

Christmas Joy

Humble shepherds left their flocks in the fields that holy night, and sought the Babe whose birth angels had proclaimed unto them. They beheld him lying in a manger in the City of David, wrapped in swaddling clothes.



And from the East, following the brilliant Star, Wise Men came to adore, and to offer precious gifts to the newborn King.



Today, nations and peoples share in that first Christmas, in its boundless hope and its promise of peace, with joyous celebrations. May you and your loved ones keep the spirit of this holy season always in your hearts, perpetuating its strength and comfort.

Sherbrooke Daily Record

Sherbrooke, Quebec, Canada
December 22, 1966

No Christmas in England

"Hear ye, hear ye! Christmas will not be celebrated. All who observe that abominable day will be severely punished!"

An unlikely message for a town crier? Not in the time of Oliver Cromwell!

Cromwell and his Puritan Party did indeed consider Christmas an "abominable day," and on December 24, 1653, they succeeded in getting the English Parliament to pass a law making Christmas celebrations of any kind illegal.

Imprisonment or exile was the penalty for disobedience.

A few days before Christmas, town criers went through the streets warning against holiday celebrations.

Christmas Cheer

BERNIE'S SPECIALTIES

Maternity Salon
166 Main St. West
MAGOG, Que.
843-4241

Season's best to you!



MERRY CHRISTMAS and a HAPPY NEW YEAR to my many customers and friends.

May the Holiday Season glow with happiness for you and your family.

TEN MINUTE LUNCH

Mr. and Mrs. J. Gauthier, Props.

Mount Orford, Que.
Tel. Eastman — 297-9921



SEASON'S GREETINGS

to One and All

ROMEO LACROIX

Massey - Ferguson Dealer

Sherbrooke road
(Bourque Blvd.)

843-4609
MAGOG



We pause to say "thank you" for wonderful patronage and friendship in the past year. It is our pleasure to count you among our friends, and WISH YOU A MERRY CHRISTMAS and a HAPPY and a PROSPEROUS NEW YEAR.

HUDON & VIGNEUX

HARDWARE

471 Main St. West — MAGOG — Tel. 843-3530



GREETINGS at CHRISTMAS To our many friends and loyal patrons, we wish a Merry Christmas and a very Happy New Year.

LOUIS FAUCHER

PRINTER

74 Laurier Street — MAGOG — Tel. 843-5991



SEASON'S BEST

... and thank you for your past patronage. See you in '67.

P. A. LAVERDURE INC.

LENNOX Representative

Plumbing — Heating — Air Conditioning
Forced air furnaces.
Atlas oil hot water heaters.
Ask us about our easy monthly payments.
For Quality and Service buy a Lennox.

15 Laurier St. — MAGOG — Tel. 843-5696

To all our employees and their families as well as our customers and friends
MERRY CHRISTMAS and a HAPPY NEW YEAR



INDUSTRIAL SPECIALTY

COMPANY LIMITED

JOHN STREET — MAGOG



Thomas Nast, a major political cartoonist during the late 1800s, originated Santa Claus as we know him now. He was the first to draw the jolly old elf in a red fur-trimmed suit.

Legend of Santa is spread over world

In parts of China, he's been known to arrive by ricksha. At Amsterdam's harbor, he steps off a steamer astride a dazzling white horse. But for all his varied appearances, he's the same figure American children know to descend from a reindeer-drawn sleigh — Santa Claus. Next to the Christ child, he is the figure most equated with gift-giving at Christmas.

His critics deplore Santa for

ly for children who have been good, switches for those who haven't.

Many countries adopted a substitute figure during the Reformation when reverence of the saints and religious festivals were suppressed. In Germany, he was "Pelznickel" (Fur Nicholas), in England, Father Christmas. In Norway he was revived in the form of Julevenn, an ancient Norse figure; Sweden had its Kris Kringle or Jul-tomten, a gnome-like figure who guarded the household and distributed gifts.

The Dutch and the English were responsible for introducing Santa Claus to the colonies. Early 19th century writings of Washington Irving, who organized a society in his honor, and Dr. Clement C. Moore, who gave him a sleigh and reindeer, added to the lore. Cartoonist

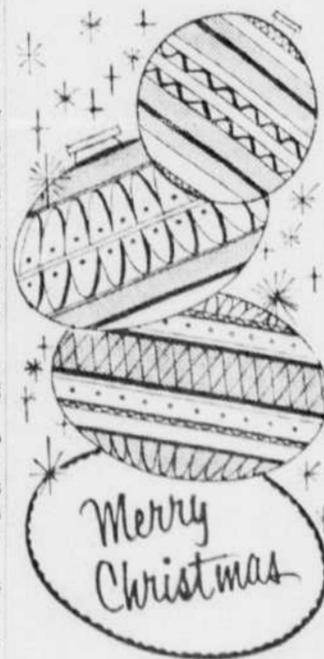


detracting from the religious significance of Christmas. But the historical and legendary roots of St. Nicholas, as Europeans call him, trace back to the early Christian era.

St. Nicholas, the Bishop of Myra in Asia Minor, was born around the turn of the fourth century. Numerous good deeds and miracles were attributed to the saint. He was adopted as the patron saint of merchants, bakers and mariners. But he was most famous as the patron saint of children.

Legend has it that St. Nicholas was orphaned as a young boy and left with a large fortune which, after he turned to the service of God, he distributed among the poor. His gifts were made anonymously, often dropped at night through a window.

Believing in the good works and miracles of the saint, children started praying to him and observing his feast day, Dec. 6. Soon, the children in many European countries be-



Thomas Nast immortalized him in his first fur-trimmed suit for a Harper's Illustrated Weekly issue drawn in Civil War days. He became fully Americanized. Should his legend ever catch up with the space age, no telling how he may change.



Happy Holiday



GREETINGS TO ALL OUR FRIENDS

Thanks . . . everybody!

Buy a Brand Name Furnace
Buy a Clare Hickley or Atlas Water Heater
Heating Oil Dealer

GORDON HURLBUT

497 Bellevue St.
MAGOG, Que.
Tel. 843-3540

"Courtesy Is Our Policy"

Christmas Greenery

"The Holly and the Ivy." As the old Christmas carol indicates, both holly and ivy share an ancient heritage as holiday greenery. Early characterization of holly as masculine and ivy as feminine goes back to pagan games, with "the holly and the ivy" in friendly competition.

A later tradition says that spiny-leaved hollies are "he" hollies, while the smooth-leaved plants are "she" hollies. The kind of holly brought into the home at Christmas determines whether "he" or "she" will be head of the house for the coming year.

"Rosemary, that's for Remembrance." When Shakespeare wrote this famous line, rosemary was not only for remembrance — it was for Christmas decorating too.

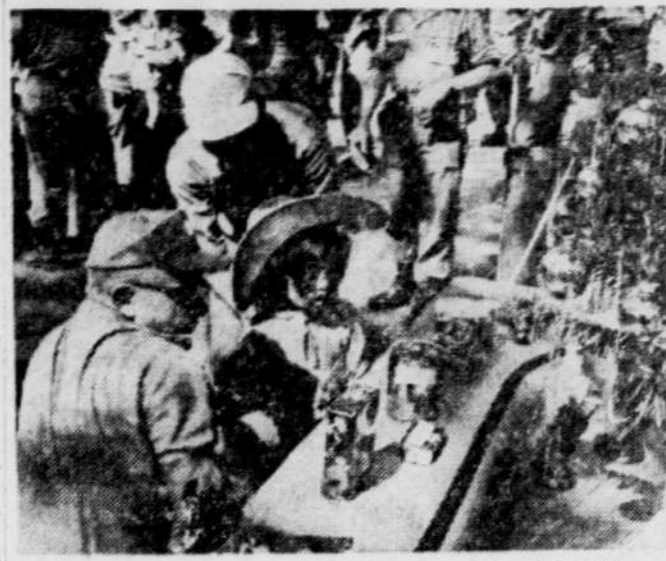
Rosemary, a fragrant herb that remains evergreen in warm climates, is no longer used as a holiday decoration, but it still retains its legendary connection with Christmas.

The legend says that, during the flight into Egypt, Mary spread the Holy Infant's clothing on a rosemary bush to dry. At once, the bush became sweetly scented, and its pale white blossoms turned to a lovely blue.

Mistletoe for Luck. Today, a meeting beneath the mistletoe brings good luck in the form of a kiss.

Ancient peoples believed that mistletoe had a more positive control over luck, good and bad. A bit of mistletoe hung over a doorway was said to ward off evil.

A later belief suggested that mistletoe could bring bad luck. If mistletoe boughs put up for Christmas are not removed by Candlemas Eve (February 1), this belief holds that each leaf will bring forth a goblin to remain for the rest of the year, harassing the household.



At "The Big Red One's" Christmas party at Lal Khe, a little girl is amazed by the electric trains ordered especially for the South Vietnamese children.

Santa goes back to the stores in Mass.

SHELBURNE FALLS, Mass. (AP) — Santa Claus no longer visits the children's Christmas party at the Methodist Church in this western Massachusetts community.

The membership of the William Butler Memorial Methodist Church decided Santa should be returned to the home and shops.

Mrs. Gene E. Washer, introduced the resolution banning Santa Claus last year to "change the basic concept of what we should teach the children about Christmas."

Mrs. Washer, a member of the church's governing board, said the board felt that "Santa Claus just didn't show what the Christian faith is all about."

The Christmas service had fallen into the category of "throwing crumbs to God," she said. "The children sat during the service with their heads turned to the rear of the church where the Christmas tree and the gifts were set up. They

paid no attention to the service."

Mrs. Washer said she and her husband drafted the resolution while recalling how in previous years "we watched our own little kids going greedily to church to get a gift."

The ban against Santa resulted in a controversy which the church would like to forget.

"We found it difficult to explain our move," Mrs. Washer said. "We weren't trying to remove Santa from society or even from the homes. We felt that it is all right to maintain little myths in the home — that's the prerogative of the parents — but it isn't the function of the church."

Mrs. Washer believes adults and children view Santa differently.

"Adults see Santa as a way of giving," she said, "but the children see him as a way to receive."

She said another reason for the change was the relative prosperity of the church's 800 members.

"The children didn't need these gifts. If the children were from needy families and Santa was brought in to give them a present, that would be a whole new concept."

The church's Education Commission is working on a new program for the children's Christmas observance.

"They are thinking of a new approach," she said. "Perhaps the children bring in gifts to be distributed to needy children elsewhere."

Whatever the decision, says Mrs. Washer, mother of five, there are no plans to bring Santa back.



SEASON'S GREETINGS

and a

HAPPY NEW YEAR

to my many customers and friends. Many thanks for your past patronage.

JOE'S DINER

408 Main St., West
MAGOG
Tel. 843-9032

Christmas at race track in Mexico

TIJUANA, Mexico — (AP) — Streaming from cardboard, tin and mud shacks, thousands of Tijuana's poorest gather each year to celebrate Christmas. Shoeless children, mothers with babies, the blind, the crippled, the elderly start arriving at Caliente Race Track even before dawn.

From noon until after dark the impoverished Mexicans receive a shopping bag of food per family, and each child receives a toy. Some families get no further than a few hundred yards from the exit before they sit to eat from the bag.

In order to get one of the almost 20,000 tickets a family has to be among the most destitute of Tijuana's poor. It is not unusual to see very large families at the party, for everyone knows that parents who get no ticket send their children along with those who do. But no one asks questions. When the families with tickets have gone through the line, the food and gifts are passed out until there are no more. Even so, thousands more wait outside hoping.

"We simply never can take care of them all," John Alessio, director of the track, said last year. But each year for the past 19 years he has been trying. Why does he do it? The party cost him more than \$80,000 last year.

"I know what it's like to be poor," he replied. "As a boy I shined shoes to help feed my family. There were times when we couldn't afford to celebrate Christmas."



Purr-FECT JOY TO YOU!

To our Friends and Customers of MAGOG and District. May the Holiday Season be an especially happy one for all these it is our pleasure to serve. Thank you for your many kindnesses.

MAGOG FLOWER SHOP REG'D.
464 Main St. W.
Tel. 843-6200
MAGOG

FLORENT GERVAIS
"Your Friendly Jeweller"
398 Main St. West
MAGOG
Tel. 843-2826

TO ALL . . . We thank you for your patronage in 1966.

LAURENT BERTRAND
PLUMBING AND HEATING
SALES and SERVICE
549 Sherbrooke St. — MAGOG — Tel. 843-4800

MERRY CHRISTMAS MAGASIN LACROIX
Men's Wear
294 Main W. — MAGOG — 843-3209

TO ALL OUR FRIENDS We take this opportunity to thank you for your patronage. It has been a pleasure to serve you!

ROY RADIO T. V.
335 Sherbrooke St. — MAGOG — Tel. 843-2828

To our Customers and Friends . . . May you have a Happy Holiday.

CHATEAU DU LAC
65 Merry St. South — MAGOG

To our customers and friends, our sincerest wishes for a Happy Holiday Season.

TANGUAY RADIATORS
M. Tanguay, prop.
743 Sherbrooke Street — Tel. 843-3622
— MAGOG —



Received, and Respected in "practically" all Magog households offer wishes for a

Merry Christmas

IN MAGOG the difference depends on Le Progress-Chronique

241 Main St. W. — MAGOG



GREETINGS

POURFOT FURNITURE STORE
"MAGOG'S Largest Store"
67 Main St. — Tel. 843-2555
MAGOG, Que.

Toys and Santa Claus mean Christmas to children of world

WISHING YOU
Holiday
Harmony!

Cecile Dumas Inc.
Ladies' Wear
451 Main W. — MAGOG, Que.

SEASON'S
GREETINGS

To all our customers: best wishes for a happy holiday. May our friendship continue.

AUX **ECONOMIES MAGOG** ENRG.
10 Main St. W. — MAGOG — 843-9114

Glad Tidings

301 Main St. W. — MAGOG — 843-3366

Season's Greetings

To all our customers and friends we extend our best wishes for a

HAPPY AND PROSPEROUS
1967

RIVIERA RESTAURANT

Fully Licensed
Lillian Marcoux, Manager

Air Conditioned — Restaurant and Lounge
386 Main St. W. — MAGOG — Tel. 843-6177

Merry Christmas

May the light of Christmas, the light that first shone nearly two thousand years ago, fill your heart with joy! . . . and may Peace and Happiness be yours during this joyful season and ever after.

R. BEAUDRY Reg'd

L. A. Doucet and B. Gendron, Prop.
229 Main St. West — Tel. 843-4530 — MAGOG

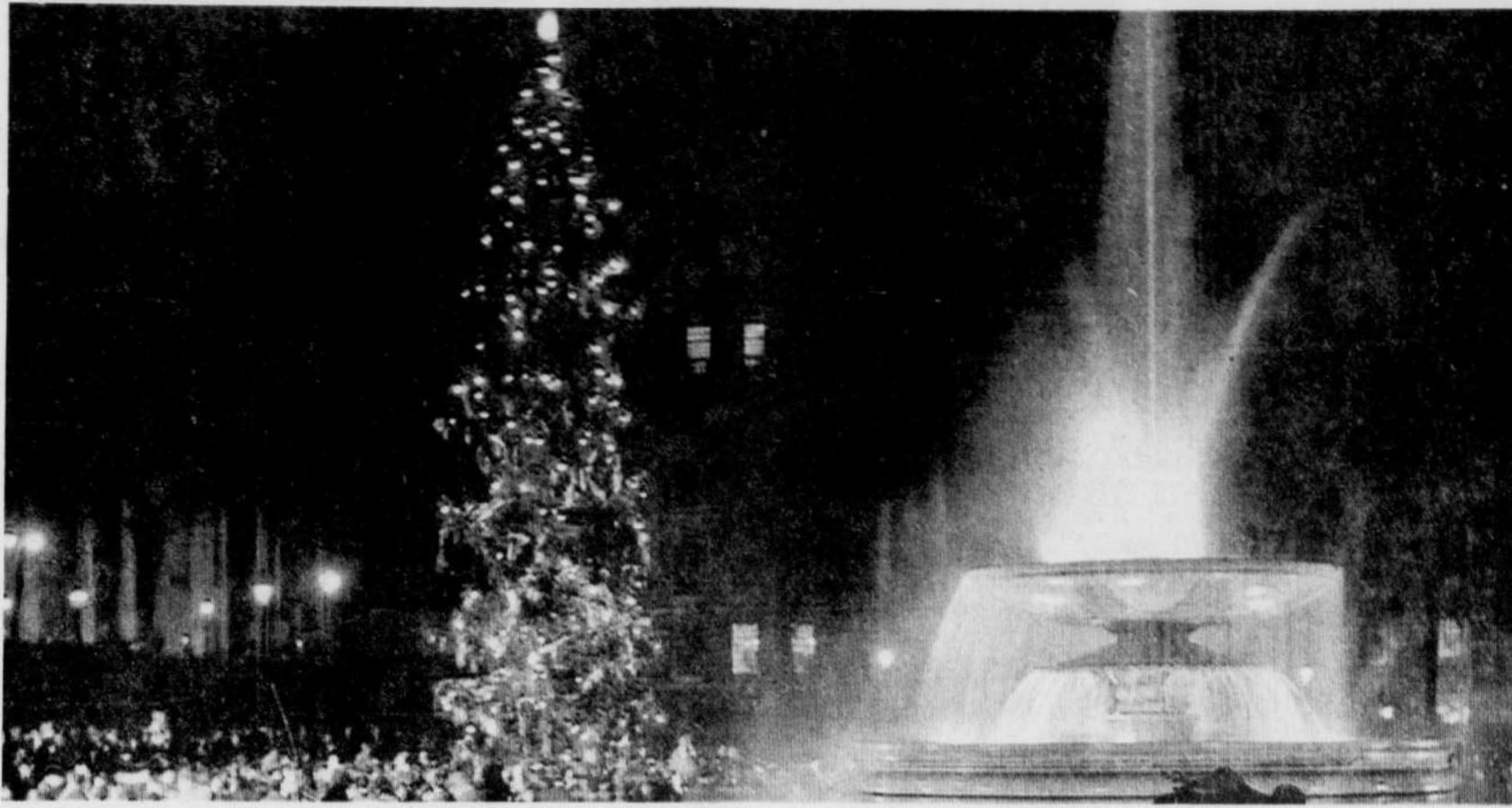
The Store for Men and Boys Where Quality and Low Prices Predominate.

MERRY CHRISTMAS

CAISSE POPULAIRE de SAINT-PATRICE de MAGOG
230 Main St. West

Mr. G. Grenier
Mr. J. Berubé, president

Tel. 843-3161



A traditional scene — the Christmas tree in London's Trafalgar Square.

If this year's crop of toys appears more colorful than in years past it isn't because you are seeing things. Toys are getting brighter and more colorful, and there is a good reason for it all.

Studies by a number of universities and child guidance centers show that children have distinct preference for toys that are gaily colored. Moreover, they like certain colors better than others.

Robert Hicks, director of research and development at Fisher - Price Toys, Inc., producers of creative pre-school toys, says, "While many factors are considered in designing a toy which will appeal or 'play with' a child, you're licked before you start if color properly used is not one of them."

"There is no question that good toys should be regarded as teaching devices," Hicks says. "A child, particularly a younger child, relates to his environment through the toys he plays with. Because we recognize this we choose not to abstract toys or their colors too far beyond reason. Thus where color is concerned, sky is blue, grass is green, sun is yellow

and it belongs. Our toys are designed to be educational, but before a child can learn from a plaything he must first play with it."

According to Hicks, primary colors and the secondary colors are most appealing. Variety is important, and the brighter the colors the better. Some studies indicate that in the very young child, say under two, there is some preference for reds and yellows with blues taking a back seat. Pastels and the more sophisticated shades are noticed during these early years but are not preferred until a child is well into his school years. "You might see these preferences work," says Hicks, "by giving children crayons to color with and observing the choices they make."

Fisher - Price has conducted a number of controlled studies in its research program by giving preschoolers a choice between toys in bright colors, pastels and in a varnished wood finish. According to their findings, the children will almost always go directly to those that are brightly colored. And they have found that a child's attention span is maintained over a longer period of time when playing with colored toys.

Wishing you all
A Very
MERRY CHRISTMAS
And a
HAPPY NEW YEAR

Gerard Garneau
382 Main St. W. — Magog, Que.
Tel. 843-5707

Season's Greetings

PARADIS des SPORTS LTD.
Headquarters for ski equipment
319 Main St. — Magog, Que.
Tel. 843-5907

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

to one and all. We take this opportunity to thank our many customers for their past patronage.

Meubles Gevry Television
Electrical Accessories
RCA Victor Radios and Televisions
RCA Whirlpool Appliances
400 Main St. West — MAGOG — Tel. 843-2569
Res. Tel. 843-4608

Yves Forest
M.P. FOR STANSTEAD COUNTY

takes this opportunity to wish everyone in Stanstead County a
MERRY CHRISTMAS and HAPPY NEW YEAR

Santa Claus or Saint Nicholas?

Genial, jovial, red - checked and white - bearded. As any child can tell you, that's how Santa Claus looks.

But the benevolent giver of presents has not always been pictured like this, nor has he always travelled by sleigh or brought his gifts on Christmas Eve. In fact, he has not always been named Santa Claus!

"Santa Claus" is in truth a child's euphonic way of expressing the Dutch "Saint Nikolaas," or St. Nicholas, says The Encyclopedia Americana.

St. Nicholas, a fourth - century bishop, was later honored in Europe, as a friend to children. Legend finds him making his rounds on December 5th, the eve of St. Nicholas Day, with gifts to reward children for good behavior.

Instead of a jolly red suit, St. Nicholas wore a robe, or tabard, and for that reason he really didn't need a sleigh, or even a horse. His robe enabled him to travel from place to place, instantly.

In Holland, however, he was said to use a horse for his journey at night over the roofs.

Dutch settlers brought St. Nicholas to the New World, where he gradually changed his name to Santa Claus and traded his horse and robe for reindeer and a red suit.

It was Clement C. Moore, in his poem "A Visit from St. Nicholas," who made Santa into a jolly elf "Saint Nick," who rides "in a miniature sleigh drawn by eight tiny reindeer."

In more recent years, St. Nicholas in his new guise as Santa Claus has journeyed to many parts of the world becoming the most widely known of gift givers.



To all our customers and friends

J. M. Bessette
362 Main Street W.,
MAGOG, Que.
Tel. 843-5572

SEASON'S GREETINGS

To all our customers and friends

IRENE'S SPECIALITY SHOP
497 Main St. W. — Magog, Que.
Tel. 843-2525

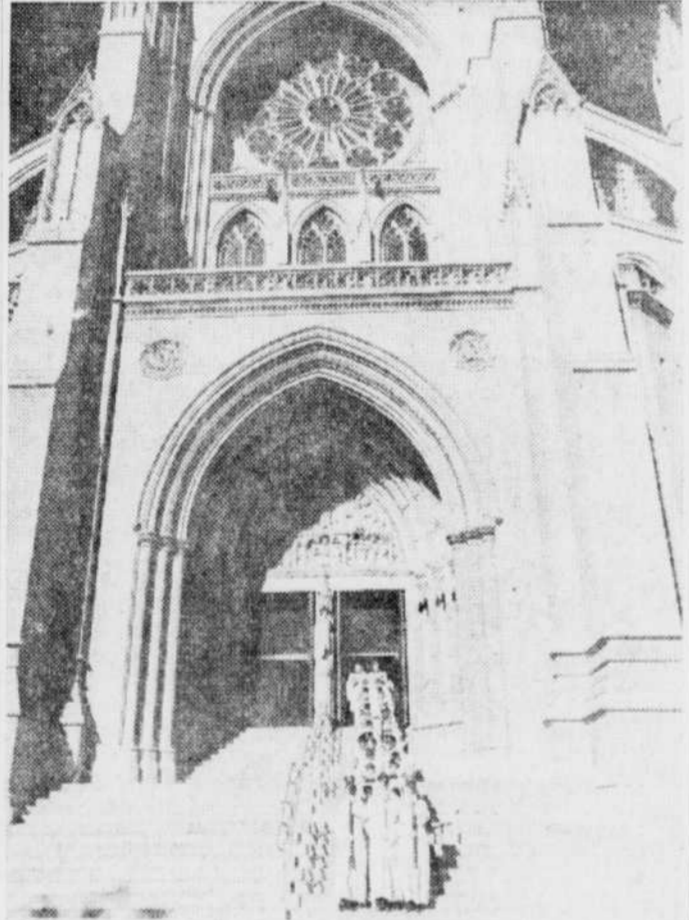
Greetings

CUSTOMERS AND FRIENDS
our wish for the holiday season is simple and sincere
our thanks to you for your valued friendship and encouragement
HAPPY HOLIDAYS EVERYONE!

ROYAL CAFE
George Marcoux, prop.
302 Main Street — MAGOG — Tel. 8432663

The Season's Greetings

THEO. LANGLOIS LTEE
LUMBER AND BUILDING MATERIALS
435 Street West — MAGOG
Tel. 843-3346



The arch of Washington National Cathedral's South Transept frames the Cathedral Choir of Men and Boys. For 30 years music by the choir has been carried on nationwide radio and television networks.

Greetings

TO ALL MERRY CHRISTMAS

and our sincere "Thanks" for your patronage in 1966.

BAKERY ROBINSON'S
27 Pine St.
MAGOG
Tel. 843-5815

GREETINGS

Christmas reminds us of the miracle that took place on the first Christmas Eve, rosy-cheeked carolers lift their voices . . . and our hearts . . . in reverence and rejoicing.

For our many friends, we wish a singing heart, filled with the true Spirit of Christmas . . . a loving heart, surrounded by family, friends . . . and lasting peace.

"HOT-DOG"
Federal
...mmm délicieux!

239 Dollard St. — MAGOG — Tel. 843-6561

Decorations and Christmas shows mark the opening of the Yuletide season



Forty shepherds, 25 Roman soldiers, three sumptuously costumed Magi, a camel, horse, donkeys and a flock of sheep all follow the star of Bethlehem to the manger in the Nativity pageant at Radio City Music Hall.



STARS IN THEIR EYES—Mrs. Joe Webb Jr. and daughter Wendi of Atlanta admire the Christmas stars Mrs. Webb made from soda straws.

Make your own decorations reasonable and fun for all

Just about everyone loves an old-fashioned Christmas tree. Among the most delightful decorations on a traditional tree are hand-made ornaments. Following are instructions for easy-to-make yet eye-catching ones of paper. All that's needed are glue, scissors, a stapler, ruler, needle and thread, and paper. Some of the most effective ornaments can be made from plain white bond. Construction and foil papers can carry out your favorite color scheme.

When all have been cut, open them flat. Place all the cut-outs directly on top of each other, and staple along crease three times. Following are instructions for easy-to-make yet eye-catching ones of paper. All that's needed are glue, scissors, a stapler, ruler, needle and thread, and paper. Some of the most effective ornaments can be made from plain white bond. Construction and foil papers can carry out your favorite color scheme.

TO MAKE FLUFFY CHRISTMAS TREE, BELL, HEART OR STAR

1. Trace pattern and cut out. Measure pattern at widest point, double the amount and cut out squares of that size. Cut twelve squares of lightweight paper, six of heavy.
2. Fold square in half, place pattern on top with side marked "fold" directly on fold of square. Cut very carefully.

Warmest Wishes

To our customers and friends.

Dominique Poulin
Body Work
1264 Main St. West
MAGOG

to all our loyal friends
Happy holiday!

GERARD TURGEON
UPHOLSTERER
RR 4, (Montreal Road)
MAGOG, Tel. 843-2668

Radio City yule show great show of season

EDITOR'S NOTE: One of the Christmas season spectacles of New York is the crowd that lines up several blocks long and waits for hours to gain admission to Radio City Music Hall show. In 33 years, more people probably have attended shows there than now live in the United States. The story behind the attractions is told here by the senior producer.

By LEON LEONIDOFF

Preparations begin months in advance for the traditional pageant of the Nativity and for the Christmas revue at the Music Hall.

When I first did a Christmas show there in 1933, I wanted to do something representative of the religious spirit of the season. The pageant is, in spirit, much the same as that done in countless schools and churches throughout the country each year. The difference is in scope. Behind the Music Hall's 100-foot proscenium opening, a cast of more than 100 beautifully costumed performers can move with ease in scenery that would dwarf a smaller area.

Beginning with a procession that follows the Star of Bethlehem as it travels across the sky, the Nativity is climaxed by the adoration at a manger that measures more than 25 feet in height and 45 feet in width. Included in the procession are the three Magi wearing richly brocaded robes with trains more than 8 feet long, 40 shepherds, 25 Roman soldiers, and an entourage of live animals including a camel, horse, donkeys, and a flock of sheep.

Occasionally, an unforeseen problem arises, sometimes amusing. I remember one year when Sadie, the camel, discovered that the gold fringe on her blanket was delicious and so proceeded to chomp on it right in the middle of a performance. Only after extensive testing did our costume department come up with a plastic fringe which Sadie found not to her taste.

In the second part of the stage show we try each year to create an accompanying revue which is new and different. Unique to the Music Hall is the fact that we must cover more than 7,500 square feet of stage. The size of the sets must be exaggerated, extra layers of make-up must be applied so that performers' faces won't be "washed out" by the thousands of stage lights, and such things as wigs must be made of rope instead of hair to assure their being visible to the vast audience.

At times numbers are staggering. When we did a version of Dickens' "Christmas Carol"

CHRISTMAS GREETINGS
TO ALL OUR CUSTOMERS AND FRIENDS

Didace Audet Enr.
CONSTRUCTION MATERIAL
44 St. Pierre St. — MAGOG

GREETINGS OF THE SEASON,
may 1967 be good to you!

BIJOUTERIE DE L'EST
Gilles Gervais, prop.
229 Main East — MAGOG — Tel. 843-3121

To the Citizens of MAGOG and the Surrounding Communities, we, the Direction and Reverend Sisters of

La Providence Hospital
extend best wishes to all for a Merry Christmas!

The Management and Personnel wish to extend to their many Customers and Friends a Very Merry Christmas and a Prosperious and Happy New Year!

GENESSE TRANSPORT INC.
225 Do'lard St. — MAGOG, QUE.
Direct Phone Line Magog — Montreal: UN. 1-0165
In Magog Dial: 843-3339

the joy of Christmas

Our Christmas wish... good will to all men, peace, and the happiness of giving.

MAGOG DAIRY INC.
CLARIFIED PRODUCTS
"For the Best in Dairy Products"
MAGOG — Tel. 843-5727

Greetings TO ALL OUR FRIENDS
It's been a real pleasure serving you!

CANADIAN TIRE ASSOCIATE STORE
744 Main St. W., MAGOG, Que.

SEASON'S BEST to you

Wishing you a home filled with happiness.

ARMAND DEMERS INC.
319 St. Patrick St. W. — MAGOG — Phone 843-3303

Stars in their eyes for Christmas season

Mrs. Joe Webb Jr. finally got around to following directions she had been saving for years. The result? She has straws — beg pardon — stars in her eyes.

Mrs. Webb is a shining example of the fact that women eventually do find the time and energy to use all the odds and ends they save.

Years ago she ran across directions for making gigantic decorative stars out of soda

May we extend to you at this time our sincerest wishes for a most PROSPEROUS and HAPPY NEW YEAR!

MAGOG BOWLING
Gilles Plante, prop.
36 Laurier St., Magog
Tel. 843-4884

We were happy to serve you in 1966 and hope that we may continue to do the same in the coming year.

Season's Best to all our customers and friends.

CABLEVISION DE L'EST
J. C. Bergeron, Prop.
328 Des Pins MAGOG
Tel. 843-2610

Attach more half - straw triangles by reintreading until the straws form the shape of swedges of a pie. Leave out the last wedge. Pull the structure together and fasten. The resulting five triangles will form a tentlike shape.

Continue using half - straws. Attach two to each joint around the base of the tent structure. Join the ends of these new straws so that they will form triangles, pointing down. The tent now rests on the points of the new triangles. Thread a half - straw between each of these base points, like a stretcher.

Turn it upside down. You will see that your base straws form the same shape as the base of the original tent. Construct a second tent on these straws, using the rest of the half - straws.

Unless you've goofed, you have a jewel - like shape consisting of 20 triangles. Each of these gets a long star point made of three full-length straws.

Mrs. Webb says that if you're adept, you can make a star in two and a half to three hours.

Merry Christmas and a Happy New Year to all our Customers and Friends. We wish to thank - you very much for your patronage during the past year.

Magog Foundry Ltd.
601 Champlain St. — MAGOG — Tel. 843-3301

CHRISTMAS GREETINGS
N. H. GRENIER REG'D
SASH AND DOOR MANUFACTURER — BUILDING SUPPLIES — LUMBER
147 Victoria St. — MAGOG — Tel. 843-3379

MERRY CHRISTMAS SUPERSWEET FEEDS
A DIVISION OF ROBIN HOOD FLOUR MILLS LTD.
251 Brassard St. — MAGOG — Tel. 843-5601
M. J. Marrière — Plant Manager

Greetings
TO ALL OUR GOOD FRIENDS
We are open all day
CHRISTMAS & NEW YEARS

CABANA-LODGE
Tel. 843-3313
Montreal Road — Magog, Que.



a Joyous Christmas
To all our friends, we send sincere wishes for Yuletide joys!

MATERIAUX ORFORD ENR.
843-5737
888 John St. — MAGOG, Que.



MAGOG BAR-B-Q
Restaurant
Paul Mercier, Prop.
475 Main West — MAGOG — Tel. 843-4448



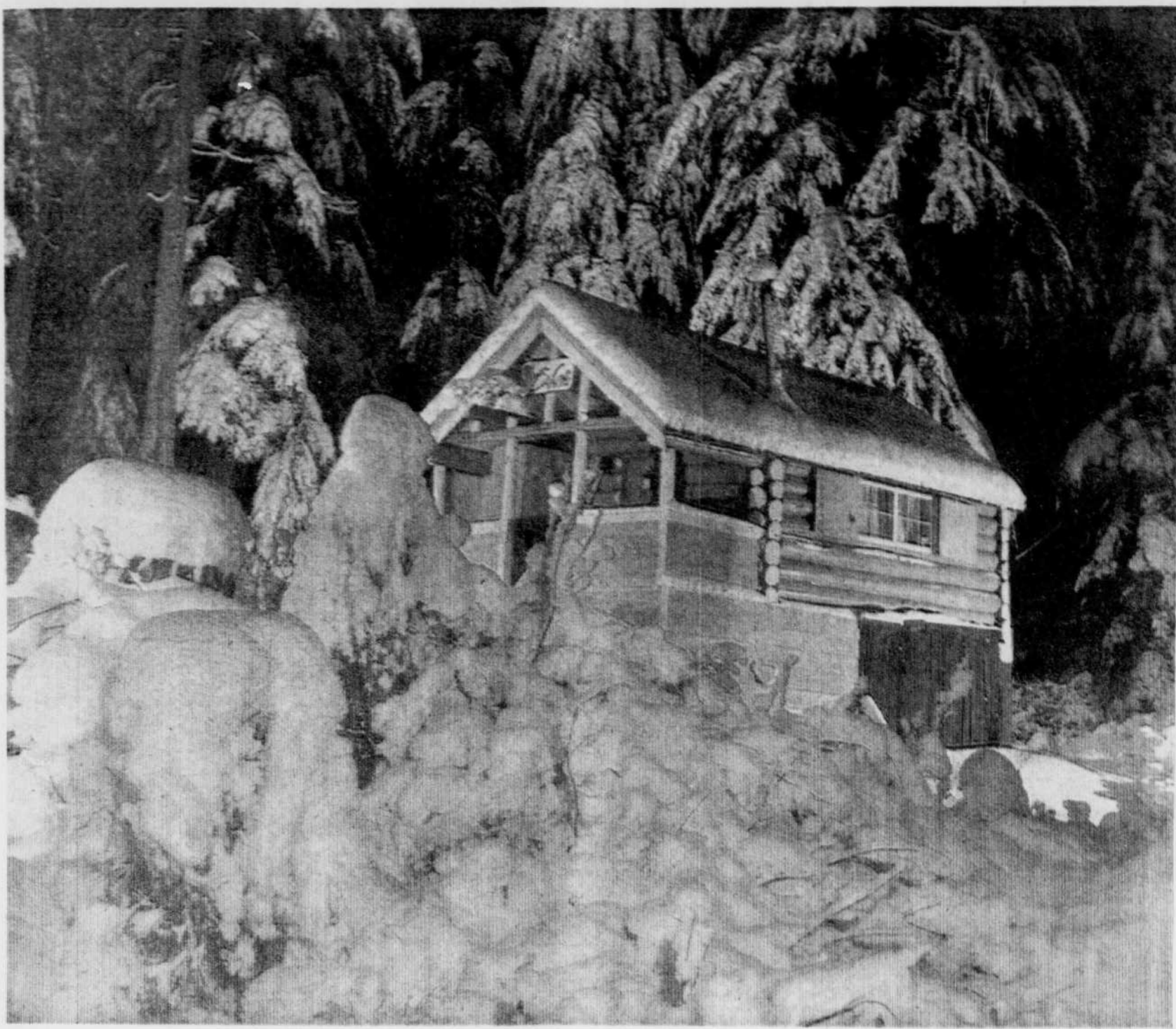
Our thanks for your patronage in the old year; our many good wishes for happiness in the new.
You can recognize association members by their membership crest display at their main entrance.

MAGOG ELECTRIC REG'D.
R. M. Urwick, M.E.I., prop.
352 Victoria St. MAGOG
Tel. 843-3111
Residential and Complete Installation of ELECTRICAL HEATING



We thank you for the encouragement you gave us this past year and take this opportunity to wish you all the joys of Christmas and the best ever in the New Year!

YVON GIGUERE INC.
CONTRACTOR
226 Main St. — MAGOG — Tel. 843-6240



CHRISTMAS SETTING — A white Christmas is assured for this ski cabin in a peaceful setting on Hollyburn Ridge in West Vancouver. Vancouver Province photographer Eric Cable took the picture at night but got an effect of sunlight by resting his camera on a stump with the shutter open and the lens set f/11 while he walked about firing an electronic flash gun.

Christmas in Sweden fifty years ago recalled in this excerpt from "Once Upon a Christmas Time"

By THYRA FERRE BJORN

Following December 13, with the warm glow of the beautiful Saint Lucia still in our thoughts, the great preparations began for the fast-approaching holidays.

One of the first of these was the making of hundreds and hundreds of cookies. These were baked early in the month, placed in lightly covered tins, and stored in the cold earth cellar, not to be opened until the afternoon of the day before Christmas when, according to an old tradition, folks were allowed to taste them for the first time.

So imbedded was this in our minds that we children never even asked for a cookie, no matter how good they looked to us.

Very, very early on the baking morning, housewives would leave their warm beds, tiptoeing softly so as not to awaken the rest of the household.

THE WARMTH

Soon the kitchen began to take on a feeling of warmth and hominess as the copper coffee-pot began to bubble while the oven was heating, and the many different doughs were being mixed.

Each cookie was a unique creation, from an unwritten recipe which was followed step by step. I never remember Mama having anything written down on paper. It was all committed to memory.

Few housewives ever reflected on the reason they baked so early in the morning. It had always been that way; their mothers before them and their grandmothers and great-grandmothers had all arisen at this

hour to begin the Christmas-cookies baking.

It was the gods who had proclaimed and made it an established rule that no sunlight should shine on this dough. If it did, disaster would fall on the household and its people.

How well I remember my own Mama getting up at 4 o'clock on those December mornings to do her baking, and I am sure she never thought of it as a curse. To her it was an exciting time, filled with fun and an eagerness to begin.

RIVALRY

The housewives just loved to outdo each other when it came to the Christmas baking and many varieties of cookies they could make. So in this early hour, when the smoke rose straight toward the sky from the tall chimney, busy hands were chopping nuts and orange peel and crunching sugar from the big sugar pyramid.

Oh, to capture again, just for one moment, the feeling that tingled through me when on a certain morning in dark December a familiar aroma drifted to my nostrils, penetrating my deep slumber.

It was different from anything else in the whole world—the aroma of cookies baking in the kitchen. I knew then that Christmas was not far away, because at no other time did Mama bake cookies at that hour of the morning.

CHRISTMAS GIFTS

Along with the baking and general preparations, there were Christmas gifts to be taken care of. These special gifts, given on Christmas Eve, presented a very minor problem in those days and were but a

small part of the Christmas festivities.

The Swedish Christmas giving started out as a joke. The gifts were called Julklappar. Klapp means to knock and people would make silly things, and on Christmas Eve would knock on the door of a friend or neighbor, throw a gift into the house, and run.

There are many stories heard about this sort of giving, which soon broadened into another channel. The children long ago were led to believe that the god Tor's bucks brought the gifts to the household. And as a symbol of this, bucks, big and small, were made out of straw.

They became so popular that though the belief was discarded, the bucks lived on. And even in this age, if you travel to Sweden at Christmas time, you will see Christmas bucks brought out as decorations. They are sold to people everywhere.

Although the gifts, as a rule were given out on Christmas Eve, each family followed its own pattern.

THRIFT LESSON

We children had our very own experience in Christmas giving. I am sure that Papa wanted to teach us a lesson that would be valuable all through life. He wanted us to learn that it was not the price of the gift that counted, but rather the spirit in which it was given.

It is hard to believe that Papa on the 23rd of December gave to each of his eight children only 50 ore. With that meager sum we were to buy gifts for nine family members.

We knew nothing about fancy gift wrappings; at home we found paper, brown or gray, or even nice newspaper. But each gift was wrapped and tied as carefully and with as much

pride and tenderness as if it were worth hundred of kroner.

What fun it was and what excitement! I have never since wrapped a gift as meaningful as those so long, long ago. The gifts wrapped and labeled, were given to Mama to keep until Christmas Eve when they turned up again in the strangest way.

And although Papa and Mama gave each of us additional larger gifts, nothing could equal those small ones which we ourselves choose and wrapped and which played such a big part in our Christmas happiness.

On the afternoon of the 23rd,

Papa, like hundreds of other fathers all over the country, took his children into the woods to find a Christmas tree.

The tradition of the Christmas tree was given to us by our neighbor, Germany, where it originated way back in 1600. In Sweden the idea was taken up by the nobility in 1740 and was passed on to the common people in the 1800s.

To me, it was one of the most beautiful of all traditions. That hour of tramping in the deep snow of the woods, looking among the beautiful spruces for the one was a time of happy excitement.

Eliminate litter

An estimated 400 million pounds of wrapping paper, boxes, ribbon and tags will delight litterbugs on Christmas morning.

Most people properly dispose of gift wrappings, but too many are careless.

That not only creates unsightly litter but is a major fire hazard in the home and can cause accidents on streets and highways.

Four basic steps to brighten the holidays by eliminating litter:

1. Refrain from littering streets and stores when Christmas shopping.
2. Place discarded wrappings in proper rubbish receptacles as soon as presents are opened.
3. Store reusable decorations and wrapping materials safely so they won't become a fire hazard.
4. Don't dump old Christmas trees and wreaths in the street, a vacant lot or back yard. If in doubt about how to get rid of them, check with your local department.

Our good wishes are on their way to you this happy time...

Merry Christmas

Maison Du Cadeau Enr.
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199 St. Patrice E. — MAGOG, Que.

Our sincere thanks for your patronage — all the best for you and yours in '67.

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We specialize in Automatic Transmissions, Wheel Alignment and Wheel Balancing.
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MERRY CHRISTMAS and a HAPPY NEW YEAR to all our customers and friends.

Thank you for your friendship and your loyalty.

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Wide Variety of Yard Goods
Children's Wear — Underwear
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Holiday Greetings

We're ringing in the New Year with special thanks to you for making the old year such a smashing success!

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GENERAL STORE
Highway No. 1 — South Stukely — Tel. 297-2831

Merry Christmas

MAGOG

We, the Mayor and councillors, and city officials for the City of Magog extend best wishes to the citizens of this municipality, and express hopes that the new year will be prosperous and pleasant for everyone in our community.



TOP (left to right): Jean-Paul Lange, secretary-treasurer; Raoul Gauvette, director of public works; Ernest St-Jacques, alderman, Ward 2; Telesphore Lavoie, director of police and fire services; Armand Gagne, alderman, Ward 6; Yves Lajoie, assistant secretary-treasurer; Denis Bouchard, legal advisor.
BOTTOM (left to right): Gerard Longpre, alderman, Ward 3; Ovila Hamel, alderman, Ward 1; Mayor Oliva Bergeron; Gerard Huot, alderman, Ward 4; and Gerard Page, alderman, Ward 5.

THE CITY OF MAGOG

TO ALL OUR EMPLOYEES, THEIR FAMILIES, OUR CUSTOMERS AND FRIENDS, OUR BEST WISHES FOR A

VERY MERRY CHRISTMAS and a HAPPY NEW YEAR!

EASTERN REBUILDERS LIMITED

Rebuilders of:

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- Distributors
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Novel gift idea

Do you have a family of ten on your Christmas list? Or someone who is impossible to buy for? Or a favorite nephew? Or just anyone? Well, here is the answer to your problem, and it's a guaranteed crowd pleaser.

Run to your nearest five and dime store and start buying, but keep the items small and inexpensive. First, heaps and heaps of all sizes, shapes, colors and flavors of penny candy. Be sure to buy one of those long strings of lollipops. Then yo-yos, balls, tops, crayons, anything for the kids.



BEST WISHES FOR THE HOLIDAYS
and a Happy and Prosperous New Year
Our Sincere Thanks for Your Valued Patronage
and Encouragement

SCOTSTOWN CLOTHING

Harvey Parsons
Tel. 657-4717 — SCOTSTOWN



Wishing you all a
VERY
MERRY CHRISTMAS
and a
HAPPY NEW YEAR
We wish to thank all of
our friends and customers for
past patronage. Hoping to
serve you better in 1967.

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SAWMILL
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"thank you" for your past patronage.

Wishing you all a Merry Christmas
And a Happy Prosperous New Year



thanks to all
our loyal patrons.

We wish to take this opportunity to thank all our
Customers and Friends for their encouragement during
the past year.

R. N. MAYHEW

Tel. 872-3356 — BURY



THE TYPICAL SYMBOL OF CHRISTMAS, THE TREE ABLAZE WITH LIGHTS.

The Unwanted Christmas Tree

By KATHARINE SNOW
(Waterloo, Que.)

Once upon a time, in a great forest, there lived a Father and Mother fir tree and their little baby tree. This little tree never seemed to grow very tall and sad to tell, he had a sharp, one-sided curve to his trunk. All the trees called him Loppy because he was so lopsided. However, he had quite a happy life in the woods and everything was fine until Christmas time rolled around.

Early on the morning of Christmas Eve the trees heard the voices of men and sound of axes. This was a very exciting time for young trees. They knew that Christmas time was the reason that they had been brought up to be tall and straight and beautiful. They were to be cut down (it did not hurt at all) and taken to stores in the city. There they would be examined, admired and finally bought. They would be taken to warm, happy homes, decorated with jewels and silver powder and be the center of attention for the whole joyous season.

As the woodsmen neared the playground where Loppy and his friends were, they could hear the admiring voices.

got cheated on this one! Look out on one!" Loppy was thrust at him—all bent over! No one roughly, but not unkindly, to will every buy him". The man the very back of the Christmas called Bob came over, gave a display. There he stood, all bent poor Loppy a twist and a turn, on one side, looking sadly at his "He's certainly no beauty!" he proud, tall friends, laughing and said. "Well, stick him in the back. We have so many beaut- As the day went on, more- ful ones we can afford to lose and more people arrived at the

stand. There were "Ohs" and "Ahs" at the sight of the beautiful trees. They were selected carefully and with delight. As each one left, he would turn and say rather pityingly to Loppy, "Good-bye Loppy. Hope you find a place for Christmas." Then off he would go, happy and full of anticipation, confident of the love and admiration of his new family.

Finally, near closing time that night, all the trees were gone but Loppy. He stood all alone on the big empty lot, sad and really frightened at the prospect of spending Christmas alone and unwanted, unable to give to little children the joy and the happiness that he felt for them, concealed inside his poor deformed body. Big tears ran slowly down his trunk and little sobs shuddered through his branches.

Bob and his partner were just about to close up and go home when an old station wagon rattled up to the entrance and a

voice called, "Bob, wait a minute. Have you a tree left?" A young man in a white suit under a topcoat came running from the car. He ran swiftly but had a noticeable limp.

"Hello, Doctor Bill," said Bob. "I'm sorry—we are all sold out!"

The young doctor's face looked very sad. "Oh I must find a tree," he said. "You see, the whole hospital is all decorated and looks so beautiful but somehow or other, the Auxiliary missed my upstairs ward for the crippled children. I cannot let Christmas Day come and not give those children a tree. Wait, what's that over there?" he pointed to Loppy huddled unhappily in his corner.

"Oh, that's a misfit!" Bob said. "Got in the lot by mistake I'm putting him out with the trash on Monday."

"What is wrong with the tree?" the doctor said and walked over to little Loppy. He looked at him carefully, then threw



We extend sincere wishes for a very Merry Christmas and a Happy New Year. We thank you for your patronage during '66.

O. OLSSON and SONS

SAWYERVILLE

SEASON'S GREETINGS



Greetings

to you and yours at this happy holiday time.

We have enjoyed knowing and serving you.

KIPLING MEMORIAL WORKS

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Christmas Joy

GREETINGS!
to all our friends
and customers.

It gives us great pleasure to wish all a very happy holiday.

McKay Transport

REG'D

Cecil Gilbert, prop.

Tel. 875-3302 — COOKSHIRE



"Bird of Peace" is a tapestry design contributed to UNICEF by the French artist, Jean Lurcat, for use as the 1966 Special Edition Christmas card.



Since the savage war in 1948 between the Arabs and the Israelis, the holy city of Jerusalem has been divided. At Christmas time Israeli Arabs are allowed to rejoin their relatives in Jordan. Here they cross no-man's land at the Mandelbaum Gate.

back his head and laughed aloud. "Why," he exclaimed, "this is one of my own people—this little tree is a cripple! He belongs with us! How the children will love him! He will not loom above them, strong and proud, but will be like them, small and bent over, all eager for love."

You can imagine the enormous joy that was in Loppy's heart as Doctor Bill carefully loaded him into his wagon, talking to him all the while. "I'm taking you to some boys and girls who, like yourself, have something twisted the wrong way. Fortunately, we can fix quite a few of them, but some are not so lucky." He glanced down at his own foot for a moment and then continued. "The children will love you so and you will give us all such happiness! How wonderful that I should have found a tree so perfect for us!"

Loppy was aglow with pride and gratitude. He was carried upstairs in the hospital and into a big ward. Children appeared from all directions, on crutches, in plaster casts with walkers and in wheel chairs. They patted him, smelled him, even kissed him.

"Oh, Doctor Bill," one little girl said. "We have our very own tree! Jesus must have made him just for us!"

Loppy was propped up becomingly, decorated beautifully, and on Christmas morning there was in the whole wide world no tree as proud, as full of love as Loppy. He stood as straight as he could manage, surrounded by his little friends a symbol of joy and peace, of God's unflinching love and thoughtfulness for all His little children, where ever they may be.



MERRY CHRISTMAS
and a
HAPPY NEW YEAR
to all our customers
and friends.

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Welding of all kinds.

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GREETINGS

To all my friends and customers — Merry Christmas and a Happy New Year.

ALBERT MURRAY

Pulp wood Dealer

SCOTSTOWN — Tel. 657-4734



We take this opportunity to extend Season's Greetings to our Customers and Friends.

MORRISON'S GARAGE

Meteor-Mercury Sale and Service

Tel. 657-4991 — SCOTSTOWN



Sincere thanks to our many customers and friends. We take pleasure wishing you all a MERRY CHRISTMAS and a HAPPY NEW YEAR

SCOTSTOWN HOTEL

Yvon Dumoulin, Prop.
Licensed Hotel — Rooms With Bath — Bus Stop
Tel. 657-4974 — SCOTSTOWN



We wish to thank all new customers for their patronage, and extend best wishes for a

VERY MERRY CHRISTMAS
and
HAPPY NEW YEAR

Champeau Furniture Store

Roger Champeau, Prop.

BURY, Que. — Tel. 872-3658

Bells and baubles brighten up the Christmas season



Merry Christmas

Here's wishing you the long-lasting happiness of an old-fashioned Yule!

Season's Greetings to our valued patrons.

PICKEN SERVICE

Reg'd

GENERAL REPAIRS



826 Main St. — RICHMOND — Tel. 826-2309

Season's Greetings to everyone.

We thank you for your past patronage.

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See our large selection of clothes for the whole family.

186 Main St. — Tel. 826-3361 — RICHMOND



On this day of celebration we join in happy chorus to wish you and yours "Merry Christmas!"

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The Rene Bros. prop.

"The one spot where you can really enjoy eating"

410 Main St. — Tel. 826-2633 — RICHMOND



The Christmas message is a source of everlasting joy and hope. May it bring you deep fulfillment.

CHADY SHOE STORE

98 Main St. — RICHMOND, Que.

Tel. 826-3484



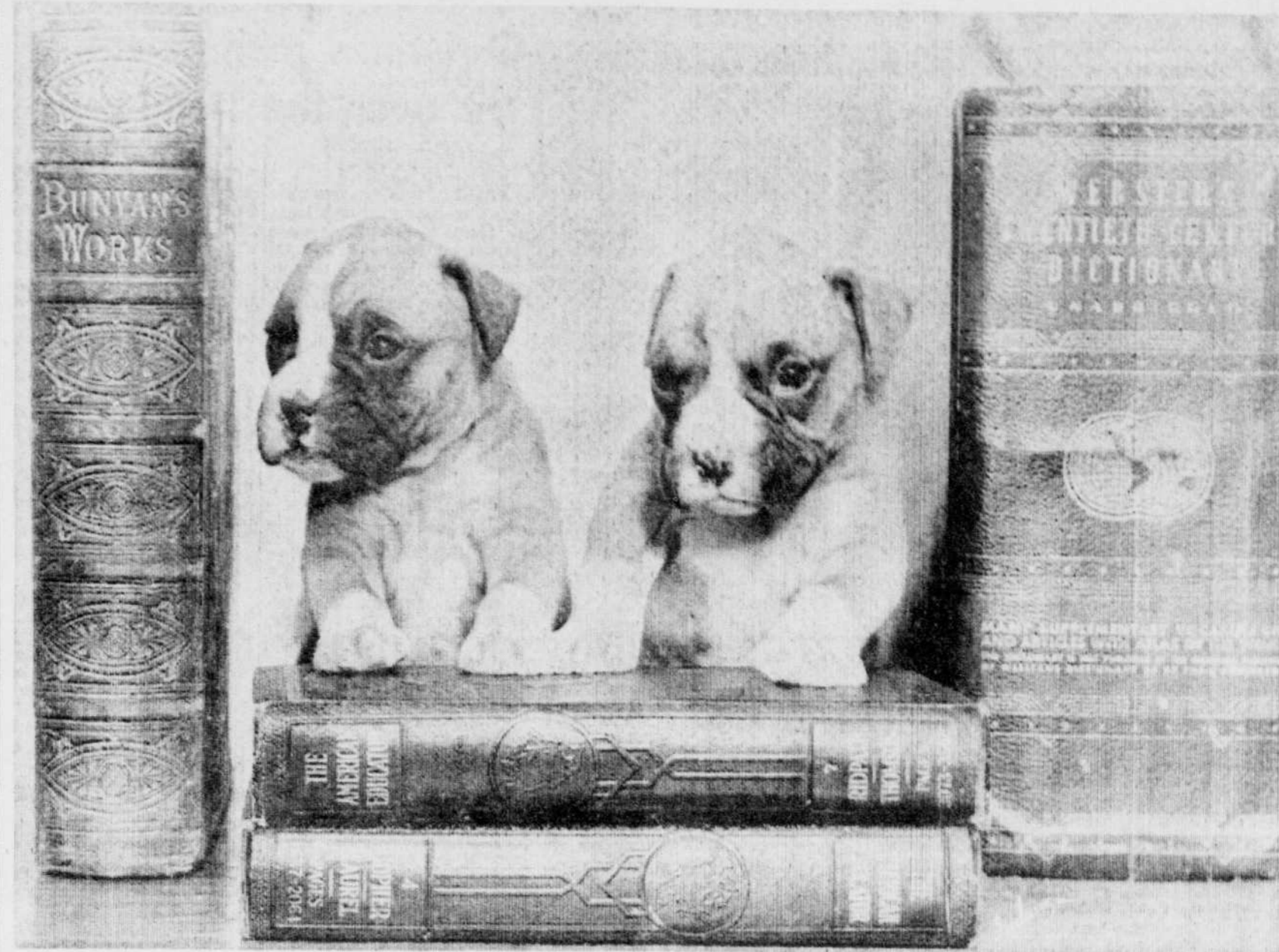
Yuletide bells peal out glad tidings, our hearts are filled with joy! May all the blessings of Christmas be yours!

Bennett Limited.

(Richmond Division)

Richmond, Que.

Tel. 826-3715 — RICHMOND



How would you like to find one of these little fellows under the tree on Christmas morning?

Christmas menus to tickle the palate

Want a change in your Christmas fare? Then come on a dinner table tour around the continent to see what's good. Turkey? Most countries have it. Lots of other things, too. This is how they're made.

STUFFED PAPRIKAS

AUSTRIA: 8 or 8 large green or red sweet peppers, 1 cupful of rice, 1 onion, 2 or 3 tomatoes, 1/2 pint sour cream, goose dripping, stock or water, salt. Cut the top off the paprikas and remove the seeds. Cut one or two of them into strips. Cook in hot goose dripping with the chopped onion, the peeled tomatoes and the rice, which should be moistened with a little water or stock. Cook till the rice is soft, mix in the sour cream and simmer for 5 minutes, stirring well. Stuff the paprikas with the mixture and serve with rice.

CARDINAL

Rub about 1 lb of lump sugar with orange skin and put in a bowl with the juice of two oranges, a cupful of pineapple juice, a bottle of white wine, and half a bottle of champagne. Ice and serve cold.

STUFFED GOOSE'S NECK

GERMANY: - Remove the neck from the inside of the goose's neck without piercing the skin, and stuff the neck with: One finely chopped goose liver, 1/2 lb. of uncooked pork, breadcrumbs, 1 egg, salt and pepper, all well mixed together. Sew each end of the neck up and fry in goose fat to a light brown color. Serve cold, cut in slices.

PORKOLT CHICKEN

HUNGARY: - 1 chicken, jointed; 2 or 3 tablespoons of tomato puree, 1 or 2 large onions, 2 or 3 pimentos, 1 table-spoon of paprika, salt and a little water.

Sprinkle the joints of the chicken with salt and let stand for 2 or 3 hours. Fry the chopped onion in a little lard and, when

slightly browned, mix in the tomato puree and season with salt and paprika. Put in the chicken, brown, add a little water, and simmer till the chicken is tender. Garnish with sliced and previously cooked pimentos.

WITCHES' FROTH

2 lbs. of apples, the white of 2 or 3 eggs 6 tablespoons of sugar, a little lemon juice, sliced fresh fruit and whipped cream.

Bake the apples till very soft, remove peel and core, and rub the pulp through a sieve. When quite cold, add this pulp gradually to the whites of eggs, beaten to a very stiff snow with the sugar and lemon juice. Put on a glass dish and garnish with slices of fruit and whipped cream.



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Best Wishes to all for a very MERRY CHRISTMAS



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Best Wishes

Sound the trumpet for a Christmas filled with health and happiness. Sincerest thanks for your kind patronage.

Holiday Greetings

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RICHMOND

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Thank you for your encouragement during the past year and we wish you all a VERY MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

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Joyous Greetings G. BERWICK

RADIO T.V. SERVICE

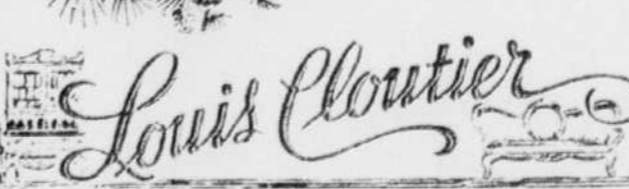
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RICHMOND, Que.

Tel. 826-3368



We wish to thank all customers and friends for their past patronage. Hoping to serve you better in 1967.



486 Principal St. — RICHMOND, Que.

Christmas means ringing bells

Jolly Christmas bells — or New Year ring — a — dingers. Hang them on your castle door —

To welcome festive swingers! — and what else is so great? Anyone can create these lovely holiday ornamental hanging bells from odds and ends that are probably already in the house and garden right this very minute!

If it's curved bells you prefer, start out by cutting off the top third of a plastic bleach bottle — right on the line where the curved part ends (use a thick, short knife). Bottles with handles, large or small, are the easiest with which to work. For stream-lined straight-sided bell half - pint ice cream cartons turn out delightfully — or choose a carton of the shape and size that you prefer.

When using bleach bottles, make a bell tongue by lowering a Christmas tree ball, sprig of mistletoe or holly branch down through the top opening on a piece of picture wire — fasten top end of wire

neatly around grooved edge and replace cap.

Now cover whole bell shell with shiny aluminum foil right from the kitchen drawer. Gold foil is also attractive, or give your bells a really decorator touch by spraying them with gold paint — (a small can lasts for ages and covers dozens of articles).

Fasten the handles together with picture wire, and use the ends of the wire to secure a lovely pine bough, or a big red bow, or a Christmas corsage (all three if you like) right across the top. This finishing touch will look elegant, hide the wiring, and give us a means by which we can hang our beautiful bells.

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WILLIE POIRIER

Master Jeweller and Watchmaker SPECIALTIES: Watches — Rings — Gifts for all occasions — Glasses.

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MERRY CHRISTMAS and a HAPPY NEW YEAR



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To our friends and customers, THANKS FOR YOUR PATRONAGE

It is our wish that you enjoy a MERRY CHRISTMAS and a HAPPY NEW YEAR!

LEO VALLIERES



Agent

7th Ave. — RICHMOND — Tel. 826-2575



Lots of cheer and jolly good fun . . . May your holiday be A Merry one!

FERNAND FOUQUETTE AUTOMOBILE ENRG.

Your Ford Dealer — Fairlane — Galaxie 500 — L.T.D. — Mustang — Thunderbird — Falcon Cars and Texaco Products

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GREGOIRE & SONS

YOUR SUPREME STORE

We extend sincere wishes to all our customers for a very Merry Christmas and Happy New Year. We appreciate your patronage and look forward to serving you in '67.

SPECIALTIES: Fruits and Vegetables Choice Quality Meals

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Christmas Joy HERB'S TEXACO SERVICE

Wishes you all a very Merry Christmas and a Happy New Year. Thank-you for your past patronage.

Pontiac — Buick and G.M.C. Trucks Representative

Tel. 826-5223 Main St. — Richmond



Merry Christmas

Yuletide is the time to pass happy tidings... so share with us this Happy Day! Have a Merry Christmas!



H. H. BROWN SHOE

CO. (Canada) LTD.

RICHMOND, QUE.

Food and gifts gladden the heart during the holiday

Greetings



Our sincere wishes go out to all our friends and neighbours for this season of good will and cheer!

J. MAURICE BEAUCHESNE

NOTARY

194 Bourbeau St. — ASBESTOS — Tel. 879-5406
(Residence — 123 St. Jean Baptiste Street)



Christmas blessing to each and every one of our customers and friends and their families. Our "thank you" for your patronage.

Asbestos Dry Cleaning

Paul Matton, prop.
48 HOUR SERVICE

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May you and yours enjoy a wonderful Yuletide holiday. We join in with the happy chorus —

Coakley Fur & Co.

Quality Furs Our Specialty

122 Du Roi Street — ASBESTOS — Tel. 879-4844



To all our friends... old-time wishes.

Thank you for your past patronage.

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A collection of Santa Clauses, or Saint Nicholas as he is known in Denmark, parades by "Bakken," an amusement park near Copenhagen.

Men's gifts usually traditional, same old socks and ties each year

NEW YORK — (NEA) — Other than the annual spate of handsome and useless gimcracks (formally pushed for "the man who has everything"), the usual run of Christmas gifts for men is fairly traditional.

The traditional gift, however, is bound to please any man — even those "who have everything" — if it's selected thoughtfully with the recipient's likes and dislikes in mind.

Unfortunately, the female gift buyer more often than not wrings her hands in anguish when the shopping-for-him day finally arrives. "How can I buy something he likes," goes the usual refrain, "when he doesn't know what he likes?"

Hence, the traditional gift which any man likes and appreciates. It's wise, unless you know your man well, not to move too far afield from these suggestions which have been broken into price ranges:

UNDER \$10: Silk pocket squares, plain black or brown leather harness belts with big brass buckle, over-the-calf socks in subdued colors, permanent-press dress shirts with French cuffs, fine linen hand-



kerchief, plain leather billfolds or pocket secretaries, bowtie and cummerbund sets for formal wear, cigars (check his brand), butane lighters, tennis or golf balls (if he plays), plain gold cufflinks, pure bristle hairbrushes, books (if you know his reading taste), colognes (check his favorite scent). NOTE: Ties are fine gifts, especially the new four-inch widths, but be sure you know what your man will wear. A tie bought in haste often winds up in the back of the closet.

\$10-\$20: Long-sleeved, lightweight turtle and mock-turtle neck sweaters will be popular gifts this year as will the nifty portable trousers presser made by Westinghouse. If your man appreciates fine wine, he'll be happy with a bottle of old Madeira (perhaps bottled in the year he was born) or some good sherry and port. Several firms are marketing an assortment of a half-dozen quality sauternes, burgundies and Bordeaux. Other possibilities in this category include travel alarm clocks, leather toilet kits, umbrellas, leather desk accessories, terry cloth bathrobes, golf jackets, tins of good beluga caviar.

\$20 AND UP: It must be assumed you know the man for whom you are buying (why else would you spend more than \$20?) Quality sweaters are always appreciated, as are lounging robes, watches in the new oval design, gift certificates for suits or topcoats. If he is a camera bug, why not a new lens for his expensive camera? Or golf clubs, fishing poles and reels, additions to his collection of coins, stamps, first-edition books, autographs, antiques.

If you're really in a bind, why not a gift certificate for a head-to-toe treatment at one of the fancy barbering parlors springing up all over the country? Or, if he needs one, a wig?

Many of the quality men's shops or department stores offer a gift consultant who, if you provide him with some basic information about your man, will rattle off a string of interesting ideas that probably never occurred to you.

Christmas recipes to try over the holidays

FRIED CHICKEN FLORENTINE

ITALY: - 3 tablespoons olive oil, 4 tablespoons lemon juice, ¼ teaspoon salt, ¼ teaspoon pepper, 2 teaspoons chopped parsley, 3½ lb. frying chicken, cut into pieces, 2 cups flour, 1 egg lightly beaten, 1½ cups olive oil for frying.

Make a marinade of oil, lemon juice, salt, pepper and parsley. Pour over chicken in a casserole and let stand for about 2 hours, turning occasionally. Then take chicken out of marinade, dry well, flour thoroughly, dip into beaten egg and fry in deep olive oil for about 15 minutes. Serves four.

KIDNEYS SAUTE

SPAIN: - A few lambs' kidneys, 1 tumbler of sherry, a little lard, 1 teaspoon of chopped parsley, small triangular croutons of fried bread, salt and pepper.

Remove the fat and skin from the kidneys, slice them and cut in small pieces. Cook on a brisk fire in a little lard, seasoning with salt and pepper. In 4 minutes remove from the pan and drain on a colander. Put the sherry in a frying pan and reduce by half. Cook the kidneys in this sauce for a few minutes. Put on a hot dish, sprinkle with chopped parsley and garnish with the croutons.

SWISS ALMOND PASTE

SWITZERLAND: - ½ pound blanched almonds, ½ pound fine sugar, 3 egg yolks, 1 tablespoon rose water, 1 tablespoon Epsom.

Make sure almonds are very dry. Cut into small pieces. Grind together almonds and sugar. Gradually add rose water and Epsom. Grind again. Place in a bowl and blend in egg yolks, one at a time. Beat until smooth. Store in airtight jar and use as needed. It makes pleasant pastry filling, and is soft enough to decorate cakes.

CHRISTMAS CAKE

NORWAY: - A rich fruit bread — without which no table is complete at Christmas. ¾ cup sugar, ½ lb. softened butter, 2 whole eggs, 2 egg yolks, 1 tablespoon ground cardamom, 2 ounces yeast, 1 cup luke warm milk, 1 pound sifted flour, 1 cup chopped citron, 1 cup seedless raisins.

Beat sugar, and butter in a large bowl, until well blended. Beat eggs and cardamom and add to the sugar and butter. Dissolve yeast in milk. Add to mixture after sifting with sifted



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to all our valued customers and friends — best wishes to all for the coming year and a happy holiday season. We thank you for your patronage—serving you is a pleasure!

JEAN LOUIS FRECHETTE

PHOTOGRAPHER

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