



Courtesy of the New York Metropolitan Museum of Art.

Rejoice

The Christmas season is here . . . and all the world is embraced by the magic of its beauty.

Happiness and good will fill the hearts of men . . . and the spirit of peace is the hope of

the world. May all the traditional joys of Christmas . . . all the good things of life . . . both

spiritual and material . . . await you in abundance today. And may the New Year bring to

you and yours health, happiness and contentment.

"PANTO!"

By PETER BURGOYNE
A crowd of Chinese people, mostly girls dressed as boys, streaming into a Dutch garden singing "There'll always be an England"...

"This form of entertainment is unsuitable for children, boring for adults and an excellent argument for the anti-traditionalist"...

"They in their dream find no joys, But dote on mimicry and toys. Thus when a dance is in my bill, Nobility by boxes fill; Or send three days before the time, To crowd a new-made pantomime"....

Thus, a famous comedian, an American author and actor David Garrick tried to explain away British pantomime. But they had an impossible task.

For pantomime is a hodge-podge mixture promising fantasy, melody, ritual, conviviality, splendour and slapstick. It is a glorified fair-play with music, singing, dancing, brilliant color, heaps of magic — its story may be as old as the Devil himself but the jokes are as new as today's paper. It is the epitome of the Briton's paradoxical sense of humour.

Pour into this jumble the hilarity and glamour of a revue, circus acts, the latest song-hits, a big orchestra and flying ballerinas.

Pantomime's "Principal Boy" is a girl, the "Dame" is always a man...

Try to classify pantomime and your results will be as confusing as its make-up.

Garrick himself changed his mind after writing the verse and complaining bitterly about the public deserting him for "such frivolity," and later took several parts on its fantastic stage.

What is the plot of a pantomime? The answer is a mixture of nursery tales plus any incidental characters from other stories and legends. In "Aladdin" it would not be unusual to see the magic lamp conjure up someone like Ali Baba or Robin Hood, or the Sleeping Beauty... even a bevy of chorus girls.

The pantomime author takes a popular fairy story or legend, even a nursery rhyme, dramatises it, rewrites it, adding in this last process an imaginative number of extra characters. If he doesn't find the plot suitable he alters it.

Then he mixes in a selection of popular songs with wording changed to suit his purpose, some topical jokes and more old jokes, at least one funny animal, or (it's big-style) a miniature circus, a magical transformation scene with coloured smoke, fireworks, thunder, lightning and other spectacular elements — and leaves the producer and stage manager to solve the knotty problem of HOW?

Yet, despite its apparent formlessness, it is most important to play this game according to its centuries-old rules. If one of these rules is broken, the show becomes simply just another fairy tale, revue or musical comedy.

Some of these rules are: The male hero of the plot MUST be played by a girl, but the "Principal Girl" MUST also be played by a girl. Thus, passionate love duets are sung in soprano voices. The "Dame" must be played by a man — a broad comedy part which is often performed by a leading middle-aged comedian. And there MUST be a funny man, the personal link between the stage and the audience.

There must be a personification of Evil, a Wicked Baron (a Ogre or more usually a Demon.

Though at first the Demon (a bass-baritone) has it all his own way, showing his glee by demonical laughter, the Good Fairy (a soprano) MUST always win in the last act. The evil plot is foiled and the lovers are united to live in bliss ever after. Full of fury, the Demon descends again to the depths, usually in an explosion of fire and red smoke.

Today Britain begins another Christmas pantomime season.

Fairies are trying on their wings, demons are practising their horrible laughter, fairy castles (Jack the Giant Killer) are springing up or being renovated back-stage, gilded coaches (Cinderella) are being dusted, polished, theatre managers are busy sprinkling fertiliser on their 50-foot bean stalks, (Jack and the Beanstalk), and hot acrobats complaining that there are moths in their catskin costumes (Dick Whittington).

Ever see a charming little fairy, in ballet skirts, gauze and spangles, standing in a call box and shouting over the telephone?

Or a flying fairy who gets airsick? Walk into any "panto" theatre in rehearsal season.

While you are there, have a look around the enormous apparatus of this fairy-tale world. The countless spotlights, battens, floats and arcs.

Pantomime is the "last word" in mechanical stage machinery. Mountains, forests of machinery in profusion about the stage, complete castles, borne on hydraulic lifts, rise in a giant puff of puff of smoke out of the stage floor, bean stalks tower precariously into the air.

Evil demons and good fairies sway majestically over this scene at the end of steel cables, (Invisible "on the night") fiends and magicians disappear and appear again just as magically as any of Merlin's contrivances.

Transformation follows transformation.

Where did the pantomime begin?—in the medieval "miracle" plays and impromptu dramas of the 16th century Italian players. But the "modern" pantomime was first produced in England

239 years ago.

Inventor of this new form was a man called Rich (born 1692). As a result he was, very.

The success of this entertainment, regarded then as it is now as an expression of English humor and temperament at their most inexplicable, was instant Even Shakespeare was crowded out.

Today the attitude is the same. A British Christmas just wouldn't be a British Christmas without pantomime. And don't get the idea that just children and family parties go. Large blocks of seats are reserved for factory, workshop, department store and office staffs; even the sophisticated desert their nightclubs to watch the adventures of Cinderella, Aladdin and Snow White.

A new and popular form is the pantomime on ice. The spectacle multiplies. Pantomime devotees crowd the halls and arenas of Britain to watch King Pantomime and his Court slither round on skates. Theme song of this freezing Youth: "You'll look sweet upon the seat of an icicle built for two."

An evening at the pantomime is an evening of colour, excitement and laughter. It brings back those wonderful days when Cinderella and Aladdin and Snow White were very real people.



MERRY CHRISTMAS!—no two words bespeak a kindlier feeling among men. But different peoples have different ways of putting it. Are you enough of a linguist to recognize the natural origins of the greetings expressed above? Languages included are listed below. See if you can number them correctly.

Answers: 1. Spanish, 2. Norwegian, 3. Italian, 4. German, 5. Greek, 6. French, 7. Dutch, 8. Hawaiian, 9. Danish, 10. English.

Merry Christmas
Ivan Savaria
Jeweller-Watchmaker
East Angus

BEST WISHES

at Christmas

We extend sincere wishes for a Very Merry Christmas and Happy Prosperous New Year.

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Special attention given to phone orders.

Merry Christmas

Wishing all our Customers and Friends a Merry Christmas and a Happy New Year! We take this opportunity to thank you all for your invaluable patronage in the past year!

JOHN THERRIEN
Men's and Ladies' Wear
Angus St. — Tel. 124 EAST ANGUS

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May good health and happiness accompany you throughout the New Year.

EAST ANGUS DAIRY ENR.

Roger and Bertrand Couture, prop.
Daily Delivery in town, as well as in Cookshire and Ascot Corner
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Holiday Greetings

Your goodwill and friendship have been invaluable to us, and we take this time to extend our thanks and add to it... OUR CHRISTMAS GREETINGS!

H. H. COOPER and CO.
TELEPHONE 66 — EAST ANGUS

Yuletide Greetings

To all our employees, and their families, To all our clients and friends.

HAPPY NEW YEAR TO ALL!

ST. LAWRENCE CORPORATION LTD.
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MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL!

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Wishing you Merry Christmas

With this Christmas Greeting goes our warmest wishes for a very wonderful New Year heaped full of joy and peace!

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C. A. Pehlemann, L.Ph., prop.
Tel. 112 — East Angus, Que.

Merry Christmas

B-A ANGUS SERVICE STATION
Cookshire and Sherbrooke Road
Tel. 327W—East Angus

Merry Christmas

to all in East Angus and district.

GERARD COTE'S GARAGE
General Repairs — Towing Service
Night and Day-Tow Car Service — Days Tel: 35R — 35J
56 Cookshire Street East Angus

To all our customers and to our friends,
MERRY CHRISTMAS and a HAPPY NEW YEAR!

MARCHE BLOUIN
Roland Blouin, prop.
Choice Meats — Fruits and Vegetables
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To each and every one of you... may the Yuletide season bring goodwill and lasting joy to your hearts!

ROY'S GARAGE
Distributors for Meteor and Mercury Trucks
Tow Car Service — Day and Night
Angus Street — EAST ANGUS — Tel. 233

As gay and bright as your sparkling tree: THAT'S what we hope your CHRISTMAS will be; Full of laughter and joy without measure; May gladness and health be your treasure — Merry Christmas!

Emile Landreville
BAKERY — BREAD — PASTRIES
St. Hilaire St. — EAST ANGUS — Tel. 133

Merry Christmas

And A Happy New Year to all our customers and friends.

OUR SPECIALTY:
Bar-B-Q Chicken — Italian Spaghetti Hot Chicken Regular and light meals

BANQUET SERVICE—Phone orders delivered to your home.

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Season's Greetings

That's my special wish for you, my friends and patients. A VERY HAPPY CHRISTMAS and 365 days of Happiness in 1957.

DR. MARCEL LAROSE
DOCTOR - CHIROPRACTOR
68 St. Jean Street — Tel. 81 — EAST ANGUS

MERRY CHRISTMAS and a HAPPY NEW YEAR to all!

EAST ANGUS MODERN PLUMBING
HEATING OIL BURNERS — SALES
24-hour Service
Corner of St. Pierre and Westgate
Tel. 425 EAST ANGUS

Mr. Robert Roy, prop.

SAINT NICHOLAS WAS BISHOP OF MYRA

Saint Nicholas lived some 1600 years ago in Turkey where he was for 17 years Bishop of Myra. Today, the place is known as Demre, province of Antalya — where his church may still be found and one may yet hear of the generous acts which made his life a great legend and gave him the "Santa Claus" character we all know today.

It is said that Saint Nicholas, a man of great virtue and piety, became the patron saint of boys when he restored to life the sons of a rich Asiatic, who had been murdered by a robber-innkeeper while they were enroute to school at Athens. It is said that he was warned of the crime in a dream, but was unable to reach the inn in time to prevent the murders. He restored the boys to life through prayer and the murderer confessed his crime.

How Yuletide Traditions Can Grow

Gay Family Activities Weld Bonds

By JOE WING

IT never is too early, nor too late, to develop a family's Christmas traditions.

And let it be said, in case of any doubt, that traditions with their nostalgic associations are a very important thing in this fast moving world.

Just think back, if not to your own childhood then to stories from elders, about Christmases in the old home. Remember the midnight church services that the family attended together? Or that certain spun glass angel that made its appearance year after year at the top of the tree? There was a feeling about such things, and about the people involved, that arises on no other occasion.

If you want to make a conscious project of it, establishing a tradition is not at all difficult. Just follow out some appropriate little ritual or action that leaves happy memories. Do it again a year later—and there you have it, a real, living tradition.

At no time more than at a tradition-steeped Christmas celebration does a bunch of relatives become a close-knit family.

The Making of Gifts

THE buying and giving of gifts at Christmas has a long and honored history. Especially in a family of small children, to whom prestige among their fellows means so much, it hardly would be possible to get away from the custom even if desirable. And the making of a few personal gifts at home establishes another tradition.

What better token of a little boy's love for his mother than a tray hacked out of plywood, sanded and painted ever so neatly? And how many wives have laid up more pennies than they realize in the heaven of their husband's regard by knitting him a pair of long woolen socks, dropped stitches and all, for that gift, instead of just saying "cheer it"? Not for nothing do cartoonists make merry each year with the figure of a family man staggering under the debt load of his own Christmas presents.

It will take more than a wish or announcement to bring into being the practice of making gifts for others. Mother and Father should talk things over with the youngsters, make suggestions of suitable projects, offer them help, and encourage them to complete things on time otherwise it may be that good intentions will be crowned with disappointment instead of achievement and appreciation.

Some suggestions: For a small boy to make: Bookmark, notebook, paper clip tray, waste basket, ashtray, book ends, candles, box for letters.

For a little girl to make: Wash cloth, pot holder, handkerchief, embroidered motto, painting, knitted wrist warmer, candy, cookies.

For a big boy to make: Photo portraits, bookcase, tool chest,



"AMERICAN HOMESTEAD WINTER"—on old Currier & Ives print.

porch table, an album with snapshot picture story of some family or personal activity, large shallow pan to serve as humidifier for house plants.

For a big girl to make: Illustrated notebook on some far place or region her parents or other relatives hope to visit some day, sweater, socks, apron, fruit cake.

Trimming of the Tree

THOUGH rooted in old pagan ritual, the lighted tree has become such a part of Christmas that for most families the seasons would hardly be real without one.

Buying, setting up and trimming the tree can be a tremendously job. Of course, if you live



on a farm or have opportunity otherwise to grow and cut your own tree, the possibilities are that much better.

This is one project in which Father can take a leading part. On a Saturday morning, like as not, he will pile the youngsters into the car and drive off to town on the venture. It's well to decide before hand on the amount of money to spend. No matter what his dollar ceiling may be, he can usually find a tree that will answer your needs. It isn't necessary after all to compete with neighbors on this.

Home in triumph, he hauls the stand out of its hiding place. Even a bit of paraphernalia like this can have amazing significance for youngsters. One

man who now still remembers the old box, with holes providentially bored in it, that appeared each Christmas morning, holding up the lighted tree. It was all the work of Santa Claus, his parents assured him—but how did Santa know where to find that box each time?

Now for the trimming. If you are wise, you have saved as many possible of the ornaments, including perhaps some home made ones, from last year and from the years before that. New ones can be added of course as the old ones break, but the youngsters will greet old favorites as friends.

Be sure that the little ones not only help in the actual trimming but that they really have something to say about the way it is done. Their job may not be as neat as if you did it all yourself but it will be far more satisfying to them. And that, after all, is what you are thinking about, isn't it?

Placing of the Gifts

WHETHER gifts are opened in your family on Christmas eve or Christmas morning, build up around the occasion some body of tradition.

Such things should be done this year, and next year, much as they were in the past—with modifications of course as the children grow older.

"The stockings were hung by the chimney with care" is so ingrained in the national consciousness that you can hardly err by having each member of the family hang a stocking.

From the mantel preferably, but just about as well from some piece of furniture. Have them placed each time in a certain order. If you do not care to press thumbtacks into the mantel, obtain a heavy board that fits neatly on top and drive nails into it. This board can be saved, along with the other Christmas paraphernalia, from year to year.

Santa Claus, or Father or Mother, as the case may be, probably will see to it that each stocking on Christmas morning holds an apple, an orange, some candy and a small gift or two.

For additional gifts, a spot may be designated for each member of the family. And, once more, let that place be constant from year to year.

The Singing of Carols

TOO few parents realize that the singing of carols need not be a formal, public thing. At their own fireside, with just family members and close friends present, it can instill greater feeling and create more memories than all the professional performances on radio and in concert halls will ever be able to do thereafter.

For such a ritual, Christmas eve seems the proper time. It should never be a question of course of who can sing and who



can't sing and who can sing best. Perhaps one of the older children can play accompaniment on violin—or mouth harp. In one household we've heard about, the mother, who hasn't touched the piano for 20 years except on these annual occasions, manages to bang out the tunes. The grade schoolers join in and the college student daughter, though a professed skeptic now, wouldn't

CHRISTMAS ART

The Christmas celebration has been preserved and enriched by works of art. The music, painting and stories about the Nativity have done much to keep alive the spiritual character of this observance for centuries.



MERRY CHRISTMAS and a HAPPY NEW YEAR

We wish to thank all our customers and friends for their patronage during 1956, and to wish them all a Very Merry Christmas and a Happy and Prosperous New Year.

GARAGE GEORGE LOIGNON

GENERAL REPAIRS Electrical and Oxygen Welding — McColl-Frontenac Products Snap-on Wheel Alignment Machine at your Service. COOKSHIRE, QUE. — Tel. 5



Please accept this sincere message we send you, wishing you a most pleasant and happy Christmas!

Hurd's Meat Markets

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AND A HAPPY NEW YEAR

Cookshire Drug Store

Dr. A. Lépine, prop. Tel. 53 and 55 Cookshire, Que.

Happy Holidays TO OUR MANY FRIENDS!



Merry Christmas

We extend our thanks to our customers who have given us encouragement and their patronage during the past year.

C. E. MATHIEU

AND STAFF Tel. 183 — COOKSHIRE



LAURENT DUMONT

NOTARY COOKSHIRE — Tel. 57



MERRY CHRISTMAS

May the bright star of Christmas shine over you always ... bringing you continued peace and joy!

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Green Lantern Restaurant

REGULAR MEALS — LIGHT LUNCHEES CANDY — TOBACCO — BAR-B-Q Guy St. Laurent, prop. Tel. 805 — COOKSHIRE

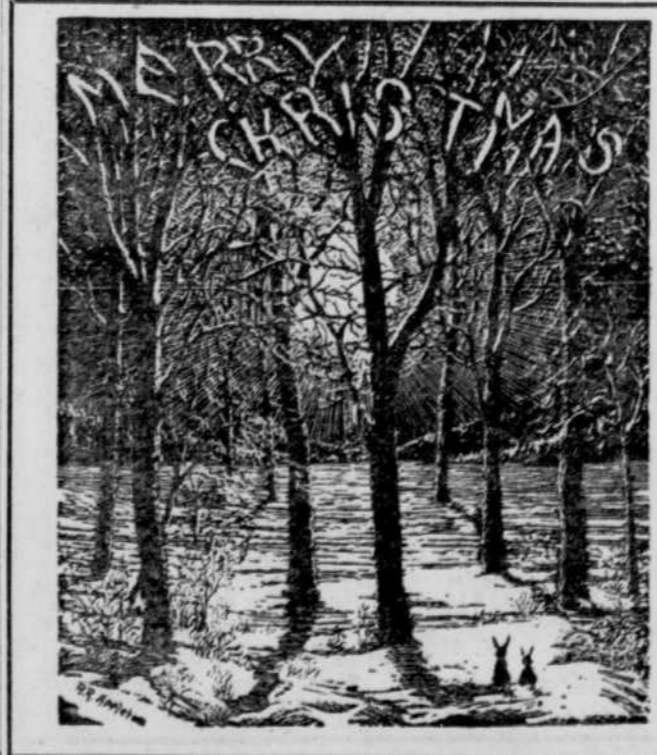
Large advertisement for Wallace Silversmiths (Canada) Ltd. featuring a winter scene illustration and the text 'Old fashioned Holiday Greetings'.



BAILLARGEON GARAGE

Tel. 73 — Scotstown General Repairs Supertest Products

Advertisement for W. S. Little, Commission Sales and Livestock Dealer, featuring a Santa Claus illustration and the text 'Hello It's Christmas'.



MERRY CHRISTMAS AND HAPPY NEW YEAR!

Today, the thoughts of all are turned towards the joys of giving, and the happiness of being with our families around the tree. May this Christmas bring you all that you've hoped for in love and heartfelt joy—and may your New Year be full of peace and prosperity.

Casavant's Reg'd A. H. Goff, Prop. Tel. 3 — COOKSHIRE

Advertisement for J. M. Poulin's grocery store, featuring a reindeer illustration and the text 'Supreme Grocer'.

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

ERNEST DUMONT

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season's
greetings

OUR BEST WISHES
to our many friends for
CHRISTMAS and the
NEW YEAR!

Our Sincere Thanks
for Your Business!

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Georges Beaulieu
Branch Manager

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Merry Christmas

AND A HAPPY NEW YEAR
to all our friends and customers.

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SEASON'S
GREETINGS

Please accept this expression
of our appreciation together
with our best wishes for a
joyous CHRISTMAS and a
PROSPEROUS NEW YEAR!



COOKSHIRE WOOLLEN MILLS

Louis Beaudoin, pres.

Tel. 196 — — — Cookshire, Que.

The Customs Of Christmas

By DAVID BAMPING
At Christmas in the Hampsh-
ire village of Overton the hooded
dancers gyrate through the
streets.

As the men of the village have
done for 800 years, they act out
the story of St. George and the
dragon.

This fantastic ceremony is per-
formed by farm labourers, who
speak their parts in an ancient
Anglo-Saxon dialect handed
down by father to son over the
centuries.

Curiously, none of the num-
bers know why they should re-
enact the story of St. George at
Christmas-time.

What is certain, though, is that
the ceremony takes its rightful
place among Christmas customs
the world over — Christian, tra-
ditional, frankly pagan — that
have their origins in the forgot-
ten past.

In contrast is the recently —
inaugurated custom of the arrival
of the Three Wise Men in Los
Angeles — by air from Mexico
City.

Even hard-headed business-
men, it seems, are children at
heart when it comes to dressing
up. For they arrive to greet the
Mayor of the celluloid city on
behalf of their President they
come dressed in robes more
glamorous than the Magi were
ever likely to wear. They wear
golden crowns and carry an out-
size in stars.

And Christmas being above all

a children's festival, they come
laden with sweets and all kinds
of gifts.

On the other side of the world,
in Australia, an innovation that
has taken on the hallmark of an
ancient tradition is the ceremony
of "Carols by Candlelight".

Two decades ago an Australian
radio announcer thought up the
idea with the aim of helping
sick children. To his surprise no
fewer than 10,000 people gather-
ed, candles in hand, at Princes
Bridge, the gateway to Melbourn-
e, to sing the favourite carols
they or their families sang back
in their countries of origin in the
Old World.

Now every Christmas Eve
more than a quarter of a million
people take part in the ceremony
and guest artists travel the world
to be present.

A comparable gathering of the
faithful can only be seen in the
famous St. Peter's Square outside
the Vatican.

Speaking of candles, we are
told there was no candle in the
stable at Bethlehem. Yet candles
have played a large part in
Christmas ceremonies.

Symbolic of Christ, the Light
of the World, they are said to
have been adopted from Roman
and Hebrew customs.

Certainly candles were essen-
tial to many pre-Christian cere-
monies. The Romans used them
to symbolize the return of the
sun to earth in their great Satur-
nalian festival which took place

at the end of December.

Jews still celebrate Hanukkah,
or the Festival of Lights, with
candles to commemorate their
victory for religious freedom
won on December 26, 165 B.C.
On that day Judas Maccabeus
succeeded in cleansing the Tem-
ple in Jerusalem after its pro-
fanation by the Jews' Greek
overlords.

The early Christians used can-
dles for their secret services in
the Roman catacombs.

From these various sources the
tradition has spilled over into
the present and, especially at
Christmas, are connected with
some charming customs.

In country districts of Ireland
people believe that on Christ-
mas Eve the Christ Child walks
through the land. So candles are
placed in the windows to guide
him on his way.

In Austria and Hungary the
same belief is carried a step fur-
ther. Doors are left open so that,
if weary, the Infant Saviour can
enter to rest awhile.

Perhaps the most charming use
to which candles are put is in
Sweden and in America's Swe-
dish communities. When they
come to church on Christmas
morning they find that lighted
candles have been placed on ev-
ery seat to welcome them.

And Christmas would not be
Christmas in many countries
without a candlelit tree.

Christmas Eve is for German
children the most eagerly await-
ed night of the year. For their
festivities begin that night when
they are permitted to gather
round their brightly-lit tree
and see their presents.

In their love of the Christmas
tree, the Germans are uncon-
sciously perpetuating the cult of
their pagan ancestors for whom
the tree was the principal reli-
gious symbol of the Nordic god
Woden.

Since the Prince Consort set
up a tree in Windsor Castle in
1841 for the Royal children, the
Christmas tree has become a cen-
tre of festivities in England. His
action had its repercussions in
America, too. Today American
cities vie with one another to set
up in their city squares ever
larger trees around which they
sing carols. Record height so far
is 200 ft.

Belgium and France, while not
forsaking their traditional New
Year festivities, are becoming
Christmas-tree conscious and are
increasingly adopting English or
German Christmas customs.

In Brittany and southern
France, however, the custom of
burning the yule log still holds
sway — as it does in the north-
ern parts of Italy and Spain.

A belief held in common is
that the ash from the log has
some miraculous powers. The
Breton believes it ensures pro-
tection from lightning. The Italian
and Spaniard never fear hail-
storms when they have some of it
in their pocket.

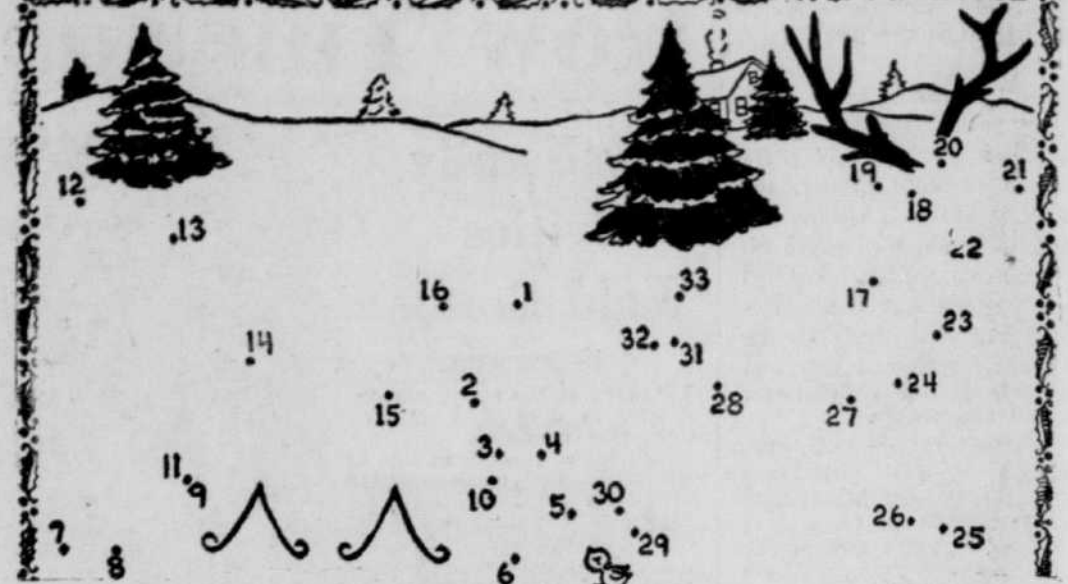
The ceremony of burning the
yule log varies from country to
country. In southern France the
whole family go out on Christmas
Eve to collect it. Wine is poured
over it and, as it burns, the head
of the family calls for a blessing
on the house.

In Italy blindfolded children
beat the burning log, and then
the whole family sing an Ave
composed especially for the
occasion.

Another ancient and much-loved
tradition is that of the crib-
presepi to the Italians or putz
to the Germans and German-
Americans.

The custom was started by St.
Francis of Assisi, who in 1223 set
up a nativity scene which includ-
ed live animals in a church in

Find the Usual Hitch in Santa's Plans



YULE QUIPS

1. What is it that everyone, no matter how careful, overlooks at Christmas?
2. What is it that everybody in the world is doing at the same time?
3. Which burn longer, red candles or green candles?
4. What has more feet in winter than at any other season of the year?

WISE WORDS

SOMETIMES a hitch can hold things up. Perish the thought that such a thing should ever happen to Santa Claus on Christmas Eve. But there is a type of hitch that usually develops in Santa's plans which works out to everyone's advantage. You'll see why when you complete the drawing above.

Dot 1 is at the center of the drawing. Begin there and draw a continuous line from dot to dot consecutively. End at dot 33.

After you have completed the picture, color it appropriately.

CHRISTMAS THOUGHT

A CHRISTMAS thought from the New Testament is contained in this substitution crypt which you are asked to decipher. In a cryptogram of this type, one letter of the alphabet is substituted to represent another.

XYZ VNSAS TAS PCBSAJC
VCSJ YM LCMVJ, KQV VNS
JTOS JHCACV.

Greccio, Italy, to show how Christ was deprived of all comforts at His birth.

The most elaborate cribs can be seen in Italy, not in the churches and private homes but also in banks, chain stores and railway stations.

They are prepared with extreme care and the figures of the Holy Family, the shepherds and the Wise Men, with their finely carved features, are elaborately dressed with clothes.

Farmers in Northern Europe spend the long winter evenings repairing their cribs, which sometimes contain so many figures that a whole room is filled with them.

In many parts of Germany, Austria, Italy and South America there are clubs where children learn to build their own cribs.

Continued on Page 5



We wish to extend holiday wishes to all for a Yuletide filled with the best things of life; good health, good fellowship and high happiness.

We thank you, our friends and customers, for your past patronage.

MacKAY'S GARAGE

Direct Dealer for Ford and Fordson Tractors and Equipment
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happy
christmas

To all our
friends...
cordial good
wishes for a
merry holiday.

PIERRE BEAUDOIN
Notary, B.A., L.L.L.
Scotstown — Tel. 18
Weedon — Tel. 70
(Every Wed. afternoon)

Sincere thanks to our many customers and friends.

We take pleasure in wishing you all a MERRY, MERRY CHRISTMAS and a HAPPY NEW YEAR!

SCOTSTOWN HOTEL

Yvon Poulin and Louis Philippe Boulanger, props.
LICENSED HOTEL — ROOMS WITH BATH — BUS STOP

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EVERY
GOOD WISH
FOR
CHRISTMAS

PAUL BEAUDOIN

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Telephone - Office 162; Res. 22—Scotstown, Que.



Merry Christmas to all...



and best wishes for 1957

SCOTSTOWN MOTORS
REG'D
Shell Products — General Repairs
Tel. 74 — SCOTSTOWN

May your dream of happiness come true this Christmas. May you know the joy of love given and returned. And may the New Year bring you peace and prosperity.

Merry
Christmas

It is our sincere wish that each and every one of you enjoy

ALL THE BEST IN 1957

CANADA REELS LTD.
K. Hodgins, manager.
BURY — Tel. 67

We send our best wishes for a Merry Christmas and a Happy New Year to residents of Scotstown and District!

Dr. G. Grégoire
Doctor - Surgeon
Scotstown — Tel. 80

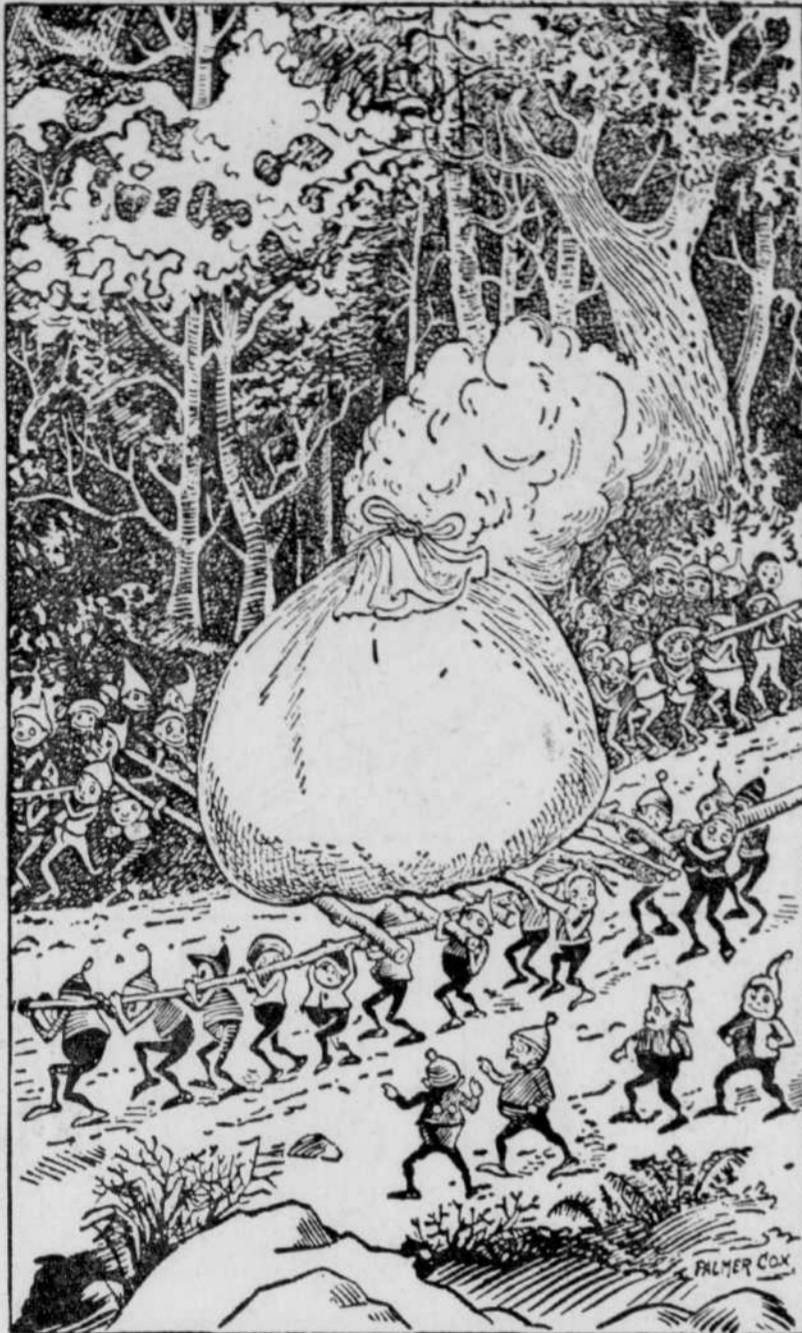
Merry Christmas
and a
Happy New Year

MORRISON'S GARAGE
Meteor - Mercury Sales and Service
SCOTSTOWN — Phone 7

The Brownies' PLUM PUDDING

It was full of plums and citrons, raisins and spices, Christmas spirit.

By **PALMER COX**



You could say that any Brownie who hitched a ride with the Christmas pudding was transported with joy.

IT WAS the evening of the twenty-fourth of December. The clouds had been gray and heavy all day, and now the snow flakes were beginning to fall thick and fast, so fast that already quite a white blanket was spread over the earth.

This did not please the Brownies; they had work to do, and a snow storm would hinder rather than help its progress.

Somewhere in the woods, nobody knew where, for the Brownies kept the secret all to themselves, was a great big Christmas pudding full of plums and citrons, raisins and spices, and the Brownies wanted to bring that pudding home.

It was so big and heavy that they had built something that made one think of a raft or perhaps a ladder with the sides very far apart. How they put the pudding on it would be hard to tell, but they managed it and bravely they struggled with their burden perched on their little shoulders.

They took turns so that no one got too tired, but all were glad when they were safely out of the woods and had landed the pudding in the hollow of the old tree back of the school house, for this had been the spot chosen for the grand feast of the morrow.

Then to their respective homes they skipped away to dream of the good times in store for them, and if their backs did ache and their poor little feet felt sore and weary, the vision of the pudding dancing in their heads made them forget all their woes.

And what a treat they had on Christmas Day! The pudding was so good, and the day was so merry that the Brownies wished, as they shut their sleepy eyes, that Christmas came more than once a year. They made up their minds that they would never let a Christmas go by without having a plum pudding, for it was the best thing they had ever tasted in all their lives.

THE CUSTOMS

Continued from Page 4

being encouraged to use their imagination in producing different styles and shapes.

Americans of German descent in Pennsylvania go putz-visiting at Christmas — that is, visiting one another's homes to view their friends' cribs, which might contain hundreds of figures, fanciful landscapes, waterfalls, bridges, fountains, and sometimes whole villages.

Among the world's more unusual Christmas customs is that of the Yugoslav housewife sprinkling the tablecloth with wine so that a guest who happens to knock over his glass need not be ashamed. For in that country it is no disgrace to get drunk at Christmas.

Another Yugoslav custom is for children to bind their parents to chairs and release them only when given their presents.

In America garlands of evergreens and holly on the front door symbolize goodwill from the householder to the passerby, while in the West of England such a wreath is intended to keep the devil out and good luck in.

At Queen's College, Oxford, on Christmas morning the feast of the boar's head is celebrated. For centuries the Provost and Fellows have walked in solemn procession to the great dining hall while old carols are sung. The boar's head, roasted and stuffed with an apple in its mouth, follows, held high on a silver dish.

This was the Englishman's traditional Christmas dish long before the turkey arrived from the Atlantic and is believed to be a relic of paganism from the time of the Danish conquest in the seventh century.

In Denmark today, as in the rest of Scandinavia — fish forms the chief item on the yuletide menu.

The Danes follow this by eating a rice pudding which has a bitter almond in it. The finder is guaranteed good fortune.

The Serbs hide a lucky coin in their cake — like the lucky charms in the English Christmas pudding — while Rumanians bake cakes made in folds symbolic of Christ's swaddling clothes.

In the Tyrol milk is left out when the household goes off to midnight Mass on Christmas Eve — a gift for the Child and His Mother.

But what about St. Nicholas, or Santa Claus? He makes his appearance on December 6 in many European countries. The children welcome him eagerly, for his arrival means an early delivery of presents.

One of the more elaborate ceremonies in Switzerland at this time of year is the arrival of St. Nicholas. He has a bodyguard of about fifty white-robed dancers wearing six-foot-tall hats resembling stained glass windows through which candles shine.

While hanging up a stocking is the more widespread custom, Basque and Dutch children put their shoes or sabots on the window ledges into which the Three Kings can put their gifts.

Christmas boxes are believed to be of pagan origin, the practice of exchanging gifts being part of the Roman Saturnalia and Nordic yule festivities.

The Christian custom can be traced, some believe, to the boxes into which sailors and travellers

on long sea voyages put thank offerings to the monks for saying Masses for the safety of their vessels. These were presented to the monks at Christmas.

The custom of opening the "poor box" by the parish priest on St. Stephen's day, December 26, and the distribution of its contents to the needy has added an extra day, Boxing Day, to England's Christmas holiday.

Regardless of how presents are exchanged, the fact remains that life would be bleak without the pleasant anticipation of receiving a Christmas box (whatever its shape or value)—and, of course, the pleasure in giving one.



We extend sincere wishes for a very Merry Christmas and a Happy New Year. We thank you for your patronage during '56.

O. OLSON
SAWYERVILLE



to all our friends and customers. At this time of the year it gives us pleasure to thank all of our friends and customers for their encouragement during the past year.

HAPPY HOLIDAYS
EVERYONE!



WARD'S
MOTOR
SPECIALTIES

266 Queen Street
LENOXVILLE
Tel. LO. 9-1080

To our customers and friends, we wish you one and all, a very Merry Christmas and a Happy New Year!

COSY INN RESTAURANT
Mrs. A. R. MacLennan, prop.
SCOTSTOWN Telephone 78

MERRY CHRISTMAS!
HAPPY NEW YEAR!

ZEPH. ROUSSEAU
BARBER-AUCTIONEER

REAL ESTATE
GENERAL INSURANCE AGENT
PHONE SAWYERVILLE 9

MERRY CHRISTMAS

In the sincere spirit of Christmas we extend to you our greetings and a fervent hope that you have near those we know you hold so dear!

THE MANAGEMENT AND STAFF OF
T. C. FRENCH GARAGE
Sub dealers for Mercury and Meteor
B-A Products — Sawyerville
Tel. 34W

BEST WISHES
FOR THE HOLIDAY SEASON

KAY'S LADIES' WEAR
116 Queen St. — Tel. LO. 2-7657
LENOXVILLE, QUE.

CHRISTMAS
TIDINGS

WHARRAM BROS.
9 Depot Street — Lennoxville — Tel. LO. 2-5311

MERRY CHRISTMAS

AND A VERY JOYOUS NEW YEAR!

PAT'S RESTAURANT
Sawyerville — Tel. 68
Restaurant - Taxi - Groceries

MERRY CHRISTMAS

To each of our wonderful customers we extend a heartfelt wish for a very MERRY CHRISTMAS

ALBERT HUDSON
Tel. 15 — BURY

Merry Christmas
AND A HAPPY NEW YEAR!

Once again we are happy for this opportunity to thank our many friends and to wish each and everyone—THE MERRIEST CHRISTMAS EVER...

UNION SCREEN PLATE OF CANADA LIMITED
LENOXVILLE

Season's Greetings and best wishes to All

L. H. HUNT
GENERAL STORE
Insurance — Flour and Feed
Tel. 19 — Sawyerville

Season's Greetings

to all our customers and friends. We thank you for your generous patronage.

E. DOHERTY
SHELL SERVICE STATION

SHELL

56 Queen St. — Tel. LO. 9-0267
LENOXVILLE

In extending our wishes to you, our friends and customers for Christmas and New Year, we ask you all to join us in thinking of the many good reasons why we should be thankful that we are Canadians!

R. C. STOKES
GENERAL CONTRACTOR
Agent for Fess Oil Burners
Tel. Bury 52

A Joyous Yuletide

We thank all of our friends and customers for their patronage during the past year and extend sincere wishes to one and all for a very

MERRY CHRISTMAS and a HAPPY NEW YEAR.

J. A. LOWRY
IGA and GENERAL STORE
Tel. 2 SAWYERVILLE

Toys Through History - History Through Toys



Drawing made in 1600 has child playing windtoy, hobby horse and a goat.



Coiled spring Johnny Jumpup of Jack-in-the box comes from the 1550's. The name of a flower is derived from this plaything.



Beginning with Foxy Grandpa and Buster Brown in early 1900's, popular newspaper comics have been prime modern influences in designs and names of playthings.

NO relics tell more of the character of past peoples and times than children's toys. They are visible evidence of the extent of civilization in every age, and the numbers in which each type exists reflect the preoccupations of each people — whether with war or peace, for example. Archeologists have made key discoveries amongst playthings buried in ancient cities or countryside. The known history of



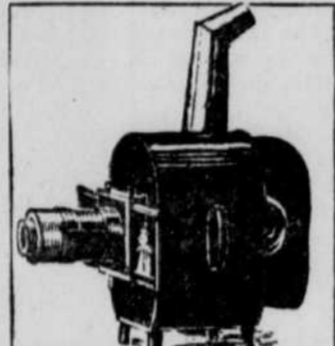
Toy soldiers, among oldest of all playthings, were rivaled, then eclipsed, by cowboy sets like these in the 1880's. Wild West shows and movies made cowboy costumes top all others in favor.



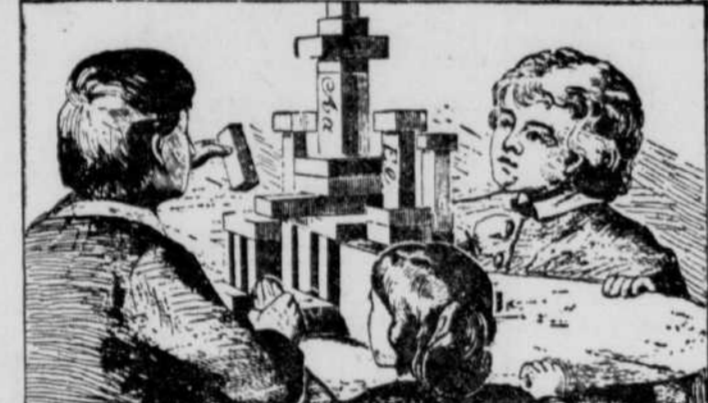
Autos and airplanes did not displace trains among top toys. This is one of early pull-type tin toys in demand in 1870's.



Early 18th century drawing of boy with whip-top. The top was very old then.



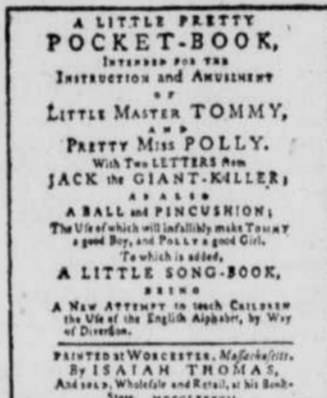
Magic lantern toy [?] fad in 1880's led to Edison invention of the movies.



Building-bricks delighted Victorian era children [?], as they had other youngsters for at least a thousand years, and do now.



There simply is no telling how long dolls have been first choice playthings with little girls. Dolls have been found in oldest known tombs. First settlers to arrive in the New World found Indian girls playing with corn-husk 'rag' dolls.



Title-page of children's book published in 1787.



Playtime scene in early 1800's. There is evidence swings and jumping-ropes go back to the so-called prehistoric centuries.



Mechanical banks are prized antiques from 1880's.

We Greet You At Christmas

We take great pleasure at this happy holiday time to salute all our friends: Thank you for your loyalty.

BROCK MOTORS

Dealers: Mercury, Meteor, Lincoln
N. G. Brock, prop.
Tel. 395 — COWANSVILLE

It is indeed a pleasure to let everyone know how much we appreciate your patronage.

MERRY CHRISTMAS and HAPPY NEW YEAR

J. IRVING McLAUGHLIN
GROCER
603 South St. — COWANSVILLE — Tel. 36-W

We sincerely hope that Santa makes all your fondest dreams for a memorably happy holiday come true.

GOYER and DEGUIRE
Tel. 245 — Cowansville

STOP! ... here are our Christmas Greetings

'Midst all the bustle of this festive season, please, don't overlook all our good wishes... we are proud to have served you this past year! Merry Christmas to All!

BRAULT AUTOMOBILE INC.
Oldsmobile — Chevrolet Trucks
Tel. 35 — Cowansville, Que.

MERRY Christmas

Our wish to you this CHRISTMAS DAY is tinsel-bright, holly-gay!

RUITER'S

SALES AND SERVICE
DEALER FOR DODGE - DESOTO
STOVE OIL AND FUEL OIL DISTRIBUTOR
Main St. — COWANSVILLE — Tel. 94 or 37

Happy Holiday Season

May we extend a truly sincere wish for a Merry Christmas and may every good thing be yours during the coming New Year!

CAREY'S
PLUMBING and HEATING
105 John Street — Cowansville
TELEPHONE 165

Greetings, friends and neighbors! We sure hope Santa's good to you. We hope, too, that your holiday season is just chockful of happiness in every way... bright with cheer, warm with good will, rich in the priceless treasures of friendship and love.

R.M.G. LTD.
Building materials of all kinds.
COAL - FUEL OIL
801 South Street — Cowansville — Tel. 153

MERRY CHRISTMAS and A HAPPY NEW YEAR

to all those whom we had the honor and pleasure to serve during the last year.

ANTONIO FORTIN
Grocer — Butcher — Beer and Porter
118 Church St. — COWANSVILLE — Tel. 109

MERRY CHRISTMAS! HAPPY NEW YEAR!

These two wishes are sent out in the sincerest manner. We appreciate the patronage you have afforded us during the past year and we look forward to serving you again next year.

R. Y. SIMONEAU
RESTAURANT — GROCER
152 John St. — COWANSVILLE — Tel. 532 r 2

Christmas Greetings

May the joyous spirit of Christmas light your future, and bring you the many blessings of friendship to illuminate this happy season.

LES ENTREPRISES "LAROQUE" ENTERPRISES LTD. — LTEE

General Contractors
108 Jacques Cartier Blvd. — Tel. 188
Residence: 269 William Street.
COWANSVILLE, QUE.

Seasons Greetings

TO ALL OUR FRIENDS
Let us assure you that your patronage is appreciated!

L. CAQUETTE

Red and White Food Store — Grocer and Butcher — Beer and Porter

33 Larocque Street — Tel. 151
COWANSVILLE

Wishing you Merry Christmas

With this Christmas Greeting goes our warmest wishes for a very wonderful New Year heaped full of joy and peace!

We wish you one and all, friends and customers, a Merry Christmas and a Happy Prosperous New Year. We thank you for your patronage and look forward to seeing you in '57.

Jenne's Restaurant

PRINCESS THEATRE BUILDING

Telephone 460 — COWANSVILLE

HOLIDAY Greetings

We chime in with our best wishes to one and all for a happy holiday season.

May the joy of this Yuletide shine brightly in your memories throughout the year to come.

J. W. DRAPER

Cowansville — Waterloo

Deragon auto-city inc.

Cowansville, Que.

FORD & MONARCH CARS & TRUCKS

We take this opportunity to invite our customers and friends to visit our modern garage and latest automatic equipment.

When England Had No Christmas

by Yorke Henderson

On Wednesday, December 22, 1647, the stolid townfolk of the ancient Cathedral city of Canterbury rioted angrily through their picturesque streets.

For nearly a week they stoned and bludgeoned and manhandled their angry way around the city.

A contemporary chronicler breathlessly stop-pressed: "... they continued in arms until Tuesday morning. There are none as yet dead, but diverse (many) dangerously hurt."

He added with shocked propriety, that the rioters had broken every window in the mayor's house then tried to set fire to it.

What had happened which so roused the people of this slumbering backwater?

Just this: dictator Oliver Cromwell and his sin-sniffing Puritan

benchmen had decided that Christmas as a feast was to be banned throughout England. And the good mayor of Canterbury had been ill-advised enough to send out his town-crier with the announcement that "The Protector's" edict was going to be enforced in Canterbury.

(As it happened, the Canterbury outburst ended in a compromise. The rioters turned in their weapons in exchange for an official undertaking that there would be no prosecutions.)

The townfolk of Canterbury were not alone in their anger. Throughout the country of Kent and in London, Oxford and Ipswich riots flared. And as in Canterbury they were touched off by the town-criers' proclamation banning the celebration of Christmas.

These unhappy officials, however, were only doing their job. For in June of that year Cromwell's parliament had ruled that the feast of Christmas should no longer be observed under pain of punishment. And they had ordered, too, that from then on town-criers throughout England would remind the people of the new law a few days before Christmas. They had to tell the growling mobs that "Christmas day and all other superstitious festivals" were contrary to the law and that market should be kept and shops remain open on December 25th.

This was the climax of a campaign the Puritans had been waging for some years.

When the Civil War broke out in 1642, one of the first movers of the Cromwellian rebel parliament was to "modify" traditional Christmas celebrations.

There was certainly room for moderation. For by tradition, Christmas was a time of unbridled extravagance in England. During the festive period the usual authorities at all levels good-naturedly relinquished their offices to Lords of Misrule (usually men who were underlings of one kind or another for the rest of the year).

A pre-Cromwellian poet described it thus:

Now kings and queens poor sheep cotes (coats) have,

And mate with everybody; The honest men now play the knave. And wise men play the noddy (fool).

The Lord of Misrule was an occasion provided with a "lady" who "married" him to the accompaniment of readings from the Book of Common Prayer, and discreetly reports a contemporary chronicler — "the affair was carried to its utmost extent."

Long before the Puritans under Cromwell seized power, they had hated Christmas. They never did like to see people enjoy themselves and, in addition, they associated the nationwide Christmas revelries with the extravaganzas of the Royal Court which they detested.

So their first tentative move when they took over the reins of government was to suppress the traditional Christmas plays. These played ranged from the humble "mumming of rustics (some of which survive even today) to the extravaganzas of the Court with scripts by Ben Jonson, world famous architect.

In the early days of their regime the Puritans were uncertain of how far they could go in abolishing Christmas. This uncertainty was sensed by the populace who, therefore, did not pay too much attention to Parliament's anti-Christmas laws.

For instance, shops which had been ordered to remain open on other days of the year, still put up their shutters at Christmas while masters and apprentices made merry in traditional style.

There were a few face-saving and token arrests of harmless offenders. But the punishments meted out to them were light.

In short, the country in general quietly thumbed its nose at dictator Cromwell and his self-righteous henchmen.

But Cromwell — whose tactics would not be out of place in present day international politics —

Continued on Page 8

Happy Christmas

A very Merry CHRISTMAS to all our friends!

ERNEST DION

Lumber and Building Materials

Tel. 1185
COWANSVILLE

Joyous

MERRY CHRISTMAS AND HAPPY NEW YEAR to all our friends and customers!

J. P. BEAUDRY

Groceries, Meat and Vegetables, Frozen Foods

Free Delivery

SUTTON, Que. — Tel. 129

Christmas

Wishing all our friends and customers a Merry Christmas and a Happy New Year!

W. E. DYER

WOODSHOP REG'D

Sash and Door Manufacturers

Tel. 350 R 3 — SUTTON

Holy Night

May the joy and gladness the carolers bring be yours this Christmas season and through the year to come.

Sutton Motor Sales

DEALER FOR DODGE-DESOTO AND DODGE TRUCKS

Tel. 72 — SUTTON

CROSS-QUIZ SOLUTION

HORIZONTAL

- A shield of the Middle Ages.
- To read or study with care.
- Biting to the taste.
- Part of a dress without enough ease.
- Compass direction of Santa's leg from North Pole.
- Unit of measure for cloth.
- What is the first word (contraction) of the text of "A Visit from St. Nicholas"?
- Who was the mother of the gods and the wife of Kronos?
- Abatement of a penalty.
- The brown kiwi of New Zealand.
- Who was the goddess of retribution and destruction?
- Wireless code signal of distress.
- Organized hosts of men trained for armed combat.
- The land of the first Christmas.
- Part of this geographical area.
- What name was borne by 13 Popes?
- Silk filling or wool having from 12 to 32 filaments and from three to five turns per inch.
- The handle of a pitcher or vase.
- Senior (abbr.).
- What is heard soon as children discover what's beneath the Christmas tree?
- Leaving of little value.
- A single unit.
- Freer from sound.
- Small European fish.
- Spared or found time (English dialect).
- Against (abbr.).
- Altar end of a church.
- Ancient Roman weight of one pound.
- In what city was Joan of Arc burned?
- Exertion of mental or physical power.
- Prevents from proceeding.
- Who was the Norse goddess of healing and peace?
- What measure of capacity (abbr.) is equal to eight quarts?
- The service of the Christmas mass.
- Wanted word of a Christmas hymn.
- Completely lost or without any understanding of a matter.
- Partook of Yule food.
- A bone of the forearm.
- What pool, mentioned in the book of St. John, was near the sheep market at Jerusalem?
- Seed of the sesame used in some Yule pastries.
- Depressed in spirits.
- Artificial pond in Hawaii in which the water taro is cultivated.
- Wooden instrument for propelling a boat.
- A card game.
- Ancient Fideles and other Christmas songs.
- The record of points made in a game.
- In the manner of the church.
- The act of making all-embracing (var. spelling).
- Of what province of India is Shillong the capital?
- Capital city of Republic of India: New —
- What ferocious West African tribe includes the Dahomans and Togos?
- Fifth month of the Jewish year.
- A fence or wall set in a ditch so as not to obstruct the view.
- Godly persons (abbr.).
- What suffix, found chiefly in legal terms, denotes the recipient of something?
- Country that plays Santa Claus to the world.
- What descendant of Noah was the progenitor of a powerful tribe of Arabian idolaters?
- What did the children of Reuben and Gad call the altar mentioned in the twenty-second chapter of Joshua?
- What interjection is used to direct attention?
- What familiar word in the Boer dialect means uncle?

HELLO!

The Management and Staff of

COTE GARAGE

SUTTON, QUE.

extend their Best Wishes for a Happy Holiday to all of you!

Tel. 53-W

To Greet You

MERRY CHRISTMAS AND HAPPY NEW YEAR

to all our many customers and friends, may the coming years be happy ones.

L. A. OUIMETTE

Groceries — Meat — Fish — Fruit — Vegetables

SUTTON, Que. — Tel. 43

Merry Christmas

With grateful hearts, we sing out to our many friends and customers, "MERRY CHRISTMAS!"

X. BOMBARDIER

PLUMBING and HEATING

GUARANTEED WORKMANSHIP — OIL BURNERS

SUTTON — Tel. 68

Decorations Now Feature New Glamor

MORE colorful ornaments and distinctive lighting fixtures will be available for the Christmas tree this year than ever before.

This is the word from Bernard Deutsch, general manager of Frankel Associates, one of the world's largest Christmas tree ornament concerns.

"Even the trees themselves will be more colorful," says Deutsch. "Permanent type trees made of flame proof visca are available in white, pink and light blue as well as the conventional green. Last year white was the most popular of these visca trees. The sizes range from 18 inches to 24.

"In previous years the predominant colors of the decorations were red and green. Now the trend is to pastels such as pink, magenta and turquoise. And, instead of the former silver tinsel and round glass ball ornaments, the tinsel is all colors and the glass balls vary from plain round to oriental tapered designs.

Contests Figure In

"This change in design and emphasis has come about only in the past 10 to 15 years and I believe there's a definite reason for it. Many people are moving out of apartment type dwellings into their own homes in residential areas.

"Some of these towns have spirited Christmas tree contests with prizes for the best decorated tree inside a home. Other prizes are awarded for trees and decorations on lawns.

"So the trend has been to highly stylized and decorated trees and ornaments."

European countries such as Germany, France, Belgium and Italy produce most of the better quality products. Japan specializes in cheaper and less decorative ornaments.

The United States, once an also ran in the field, is doing a greater volume of business than it did prior to World War II. Many new factories emerged here when the German and Japanese sources closed. But the foreign specialists are back in business as masters of the art.

A Year-Round Task

Joseph Frankel, one of the top designers in this field, believes that in the not too distant future the United States can increase production and skills. It's just a matter of time before the American workers attain the experience and know-how necessary for such work.

Sales of the decorative materials have shot up in recent years. Most of the leading manufacturers work all year round on Christmas ornaments because of the increased demand.

Time was when people, rich and poor, bought most of their Christmas decorations in the 10-cent or stationery stores. Now the department stores, gift shops and florists have special sections for the sale of Christmas items.

You can still buy 10-cent tinsel but you can also pay \$30 a box for half dozen tree balls in some of the swank establishments.

One 4-foot high Santa Claus, primarily a store decoration, caught the fancy of some wealthy patrons. They bought it for \$190. The same store ordered a dozen more of the same size Santas and sold them all—for \$190 each.

Many of the larger department stores, until recently, had been reluctant to install trim-a-tree sections because it meant eliminating or shifting another department in order to accommodate the ornaments. Public clamor quickly changed such ideas. Special Christmas tree departments have been doing a lucrative business wherever located.

A most hearty Christmas wish

to our customers and friends

O. H. CHARBONNEAU and SON

M.P.L.

P.O. Box 814 — Tel. 670 — 127 John St., Cowansville, Que.

• Plumbing • Heating Systems • Oil Burners

Christmas Scrapbook



Greetings in the Old-Fashioned Spirit

ALTHOUGH the exchanging of Yuletide greeting cards apparently is one of the youngest Christmas traditions — probably not going back more than a century and a half—there is no certainty of its origin.

The idea may have developed from the elaborate handwritten holiday scrolls which English youngsters sent home from boarding schools just before Christmas vacation, to inform the parents of good marks or other claims to Christmas gifts.

Some enterprising stationers eventually printed special sheets of paper with fancy borders and other embellishments, for the benefit of lazier or less talented students.

Anyway, engraved or printed Christmas greetings originated in England in the 1840's.

For some years after the fad became an established custom, most persons made greeting cards themselves. They prepared original drawings with verses, or clipped and colored pictures like those in this page from newspapers or magazines. They were pasted to fancy paper or fringed silk. Surviving examples of such greetings, found in scrapbooks or stuffed between the pages of old books, are treasured by collectors of antiques.



NOW Christmas is come,
Let's beat up the drum,
And call all our neighbors together
And when they appear,
Let us make them such cheer,
As will keep out the wind and the weather.
—Washington Irving.



Season's Greetings
to all our Customers!

Visit our new
"Black Magic Room"

NATIONAL HOTEL

Alcide Gaudreau, prop.

LICENSED GRILL — DANCING EVERY NIGHT
ORCHESTRA FRIDAY AND SATURDAY NIGHT

Lewis Street — WATERLOO — Tel. 218

WHEN ENGLAND

Continued from Page 7

had a trump to play. He turned the full force of his puppet press on to an anti-Christmas propaganda campaign.

The "Mercurius Civicus" went so far as to tell its readers that it was far more probable that Christ was born in September than in December. And it used those of its readers, worldly enough to want holidays, to keep the fifth of November (anniversary of the Catholic plot to blow up parliament) and other days of that nature....

The "Kingdome's Weekly Messenger" kept up a barrage of pinpricks like "December 25th, vulgarly known by the name of Christmas Day."

Parliament itself studiously ignored Christmas Day by sitting every December 25th.

By 1647, Cromwell was convinced that the propaganda machine had completed the softening-up process and clamped down completely on the celebration of Christmas.

The singing of carols and the sale of carol broadsheets were

banned. As in every such case, they immediately went "underground" and the broadsheets were often black-marketed like seditious propaganda. Carols were sung indoors while look-outs kept watch for patrolling Roundheads or government informers.

The Puritans might have enforced their views even more ruthlessly but for the flare rioting of which the Canterbury uprising was typical.

There is little doubt that the Government would have loved to be able to squash once and for all the "heathenish abomination" which Christmas Day was to them. But they were politicians enough to know that a nationwide revolt might be touched off if they went too far.

So they confined themselves to pinpricks. People who went openly to church on Christmas Day stood in danger of being arrested, "grilled" Gestapostyle by Roundheads and released after a few hours detention (calculated to scare them into keeping in line). Such a one was John Evelyn, the famous diarist, who was a staunch Episcopalian. He was arrested as he left Exeter

COME bring with a noise,
My merry, merry boys,
The Christmas log
to the firing;
While my good dame, she
Bids ye all be free;
And drink to your
hearts' desiring.

With the last year's brand
Light the new block, and
For good success
in his spending,
On your psalteries play
That sweet luck may
Come while the
log is a-tending.
—Robert Herrick.

Chapel on Christmas Day, 1657. Under Cromwell's influence England's traditional Christmas mince-pies changed their shape. Hitherto they had been baked appropriately in the form of the crib of the Infant Christ. But to the "Protector" and his friends this savoured of popery; and so in order to enjoy this traditional delicacy without fear of persecution, bakers and housewives changed the shape to the normal round form which exists today.

So, Cromwell or no, Christmas and its celebration persisted in England in secret.

Who could hold out the longest? ... Cromwell or the people?

In the last year of this life came the sign that Cromwell was weakening; that he wanted, somehow, to mollify the people.

He was approached by zealots who wanted his permission to send troops to suppress "heathenish" goings among Christmas celebrants.

Publicly, Cromwell let it be known that he felt such action would be contrary to the liberty of conscience so much owned by the Protector and his friends.

With his unparalleled gift for

having his cake and eating it Cromwell let himself publicly be persuaded that, despite the nobility of his conscience, he was bound to do his unpleasant duty. The troops were ordered out to do their suppressing.

Soon afterwards Cromwell died and his Puritan Commonwealth crumbled. Charles II, the Merry Monarch, returned to the Throne and with him came Christmas again.

But even in the rearing days of the Restoration, Christmas never quite got back to what it had been before Cromwell.

In fact it was a better Christmas. For it was as merry as before, but without the old excesses.

Elsewhere, though, the Puritanical influence persisted.

In Massachusetts, where early Puritan pilgrims had settled, Christmas did not become a lawful holiday until 1856.

And the Scots who had in their abhorrence of Christmas, antedated Cromwell's campaigns by nearly a hundred years, never really officially acknowledge the existence of Christmas, preferring to celebrate Hogmanay (New Year's Eve).

GREETINGS

Christmas time is here again . . . and it gives us pleasure to wish you, one and all, friends and customers, a MERRY MERRY CHRISTMAS and a HAPPY PROSPEROUS NEW YEAR, and to thank you for your patronage and encouragement during the past year.

L. LAMOTHE
Sales and Service — Radio and Television
MANSONVILLE, QUE. — Tel. 45-W

May You Have a
Merry Merry Christmas

LEO PAUL LEDOUX
Waterloo — Tel. 384

Merry...
Christmas!

MAX GAGNE
International Dealer
Tel. 38W — Sutton, Que.

Merry Christmas

We extend sincere wishes for a
VERY MERRY CHRISTMAS
AND A HAPPY NEW YEAR

IMPRIMERIE GAUDET PRINTING
75 Main St. — WATERLOO — Tel. 489

Greetings

Our entire staff joins
in wishing you a very
Happy Holiday.

La Laiterie de Waterloo Enr.
(WATERLOO DAIRY)
Homogenized Milk, Cream, Pasteurized Milk
J. Chagnon, prop.
WATERLOO — Tel. 136

Hello Folks

Happy holiday to all! We are grateful for your loyalty in the past and wish you and all your loved ones —
A VERY MERRY CHRISTMAS

and A HAPPY NEW YEAR

SUTTON MILK PRODUCTS LIMITED
Manufacturers of
• PASTEURIZED BUTTER • POWDERED MILK
• STERILIZED BEVERAGES
• CHOCOLATE-FLAVORED DRINK

SUTTON — Tel. 14

Merry Christmas

As everyone is preparing themselves for the coming festive season we would like to express our best wishes for a joyful and plentiful Christmas and New Year.

ROYAL CAFE
George Marcoux, prop.
302 Main Street — MAGOG — Tel. VI. 3-2663

Merry Christmas

We wish you all a very Merry Christmas and a Happy, Prosperous New Year.

We'll see you in '57.

A. GRANDPRE
NOTARY
555 Main St. — WATERLOO — Tel. 130

Christmas Blessings To All...

to all my friends and customers

DUNLAVEY REG'D
ELECTRICAL CONTRACTOR
907 Main Street, WATERLOO, Tel. 698

Yuletide Greetings

Health, and happiness may they be yours this festive season.

MERRY CHRISTMAS AND A HAPPY NEW YEAR.

REXALL PHARMACY
P. E. Toussignant, prop.
PHARMACIST - CHEMIST
274 Main Street — WATERLOO — Tel. 37

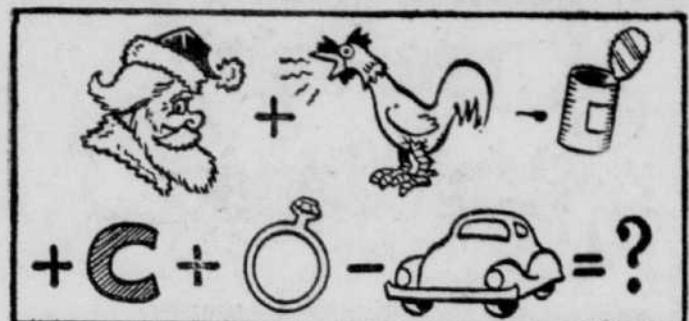


Cryptic Device



A WORD synonymous with Christmas is hidden in this geometric design. To spell it out: Use a letter within both square and triangle; one from the triangle only; one in the circle only; one enclosed only by the square; one in both triangle and circle; one in triangle, square and circle; and one in the triangle only.

PLUS AND MINUS SPELLBINDER



IDENTIFY the name of each object in the drawing above. Add and subtract as indicated. The result should be an object closely identified with Christmas Eve. How quickly can you find it?



LA SOCIETE COOPERATIVE DE WATERLOO

Waterloo, Que.



The spirit of Christmas is age-old yet ever new. Fresh with meaning, too, is this tried-and-true greeting: "Our very best wishes to you and yours."

We thank you for your encouragement during '56

IGA STORE

J. L. Gaudet, owner
GROCER - BUTCHER

EASTMAN, Que. — Tel. Waterloo 195 W 21

THERE'S a discovery to be made in this [?] merry maze of lines. A box of crayons or colored pencils is needed to help you find out what Christmas scene is concealed in the design. With your crayons or colored pencils handy, fill in each segment, or individual enclosure, according to the key letter in it. B stands for Blue; V for Violet; BR for Brown; R for Red; G for Green; Y for Yellow; O for Orange; BK for Black; P for Pink (if pink is not available, use red lightly).

DO-IT-YOURSELF MUSICALE



WITH a little practice you can surprise everyone by playing these old Christmas favorites on a piano or accordion. Fold the paper so as to have the keyboard before you as you read the notes. Play the notes on the real keyboard as they appear here. Invite others to join in the words as you play the music.



O Christ - mas tree, O Christ-

D-1 - G - G - G - A - B -

mas tree,

B - B

How love - ly are your

B - A - B - C - F -

branch - est!

A - G

Repeat above.

In sum - mer sun or

D-2 - D-2 - B - E-2 - D-2

win - ter snow,

D-2 - C - C

A dress of green you al-

C - C - A - D-2 - C - C

ways show,

- B - B

O Christ - mas tree, O Christ-

D-1 - G - G - G - A - B -

mas tree,

B - B

How love - ly are your

B - A - B - C - F -

branch - est!

A - G

Letter Perfect

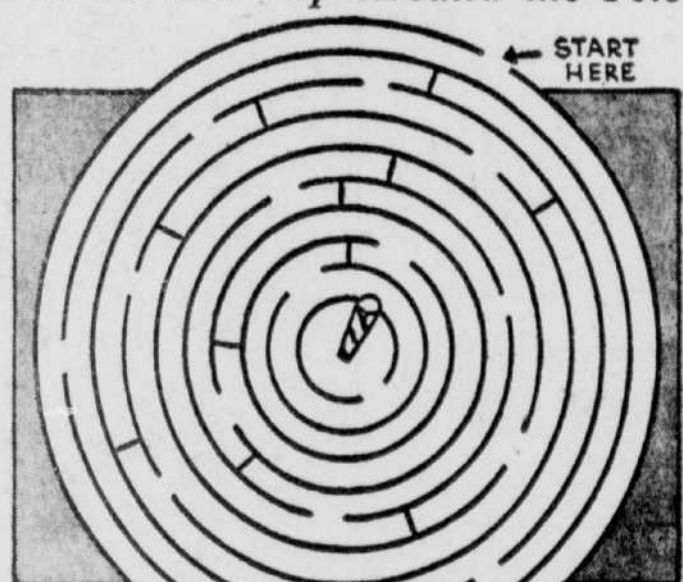
WHEN Sandy MacGregor was made a Christmas present of a typewriter, he wanted to make sure all the keys worked, so he sat down to type "The Quick Brown Fox Jumps Over the Lazy Dog."

Before striking a key, however, Sandy said to himself, "Hold on, there are only 26 letters in the alphabet, this sentence has 35. I'll think up a sentence that doesn't use as many letters and save my machine."

He did too. He thought up one using only 32 letters. Can you do as well?

Answer: Sandy thought up this sentence: "The quick brown fox jumps over the lazy dog."

Five Minute Trip Around the Pole



THIS related that one of Santa's helpers strayed from the North Pole during a test run with Santa's sled and had a difficult time finding his way home. As is the case with many who lose

their bearings, this fellow found himself travelling in circles. Happy to say, his route eventually unwound. Can you find his path above without retracing any part of the route?

Candy Count-Ups



AUNT LENA gave Jimmy a dollar and told him to spend it.

Above you see the different kinds of candy Jimmy bought and the price he paid for each. He spent the dollar exactly and bought exactly one hundred pieces.

How many pieces of each kind did he purchase?

Answer: Jimmy bought five hundred pieces of the lollipop and ninety-five pieces of the round candy.

Reflect a Bit



HOW quickly can you determine the content and author of the cryptic message above?

Answer: The message is "MERRY CHRISTMAS" and the author is "HAPPY NEW YEAR".

Mental Trimming



THIS Christmas tree can be trimmed without a stepladder or dropping anything. Number the ornaments from one to nine inclusive, and arrange them on the tree in the triangular shape shown so that when added, each of the three sides will total 17.

Corner bulbs, of course, are to be used in adding each side.

Time limit: 5 minutes.

The answer is given below, but don't peek.

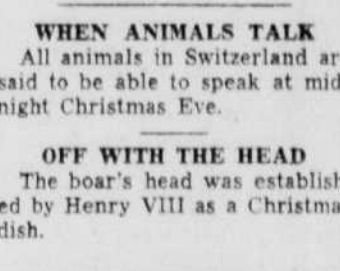
Answer: One way, reading across in order: 1-11-5, 2-10-6, 3-9-7.

WHEN ANIMALS TALK

All animals in Switzerland are said to be able to speak at midnight Christmas Eve.

OFF WITH THE HEAD

The boar's head was established by Henry VIII as a Christmas dish.



We would at this time pass along our best wishes for you at this festive season, and at the same time express our thanks for your friendship and encouragement in the past.

HOTEL WARDEN
George Lemay, prop.
Warden, Que.
Tel. 488-r-2

A Christmas Message To The Residents Of SWEETSBURG

It gives me great pleasure, as a citizen of our Community, to wish everyone a Merry Christmas and a Happy New Year!

This is the season of "Peace on Earth, Good Will Toward Men" . . . let us, each and every one of us, make a resolution to carry this through! Let us welcome the stranger in our midst, let us co-operate with each other, and our District will continue to grow, and become even more favorably known as a good place to live!

E. J. PERSONS.



CHRISTMAS GREETINGS to all our friends

Waterloo Plywood Ltd.
WATERLOO, QUE.
Lumber Division
Waterloo Plywood Garage

Season's Greetings

One of the special joys we find at Christmas time (along with trimming the tree and exchanging gifts) is reflecting on all the wonderful friends we have . . . and wishing each and everyone of you a most delightful holiday season.

QUEBEC COPPER CORPORATION
LIMITED

Eastman, Que.

To Our Friends and Customers
MERRY CHRISTMAS and HAPPY NEW YEAR!
MAGOG AUTOBUS LTD.
"Magog's Transit Company"
401 Main St. East—MAGOG—Tel. VI. 3-4332

Christmas is a time of gladness. We find it in our hearts, our homes, our churches. We hear it, too, in cheery greetings. And so, to you, our friends and neighbors, we extend glad Christmas greetings and good wishes.

HONORE ROSS
GENERAL STORE
WARDEN — Tel. 1050-J

SEASON'S GREETINGS TO ALL

THE NEW 1957 PLYMOUTH

From
LAROUCHE AUTOMOBILE ENRG.
Formerly Russel Motor Sales Inc.
966 Principale Street — WATERLOO — Tels. 635 - 654

JOYOUS Yuletide
CHRISTMAS GREETINGS
 from
SYDNEY A. MEADE Q.L.S.
 LAND SURVEYOR
 Coaticook — Tel. VI. 9-2332

OLD-FASHIONED CHRISTMAS Wishes
 To Magog and district residents . . . and to people from all over the Townships!
THE LANTERN INN
 Andre Morency, prop.
 Georgeville Road, MAGOG

Greetings to all this Christmas season.
 We wish you all, a **MERRY CHRISTMAS** and a **HAPPY PROSPEROUS NEW YEAR.**
Cooperative Agricole de Magog
 119 Millette Street — Tel. VI. 3-5233
 MAGOG

Season's Greetings
 from
P. A. LAVERDURE
 PLUMBING - HEATING
 15 Laurier St. — MAGOG — Tel. VI. 3-3312

Merry Christmas
Mack Moulding Limited
 Waterloo, Que.

The Brownies' KIND DEED
Even the tiniest folk may have great big hearts and love to do good things.
 By **PALMER COX**
LITTLE PETER, one of the Brownies, had perched himself on the trunk of a fallen tree to think. His tiny, round face did not wear its usual smile, and his bright, black eyes had a worried look. Young Toby Tumble, passing through the woods, saw his little friend, Peter, and scrambled up alongside of him. "You look blue, little Peter," said he, "have things gone wrong with you? Tell me what the matter is, and maybe I can help you."
 "You are very kind," said little Peter, "but it is not about myself I feel so grieved, but about the Widow Good and her two little children. Tomorrow is Christmas, you know, and I heard her say that she had nothing for them, so there is no prospect of a good time at the Good cottage."
 Toby Tumble was looking grave himself by this time, and he sat with his face buried in his tiny hands. "I have it," said he, "they'll do it, I'm sure," and he clapped his hands in glee. "Do what?" said Peter. "Help us, to be sure. We will call all the Brownies together, tell them all about the matter, and I am sure that neither Widow Good nor her little ones will want for anything to make up a Christmas dinner."
 No time was to be lost in carrying out their plans, and so they hastened out to find their comrades. Of course the good Brownies were all glad to help them, for they delight to help good people.
 Their first movement was to borrow a large basket from Greengoods, the grocer. The Brownies had no money, so they decided to fill the basket from the shop, and pay the master in work, for Brownies, you know, are very clever creatures, and can turn a hand at anything. The little fellows could scarcely move the basket when filled, but all worked together, and by and by they had it mounted on sticks, and then, five or six on a side, they bore it along very comfortably and most steadily, indeed. How proud they felt as they looked at this well-filled basket! As they went along, they could see peeping from the covering of the basket, links of sausage, a fish, and the black feet of the big turkey that was to be such a treat to the children on the morrow.
 They were very tired when they reached the widow's house, so they sat down to rest until morning. When light came, and all the busy little fellows had hidden themselves where they could see and not be seen, Toby Tumble knocked at the door. He had only just time to run out of sight himself, when the widow opened it. The Brownies had worked hard, but they felt fully rewarded when they saw the joy and happiness on the poor woman's face, and they decided that they would remember her again the next year, and that they would fully repay the grocer for all his goods, and would do it quickly.
 The widow was very happy when she unpacked that basket, and found all the good things, for she felt that now she could give her children a little pleasure on Christmas day. She could not imagine who it could be that had remembered her and her little ones, but her little son Rob said he was sure it was the Brownies.



As you can see, there were plenty of willing hands to help Toby Tumble in carrying out the task.

To the citizens of Magog and district, my friends and customers, I wish to extend my sincere wishes for a **MERRY CHRISTMAS** and a **HAPPY NEW YEAR.**
 J. A. R. Schinck, Mgr.
THE CANADIAN BANK OF COMMERCE
 MAGOG BRANCH

Season's Greetings
 May this Christmas be a merry one . . . and may the New Year bring each and every one of you added happiness and continued prosperity!
MAGOG ELECTRIC REG'D
 Reg. Urwick, M.E.I., prop.
 352 Victoria St. — MAGOG — Tel. VI. 3-3111
 "If it's electrical, it's our our business!"

A merry Christmas
 To all of you who have favored us with your patronage, we extend our greetings for a **Very Merry Christmas!**
LANGLOIS
 IMPERIAL ESSO STATION
 719 Main St. West, MAGOG, Tel. VI. 3-5150

Merry Christmas
 May the laughter of happy children echo through your home at Christmas; may the New Year bring to fulfillment all your dreams!
 COMPLIMENTS OF THE SEASON TO ALL!
POULIOT FURNITURE STORE
 "Magog's Largest Store"
 67 Main West — MAGOG — Tel. VI. 3-2555

MERRY CHRISTMAS and a HAPPY NEW YEAR
 from
Roderick Lemieux
 CHARTERED ACCOUNTANT
 269 Main St. West — Tel. VI. 3-3760
 MAGOG

Christmas Greetings to all our friends!
J. NIL DEGRE
 OPTOMETRIST
 226 Main West, St. Patrice Caisse Populaire Bldg.,
 MAGOG — Tel. VI. 3-3061

How a Girl Of 7 Found Yule Secret
 By **MARY MARGARET McBRIDE**
CHRISTMAS is coming and, as usual, I'm having a period of homesickness. Each year toward the end of November it sets in when the shoppers start out and the store windows light up. Inevitably I think back to the days when Christmas was an ecstasy and an orange found in my stocking hung by the kitchen stove was so precious I saved it for a week, sucking rapturously each day to prolong the pleasure.
 And I feel sorry for busy, adult shoppers. We are surely missing the excitement of young ones with only a few nickels to spend, who yet are on fire with the newly-discovered joy of giving.
 I must have been about 7 when I learned there are two sides to Christmas, and with the nickels saved from eggs laid by my dozen hens, I haunted Miss Ruth's book store, inspecting each article again and again in an agony of indecision.
Then Wonderful Gifts
 The uncles finally got match holders, I remember, and the aunts, pin cushions. I bought Mama a picture of a little girl in a gift frame, that I thought looked like me, and Papa—who never smoked—a Dutch boy whose pants had a sandpaper seat which said, "Scratch me."
 We all ate Christmas dinner at Grandma Craig's—turkey, 10 vegetables (including mashed Irish potatoes, squash, turnips, dried corn and boiled onions); four kinds of pies, three kinds of cake, a dozen varieties of pickles and preserves.
 We even had hot bricks at our feet for the cold drive and some of the relatives came in sleighs with jingling bells.
There Were Tears, Too
 Christmas was what I—and my younger brother Tommy—lived for 364 days a year. And Mama always said I took it too hard. I think that perhaps she was right.
 That Christmas when I was 7, for instance, I not only found the joy of buying gifts, but also cried myself to sleep Christmas night because the package from a distant aunt held not the doll with the brown eyes that opened and shut upon which my heart was set, but a bundle of little fancy work aprons.
 That was the year I decided that it was not only more blessed, but more fun, too, to give than to receive.
 Mendelssohn's overture to "A Midsummer Night's Dream" was written when the composer was 17 years old.




Doll's Red Dress Made A Grown-up
 By **DINAH SHORE**
THE most memorable Christmas present I received was one given me when I was 6 years old.
 I can remember it as clearly as if it were yesterday. My parents, my sister and I, had been away to Nashville. We arrived home the day before Christmas Eve.
 For weeks before Christmas I had talked about almost nothing else than a doll that I hoped Santa Claus would bring me. I could describe it in minute detail. I even knew how the doll would be dressed.
 As my parents made the final preparations for Christmas Eve, my sister kept me occupied. I chattered along gaily about the beautiful doll with the long curls and the blue dress with lace down the front.
 To keep me from being hurt, my sister said "Honey, I am sure Santa will bring you a doll, but he will probably bring one with a red dress."
 I said "No, it's going to be blue," but my sister insisted that it would be red.
 Christmas morning I found my precious doll, and of course its gown was red, not blue.
 It didn't take much imagination for me to put two and two together and decide that there really wasn't any Santa Claus. I think that the first Christmas that any child discovers this and, with that discovery joins the grown-ups, is the most memorable Christmas of all.



MERRY CHRISTMAS
Lowry Radio and TV
 Tel. 746 — WATERLOO — 181 Main St.

MERRY CHRISTMAS AND HAPPY NEW YEAR!
 Today, the thoughts of all are turned towards the joys of giving, and the happiness of being with our families around the tree. May this Christmas bring you all that you've hoped for in love and heartfelt joy—and may your New Year be full of peace and prosperity.
CAMILLE LANGLOIS
 SAW MILL
 MAGOG — Tel. VI. 3-4598





Let's all join Santa in a happy holiday song of cheer and joy and hearty good fellowship to last all through the New Year.

MAGOG AUTO ELECTRIC
70 Sherbrooke St.
Tel. VI. 3-3742

MAGOG VULCANIZING
1124 Sherbrooke St.
Tel. VI. 3-3213

Ernest Lacasse, Prop.

MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

OLIVIER TOURIGNY
NOTARY

439 Main St. West, MAGOG, Tel. VI. 3-3634



May this joyous season of Peace and Good Will brighten your life with its many blessings of good cheer, good fellowship and deeply abiding faith.

J. M. BESSETTE
"The Family Shoe Store"

362 Main St. West — MAGOG — Tel. VI. 3-3376

MERRY CHRISTMAS
and a
HAPPY NEW YEAR
Everyone from



HUDON & VIGNEUX
HARDWARE

471 Main West — MAGOG — Tel. VI. 3-3530

Merry Christmas
and a **HAPPY NEW YEAR TO ONE AND ALL!**

J. C. BERGERON
GENERAL ELECTRIC SERVICE
ELECTRICAL CONTRACTORS

470 Main St. West—MAGOG—Tel. VI. 3-3362

We join Santa in wishing you lots of good cheer. May all your Christmas dreams come true, and may you have the brightest, merriest Yuletide ever.



JOE'S DINER

408 Main West — Tel. VI. 3-9029
MAGOG

The Story Of Disobedient Dibs

By WINIFRED NORLING
"Dibs, where are you?" cried Santa Claus, as he took a big sack from the pile and opened it up. "You're never where you should be. I thought you wanted to go out into the world."
"I do, Santa," laughed Dibs, running into the room. "Where am I going?"
"To a little boy at No. 7 Lower Bridge Street, in the town of Mortby. He wants a fur monkey with a long tail."

Dibs' face fell.
"It doesn't sound a very grand address," he pouted. "I'd like to go to a palace or a castle."
"You'll go where I take you," said Santa Claus firmly, "or you will stay here with the unwanted toys for another year."
"Oh, I don't want to stay here," burst out Dibs. "I've been here too long already."

"That's your own fault. If you remember, you ran off last year and were missing just when I was ready to leave. I shan't wait for you this time, either, so you'd better get into the sack now."
"May I just go out and speak to Rudolf?" begged Dibs.
"Why?"

The monkey hung his head.
"I hid his moss, and he may be hungry."
"You're a naughty tiresome monkey, and if I didn't want to get rid of you, I'd leave you behind for another year as a punishment. Get into the sack, I'll see that Rudolf and the other reindeer aren't hungry."

A very subdued monkey clambered into the sack and fell right down into the bottom right-hand corner. He was quieter than usual, and took little notice of the other toys that joined him.
"What's up, Dibs?" asked the Big Drum labelled 2 Acacia Avenue Foxwood.
"Nothing. Why? Can't a chap think?" replied Dibs rather crossly.

"Yes, but you don't as a rule," came the quick retort. "When

you're quiet, you're generally planning some fresh mischief. What is it this time?"
"I've just discovered something that even Santa doesn't know," teased Dibs. "I shan't tell you, because it's a secret."
"Please yourself," was all the Big Drum said, but he kept his eyes and ears open.

Much sooner than they had expected, the toys were carried out to the sleigh — the biggest one, that needed eight reindeer to draw it. When all the sacks were loaded on to the sleigh, Santa Claus climbed into his seat, and they moved off at a rapid rate over the snow. The bells of the reindeer's harness jingled merrily, and before long Father Christmas was singing all the jolly songs he knew, for the knowledge that he was soon going to give pleasure to millions of children made him very happy.

"I'll tell you my secret now, if you like," Dibs whispered, as they sped over the snow. "There is a teeny-weeny hole in the corner of this sack."
"What's wonderful about that?" demanded the Drum.
"Feel you need some air or something?"

"No, silly, but it means I can escape."
"Escape! Why?"
"Because I'm to go to 7 Lower Bridge Street, and it sounds an awful address."

"Addresses don't matter," snorted the Big Drum. "It's the people who count. Why don't you trust Santa to take you where you'll be loved and happy?"

Dibs pouted.
"I want an adventure," he persisted. "When we get away from the cold wastes of the north, I shall make the hole bigger, crawl through it, and run away."
The Big Drum did not answer, so Dibs shrugged his shoulders and went on planning his adventure.

But when he finally found himself alone in the dark, and heard the sound of Father Christmas' sleigh dying away in the distance, he felt frightened and very much alone. He had jumped from the sleigh when it slowed down, because he thought they were near their destination, but now he found himself in a dark forest. It was no use going back the way he had come, so Dibs braced his shoulders and set off along a path leading farther into the forest.

He had not gone far when a cross voice demanded who he was and what he was doing.

"I'm Dibs the monkey, and I'm going out into the world to have an adventure," Dibs answered, looking all round him to see who had spoken.

"Monkey! We don't want monkeys in this forest. Go away, or I'll chase you."

Dibs hurried on. But in a few minutes the same thing happened again. Animals, birds, and insects all seemed determined to be unfriendly, and poor Dibs was soon running as fast as he could through the dark, frightening forest.

"Oh, why did I run through?" he half sobbed, as fresh threats made him run even faster. Twice he stumbled and fell, but at long

last he found himself on the farther edge of the forest. With a cry of relief he sank to the ground, and sat there panting. Suddenly he heard a familiar sound, a sound that brought hope to his heart — it was the sound of jingling bells.

Springing to his feet, Dibs ran forward.

"Rudolf," he cried, "and Blitz and Donner, wait for me."
The sleigh slowed to a stop, and Dibs found himself looking right into the eyes of Father Christmas.

"I'm sorry I ran away, Santa," he burst out. "I thought I'd like an adventure, but I've never been more frightened and unhappy in my life. May I go to Lower Bridge Street? In the forest no one wanted me, and I do want to go where I'm wanted."

"When I reached the home of little David and found you weren't in the sack, I was very sad, Dibs," said Santa Claus seriously. "David has hurt his leg and can't run about, so I particularly wanted to grant his wish. It meant going all the way home for another monkey, and I had to arrange for a helicopter to pick me up on the return journey or I shouldn't have arrived in time. You don't deserve to go to such a nice little boy, but..."

"Oh please take me," begged Dibs. "I've been a stupid little monkey, but I've learnt my lesson."

Father Christmas regarded the eager monkey thoughtfully.
"I think you have," he said slowly. "Get into the sleigh beside me. Come on, Reindeer. Now we've found Dibs, we shan't have to go all the way home. You can rest at the aerodrome while I fly to Mortby and back."

"I'm glad David's to have a happy Christmas," said Dibs softly, snuggling up to Santa Claus, "because that means I shall have one, too."



We wish to extend our kindest wishes to all our customers and friends!

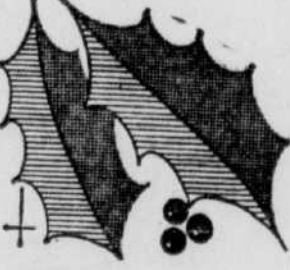
Magog Foundry Ltd.
601 Champlain St. — MAGOG — Tel. VI. 3-4210

IT'S CHRISTMAS --- ONCE AGAIN

and ever grateful for your confidence and friendship, we extend to you our sincerest wishes for your Holiday ... May it be a Happy one!

MAGOG DAIRY INC.
"For the Best in Dairy Products!"
MAGOG - - - Tel. VI. 3-3367
SHERBROOKE LO. 2-9901

MERRY CHRISTMAS EVERYONE!



Have A Happy, Happy Holiday!

Your Fuel Oil Distributor

ARMAND DEMERS
FUEL OIL

Dealers in Furnace and Oil Range Burners

PHONE VI. 3-3143
319 St. Patrick St. West
MAGOG

**PEACE ON EARTH
GOOD WILL TO MEN**



May the star of Bethlehem shed its light of peace and contentment on you this Christmas Day.

Jean Paul Perreault
BOUTIER A CREDIT
CREDIT JEWELLER

146 WELLINGTON ST. NORTH — Tel. LO. 2-4737

SHEPHERDS' PIPES
The pipes used by shepherds in the Holy Land today and at the time of Christ's birth are said to be forerunners of the church pipe organ of today.



and a
HAPPY NEW YEAR
to one and all

MAGOG REXALL PHARMACY
Rodolphe Ethier, prop.
390 Main West
MAGOG
Tel. VI. 3-3581




Merry Christmas

to all our customers and friends.

Best wishes for a joyous Yuletide and a Happy New Year!

NATIONAL LAUNDRY REG'D
740 Council Street
Tel. LO. 2-1583
SHERBROOKE



We're singing out with a hearty wish for your Christmas pleasure. Here's hoping the Yuletide brings a full measure of happiness and good cheer to you and your dear ones.

Chez Madame Bolduc
LADIES' WEAR AND HAIR DRESSING PARLOR
155 Main St. East—MAGOG—Tel. VI. 3-2782

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

10 MINUTE LUNCH



GAUTHIER SERVICE STATION
MOUNT ORFORD
Orford Lake, via Magog

FOR A JOYOUS Christmas

At this joyous time of Christmas, may happiness fill your heart and may the blessings of peace, good health and good fortune be yours for a long time to come.

Chez Margot
Raymond Roy (prop.)
LADIES' WEAR
319 Main West — MAGOG — Tel. VI. 3-4211



Christmas Blessings

May only the good things be yours!
May you know only peace and happiness!

WEEDON AUTOMOBILE
Camille & Reginald Dumas, props.
GENERAL REPAIRS
Authorized Dodge, DeSoto & Dodge Truck Dealers
SHELL SERVICE STATION
"John Deere" Agricultural Machinery Dealers
WEEDON — Tel. 40-2



Greetings

One of the memorable joys of Christmas is the pungent aroma of pine needles ... Another is the privilege of wishing happiness to our friends.

ROYAL HOTEL
Bernard Desilets, prop.
Telephone LO. 2-2989 — Sherbrooke



MERRY CHRISTMAS TO ALL!

At Christmastime, it is my pleasure to wish my fellow citizens whom I have the honor of representing in the Federal House, a MERRY MERRY CHRISTMAS!

Maurice Gingues

Member of Parliament for Sherbrooke County
SHERBROOKE

Rules and Ethics
For Santa Claus

There is much more to being a Santa Claus than having a red coat and some white whiskers. There are all sorts of ethical dos and don'ts that any self-respecting Santa must learn in order to do his job properly. Every year around Thanksgiving a school for Santas opens in New York. Here newcomers to the profession can learn the basic principles, and veterans can take a refresher course. Run by the Volunteers of America in order to man their street corner "chimneys," the school graduates around 100 each year. Some of the tenets a good Santa must remember are: Keep your whiskers clean. Be patient with children. Don't drink, eat garlic or onions. Don't smoke or eat on duty. And never lean on your chimney.

CHRISTMAS WARNING

Writing in the Fourth Century, Gregory Nazianzen, archbishop and poet, warned against celebrating Christmas "with excess" and protested against dancing, and decorations of evergreens and boughs which he described as a "heathen practice."

REMEMBER YOUR PET

Don't forget your pet dog or cat this Christmas. Your local pet store will have some interesting items such as animal toys, rubber bones, or even bells and decorations for their sleeping places.

NO GIFTS

The giving of Christmas gifts was not a common practice among the early English settlers in America. The wealthy, however, were expected to be generous to the poor. Children received small presents.

From The Pen Of E. T. Writers

AN OLD FASHIONED CHRISTMAS

Christmas time is drawing near
When all is bright and gay;
But, give me an old time Christmas
In the good old fashioned way.

How well I do remember,
When I was very small,
How my mother was so busy;
Making gifts for one and all.

There was nothing so expensive
As the ones we get today;
But we enjoyed Christmas better
In the good old fashioned way.

On Christmas morning early,
To Grandma's house we'd go;
With sleigh bells gently tinkling;
And our faces all aglow.

And what a joyous welcome,
There was for us there in store;
There was uncles, aunts and cousins,
To greet us at the door.

Poor Grandma was so happy,
Her face was bright and red,
She was cooking up more goodies
Until we all were fed.

And then the stack of dishes,
Were washed and put in place
We children were so anxious
To see old Santa's face.

And at last we all were gathered
Around the Christmas tree;
The smaller ones were sitting
So everyone could see.

We all received our parcels,
Which we opened up so fast;
And everyone was merry
Until the very last.

Now let me tell you kiddies
That Christmas time today,
Is not the same for young or old
As the good old fashioned way.

(Mrs.) M. WORBY,
Bury, Que.



All's bright, all's gay — for today is
Christmas — and on Christmas gloom
is gone, and the heavy-hearted became
light. May this Christmas bring you all
that you have hoped for — and may you
enjoy a Happy New Year!

ABCD HEARING AID CENTER

C. E. Heon, Prop.
36 Belvedere St. South
Sherbrooke, Que.
Tel. LO. 9-2348

BEST WISHES!

To One and All

During the Holiday Season

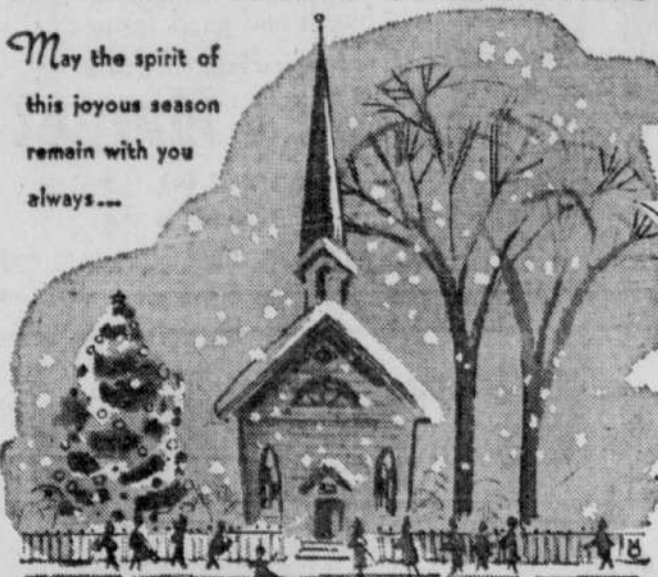
From

J. A. PIGEON Reg'd

142 Wellington St. North — Tel. LO. 2-3424

A VERY MERRY CHRISTMAS

May the spirit of
this joyous season
remain with you
always...



J. N. BOISVERT & FILS

Leather Goods — Sporting Goods
5 King St. West — Tel. LO. 2-0938
Opposite Lansdowne Market

MERRY CHRISTMAS



AND A VERY
JOYOUS
NEW YEAR!

**Larochelle
&
Frères**

LTD.
1520 King St. West
HONEY CRUST BAKERY
Tel. LO. 9-1055



GREETINGS

to our friends and customers
It gives us great pleasure to
wish, one and all, a MERRY
CHRISTMAS and a HAPPY
PROSPEROUS NEW YEAR!



FOR YOUR
FURS
SEE

Gerard Perreault
59 RUE ALEXANDRE
SHERBROOKE



We wish you a
Merry Christmas
and Happy New Year!

**IRENE DUNN
HAT SHOPPE**
140 WELLINGTON NORTH
SHERBROOKE

Midst all our giving,
let us give first
our hearts in sincere
devotion to the true
spirit of Christmas.



EUGENE MARCOUX INC.

GENERAL CONTRACTORS
621 Park — SHERBROOKE — Tel. LO. 2-8906

Christmas
Greetings

BRUCK MILLS LIMITED

wish all their employees, customers and friends, a

MERRY CHRISTMAS and a
VERY HAPPY NEW YEAR

MILLS AT: COWANSVILLE, SAINT JOHNS, SHERBROOKE.

MILL STORE AT 700 WOODWARD AVE.

SHERBROOKE, QUE.



YVAN COTE Ltee

ELECTRICAL CONTRACTOR —
1445 Leclerc St. — Sherbrooke — Tel. 2-7127



ZELLER'S

RETAILERS TO THRIFTY CANADIANS

42 Wellington St. North — — — — — Tel. LO. 2-3849