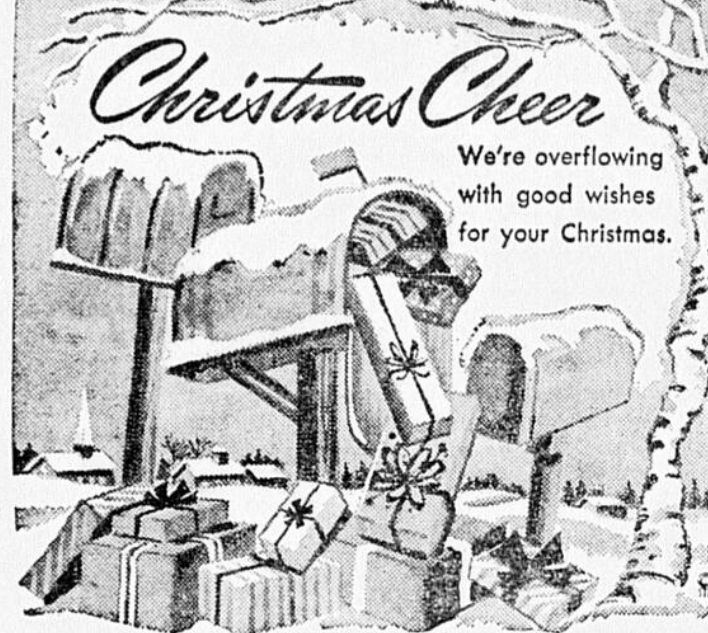
all too many people—have been added through the centuries. The sad part of it all is that some have become so fascinated by all the embellishments that they have lost sight of the true meaning of Christmas: Christ's birthday. The day on which Christ was born. The day of the Redeemer. A Holy Day. A Spiritual Day. Let us keep our bright Christmas trees, the colored lights, and deck the halls with boughs of holly. Let us set a table that would please the palate of a king. But, with it all, let us find the time to search hopefully for the joy and peace that was Christ's purpose when He was born and when for thirty years and three He walked the face of earth, the highest example of life as a mortal being.



May you have . . . a joyous Christmas

LABERGE ELECTRIC

51 YOUVILLE CHATEAUGUAY



Christmas Cheer

We're overflowing with good wishes for your Christmas.

J. J. PROVOST SERVICE CENTER

Principale St. Chateauguay



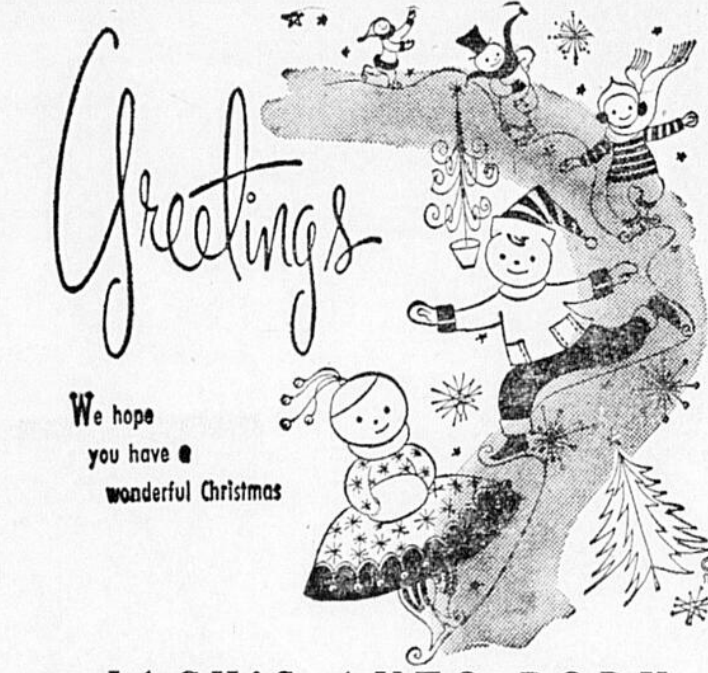
HOLIDAY GREETINGS

"Merry Christmas" . . . in these two words we wish to express our appreciation for your unwavering goodwill and friendship.

MAC'S SUPERETTE

R. McGLASHAN

74 Riverside Drive Chateauguay Station



Greetings

We hope you have a wonderful Christmas

JACK'S AUTO BODY

Route 4 Chateauguay

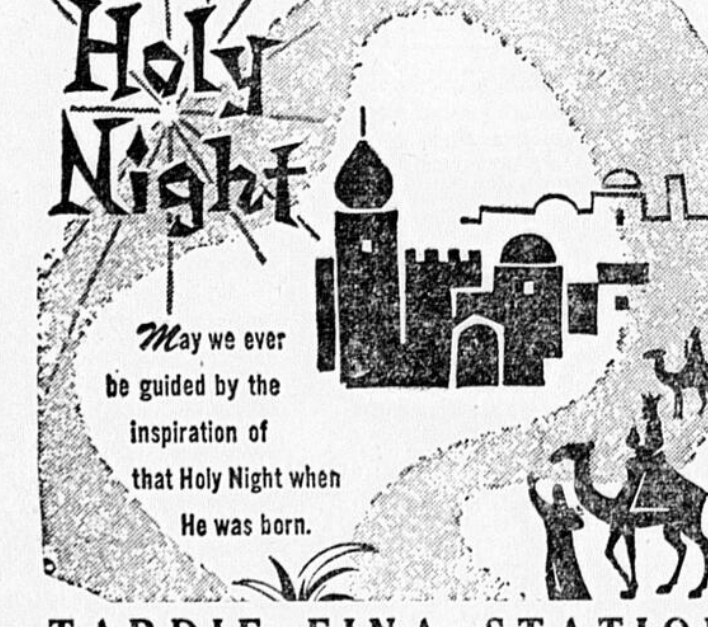


To all our friends and patrons, we extend our warmest greetings for a joyous Holiday Season.

JOHN MERCER

TEXACO SERVICE

Routes 3 and 4 Chateauguay

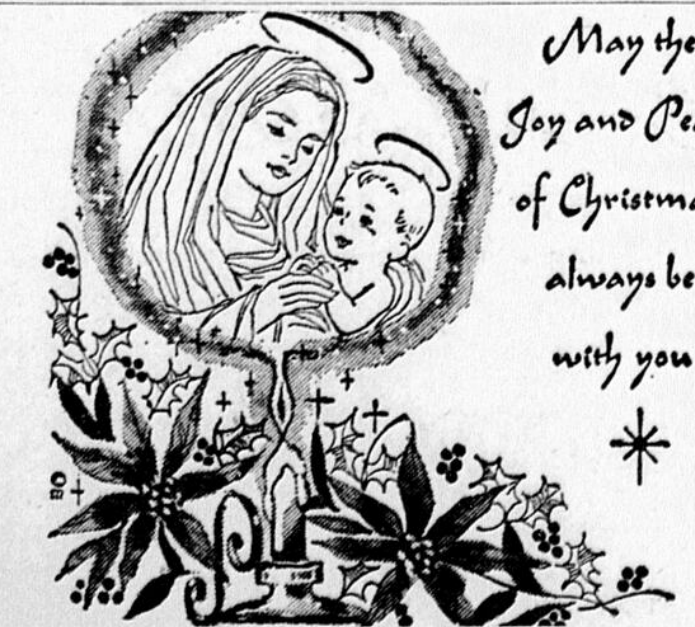


Holy Night

May we ever be guided by the inspiration of that Holy Night when He was born.

TARDIF FINA STATION OXFORD TAXI

Routes 3 and 4 Chateauguay



May the Joy and Peace of Christmas always be with you

LABERGE STORES

220 Salaberry Chateauguay Basin 119 Youville Chateauguay Station



Peace and Joy

T. HEBERT SERVICE STATION

CHATEAUGUAY PARK

CHRISTMAS

is the most wonderful time of the year . . .

a time of giving and receiving . . .

a time of joy and good cheer . . .

a time when the spirit of goodwill

fills men's souls.



At no other time during the year do any of us derive the pleasure, satisfaction and contentment we receive from the joys of Christmas. The pleasant associations of friends and loved ones, the spirit of good feeling and love for our fellowman are in evidence everywhere and from these associations comes a stronger confidence in those around us. Christmas is important! It is the season of sincere good will, the spirit which should go with us three hundred and sixty-four other days of the year. Let us each pledge ourselves toward this goal.

Merrill E. Barrington

M.P. for the Constituency of CHATEAUGUAY - HUNTINGDON - LAPRAIRIE



MERRY CHRISTMAS



Christmas Recipe

Take equal amounts of joy and peace; mix well until thoroughly blended. Spread evenly across the whole world. Add equal amounts of faith and hope. No other ingredients are needed, except, perhaps, a prayer to insure there will be a generous share for all.

SAND OR SALT THAT ICY WALK?

Sand, instead of salt, is recommended for icy walks and driveways because salt washed off into surrounding soil can cause damage to trees, shrubs and flowers. Sand tracked into the house may be a nuisance, but it will not stain floors and rugs as salt will.

Chatelaine Institute.

COMMUNITY TREE

The custom of community Christmas trees, which will be observed this year by thousands of towns and cities, started in 1909 in Pasadena, California, when citizens erected a tree on Mount Wilson. The first National Christmas Tree was set up on the Capitol steps in 1923 and came from Vermont.

The tallest Christmas tree on record was erected by the Northgate Community near Seattle in 1960. It was 221 feet tall when cut. After trimming, it weighed 25 tons and towered 212 feet in the air.



SANTA A LADY? . . . That's good for a laugh, even to the Japanese. When 14 Santa Claus uniforms arrived at the American Red Cross Far Eastern Area warehouse in Tokyo, Miss Margery Tonge, an ARC employee from Australia, tried one on and got a big hearty "Ho-Ho-Ho" from two Japanese warehouse workers. The suits, destined for use at ARC Christmas parties in U. S. military hospital wards in Japan, Korea, Okinawa and the Philippines, were made by Red Cross volunteers in Baltimore, Boston, Toledo, Washington, D. C., and Youngstown, Ohio.

Christmas Music

Many are aware that the famous hymn "Silent Night" was written by Joseph Mohr, a German priest, but the origin of some of our other Christmas music is not so well remembered. "O Come All Ye Faithful" is a Portuguese hymn written in the thirteenth century. "Hark the Herald Angels Sing," and "Joy To the World" were written by Englishmen, Charles Wesley and Isaac Watts, respectively.

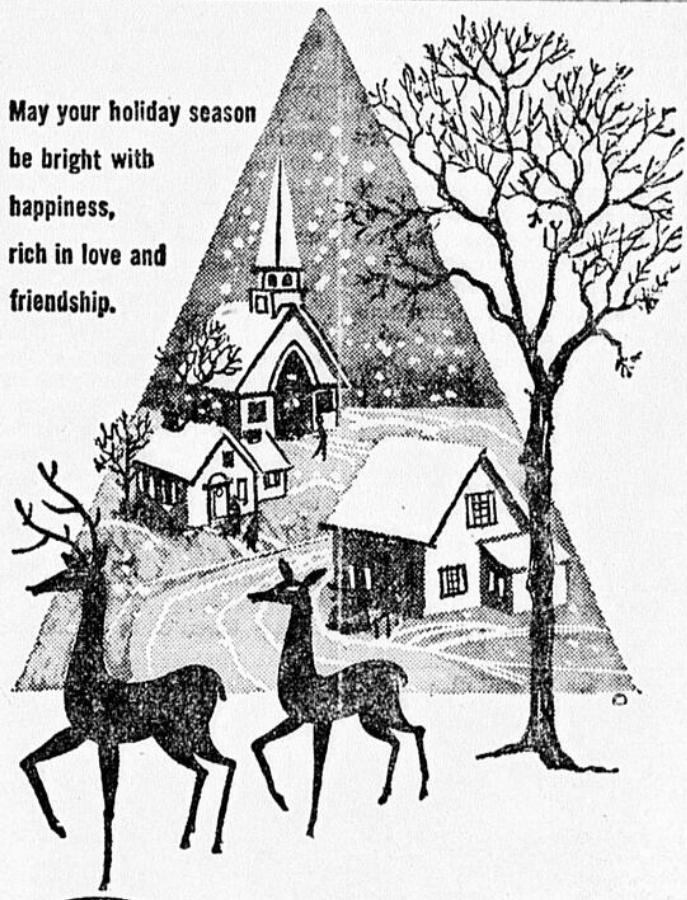
TREE CUSTOMS

The Christmas tree custom was started in the United States by Hessian soldiers fighting with the British Army in 1776. German immigrants who later came to this country continued the custom as they had done in the "old country." Christmas trees were in general use in America by the mid-eighteenth century. The first White House Lawn Christmas tree appeared in 1923, placed there by President Calvin Coolidge.

Give Toy Box

The do-it-yourselfer who is handy with hammer and saw can come up with a good, personalized gift for his favorite youngster—a box to hold all the toys he will receive from others. Both the child and the parents will appreciate a toy chest large enough to hold the Christmas collection. For those not so handy with hammer and saw, an unpainted chest can be purchased inexpensively; a couple of coats of enamel will make it bright and the name stenciled on the front adds that "personal" touch.

May your holiday season be bright with happiness, rich in love and friendship.



Greetings
THE CANADIAN BANK OF COMMERCE



We wish a Merry Christmas to all
ROBERT GUERIN
RADIO & T.V. REPAIRS
Ormsdown



May we extend to you our very best wishes for a Holiday Season rich in happiness and joy.

F. C. MOORE
HUNTINGDON



Season's Greetings

Triumphantly, the songs ring out, heralding the happiness, the glory of Christmas. We're wishing that the season will be a warm and merry one for you and yours.

ZEPHYR TEXTILES LIMITED
ORMSTOWN



GREETINGS
for Christmas, with our thanks to you for your patronage. Have a wonderful holiday season!

EARL FOURNIER
Lumber and Construction Inc.

24 Lake St. Huntingdon

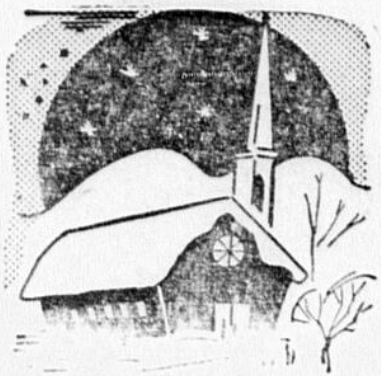


Greetings of the Season

And happy, hearty holiday wishes to all our friends and patrons. We hope you enjoy many festive hours, and many quiet ones, too, in the company of your dear ones. It's a pleasure to serve people like you, and we most sincerely thank you for your loyalty and good will.

THOMPSON'S TOBACCO SHOP & SNACK BAR

CHATEAUGUAY ST. HUNTINGDON



MERRY CHRISTMAS



Christmas In Spain

On Christmas Eve in Canada, millions of stockings will be "hung up with care," while their

owners wait impatiently for the dawn and the chance to see what Santa has left.

In Spain on Christmas Eve, the scene will be the same,

except that, instead of stockings, there are shoes. And it won't be Santa Claus who fills them, but the Magi.

According to a well-loved Spanish folk tale, the Wise Men go each year to Bethlehem to pay homage to the infant Christ. As they pass through Spain, they find the children's shoes placed on the window ledges or balconies, filled with straw for the Wise Men's horses. In the morning, the straw is gone, and, in its place, gifts of sweets and playthings for all good children.

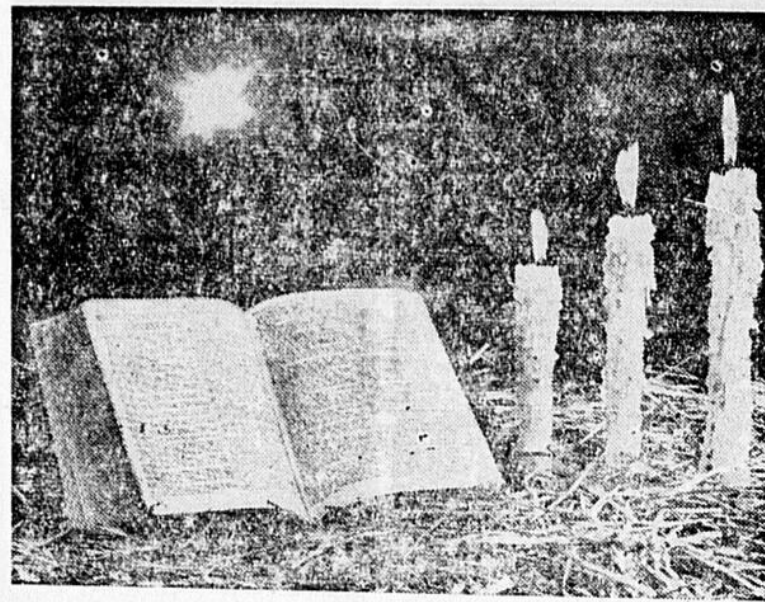
In Madrid, men and boys bearing torches, bells and tin cans, go out to the gates to meet the Magi. One of the group carries a ladder, upon which he climbs from time to time, to see if the Wise Men are approaching. And, in the last rays of the setting sun, it seems to childish eyes as though the solemnity of the Magi, with their blazing torches and gem set crowns, was really there before them.

Whether it be Wise Men or Santa Claus, the Christmas world of children is wonderful. It is, as Christmas should be — a world of enchantment!

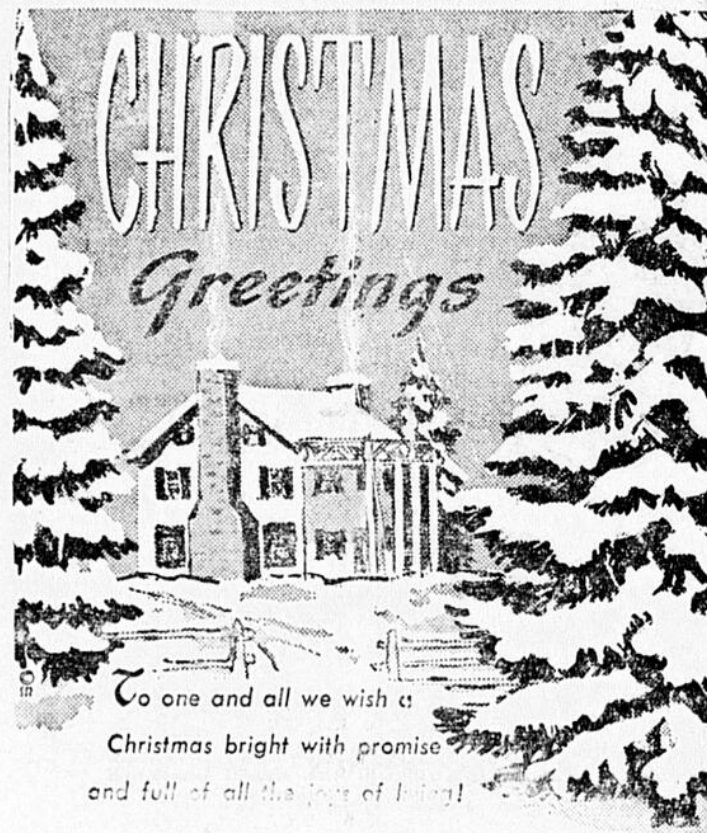


May the joy of Christmas surround you and yours!

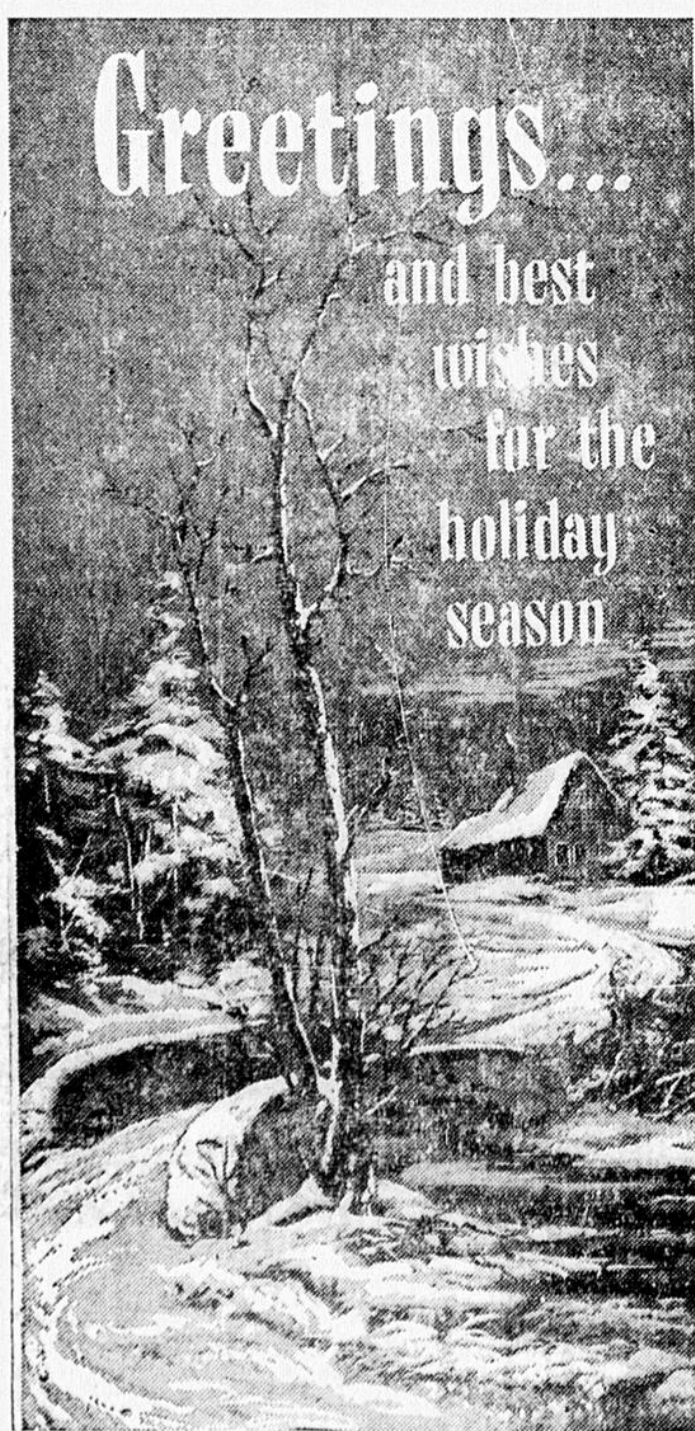
ST. FRANCIS ROD and GUN CLUB
PORT LEWIS



CHRISTMAS SPIRIT . . . The magic of photography, through a well-planned double exposure, captures the spirit of Christmas on film. After the first exposure of the bible and candles, a second was made of a masked light bulb. Small gauge screen wire placed before the lens produced the star's points.



HIGHWAY SNACK BAR
E. BUTON, Prop.
HIGHWAY NO. 4



THE CHATEAU
HUNTINGDON, QUE.



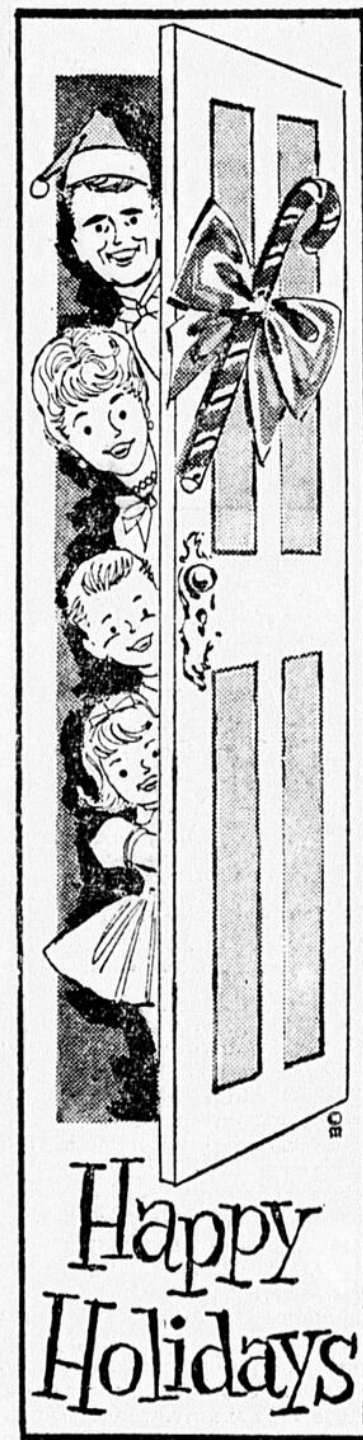
How bright are the lights that shine at Christmas; the colors of the rainbow, the forest and the lake. They shine and they beam, they blink and they beckon; their reflections are captured in plate glass and passing car windows. But where are they brighter still?

Capture, if you will, the reflection in the eyes of the very young . . . eyes so alive with excitement and anticipation, so full of joy and brimful of hope and eagerness.

Christmas lights the eyes of the young, but it is not a mere reflection. It is a light that comes from deep within, from the realization that there is something deeply wonderful about the season of Christmas; that there is a significant meaning about to be grasped and yet to be realized.

This is the light that shines in the eyes of the young. It is hope; it is anticipation—and eagerness—to grasp the meaning of Christmas, completely, fully.

May the true spirit of Christmas come to each and every one.



Harold P. Higgins
Licensed Auctioneer
Huntingdon

BUSINESS GIFTS

Modest Gifts In Good Taste

Formed last year by a group of sales managers interested in clearing the air relative to the subject of business gift buying, the Business Goodwill Advisory Council, has taken the first significant step in this direction.

In a folder entitled "Business Gifts At Christmas—Good or Bad?", the organization set forth seven basic "Keys to Success" in the selection and distribution of business gifts. The rules developed by BGAC are:

1. Keep your gifts of modest value in relation to the importance of each recipient as an employee, prospect or customer. Extravagant gifts smack of bribery.
2. Choose your gifts individually, considering the tastes of each group of recipients, or preferably, of each individual recipient.
3. Choose only high quality gifts that are useful, durable and dependable.
4. Personalize each gift, if possible, with the recipient's name or initials.
5. Package each gift attractively and securely.
6. Accompany each package with a personal note, greeting

card or at least a special gift label.

7. Deliver each gift with a flair, if possible—personally or by special messenger—and preferably to each recipient's home rather than to his office.

The organization makes a strong point of the fact that "as a result of occasional abuses . . . some businessmen have made the mistake of forbidding their employees to accept business remembrances before realizing that such a public statement bars basic mistrust of the employees and inevitably results in very poor employee and public relations."

On the other side, detailed surveys have shown that "business giving is generally on the upswing; that the practice is definitely worthwhile, but it does depend on how it is done."

"The giving of well-chosen remembrances can be a highly rewarding practice," the survey concludes. "Goodwill generates easily and it generates best when the remembrance is presented in a truly thoughtful manner as an honest token of appreciation."



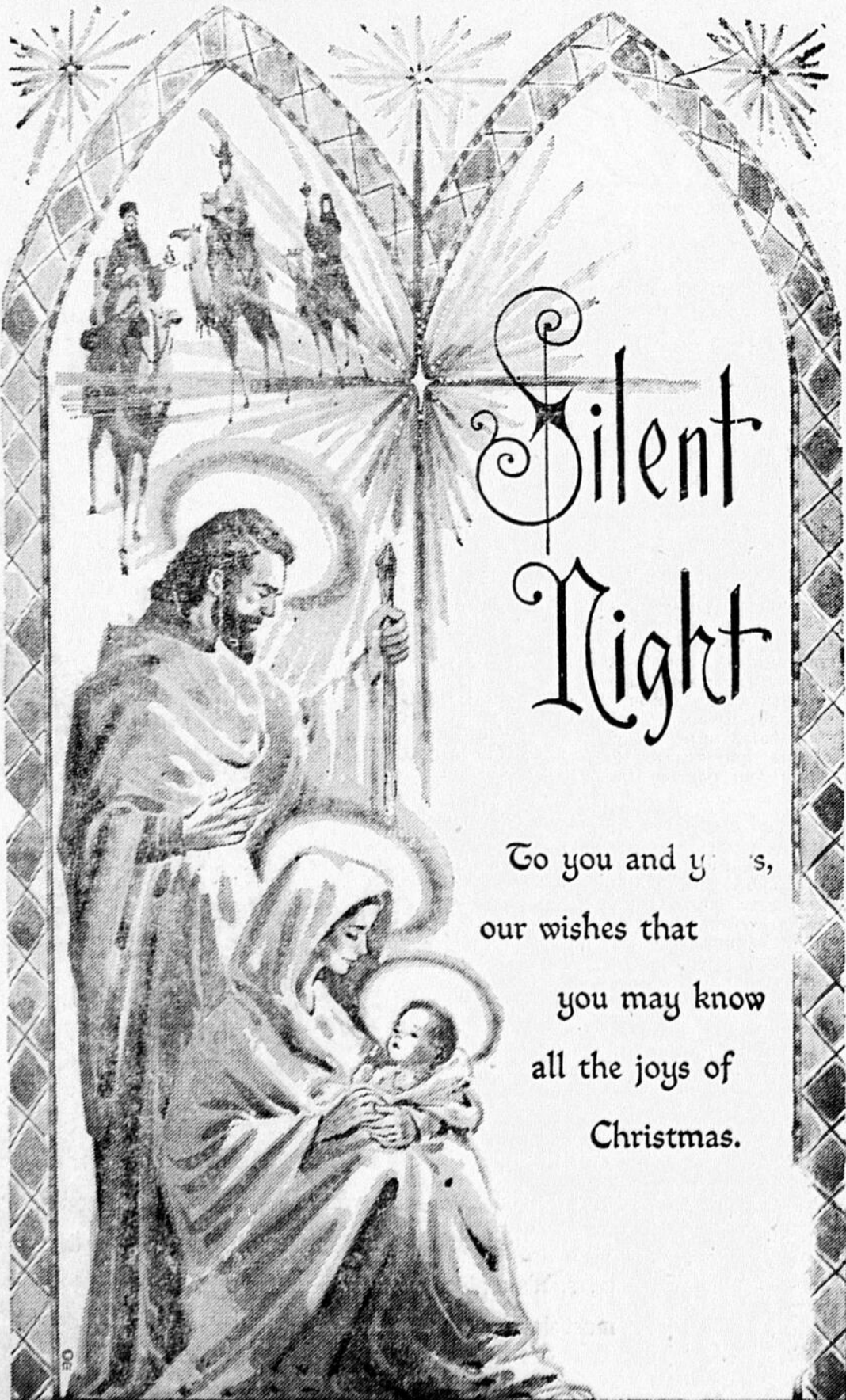
May all the joys of the Yuletide season be yours in great abundance!

ELITE DRESS SHOP
MRS. A. FAUBERT
Chateauguay St. Huntingdon



BANK OF MONTREAL
Canada's First Bank

Huntingdon Branch: GEORGE THOMPSON, Manager
WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1857



To you and yours,
our wishes that
you may know
all the joys of
Christmas.

JON PROUDFOOT
HUNTINGDON



RIVERSIDE MOTORS REG'D.
HUNTINGDON