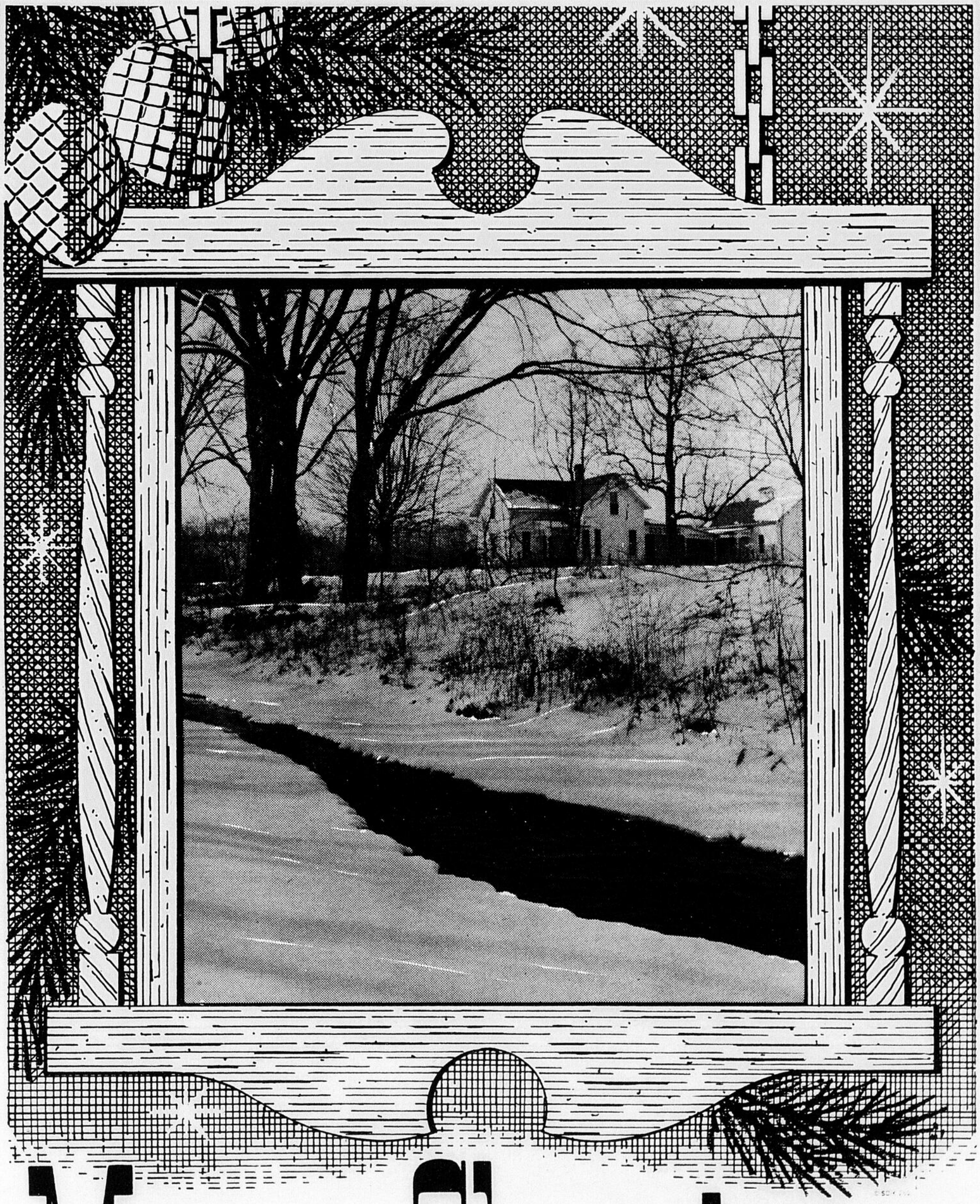
THE GLEANER

THE LEADING ADVERTISING MEDIUM IN THE CHATEAUGUAY VALLEY

HUNTINGDON, QUEBEC — WEDNESDAY, DECEMBER 18,1974



Merry Christmas



ROYAL TRUST

JANE BOOTH NORMANDE GREGOIRE JUNE STOCKBAUER

Quebec Shares Spirit Of Xmas

The traditional spirit of giving that's world-wide at Christmastime takes on a special form and meaning in French Quebec. This year, as every year, will see the enactment of a masquerade known as "La Guignolee," to benefit all the poor of Quebec.

"La Guignolée" was begun by the first French colonists who settled in Quebec. But historians date the custom to the Druidic rite which celebrated the arrival of a new year: the cutting — with golden scythes — and the gathering of mistletoe that grew in the sacred forests.

Dress Like Trappers

The French version of "La Guignolée" has been kept alive for modern Quebec by such organization as the St. Vincent de Paul Society. It involves a door-to-door collection for the poor by "Les Guignoleurs."

Since 1901, the role of "Les Guignoleurs" has been played by membres of the Commercial Travellers Club of Quebec, Inc.

These modern businessmen dress like the Canadian trappers of old, with their red knit caps and colorful sashes. Singing the song of "La Guignolée," they approach each householder with a long, red wollen stocking, to be filled by gifts for the poor.

"Les Guignoleurs" of early Quebec had a very different method of attaining their goal. Arriving at the homes of the villagers, they sang a song that asked for a contribution or threatened the abduction of the eldest daughter of the household.

Fights Did Happen

The master and mistress of the house, or someone representing them, then opened the door and allowed. "Les Guignoleurs" to enter.

Gifts were placed in a bag and later emptied into a cart that followed along behind them through the village, accompanied by a swarm of children and dogs.

Sometimes, when two different groups of "Les Guignoleurs", met, a fight ensued and the treasures of one cart would fill up the cart of the winners.

Aiding the Needy

Originally food and clothing as well as money was collected. But for the past twenty years it has been only money, and the generous people of Quebec have contributed as much as $30,000 for the poor.

The money is deposited in a bank, and checks are issued to the parish priests of the city, who use the money to aid all the needy, regardless of religious denomination.

Surprisingly enough, the British Victorians were the folks who introduced the custom of kissing under the mistletoe at Christmastime. Who says they were straitlaced?

WAXY BAYBERRIES

The settlers of our country found that the bayberry gave off a wax that would make fine candles. Since animal fats were important as food and for other uses, it was the bayberry candle that was used as much as possible. It was usually the task of the children to gather the berries.

Candles have always been associated with Christmas and many legends give them a place in the observance of the holiday.

In Ireland, for instance, on Christmas eve a large candle was burned which could be snuffed out only by one named Mary.

An old verse repeats the tradition, that burning a bayberry candle on Christmas eve would insure one of a long and happy life.

To learn your luck for a year, they say,
Burn a bayberry dip on Christmas day.
If the flame burns bright and the light shines clear,
Good-luck will be yours through out the year.



RICHARD ALARY
ADVOCATE
HUNTINGDON



It's that time of year when Santa's gifts are given out. And when best wishes for a happy holiday are given out to one and all. Thanks for your patronage!

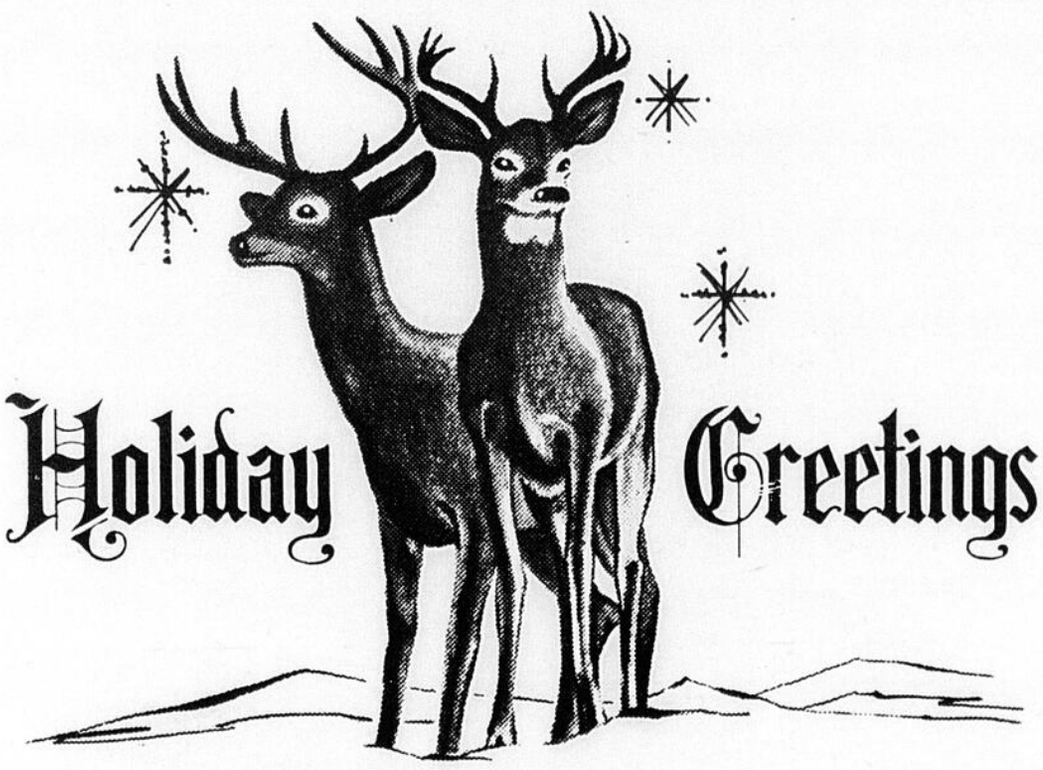
G. W. MURPHY
HUNTINGDON



Happy Holidays

Hope Santa puts some great gifts under your tree and that your joy lasts after the holidays!

MARCHAND
FRERES
THE HOME OF
BLUE GAS
HUNTINGDON



To our many wonderful friends and patrons, sincere best wishes for the holidays and a "Thank you!" for your patronage!

HELM & RENNIE REG'D.
BORDEN DAIRY PRODUCTS
HUNTINGDON
TEL 264-5064

"Gladelip Jul", "Hauskaa Joulua", "Good Jul" means "Merry Christmas" From Scandinavia

MONTREAL:— If Christmas in Scandinavia seems gayer more colourful and abounding in more traditions than elsewhere in the world, it's probably because the Scandinavians have been absorbed in celebrating it for 1000 years. The Chrismas spirit is kept alive a full seven weeks in Scandinavia, from the end of November to mid-January, and one yuletide is hardly over before preparations are made for the next, when everyone is wished a "Merry Christmas" again with "gladelig Jul" in Danish, "Hauskaa Joulua" in Finnish and "God Jul" in Norwegian and Swedish.

According to Scandinavian Airlines Public Relations Department here, each of the Scandinavian countries has its own Christmas traditions. The Dame has his "Juleman" (Yule man) who, many foreign children believe, lives in Greenland, while the Finn has his "Joulupukki", who comes from Korvatunturi, in far off Lapland.

The more familiar Christmas celebrity, however, is the gnome-like Nisse, as the Danes and Norwegians call him, or "Jultomten", as he is known in Sweden. He, too, comes by sleigh, but instead of coming down the chimney while all are asleep, he strides through the front door on Christmas Eve with gifts and kind words for children. The Nisse also is the guardian of the farm and is considered somewhat mischievous; therefore, Scandinavians prudently leave him the traditional rice pudding, either in the hayloft or, in the city outside the kitchen door.

Yuletide celebrations begin their feverish pace in Finland on "Little Christmas", the last Sunday in November, when Christmas trees make their appearance and it's time for parties, Christmas songs, ginger snaps and rice pudding. At the beginning of December, Norwegian restaurants feature the "Julebord" (Yule table) buffet and large parties gather for afternoon meals lasting for hours, with frequent helpings washed down with aquavit or the special beer sold at this time.

December 13, the Day of Santa Lucia, ushers in Sweden's Yule season. Families are awakened in the dark morning by the eldest daughter, who is attired in a white, flowing gown and a crown of lighted candles. To the strains of the old Italian melody, "Santa Lucia", she serves coffe, buns and cakes to commemorate a Christian martyr of the year 304 who later became a favourite of the Vikings because under the Julian calendar December 13, the day of her martyrdom, also marked the coming of lighter days.

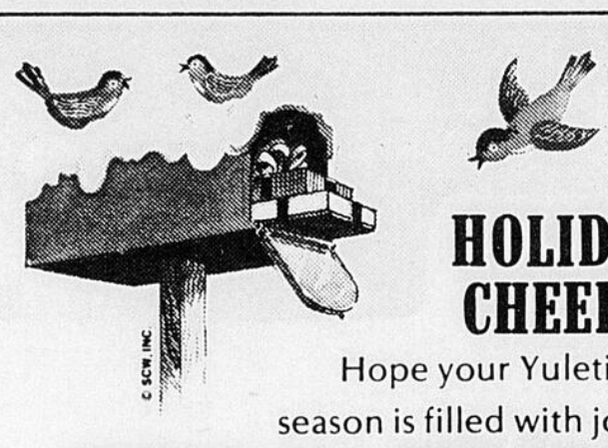
Officially, of course, Christmas begins throughout Scandinavia on December 24. Shops and offices close at noon, and streets are soon deserted. In Norway, children attend special afternoon church services while mother cooks her traditional dishes and father decorates the tree and puts the gifts under it. In Denmark, the whole family attends services before dinner. In Finland, the sauna, the Finnish bath, is kept busy as everyone prepares for the holiday.

The tree's decorations, even today, are likely to be homemade. In Denmark, gilded apples, walnuts and little paper cones and hearts filled with candies hang from the branches. In Finalnd, many homes suspend a plaited canopy of straw from the ceiling as a reminder of the circumstances of Jesus' birth. In Sweden litle goats of straw and brightly colored wooden Dalarna horses are decorations.

The main dish at dinner in Finland, Norway and Sweden is ham, often preceded by "lutefisk", which is dried cod, soaked in a lye solution, rinsed and boiled and served with a cream sauce and boiled potatoes. In Denmark, the traditional dish is roast goose stuffed with apples and prunes and served with red cabbage and caramel-browned potatoes. Rice pudding is featured everywhere, and hidden inside is an almond. Its finder will get married, have other good fortune or be awarded a prize, possibly a marzipan pig. There are numerous special breads, cookies and cakes, too.

After dinner, and sometimes before, all join hands around the tree, and gifts are exchanged. At the resort hotels, too, where many foreign visitors now come to enjoy their "White Christmas", there are presents for all the guests.

Early the next morning, all rise for church services. In Norway, this may mean rowing across the fjord to church.



HOLIDAY CHEER!

Hope your Yuletide season is filled with joy!

JERRY'S T.V. SERVICE

24A, LAKE ST. HUNTINGDON
TOWER, ANTENNAS, T.V.
MUSICAL SUPPLIES.



LAWRENCE CARRIGAN

SHELL SERVICE
HUNTINGDON



It's such a pleasure to say thank you to our many friends and customers at Christmas.

BERGEVIN

STATION SERVICE
HUNTINGDON.

SEASON'S GREETINGS

We wish to thank you for your patronage during the past year and to express our warmest wishes for a very Merry Christmas and New Year.

AQUARIUS TAVERN

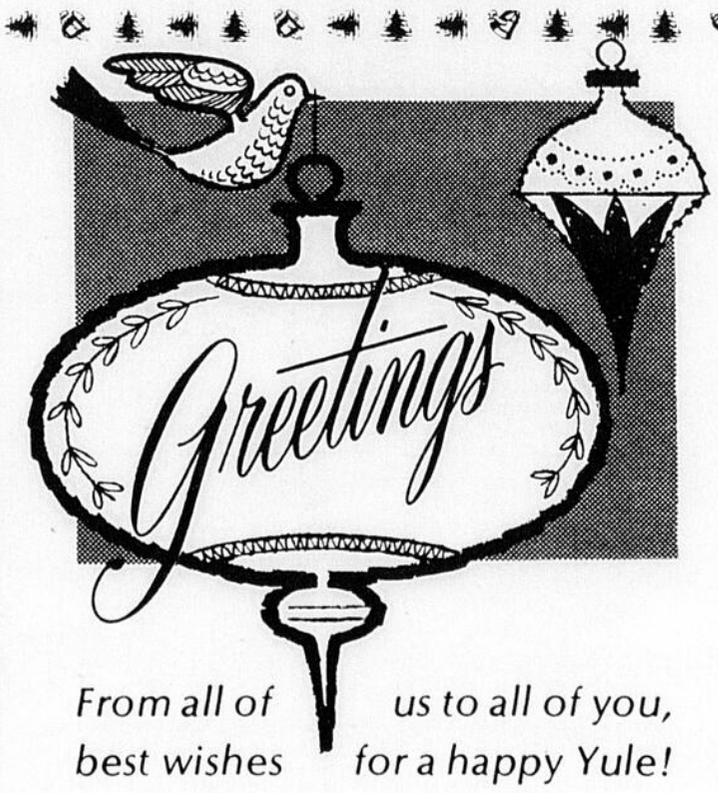
HUNTINGDON



Hope Santa "bowls" you over with his generosity . . . and that your holidays abound with happiness!

BOWLING VALDO

HUNTINGDON



From all of us to all of you, best wishes for a happy Yule!

MARCHE PLOUFFE

ROBERT PLOUFFE, prop.

FIRST 'XMAS CARD EARNED KNIGHTHOOD

"Who sent the first Christmas card?" is a question for which it seems likely, a completely accurate and satisfactory answer may never be found. Probably, the earliest cards were "do-it-yourself" projects — handwritten holiday greetings on hand-decorated notepaper.

Popular claimant for "first Christmas card" honors is the Cole - Horsley card, designed in Britain in 1843 by John Calcott Horsley, an artist, for Sir Henry Cole, director of the Victoria and Albert Museum.

Since the card showed a family group toasting the holiday with glasses of wine, the card supposedly stirred criticism by temperance adherents — even though the card also depicted "clothing the needy" and "feeding the hungry". However, another story has it that Sir Henry gained his knighthood as the result of the acclaim he received for sending the first Christmas card.

THE MAGIC PUMP

Poets write about it, singers cry about it, multi-million- dollar movies have been staged around it, and doctors view it with clinical detachment.

It's been left at the stage-door canteen in song. It has inspired patriotic fervor, such as Oliver Wendell Holmes:'

"One flag, one hand, one
one hand,
One Nation evermore!"

It has caused more aches than any other organ of your body.

Have you guessed it yet?

It's your heart.

During this holiday season it is a particularly susceptible target. There is the emotional feeling inspired by the spiritual meaning of Christmas. There is the heart-warming experience of sharing the Yule spirit with family and friends. There is also the danger of belaboring an already hard-working organ with overindulgence in food and drink.

Did you know that your heart is a bundle of muscles weighing less than a pound, and no larger than your fist. In effect it is a pump, and almost magical in its ability to work 24 hours a day, every day of your life. To get an idea of how it works clench your fist, open it and then clench it again. If you open and close your first again and again, at the rate of a little more than once every second. your muscles will feel tired after only a few minutes.

Your heart, however, does this contraction and dilation at an average rate of 72 times a minute, every minute of the day. This adds up to approximately 100,000 times each 24 hours of nearly 40,000,000 times a year. The only rest it gets is the fraction of a second pause between beats. The work done by your heart is phenomenal. Each day it pumps the equivalent of a railway tank car load of fluid through a complicated series of elastic tubes.

The work done by your heart is about equal to the work you would perform if you lifted a 10-pound weight three feet off the ground and repeated this task twice every minute for your entire life.

If you could look into the inside of your heart you would see four chambers — two at the top called atria and two at the bottom called ventricles. By tracing the paths of the blood through the heart, we see that this organ actually is a double pump.

The veins carry the "used" blood into the right side of the heart where it is pumped to the lungs. Here it gets rid of the waste gases which it has collected from all parts of the body and replenishes its supply of oxygen.

HE PROTECTED ROBBERS

Legends about St. Nicholas are many, but they all relate in some way to his reputation for generosity. Pawnbrokers took him for their patron, and robbers looked to him as their protector. In the Middle Ages, robbers were sometimes called Knights or Clerks of St. Nicholas, says the New Book of Knowledge.

COST WAS HIGH

When Christmas greetings cards first came into their own in the United States, about 1875, some of the more elegant cards were encrusted with blown glass frosting and sold for as much as three dollars each.

CHRISTMAS TOO MERRY

Christmas celebrations once were so rowdy that the Puritans in England in the early 1640's legally forbade the observance of Christmas, reports World Book Encyclopedia



To all our customers, best wishes for a Merry Christmas. We thank you warmly!

J.L. TREPANIER ASSURANCES

66, CHATEAUGUAY HUNTINGDON

185A, VICTORIA, VALLEYFIELD



May your Christmas tree be gay with decorations, and your home be bright with warmth & laughter! Sincere greetings from all of us at

RIVERSIDE MOTORS LTD.

HUNTINGDON

Merry Christmas



Coming your way with greetings of the season! May it be lighted with both love and laughter!

CANADA DRIVE-IN

HUNTINGDON



We wish you and yours the happiest of holidays!

SALON HELEN DORAIS

HUNTINGDON

TEL. 264-2029

Merry Christmas

The best of hopes are extended to you for a warm, happy holiday with friends you hold near and dear. And it is time to thank you for your loyal patronage.

JEAN BRUNET

ACCOUNTANT

HUNTINGDON



At Christmas, a special prayer: May mankind be blessed with "Peace on Earth." And a special wish: May your personal Christmas be a most happy one.

K. M. FERNS

HUNTINGDON



BOTH ELEMENTS THAT LED TO TODAY'S Christmas tree — the Paradise Tree and the Christmas Lights pyramid — are shown in this antique Christmas card of the 1880's. The card was published by Opbacher Brothers of Munich, Germany, and is part of the Hallmark Cards Historical Collection.

Kubla Khan Inspiration For White Gift Sunday

This is the season when people are most easily taught the spirit of St. Nicholas, the generous nature which has again swept over the world this December.

Very little seems to have been accomplished by the bathrobe dramas that have sent countless boys down church aisles carrying gifts to represent gold, frankincense and myrrh. Christmas has been a beautiful symbol, but the good news has all been left to the angels. When the spirit of generosity is expressed, not in symbol but in fact, something of the Christmas meaning begins to take shape.

A clergyman's wife found out in 1904 when she added White Gift Sunday to the church festivities. She came upon a legend which told the story of a birthday celebration in the court of Kublah Khan. In his honour, all the gifts and decorations were white.

Many churches still celebrate White Gift Sunday, but it has become a presentation of canned goods and other gifts supplied from parents' well-stocked shelves. It all is turned over to some anonymous individual or organization to distribute. No mention will be made of service, or personal involvement.

Rosemary, dedicated to remembrance, is almost forgotten. In earlier days its silvery fragrance mingled with that of the holly, mistletoe and ivy in every home.

There are two variations to the Christmas legend concerned with rosemary. In one story, when the Christ Child's laundry was spread over a rosemary bush to dry, the plant instantly became evergreen and aromatic. In another version, it was the Virgin's blue cape that was spread to dry, and the white flowers of the herb became blue.

SEASON'S GREETINGS



Ringing in with good wishes for you at Christmas!

Hope your holidays will be filled with good cheer.

UNIPAR INC.
AUTO PARTS
HUNTINGDON

Christmas Cheers



It's time to trim the tree, wrap the presents and deck the halls, but we want to stop long enough to wish you and yours a Merry Christmas.

TREMBLAY RESTAURANT
Albert Cadoret, Prop.
HUNTINGDON

La Cremerie Revelation

Huntingdon

EXTENDS ITS BEST WISHES
FOR
CHRISTMAS AND THE NEW YEAR
TO ALL THEIR SUPPLIERS
AND CLIENTS

COOPÉRATIVE AGRICOLE DE GRANBY



Good cheer to all our friends! We'd like to thank you for your patronage in the past ... we hope to serve you again in the future.

ACCOMODATION D'AOUST GROCERY
Beer & Cider
15A Chateauguay St.
Huntingdon

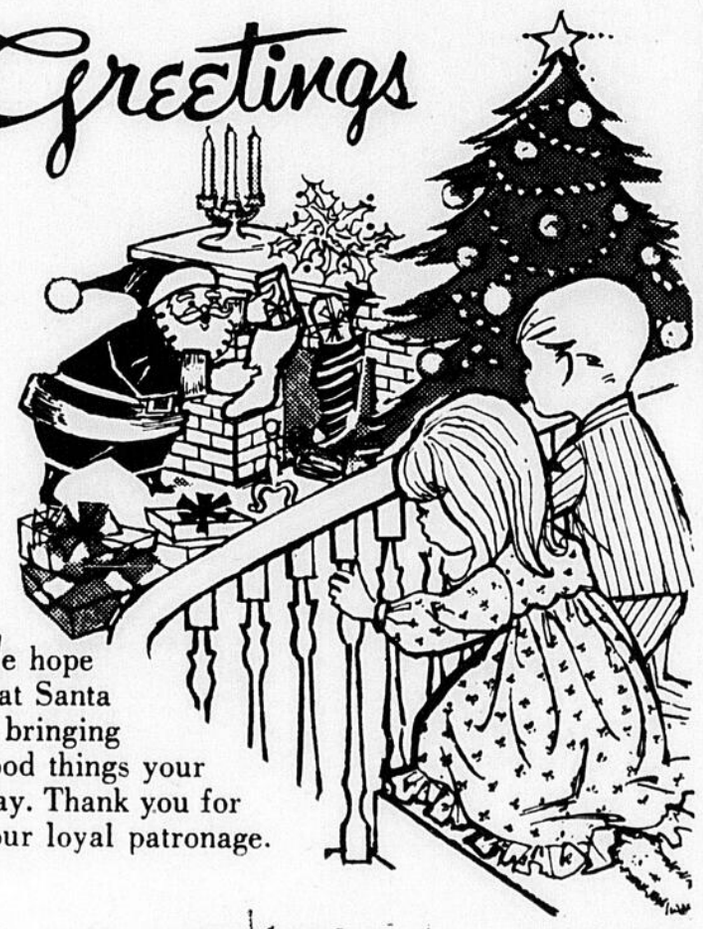


In the spirit of friendship and good will that is Christmas ... we thank our many customers for their continued patronage!

To all, our sincere wishes for holiday joy!

ROYCE RUDDOCK
General Merchant
Dewittville Tel: 264-5840

Greetings



We hope that Santa is bringing good things your way. Thank you for your loyal patronage.

CHATEAU
HUNTINGDON

Yuletide Meals Were Huge Fare

Christmas dinners in Canada in the early days did not lack variety. Judging from an account of an early seventeenth century feast in Quebec it might indeed appeal to a gourmet. The following description is given of the meal:

"There were cakes of corn bread, great kettles of eels, salmon and beans all boiled together and served in bowls. This was followed by rich meat soups thickened with pounded nuts. Corn, peas and baked squash formed the next course. Then came great joints of roast venison, deep squirrel pies, baked wild pigeons, partridges, blackbirds and owls. For dessert there were cakes of maple sugar and a sweetmeat of nuts and sunflower seeds with a sauce made of dried berries and boiling water".

A Christmas meal at Fort Edmonton in 1847 included boiled buffalo meat, dried moose meat and buffalo tongue. Beaver's tails, roast wild goose and whitefish were also served Piles of potatoes, turnips and bread graced the centre of the table.

For the huge Christmas dinner that took place about the same period at the home of a prosperous Toronto family preparations had to be started well before dawn. It included four kinds of soups: oyster, chicken, gumbo and mutton broth. There were four boiled dishes: beef, pork, mutton, boiled turkey served with a sauce of melted butter. The vegetables were potatoes, carrots, turnips and onions. The main course consisted of seven different roasts — beef, pork, mutton and turkey as well as venison, chicken and goose.

* * *

Singing Carols

With voices lifted in harmony for "Silent Night," "The First Noel" and other beloved songs, today's carolers carry on a Christmas custom that originated centuries ago.

In the fourth century A.D., St. Basil was praised with a musical poem in honor of the fight for Christianity over the Byzantine emperor Julian. Later in Greece, legends of St. Basil were set to music and sung at Christmas and the New Year.

St. Francis of Assisi led the villagers of Grecchio in singing hymns of praise to the Christ Child when in the 13th century he created a manger scene in this Italian town.

Decorating Trees

The gaily decorated tree so much a part of Christmas has its counterpart in trees adorned with colorful trinkets during the ancient feasts of the winter equinox.

This pagan custom of decorating evergreens became associated with Christmas observances, and legends link it to the birth of Jesus. One such story says that on the night of the Nativity, all the woodland trees burst into bloom and bore fruit.

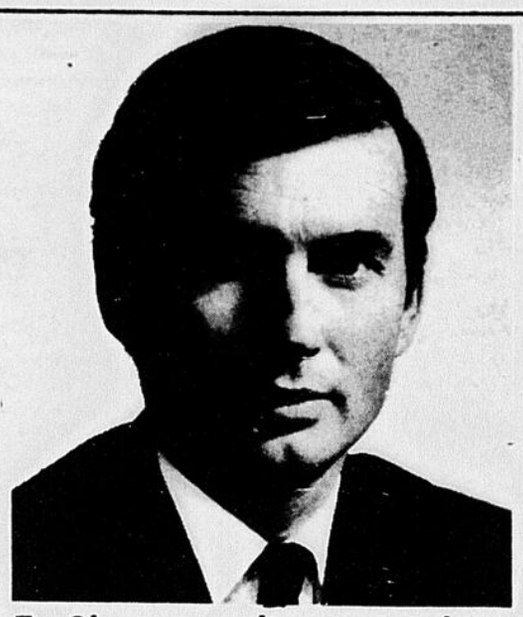
Wrapping Gifts

When German tradition is followed, unwrapping a Christmas gift can be an amusing but complicated process.

One gift may have many consecutive wrappings, each with a different name on it, and the final wrapping may reveal not a gift, but a card telling where the gift is hidden.

Other cards in other hiding places lead to a treasure hunt, ending in the discovery of the gift.

* * *



To Gleaner readers everywhere
I extend warmest Christmas Greetings
and my best wishes for the coming year.

IAN WATSON
M.P. LAPRAIRIE

Season's Greetings



The sounds of joy
are heard all
over the land
on this holiday.
We wish you and
those close to you a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

WALTER SMITH
M.P. ST. JEAN

MERRY CHRISTMAS
HAPPY NEW YEAR
TO ALL CITIZENS OF THE COUNTY OF HUNTINGDON



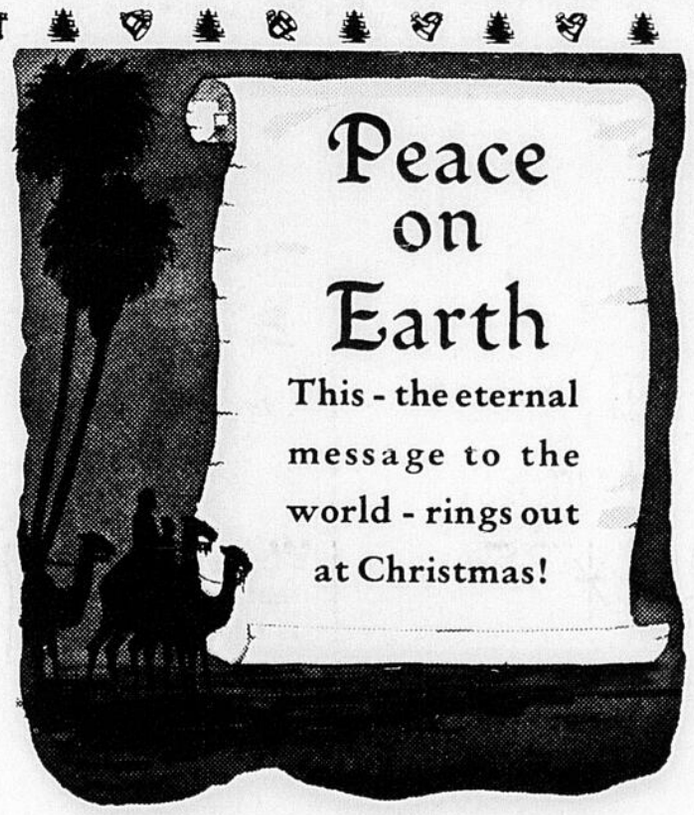
KEN FRASER
M.N.A.
Huntingdon County

Season's Greetings



To everyone, my
very best wishes
for a
MERRY CHRISTMAS
and may the year
1975
bring you
HAPPINESS
and
PROSPERITY

GERALD LANIEL
Deputy Speaker
Federal Member of Parliament
BEAUHARNOIS — SALABERRY



PILON & MENARD
NOTARIES
HUNTINGDON



Here's a wish we know will fit you perfectly: may your holidays be filled with good cheer from start to finish!

HUNTINGDON SHOE STORE
OMER SAUMIER, Prop.
HUNTINGDON

a lovable legend, bringer of gifts

Throughout history, Santa Claus has had many names, many origins. He has as many personalities as fertile imaginations through the ages can dream up.

The symbol of Santa Claus and other magical bringers of gifts is infinitely variable. In Europe the chief gift-bringers are St. Nicholas on his saint's day, the 6th of December; his Anglo-American descendant is Santa Claus; in parts of Scandinavia dwarfs and goats take his place; there is the Christ Child of the German Xmas Eve; the white-robed girl Kolyada in pre-revolutionary Russia arrived by sleigh on Christmas Eve with attendant carol-singers; and the Epiphany gift-bearers associated with the Magi — such as the Befana of Italy, Babouschka of old Russia, and the Tres Reyes Magos of Spain — all parade down through the centuries with essentially the same function — to bring gifts to good little boys and girls.

Santa Claus himself is composed of many elements; he is half Saint Nicholas and half ancient yule god. St. Nicholas, the original, was a bishop of Myra in Asia Minor in the fourth century. He is supposed to have wrought miracles; certainly he was a good man. Many stories evolve from legends concerning the Bishop. One which is not as well known is told which introduces his connection with children.

Three boys were murdered by an innkeeper, cut up, and the pieces preserved in barrels of vinegar. St. Nicholas found these truncations, fitted them together with a prayer, and brought the boys back to life. To our 20th century minds this may seem a most macabre way to begin a legend's association with children!

In Holland, St. Nicholas becomes Sante Klaas. The children put out a pair of shoes or clogs filled with hay, water and carrots for his white horse; these are placed before the fireplace, and the next morning the shoes are found filled with either sweets and little gifts — or, depending on past behavior, birch rods.

Santa's arrival by chimney in America probably has an origin of antecedent significance. Hearth-gods and gods of the Yule-log went in and out by chimney — also witches, adherents of the old and earliest religion of the horned god only much later made into a satanic Christian devil-figure. (Shades of an exorcist!) These people used hallucinatory drugs and used ointments like belladonna that made them feel like they were flying.

So it seems that the jovial, genial fellow whom we know as St. Nick or Santa Claus has had his darker side, too. All very interesting, as is most history, if you dig deep enough.

THE YULE LOG STORY

Remember those familiar scenes of men and horses pulling a freshly-cut log home o'er the snow from the forest? It was the Yule log, destined for a Christmas fireplace! It lighted up the house with a cheery glow, turned night into day, and made the holiday festivities so much gayer.

This custom, which is observed in many places, goes far back into pagan times, long before Christianity.

Our ancestors called it the Mid-Winter Fire Festival. It was held indoors because of the bad weather outside.

The Yule log, generally an oak tree, would be ceremoniously lighted from a fragment saved expressly for this purpose from the year before.



Christmas is a joyful season...we hope that your hearts reflect its rejoicing.

THOMPSON'S
Confectionery and Gift Shop
HUNTINGDON



MERRY CHRISTMAS

Wishing you and your family the happiest of holidays. Thanks for your support!

Autobus Leduc
HUNTINGDON



At this Holiest of Times

May the gentle spirit of the Prince of Peace gladden the hearts and homes of all our many friends and customers...

HUNTINGDON 5c TO 1.00
Emile Leblanc, Prop.
HUNTINGDON

NOEL



Yuletide greetings to one and all! May your holidays be prosperous and blessed with joy!

ARTHUR GAUTHIER
CARPENTER
CARPENTRY WORK OF ALL KINDS
IN WORKSHOP OR AT RESIDENCE
43 KING TEL 264-3159 HUNTINGDON

NOEL



May your Christmas be surrounded by all the blessings and joys of this festive Holiday Season!

MISS HUNTINGDON RESTAURANT

HAPPY HOLIDAY



You can count on us for good service and you can count on us to wish you the very best at Christmas! Greetings of the season from your friends at

WELBURN SERVICE LTD.
HUNTINGDON



famous Austrian boys' choir evokes Christmas memories

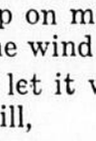
Many have listened with pleasure to the Vienna Boys' Choir, which makes appearances as a cherished and regular part of the Christmas season. But few realize that this choir has a history steeped in tradition . . . in fact, it dates back to over four and a half centuries to Columbus' time.

In 1498 Emperor Maximilian I of the Hapsburgs dynasty ordered a court aide to arrange for a singing group to perform in the Court Chapel in Vienna. The boys were carefully selected and made wards of the state which assumed responsibility for their education as well as room and board.

As boys, several famous musicians were members of the Choir . . . among them, Josef Haydn, Franz Schubert, Beethoven, Mozart, Liszt and Bruckner.

Today the Choir includes four separate singing groups which rotate on the concert circuit, one always remaining at home to sing at the Court Chapel where service is performed today as it was in the Emperor Maximilian's time. The different choirs travel all over the world; naturally, boys are anxious to join, but less than ten percent of those who apply can meet the Choir's rigid standards. Age groups are in the 7-15 range, involving the usual boys' high jinks, but when they sing, they are said to rival the angels. This is due to the uncompromising discipline of their musicianship, and rules of deportment. Within the sphere of their performances they are true professionals with an artistry which the whole world enjoys.

A Norse legend tells how an arrow of mistletoe was used to kill the young god Baldur, who was protected against all injuries that came from the four elements. Mistletoe, which does not spring directly from air, fire, water or earth had the power to destroy him. However, the gods restored Baldur to life and his mother, Freyja, who was goddess of love and beauty, decreed that mistletoe should be a symbol of peace and that whoever passed beneath it would receive her kiss.



Yule Cheer

Heap on more wood! —
the wind is chill;
But let it whistle as it
will,
We'll keep our Christmas
merry still.

— Sir Walter Scott
(1771-1832)

Christmas Music

I do not know a grander effect of music on the moral feelings than to hear the full choir and the pealing organ performing a Christmas anthem in a cathedral, and filling every part of the vast pile with triumphant harmony.

— Washington Irving



YULE LOG

Come, bring with a noise,
My merrie, merrie boyes,
The Christmas log to the
firing.

— Robert Herrick

JOYOUS NOEL



May faith be your guide this Christmas to the blessings of the season. Sincere greetings to all our friends.

HUNTINGDON MOTORS INC.

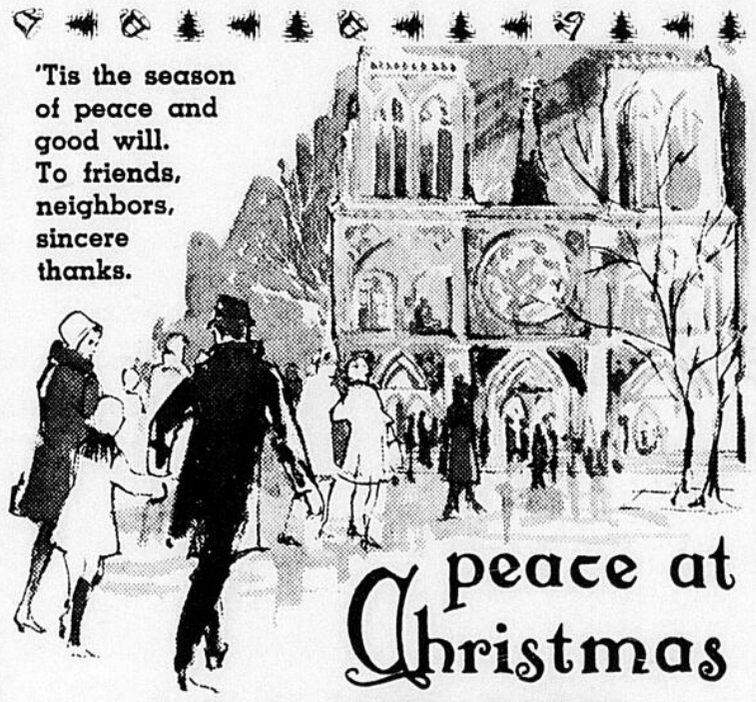
JIMMY SMYTHE, PROP.
HUNTINGDON



CHRISTMAS

To all our fine friends, we extend our very best wishes for a most joyous holiday and offer our appreciation for your patronage.

DUHAIME AUTO BODY
TEL. 264-3622 — HUNTINGDON



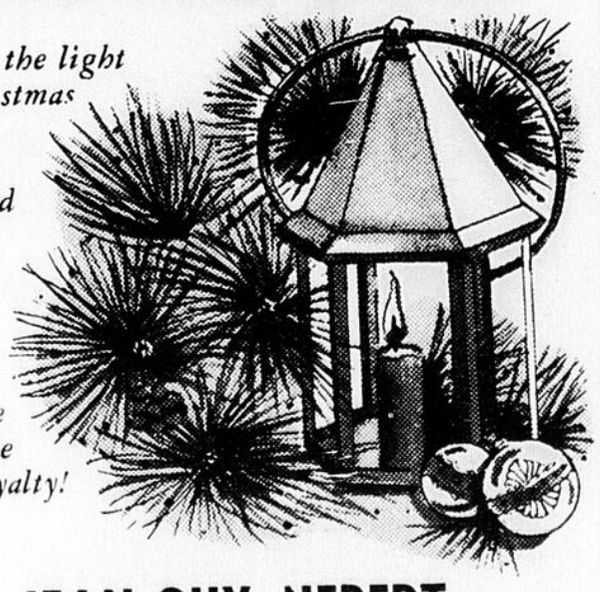
peace at Christmas

C & S AUTO PARTS
HUNTINGDON



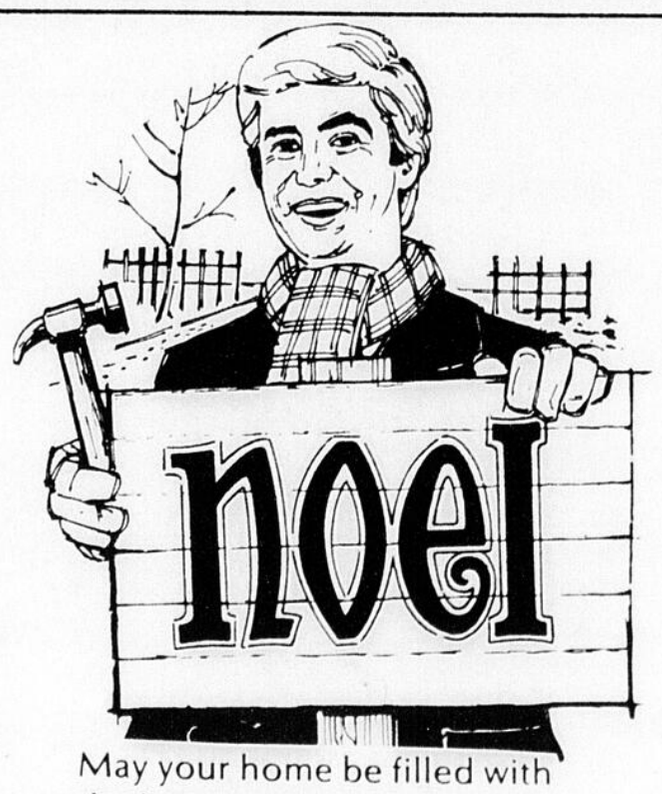
SALON LUCE
L. FAUBERT, PROP
HUNTINGDON

CHRISTMAS CHEER



May the light of Christmas shine on you and your loved ones. May its bright warmth fill each day. We appreciate your loyalty!

JEAN-GUY HEBERT
HUNTINGDON



May your home be filled with the happy sounds of the season, now and after Christmas!

GERALD DUHEME CONSTRUCTION ENRG.
C.P. 597 RIDGE RD.
HUNTINGDON, TEL 264-5109

Religion Historian Urges that Xmas cards emphasize the Christ

A noted historian of the Southwest, an archivist of the Roman Catholic Archdiocese of a city in the Far West, puts the blame of some of the world's disorders on the secular nature of many Christmas cards.

"Over two and one half billion cards are distributed annually in the United States. If more of them were religious and carried messages that would appeal to thoughtful, even non-religious adults, these cards would help bring peace on earth," he declares.

The priest exhibited one card, printed in Germany and mailed in New York December 24, 1908, to a student of a Boston seminary, as an example of an attractive early Christmas card which also was religious.

The card, like an ordinary postcard, pictured a rather stylized angel with wings, a palm frond which perhaps was meant to symbolize peace on the order of an olive branch, and an upraised arm. Between the wings appeared the star of Bethlehem and the words, "in terra pax," or "peace on earth."

The angel, emerging from a cloud, was peering down upon a village, with the church the most prominent structure visible.

The historian pointed out that sending cards probably started in the early Victorian era. Sir Henry Cole, an art dealer and publisher, sent the first one, in 1843. It was a card designed by a well-known artist of the period, John Calcott.

The first cards showed an English family gathered around the wassail bowl, toasting their friends. But the side panels, in a show of 19th centurly realism showed the feeding of the hungry and the clothing of the naked.

"Hopefully," said the archivist, "in years ahead the spiritual significance of the Nativity will be reflected more substantially."

"Perhaps putting Christ into Christmas cards will become a means for ending strifes, cementing broken friendships and strengthening family and neighbor ties in all conditions of life, and it could affect all nations."



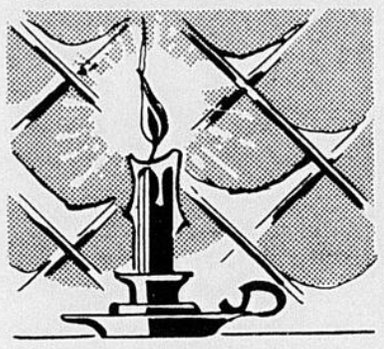
CHRIST'S BIRTHDAY

How many observe Christ's birthday! How few, his precepts! O! 'tis easier to keep holidays than commandments.

— Benjamin Franklin

Candles

Christmas candles are left burning in windows in many countries to light the Christ Child on his way, and to draw friendly travelers in for rest and refreshment. But to make sure that no undesirable or evil visitors come in, a candle can be left burning on the hearth with salt sprinkled thickly around.

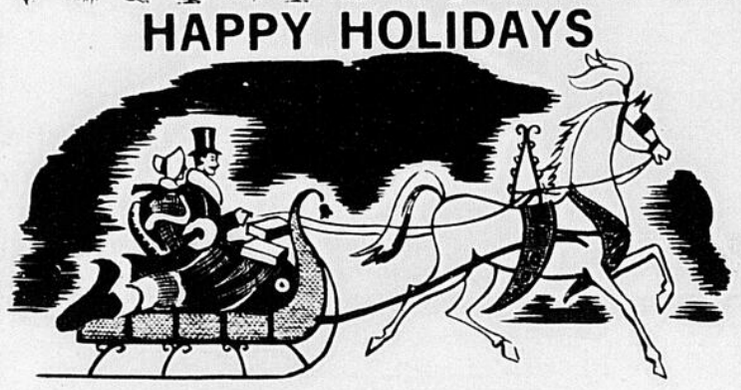


Who Will Rule?

Holly and ivy are grown in practically all countries of the world, and they are widely used as Christmas decorations. In one Yuletime legend, holly is considered to be "male" and ivy "female." Whichever is brought into the house first tells who will rule the house during the year.



HAPPY HOLIDAYS



A joyful Christmas to everyone

LOUIS BRUNETTE
TEXACO
ORMSTOWN

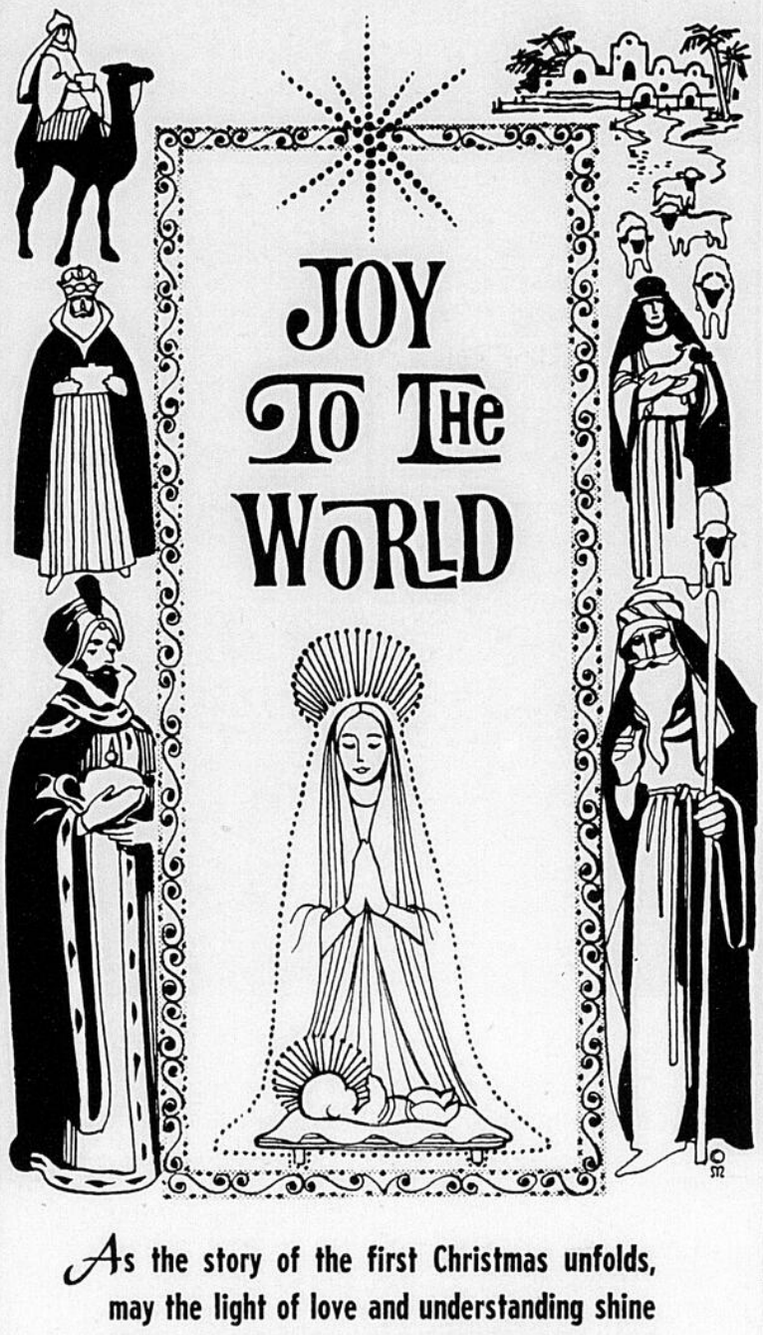
CHRISTMAS CHEER



Joy on this gay holiday!

CHEZ RACHEL
RACHEL FORGET, PROP.
ORMSTOWN

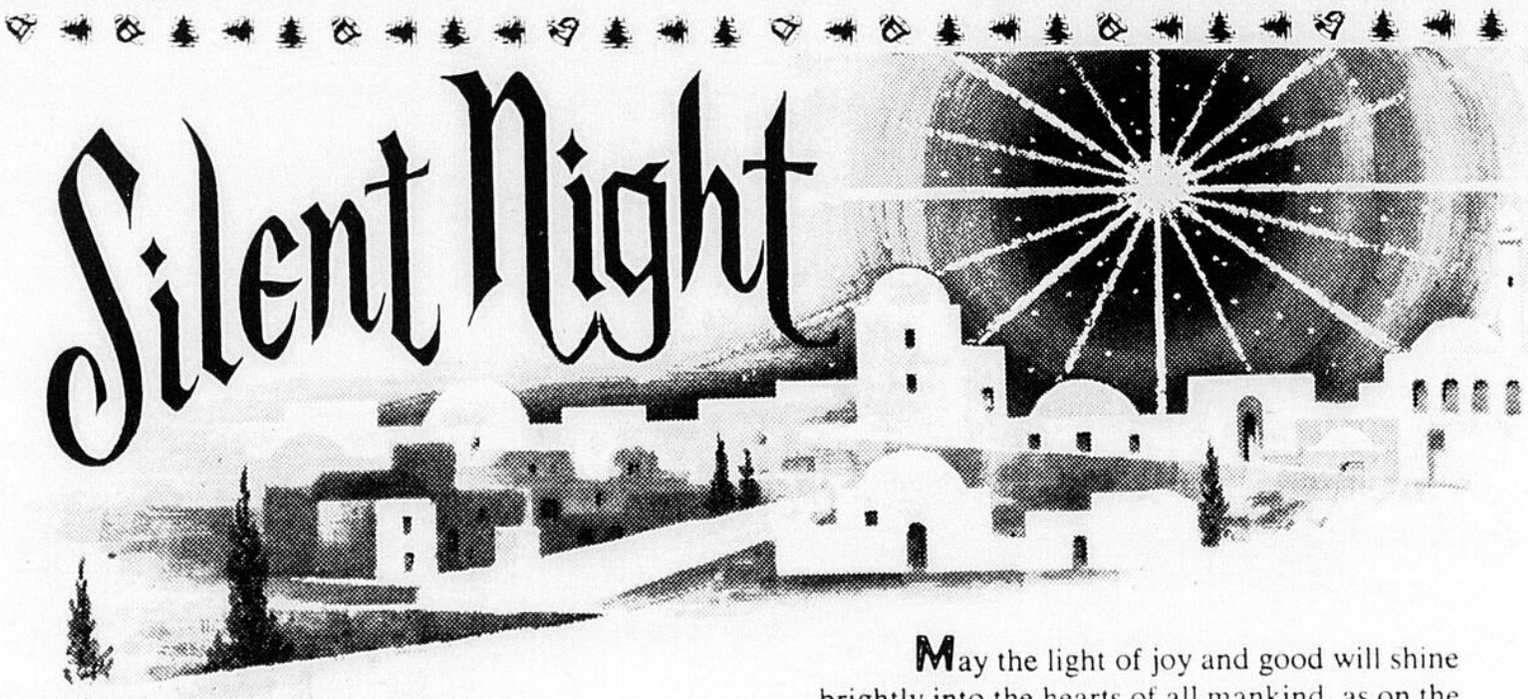
JOY TO THE WORLD

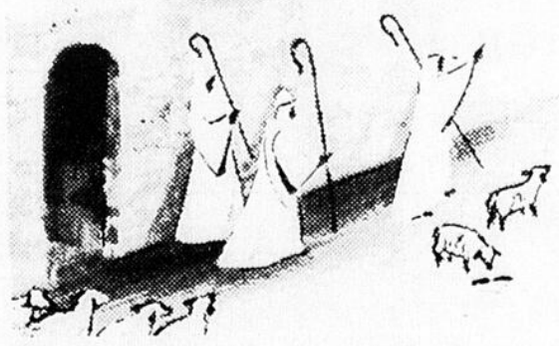


As the story of the first Christmas unfolds, may the light of love and understanding shine upon you and bring you everlasting peace and happiness. Best wishes for a joyous holiday.

E. RENNIE & SONS REG'D
ORMSTOWN

Silent Night





May the light of joy and good will shine brightly into the hearts of all mankind, as on the Holy Night when the Prince of Peace was born. During this Christmas season, we wish you and yours an abundance of holiday blessings. And at this time we say a special "Thank You" for the privilege of serving you.

MAGASIN 5-10-15 STORE
F. RATTE, PROP.
ORMSTOWN

'Kohoutek' Comet Put on Show at Christmas '73

During early to mid-January there was much excitement and anticipation over the expected appearance of the comet Kohoutek.

It was dubbed "the Christmas Comet" and was expected to be most visible to the naked eye on January 14, at twilight.

Alas! The spectacular comet fizzled. It went into a decline, as far as earthlings are concerned. True, many thousands viewed its pulsing splendor through powerful lenses at observatories, but the common man on his own backporch was acutely disappointed that he couldn't look over to the southwest skies and see this phenomenon.

The comment occasioned by the heralded appearance of the comet caused many people to wonder if the star of Bethlehem was also a comet.

The discoverer of the comet is Lubos Kohoutek of the Hamburg Observatory who observed it when it was near the orbit of Jupiter, 350 million miles from earth.

As we go to press, the most authoritative sources say that Kohoutek has lost its tail, too.

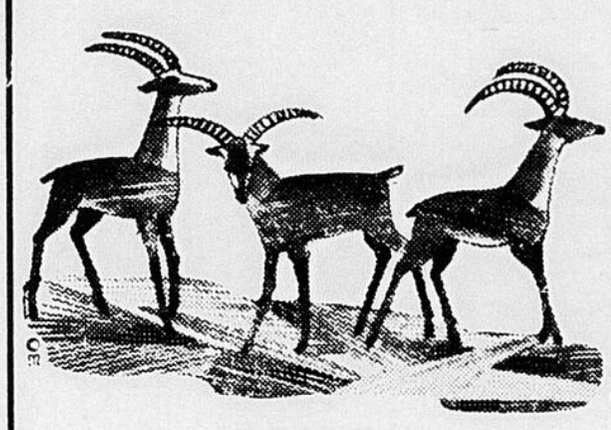
On the evening of January 14, looking through one of the world's most sophisticated telescopes, the comet was a great round shimmering glob of glow, surrounded, as it were, by myriads of tiny winking diamonds.

Spectacular, certainly, even if it did not "live up to its notices".

JOYOUS MEMORIES

For the children, this is the very best Christmas that ever was. The adults agree — but still, they look back a little wistfully at the Christmases of yesteryear, with nostalgic thoughts of "a good old-fashioned Christmas," or of a special Christmas memory.

Memories enhance the seasonal joys, and with good reason, for Christmas is a memorable time. Since the first Holy Night, some of the most important events of both religious and secular history have taken place at the Christmas season.



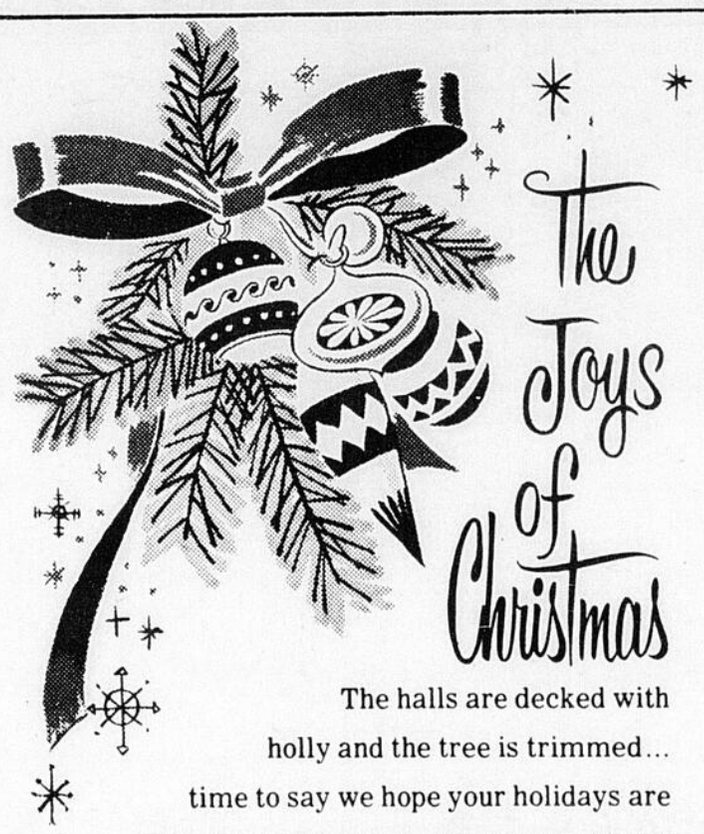
To all our customers, best wishes for a Merry Christmas. We thank you warmly!

J. P. FORGET
ORMSTOWN



Behold!..the Madonna and Child, sacred symbols of the Season, and a reminder of our many blessings.

R.S. D'AMOUR & FILS INC.
Heating Oil and Builders Supply
ORMSTOWN

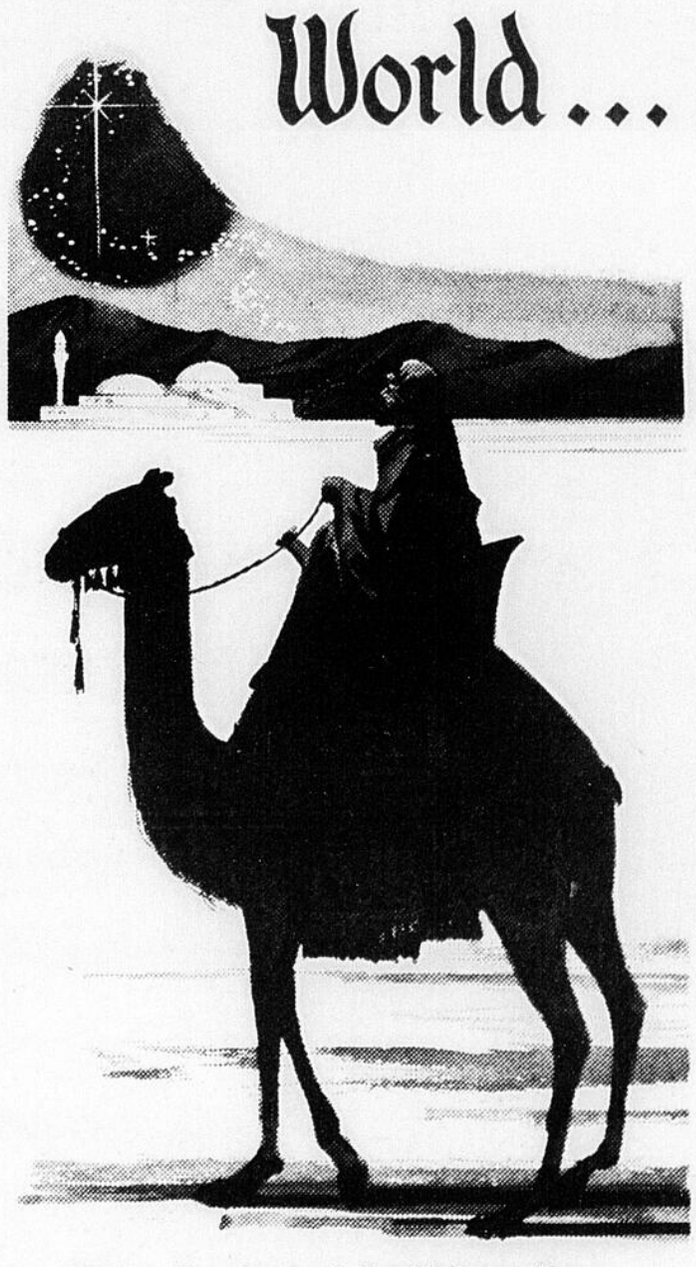


The Joys of Christmas

The halls are decked with holly and the tree is trimmed... time to say we hope your holidays are merry and filled with many good things!

GUY PHENIX INC.
ROBERT COTE, Prop.
Jamestown Rd. Ormstown

Joy to The World...



When the Star of Bethlehem first appeared, how great was the joy of the Wise Men . . . let us rejoice anew in hope that Christmas brings to a troubled world.

ZEPHYR
TEXTILES LTD.
ORMSTOWN



Loads of Good Luck and Good Cheer to Everyone

D. & M. HOOKER LTD.
ORMSTOWN

Christmas Day In The Morning

As I sat on a sunny bank,
A sunny bank, a sunny bank,
As I sat on a sunny bank
On Christmas Day in the morning.

I saw three ships come sailing by,
Come sailing by, come sailing by,
I saw three ships come sailing by,
On Christmas Day in the morning.

And who d'you think were on the ship,
Were on the ship, were on the ship,
And who d'you think were on the ship
But Joseph and his Fair Lady.

O he did whistle and she did sing,
And all the bells on earth did ring
For joy our Savior Christ was born
On Christmas Day in the morning.

— Anonymous

Yuletide Has Superstitions

"Merry" Christmas? Not always, according to some ancient belief once associated with the day.

Take, for instance, the old belief that cattle and other stable animals were given the power of speech on Christmas Eve.

Any person who heard the animals speak would die within a year, superstition said.

Sombre omens of death were read into still other Yuletide Legends. When the yule log burned bystanders were told to watch the shadows on the walls. If the shadows of any persons appeared to be headless, this supposedly meant death for those persons, again within a year.

Salt was also said to have the power of forecasting life or death, when used in connection with Christmas. A test could be made by leaving a small mound of salt on the table on Christmas Eve. If the salt melted during the night, that, too meant death within 12 months.

If the salt remained unmelted, the forecast was for a long and healthy life.





Health, wealth, and happiness!

VEL CONSTRUCTION (67) LTD.
ORMSTOWN

the first Christmas music over fields of Bethlehem

Hymns and carols to celebrate the Child's birth have come down to us through the ages. Mortals from many different ethnic origins have expressed their love, awe, joy and praise, the music varying according to their particular culture and the customs of the day.

Certainly inspired, the beloved favorites still retain all their charm and appeal, probably because of their simplicity and sincerity which generations identify with, through the ages.



Carols are primarily folksongs, even if motivated by religious impulse. As such, they are often in the popular vein, and some are even comically unrestrained.

Hymns, on the other hand, are songs of praise for God, according to St. Augustine. To quote the Saint, writing about hymns by St. Ambrose: "I wept at the beauty of thy hymns and canticles . . . the truth streamed into my heart; so that my feeling of devotion overflowed, and the tears ran from my eyes, and I was happy in them".

St. Ambrose. 340-397 A.D.





Wishing you all the joys of the Season —
Good health, good friends, good cheer!

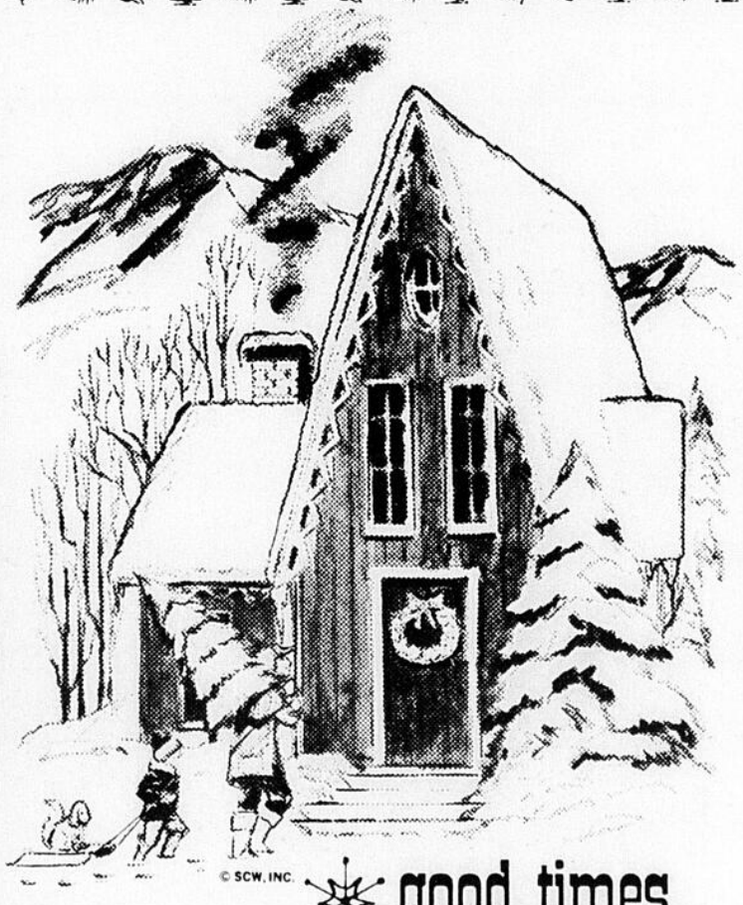
LAWRENCE HARDWARE REG'D
ORMSTOWN



GREETINGS

The beauty and spirit of the season brings to mind most wonderful gifts . . . friendship, loyalty and good will. We thank you for yours and wish you a Merry Christmas.

BRUNET MONUMENTS
ORMSTOWN



© SCW, INC.

good times, good cheer at Christmas!

Sincere good wishes for the holidays.
May the season be truly joyous to you.
Thank you for all of your patronage.

CREST STORE
ORMSTOWN

A Christmas Blessing

This poem, by the famed James Whitcomb Riley (1849-1916), of Indiana, starts with the conclusion of "The Christmas Dinner of the Cratchits."

"God bless us every one!" prayed Tiny Tim,
Crippled and dwarfed of body, yet so tall
Of soul, we tiptoe earth to look on him,
High towering over all.

He loved the loveless world, nor dreamed, indeed,
That it at best could give him, the while,
But pitying glances, when his only need
Was but a cheery smile.

And thus he prayed, "God bless us every one!"
Enfolding all the creeds within the span
Of his child-heart; and so, despising none,
Was nearer saint than man.

I like to fancy God, in Paradise,
Lifting a finger o'er the rhythmic swing
Of chiming harp and song, with eager eyes
Turned earthward, listening —

The Anthem stilled — the angels leaning there
Above the golden walls — the morning sun
Of Christmas bursting flower-like with the prayer,
"God bless us every one!"

When Christmas groups gather it's game time

Everyone's a child at Christmas time, and that's why there's nothing as much fun when family and friends gather as game-playing. Since Christmas groups usually include both children and adults, games that both can enjoy are best.

The following games can be played with no special equipment, other than that on hand.

Charades...

Christmas charades is a lively game that the whole family will enjoy.

Divide the group into two teams. Individual members of teams are then called upon to act out a word, character, phrase, scene or situation - and since it's Christmas, all the charades should have Christmas overtones.

Subjects are supplied on a slip of paper by the opposing team and then passed on to the "actor". From here on, it's his job to see how quickly he can get his teammates to guess what he is acting out.

"The Night Before Christmas," "Jingle Bells," "A Partridge in a Pear Tree," and "Filling the Christmas Stocking" are just some of the many, many subjects that can be used.

Word Play...

A popular pencil-and-paper game is called "word play." The object of the game is to see how many words can be made from a phrase such as "Merry Christmas to All." A time limit is set, and the rule is that no letter can be used in any word more often than it appears in the phrase.

In other words, words made from "Merry Christmas to All" can include no more than one "e", "i" or "o" while they could contain as many as two "m's" or three "r's".

Since word play involves competition among its players, it's advisable to allow the children to compete against one another, while the adults battle it out among themselves.

Santa's Sleigh...

"Santa's Packing His Sleigh is a quiet Christmas game that provides fun and hearty laughter. It starts simply enough with one member of the group saying, "Santa's packing his sleigh, and he's bringing a toy dog."

Then each person repeats the sentence, adding another gift to Santa's sleigh. The object of the game is to repeat correctly, in order, the complete list of gifts in Santa's sleigh - and it's harder than it sounds.

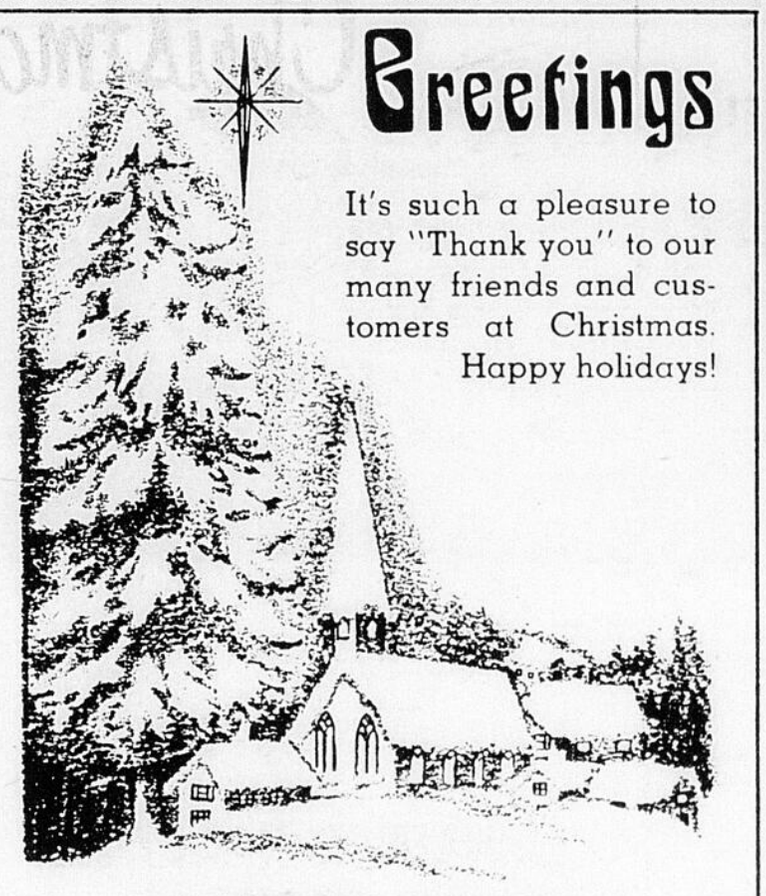


HAPPY HOLIDAYS!

May they ring merrily for you!

ORMSTOWN VARIETY STORE

W. FEARN, Prop.



Greetings

It's such a pleasure to say "Thank you" to our many friends and customers at Christmas. Happy holidays!

MAGASIN GENERAL
FRANKLIN ENGR.

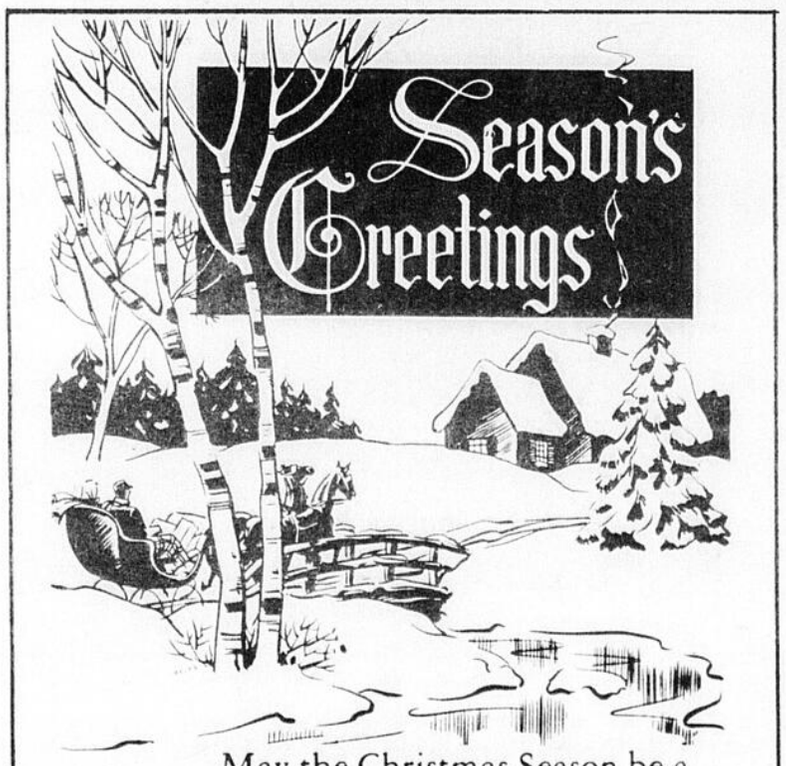


NOEL

Season's Greetings to our Friends!

N.C. ROWE

FRANKLIN



Season's Greetings

May the Christmas Season be a memorable and joyous time filled with blessings and love for all.

RENNIE PLUMBING

ORMSTOWN



MERRY CHRISTMAS

The Yuletide season brings thoughts of Christmases gone by...and thoughts of friends like you. We sincerely hope that you enjoy the happiest of holidays!

LEAHY & SONS, INC.

FRANKLIN CENTRE

A LOOK BACK TO THE 1870's . . . A STORY BY LAURA INGALLS WILDER

How A Poor Pioneer Family Celebrated Christ's Birthday

"Christmas was coming. The little log house was almost buried in snow. Great drifts were banked against the walls and windows, and in the morning when Pa opened the door, there was a wall of snow as high as Laura's head".

A paragraph from Laura Ingalls Wilder's beloved "Little Books" — true accounts of the pioneer life that the writer experienced, from her 6th to 18th years in the 1870s and 1880s; her restless father moved his family from a Wisconsin forest to Indian Territory to Minnesota and finally to the Dakota Territory.

The books were published between 1935 and 1943.

The family endured many hardships — bitter-cold winters as well as stifling summer heat. They lived first in a log cabin, later in a dugout by the creek, then, later in shacks — wherever fate (and Father) moved them. They went through cyclones, droughts, plagues of cicadas, yet the Ingalls family shared love and faith in each other, and they always celebrated the birthday of the Christ Child.

For a Christmas in the big woods, when the house was blanketed with snow, Ma baked bread, beans, cookies . . . distilled vinegar and baked dried apple pies! Truly a doughty soul. They entertained relatives . . . Aunt Eliza and Uncle Peter and the cousins who arrived on Christmas Eve on their big bobsled, sleigh bells ringing.

Some other Ma and Pa would have thrown up their hands at the sight of them — maybe got the shotgun off the cabin wall and picked them off from a window — but not the Ingalls! They shared their good things — the children slept in a row on the floor — the grown-ups, wherever they could find space.

Chrisımas Eve found them aglow with anticipation, in a circle of love.

In the morning the children found gifts in their stockings: a pair of bright red knitted mittens and a stick of red-and-white striped mint candy. Guess who the Christmas Fairy was? She must have earned her reward in heaven, but that Christmas Day she received all the reward she wanted, in the surprise and happiness expressed by every child.

For Laura, the smallest child, there was also a homemade rag doll with black button eyes, black yarn hair and a dress of pink and blue calico — a doll "so beautiful that Laura could not say a word."

On other Christmases there were no presents. The Ingalls family were lucky to have their lives. However, Ma had saved a bundle of "Youth's Companions" that had been sent them by long-delayed mail or via a passerby. While the light lasted they read the stories. Pa even managed to buy the store's last two cans of oysters, so their Christmas dinner had a festive quality.

All the "Little Books" tales are fascinating, and you can be sure that the adults who gave them to children made a point to read them first. The stories have an ageless, timeless appeal. They contain the essence of Christmas . . . selflessness, appreciation of the simple joys, and love of family life.

In the Ingalls family the little Christ Child dwelled, not only on His birthday, but every day.



Happy Holiday

'Tis the season to be jolly! Here's hoping your holidays are filled with only the very best!

AUX JOYEUX LURONS
10 MOTEL UNITS
COMPLETE LICENCE
BAR SALON - DINING ROOM -
RECEPTION HALL
St. Antoine Abbe, Rte. 14,
HARMEL YELLE, Prop.
Tel: 827-2206

Marion'S Beauty Salon
FRANKLIN CENTRE Tel: 264-3606
Wishing all my friends and customers a Merry Christmas - Happiness and good health in the New Year.
Marion of Marion's Beauty Salon



A musical greeting to all our good friends and customers from
V.L. LEMIEUX & SON REG'D.
GENERAL MERCHANT
ST. ANTOINE ABBE TEL. 827-2531



RIVERFIELD GENERAL STORE



D.N. RACINE, INC.
ATHELSTAN
264-5533 OR 3222



MERRY CHRISTMAS and HAPPY NEW YEAR to all
Municipality of the
PARISH OF ST. CHRYSOSTOME
RODRIGUE VINCENT, Mayor
ALDERMEN
ROLLAND C. PROVOST
CLAUDE ALLEN
GILLES DENAULT
CLAUDE BEAUDIN
RONALD REDDICK
BRUNO HUOT
Mrs. JEANNE D'ARC MARCIL, Sec.-Treas.

Tree Radiates Yule Meaning

The Christmas tree, a universally recognized symbol of the merriest season, radiates the meaning of the Christmas story.

For many people, the tree recalls the atmosphere of the holiday home and thus reflects the joyful warmth of the season.

As a religious symbol, the tree with its lights and greenery represents both the story of the garden of Eden and the belief in Christ as the "Light of the world."

Although only a century and a half old in America, the custom of the tree has a history that is measured in many centuries. The forerunner of today's Christmas tree was seen in medieval miracle plays, which were produced as religious instruction for the illiterate — in an era when illiteracy was common and the ability to read a rarity.

A play about Eve's eating the forbidden fruit in the garden of Eden was enacted with only one prop on stage, a single, apple-laden fir that became known as the Paradise Tree. The play ended with the promise of the coming of Christ and was usually presented just before Christmas.

At about the same time, people also decorated for the Christmas season with pyramid-shaped frames of light, symbolizing the birth of Christ as the Light of the world.

Early efforts to combine the Paradise Tree and the Christmas Light pyramid are recorded in manuscripts from Germany dating to the 16th century, collected by the Hallmark Cards research library.

The first tree was thought to have been brought to the United States by Hessian soldiers during the American Revolution. These homesick soldiers and other immigrants carried the tree throughout the country.

A major setback almost occurred in Cleveland in 1851 when a pastor decorated a tree in his home. His parishioners condemned the tree as pagan, but relented after an explanation of its religious aspects.

Conservation-minded President Theodore Roosevelt again nearly stamped out the practice when he banned trees in the White House. After one of his sons sneaked a Christmas tree into the White House, a forester convinced the President that thinning helped forests.

The tree that is common today is a combination of the religious elements. The evergreen with glass, plastic or metal balls hanging from it is the Paradise Tree with its apples. Lights, tinsel, angels, a star on top, ornaments and other "good things" reflect the Christmas Light.



Indians Had a Sacred Spring Festival Tree Upon Which They Hung Gifts

In early pioneer days in America, Indian children were invited in to see the Christmas tree and were given extra food. On one occasion — in fact, probably on many more than just one — Indians were found dancing around the tree, stamping and whooping in the familiar manner of ceremonially excited braves.

One can imagine the shock and dismay on the part of some of our pioneer ancestors.

American Indians were accustomed to the idea of giving among themselves, though the habit was prompted less by ideas of doing good and sharing with the less fortunate, than the more human one of raising one's prestige.

They had, also, a tree upon which they hung gifts. This was considered a sacred spring festival tree, not a Christmas tree. A tribe in North Dakota would plant, each year, a young cedar near the big medicine lodge. Children brought gifts of moccasins, pelts, shawls and so forth to hang on the branches of what was called, with the simplicity of so-called primitive peoples, Grandmother.

In the fall, Grandmother was uprooted and set afloat on the Missouri river for a long journey into the Great Beyond. Much in the way that Alaskans are reported to have set adrift their old folks, upon the icy water floes.

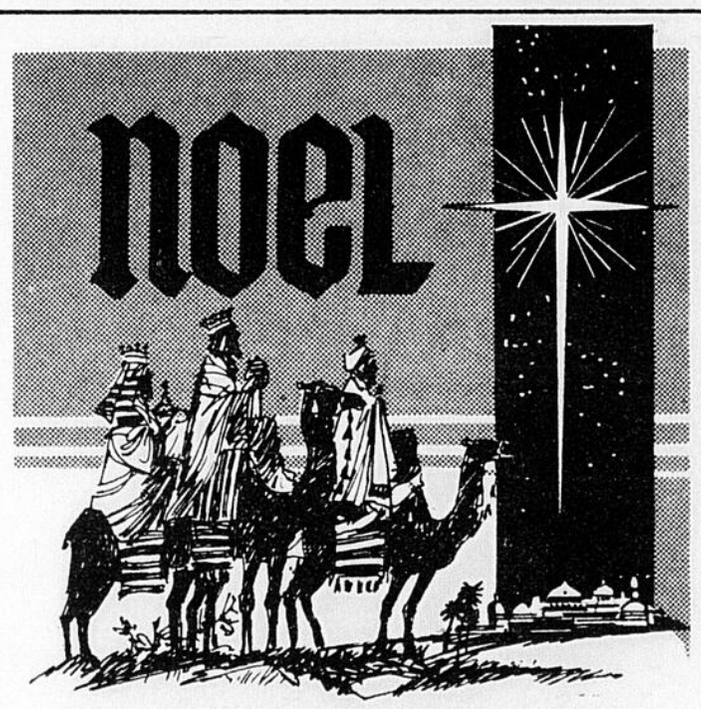
The Indians of course recognized that the white brothers' Christmas was an important occasion. It came to be called by tribes The Big Eating. By others, in districts frequented by French trappers, who kissed each other as they exchanged gifts, it was known as Kissing Day.



We would like to extend our warmest holiday greetings to our friends. Thank you, Merry Chistmas.

GERARD MAHEU INC.

ST. STANISLAS



RESTAURANT FAMILIAL

STE. MARTINE



. . . to our many friends and customers.

May your Christmas be merry and bright!

J. C. PRUD'HOMME INC.

BUILDING MATERIALS

STE-MARTINE



GREEN GIANT OF CANADA LIMITED

St. Francis said to have assembled 1st crib scene

Much is made of the Nativity Scene in Christian homes at Christmastime. Over the centuries worshippers have expressed their devotion by creating the figures of Joseph, the Virgin Mary, the Christ-Child in His rudely fashioned crib, and the beasts of the field which according to legend surrounded the Holy Birth inside the manger.

Great artists have carved the figures from fine woods, sculpted them of precious metal and other materials, which have become treasured works for the world to admire.

St. Francis of Assisi had much to do with our modern Christmas traditions.

For one thing he is said to have assembled, in AD 1224, the first Nativity scene, using live people, live oxen and live donkeys. Franciscan churches still continue to make of this an illuminating seasonal custom.



St. Joseph's Catholic Church at 12th and Los Angeles Sts., in Los Angeles, California has done so for many years.

St. Francis also popularized the tradition of Christmas caroling, it is said. When villagers came to see his Nativity arrangement, he led them in "joyous caroling."



MERRY CHRISTMAS

May your home be blessed with joy and your hearts overflow with happiness this Christmas Day.

FRED E. ORR

INSURANCE

TEL: 247-2673 Hemmingford

JOYOUS NOEL

Blessings of the Season!

Best wishes to all our friends and customers, for this coming Christmas and New Year. Many thanks for your loyal patronage.

LOUIS PLANTE & SONS

SASH and DOOR, MILL WORK

GENERAL CARPENTRY

TEL. 264-5723 — STE. AGNES DE DUNDEE



NOEL NOEL

"Born is the King of Israel" to bring the blessings of everlasting life to mankind.

J.L. PRIEST REG'D

ELECTRICAL CONTRACTOR

514 Frontiere Hemmingford



May this holiday season be joyful for each of our good friends! Thank you for your patronage throughout the past year.

ANTHONY VAN WINDEN

STE. AGNES DE DUNDEE



May the peace of Christmas be in all hearts this the most joyous of seasons. Happy holidays to you.

GERALD MARLEAU

ST. STANISLAS-DE-KOSTKA

Season's Greetings

FROM THE MUNICIPALITIES OF

VILLAGE OF HEMMINGFORD

Mayor: Maurice Patenaude

Councillors

A. Ross McNaughton — Gérard Laberge

Robert Petch — Edwin Keddy

Henri Paré — René Poissant

Town Supervisor: Israël Poissant

Secretary-Treausuer: Roger L. Bouchard

TOWNSHIP OF HEMMINGFORD

Mayor: Hervé Duquette

Councillors

Oscar Maynard — Beattie Barr

Donald Hadley — Gilles Cournoyer

Lomer Gagné — Gordon Lamb

Municipal Inspector: Arthur Robinson

Secretary-Treasurer: Roger L. Bouchard

"They Followed a Star..."

The Star of Bethlehem has been attributed to several things through the centuries: a conjunction of the planets Jupiter, Saturn and Mars; the planet Venus at its brightest; the sudden appearance of a nova, or exploding star, and a wholly supernatural event.



Chinese annals recorded a comet visible for about 70 days in March and April of 5 BC, the approximate date when many theologians believe Jesus actually was born.

The Bible in certain places gives a hint of comets.

One passage so cited is I Chron. 21, 16: "And David lifted his eyes and saw the angel of the Lord standing between earth and heaven, and in his hand a drawn sword stretched out over Jerusalem."

Scholars today ask: "Was it a comet, with its tail extended far southward like a sword?" They note that Pliny, the Roman naturalist, classified one type of comet as "sword-shaped." Josephus the historian noted that an AD 66 comet, perhaps Haley's, stood like a sword in the sky over Jerusalem.

"The simile may have been suggested to him by I Chronicles, but the shape of the comet apparently justified it," one historian-writer has observed.

When, according to the Bible, in verse 27, God "put his sword back in its sheath," perhaps the comet lost its tail, as they sometimes do.

Forecast

Hours of sun on Christmas Day,
So many frosts in the month of May.



Onion Custom

A Swiss farm custom foretells the weather for the year: On Christmas Eve a large onion is cut in half, then 12 layers peeled off carefully and each marked with the name of one month. Salt is then poured into each of the 12 onion cups. On Christmas morning the onion sections are examined. Dry salt indicates a fair month; wet salt, rainy weather.



Happy Holiday!

Sing your carols of joy this Christmas season and fill the world with love and happiness.

LAKEVIEW DISCOUNT FOODS
PAUL VIAU, Prop.
HEMMINGFORD



We bring to you the heartiest of greetings, "Merry Christmas"

WAYNE'S SUPER MARKET
HOWICK



CHRISTMAS CHEER

We're sending old-fashioned greetings to all our good friends... may you have the merriest holidays!

GARAGE PATRICK HEBERT
RTE. 52 HEMMINGFORD

A Merry Christmas

Hoping you will have an old-fashioned holiday with all its joy, contentment, peace ... and sending you heartiest thanks!



W. B. SMITH
HEMMINGFORD

Merry Christmas



IT'S A PLEASURE TO SEND HOLIDAY GREETINGS TO OUR MANY WONDERFUL CUSTOMERS. WE'RE HAPPY TO HAVE SERVED YOU AND HOPE TO CONTINUE SERVING YOU. HAVE A JOYOUS NOEL!

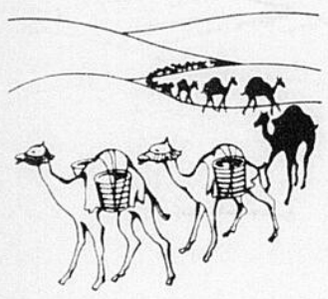
McKINNON REALTIES INC.
F. DAUPHINAIS
HEMMINGFORD TEL: 247-2444 OR 454-3774

Frankincense, One of the Treasures of the Magi, Was Once as Valuable As Diamonds

Development of a major commerce in frankincense and myrrh turned South Arabia, known as Arabia Felix, into a bustling trade center about 1200 BC.

Camel Caravans

Wrapped in sheepskins or goatskins, the gum resins were carried in 20 to 40 pound bundles on camel caravans to factories in Egypt and other markets in the north. The Jews used frankincense to perfume their temples.



Pliny wrote that frankincense was so valuable that workmen at the factory in Alexandria, where it was processed, were forced to strip for inspection at the end of each day's work — just as workers in today's South African diamond mines.

The valuable resins also were taken north by the sea. So was gold, from the mines of the Queen of Sheba, whose monarchy was based at Marib, site of current archaeological diggings to the east of here.

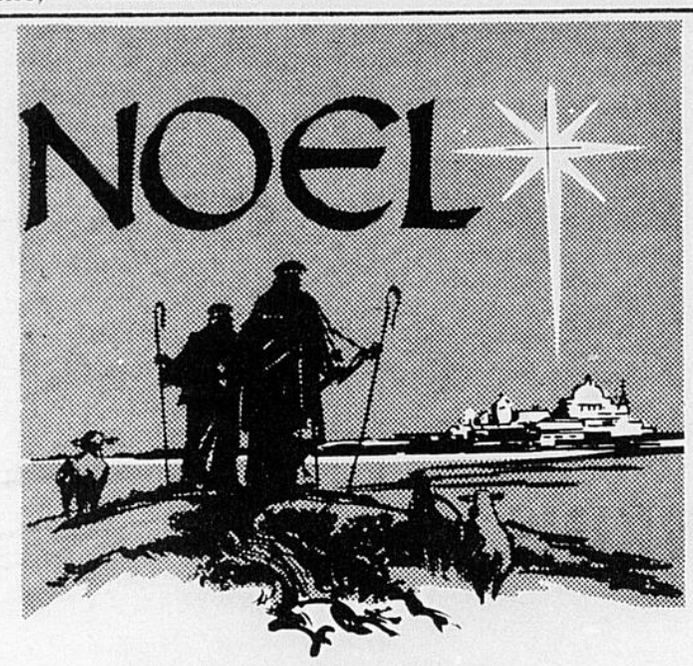
Myrrh was regarded highly by the ancients as an unguent and a perfume. It was used for incense in temples and for fumigation.

Used as Medicine

Frankincense was used as an incense and particularly on funeral pyres. It also was considered valuable as a medicine.

No longer used in medicine, frankincense remains valued today as a base for perfumes.



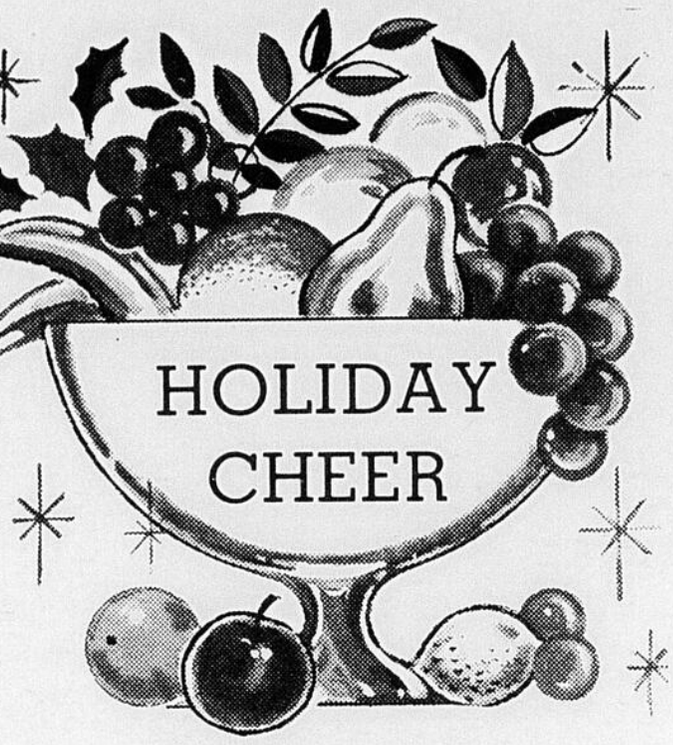


The light that guided the shepherds may warm your heart and lead you to a better understanding of the true joys of life on Earth.

PREMO'S GROCERY
BEER — PORTER
Havelock, at Sunoco Station



HEMMINGFORD SPORT AND COUNTRY CLUB



May the season brim over with health, wealth, & happiness for you & yours!

McKOUGH'S SUPER MARKET
HEMMINGFORD



Wishing you — our friends — the happiness of Christmas time!

HENRI PARE
FERRONNERIE - HARDWARE
HEMMINGFORD

GREETINGS

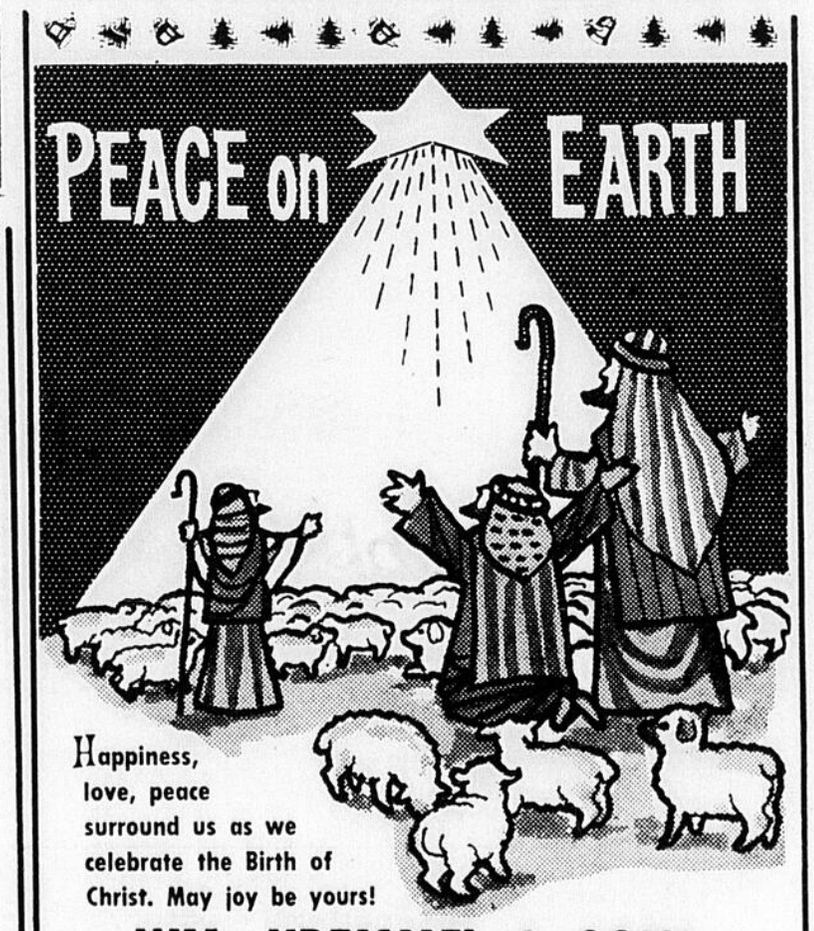
Santa's on his way with a sleighful of merry wishes for you, plus a hearty "Thank you" from us, too!



W. KEDDY & SONS LTD.

WALTER KEDDY — EDWIN KEDDY — GERALD VAILLANCOURT

HEMMINGFORD



Happiness, love, peace surround us as we celebrate the Birth of Christ. May joy be yours!

WM. KREMMEL & SONS
HEMMINGFORD

choice of date of the Child's birth was a happy augury

The earliest source regarding the exact date of the birth of Jesus:

The Christian era was calculated by the monk Dionysius Exiguus in the 6th century after Christ. He placed Jesus' birth on Dec. 25 in the year 753 of Rome, and decided 754 should be the first year of the Christian era. However, Biblical scholars find his calculations in error and place the birth of Jesus at 4 B.C. or earlier.

In AD 274 the emperor Aurelian chose December 25 because it is just after the winter solstice, or the shortest day of the year, and light once more starts to strengthen and gradually flood more of the world for longer periods each day.

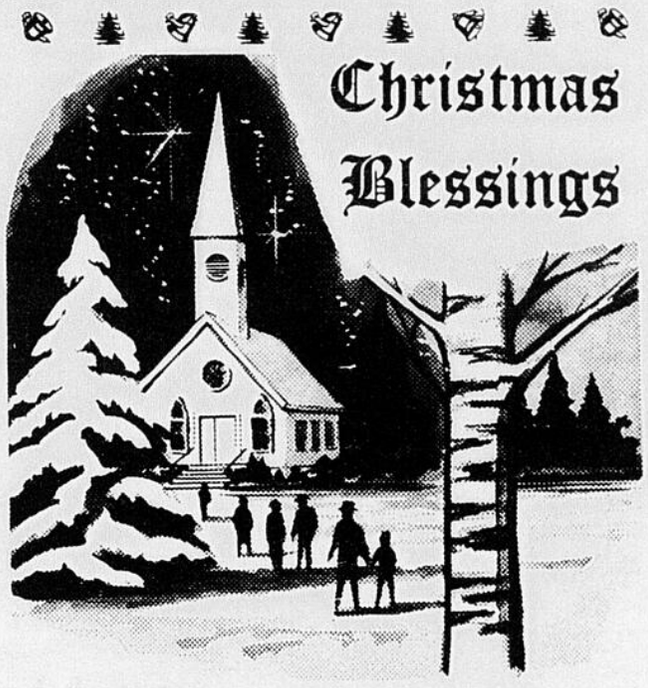
Besides, that date already was a great holiday for the pagan Romans, and Christian leaders thought it proper to move in and take over an accepted occasion.

What's more, no one knew the actual birth date of Jesus, since neither Scripture nor any contemporary legend gave any precise information on it.

At some point before AD 336 the church at Rome accepted December 25 as the day for commemorating His birth, and so it has been ever since, although because of a difference in calendars, the Eastern church celebration and that of Western churches rarely coincide.

In ancient Persia, December 25th was celebrated as the birthdate of the sun god, Mithras, who was believed to emerge from a rock three days after the winter solstice. A star seen by shepherds and Magi foretold his birth.

Pennsylvania Germans during the holidays speak of **Pelznickel.** He is, in part, like Santa Claus with fur trimming on his clothes and a white beard. He carries bags of toys for good children and switches with which he lightly taps bad children.



Christmas Blessings

ROSS HAWKINS AUTOMOBILE INC.

HEMMINGFORD

Hi!



Just want to say that you're wished the best of holiday seasons! Thank you for your patronage in the past.

HEMMINGFORD VARIETY & GIFT SHOP

HEMMINGFORD



Here's a sleighful of good wishes for you, our patrons. Thank you for letting us serve you in the past—hope to serve you again.

ROBERT PERRAS

Vendeur SHELL Dealer

Tel. 825-2563



May this coming year be a time of happiness, joy and lasting peace for you

ROSS IRVING & SONS

HOWICK



MERRY CHRISTMAS

A joyous Christmas to all. May your festivities be full of good cheer thoughout the coming year.

EDDIE E. BERTHIAUME

HANDY STORE

247-2757 HEMMINGFORD



REAY ELLERTON

The Mutual Life of Canada

HEMMINGFORD

MERRY CHRISTMAS

AND A

HAPPY NEW YEAR

The Village of Howick	The Parish of St-Sacrement
Mayor: ANTOINE MEUNIER	Mayor: JEAN-AIME PARENT
Councillors: Yvan Lazure	Councillors:
Norman Fletcher Wilfrid Arcoite	Donald Templeton Lucien Lemieux
Quentin McCartney Roma Myre	Fernand Primeau Antonin Laberge
William Baillie Sec. Treas. Gérard Primeau	Gordon Lang Donald McKell

spirit of Christmas...

GOLDEN RULE HAS EMBRACED ALL RELIGIONS SINCE 1300 B.C.

Throughout the centuries men of all faiths have acknowledged the Golden Rule as a vital, intrinsic part of their faith, and expressed it thus:

BAHAIISM — "If thou lookest toward justice, choose then for others what thou choosest for thyself. Blessed is he who prefers his brother before himself."

BRAHMANISM—"This is the sum of duty: Do naught unto others which would cause you pain if done to you."

BUDDHISM — "In five ways should a clansman minister to his friends and familiars: By generosity, courtesy and benevolence, treating them as he treats himself and by being as good as his word."

CHRISTIANITY—"All things whatsoever you would that men should do to you, do you even to them: For this is the law and the prophets."

CONFUCIANISM—"Is there one word which may serve as a rule to practice for all one's life? The Master said, 'Is not reciprocity (sympathy, consideration) such a word? What you do not want done to yourself, do not unto others.'"

HINDUISM—"The life-giving breaths of other creatures are as dear to them as the breaths of one's own self. Men gifted with intelligence and purified souls should always treat others as they themselves wish to be treated."

JAINISM — "Indifferent to worldly objects, a man should wander about, treating all creatures in the world as he himself would be treated."

JUDAISM—"Thou shalt love thy neighbor as thyself."

MOHAMMEDANISM — "No one of you is a believer until he loves for his brother what he loves for himself."

SIKHISM — "As thou deemest thyself, so deem others; then shalt thou become a partner in Heaven."

SHINTOISM — "Irrespective of their nationality, language, manners and culture, men should give mutual aid, and enjoy reciprocal, peaceful pleasure by showing in their conduct that they are brethren."

TAOISM — "Regard your neighbor's gain as your own gain, and regard your neighbor's loss as your own loss."

ZOROASTRIANISM — "That nature alone is good which refrains from doing unto another whatsoever is not good for itself."

Traditionalists will say that the Golden Rule, admirable in concept as it is, does not truly express the Spirit of Christmas.

Man continues to strive — more or less — to emulate the Son of God and of Man — and especially at Christmas-time.

He fails miserably, in many cases; this cannot be denied. Why, then, can we not reach for something attainable — such as the Golden Rule?

Warm Christmas

From a letter Horace Walpole wrote to his friend Sir Horace Mann, Strawberry Hill, December 26, 1748:

"Did you ever know a more absolute country-gentleman? Here am I come down to what you call keep my Christmas! Indeed it is not in all the forms; I have stuck no laurel and holly in my windows, I eat no turkey and chine, I have no tenants to invite, I have not brought a single soul with me. The weather is excessivly stormy, but has been so warm, and so entirely free from frosts the whole winter, that not only several of my honeysuckles are come out, but I have literally a blossom upon a nectarine-tree, which I believe was never seen in this climate before on the 26th of December. I am extremely busy here planting..."



All the best wishes to our good friends.

SLEVAN VARIETIES

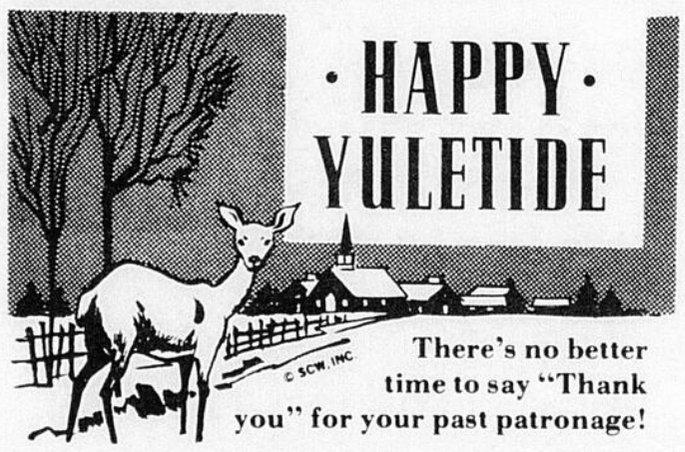
HOWICK



There's no better time to wish our friends the best! Merry Christmas!

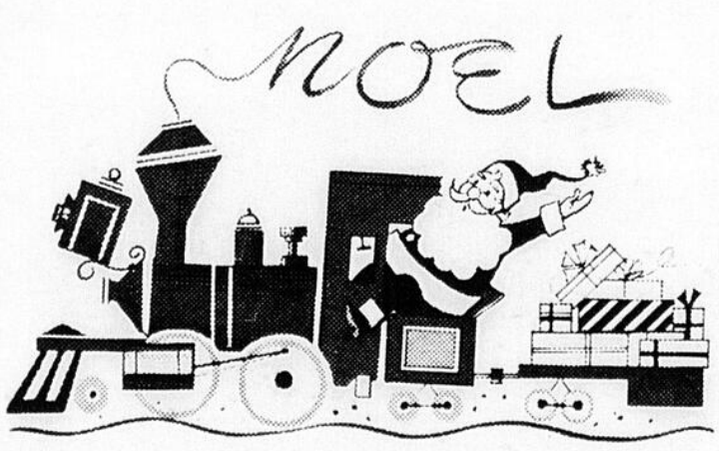
BARBEAU ELECTRIC, REAL INC.

34A ACADEMY, HOWICK
TEL. 825-2636.



There's no better time to say "Thank you" for your past patronage!

SALON ALICE
LADIES HAIR STYLING
2, Lafond Howick Tel. 825-2023



Hope you have a tootin' time!

Garage Claude Aganier

STE-MARTINE



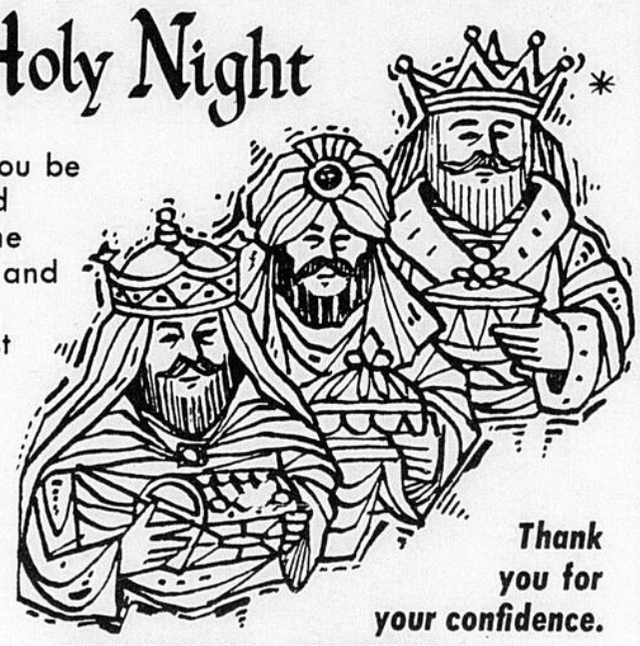
A hearty greeting to all our friends. It's a pleasure to wish you the merriest of holidays at this time. Thanks for your loyal patronage.

CHEZ GARY RESTAURANT

W. BARRINGTON, PROP. HOWICK

O, Holy Night

May you be blessed with the peace and joy of the first Noel.



Thank you for your confidence.

MARCHE METRO
ROBERT SAUVE, Prop.
HOWICK



We, as everyone else, rejoice in the glorious spirit that holiday days bring and in your thoughtful patronage. Appreciated thanks to you!

MELVILLE BROWN & SONS
HOWICK

Why Pick Chimney?

Why does Santa come down the chimney?

Of all the traditions connected with Santa, his unconventional mode of entry might seem the most puzzling. Surely the magical gift giver, who has the power to drive reindeer through the skies and who can cover the earth in a single night, could find an easier way to enter a house.

Like most of the lore of Christmas, Santa's choice of the chimney has several explanations. For instance, legend has it that the original Santa, St. Nicholas, presented three maidens with gifts of gold for a dowry. Modestly concealing his generosity, he tossed the gold down a chimney, in secret.

Another theory claims that Santa copied a goddess, who was the first to deliver gifts via a chimney. According to this legend, when the Vikings of Norway celebrated the Yuletide or winter solstice in their great halls, a festive feature of the occasion was the appearance of the goddess Hertha in the fireplace.

As her name indicates, Hertha was goddess of hearth and home, and most appropriately arrived by way of the chimney, to deliver her Yuletide gifts of good luck and good cheer.

Still another explanation takes a practical point of view. Housewives of Northern Europe, cleaning house for the New Year, used to coax children to help with the chores by saying, "Let's clean the hearth. St. Nicholas will soon be coming down the chimney."

The children willingly set to work, and thus, says legend, a tradition was born. Even when he takes to helicopter or jet plane, Santa delivers his gifts by way of the chimney!





We sincerely wish our many customers and friends every blessing of the season.

GUY CHRETIEN

SUPER-MARCHE S-D
EPICERIE-LICENCIEE
TEL: 264-2253



'Tis the season to be merry and to express our sincerest wishes that this Christmas be a joyous one for you!

MARCEL HAINEAULT

CAZAVILLE



Joy to all

God's love, manifested on that very first Christmas, still lights the world. May that light dwell within every heart at this holiest of seasons. Greetings from

GILLES VALLEE INC.

CO-OP

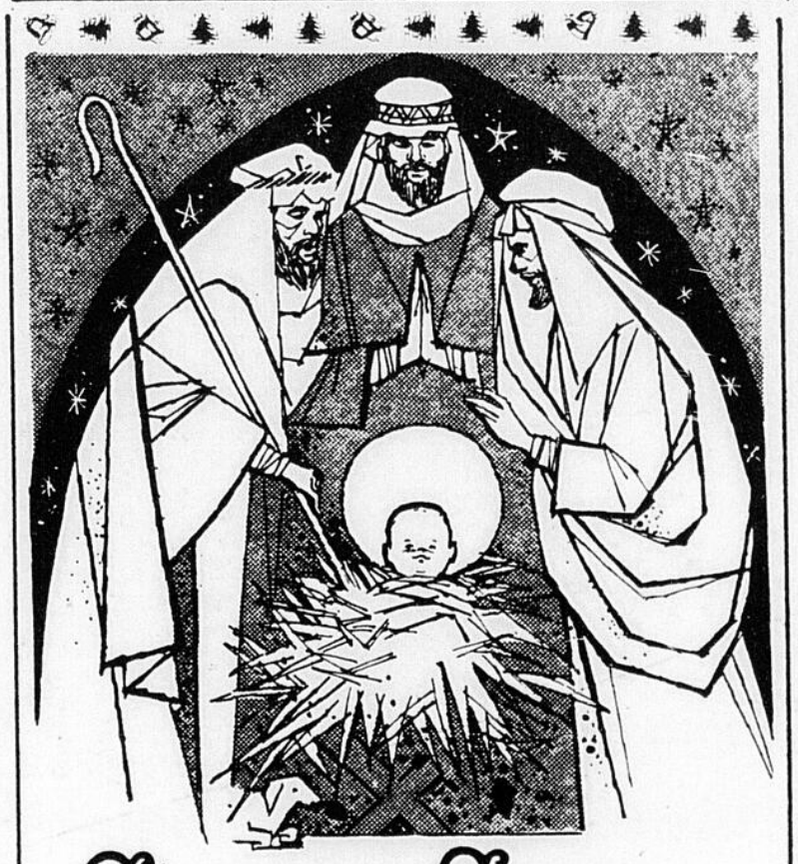
TEL. 373-4625 STE. BARBE



May Christmas be radiant with the light of peace, joy and blessings for you and yours.

ST. ANICET GOLF & COUNTRY CLUB INC.

PORT LEWIS



Christmas Greetings

For all the bountiful blessings of Christmas, let us rejoice! To each and every one of our good friends and patrons, we extend, with sincere appreciation, good wishes for the holiday.

ROBIDOUX BUILDER'S SUPPLY

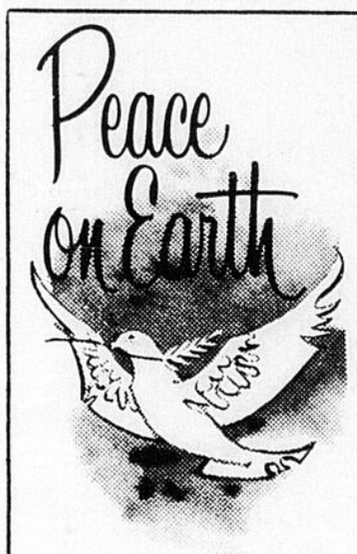
CAZAVILLE



We hope that Santa is bringing good things your way. Thank you for your loyal patronage.

REGIONAL CONSTRUCTION CO.

ST. LOUIS DE GONZAGUE



The Blessings of the Season

MAISLIN TRANSPORT LTD

PAUL E. COMTE
TERMINAL DIST. MGR.
J. ROYAL PROULX
TERMINAL MGR.

Marmee, Meg, Jo, Beth and Amy Personified the Spirit of Giving in Story, "Little Women"

One of the most beloved stories in American literature is "Little Women", by Louisa May Alcott.

The Civil War-impoverished March family — the four "Little Women" guided by their courageous, firm yet kindly mother, Marmee, have won generations of friends as the years go by.

'No better time to meet the March ladies, than at Christmas.

" 'Christmas won't be Christmas without any presents,' grumbled Jo, lying on the rug." (Jo, as you remember, was the "free spirit" among the girls, with an impulsive, outspoken way that sometimes concealed a warm and loving heart.

" 'It's so dreadful to be poor,' sighed Meg, looking down at her old dress.'

'I don't think it's fair for some girls to have plenty of pretty things, and other girls nothing at all,' added little Amy, with an injured sniff.

'We've got father and mother and each other,' said Beth contentedly, from her corner.

The four young faces on which the firelight shone brightened at the cheerful words, but darkened again as Jo said sadly:

'We haven't got father, and shall not have him for a long time.' She didn't say "perhaps never", but each silently added it, thinking of father far away, where the fighting was."

But somehow the girls rallied their spirits, and determined to make a show of being happy, even if each one had a lump in her throat, thinking of her father in combat, perhaps lying on the wet snow with only the cold muzzle of a rifle against his cheek.

They were thinking, too, of Marmee, so brave in the midst of these adversities, and who was the most selfless person anyone could know.

The girls decided to pool their meagre resources and buy their mother some presents. A dollar was all any of them had to spend; they had hoarded their pennies for months to build up a fund for something nice for Marmee. And they wanted it to be a surprise.

On Christmas morning they came downstairs to find that their mother had gone out on an errand of mercy — an occurrence all too common, in the eyes of their faithful friend and servant, Hannah, long unpaid, but ever loyal.

The girls waited for an hour, growing hungrier and hungrier as they sniffed the aroma of buckwheats coming from the kitchen.

Finally Marmee came back, but only to ask the girls to sacrifice their own wants and needs this Christmas morning, and help her carry a basket of good things to eat, along with firewood, to a cold and starving family nearby.

All the "little women" felt that this need was greater than theirs, so they gathered up the hotcakes, the freshly baked muffins and the cream, and with Jo's arms heaped with firewood, the Marches made a Christmas morning visit to their neighbors' house.

Later, their own breakfast of only cold bread and milk seemed sufficient, because their hearts were full of gratitude that, as poor as they were, they were able to help those unfortunates.

As Marmee went into the kitchen to thank Hannah, the girls decided that this was the moment to surprise their mother with the gifts.

Beth rushed to the old piano and played her "gayest march" . . . "Amy

Continued on following page



Merry Christmas to all our friends! We hope your holidays abound with happiness.

LA LANTERNE
DINING ROOM
J.F. "Ti-Nomme" Laurin, Prop.
VALLEYFIELD



To all our wonderful friends
and patrons, we extend best wishes!

GUY CADIEUX
MEN'S WEAR
VALLEYFIELD

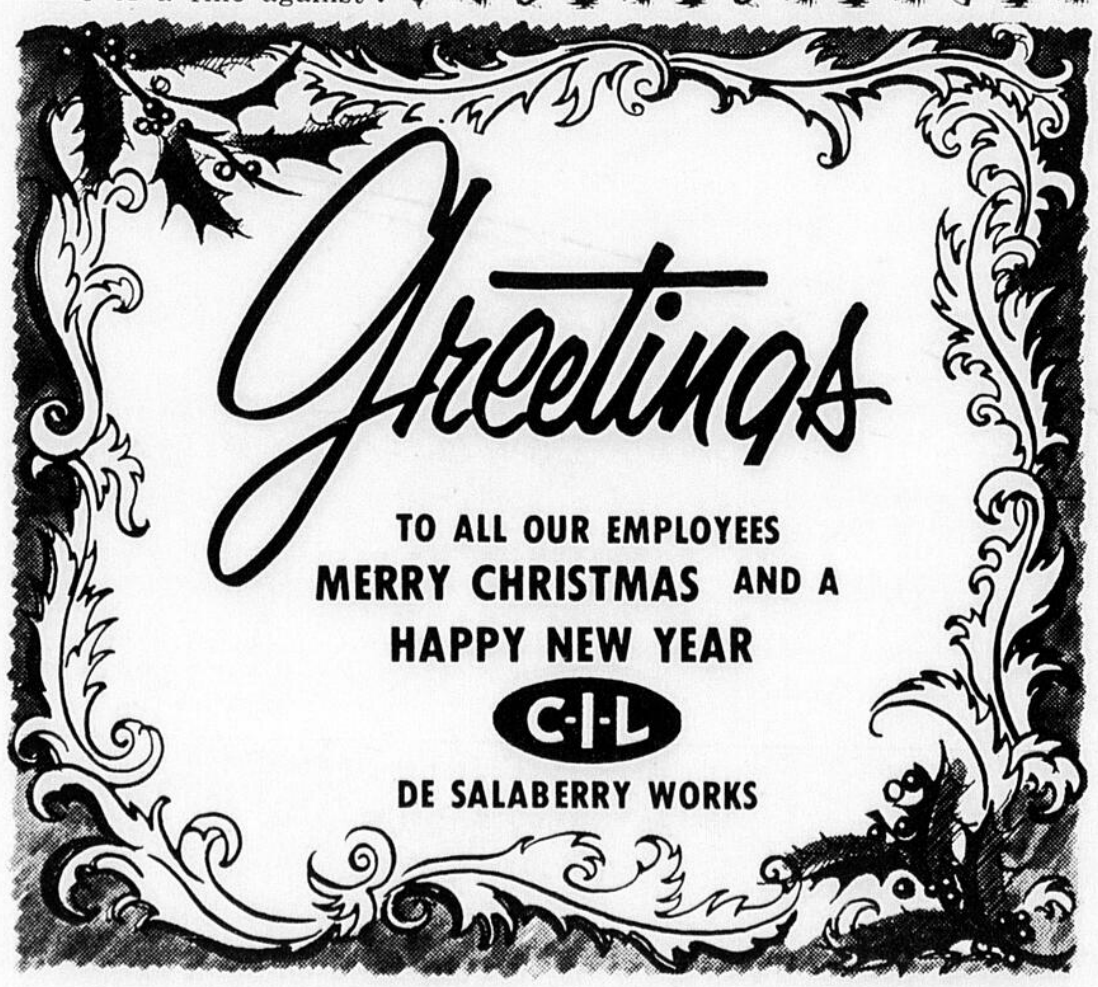


VALLEYFIELD READY MIX
VALLEYFIELD



To you, sincere greetings and thanks . . . with every good wish that the joy and delight of the Yuletide will be yours.

MARCEL HEBERT
JEWELLER
VALLEYFIELD



threw open the door, and Meg enacted escort with great dignity. Mrs. March was both surprised and touched; and smiled with her eyes full as she examined her presents, and read the little notes which accompanied them. . . .

There was a good deal of laughing and kissing and explaining, in the simple, loving fashion which makes these home festivals so pleasant at the time, so sweet to remember long afterward. . . ."

Before bedtime, Marmee gathered all the girls around her, and, taking a well-worn letter from her bosom, read to them tender words from husband and father.

As love encircled the family, across the miles, in spite of hardships, everyone agreed — it had been a happy Christmas Day.

WHY A TREE?

Why a tree at Christmas? One early legend says that all the trees burst into bloom on the night Christ was born.

Folk tales of ancient times tell of a huge tree in a forest, lighted with many candles, some of which were straight and some bent. At the top was an Infant with a halo.

The tree was meant to represent humanity, the candles, people good and bad; and the Infant, the baby Jesus.

Another explanation links today's Christmas tree to ancient feasts of the winter equinox, when trees were adorned with trinkets.

St. Boniface, an English missionary to Germany, is said to have told converts that the fir should be their holy tree, replacing the oak, sacred in Druid tree worship and thus beginning the custom of a decorated fir.

Many are the legends, but one thing is certain Nowadays Christmas wouldn't be Christmas without the tree.

ST. NICK: GOOD OR BAD?

In December every year parents are faced with the problem of what to do or what to say about Santa Claus. Some of our educators say that the Santa theory is all wrong and some of today's "modern" parents seem to agree.

Is the Saint Nick idea good or bad for children? We say it is good and that no child, average or brilliant, ever suffered from the grand illusion. Children know there is a Santa Claus and they accept the fact that he gradually changes from the Santa of fiction to the Santa of reality.

Santa is good for small children, for children have imaginative minds. The fact they might see a Santa on every corner matters little. In their eyes Santa is a symbol, a mystery, and in his wonderous magic is apt to appear anywhere.

It is not the end of the world when the time comes that some older child shatters the illusion by telling all.

This is the perfect opportunity for the parent to explain that Santa is, after all, a spirit of Christmas. He represents the spirit of giving and the reason that we give at Christmas time is because this is the day on which Jesus was born. Jesus taught us love and faith and hope and Santa is a figurative being who helps us understand and use that teaching.

Giving Gifts

Like greetings, gifts are synonymous with Christmas, as part of a custom that probably has its beginning in the Wise Men's presentation of gold, frankincense and myrrh to the Christ Child.

Some researchers trace the gift-giving tradition to even earlier, pre-Christian times. During pagan holidays observed at about the same time as the modern Christmas, ancient Romans and Britons exchanged gifts in token of the season.

* * *

Lighting the Way

Light and Christmas go together, for the deepest meaning of the holiday represents Christ, the Light of the world. From the bonfires and candles of yesteryear to the twinkling electric ornaments of today, light symbolizes Christmas.

According to Irish legend, a candle should always be placed in the window on Christmas Eve. Each Christmas, it was said, Christ wanders the earth in search of a welcome, and a candle should light the way.



Let us rejoice at Christmastime!

Les Fourrures GUINDON INC.

49 Du Marché VALLEYFIELD



We wish you every blessing!

j. o. clermont ltée

valleyfield, qué.

5, Clermont

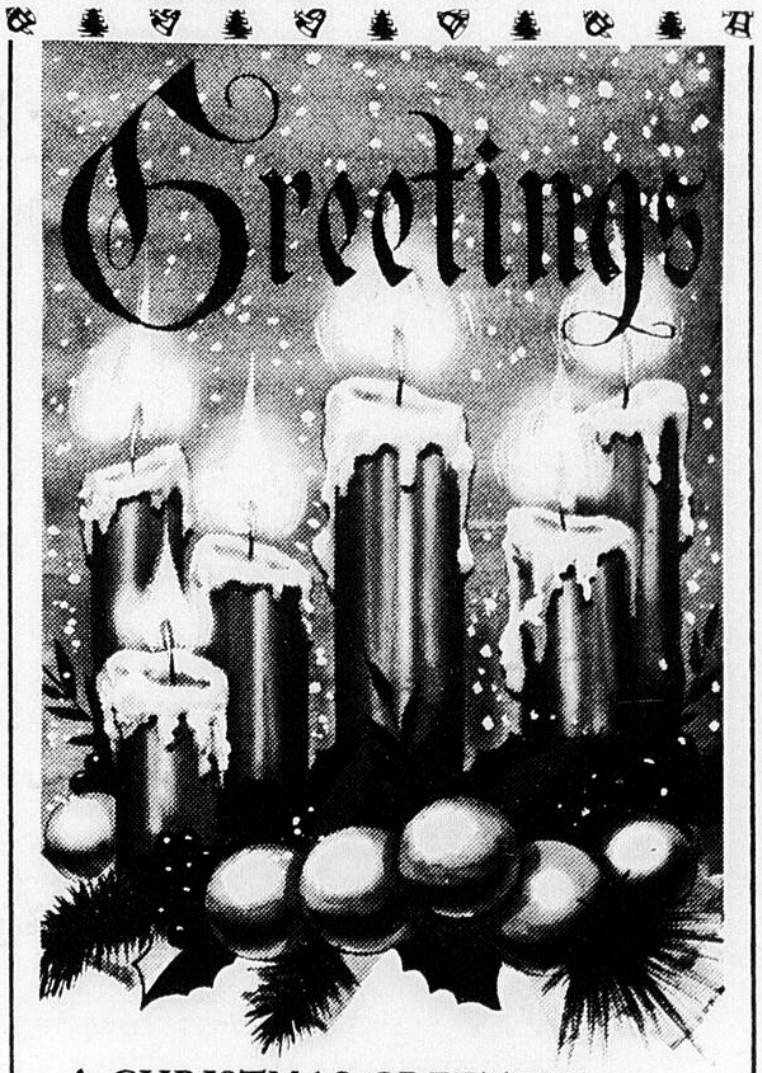


Season's Greetings

We Hope This Joyous Time Will Bring To You

All The Goodness Of Yuletide.

Canadian **Schenley** *Distilleries* LIMITED



A CHRISTMAS GREETING . . .
BRINGING EVERY GOOD WISH
FOR NOW AND ALWAYS . . .

BRODEUR JEWELLERS

201 VICTORIA,
VALLEYFIELD
TEL: 373-1606

Community Greets Joyful Christmas

Throughout this community, the Christmas spirit finds expression, as once again, people are proving that this happiest of holidays is a time of tradition. A modern Christmas, just like a good old-fashioned Christmas, calls for gatherings of family and friends, with much merriment, fun and feasting. Gifts and Santa Claus express the mood of the season, especially for the youngsters. Trees and other decorations, music and song, light and laughter set the scene. As a Christian holy day, celebrated in church services and private devotions, Christmas glows with the spirit of good will, and "peace and good will" is the wish and prayer, for all mankind.

All of these traditions of Christmas are wrapped up in one. The true spirit of Christmas is most happily expressed in the exchange of greetings. "Have a Merry Christmas." That says it all — the heartfelt hope for good things for others, the good feeling that prevails, the happiness of the season rising above problems and crises, the wish to give and to share all the holiday joys and blessings.

As a special custom that symbolizes the spirit of Christmas, the exchange of greetings takes many forms. "Merry Christmas" is said person-to-person, with smiles of gladness, wherever friends and family meet. "Merry Christmas" is the message of millions of greeting cards which travel across the miles. And "Merry Christmas" is the theme of today's edition of this newspaper, in which businessmen of the community offer their special greetings and good wishes, their words of appreciation to patrons and friends.

Rather than be caught up in the many meaningless chores of Christmas, why not let some of them go undone and concentrate your efforts on the true meaning of Christmas. You'll find you've created a warm feeling of family closeness and love. When Christmas morning comes, you'll be able to meet it with a new joy in having found the way to express the real meaning of the Lord's feast.

Altered Meaning

The meaning of "Merry Christmas" has changed somewhat over the years. Originally, "merry" meant "blessed, peaceful, pleasant."

As the saying goes, "If we would but light one candle, what a bright world this would be!"

How Many Holidays?

Traditionally, Belgians celebrate three holidays at the Christmas season — beginning with St. Nicholas Day, December 6th, when the good saint brings gifts for children.

Then comes St. Thomas Day, December 21st. It's a sort of "trick or treat" day for school children, who try to play tricks on their teachers.

The third holiday, of course, is Christmas.

* * *

Baking Cakes

If the weather on St. Nicholas Day, December 6th, is misty, a Dutch legend can explain it. St. Nicholas is baking his cakes.

Traditional cakes — Zelten or Klosse — are adorned with different figures. These, children are told, are the marks made by St. Nicholas' donkey as he steps over the cakes on his way through the mist.



P.G. ELECTRIC INC.
Electrical Contractor
Ronald Delisle - Paul Vallée -
Gilles Bérubé
180 St. Lambert,
Valleyfield Tel: 373-2733



Christmastime, and once again we pause to wish good friends all the special joys and blessings of the season. May your Day bring an abundance of happiness and peace.

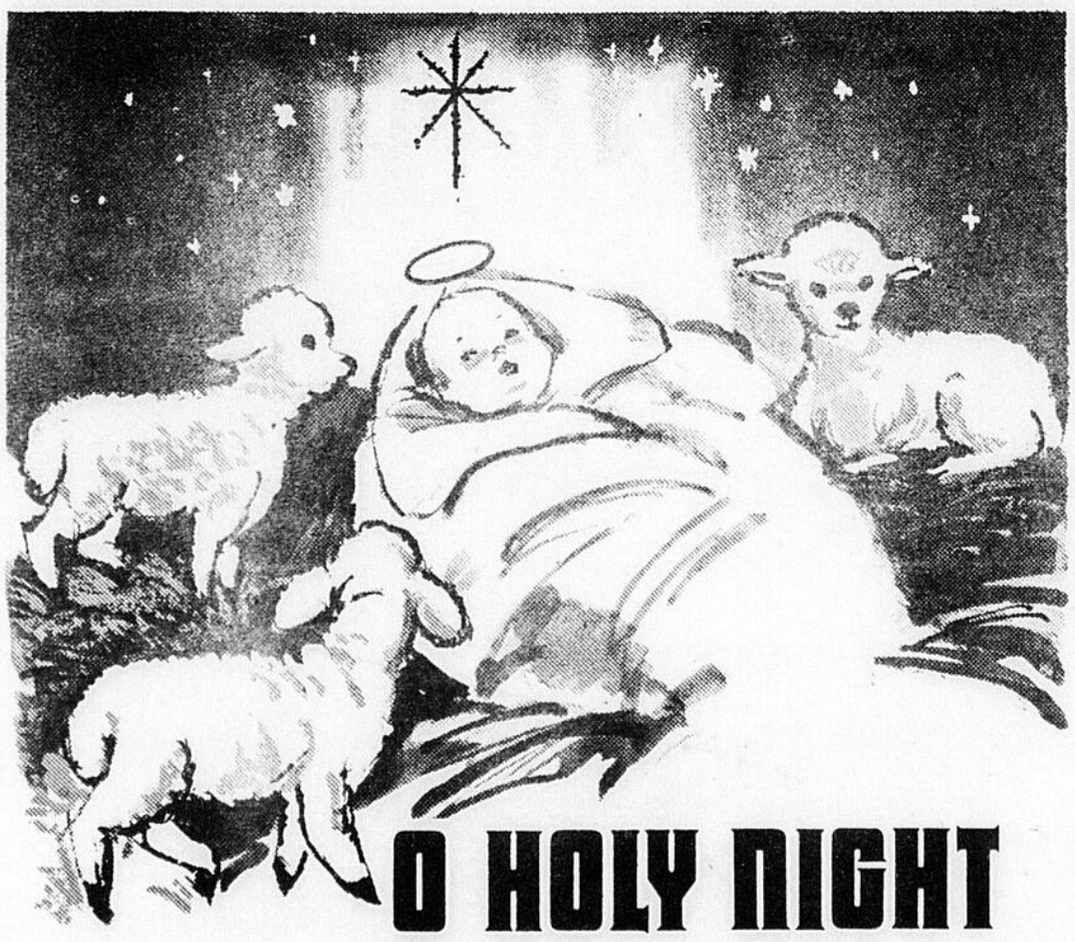
IMMEUBLES

LOYAL
REALTIES LTD.

2003 Blvd. Ste. Marie Valleyfield

WILLIAM CARRIERE, President, Courtier -- Broker

Tel. 373-4388 — 373-5020



O HOLY NIGHT

May the Infant Jesus bless you at this holy season and may His peace abide with you.

A.H. BESNER LTEE

VALLEYFIELD



Noel

Look to the Star of Bethlehem for Peace in our World

Dandurand & Frere
REMI HALLE, PROP.
Lumber - building materials
VALLEYFIELD

la gazette

HUNTINGDON, QUEBEC — MERCREDI, 18 DECEMBRE 1974

Joyeux Noël



Noël des déplacés

Que fais-tu â Noël?

Où vas-tu le premier de l'an?

- Je ne sais pas,
- Je travaille,
- Si les cinémas sont ouverts, c'est probablement là que j'irai...

Si vous jasez avec des jeunes qui travaillent près de vous mais qui demeurent assez loin de chez eux, posez-leur la question. Vous serez certainement surpris de leurs réponses.

Eh oui! Il y a beaucoup de gars et de filles qui ne pourront se rendre dans leur famille pour les fêtes car ils n'ont pu obtenir un congé assez long ou le voyage serait trop dispendieux pour leur portefeuille.

Plutôt que de rester seuls, ils accepteront de remplacer un copain à l'ouvrage ou décideront de passer leur nostalgie dans un théâtre.

Pourtant n'ont-ils pas le droit, eux aussi, à un Noël heureux?

Et dire qu'il y a tant de jeunes qui ont une famille, des parents, des frères, des soeurs et qui se demandent quand même ou aller, quoi faire. Ils cherchent les joies, les plaisirs, les amis alors qu'ils ont à la portée de la main tout ce qu'ils auraient besoin pour passer un Noël heureux, un Jour de l'An vrai et fraternel.

Demandez-leur comment ils aimeraient paser leurs journées et ils vous décriront sans doute ce que vous, vous pourriez faire et que vous mettez de côté pour rechercher autre chose...

Riez, petit Jésus

Enfant Jésus dans votre crèche,
J'entends votre divine voix.
Ici tout me parle et me prêche,
Oh! quelle misère je vois!
Il gèle dans votre demeure,
Et moi lorsque j'ai froid ..... je pleure.
Pardonnez-moi, petit Jésus.
Bien sûr, je ne le ferai plus.

Jésus, par votre tendre mère,
Vous deviez être bien gâté;
Cependant mon bon petit frère,
Vous n'aviez pas volonté.
Et moi, je suis très exigeante,
Quelquefois désobéissante,
Pardonnez-moi, petit Jéus,
Bien sûr, je ne le ferai plus.

O Roi des hommes et des anges,
Votre exemple m'en dit assez.
Vous n'avez que de pauvres langes
Pour couvrir vos membres glacés
Et moi, j'aime tant la toilette,
Je me mire, je suis coquette.
Pardonnez-moi, petit Jésus,
Bien sûr, je ne le ferai plus.

Sans dormir vous restez tranquille
Dans votre lit, si peu douillet,
Vous m'apprenez — c'est très utile
Combien le silence vous plait!
Car moi je fais tant de tapage



Joyeux Noël et Bonne Année

THOMPSON'S
HUNTINGDON

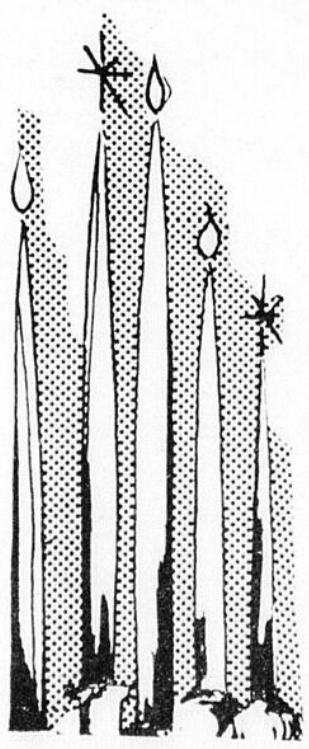




Meilleurs Voeux de Bonheur

TAVERNE AQUARIUS
HUNTINGDON

Joie et Paix pour Noël



Alors que NOEL apporte sa tendresse et sa beauté merveilleuse nous adressons nos voeux à tous.

G. W. MURPHY
HUNTINGDON

NOEL

Ce temps joyeux de l'année remplit nos coeurs de bonne volonté, de bons voeux et de temps heureux

Nos meilleurs voeux pour un NOEL JOYEUX

Ville de Huntingdon

Son Honneur le Maire: CLAUDE PILON

Conseiller J.D. McGerrigle,
Président,
Eau et Electricité

Conseiller Wilfred Laplante,
Président,
Comité de Construction

Conseiller Normand Nadeau
Président,
Parcs et Terrains de Jeux

Conseiller Gérald Brisebois,
Président,
Département de la Voirie

Conseiller J. S. Gaw, B.V. Sc.
Président
Département de la Police
et des incendies

Conseiller Georges Lazure
Président
Assistance et Bien-Etre

Secrétaire-Trésorier: Me RICHARD ALARY

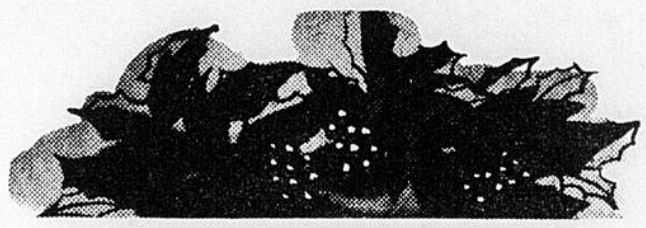


JOYEUX
NOEL
BONNE
ANNEE

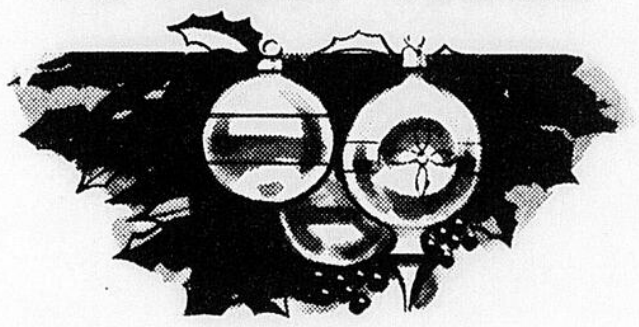
A TOUS
NOS CLIENTS
ET AMIS

D.N. RACINE, INC.

ATHELSTAN
TEL. 264-5533 OU 3222

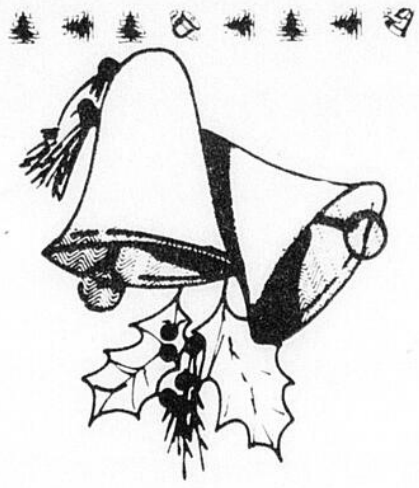


JOYEUX NOEL



BRISEBOIS

Epicerie - Boucherie Licenciée
Huntingdon



Un vrai
Joyeux Noël



MARCHE PLOUFFE

ROBERT PLOUFFE, prop.

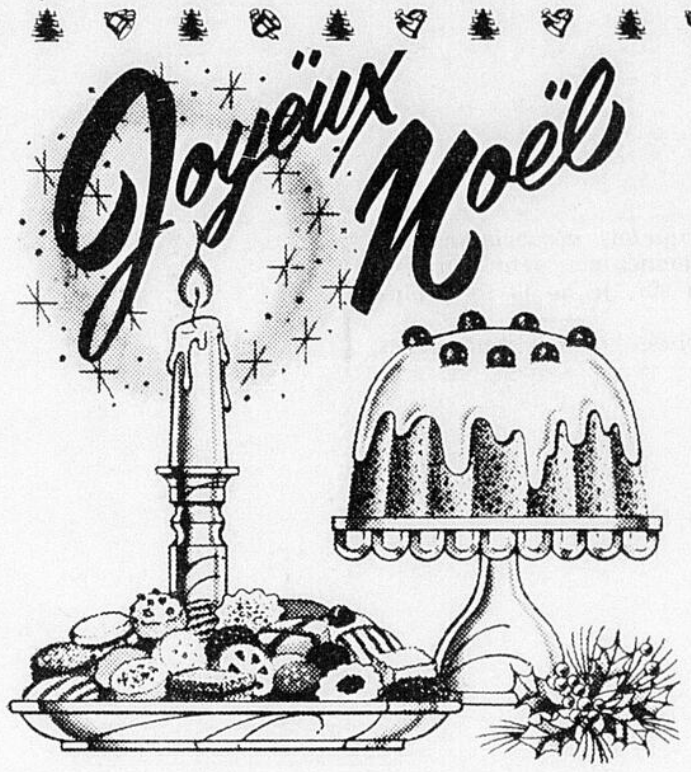
HUNTINGDON

L'ORIGINE DE "TOURTIERE"

Toute une histoire se rattache à cette belle et bonne friandise si appréciée qui s'appelle "tourtière". Cette pâtisserie ou plutôt ce pâté date de longtemps déjà. Nos grand'mères confectionnaient la tourtière avec un art méticuleux; elles faisaient cuire cette pâte contenant un mélange de viande de porc, de lièvre, et surtout de "tourte", sur l'ancien poêle à deux ponts.

Au fait, qu'était-ce donc que la tourte? Un oiseau qui abondait dans toute la province et surtout dans Charlevoix. Cet oiseau sauvage était de la grosseur d'un pigeon auquel il ressemblait beaucoup; il y en avait tellement qu'on voyait parfois les tourtes s'abattre par véritables nuages sur les champs ensemencés, où c'était alors la désolation. Comme leur chair était succulente, la soupe à la tourte connut vite la vogue, et deux tourtes suffisaient à faire une excellente soupe pour douze personnes.

On fit également les tourtières ce fut, en conséquence, la chasse impitoyable aux tourtes. On les tuait jusque dans les cours des fermes et avec tant d'ardeur qu'on en négligea la messe du dimanche. C'est alors que le clergé "conjura" les tourtes pour les faire disparaître. De fait on n'en voit plus aujourd'hui au Canada ni aux Etats-Unis. Leur espèce est-elle éteinte? Toujours est-il qu'elle a donné naissance au mot "Tourtière".



PILON & MENARD

NOTAIRES
HUNTINGDON

Meilleurs
souhaits
à mes clients
concitoyens et
amis
à l'occasion de

NOEL et de l'AN NOUVEAU



Alain Renaud
Huntingdon Grist Mill
HUNTINGDON



JOYEUX NOEL
et
Bonne et Heureuse Année

A TOUS NOS CLIENTS ET AMIS QUI NOUS ONT FAVORISES
DE LEUR ENCOURAGEMENT

EARL FOURNIER
LUMBER & CONSTRUCTION INC.
HUNTINGDON

Vivrons-Nous un noel serieux?

Tu viens, Jésus, nous annoncer la Bonne Nouvelle.

Tu viens par tous les chemins, de Bethléem à nos jours... par des étroits sentiers de joie comme par de larges allées de douleurs...

Suivant ton étoile, fatigués, et fourbus, nous marchons révoltés, pour définir une liberté sans forme et sans promesse...

Il existe un bonheur à découvrir... dans l'enfer de nos haines, les obstacles fourmillent ... la soif de Toi nous poursuit.

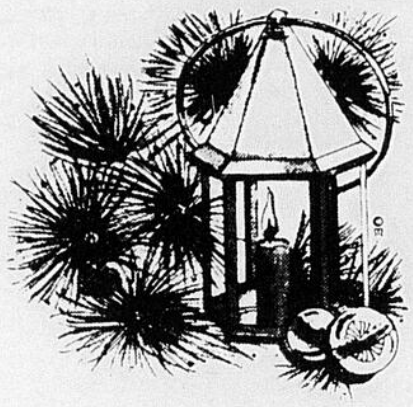
Un Noel à la dérive...

Oui, c'est sérieux.

C'est sérieux, même si le mal vient chez nous à coup de drogues, de protestations, de grèves, de révoltes et d'assassinats...

Mais, c'est sérieux dans la mesure où ce NOEL qui vient, qui sera le nôtre, ne sera pas ce mini-NOEL, aux enchères de la débauche, à la dérive d'un libre amour sans scrupule et sans croyance.

Un NOEL perdu dans l'incertitude d'une époque tumultueuse...



JOYEUX
NOEL
BONNE
ANNÉE

A TOUS
NOS CLIENTS
ET AMIS

MARCHE NOEL

Viande de choix
TEL. 373-9933
NOEL MARTIN, Prop.
59, RUE CHAMPLAIN VALLEYFIELD, P.Q.



Puissent la paix et la joie de Noël être avec vous

RICHARD ALARY
HUNTINGDON
AVOCAT



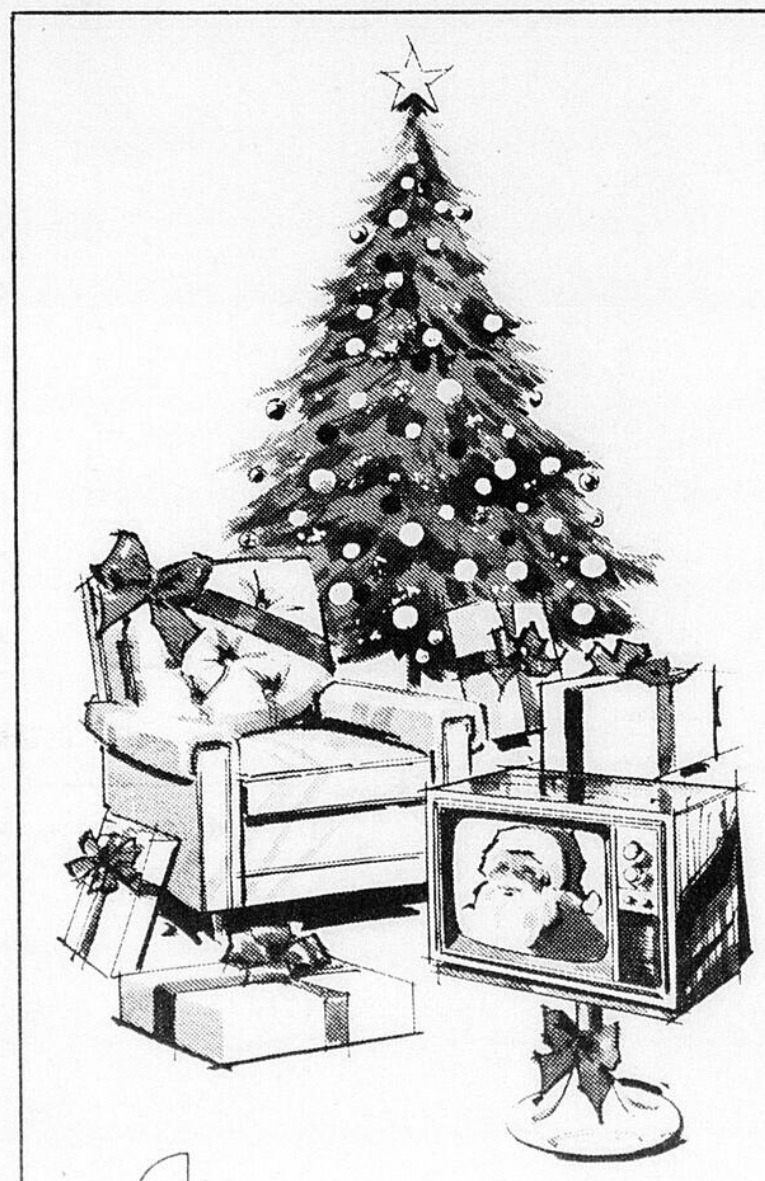
Gai Noël

L. Charrette & Fils Inc.
Jean-Louis Charrette, Prop.
31 St. Louis
Valleyfield



Joyeux Noël!

RIVERSIDE MOTORS LTD.
HUNTINGDON



Joie, santé et bonheur,
tels sont mes souhaits
Que Noel
vous apportent des
jours de bonheur

MARCHAND
FRERES
LE FOYER DU
GAZ BLEU
PROPANE INC.
HUNTINGDON



JON PROUDFOOT
HUNTINGDON

LA DERNIERE VISITEUSE

C'était à Bethléem à la pointe du jour. L'étoile venait de disparaître, le dernier pèlerin avait quitté l'étable, la Vierge avait bordé la paille, l'enfant allait dormir enfin.

Mais dort-on la nuit de Noël?

Doucement la porte s'ouvrit poussée, eût-on dit, par un souffle plus que par la main, et une femme parut sur le seuil, couverte de haillons, si vieille et si ridée que, dans son visage couleur de terre, sa bouche semblait n'être qu'une ride de plus.

En la voyant, Marie prit peur, comme si ç'avait été quelque mauvaise fée qui entrait. Heureusement Jésus dormait! L'âne et le boeuf mâchaient paisiblement leur paille et regardaient s'avancer l'étrangère sans marquer plus d'étonnement que s'ils la connaissaient depuis toujours. La Vierge, elle, ne la quittait pas des yeux. Chacun des pas qu'elle faisait lui semblait long comme des siècles.

La vieille continuait d'avancer, et voici maintenant qu'elle était au bord de la crèche. Grâce à Dieu Jésus dormait toujours. Mais dort-on la nuit de Noël?

Soudain, il ouvrit les paupières, et sa mère fut bien étonnée de voir que les yeux de la femme et ceux de son enfant étaient exactement pareils et brillaient de la même espérance.

La vieille alors se pencha sur la paille, tandis que sa main allait chercher dans le fouillis de ses haillons quelque chose qu'elle sembla mettre des siècles encore à trouver. Marie la regardait toujours avec la même inquiétude. Les bêtes la regardaient aussi, mais toujours sans surprise, comme si elles savaient par avance ce qui allait arriver.

Enfin au bout de très longtemps, la vieille finit par tirer de ses hardes un object caché dans sa main, elle le remit à l'enfant.

Après tous les trésors des Mages et les offrandes des bergers, quel était ce présent? D'où elle était, Marie ne pouvait pas le voir. Elle voyait seulement le dos courbé par l'âge, et qui se courbait plus encore en se penchant sur le berceau .Mais l'âne et le boeuf, eux, le voyaient et ne s'étonnaient toujours pas.

Cela dura bien longtemps. Puis la vieille femme se releva, comme allégée du poids très lourd qui la tirait vers la terre. Ses épaules n'étaient plus voûtées, sa tête touchait presque le chaume, son visage avait retrouvé miraculeusement sa jeunesse.

Et quand elle s'écarta du berceau pour regagner la porte et disparaître, Marie put voir enfin ce qu'était son mystérieux présent.

Eve (car c'était elle) venait de remettre à l'enfant une petite pomme, la pomme du premier péché (et de tant d'autres qui suivirent). Et la petite pomme rouge brillait aux mains du nouveau-né comme le globe du monde nouveau qui venait de naître avec lui.



C'est Noël

Les cieux se réjouissent, la terre bondit de joie en présence du Seigneur, parce qu'Il est venu. (Ps. 95)

O Roi des Nations, clef de voûte qui unissez les peuples opposés, venez sauver l'homme que vous avez façonné d'argile. Mets ta réjouissance en Dieu. Il comblera les désirs de ton coeur. (Ps. 36)

Mon Dieu, bénissez la nouvelle année, rendez heureux nos parents, nos amis.

Mieux vaut se fier au Seigneur que d'espérer dans les hommes.

Paix, Fraternité, Amour sur la terre des hommes.

NOEL, c'est le service des autres; le Seigneur n'est pas venu pour être servi mais pour servir. Quoi de plus réconfortant si l'on examine toutes les actions accomplies sur terre par l'Homme-Dieu? Déjà, dans la mangeoire, ses bras se font accueillants. Il est déjà là pour les autres, tout comme Marie l'a été avant lui, elle qui s'est faite servante et pauvre afin qu'Il vienne nous révéler le visage de son Père.

Avoir l'esprit de NOEL, c'est être en service commandé auprès des hommes? C'est se laisser ronger par le virus donde-soi. C'est se ranger du côté de l'autre non pas parce qu'il est petit et faible, parce qu'il est impuissant, mais parce qu'il a besoin de nous pour s'épanouir pleinement et qu'il a besoin de nous pour se sortir de lui-même.

NOEL, c'est le service dans le partage de tout ce que l'on est et de tout ce que l'on a. NOEL, c'est le jour où rien ni personne n'est oublié...

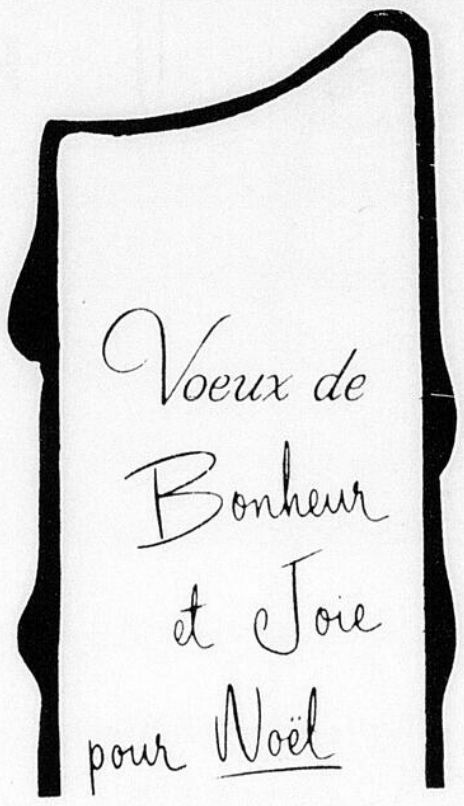
NOEL, c'est l'habitude du service qui se continue un peu tous les jours, après la Nativité, parce qu'on a découvert, au fin fond de l'esprit de la fête de NOEL, tout ce qu'il a de tonifiant pour 365 jours d'optimisme et de joie surabondante dans le don de l'être qui se dépouille peu à peu pour redevenir petit enfant.



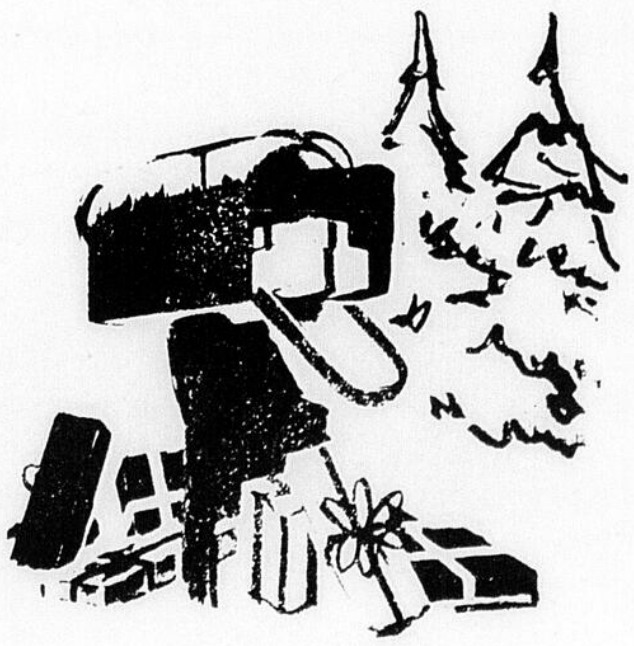
Meilleurs Souhaits

A l'occasion de la naissance du Divin Messie. Puisse la nouvelle année qui s'amorce être le couronnement d'une paix durable.

K. M. FERNS
HUNTINGDON



H. PRIMEAU INC.
HUNTINGDON



Joyeux Noël

Bonne et Heureuse

Année!

ANDRE RADIO TV
VOTRE DEPOSITAIRE QUASAR
HUNTINGDON



JOYEUX NOEL

et des voeux sincères pour une

NOUVELLE ANNEE HEUREUSE ET PROSPERE

à tous mes amis et clients de la région

CHATEAU
HUNTINGDON



JOYEUX NOEL

HEUREUSE ANNEE

JEAN-GUY HEBERT
HUNTINGDON

La fraternité partout dans le monde comme un ferment

La fraternité: un levain qui, tout à coup se met à agir, on ne sait trop comment et pourquoi. Un peu comme un esprit qui transforme les individus et les groupes. Le Seigneur, qui vient à Noël, n'a qu'un objectif, qu'une tactique, qu'une loi, qu'un Esprit: la fraternité. Il se fait notre frère. Il se fait le frère de ses apôtres et de ses disciples. Il veut faire de tout homme un fils du Père et donc, son propre frère. La fraternité est partout dans le monde comme un ferment. Voilà pourquoi "L'Eglise reconnaît tout ce qui est bon dans le dynamisme social d'aujourd'hui, en particulier le mouvement vers l'unité, les progrès d'une saine socialisation et de la solidarité au plan civique et économique" (Concile Vatican 11)

Quand la fraternité gagne du terrain

Quand la fraternité gagne du terrain, plutôt que de bâtir des gratte-ciel, les hommes s'intéressent aux projets de planification urbaine et aux logis à prix modiques. Quand la fraternité gagne du terrain, les trust ont plus de difficultés à s'installer, et chaque petit commerçant finit par trouver sa place au soleil. Quand la fraternité gagne du terrain, on voit plus de petites voitures, moins de carosses dorés, et la transport en commun devient plus humain. Quand la fraternité gagne du terrain, le curé prend logis comme tout le monde, dans le quartier, et les sapins bleus poussent sur tous les parterres. Quand la fraternité... les parents boivent moins de bière, et les enfants plus de lait. Plus de femmes peuvent se permettent des cures d'amaigrissement et des soins de beauté. Les non-scolarisés accourent plus nombreux aux cours de recyclage, tandis que les licencié sont moins nombreux. Les couples partagent entre eux l'art d'être heureux, au lit et en dehors du lit. Les politiciens ont le courage de refuser les pots-de-vin, et l'antichambre des députés n'accueille plus la même clientèle. Le curé est moins arrogant avec ses drogues. L'ouvrier apprend à travailler avec plaisir et par service. Quand la fraternité gagne du terrain, les époux découvrent la nécessaire fidélité. L'étudiant conteste sa vie personnelle en même temps que la société. Et.. on pourrait poursuivre. Quand la fraternité gagne du terrain, c'est le temps de l'Avent, c'est le temps avant Noël la Venue du Seigeneur, c'est

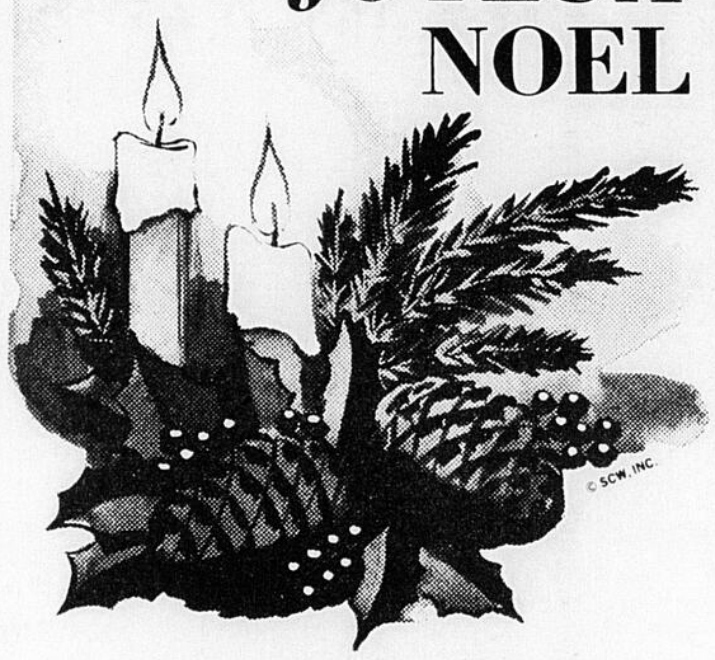


Beaucoup de Bonheur à l'occasion des Fêtes

GOLDEN EAGLE GAS BAR

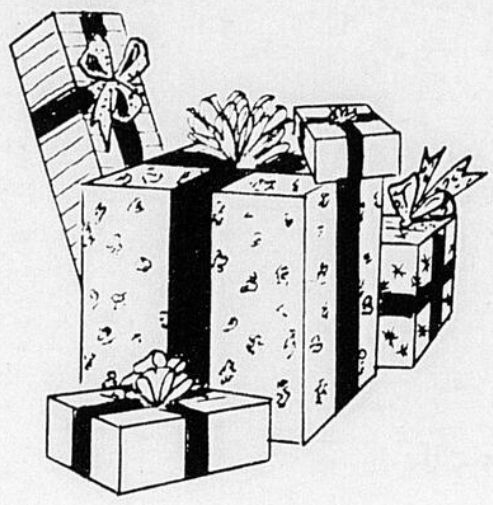
TOMMY ARNOLD PROP.

JOYEUX NOEL



RESTAURANT TREMBLAY

ALBERT CADORET, PROP
HUNTINGDON



Joie et Paix pour Noël

BERGEVIN STATION SERVICE

HUNTINGDON

Joyeux Noël

R. MENARD & FILS

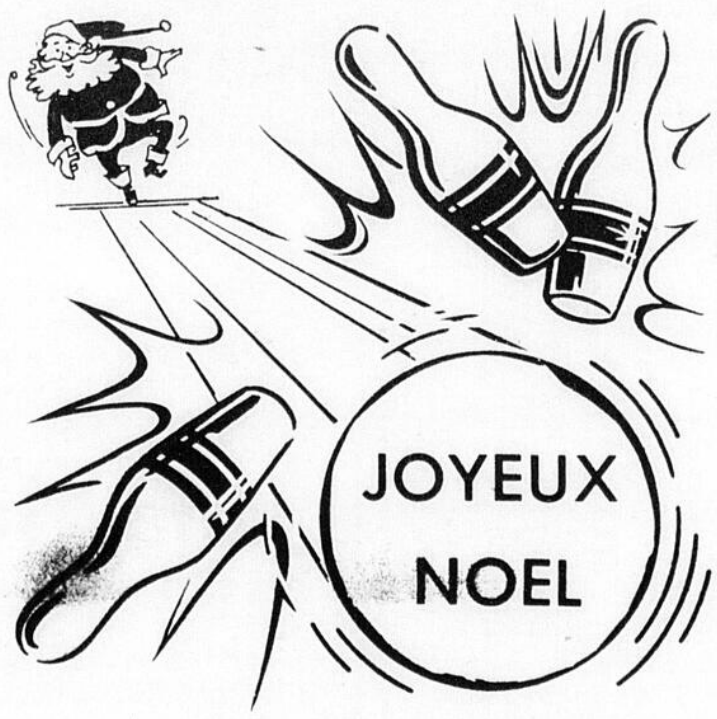
GRIST MILL
MARCHE METRO
HUNTINGDON

NOËL

Meilleurs Voeux à l'occasion des Fêtes

HELM & RENNIE ENR'G.

PRODUITS LAITIERS BORDEN
HUNTINGDON. TEL 264-5064



BONNE ANNEE
A TOUS

BOWLING VALDO

HUNTINGDON

Soir de Noël

par François Mauriac

Notre maison était proche de la cathédrale. Le soir de Noël, la grosse cloche de la tour PeyBerland, le bourdon, emplissait la nuit d'un grondement énorme. Mon lit devenait pour moi la couchette d'un bâteau et la tempête de sons me portait, me berçait, dans son orage. La veilleuse vacillante peuplait la chambre de fantômes qui m'étaient familiers. Les rideaux de la fenêtre, la table, mes vêtements en désordre sur un fauteuil n'entouraient plus mon lit d'un cercle mençant; j'avais apprivoisé ces fauves. Ils protégeaient mon sommeil comme le peuple de la jungle veillait sur celui de l'enfant Mowgli.

Je ne risquais pas de m'endormir; le bourdon m'aidait à me tenir en éveil. Mes doigts s'accrochaient aux barreaux du lit tant j'avais la sensation d'être livré corps et âme à une bonne tempête qui ne me voulait pas de mal. Maman poussa la porte. Mes paupières étaient closes mais au bruit soyeux de sa robe, je la reconnus. Si c'était elle qui déposait les jouets autour de mes souliers, ce devait être le moment, me disais-je, avant qu'elle partit pour la messe de minuit. Je m'appliquai à respirer comme un enfant endormi. Maman se pencha et je sentis son souffle. Ce fut plus fort que toutes mes résolutions: je jetai brusquement mes bras autour de son cou et me serrai contre elle avec une sorte de fureur. "Oh! le fou! le fou! répétait-elle à travers ses baisers.

— Comment veux-tu qu'il vienne si tu ne dors pas? Dors, Yves, mon chéri, mon garçon aimé; dors mon petit enfant.

— Maman je voudrais le voir!

— Il veut qu'on l'aime sans l'avoir vu. Tu sais bien qu'à la messe au moment où il descend sur l'autel, tout le monde baisse la tête.

— Maman, tu ne te fâcheras pas, eh bien! une fois, je n'ai pas baissé la tête, j'ai regardé, je l'ai vu.

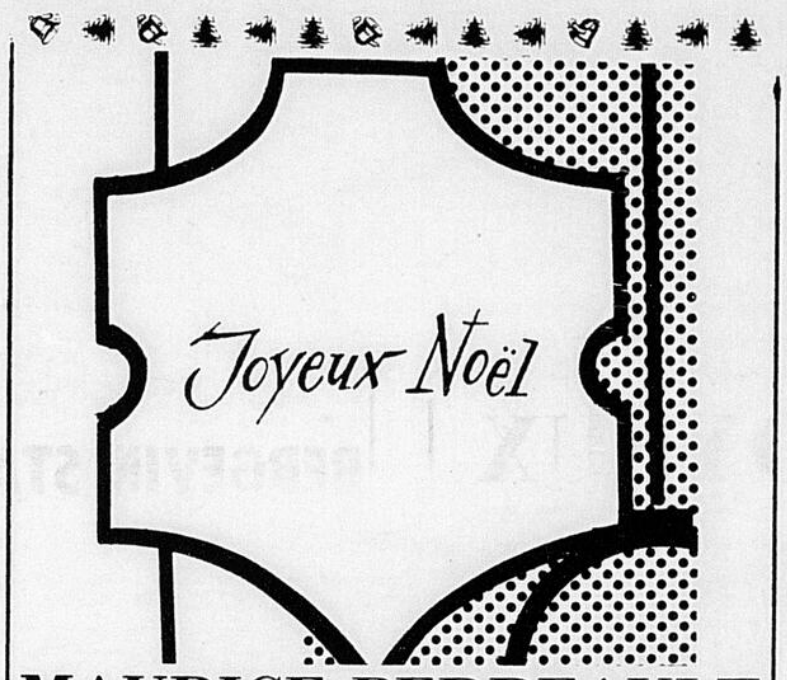
— Comment? Tu l'as vu?

— Oui! enfin ..... un petit bout d'aile blanche.

— Ce n'est pas une nuit à garder les yeux ouverts. C'est en dormant que tu le verras le mieux. Quand nous reviendrons de l'église ne t'avise pas d'être encore éveillé.

Elle referma la porte, son pas s'éloigna. J'allumai la bougie et me tournai vers la cheminée où mourait un dernier tison. Les souliers étaient là entre les chenêts, au bord de ce carré ténébreux, de cette trappe ouverte sur de la suie et de la cendre. C'était par là que la grande voix du bourdon s'engouffrait, emplissait ma chambre d'un chant terrible qui, avant de m'atteindre avait erré au dessus des toits, dans ces espaces lactés où se confondent, la nuit de Noël, des milliers d'anges et d'étoiles. Ce qui m'aurait surpris ce n'eut pas été l'apparition d'un enfant dans le fond obscur de l'âtre, mais au contraire, qu'il ne se passât rien. Et d'ailleurs, il se passait déjà quelque chose: mes deux souliers encore vides, ces pauvres gros souliers mêlés à ma vie quotidienne, prenaient tout à coup un aspect étrange, irréel, comme s'ils eussent été posés là presque en dehors du temps, comme si les souliers d'un petit garçon pouvaient tout à coup être touchés par une lumière venue du monde qu'on ne voit pas. Si proche était le mystère que je soufflai la bougie pour ne pas effaroucher le peuple invisible de cette nuit entre les nuits.

Si le temps me parut court, ce fut sans doute que j'étais suspendu hors du temps. Quelqu'un poussa la porte et je fermai les yeux. Au bruit soyeux de la robe, au froissement des papiers, je me dis bien que ce devait être maman. C'était elle et ce n'était pas elle; il me semblait plutôt que quelqu'un avait pris la forme de ma mère. Durant cette inimaginable messe de minuit à laquelle je n'avais pas assisté je savais que maman et mes frères avaient dû recevoir la petite hostie et qu'ils étaient revenus comme je les avais vu faire si souvent, les mains jointes et les yeux tellement fermés que je me demandais toujours comment ils faisaient pour retrouver leurs chaises. Bien sûr, c'était maman qui, après s'être attardée autour de la cheminée s'approchait de mon lit. Mais lui vivait en elle: je ne les séparais pas l'un l'autre: ce souffle dans mes cheveux venait d'une poitrine où Dieu reposait encore. Ce fut à ce moment précis que je sombrai dans les bras de ma mère et dans le sommeil.



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LES SABOTS DE NOEL

Le nuit était glacée, la neige tombait à gros flocons ce 24 décembre de l'an 286 sur la forête et les champs de Crépi en-Valois. Tout le village semblait dormir, bercé par le vent aigre qui sifflait méchamment dans les branches.

Grelottant, mourant de faim, deux frères — Crépin et Crépinier — trébuchaient sur les obstacles masqués de blanc, le ciel était sans étoiles et les lueurs filtrant entre les volets déformaient la réalité des masses. Le dos courbé sous les rafales ils fuyaient les persécutions qui s'abattaient en ce temps sur les chrétiens de la Gaule, en particulier dans les régions de Senlis.

Les pieux sabotiers eurent beau cogner aux portes des maisons demandant gîte pour la nuit, aucune âme charitable n'entrebâillait sa porte. L'atmosphère des habitations était trop douce pour qu'on la poignarde d'un courant d'air et on avait peur des vagabonds.

A l'écart, une chaumière croulante se cachait sous les premiers chênes du bois. Dès que les voyageurs tocquèrent à l'huis, la porte s'ouvrit et la pauvre veuve qui vivait là misérablement avec son petit garçon fit entrer les deux hommes, sans leur poser aucune question, les installa sur un banc a ucoin du feu, décrocha la marmite de la crémaillère et mit sur la table boiteuse deux écuelles de soupe aux choux, un morceau de pain noir. Avant d'aller rejoindre l'enfant sur la litière de paille qui leur servait de lit elle invita les nouveaux venus à se reposer à leur convenance bien que le sol fut dur aux corps harassés.

Des braises rougeoyaient encore dans la cheminée. Les deux frères firent dévotement leur prière dans la bonne tiédeur de l'humble pièce, demandèrent au Seigneur de récompenser la veuve pour sa bonté. Puis Crépin, apercevant les vieux sabots cassés de l'enfant prit dans sa besace ses outils, en fit de beaux sabots neufs, qu'il déposa devant l'âtre. A minuit un bref éclat les dora d'un reflet précieux.

Après quelques heures de sommeil, les deux saints voyageurs bénirent la femme et le petit enfant encore endormis, avant de repartir dans l'aube désolée, en route vers leur martyre. La femme entendit leur départ et s'approchant du feu pour le raviver avec un fagot, resta clouée d'émerveillement. Déjà chrétienne de coeur, avec une foi toute simple elle adora Dieu.

Elle prit son fits dans ses bras, revint à la cheminée, et le petit, sans bien savoir de quoi il s'agissait poussa un cri de joie. Devant les tisons les vieux sabots redevenus neufs étaient remplis de pièces d'or.

Et la pauvre femme en haillons, le coeur débordant d'allégresse et de reconnaissance devant ce miracle tomba à genoux, fit voeux de se consacrer au Seigneur quand son fils serait élevé, de fonder un monastère avec une partie de cet or divin.

Et voilà pourquoi, nous dit la légende, depuis ce soir glacé du IIIième siècle tous les enfants mettent sabots ou souliers dans la cheminée, le soir de Noël, dans l'espoir — rarement déçu de voir le Petit Jésus renouveler sous quelque forme plus prosaïque le miraculeux cadeau, suscité par saint Crépin et saint Crépinier, patrons des cordonniers.



Les jouets doivent répondre aux besoins de l'enfant

"N'achetez pas un jouet parce qu'il vous plaît; achetez-le pour l'enfant", conseille La Ligue signale que l'achat des jouets de Noël n'est pas chose à laisser au hasard. Les besoin du destinataire sont de la plus grande importance. "Ainsi, déclare le directeur de la Ligue, M. Gay McLaren, on ne doit pas offrir un ensemble de chimie à un enfant trop jeune pour en connaître les dangers, car il se peut qu'on retrouve toit et enfant en orbite. Les jouets munis de coins tranchants ou de pièces capables d'être avalées sont à délaisser."



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EXPRIME SES SOUHAITS LES MEILLEURS

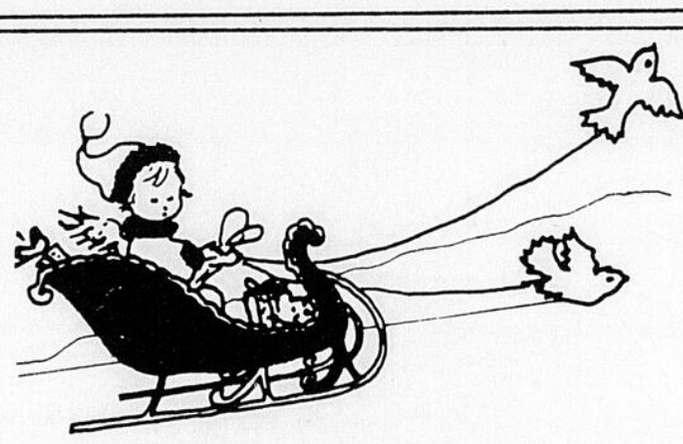
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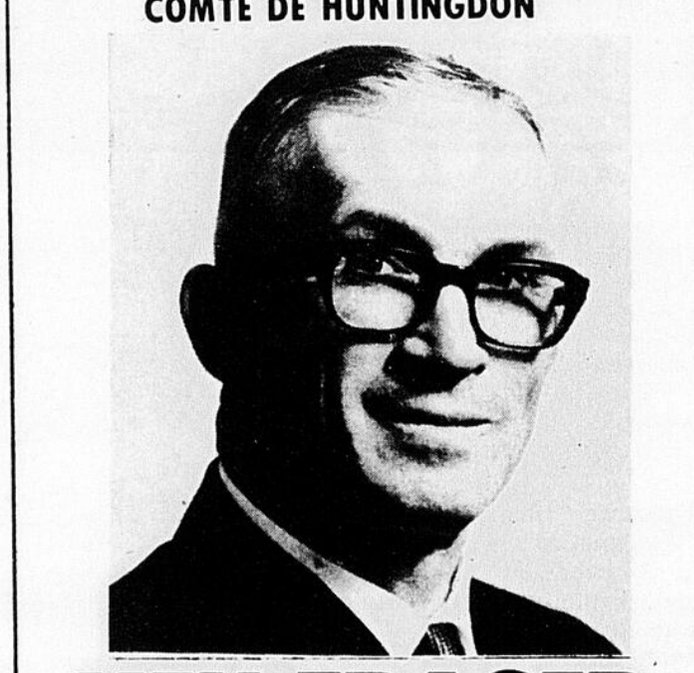
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La faim des hommes n'est pas si lointaine

Ah! qu'ils font pitié

C'est l'exclamation qui nous vient à la vue de toutes les photos qui nous montrent la misère du monde, de ces hommes qu'on sent si près de nous et en même temps si loin. Si près, puisqu'ils sont des hommes comme chacun d'entre nous et qu'ils entrent dans notre intimité confortable par toutes les techniques modernes. En même temps si loin, puisqu'ils ne sont pas au coeur même de nos préoccupations quotidiennes et qu'ils donnent un cachet exotique à certaines de nos fêtes, comme Noël, ou encore à certaines grandes campagnes de charité.

On en parle de plus en plus mais il est difficile de saisir l'ampleur d'un tel problème qui nous semble si loitain que nous avons si peu conscience de rencontrer au coin de notre rue ou encore à l'intérieur même de notre lieu de travail. C'est vrai qu'on voit peu de gens mourir de la faim autour de notre maison. Mais la faim des hommes d'aujourd'hui est-elle seulement physique?

De quoi ont-ils faim?

De quoi ont-ils faim? De tout ce qui est nécessaire pour être mieux et plus qu'une bête. Faim de nourriture: tout simplement du minimum nécessaire pour entretenir la vie; cette vie laquelle on tient tant. Faim d'un travail, d'un travail d'homme libre, c'est-à-dire d'un travail rémunéré qui permettrait de manger à sa faim et surtout d'avoir sa dignité. Faim de savoir procurant les capacités de recherches et d'effort éclairé, permettant une communication avec ceux qui possèdent les richesses de ce monde, élevant l'homme au niveau que Dieu lui a assigné dans l'univers. Faim de sécurité contre les forces de la nature et contre la méchanceté des autres hommes. Désir naturel d'avoir un abri, un chez soi, un univers à sa mesure, à la mesure de ses capacités. Faim de liberté, de toutes les libertés qui font la dignité de l'homme. Désir d'échapper à l'anonymat ou à la dictature ou encore á l'esclavage des exploiteurs d'hommes. Faim de paix, de tranquilité dans un monde harmonieux hors d'atteinte des violences et des catastrophes. libérés de l'angoisse et de la peur.

Cette faim des hommes n'est pas aussi lointaine qu'elle peut nous apparaître sur les images. Si l'on sait observer un peu, on la découvre partout autour de nous, chez ceux que nous croisons dans la rue en nous rendant au travail et, qui sait, peut être l'éprouvons-nous nous-même.

J'ai faim moi aussi

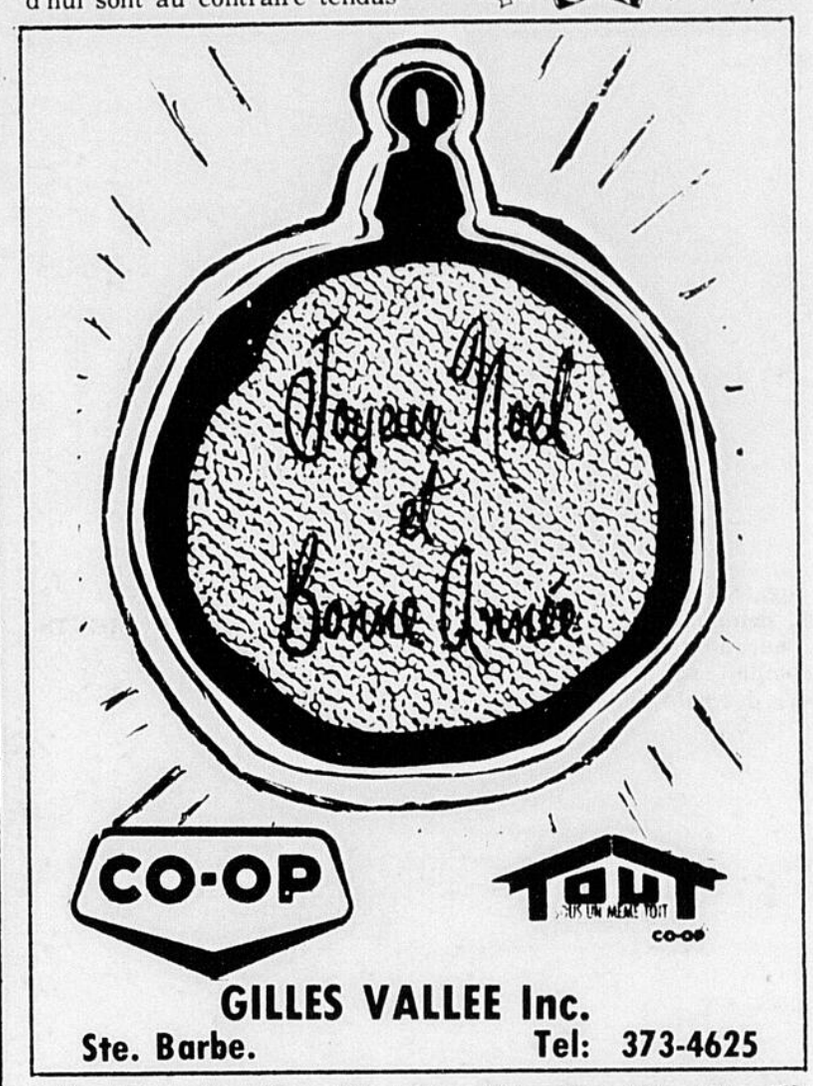
Cette faim, c'est chacun des hommes qui l'éprouve à la manière, plus ou moins profonde, plus ou moins tragique selon les continents et les hommes eux-mêmes, mais quand même toujours présente dans ce monde.

Cette situation des hommes face à la faim est-elle sans issue? Un effort concentré de tous les hommes pourra apporter une solution valable mais incomplète parce que trop limité, trop humaine. Malgré toute la sentimentalité qui entoure cette fête, elle n'en demeure pas moins une fête de la libération de l'homme qui aspire à une vie vraie, plus grande.

C'est pourquoi "les joies et les espoirs. les tristesses et les angoisses des hommes de ce temps, des pauvres surtout et de tous ceux qui souffrent, sont aussi les joies et les espoirs, les tristesses et les angoisses des disciples du Christ, et il n'est rien de vraiment humain qui ne trouve écho dans leur coeur"

L'attente des hommes

Les Anciens parlaient d'un âge d'or, situé bien loin dans le passé; les hommes d'aujourd'hui sont au contraire tendus dans l'espérance vers un avenir meilleur. Ils attendent la libération de l'homme grâce à la machine, le bonheur pour tous grâce à une économie dirigée; ils disent qu'ils sont en marche vers des lendemains qui chantent.



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Mes remerciements à ceux qui m'ont accordé
leur patronage dans le passé.

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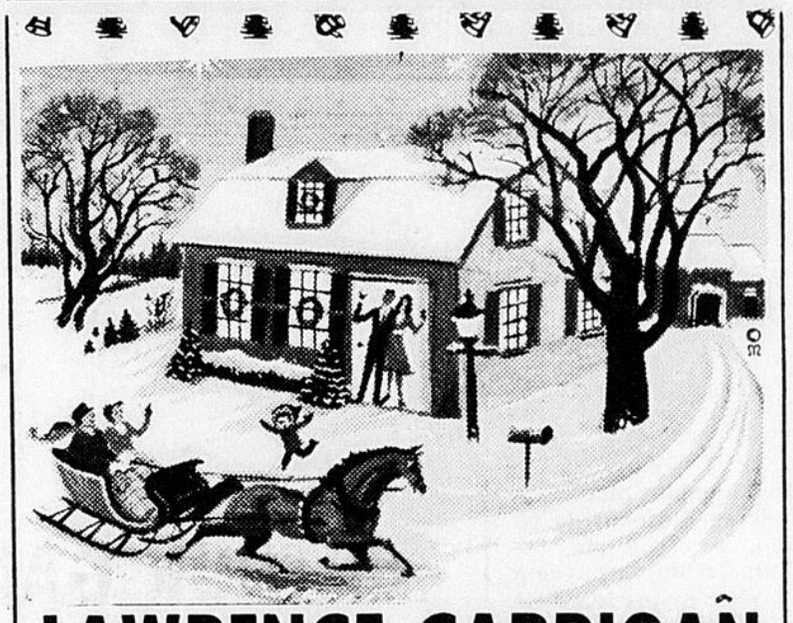
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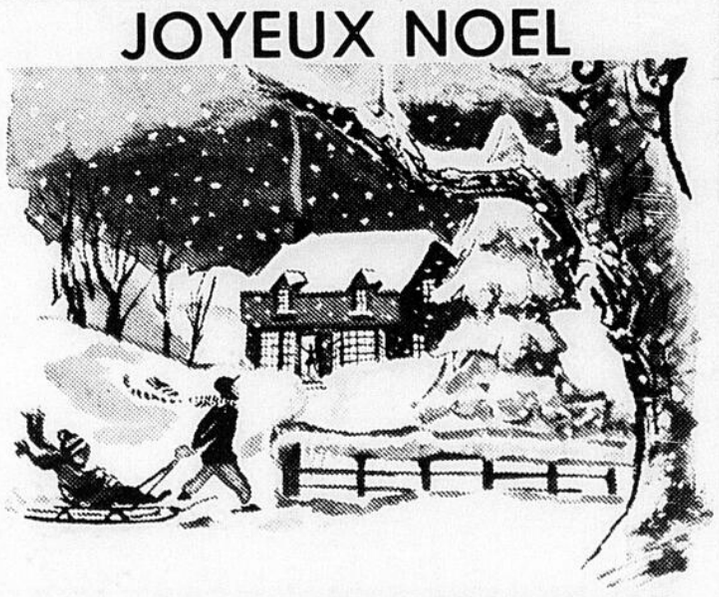
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c'est Noël

Courses aux magasins, à la Commission des Liqueurs, énervement, fatigue, cartes de Noël, ''parties'' etc. Voilà l'ambiance dans laquelle on est actuellement. A cette ambiance vient s'ajouter l'agression de la publicité.

1. Quelle attitude devons-nous avoir devant toute cette publicité qui nous envahit? Il faut que nous soyons vigilants et plus critiques vis à-vis les réclames publicitaires. Il faut que nous prenions conscience que la publicité, souvent, fait rêver les gens, les illusionne en leur promettant, par des achats matériels, du ''bonheur à rabais''. La publicité joue aussi sur la sensibilité des gens pour vendre des choses matérielles, au-dessus des moyens financiers des gens.

Même sur le plan religieux, n'est-il pas vrai que beaucoup de chrétiens ont des réflexes et des attitudes de consommateurs? Par exemple on est pris par l'extérieur, le décor de la fête, le spectacle folklorique des cantiques; on est pris par notre place de banc réservé pour la messe de minuit. On l'a payé ce banc-là, il est à nous. Il faudrait que pour nous à Noël, l'important ce ne soit pas le cadeau, mais le plaisir que l'on procure aux autres, le bonheur que l'on donne, la fraternité que l'on manifeste.

Notre système économique fait produire plus pour nous faire consommer plus! La promotion des biens matériels crée en nous des ''besoins'' nouveaux souvent superflus: en retour, ''ceux qui ont plus'', se voient investis d'un prestige social (Ça flash!).

A Noël, on exploite au maximum notre tendance au matérialisme, au risque de masquer le vrai sens de Noël: d'ailleurs, tout le conditionnement socio-culturel fait en sorte que nous soyons moins aptes à resister aux assauts de la publicité. On est tenté: on succombe souvent.



MARIE

D'abord la vie de Marie se situe au sein d'une époque aussi troublée que la nôtre, bien que de façon différente. Et surtout, il n'y a pas, dans l'histoire, de changements ni de révolutions, ni de mutations, ni d'événements aussi décisifs pour l'humanité que ceux qui ont été vécus par Marie.

Elle est la Mère de Jésus.

Elle est la Mère de Dieu et la Mère des hommes.

Elle est la première chrétienne.

Elle est cette femme toute simple en qui se pré-figure mystérieusement le destin de l'humanité entière. Quand on parle de Marie, c'est de nous qu'il s'agit. Les hommes cherchent leur voie, leur vérité, leur aboutissement. Nous croyons que cet homme nouveau qu'ils cherchent s'appelle Jésus-Christ, le Fils de Dieu fait homme, né de Marie. Et que la première dans cette humanité nouvelle sauvée par le Christ s'appelle Marie.





à l'occasion de la Noël et du Nouvel An.
Merci sincère à tous ceux qui nous ont encouragés au cours de l'An

JOYEUX NOEL
ET DE
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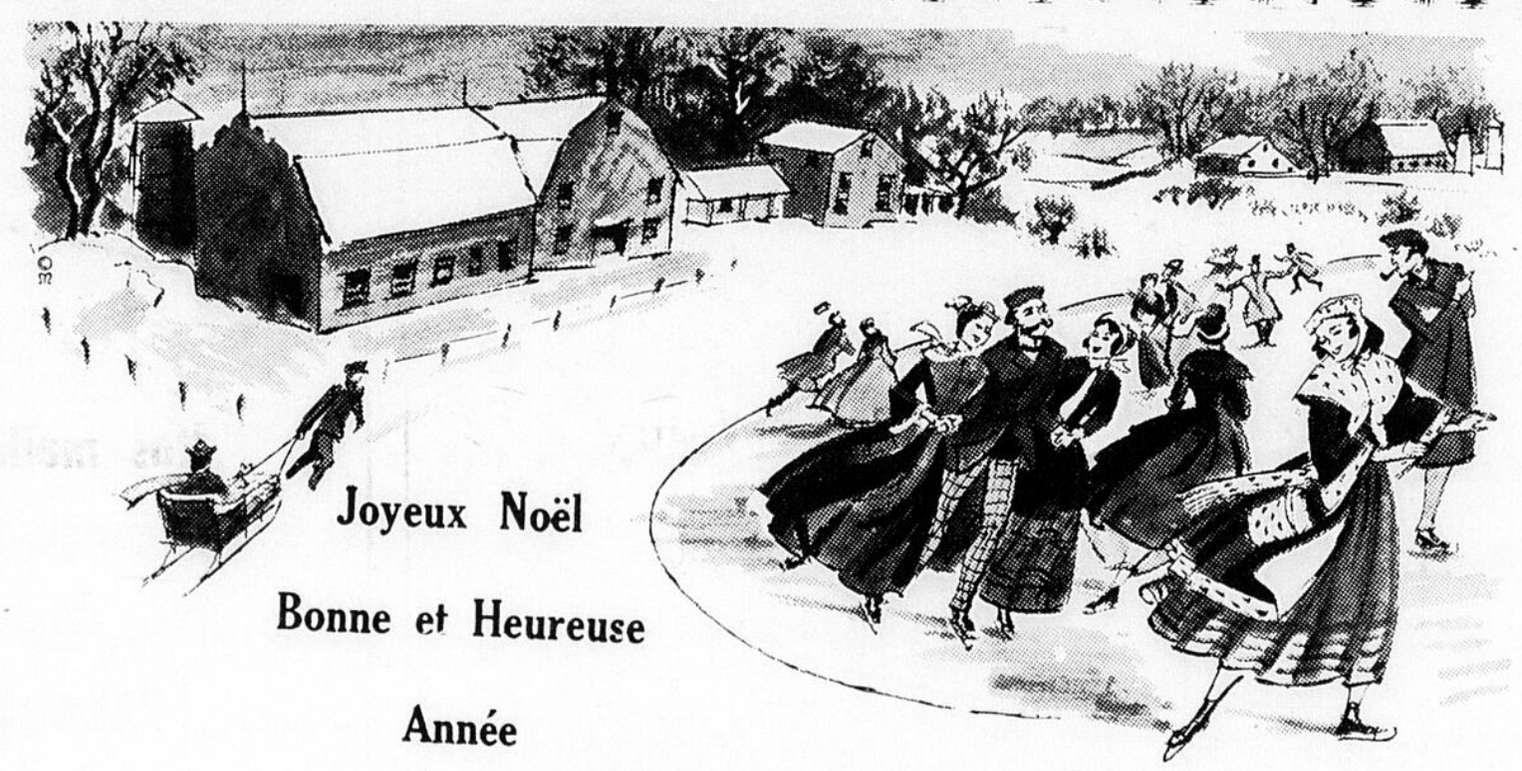


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O DOUCE NUIT

Voici Noël, ô douce nuit!
L'étoile est là qui nous conduit
Allons tous avec les Mages
Porter à Jésus nos hommages,
Car l'Enfant nous est né
Le Fils nous est donné!

Et, cela se chante aujourd'hui dans le monde entier. C'est le " Chant du Ciel" timidement fredonné, pour la première fois, une nuit de Noël dans un petit village du Tyrol, recouvert de neige; Hallein est son nom.

Là vivait un jeune pasteur, le Père Joseph Mohr. En cette nuit de Noël 1818 on l'appela dans une cabane de charbonniers pour une naissance. Il vit une jeune mère couchée sur un misérable grabat, un petit enfant nu et grelottant, des gens pauvres; et ce fut comme s'il était soudain dans une étable, dix-huit siècles plus tôt, comme s'il assistait au grand mystère de la Nativité. Encore tout bouleversé, sa messe de minuit à peine achevée il se mit devant sa table de travail et jeta sur le papier les mots dont son coeur était brûlant.

Le Père Mohr avait un ami Franz Gruber, professeur de musique à l'école du village et organiste de l'église. Quand Gruber lut le poème, il fut à son tour si remué qu'il composa sur-le-champ une mélodie. Celle qu'on connait si douce, si suave .... .

Et bientôt les deux amis apprirent aux enfants, leur serinant "Sille Nacht ..... "Sans orgue, car malheureusement, l'instrument de l'église d'Hallein se trouvait en piteux état. Mais Gruber avait une guitare et il s'accompagnait sur son instrument à cordes.

Peut-être la mélodie serait-elle demeurée discrètement le chant de Noël de quelques montagnards tyroliens, repris seulement par l'écho des vallées, comme elle le fut pendant une douzaine d'années. Mais vous allez voir comment tout s'enchaîna.

D'abord, il y eut un facteur d'orgues, Farl Mauracher, qui vint réparer l'orgue de Franz Gruber. Et pour esayer l'instrument, Gruber joua devant lui son chant préféré. Mauracher tendit l'oreille et s'en alla avec une copie de la mélodie, dans la vallée de Zillerthal où il habitait.

Il y avait précisément dans la vallée du Zillerthal, quatre enfants, les Strasser deux filles, Caroline et Amaly, qui avaient des voix ravissantes. Des voix de rossignols ..... ou des voix d'anges. Mauracher leur apprit Stille Nacht, que dans le pays on appela désormais le "Christ du ciel".

Les petits Strasser, dont les parents étaient commerçants et se déplacaient, s'en allaient parfois chanter loin de chez eux et jusqu'à Leipzig. Si bien qu'un jour, un grand personnage du royaume de Saxe les entendit à son tour et les emmena chanter devant le roi et la reine.

Et voilà comment, le 24 décembre 1832, Stille Nacht fut exécuté dans la chapelle du palais de Plessenburg. Les notes argentines montèrent haut très haut dans le ciel, elles se répercutèrent de ville en ville et de pays en pays, du Tyrol en Saxe, en Alscace, en Suisse .... Depuis elles sont allées beaucoup plus loin encore, jusqu'en Amérique .... Et dans la veillée traditionnelle, traduites en plusieurs langues, portées par les ondes de la radio, elles continuent à remuer bien des coeurs ..... O douce nuit!

Régis Staint-Hélier.



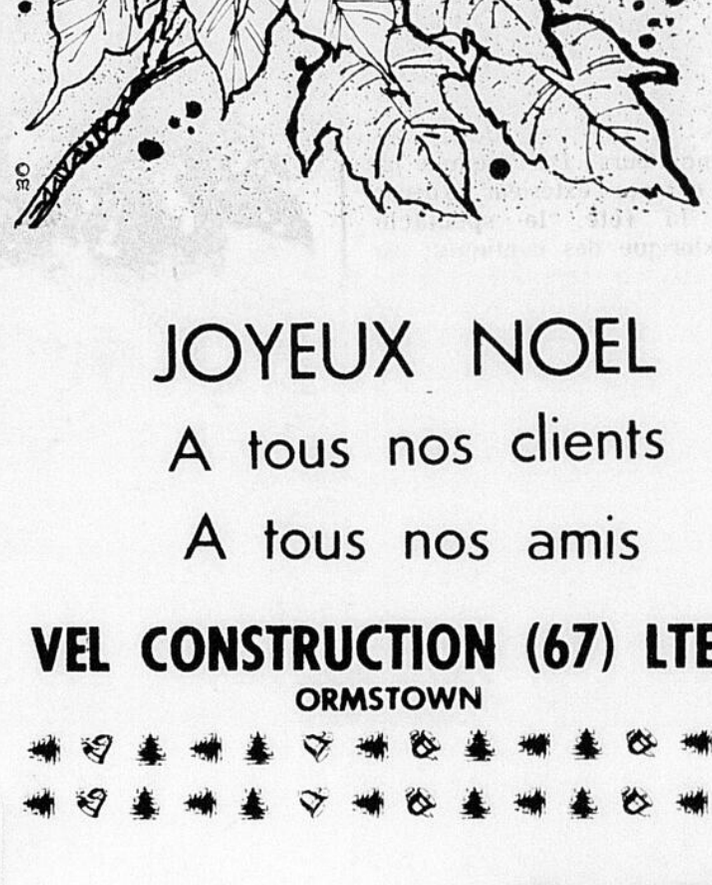


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Voeux
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Souhaits
très sincères

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ORMSTOWN

Nos meilleurs voeux
de
Joyeux Noel
Bonne et Heureuse
Année

E. RENNIE & SONS REG'D.
ORMSTOWN

Vierge qui écoute

O Marie qui ne me regardez pas afin de mieux m'écouter et qui ne fermez les yeux à mes fautes que pour prêter l'oreille à mes besoins,

quel est cet enfant que vous portez sur vos bras et quelle est cette main que vous tenez appliquée sur son coeur?

C'est le fils de Dieu et vous êtes la mère,

Je suis bien sûr que de vous à Lui, la communication n'est pas interrompue.

Prière n'est qu'il ne vous demande d'interpréter.

Alors faites attention à ce pauvre homme, à cette humble chrétienne qui se prosternent à vos pieds.

JOYEUX NOEL

ET

BONNE ANNEE

Conseil du Village de Howick

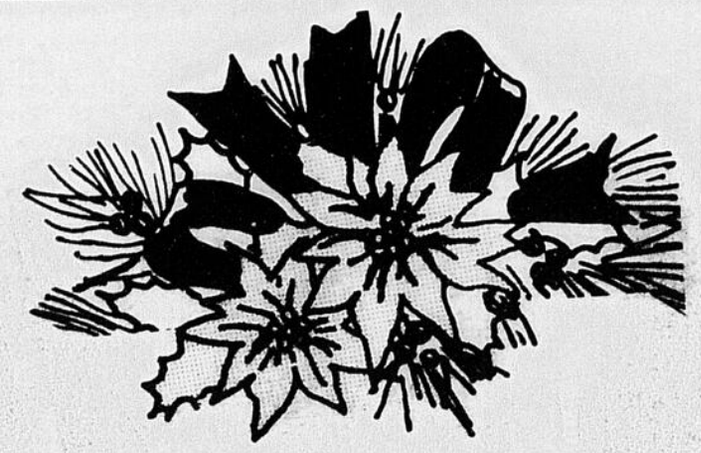
Maire: Antoine Meunier

Conseillers
Norman Fletcher
Quentin McCartney
William Baillie
Yvan Lazure
Wilfrid Arcoite
Roma Myre
Sec. Trés. G. Primeau

Paroisse Très St. Sacrement

Maire: Jean-Aimé Parent

Conseillers
Donald Templeton
Fernand Primeau
Gordon Lang
Lucien Lemieux
Antonin Laberge
Donald McKell
Sec. Trés. G. Primeau



Meilleurs voeux de bonheur

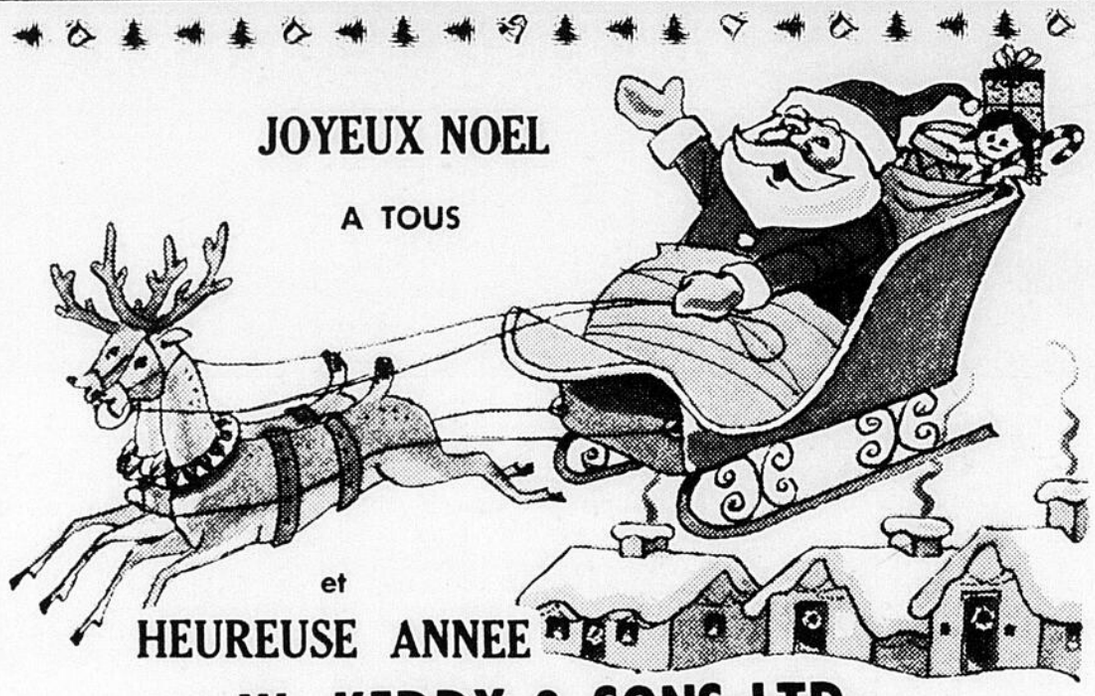
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EPICERIE - BOUCHERIE

Havelock Tel. 826-3794

JOYEUX NOEL

A TOUS



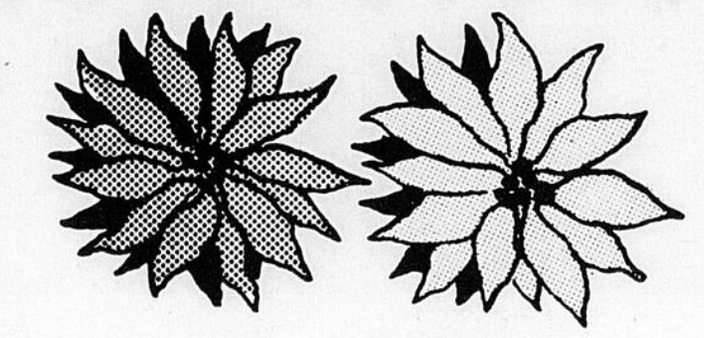
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Bons Souhaits

à l'occasion de

Noël

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A l'occasion des Fêtes

voeux sincères de Bonheur

LEAHY & FILS INC.

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Des joies bien grandes

à tous moments,

pour Noël

et le

Nouvel An



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HEMMINGFORD

Conte de Noël

C'est aujourd'hui le vingt-quatre décembre à onze heures p.m. et c'est en cette veille de Noël que j'ai rencontré un enfant sur la rue. Il était seul, effrayé et il avait froid, ce pauvre enfant. Pas plus de six ans, il avait les cheveux bruns, les yeux bleus et il était maigrichon.

Je ne pus m'empêcher de le recueillir au moins pour ce soir-là où tous se réjouiraient bien au chaud. Je le menai donc chez moi où je lui donnai des vêtements secs, puis je l'ai entraîné au salon où l'on était attendus pour la distribution des gages. Pour lui j'avais emballé un livre d'images.

A deux heures, la distribution prenait fin. Que le jeune André (c'était le nom de l'enfant) était heureux de vivre enfin une soirée en groupe. On dansait, on chantait, on riait. Rien de plus amusant que de voir combien l'enfant prenait part à la fête. Plus il s'amusait plus j'étais contente.Pas de bonheur sans un sourire, disais-je à un copain. "Tu vois cet enfant? Il était pâle et malheureux quand je l'ai vu, et maintenant il est heureux et il a repris quelques couleurs. J'en suis si heureuse".

Plus il rit plus je suis fière de moi. La vie est si belle quand on peut faire plaisir à quelqu'un. Quand je pense à ce qu'il serait devenu dehors par un pareil temps, j'en frémis d'horreur. On est tellement mieux quand on aide quelqu'un dans le malheur.

La vie de ce Noël fut vraiment merveilleuse. Je fus comblée et j'ai comblé les désirs d'un jeune enfant.



JOYEUX NOEL

ET

BONNE ET HEUREUSE ANNEE

GERALD MARLEAU

ELECTRICIEN

ST-STANISLAS DE KOSTKA



JOYEUX NOEL

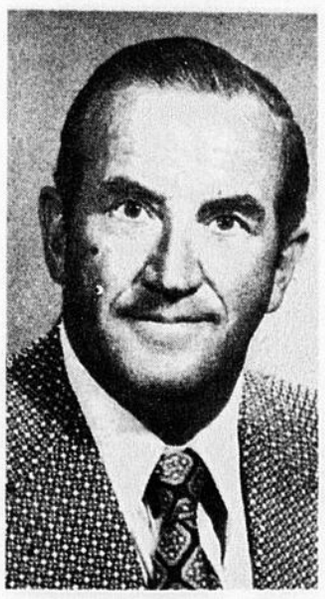
BONNE & HEUREUSE ANNEE

TEL EST LE VOEU SINCERE
QUE NOUS FORMULONS
A TOUS NOS CLIENTS ET AMIS

GARAGE

Claude Aganier

STE-MARTINE



MEILLEURS

VOEUX

QUE LA JOIE REGNE
PARTOUT EN CETTE
PERIODE DE FETES
JE SOUHAITE A VOUS
ET AUX VOTRES UN

JOYEUX NOEL

et une

BONNE ET

HEUREUSE ANNEE

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AUX JOYEUX LURONS

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VALLEYFIELD
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Tél.: 427-2337

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CANTON DE HEMMINGFORD

HERVE DUQUETTE, MAIRE

CONSEILLERS

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LOMER GAGNE
BEATTIE BARR
GILLES COURNOYER
GORDON LAMB

INSPECTEUR MUNICIPAL: ARTHUR ROBINSON
SECRETAIRE-TRESORIER: ROGER L. BOUCHARD

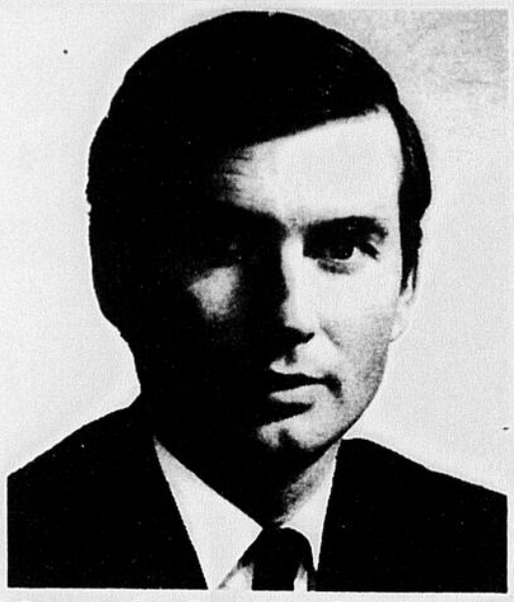
VILLAGE DE HEMMINGFORD

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ROBERT PETCH
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GERARD LABERGE
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SECRETAIRE-TRESORIER: ROGER L. BOUCHARD



A tous les lecteurs du Gleaner
j'offre mes meilleurs voeux
à l'occasion de Noël et du Nouvel An.

IAN WATSON
M.P. LAPRAIRIE



Joyeux Noël et une Bonne Heureuse
Année

Robidoux Builder's Supplies
CAZAVILLE



A l'occasion
des Fêtes
nous
vous
sincères
de Bonheur

BOUGIE & FILS
PORTES & FENETRES EN BOIS - WOOD DOORS & WINDOWS
86, BISSONNETTE, VALLEYFIELD, P.Q.

Les bougies de Noël



Chaque bougie a comme une âme
Qui vit, palpite dans sa flamme...
Il semble même quelquefois
Qu'on entend de subtiles voix.

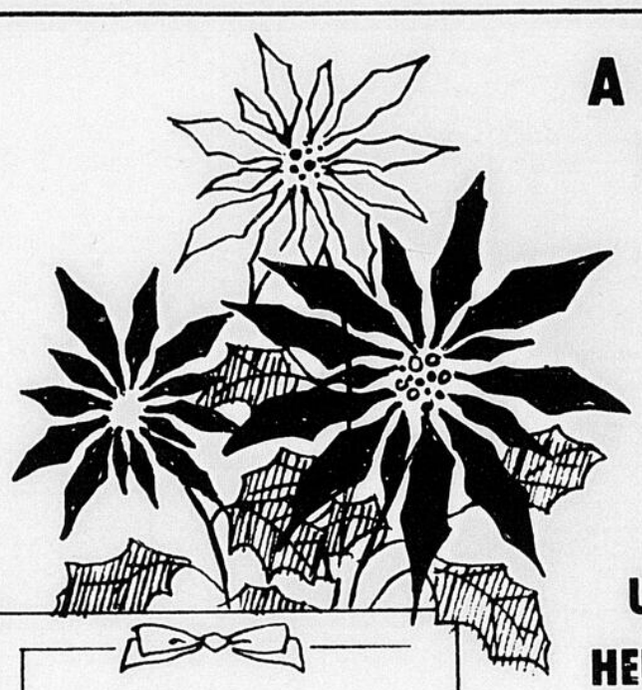
C'est que chacune a son langage
La blanche dit : "sois pur et sage".
Garde propre ton vêtement,
Garde ton coeur également."

La bleue exhorte avec tendresse
Au pardon, à la gentillesse.
La verte, emblème d'espérance,
Nous déclare: "Ayez confiance."

La rouge célèbre la joie.
Elle nous dit: "Il faut qu'on voie
Sur vos visages radieux
Resplendir le bonheur des cieux."

Puis la jaune, couleur d'étoile,
Rayonne ardente et nous dévoile
Le secret d'un profond bonheur:
"C'est aimer Dieu de tout son coeur"

M. Chalière.



A TOUS NOS EMPLOYES
UN TRES JOYEUX NOEL
ET
UNE BONNE ET HEUREUSE ANNEE

Noël

C-I-L
USINE DE SALABERRY

Joyeux
Noël



GREEN GIANT OF CANADA LIMITED

Sur un monde angoissé

Un jour, un jeune bachelier russe exprime ainsi cette sorte de "neurasthénie collective" qui s'intalle dans notre monde si marqué par la technique.

"Je pourrais travailler à la sueur de mon front et devenir plus fort encore. Mais je suis torturé par la pensée que je ne sais pas pourquoi je vis... Il me semble que jamais je ne comprendrai pourquoi je suis sur terre. J'ai peur...

Est-ce seulement en Russie que des jeunes s'interrogent avec anxiété? Beaucoup, chez nous aussi, travaillent, vivent, sans savoir pourquoi; ils accomplissent leur tâche sans joie. Nous connaissons tous des jeunes qui sont désabusés, découragés...

C'est le Christ qui, en apportant au monde la Lumière et la Paix, a donné aussi sa Joie, celle que rien ne peut arracher au coeur.

Il faut venir au Christ pour trouver cette joie qui ruisselle dans l'Evangile. Chaque année, à Noël, cette joie est de nouveau offerte au monde. C'est la Bonne Nouvelle proclamée par les Anges dans le ciel de Bethléem.

Recevons cette Joie du Christ pour nous et pour les autres.

JOYEUX NOEL

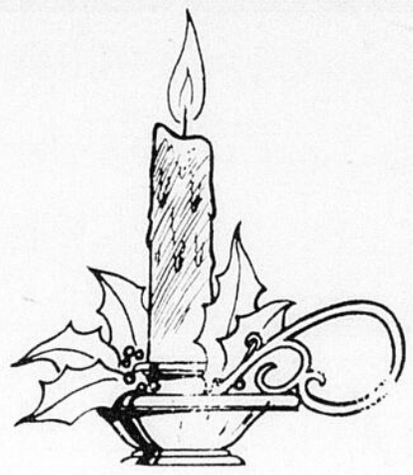
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A L'OCCASION DES FETES
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Je souhaite à tous mes amis et clientes un Joyeux Noël - Bonheur et Santé pour la Nouvelle Année
Marion du
Salon de Beauté Marion

Beaucoup
de Bonheur
à l'occasion
des Fêtes



Distilleries Schenley du Canada, LTÉE

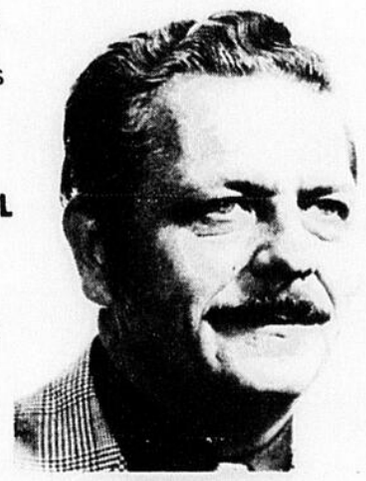


Que ces jours soient remplis
De joie, de bonheur complet!

MAGASIN GENERAL FRANKLIN
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SOUHAITS

A toute la population, j'offre mes voeux les plus sincères de
JOYEUX NOEL
et souhaite à chacun une année
HEUREUSE
et
PROSPERE



GERALD LANIEL
Vice-Président
De La Chambre Des Communes
Député fédéral
BEAUHARNOIS — SALABERRY



La direction de
CANBRO
DIVISION OF
INTERNATIONAL
BRONZE POWDERS
LTD.
profite de l'occasion
pour souhaiter

A TOUS LEURS EMPLOYES ET LEUR FAMILLE

UN JOYEUX NOEL
et une
Bonne et Heureuse Année

A l'image de Bethléem

Dans la nuit de Noel où Jésus est né, l'air était froid; la terre était désolée aussi dans le pays où il est né. Lorsque vint le moment de mettre l'enfant au monde, la Vierge Marie et Saint Joseph ne trouvèrent pas de place dans des hôtelleries; il furent forcés de chercher refuge, là où il y avait de la place, dans une étable qui logeait un âne et un boeuf, les seules sources de chaleur pour réchauffer le Nouveau-Né fragile qu'on avait étendu sur la paille. La grandeur du personnage qui venait au monde ne l'avait pas empêché de paraître dans le plus grand dénuement et dans la plus grande pauvreté. L'humilité de la naissance rehaussait encore le prestige de l'Enfant.

Et cette grande leçon d'humilité est demeurée à tout jamais à travers les multiples sentiments différents qui montent au coeur des hommes à l'approche de Noël.

Depuis cet événement grandiose, l'humilité et la simplicité ont été le fondement des chants à la gloire de l'Enfant; elles ont guidé la main et l'esprit des écrivains qui ont raconté la nuit de Noël; elles se retrouvent à un degré extrême dans les tableaux des grands maîtres de la peintures qui depuis les premiers siècles de l'ère chrétienne ont fixé sur la toile avec naiveté ou réalisme la plus merveilleuse histoire du monde. L'humilité et la simplicité guident chaque année à l'époque de Noël les personnes qui dans chacune des églises de la terre bâtissent des crèches pour commémorer la naissance du Christ. Même dans les décors somptueux, il y a toujours, dans le fond de scène, les petites figurines de plâtre de l'Enfant, de Marie, de Joseph et des Anges pour resituer la scène dans son contexte historique. Pourtant ce déploiment d'humilité attire tous les yeux et fait s'émouvoir tous les coeurs comme on le vit de la part des bergers en la vraie nuit de Noel. Il n'est pas besoin d'être savant théologien pour comprendre Noël, les bergers ne l'étaient pas et c'est à eux que Jésus voulut se révéler d'abord. C'était ajouter encore à la grande leçon d'humilité.

Noël n'est pas la fête du faste et de la somptuosité, ce n'est pas une occasion de manger et de boire plus qu'en aucun autre temps de l'année, ce n'est pas une invitation aux démonstrations profanes bruyantes. C'est la fête de la joie et de la paix; c'est la fête des plaisirs simples et des réjouissances du coeur comme il y en eut à Bethléem lors de la

L'Avent est essentiellement une attente

Toute notre vie est aussi une attente, une préparation, non seulement de cette saisie du Christ qui se fait par la foi et les sacrements de la foi, "dans un miroir, d'une manière confuse", mais attente et préparation de la grande rencontre quand, tout voile tombant, nous verrons "face à face".

L'Attente est la fonction chrétienne par excellence et le trait le plus distinctif peut-être de notre religion. Chrétiens chargés, après Israël, de garder toujours vivante sur la terre la flamme du désir, vingt siècles après l'Ascension, qu'avons-nous fait de l'Attenté...

Teilhard de Chardin.

Joyeux Noël

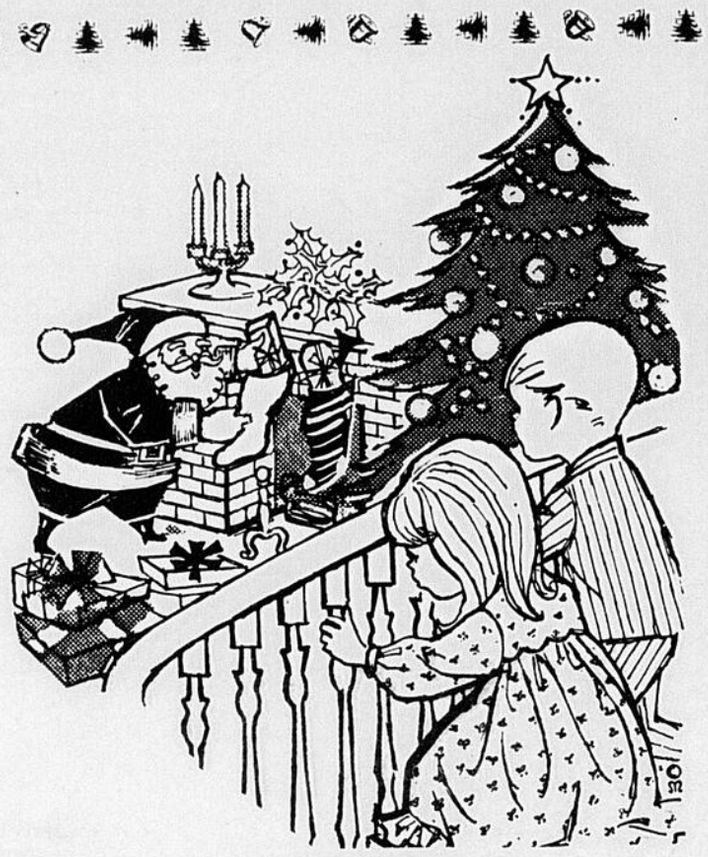


et une heureuse Année nouvelle

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JOYEUX NOEL

BONNE ET HEUREUSE ANNEE

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Pour Noël un petit mot d'amitié

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Meilleurs Voeux a tous nos employés

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BONNE ET HEUREUSE ANNEE



Que la joie et la paix
que vous apporte
la grande fête de Noël
illuminent votre vie
et vous soient
un gage de bonheur
et de prospérité

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