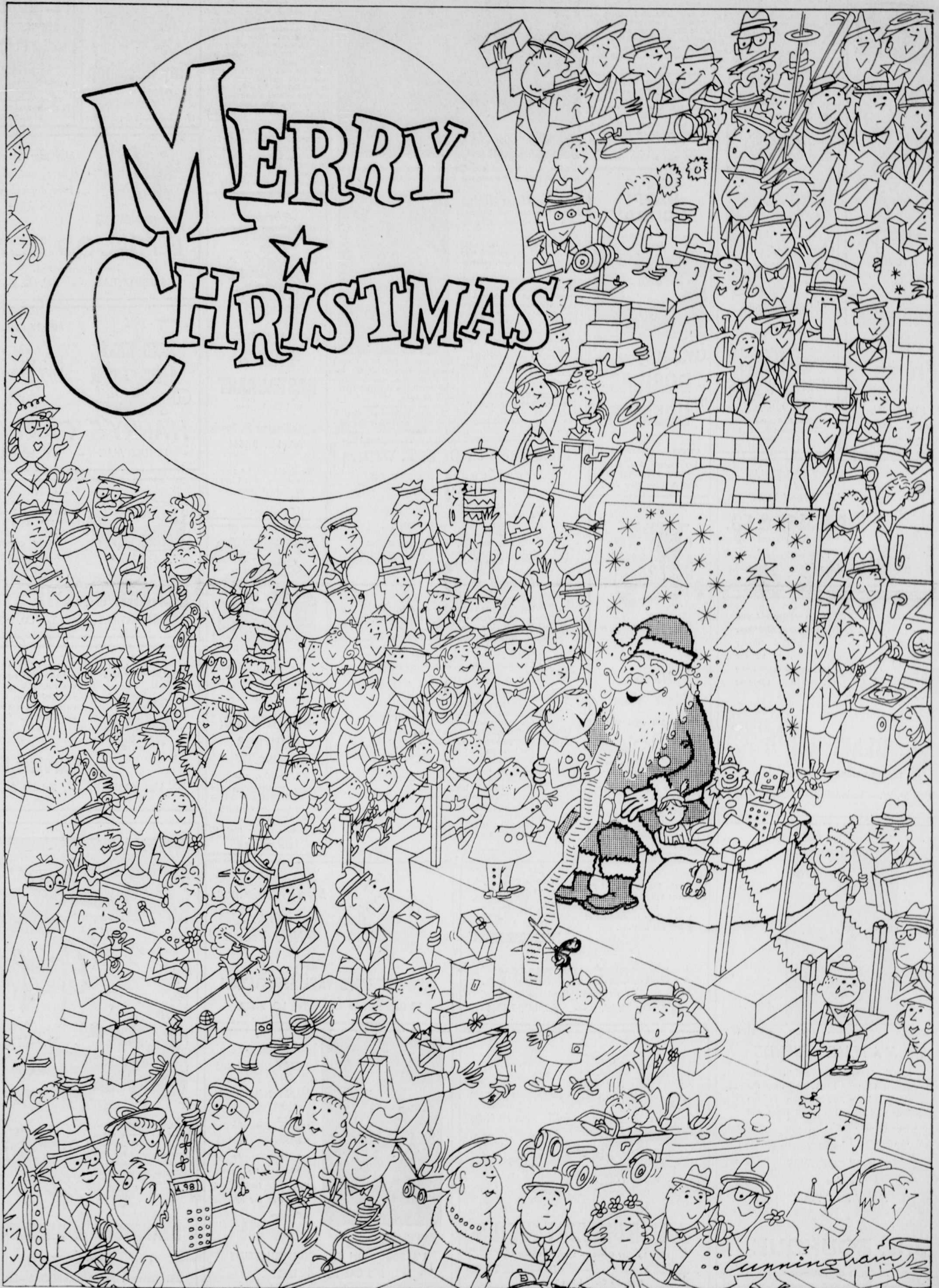


TUESDAY, DEC. 23, 1958



It's A 'Snap' To Record Holiday Fun

By KAY SHERWOOD

The decision to make some of your Christmas decorations is usually bolstered by the presence of children who are old enough to want a hand in the fun. Picturesque props can be made from simple materials, with results

pleasing to all. When the fireplace is outfitted for the holidays or the entryway is decked, don't fail to snap the picture in color, to capture the spirit of the holidays, and the handiwork of a very proud designer.

Besides being a fine record of how the house and artist looked in '58, a snapshot tucked into Christmas thank-you notes can be a post-Christmas treat for dear friends or family.

Bright with red, green and white and not too difficult to make are a Santa-sit-by-the-fire and holiday greetings spelled out in lollipops over a fireplace or doorway. Basic ingredients are 14 lollipops, a grocery carton, gift wrapping paper or colored shelf

paper, cellulose and plastic tape. Merry Christmas lollipops are made by covering the 14 candy suckers with clear cellulose.

Use red plastic tape, cut in 1 1/2-inch strips, to form one letter on the front of each lollipop. Spell out the greetings.

Tape the suckers about two inches apart to a length of red ribbon and tape or thumbtack into position.

A jolly Santa that serves as decoration, a container for gifts before Christmas and a collection depot for gift wrappings on the big day, owes his origin to a tall, slim carton, about 24 x 10 inches.

Tape or paste a piece of pink paper about eight inches wide around the top part of the box for the face.

Give him blue star eyes, a Christmas tree ball nose and a fluffy beard made from cotton or white sashie ribbon bows.

The body is red paper taped or pasted around the box and marked with a black plastic or



Fireside Santa and lollipop Christmas greeting strung across the mantel are prime subjects for color snapshots.

MERRY CHRISTMAS

AND A JOYOUS NEW YEAR!

Larochelle & Frères LTD.

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

JOYEUX NOEL

GLOWING BRIGHTLY:
our warm wish —

MERRY CHRISTMAS!
MODERN METAL WORKS

Laurent Blais and Lucien Blais, props.
390 Tenth Avenue South
Telephone LO. 7-6211
Sherbrooke.

FOR A HAPPY HOLIDAY

May your Christmas be full of fun and frolic!

Merry Christmas

DORILAS GRENIER

LTEE.

GENERAL CONTRACTOR
172 Seventh Ave. South
Tel. LO. 2-0712
And A Happy New Year!

REALLY CHEAP
BARNESLEY, England (CP)—A 1937 seven-horsepower sedan was sold in this Yorkshire town for a farthing, a quarter of a penny. The dealer said the car was sound but he had no room for it.

COLORFUL LEADER
Theodore Roosevelt was the youngest president of the U.S. when he succeeded McKinley at age 43, in 1901.

JUST THE GIFT! If you don't know her size, here's the answer. Handsome capeskin gloves with fourch. Hcs of stretch fabric, to fit all sizes.

The Civil Defence organization in England and Wales had 328,537 members in 1958.

The Return Of 'Little Women'

What's Christmas without a very young. This flares straight out from the shoulders, with no belt, and is shown in both pinafores and dresses.

Helene Lee, prize-winning designer of children's dresses, goes in for pinafores, frothy satin-sashed party dresses and long-waisted frocks with skirts no bigger than a ruffle, in her holiday collection. In addition to her fairy-tale party dresses she shows a group of light-hearted small-fry styles which she calls "little but loud," and shows with bright contrasting leotards, or colored tights, instead of socks.

All the major trends of adult fashion are reproduced in miniature — Empire, trapeze, chemise and long-waisted silhouettes. Helene Lee's pet, however, is the "tent" silhouette for the

SEASON'S GREETINGS TO ALL!

Greetings

Tiny Gift Shop

Edith J. Quinn,
Lennoxville.
109 Queen St.—Tel. LO. 2-8374

E. DOHERTY SERVICE STATION

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

MERRY CHRISTMAS and a HAPPY NEW YEAR!

K. DRESSER & CO. LTD.

K. Dresser, prop.
125 Magog St. — Sherbrooke
Tel. LO. 2-0777

From The Pen Of E. T. Writers

TWAS CHRISTMAS EVE

No Room Within

'Twas Christmas Eve in the city,
A party was in full swing,
When a face looked in at the window,
Dirty, drawn and thin,
"Get away, no room," a rough voice shouted,
"Come in," a soft voice said.
'Twas a little child, near naked,
Came in through the opened door,
And said he was cold and hungry,
Then fell face down on the floor.
A hundred hands reached out, My God,
The place was crammed to the door.
A lady in green, who looked like a Queen,
Lifted the boy from the floor.
The child with surprise, looked into her face,
As she held him close, in a motherly embrace.
"Thank you dear lady, Merry Christmas today,"
Then with a sweet smile, he passed gently away.

★ ★ ★

No more do they dance in that old hall
When comes Christmas Eve.
The change that made in the neighborhood,
One could scarce believe.
As that hall was bought and furnished,
Then presented to the poor . . .
For a Recreation Center
With "WELCOME" on the door,
'Twas that little child did it . . .
Though cold and hungry, could smile.
What a lesson to the grown-ups
When Christmas comes again
To be happy with what we have
Helping others in sorrow or pain.
This will give you lasting happiness . . .
Till Christmas comes again.

Tom Gordon.

May your Christmas be Merry and your New Year a prosperous one.

SEASON'S GREETINGS

ELMWOOD HOTEL

Pierre Rodrigue, Prop.
LENNOXVILLE — Tel. LO. 2-6833

Sheerio

FROM EVERYONE AT

PAUL'S RESTAURANT

Paul Lussier, prop.
42 Wellington St. South
Tel. LO. 9-1644

MERRY CHRISTMAS and a HAPPY NEW YEAR

HARRY'S CARTAGE

LENNOXVILLE — Tel. LO. 9-2184

We're singing out with a message of good cheer and merriest Holiday Greetings, to all our friends and patrons who helped make our year so successful.

JOY

L. BLAIS REG'D

TOBACCO STORE — PERFUME

330 King St. W.—Sherbrooke — Tel. LO. 9-1052

Our sincere thanks to all our customers for their patronage in the past, and we hope to serve you again in the New Year.

MERRY CHRISTMAS
HAPPY NEW YEAR

CLARKE'S NEWS STAND

LENNOXVILLE — Tel. LO. 9-0136

Merry Christmas And A Happy New Year from

Sherbrooke Express INC.

E. Chartier, prop.
Regular Transportation Service to Montreal and district.
All transport covered by insurance.
50 Jacques Cartier Blvd. N.
Tel. LO. 2-4323—2-9338
SHERBROOKE

We would like to take this opportunity to extend to all our neighbors and patrons our fond wishes for a full measure of health and holiday happiness.

Merry Christmas

Fairview Farms

LENNOXVILLE — Tel. LO. 2-7266

TO MY MANY FRIENDS

May the joy and pleasure of the Christmas season fill your hearts and may the goodwill of Yuletide find its echo in the friendship and fellowship of all races and all creeds in the New Year.

To one and all —

A MERRY CHRISTMAS and a HAPPY NEW YEAR!

J. S. BOURQUE

MINISTER OF FINANCE

Here's hoping that Santa brings you the very things you want . . . and that your holiday is chock-ful of gaiety and laughter.

MERRY CHRISTMAS

GREGOIRE PHARMACY

(Your friendly druggist)

1618 King St. W. — Tel. LO. 7-4864

Merry Christmas Happy New Year

BLUE VETERAN'S TAXI ASSOCIATION

18 Depot Street — Tel. LO. 2-3838

TO OUR FRIENDS A MERRY CHRISTMAS

J. N. BOISVERT & FILS

Leather Goods — Sporting Goods

5 King St. West — Tel. LO. 2-0938
Opposite Central Bus Terminus

MERRY CHRISTMAS HAPPY NEW YEAR!

to the population of Sherbrooke and the Eastern Townships, to the Members of the Association, their families and to all civil and religious authorities.

Eugene Marcoux, President

L'ASSOCIATION DES CONSTRUCTEURS DES CANTON DE L'EST

Greetings

At this festive season we offer our sincere wishes to all we had the pleasure of serving and hope to have the pleasure of doing so for many years to come.

STANSTEAD & SHERBROOKE INSURANCE CO.

291 Dufferin St.—SHERBROOKE—LO. 7-5294

Ancient Palestine: A Land Of Contrast

What was the land of Palestine like in the time of Christ? "A land of brooks, of fountains and depths that spring out of the valleys and hills, a land of olive trees and of honey," says the Bible. But also, "a dry and thirsty land, where no water is."

Ancient Palestine, not yet scarred by the erosion that has laid many of the rocks bare, was a country of astonishing contrast, and in His wanderings through Galilee and Jordan, and through Jerusalem and the wilderness, Christ saw an almost unbelievable dissimilarity between neighboring regions. He saw the citrus groves and the vineyards which stretched up and down the western coastline like ivy on the temple wall. He felt the warm Mediterranean wind which blew in from the west and brought with it life-giving rain.

Yet, just 50 miles from the coast there was a place where citrus groves and vineyards did not exist, nor an ocean wind to warm Him in the day nor a sea breeze to cool Him in the evening.

This was the Jordan Valley, the area around the Jordan River and the Dead Sea. There He saw only a barren waste spotted by desert blossoms able to survive the rocky and arid soil of the Jordan Valley. There He felt only a dry heat which burned Him during the day and a cold that chilled Him during the evening. There Christ was baptized, at the point where the Jordan completes its journey from the mountains in the Kingdom of Judea and empties into the Dead Sea. It was there that John dipped Him into the waters of the Jordan River.

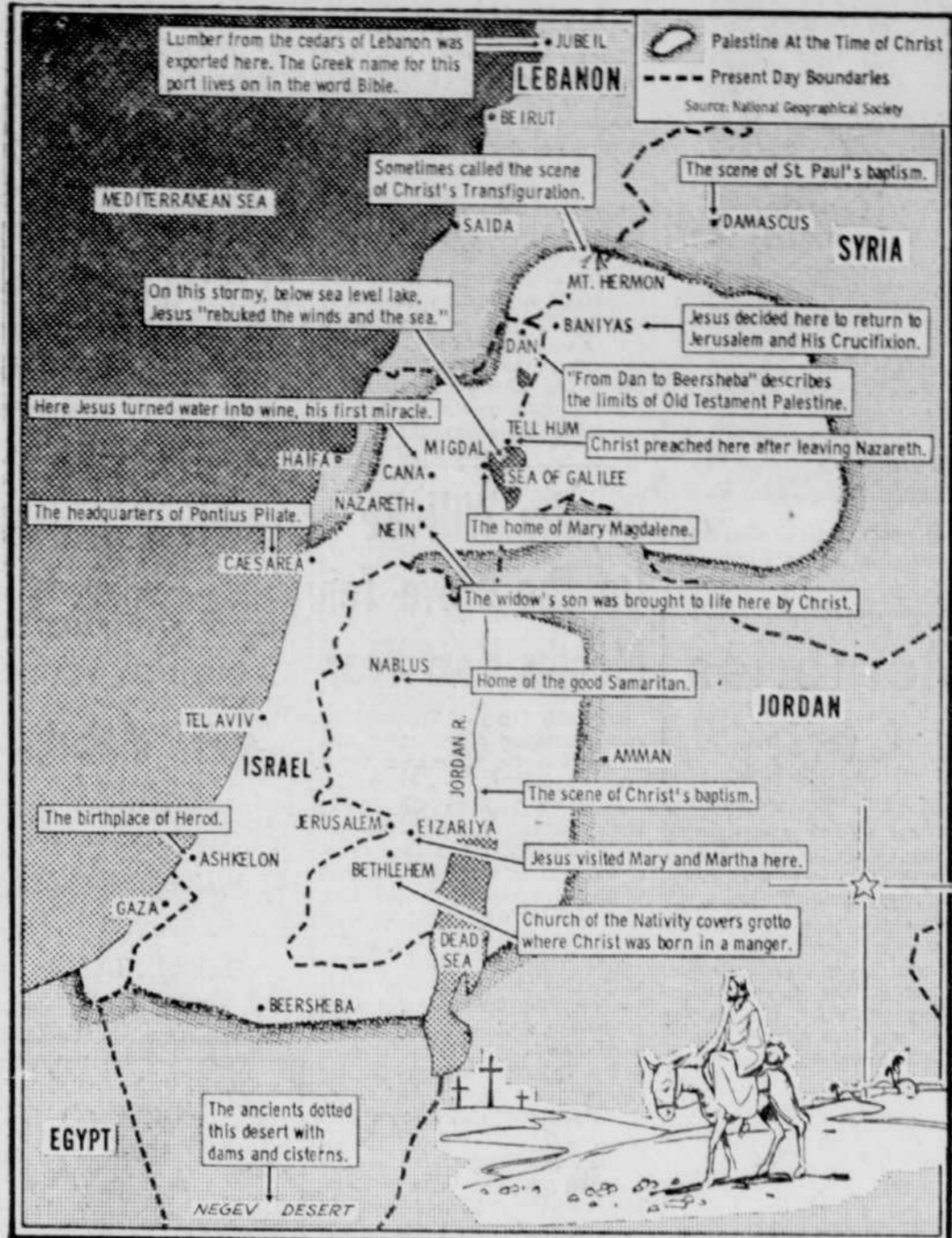
Jesus also traveled to the north into the province of Galilee, and there He saw near the foothills of Lebanon the tall and majestic cedars that made the rises and slopes look like a sea of green. When the cedars came into view, His mind may have envisioned other trees that He had encountered in His wanderings through the Holy Land; the sycamore and the ash, the walnut and the evergreen oak. He may have thought about the flora of Palestine, about the anemone, the scarlet pheasant's eye and the beautiful narcissus.

As Jesus walked through Galilee, He saw the many wonderful things that the earth had provided for the children of this northern province. All around Him were the aromas of the figs and pomegranates, and of the olives and the grapes. And as He came upon a city near the Sea of Galilee He saw the abundance of fish which these waters yielded.

To the southwest He saw the rich and fertile lands in which the grain of Palestine grew. He saw the wheat and the barley, and the people making bread and cakes.

It was there somewhere, near the town of Capernaum, that Jesus walked up on a mountain and spoke to the people: "Blessed are the poor in spirit; for theirs is the kingdom of heaven..." This was the land that Jesus had known. This was the land He saw and felt. A rich and fertile land in the north and west, a barren land in the east and a desert in the south. "A land of brooks" ... a dry and thirsty land."

and the people making bread and cakes. It was there somewhere, near the town of Capernaum, that Jesus walked up on a mountain and spoke to the people: "Blessed are the poor in spirit; for theirs is the kingdom of heaven..." This was the land that Jesus had known. This was the land He saw and felt. A rich and fertile land in the north and west, a barren land in the east and a desert in the south. "A land of brooks" ... a dry and thirsty land."



THE PALESTINE OF CHRIST — The Bible tells that it was, "A land of brooks, of fountains and depths that spring out of the valleys and hills, a land of olive trees and of honey," but also "a dry and thirsty land, where no water is."

The Christmas Story From The Bible

In those days a decree went out from Caesar Augustus that all the world should be enrolled. . . .

And all went to be enrolled, each to his own city. And Joseph went up from Galilee, from the city of Nazareth, to Judea, to the city of David, which is called Bethlehem, because he was of the house and lineage of David, to be enrolled with Mary, his betrothed, who was with child. And while they were there, the time came for her to be delivered. And she gave birth to her first-born son and wrapped him in swaddling cloths, and laid him in a manger, because there was no place for them in the inn. . . .



Rich costumes of the kings contrast with the humble garb of the Virgin and Joseph in this "Adoration of the Kings." The Holy Family receives royal homage in the traditional scene which has been depicted many times but never loses the freshness of the spirit of Christmas. It's an anonymous oil-on-wood of the 15th century German school in the Toledo (Ohio) Museum of Art.

Make A Suit For Santa

Santa styles will be just the same this year: red fur-trimmed jacket and trousers, the familiar stocking cap, the broad belt and the roguish twinkle.

If you have a fellow at your house who wishes to imitate the old fellow this year, local sewing center experts offer a few suggestions in stitching up a Santa suit.

Synthetic fabrics are one suggestion because most are moth proof and mildew proof, resist wrinkling, drip dry, don't need ironing, and the colors don't fade. These are important factors since the suit will be tucked away in a box for 364 days.

Some suggested fabrics: nylon velvet for sheer elegance, dacron and cotton corduroy for the more homey Santa; orlon and wool flannel, but be sure to store with a few mothballs; a broadcloth of dacron and cotton, but this should be lined for body, or a light-weight flannel made of orlon and cotton.

Fake fur is used to trim Santa's suit. The orlon and dyneel combination is convincingly furry, although a little on the expensive side. But you need only one yard.

The belt may be made of oil-cloth or plastic. Boots are the final touch. If you don't have a pair of real black leather boots, it's possible to make boot tops of oilcloth to wear over black shoes.

If you do use a synthetic fabric, remember the usual sewing rules. Match your thread to the dominant fiber in the fabric.

And lo, the star which (the wise men) had seen in the East went before them, till it came to rest over the place where the child was. When they saw the star they rejoiced . . . and going into the house they saw the child with Mary his mother, and they fell down and worshipped him. Then, opening their treasures, they offered him gifts, gold and frankincense and myrrh. . . .

And in that region there were shepherds out in the field, keeping watch over their flock by night. And an angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were filled with fear. And the angel said to them, "Be not afraid; for behold I bring you good news of a great joy which will come to all the people; for to you is born this day in the city of David a Savior, who is Christ the Lord. And this will be a sign for you: you will find a babe wrapped in swaddling cloths and lying in a manger." And suddenly there was with the angel a multitude of the heavenly host praising God and saying:

"Glory to God in the highest, and on earth peace among men with whom he is pleased!"

MOSTLY DEFECTIVE
BRIGHTON, England (CP)—Two-thirds of the children's bicycles inspected by police in this Sussex town this year have been found defective.

Let us remember and observe the true meaning of Christmas . . . and extend our wish for a truly wonderful Christmas and a Happy and Prosperous New Year to all our friends and customers —

LUXOR PRINTING

612 Galt St. West — Telephone LO. 7-4385
Albert Gervais, prop.

MERRY CHRISTMAS . . .
HAPPY NEW YEAR
to everyone.

Many thanks to our customers for their past patronage.

P. E. GENEST ENRG.
"EVERYTHING FOR THE OFFICE"

31 King West, Sherbrooke — LO. 9-5169

A
MERRY
CHRISTMAS
To One And All
From

Merry Christmas

JOS. TANGUAY
BUTCHER
Lansdowne Market
Sherbrooke.
Tel. LO. 2-4070

MERRY CHRISTMAS
HAPPY NEW YEAR

Best wishes for Health - Joy - Prosperity to the population of Sherbrooke and the Eastern Townships.

SHERBROOKE NEWS CO.
154 Wellington St. North — Tel. LO. 9-1466

MERRY CHRISTMAS
and a
HAPPY NEW YEAR
To One And All

DEPOT SERVICE STATION
AIME MORIN, Prop.
101 Depot St.
Tel. LO. 2-1224

Sincere Wishes for a MERRY CHRISTMAS
and a HAPPY NEW YEAR
from the

HAMEL CAFE
Miss Irene Hamel, prop.
MEALS — REFRESHMENTS — CANDIES
362 Marquette Street — Tel. LO. 9-0147
SHERBROOKE

ATTENTION: We will be open all day Christmas and New Year's day to accommodate our customers.

A Merry Christmas
And May All Your Wishes
Come True In The
New Year!

GILBERT'S GARAGE
General repairs — Authorized agents for "White" trucks.
1026 Wellington St. South — Tel. LO. 7-6141

May your gifts include all the best life has to offer . . . good health, good fortune . . . true friends and deep happiness.

OSCAR TRUDEAU
FURNITURE STORE
Alexander Street - Sherbrooke - Tel. LO. 2-2015

Merry Christmas & A Happy New Year

At this time of the year, we extend sincere wishes for a Merry Christmas and a Happy New Year to all our employees and their families as well as those with whom we've done business in the past.

Richmond Pulp & Paper Co.
Of Canada Ltd.
BROMPTONVILLE, QUE.

Once again we come to the most joyous season of the year. May it be for you and your family a time rich with friendship and peace, love and good cheer.

DISTINCTIVE PASTEURIZED PRODUCTS AND ICE CREAM

LAITERIE LECLERC LTD.
76, 12th Ave. S. - Sherbrooke — Tel. LO. 2-2673

SEASON'S GREETINGS

At the holiday season, our thoughts turn with special warmth to our loyal friends and customers. We want to say how pleased we are to be privileged to serve the folks in this community and we wish for all a Yuletide that really rings the bell for good fellowship, contentment and good cheer . . .

T. S. MEEHAN
ASSOCIATE STORE
310 King St. West
SHERBROOKE

CANADIAN TIRE CORP.



"PEACE ON EARTH"

This - the eternal message to the world - rings out at Christmas!

E.T. Tent & Awning Co.
Albert Garneau, prop.
1440 King West, Sherbrooke
Tel. LO. 2-5454



CHRISTMAS TREE'S ORIGIN IS ANCIENT

There are several theories about the origin of the Christmas tree. Some believe it began in early Rome. When Northern European pagans became Christians they carried over their sacred evergreen trees as part of the Christmas festival.

HOLIDAY GREETINGS



ANT. BLANCHARD

Jeweller
302 King West
Tel. LO. 9-1226



In some parts of the world Santa Claus is still predominantly an ecclesiastical character. In the Netherlands Santa wears bishop's robes, a link with the original Santa Claus who was Bishop of Myra.

Sew Stocking With Memories And Hang It With Care

By **THELMA POTTER** And **VE VELSOR**

Here is a huge family Christmas stocking for you to make



and hang by the chimney with care.

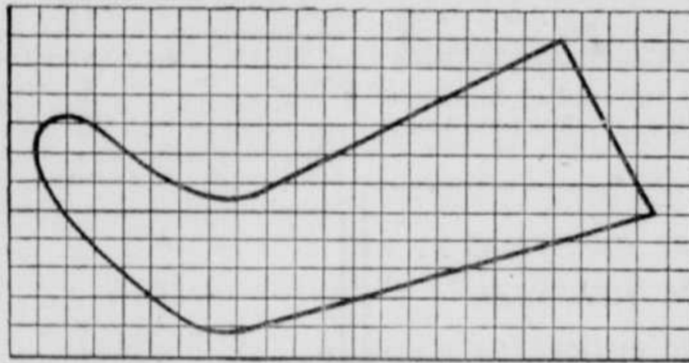
A bit of conversational nonsense to decorate your fireplace, it will grow in pleasure and memories as the years pass.

It won't matter if you don't complete the stocking in time for Christmas, because each year you can add other designs that have some special meaning to your family—the baby's first toy; the puppy dog Dad sneaked in on Christmas Eve; Sis's first evening dress. Design your own particular memories and applique.

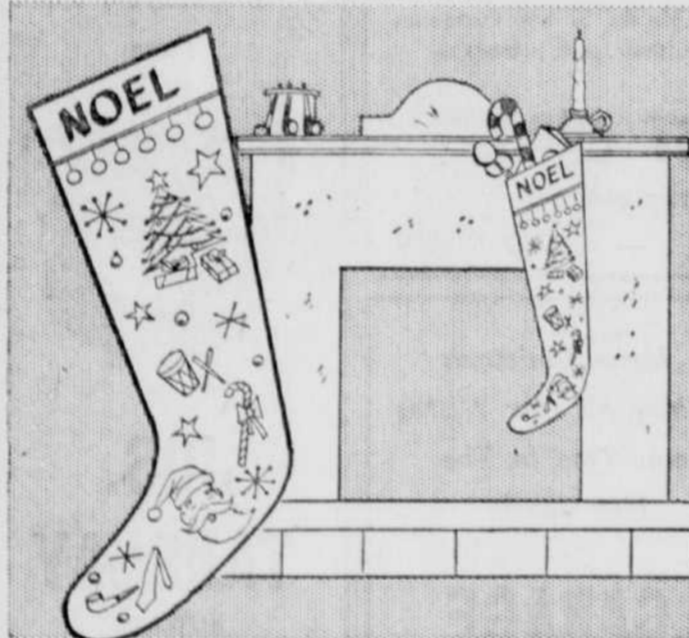
Then fill the stocking with gay whimsical gifts and wrapped Christmas candies for holiday guests dropping in to wish everyone a happy time.

A Christmas stocking is easy to make. First draw an outline on a piece of newspaper as illustrated, until you get the size and shape stocking you want. Cut out the pattern and trace it on a piece of felt — 36 inches by 36 inches.

Your designs may be embroidered on or cut from felt scraps and decorated with braid, sequins and jewels.



FOLD OF MATERIAL



For A Personal, Laughable Gift Tailor A Joke Book For Friend

One of the best personalized gifts is one that can't be bought in any store but is easy and fun to make.

It may very well be the life of a party or, on the other hand, you may wish to hand it privately to a friend or a loved one.

It's all very simple: just paste especially selected funny cartoons, clipped from newspapers and magazines, in a little blank book. With only a little thought and effort — or as much thought and effort as you please — this will produce a joke book especially tailored for the recipient.

If Pop gets his biggest kick out of jokes about dumb bosses, he'll appreciate a choice collection of same.

If Mom appreciates cartoons touching on the theme that housewives are somewhat put upon, you will find plenty of them if you watch the funny panels con-

sistently. Equally appropriate themes can be struck for Sue the working girl, Tom the college boy, Ed the girl hater, or any of the rest of

your friends and relatives. All have special interests, hobbies, foibles on which you may capitalize.

An especially apt twist is to get together a series of cartoons that brings memories of a couple's life together, from dating days through marriage, child raising, and old age.



To all my clients and friends a sincere **MERRY CHRISTMAS** and a **HAPPY AND PROSPEROUS NEW YEAR**

MRS. VIRGINIE GINGUES
"SPENCER" Corsets

142 Wellington St. South
Apt. 9
Tel. LO. 7-6040,
Sherbrooke.



To all my friends and customers **A MERRY CHRISTMAS** and may the New Year bring Joy, Health and Prosperity

CONRAD BLANCHET
Butter Manufacturer

Rock Forest
Tel. LO. 2-5085



To all our customers and friends we offer our sincere wishes for

A JOYFUL CHRISTMAS and a **HAPPY NEW YEAR**

LA PATISSERIE CHEZ HENRI ENR.

112 Couture St.
Tel. LO. 2-5433—Sherbrooke



to all our customers and friends.

Sincere Wishes for a **MERRY CHRISTMAS** and a **HAPPY NEW YEAR**

MARCHE JACQUES

Fish - Vegetables
Groceries - Meats

586 Short St.—Tel. LO. 9-3649
SHERBROOKE



Our very best wishes to all for a Merry, Merry Christmas!...

SALON COLETTE

112 Aberdeen Street
Tel. LO. 2-7909
SHERBROOKE



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

N.

SCHEIB

83 King St. West
Tel. LO. 2-3655



Merry Christmas And A **Happy New Year**
To All Our Customers

DIXON'S MARKET

Lansdowne Market — Tel. LO. 2-4731



We would like to take this opportunity to extend to all our neighbors and patrons our fond wishes for a full measure of health and holiday happiness.

R. W. MITCHELL

997 King West — Tel. LO. 9-0878
- Sherbrooke -

Season's Greetings

to all our customers and friends from the

LANSDOWNE FISH MARKET

A. Ducharme, prop.
Lansdowne Market
Tel. LO. 9-2569



Merry Christmas and a **HAPPY NEW YEAR!**

LAJEUNESSE SERVICE

REG'D JEEP SERVICE
210 Depot St.—Tel. LO. 2-7757
(Cor. Depot & Wellington St.)
Emergency Calls.
24 hours service.
British-American Products



To the people of Sherbrooke and district, our customers and friends, our sincere Christmas Wish —

A MERRY, MERRY CHRISTMAS!

Jim Lynn

ALL NATURE OF TRUCKING

1124 Lincoln Street — Telephone LO. 9-3440
- Sherbrooke, Que. -



Best Wishes **MERRY CHRISTMAS** and **HAPPY NEW YEAR** to our Friends and Customers

LILY GARDEN CAFE

446 King St. West
Tel. LO. 7-7676



Merry Christmas and a **Happy New Year** to all our Customers!

CAFE MEE-HO

Wayne J. Hong, prop.
Closed Christmas — Open New Year's
113 Wellington St. S. — Tel. LO. 7-7909



Our best wishes for a Merry Christmas and a Happy New Year to all our customers and friends!

THE MANAGEMENT AND STAFF OF **Elody Jewelers**

69 Albert — Tel. LO. 2-0263 — Sherbrooke



Merry Christmas

HAPPY NEW YEAR!

To all my customers and friends

ROGER BERGERON

1462 Balmoral - Tel. LO. 2-7300 - Sherbrooke



Compliments Of The Season... To Our Customers And Friends!

FELIX THIBAUT "ESSO" SERVICE

"A Really Good Service Station"
Alderman East Ward Seat No. 1
22 Bowen Ave. South — Tel. LO. 2-4024
SHERBROOKE, QUE.



SINCERE WISHES For A **VERY MERRY CHRISTMAS** And A **HAPPY, PROSPEROUS NEW YEAR** to all my Customers and Friends.

J. A. GOULET Reg'd

INSURANCE

Sun Life Building — SHERBROOKE — Tel. LO. 2-4535
Res. WEEDON — Tel. 30

JOYOUS CHRISTMAS, HAPPY NEW YEAR

To all our clients and friends in Sherbrooke and the Eastern Townships and thanking them for their patronage.

O. U. LEGER

EGGS, BUTTER AND CHEESE

473 Wellington St. South — Tel. LO. 2-3353



to our many friends and customers — **A VERY MERRY CHRISTMAS** and a **HAPPY NEW YEAR!**

GAUVIN PRINTING

Paul & Raymond Gauvin, props.

207 Chalifoux Street — Tel. LO. 2-9194

GREENINGS

From the Management and Staff of

MAGASIN FASHION CRAFT SHOPS LTD.

J. P. DION, prop.

Corner of King and Wellington - Sherbrooke -

J. PHILIPPE DION
ROBERT BEAUDOIN
JEAN-CHARLES LACOMBE
J. ALBERT LAMBERT
JEAN-PAUL DION
JEAN DAIGNEAULT
Mme V. RUEL

Sincere thanks to all our customers and friends for their patronage in this past year, and we will look forward to serving you next year.

Merry Christmas and a Happy New Year, Everyone!

Greeting Cards - A Stormy Birth To A Big Business

Foot-sore and weary, a postman slogging through the snow of a white Christmas season to deliver his weighty portion of 2½ billion holiday greeting cards might ask himself: "Man, man, where did it all begin?"

With a penniless German immigrant named Louis Prang, perhaps, who found success in the printing business in 19th Century Boston?

Or was Sir Henry Cole first director of the Victoria and Albert Museum in London, to blame? Or was it the ancient Chinese? Whatever the cause, the result is big business. In the United States 300 greeting card makers turn out five billion cards a year,

half of them for the Christmas season. Retail sales total 520 million dollars a year.

This modern custom can be traced to the Chinese certainly, for they celebrated the advent of the New Year with messages of good will.

The earliest known holiday greeting card is a crude woodcut printed about 1450 in the Rhine Valley. A New Year's

card, it shows the Christ Child standing in the bow of an ancient galley manned by angels.

In 1843, Sir Henry Cole asked J. C. Horsley, a friend and artist at London's Royal Academy, to design a Christmas greeting card for him. That card is the world's first known Christmas card. It was the last Sir Henry ever sent. The card showed a family toasting Christmas with glasses of wine and Sir Henry sent out a thousand of them. The greeting touched off a storm of protest among temperance crusaders of the day.

Louis Prang, penniless and an exile from Germany following the unsuccessful revolution of 1848, introduced the custom in America. Prang founded a printing business in the Boston suburb of Roxbury.

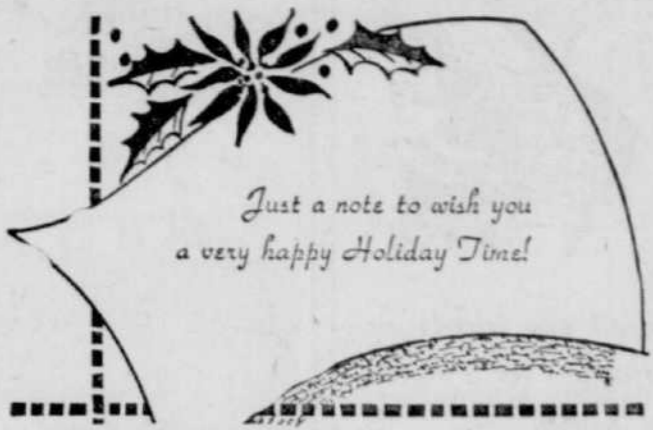
Prang printed his first Christmas card in 1874, perhaps at the prompting of his English friend, Charles Dickens. In 1875, he tried out the cards on the American public and within five years he was turning out five million cards a year.

ANCIENT SITE
Susa in Iran was a fortified city by 3800 BC, later the seat of a Babylonian viceroy.

REALLY OLD
Syracuse in Sicily, off the toe of Italy, was founded by the Corinthians about 834 BC.



MARCHE CHARTIER MARKET
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McCULLOCH CHAIN SAWS
Alfred and Auguste Thibault, props.
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FROM OUT OF THE PAST — An artist for one of the large greeting card companies uses figurines, carved by a European craftsman 200 years ago, for models as she creates a Nativity Scene for a religious Christmas greeting.



THE FIRST KNOWN CHRISTMAS CARD — This quaint greeting was designed in 1843 by John Calcott Horsley for Sir Henry Cole, director of the Victoria and Albert Museum in London.

SMALL APES
Gibbons, the anthropoid apes found in Malaya, rarely exceed three feet in height.

WEATHER CHECK
The barometer for measuring

air pressures was invented by the Italian Torricelli in the 17th century.

RECEDING WATERS
Ravenna in Italy, once a leading Adriatic port, now is about six miles inland.



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Tel. LO. 9-0247



Just a cheery greeting to all our good friends to wish them a very happy holiday and a successful New Year.

ALICE POTVIN

HAIRDRESSER
401 London St.
Tel. LO. 2-3711

Calendars Are Many-Faced And Intriguing

Since man became aware of time he has devoted down through the years some of his most strenuous efforts to recording it. The Babylonians, Egyptians, Greeks all had various means of recording time. Under Julius Caesar, the Romans developed the lunar calendar later perfected by Pope Gregory III as the Calendar we use today.

Down through the years, the Calendar has taken various forms; from artistic museum and art pieces to the small pocket calendar of today.

In our present society, the art of calendar making is a multi-million dollar industry. Prices range from 15 cents to \$6.00 each. These are bought across the country from corner variety stores to large national concerns with orders ranging from 100 to 100,000 calendars.

They are purchased usually in January, February or March to give the purchaser a bigger selection of more exclusive subjects. These subjects are usually classified in their order of popularity as follows:

1. Human Interest — Children and Animals, Baby, Mother and Child, Animals, especially dogs.
 2. Scenery — Landscapes, Mountains, Floral Gardens.
 3. Girls — Usually modestly, but elegantly clothed girls, but some pinups.
 4. Hunting and Fishing.
 5. Humour.
- Calendars are an advertising medium that come to most people as a useful gift. They fill a useful purpose in every home or office as well as being decorative and pleasant.

Dickens Solves A Money Problem

MANITOU SPRING, Colo. (AP) — Back in 1952 Bob and Jan Simpich were stumped by two quite ordinary Yuletide problems — what to buy for whom and what to use for money.

The young art teacher and his bride hit on the idea of turning out sets of Dickens' "Christmas Carol" dolls. The dolls were made of modeling clay and wire and clothed with scraps from the sewing basket.

They were an immediate success. Friends of the Simpich in-laws began writing for dolls. The business grew. So did the line of dolls.

Now there's a Robin Hood with bow and arrows; Robinson Crusoe with a muzzle-loading blunderbuss; Hansel and Gretel; Huck Finn with his corncob pipe; Abraham Lincoln and George Washington.

This year Simpich, he's 32 on Jan. 25, will ship 700 to 800 angels, 300 English carolers, plus some Puritans and, of course, the Dickens sets.

Finished dolls stand 8 to 14 inches high. Character is painstakingly carved into their plaster faces. Hands, arms, feet and legs are carved just as carefully as the faces.

Learning to cast so that heads or other parts of dolls could be produced in quantity was a major problem. They had help in solving this problem from Jan's



A MIXTURE OF ART AND HOBBY — Short of ready Christmas cash six years ago, artist Bob and Jan Simpich began producing these caroler dolls and other Dickens' characters. They continued producing dolls as a hobby that has grown into a thriving Christmas business.

uncle, a dentist in Independence, Mo. He taught them the technique dentists use in molding inlays and dentures.

The two Simpich children, Gretchen, 2, and Ragan, 4, often serve as models, but they're still waiting for a doll set of their own.

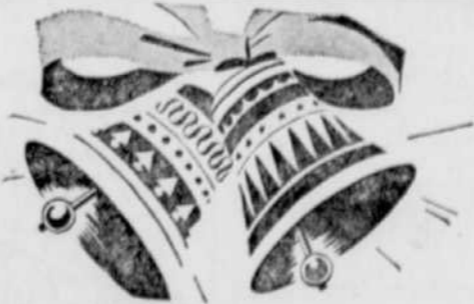


We hope that all our many friends will be stocking up on the wealth of good wishes sent your way by our entire staff . . . May your Christmas be sock-full of happiness and every good thing in life!

LA TRIBUNE

LTEE

Printers & Publishers



SEASON'S GREETINGS

May the true spirit of Christmas inspire renewed hope and faith among peoples of all nations. I wish you a happy holiday!

MAURICE ALLARD, M.P.

— SHERBROOKE —



Sincere wishes to the population of the Eastern Townships - our friends - our suppliers - our employees and families for a Merry Christmas and a Happy and Prosperous New Year!

FABI & FILS LTD.

GENERAL CONTRACTORS

800 King St. East — SHERBROOKE

Imagination Stretches Dollars Budgeted For Yule Decoration

BY KAY SHERWOOD
 An extra-special setting for an extra-special holiday party needn't overtax your budget. The addition of a little imagination to the wealth of inexpensive materials does the trick.
 If it's to be a children's party, let the youngsters join in the fun.
 A small, snow-covered tree laden with golden cornucopias filled with candy is a real conversation piece and the cones can be clipped off to double as party favors. The tree may be an evergreen or a plastic imitation. Lifelike, green plastic trees can be washed off and packed away after the holidays.
 A fluffy, real fir, drooping needles and all, will be the choice of many.
 Use gold lace paper doilies to make the cones. Fold the doily in half, overlap the straight edge to form a cone and staple or tape in place. Tie the cone to the branch with red or gold cord. The "snow" may be sprayed from a can, but if you want



CANDY-filled gold doily "pine" cones swing from a suds-decorated plastic tree in this children's party decoration.



Border print tablecloth and hostess' apron are home-sewn items that underscore the red-and-white scheme of this party table.

to keep costs down, use granulated soap or detergent.
 With a rotary or electric beater, whip a small amount of water into the soap until you have stiff "drifts". Apply with a spatula to branches.
 A treetop ornament sparkling gold and white can be made from a styrofoam plastic ball studded with gold pipe cleaners.

The basis for a festive punch-and-cake party setting might be a perky holiday tablecloth you can make in jig-time.
 Deep border prints of holiday motifs, such as candles and bells embroidered on sheer nylon, suggest several uses.
 To make a cloth, seam together two lengths of the embroidered material long enough to

cover the table.
 At each end, cut border fabric to fit and sew to cloth just below table edge.
 To turn corners, cut triangular insets of the border. You'll find them easy to match to adjoining embroidery. No hemming is required because borders are finished in scallops.

A sheer apron to match or harmonize is quickly made, too, by gathering the material onto a waistband and tying with velvet ribbon.
 The sheeriness of the cloth makes an undercovering desirable and this could be of white, green or red.
 One virtue of this type of cloth, I've found, is that it can be washed quickly and requires very little ironing.

SPECIAL TITLE
 The mayor of Southampton, England, also holds the ancient title of Admiral of the port.

DENSE FOREST
 Costa Rica has huge stands of mahogany, rosewood and cedar forests that have never been cleared.



ESCORT FOR SANTA — Rather than trip off the entire air defence system of North America, Santa has asked for an RCAF escort on his long journey down from the Pole this year. This picture was taken at a DEW Line site as Santa practised formation flying with three CF-100's which will escort him on the December 24th voyage. (RCAF Photo)



IONA DRESS SHOP
 Ayer's Cliff — Tel. 109



Match Boxes Make Dandy Doll Furniture
 Want to make some furniture for doll houses at practically no expense?
 Take large match boxes, remove the drawers and glue the main sections together, stacking one upon the other. Then give them a coat of paint or enamel. Also enamel the ends of the drawers. When the drawers are dry, make handles for each with string, using a heavy crochet cord and a darning needle. Insert drawers and you have a chest that will please any little miss.
 For another chest, use small match boxes in the same way. Make two tiny chests and glue them together for a double chest that has 10 tiny drawers.
 For a clothes closet, take a shoe box, put holes on each side about inches from the top and through these holes run a wooden dowel. Then cut hangers from paste board and hang on the wooden rack. Enamel this to match the chests.

LEONARD ARNOLD
 LUMBER DEALER
 VI. 9-4070 — Coaticook

FAMOUS SCHOOL
 Winchester, one of the great English privately-operated schools, was founded in 1382, a few years before Eton.

HAPPY'S DINER
 ROCK ISLAND, Que.

We wish you a Merry Christmas and Happy New Year.

from
SYDNEY A. MEADE
 QUEBEC LAND SURVEYOR
 Coaticook — VI. 9-2332

NORTHERN MISSION
 The first Anglican mission in the Peace River country was established by Rev. A. C. Garrioch in 1877.

FAMOUS FESTIVAL
 A total of 30,438 people visited the Edinburgh Festival in 1958, just 116 more than the previous year.

to all our friends and customers for a wonderful holiday.

Chez Armande
 Dressmaker
 88 Main Street, West
 (next to Corona Hotel)
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MERRY CHRISTMAS and a HAPPY NEW YEAR from all of us at J. S. GOSSELIN BUTCHER
 6 St. James St.—Tel. 28 - East Angus -
 Special attention given to phone orders.

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 COOKSHIRE — Tel. 70

We carry a full line of Grandmere and Belding-Corticelli Sweaters.

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 DRY GOODS STORE
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To all my friends and customers.
A VERY HAPPY HOLIDAY SEASON!
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We thank our friends and customers for their patronage during the past year —
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 OUR GREETINGS TO OUR MANY FRIENDS
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Merry Christmas and a Happy New Year!
FOURNIER AUTOMOBILE
 SALES & SERVICE REPAIRS
 Your authorized
 78 Main St. — TR. 6-4268
FORD EDEL
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and, thank you for your patronage!
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Greetings from MORIN CONSTRUCTION
 GENERAL CONTRACTORS
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Arctic Settlements Swell For Yuletide Festivities, Services

By ARCH MacKENZIE
Canadian Press Staff Writer

Christmas cheer will glow Dec. 25 in the dark and steely cold of the Arctic, warmed with food aplenty, special worship and often the stomping square-dance beat of sealskin-shod feet.

Celebrations range from the remote weather station at Alert, squatting near land's end on Ellesmere Island about 550 miles from the North Pole, down through the archipelago into the sub-Arctic regions of the provinces.

From Tuktoyaktuk on the western Arctic coast to Pangnirtung on Baffin Island in the east, many a remote mission settlement's population will swell with the arrival of outlying Eskimo families.

PROVIDE HOT FOOD

Bubbling pots will provide stew, beans and other hot fare to go with quantities of tea, cocoa, biscuits, butter and candy. There will be special Roman Catholic and Anglican services of Christmas worship.

On cleared stretches of ice, there will be dog sled races, contests to choose the best crackers of the long rawhide dog whips, and other games.

Flying Boxcars of the RCAF Air Transport Command left Edmonton and Toronto as usual in December, loaded with Christmas mail, Christmas trees, gifts and other Yuletide essentials to

be delivered by air drop to remote weather and radar line posts or isolated communities.

Many of the North's 12,000 Eskimos, with no traditional feast days of their own culture, have adopted the idea of Christmas festivities with gusto.

PLAN TURKEY DINNER
At Rankin Inlet on the west coast of Hudson Bay, site of a nickel mine 140 miles below the Arctic Circle, about 400 Eskimos and 100 whites plan a roast turkey dinner, complete with Santa Claus and a square dance to old tunes provided by two melodeons.

Across the bay at Great Whale River, a radar site, RCAF personnel will hold a Indian party for 400 Eskimos and Indians.

The same type of celebration is customary at Frobisher Bay on the southern end of Baffin Island, an international airport and radar site where United States and RCAF personnel contribute to the fun.

Generally, about half the outlying Eskimo population tries to get to the nearest settlement for Christmas, joining the missionary, the RCMP constable, the northern service officer, the trading post factor, the nurse and school teacher.

Her Gift: New Life For Discarded Dolls



DOLL DOCTOR AT WORK — When Mrs. Harold Westrich couldn't afford a doll for her daughter 10 years ago, she bought a second-hand one and fixed it up. She has been giving new life to old dolls ever since. At left, she chooses a doll for repair; center, she refinishes it and, right, she applies finishing touches to the doll's new clothing.

ST. LOUIS (AP) — Ten years ago Mrs. Harold Westrich's five-year-old daughter Christy wanted a big, pink doll for Christmas. But the Westrichs couldn't afford it.

Then Sally's mother saw a doll in a used furniture store. It wasn't pink and fuzzy like Sally wanted and in Mrs. Westrich's own words, "it was grubby."

But she bought the broken-down doll for 10 cents, took it home and repaired it with paint and a set of new clothes. Sally's eyes sparkled.

"When I saw how happy that 10-cent doll made Sally," Mrs. Westrich recalls, "I knew what I wanted to do for children every Christmas."

For the last decade, Mrs. Westrich, a busy homemaker, has spent her spare time repairing dolls by the thousands and distributing them to needy children in the St. Louis area.

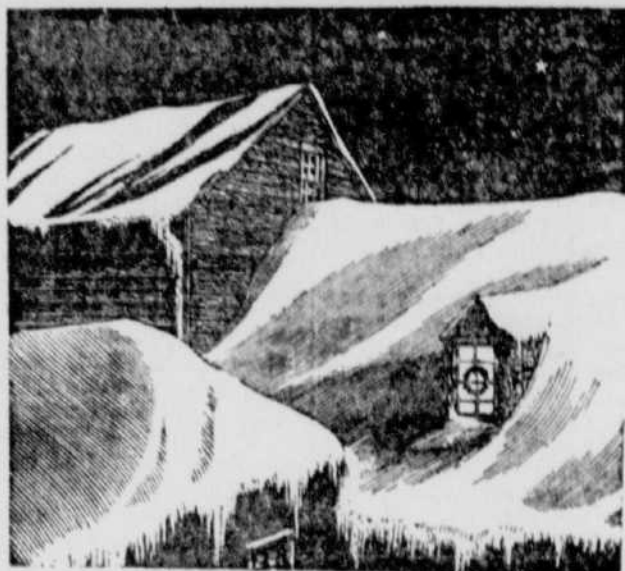
The discarded and mutilated dolls are fixed up in the basement of the Westrich home in suburban Overland. Mrs. Westrich buys them out of her own spending money — \$3 a week.

She doesn't want cast-off dolls from friends for she considers it a pleasure to part with her own money for the good of the underprivileged.

She works alone, without aid from her husband and two children. But they did buy her a jig

saw and hand saw as Mother's Day gifts.

Strangely enough, Mrs. Westrich never sees the happiness that fills the eyes of the needy children who receive her dolls. For she's always out caroling with her children and their friends.



FOR HER MAD MONEY: Any woman would prize an elegant evening bag such as this for Christmas, designed by Cerny of Paris in the gold and silver thread of church vestments.

Cincinnati Man Plays Santa Claus For Children Throughout The Year

CINCINNATI (AP) — To Marion Frank Dowers, 68, every day is Christmas Day, and his only regret is that he cannot make it so for everyone. For this humble

man, who "never had any money or wanted any," has done much for the youngsters here, although his health is poor and he is able to work only three days a week.

It was not enough for him to expend his energies on his 26 grandchildren, so 12 years ago he started a campaign to bring Santa Claus to children in institutions and elsewhere. Not only has he given Christmas parties at the usual time of the year, but he has promoted them in the summer time.

Year-Round Effort
"Parties such as those given at Christmas time should be continued throughout the year," Dowers says. "That's why I collect money, toys, candy, food and other things for parties at other times."

A widower with six children, Dower began his work by collecting spoils. He dyed or painted them, put them on strings and sent them to Children's Hospital. "Then I expanded," he recalls, "I began soliciting contributions for a Christmas party. I asked for cast-off toys; I asked factories for materials they did not

want; I appealed to prominent businessmen to help — and they did.

"I got, and still get, ends of materials which are sent to the orphan home, where they are made into good looking skirts for the girls. Shoe leather, pillows, socks, musical recordings, dishes, dish pans, toasters, irons, overalls and even bedspreads come my way and are sent to institutions."

Dowers also brought about free admission to the Cincinnati Zoo for children in institutions, and campaigned for the same thing at theatres.

RADIO AND TV
A total of 722,000 radio sets were sold in Canada in 1957, compared with 457,000 television sets.

As the holiday season arrives to unfold again its beautiful message, we extend sincere greetings to all our customers and friends. May you enjoy a happy, prosperous New Year.



TO ONE AND ALL
ABERCORN LUMBER INC.
Roland Papin, Pres.
BUILDING MATERIALS
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MERRY CHRISTMAS
GARAGE EMERY MARCOUX
Mansonville - Tel. 11r5

To each and every one of you... may the Yuletide season bring goodwill and lasting joy to your hearts!

NO 56

COWANSVILLE BUILDING SUPPLIES LTD.
906 South Street — Tel. 176

EVERY GOOD WISH FOR CHRISTMAS

J. W. DRAPER
Cowansville — Waterloo

GREETINGS... To our many friends... our deep felt appreciation for your loyalty and friendship during the past year... we wish you a Very Happy Holiday!

MANSONVILLE HOTEL
Room and Board
GRILL — DANCING
Leonard Chicoine, prop.
Mansonville — Tel. 10W

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

CHRISTMAS IS HERE!

And we join with all of your friends and neighbors to wish you, our Canadian friends, a VERY HAPPY CHRISTMAS and a PROSPEROUS NEW YEAR!

DOT'S SHOP
Herald and Dot Haynes
Main Street — Tel: 2773 — North Troy, Vt.

Happy Christmas

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

The CANADIAN BANK of COMMERCE
H. R. MacLennan, Mgr.
- COWANSVILLE -

GREETINGS TO THE POPULATION OF SHEFFORD.

To all those whom I have the honour of representing in the Legislative Assembly, I extend sincere wishes to one and all for a Happy Holiday Season. May this holiday bring everyone health and happiness and may the year 1959 be a prosperous one.

Mayor of Waterloo:

Armand Russell, M.P.P.
SHEFFORD COUNTY

Merry Christmas and a Happy New Year

We extend sincere wishes for the holiday season, and say thank you for past patronage.

Bachand Automobile
REG'D.
AUTHORIZED DEALER
Chrysler - Plymouth - Fargo
Tel. 320 — COWANSVILLE

Merry Christmas and a Happy New Year

ALCIDÉ LEMIRE
BLACKSMITH
Lewis St. West — Waterloo — Tel. 360

Season's Greetings To Our Many Friends and Customers

CENTRAL TAXI
Gaston Gatién, prop.
DAY & NIGHT SERVICE
WEDDINGS — BIRTHS — FUNERALS
YOUNG ST. — WATERLOO — TEL. 456

It's Christmas Time...

and once again it is our pleasure to extend our very best wishes for a joyous holiday season, and say "thank you" for your patronage. It has been our pleasure.

THE MANAGEMENT AND STAFF OF
BOLTON CENTRE HOTEL
Room and Board
OPEN THE YEAR ROUND
Donat Beaulieu, prop.
Bolton Centre — Tel. 69r14

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

GOYER and DEGUIRE
Tel. 245 — Cowansville

GREETINGS
"A Merry Christmas to All and to All a Good Night" — May all your "visions of sugar plums" come true!

THE TORRINGTON COMPANY LIMITED
Bedford, Quebec.

Canadian Artist-Photographer Publishes A Photographic Tour Of The Mediterranean

By JOSEPH MacSWEEN
Canadian Press Staff Writer
NEW YORK (CP) — When Canadian artist Roloff Beny bought a second-hand camera in Spain, he added a new dimension to his career.

Virtually by accident, Beny became a photographer as well as painter although he first intended the camera to be merely an aide to the brush.

"It's a trial to sketch under the hot Mediterranean sun, especially when curious children gather round," said Beny. "I thought the camera would be faster than sketching."

He was interviewed during a visit to New York—he now lives in Rome—in connection with the North American publication of his new book, *The Thrones of Earth and Heaven* (Longmans, Green), which amounts to a photographic tour of the Mediterranean and its historic monuments. **BOYHOOD HOBBY**

"It doesn't matter aesthetically whether I use a lens or brush," said Beny. "It's like investigating another technique of expression. One doesn't exclude the other. It's idle to ask whether I consider myself a photographer or painter. One doesn't know from one day to the next."

Born in Medicine Hat and brought up in Lethbridge, where his parents still live, Beny won early recognition as a painter and has held some 15 shows in England, France, Italy, Greece and the United States as well as Canada.

Photography was merely a boyhood hobby and "I almost forgot it when I dedicated myself to painting at the age of 15," said Beny.

The dark-haired artist, who looks younger than his 34 years, said his apparent switch to photography has puzzled some friends and added:

"Why should a man define himself as this or that so long as he is open to impressions and learning?"

"For the artist the search has to come before the goal, and each goal is the beginning of another search."

"As long as you are young



CANADIAN ARTIST — Roloff Beny, Canadian artist who took up photography, shows his father, Charles Beny of Lethbridge, Alta., some of his work. The 34-year-old native of Medicine Hat, Alta., won early recognition as a painter. His work as a photographer is displayed in his book "The Thrones of Earth and Heaven," a collection of photos of the Mediterranean basin and its historic monuments. This photo was taken when he visited New York in connection with the North American publication of the book. (CP Photo)

enough to be aware of influences, by all means be open to those influences until by selection you find something that is real to you.

NEW BOOK PLANNED

"Each artist is different. A carpenter or plumber has a pattern, but an artist has to make his own pattern, and even the need for a pattern."

Beny said he also is asked why no people are depicted in his new work but this was simply a matter of selection — "I prefer my monuments uncluttered by tourists or natives."

"My next book will be entirely about people, in the flesh and as represented by the sculptor's hand. People I've met or will meet."

Beny said he also plans a book on Canada, commissioned by his British publisher, and it is expected that here again he will give full scope to his varied talents of painting, photography and writing.

French edition comes out soon.

It has a foreword by Sir Herbert Read, British author, and texts by such well-known names as Freya Stark, Jean Cocteau, Bernard Berenson, Rose Macaulay and Stephen Spender.

"The book is as refreshing as a whole journey through time," was the comment of the *London Times*.

Beny shoots with a Rolleiflex, "the only camera I ever use or know how to use." Of the photographs, Sir Herbert says "they are painter's images and though they owe their precision to the prodigious skill of the photographer it is the painter that sees and the poet that relates."

"God Bless You, Major"



By EDWARD S. KITCH

CHICAGO (AP) — An overburdened Christmas shopper halted at State and Washington streets beside a Salvation Army kettle, managed to juggle her bundles, open her coin purse, and pour her loose change into the kettle. "God bless you, Major," she said, as to an old friend.

A Familiar Face
As a matter of fact, Major John Darius Clark, 87, now in his 52nd year of watching an Army kettle, was an old friend. Although he retired 22 years ago, every Christmas season finds him busy at his State Street station.

In his half century of this work, he figures he has collected \$50,000.

The brunt of the cold work of tending kettles is done by young Army men and women. Many a younger man has wondered how the Major endures the job. "Young man," he tells them, "I'll have you know it takes 87 years to make a man like me."

A Family Affair
Major Clark joined the Army in New York at the age of 15. He married another Army worker, who died long ago; their five sons were active officers in the Army.

The first Christmas kettle was used by the Army in 1894 on the West Coast where it was introduced by Capt. Joseph McFee, a former seaman. Given the job of raising funds for a soup kitchen to feed out-of-work longshoremen, he happened to see a cauldron suspended in a ship chandler's store and got the kettle idea. "Keep the pot boiling" was his slogan, and it has boiled ever since.

When the kettle was first seen in Chicago in 1908, Major (then Adjutant) Clark was beside it with a bell. He's been ringing it ever since.

HEAT WAVE.
A temperature of 113 degrees was reported during a heat wave at Phalabora in South Africa in November, 1958.

The Christmas Season

is a time of joy, and good fellowship throughout the world. As people exchange holiday greetings, we would like to take this opportunity to express our pleasure in serving you and extend our good wishes for a very Merry Christmas and a Happy New Year!



GARAGE LIONEL POIRIER ENR.

Sales and Service
Studebaker - Lark - Austin
"International" Truck

Academy Street — Tel: 149 — Danville

MERRY CHRISTMAS and a HAPPY NEW YEAR!

PRINCESS STORE Reg'd

McCall Patterns, Experienced Seamstresses at your service.

Corner of King & Bourbeau St. — Tel. 142r3

- ASBESTOS, QUE. -

GREETINGS

CO-OPERATIVE AGRICOLE D'ASBESTOS

(Asbestos Agriculture Co-Operative)
FLOUR - GRAIN - FEED

Aime Bergeron, president - Louis Ratte, vice-president and the directors are: Edgar Rondeau, Adrien Ringuet, and Armand Bernier. The manager, Robert Laroche and Miss Andre Bilodeau.

65 Bourbeau Street — Asbestos — Tel: 281

To one and all of our loyal friends and customers we wish everyone A HAPPY CHRISTMAS and a PROSPEROUS NEW YEAR!

Season's Greetings

Our very personal wish to you, friends and customers, for a wonderful holiday. We hope that the coming year will bring the very best.

Merry Christmas and a Happy New Year Everyone!

E. Parenteau FURNITURE STORE

250 Bourbeau Street
Asbestos — Tel. 200

Joyful Wishes

To all our many friends who've been so dear, And to our many customers so loyal, We wish you all the best of luck and cheer; And happiness to make your Christmas royal!

G. F. DRESSER & CO. REG'D

— INSURANCE —
B. G. Husk, Manager
Telephone TA. 6-3688

GREETINGS!

A sincere wish to all our loyal friends and customers for a

VERY MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

"It's been a pleasure to serve you."

J. N. Campeau Inc.

5c - 15c - \$1.00 STORE
Hardware — Paints — Glassware — Toys — Sporting Goods —
Corner of Roi and Bourbeau Sts.
Tel: 5 — ASBESTOS

SEASON'S GREETINGS

We thank our customers and friends for their wonderful encouragement in 58. May you all enjoy "HAPPY HOLIDAYS".

CLOUTIER & FRERE "SHELL" STATION

135 Du Roi Street — Asbestos — Tel: 121

Merry Christmas and a Happy New Year

LIONEL L. DION

PROPANE GAS DEALER

A complete line of electric and propane gas stoves.

232 Laurier Street — Tel. 264
- ASBESTOS -

Merry Christmas

... to our friends— A CHRISTMAS alight with our sincerest wishes for a star-studded, happiness-filled Yuletide season!

J. EMERIL LEMIRE

ELECTRICAL CONTRACTOR
PROPANE GAS DISTRIBUTOR
289 First Avenue — ASBESTOS — Tel. 76-2

SEASON'S GREETINGS
to all ...
MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

RENE ROBILLARD

Self Service Grocer and Butcher Shop
Western Choice Quality Meats
Beer and Wine

Danville Square — Danville, P.Q.
Telephone: 144

Merry Christmas

Christmas Greetings

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

J. MAURICE BEAUCHESNE

NOTARY
194 Bourbeau St.,
Asbestos - Tel. 163-2
(Residence — 123 St. Jean Baptiste Street)

Christmas Cheer

AND A HAPPY NEW YEAR
TO ONE AND ALL FROM

J. P. BOLDUC LTD.

5c - 10c - 15c - \$1.00 STORE
210-212 Bourbeau St. — Asbestos — Tel. 133-r-3

Greetings

Our sincerest wishes that you may enjoy a truly Merry Christmas with all its joys and pleasures.

Therrien & Freres

188 Bourbeau Street — Asbestos

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

"Merry Christmas and a Happy New Year."

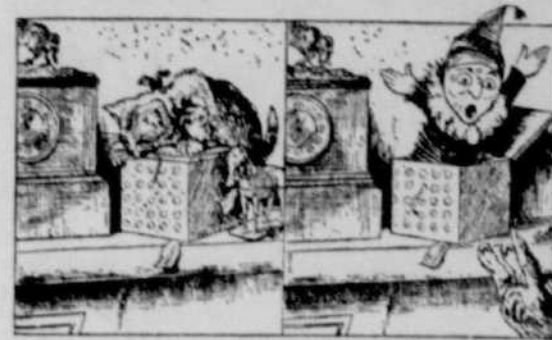
We appreciate your patronage.

Coakley Fur & CO.

Quality Furs Our Specialty
122 Du Roi Street — Tel. 209
- ASBESTOS -

JACK-IN-THE-BOX

Once the Jack-in-the-Box Symbolized the Devil, But Children Learned That It Was a Harmless and Agreeable Surprise. Similarly, Christmas Was Formerly Deemed Pagan, and Forbidden. But Customs That Have Sprung Up Around It are Helping to Give the Whole World a Pleasant Fellow-Feeling.

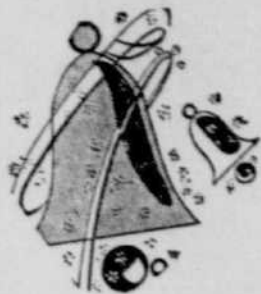


We hope the
jingle bells
will sound a
happy note for
your holiday!

A Merry Christmas
and a Happy New Year!

Dr. E. JACQUES

M.V.
COUNTY INSPECTOR
Mayor of the Municipality
of Cleveland
Richmond
TA. 6-3388



We wish to thank all of our
customers and friends for
past patronage.

MERRY CHRISTMAS
HAPPY NEW YEAR ALL!

JOS. HEBERT

513 Main Street
- RICHMOND -

CHRISTMAS FORBIDDEN

During the Cromwell dictatorship in England, when puritanical feelings held iron sway in the land, many strong attempts were made to put down what the Puritans termed superstitious festivals, and amongst these was that of Christmas Day. So determined was the Puritan party to sweep away all vestiges of evil creeds and evil deeds, that they were resolved to make one grand attempt upon the time-honored season of Christmas. The holly and the mistletoe-bough were to be cut up root and branch, as plants of the Evil One. Cakes and ale were held to be impious libations to superstition.

Accordingly, in the year 1647, the Cromwell government ordered throughout the principal towns and cities of the country, by the mouth of the common crier, that Christmas Day should no longer be observed—it being a superstitious and hurtful custom; and that in place thereof, and the more effectually to work a change, markets should be held on the 25th day of December.

This was attacking the people, especially the country folks, in their most sensitive part. It was hardly to be expected that they would quietly submit to loss of a favorite festive time; nor did they, as the still-existing "news letters" of those days amply testify. The journalists delighted in relating what happened to officers who attempted to tear down Christmas greens publicly displayed. "The holly and ivy were fixed so high that command was given for ladders, which were brought, but it was ill venturing up, when so many Waggas were thronging beneath," one commentator reported with glee.

ORIGIN OF YULE TREES

The use of Christmas trees sprang up from Scandinavia and Germany. The idea, however, is of ancient origin, having its foundation in the Bible. In Isaiah are the words, "The glory of Lebanon shall come unto thee, the fir tree, the pine tree and the box together, to beautify the place of My Sanctuary." In Egypt, the palm tree was used.

Prince Albert, the German consort of Queen Victoria, is credited with introducing the Christmas tree into England.

An English historian wrote, "The forties of the last century saw Christmas reborn in England. The first vogue of Christmas trees was in 1841; the first Christmas cards were on sale—a thousand of them—in 1846; and 1843 saw the issue of the greatest of Christmas books, Dickens' 'A Christmas Carol'."

The idea came to Dickens in Manchester, and he began work on it during the second week of October. He said that he put all he knew of Christmas into his Carol, writing in a state of mental incandescence. He wept over it, and laughed, and wept again as he wrote, and walked at night for fifteen or twenty miles about the London streets thinking of his story. It was completed by the end of November and published a few days before Christmas 1843.

Six thousand copies—the complete first printing—were sold on the first day. The story is read in nearly every principal language on earth.

Under Mussolini's Fascist regime in Italy, efforts were made to abolish Christmas trees as pagan, un-Italian, and undesirable in a country short of timber. Any effects of the campaign were undone in the period immediately after World War II when thousands of American and British soldiers gathered around military encampment Christmas trees for Yuletide celebrations. Now at Christmas time, in Piazza Navona, the ancient Roman square, which has been a traditional market for Christmas creche figurines since the Middle Ages, Christmas trees are displayed to buyers side-by-side with the traditional statuettes. Over 1,000,000 Christmas trees were sold in Italy in 1955.

DEVIL-IN-THE-BOX

Speaking of the jack-in-the-box, there is a curious story attached to it. Back in the Middle Ages, it was once deemed "miraculous," due to a certain John Schorne, a preacher who sought converts to his odd faith in England.

At that time, pagan superstition and Christianity were intermingled. It was still believed that witches flew through the air on broomsticks to dark, midnight orgies, and that a goblin on the hearth would do all the housework through the long night hours if he was regarded kindly by the inmates.

George E. Mottman, a British historian, says that John Schorne's followers believed he could conjure up



A boar's head was the traditional Christmas meat course in England until the reign of James I. That monarch hated pork and ordered turkey or goose served instead. Court and society followed his lead.

the devil out of a boot, for they saw this happen with their own eyes!

Schorne practiced a trick before his flock by holding a large top-boot, and after uttering several words in Latin, he would cause a little fiend to jump out of the top of it.

This ruse worked by a simple mechanism. The miniature devil was concealed in the foot, and on the release of a spring, he jumped up into full view. He could be made to disappear again by pressing another spring.

The artisans of the period permanently recorded Schorne's curious device in stone and woodwork, and in older towns in England carvings can still be seen of this preacher holding a boot, a Satanic imp grinning from the top.

THE CLUE IN A CARD

A Christmas card enabled a murder to be solved. A beautiful girl was found strangled in a lonely field in Canada. Her clothes indicated that she came from a community many hundreds of miles east. The only other clue besides this and a photo of the dead girl's face was a Christmas card. It bore the words: "With fondest love from Harry." The letter enabled Detective John W. Murray to trace and arrest the sender of the card, who subsequently confessed to the crime.

An Englishman, Jonathan King, collected 163,000 different specimens of Christmas cards and pasted them into 700 unwieldy albums, weighing altogether eight tons.

FLYING BIKE

BELFAST, Northern Ireland (CP) — Five aeronautics students at Belfast University are helping to design a "flying tandem"—a light airplane propelled by the pedal power of two men.



The observance of the coming holiday brings with it our sincerest wish for your happiness.

RICHMOND HARDWARE

REG'D
John Barrington
and Barrie Armatage
Tel. TA. 6-2535
RICHMOND

Greetings

Season's greetings and our thanks to all our friends whose patronage we value so highly! We're all aglow with warm wishes for a holiday full of love, joy and good cheer!

from

**FERNAND FOUQUETTE
AUTOMOBILE ENRG.**

Your FORD - EDSEL - MONARCH Dealer
and TEXACO PRODUCTS
RICHMOND — Tel. TA. 6-2161

MERRY CHRISTMAS

The pleasure is all ours
when it comes to thanking our many
kind friends and patrons
and wishing them the best of everything
throughout the holiday season!

Blanchette, Peloquin & Savoie

Georges Savoie, Resident Lawyer
LAWYERS and ATTORNEYS
433 Main St. — RICHMOND, Que.—TA. 6-3771



As you trim your tree
for Yuletide,
please think
of us as being with
you in spirit,
wishing you the
very best of
everything!

**Lorenzo
Leblanc's
Restaurant**

LIGHT MEALS — CIGARETTES — GIFTS — TOBACCO
BARBER SHOP
TA. 6-3014 — SOUTH DURHAM

*Season's
Greetings*

We take this opportunity to thank our customers and friends for their encouragement during the past year and wish everyone a VERY MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR!

**MARCOTTE'S FURNITURE
STORE REG'D**

Real Marcotte prop.
Authorized dealer for Electrohome TV
516 Main Street—RICHMOND—Tel. TA. 6-3520



To wish You
a very
Joyous Christmas

At Christmas, we wish you all,
customers and friends, a Merry
Christmas and a Happy, Prosperous
New Year.

Doyon & Frere

REG'D
Casket Manufacturer
Irene Doyon, prop.
SOUTH DURHAM
Tel. Res. TA. 6-2266
Shop: TA. 6-2992

GREETINGS

GREGORY-ROBERGE

Grocer - Butcher - Automatic Service - Delivery
Save your cash slips for valuable coupons.
Also we have "Week-end Specials"

389 Main St. — RICHMOND — Tel. TA. 6-3713

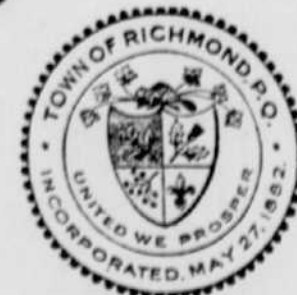


We wish to thank all of our customers
and friends for their past patronage.

DYSON and ARMSTRONG

LTD.
Chevrolet — Oldsmobile — Cadillac dealer
TA. 6-3721 — RICHMOND

*Holiday
Greetings*



C. W. ARMSTRONG, Mayor.

COUNCILLORS: Melvin Butler, John Barrington, Alfred Geoffroy,
J. P. Brouillette, B. H. Gagnon, Armand Lampron,
G. Marveau Alexander, secretary-treasurer.

RICHMOND, Quebec

**TOWN of
RICHMOND**

We wish to send out our
best wishes for a Merry
Christmas and a Happy
New Year to our fellow
citizens and to people in
the vicinity of Richmond.

If He's A Hobbyist The Giving Is Easy

Christmas shopping for a hobbyist or sportsman can be a cinch if you go about it right. Before getting specific, let's list some general principles on hobby and sports equipment buying.

1. Find out what the giftee is really interested in. It is import-

ant to know if he specializes in a particular branch of his hobby. A subscription to a magazine dealing with the field he is interested in may be a good bet.

2. Try to determine what his collection or his gear box is lacking and what addition to it would be appreciated most.

3. Always keep age in mind. A boy may be old enough to build model planes but not yet ready for using flying models with motors. Some states prohibit minors to own guns even for hunting.

4. In situations where you don't know what to give, a gift certificate at a hobby shop or department store may be the best idea. Now for some details.

For Fishermen

There is a wide array of rods, reels, flies, tackle boxes and fresh and salt water accessories. A space saving telescopic spinning



rod would make an ideal gift for a traveling man. A six-foot rod made of beryllium copper collapses into a 15-inch cork handle.

A canvas rod roll may be the right thing to solve the equipment-carrying problem.

For Hunters

The latest style rifle would be

a major gift. More modest: a cartridge belt designed to hold a large supply of ammunition.

A hunter's clothing is as important as his gun and an alpaca-lined safari jacket with extra large pockets for gear may be just the thing.

For Campers and Hikers

It is essential for a camper or hiker to have a good carrying sack. There are many types, each designed for a special purpose. One of the most useful is the In-



dian pack board. It is excellent for carrying bulky objects.

Pocket warmers, lanterns and pocket compasses are handy items.

For Stamp Collectors

For beginners — All the major stamp companies put out stamp kits for youngsters. Most kits contain an album, tongs, magnifying glass, hinges and packets of stamps.

For established collectors — Most hobbyists specialize in one part of this enormous hobby. For them there are special albums and catalogues.

For Bird Watchers

A pair of binoculars is a fine gift for the bird watcher; the 7x35



or 7x50 size is suitable. Also, field guides, birdcalls, birdhouses and feeding stations are appropriate.

Peterson's illustrated eastern and western bird guides are often recommended.

For Golfers

What golfer doesn't want a club that will chop a few strokes from his score? For a man who would keep his golfing eye all year



A visit by a wandering minstrel and story-teller was a Yule-time treat arranged for youngsters in olden times. He gathered boys and girls around him at fireside and made heroes and heroines of the tapestries come to life.

Greetings for a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR

E. R. CROOK
MEAT and PROVISION
DEALER
Choice Western Steer Beef
and Groceries
Tel. TA. 6-2395
RICHMOND

Merry Christmas And A
Happy New Year
to my many customers
and friends.

DR. ROLAND BERNIER
405 Main St. — Richmond — TA. 6-3588
Res. TA. 6-3492 — Richmond

Greetings
Our thanks to all our patrons and
friends for the loyalty and trust they have
tendered us in the past. May
everyone enjoy good health and prosperity
during the coming New Year.

QUINN BROS. REG'D
ELECTRICAL APPLIANCES
TA. 6-2347 — RICHMOND

May Your Christmas Be
Bright As Holly Berries!

MILFORD'S
143 Frontenac St. — LO. 9-2566
SHERBROOKE

GREETINGS

In the best tradition of
the season and in its warmest spirit, we
extend to you and yours sincere wishes
for a Yuletide aglow with good cheer.

Richmond Wood Heel
Limited
RICHMOND, Que. Tel. TA. 6-3715

MERRY CHRISTMAS
and a
Happy and Prosperous
New Year
from

**FRANK
MALICK'S
STORE**
36 Craig Street
Tel. TA. 6-2586
- RICHMOND -

SEASON'S GREETINGS
from

CANADIAN
5¢ to \$5.00 STORE

We say "thank you" for your patronage during the
past twelve months and look forward to serving you
in '59.
M. Saab, prop.
137 Main Street — Richmond — Tel. TA. 6-3557

Season's
Greetings

We take pleasure in
thanking you for your patronage and in
wishing you a holiday complete with
all the "trimmings" ... love and friend-
ship ... good health and good cheer!

F. E. DAVIDSON
PLUMBING and HEATING SUPPLIES
RICHMOND, Que. TA. 6-3313

around, an electric putt return
may be just right.

For Model Builders
An excellent gift for a builder
of wooden models is a knife
chest. Such chests come in many
sizes and the larger ones include
more than 20 different cutting
blades and tools. There are nu-
merous accessories for HO scale
railroad enthusiasts such as
bridges, tunnels, and special type
cars.

Popular with the boys are boat
and plane kits with motors and
propellers. For the girls there are
doll and carriage assembling out-
fits.

For Outdoor Chefs
Many a man considers himself
a master chef at his outdoor bar-
becue, and a new grill may be

the right gift for him.

A set of barbecue tools consist-
ing of a turner, fork, knife, char-
coal rake, rod scraper, and baster
makes an excellent gift too.

For Gardeners
An excellent gift for a friend or
relative with a green thumb is a
set of short handled garden tools.
A complete outfit includes a cul-
tivator, rake, trowel, weeding
fork, hand weeder, and shears.

For Do-It-Your-Selfers
A power drill with different bits
and blades is a must if the
hobbyist doesn't have one. A
paint sprayer, a portable electric
saw or any needed tool will do
well also.

For Photographers
There is no end to what a
camera bug needs. New equip-
ment is always appearing on the
market.

For the novice a better camera,
gadget bag, 35mm viewers,
extra film and reel chests make
fine gifts.

For the experienced photogra-
pher there are printing and de-
veloping outfits. More expensive

**Christmas Dishes
Being Prepared
For Travellers**

Airline, steamship, railway and
hotel clerks are preparing tradi-
tional Christmas dinners in wide
variety for those persons who
will be travelling on the holiday.

Airlines have a special prob-
lem. Due to the speed of modern
international dateline passengers
flying from the Antipodes to Van-
couver will enjoy two Christ-
masses, while those heading for
the Orient will miss Christmas
altogether.

Passengers bound from Tokyo
or Hong Kong to Vancouver will
be able to hang their stockings
twice—they will have two Christ-
mas Eves.

TWO DINNERS
Airline officials will serve a
Christmas turkey dinner on the
"first" Christmas Day, varying
the menu on the second with
roast duck.

On ocean liners the refrigera-
tors are specially stocked, to pro-
vide Christmas dinners to suit
everyone's taste. On the CPR
liners Empress of Britain and
Empress of France, both at sea
on Christmas Day, the menu for
instance will include roast turkey
and plum pudding, or braised
Canadian ham with sweet corn,
grilled game hens with bacon, or
roast beef.

On railway dining cars in Can-
ada Yuletide dinners are
featured from Dec. 19 to Jan. 6.

Hotels have their own special-
ties, varying with the region, al-
though turkey is standard fare
from coast to coast. At Victoria
suckling pig is a feature on the
menu. At Calgary, with its Stamp-
ede "cow town" tradition, west-
ern beef has a special place. At
Kentville, N.S., boar's head is a
tradition and in Quebec City
French and English Yule tradi-
tions are combined.

photography gifts include projec-
tors, screens, tripods, and special
lenses.

For the Boatsman
A set of signal flags makes a
colorful gift. For larger boats
with cabins try a set of dishes or
glasses with nautical designs.

Fog horns, life preservers, and
an extra boat light are all useful.

For the Gamester
Many enthusiasts collect chess
sets made of various materials.
A distinctive wooden, ivory or
plastic set for their collections
would make a fine holiday gift.

Greetings
from
**GREGOIRE
& SONS
IGA STORE**

We extend sincere wishes
to all our customers for a
very Merry Christmas and
Happy New Year. We appre-
ciate your patronage and look
forward to serving you in
'59.

SPECIALTIES:
Fruits and Vegetables
Choice Quality Meats
441 Main Street
Tel. TA. 6-3734
RICHMOND

Season's Greetings

from
**GREGOIRE
& SONS
IGA STORE**

We extend sincere wishes
to all our customers for a
very Merry Christmas and
Happy New Year. We appre-
ciate your patronage and look
forward to serving you in
'59.

SPECIALTIES:
Fruits and Vegetables
Choice Quality Meats
441 Main Street
Tel. TA. 6-3734
RICHMOND

Handy Andy
P. R. FRAZER, prop.
450 Main St.—TA. 6-3595—Richmond, Que.

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

WILLIE POIRIER
Master Jeweller and Watchmaker
SPECIALTIES: Watches — Rings
Gifts for all occasions — Glasses
494 Main Street — RICHMOND — Tel. TA. 6-2330

To all of our
customers
and friends
of Richmond
and district.

Season's Greetings

VIC'S RESTAURANT
BAR B-Q STEAK
Antonin and Jean Rene, props.
"The spot where everyone enjoys eating"
519 Main St. — RICHMOND — Telephone 809

Merry Christmas
and a
HAPPY
NEW YEAR

At this joyous season of the year we wish you one and all
BEST WISHES FOR THE HOLIDAY SEASON, and say
"thank you" for your patronage.

FRANK'S TEXACO SERVICE
GENERAL SERVICE
• GREASING • WASHING
RICHMOND — Tel. TA. 6-3464

Best Wishes For A Merry Christmas
And A Happy, Prosperous New Year.

We thank all of our customers and friends for their
patronage in the past year. May you all enjoy a happy
holiday season, and we'll see you in '59.

Handy Andy
P. R. FRAZER, prop.
450 Main St.—TA. 6-3595—Richmond, Que.

NOT FAR AWAY
CANTERBURY, England (CP)
Some 400 years ago the heavy
seven-inch key of St. Martin's
Anglican church here was lost.
Now it has been found buried in
the churchyard.

PIONEER CLINIC
The first free cancer diagnostic
clinic in the United States opened
at Columbus, Ohio, in 1921.

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

**RICHMOND
PRINTING**
Reg'd
Commercial and deluxe
printing.
Office Supplies—Bookseller
572 Main Street
Tel. TA. 6-3583
RICHMOND

We extend sincere wishes to
all our customers and friends
for a Very Merry Christmas
and a Happy, Prosperous New
Year.

**RICHMOND
FURNITURE
STORE**
W. Lupien, prop.
397 Main St.
Tel. TA. 6-3496
RICHMOND

SEASON'S BEST

HOLIDAY GREETINGS

To all of our good friends. We extend a sincere wish for a memorable holiday.

ASSURANCE *McDunn* INSURANCE

EDIFICE LA TRIBUNE BUILDING
FEW - RESPONSABILITY - AUTOMOBILE - LIABILITY - FIRE

153 Frontenac Street - Sherbrooke (Ansell Bldg.)

We're Singing Out SINCERE WISHES for a very MERRY CHRISTMAS and a HAPPY NEW YEAR.

DORAIS THIBAUT
HARDWARE
94 St. George St. - WINDSOR - Telephone: VI. 5-2696

COMPTOIR CECIL
Patented Medicines
Toilet Articles - Stationery Supplies
96 St. George St. - WINDSOR - VI. 5-2460

GREETINGS EVERYONE!

May the New Year bring you Joy, Happiness and Prosperity.

CHOWS PURINA

H. PAT DESROSIERS
We Mix Our Own Feeds
GROCERIES - FLOUR - GRAINS
470 Main St. - RICHMOND - Tel. TA. 6-2672

MERRY CHRISTMAS HAPPY NEW YEAR

to all our clients and friends and a sincere thanks for your patronage in the past year.

JOSEPH BOLDUC
GROCER - HARDWARE - LINGERIE
Blacksmith shop and general repairs
Tel. VI. 5-3563 - GREENLAY, Que.

Merry Christmas

We're hoping that all our good friends whom we have had the pleasure to serve for so long will have the merriest Christmas ever.

and Sincere Wishes for a Happy, Prosperous New Year from

Dubrulle Drug Store
Licensed Druggist
Tel. VI. 5-2320 - WINDSOR MILLS

OUR SINCERE WISHES for the happiest of Christmases and a New Year of Happiness and Prosperity. THANK YOU for your patronage in the past year. We hope to have the pleasure of serving you again in the New Year.

SALON FLEURY
Paule Morin, prop.
COMPLETE BEAUTY SERVICE
PERMANENTS - ALL KINDS OF STYLINGS, etc.
138 St. Georges Street - Tel. VI. 5-2626 - WINDSOR MILLS -

There is no need to let your Christmas poinsettia die. Instead, with proper care, it will bloom next Christmas, and you can also start others from it.

After the poinsettia is through blooming this winter and its leaves are yellow, put it where the air is dry and the temperature 50 to 60 degrees. Give it no water until May.

Bring it out then, cut it back to a height of six or eight inches, remove it from its pot, and pick away as much of the old soil as you easily can.

Re-pot in a container just large enough to hold the roots comfortably. Use a general purpose soil. Place in a sunny place where the temperature is 60 to 70 degrees. Water sparingly at first and more freely as growth starts. Let no more than three strong shoots develop. When the container is moderately filled with roots, transfer to a larger pot.

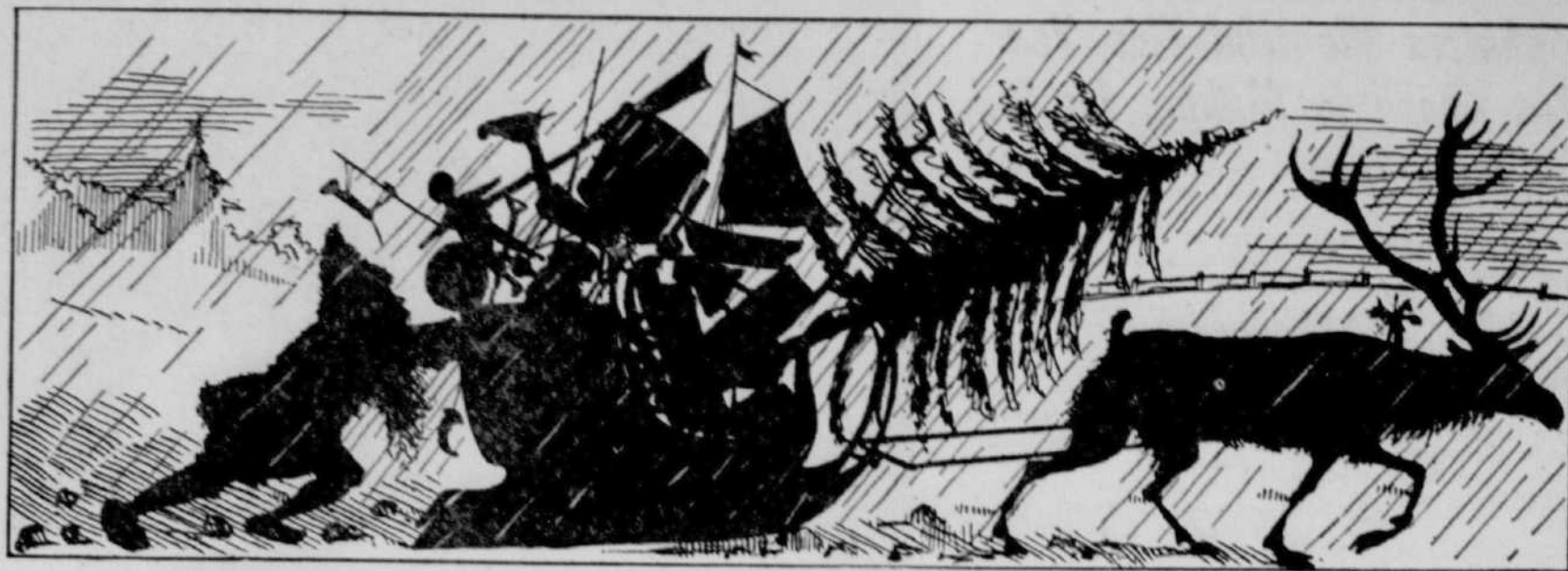
Place Outdoors

After the weather is really warm, you may sink the pot to its rim in a sunny place outdoors. Do not remove the plant from the pot, but fertilize regularly during the summer. In early August pinch the shoots or cut them back. Now let develop only a few strong ones and remove all weak growth. Bring indoors before nights turn cold and place in full sun.

When the shoots are cut off it is easy to start new plants from them. Just pot them and cover with a glass and keep soil real wet.

Probably the most important thing in getting a poinsettia to blossom is to give it a long night, almost 12 hours of complete darkness. This must be uninterrupted. If a light is turned on for only one minute each night it will prevent blooming. Either grow your poinsettias in a room not lighted at night or else construct a light proof cover of black cloth or dark paper for them. The critical period is from October 10 on.

Poinsettias are sensitive to temperatures below 60 degrees and to drafts, dryness of soil, excessive wetness. Any of these conditions may cause the leaves to turn yellow and drop off.



Shadow-plays were formerly a popular Christmas entertainment, and they fostered illustrations like this century-old drawing. In old South Europe legend, Kriss Kringle had a winged horse like Pegasus. The reindeer was a later idea. © 1957, King Features Syndicate, Inc.

Joyeux Noel - Bono Natale - Hartelijke Kerstgroeten!

THE YULE LOG

The Yule log is of pre-Christian origin. So is the Christmas candle. The latter has been significant in Christmas decorations since the earliest days. In the Latin Church, which converted the old Saturnalian customs to Christian observances, Christmas was called "The Feast of Lights." Candle lighting followed the Yule-log lighting.

In European countries it is believed that to insure good luck in the coming year, the Yule log should be lighted with a portion of last year's log. The Christmas candle also should be ignited from a fragment of the previous year's candle and should not be permitted to go out for twelve days, the period of festivities.

THE SYMBOLIC PIE

Mince pies go back to the Middle Ages. They symbolized the gold, frankincense and myrrh brought by the three Wise Men to the manger; the crust represented the gold and the mixture of spices, the frankincense and myrrh. Originally the pies were made oblong, to suggest the shape of the manger, and one was supposed to eat twelve of them on the days between Christmas and Twelfth Night.

MERRY CHRISTMAS

HOW to say appropriate Yuletide greetings in a dozen languages:

- Brazilian: Boas Festas!
- Danish: Glædelig Jul!
- Dutch: Hartelijke Kerstgroeten!
- Finnish: Hauskaa Joulu!
- French: Joyeux Noel!
- German: Froehliche Weihnachten!
- Hungarian: Boldog Karacsony! Unnepek!
- Italian: Bono Natale!
- Portuguese: Boas Festas!
- Polish: Weselych Swiat!
- Rumanian: Nosteria Lui Christos Sa Va Die de Foles!
- Spanish: Felices Pascuas!
- Swedish: God Jul!

A HAPPY IDEA

The Christmas seal idea for combatting tuberculosis was originated in Denmark as a result of a proposal made in 1904 by Einar Holboell, a postal clerk in Copenhagen. In some European countries Christmas seals are official postage stamps. You can buy the seals at the post office, paying a bit extra for them, the difference going to charity.

Gull's New Lease On Life Because Of Friendly Wolf

WHITEHORSE, Y.T. (CP) - A seagull who made friends with a wolf during a Yukon visit has been given a new lease on life.

In early November the gull was dragged home by an eight-month-old wolf, pet of Danny Nolan, owner of a lodge on the Alaska Highway.

Nolan said the gull was shaken but recovered and became the wolf's playmate.

Pat Brame, a Whitehorse trucker, brought the sea bird here. Evidently the bird missed water although it flew about by day making friends and barked at night in the Brame basement.

Mr. Brame finally sent the bird by train to Skagway, an Alaska port where it waddled into the water and flew away.

AFRICAN HOLDING

Angola in Portuguese West Africa has been a Portuguese possession since 1575.

IPSWICH, England (CP) - A man who rescued 10-year-old Frank Hydes from drowning in this Suffolk town disappeared without leaving his name and address.

High Giving Fidelity

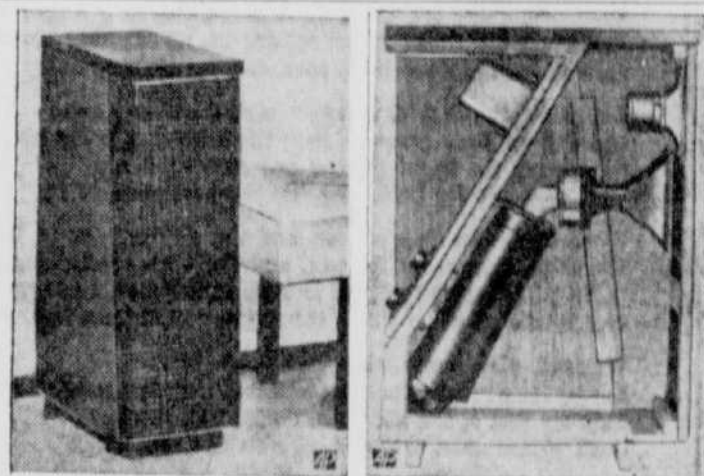
High fidelity components, either as a beginner's monaural sound set, or to convert a monaural system to stereophonic, make a Christmas gift attractive to the entire family.

But before buying a "hi-fi" gift, distinguish between the packaged phonographs, whether single or single or dual speaker, and the often higher fidelity components which make up a custom made outfit. The former can be bought for \$100 and up. The latter may run \$20 to \$100 or more for each component.

Before buying, you must decide whether this is a gift for a casual record fancier or a genuine hi-fi addict.

A monaural system for a beginning hobbyist includes a separate speaker and enclosure; an amplifier; a record changer or turntable; and a quality cartridge and stylus. Supplemental equipment can be a preamplifier, a radio tuner, or tape playback.

Most of the components are made by members of the Institute of High Fidelity Manufactur-



HIGH FIDELITY GIFT: A lower cost method of adding a second speaker for stereophonic sound is the "Stereon" unit by Electro-Voice. Large size appeals to those who have a space problem with a small main speaker. Interior is pictured at right.

ers. Some of these also make quality packaged systems.

If a monaural system is in operation, a gift of a supplemental unit or substitution of a higher quality unit will be appreciated by the sound fancier.

The advent of stereophonic records in the fall of 1958 makes the gift of a supplemental speaker or amplifier or a stereo master control unit very timely. Stereo sound is two-channel instead of one. Thus two speakers and two

amplifiers are needed to convert a monaural system to stereo along with a stereophonic cartridge and stylus.

The first step in conversion to stereo is substitution of the cartridge and stylus.

MORE SHEEP
The number of sheep in England's Kent County reached 641,000 in 1958, an increase of 41,000 in one year.

* A Herty Wish For A VERY MERRY CHRISTMAS And A HAPPY, PROSPEROUS NEW YEAR.

We take this opportunity to say "Thank You" for your patronage and look forward to serving you in '59.

RIVERVIEW HOTEL
Leonard and John Connolly, props.
Rooms with bath and running water.
72 Main St. - WINDSOR - Tel. VI. 5-9020

MERRY CHRISTMAS and a HAPPY NEW YEAR. Our sincere thanks for your encouragement during the past year.

LAITERIE SIMONEAU ENRG.
Aloysius Simoneau, prop.
Pasteurized Milk and Cream - Homogenized Milk
Tel. VI. 5-2188 - Windsor Mills - 377 St. George St.

We'd like to join in and wish all our customers a "Merry Christmas" and a "Happy New Year." And, in addition to these wishes, we'd like to extend a heart-felt "thank you" for your encouragement and patronage afforded me during the past year. We solicit your continued homage.

EDWIN PAQUET
Tel. VI. 5-2606 - 125 St. George Street - WINDSOR MILLS, QUE. -

Holiday Greetings

We'd like to tell you all how much we appreciate your patronage... how much we've enjoyed knowing and serving you. Fondest wishes for a Merry Christmas!

CHEZ PITOU CAFE
"Bar-B-Q - A Specialty"
Just Phone for a Bar-B-Q. We deliver.
Main Street - WINDSOR MILLS - Tel. VI. 5-5395

Merry Christmas And Happy New Year To All My Customers And Friends!

A. LAVOIE GARAGE
Arthur Lavoie, prop.
NEW AND USED FOR SALE
Sub Dealer for Chevrolet and Oldsmobile - Chev. Trucks
Main Street - WINDSOR MILLS - Tel. 114-r-2

SINCERE Greetings

In this gay season of fellowship, we take great joy in saluting our valued patrons, whose friendship we truly treasure! MERRY CHRISTMAS!

DESAYLNIERS AUTOMOBILE INC.
- WINDSOR MILLS -
For Sherbrooke customers call LO. 2-6844

CHRISTMAS Joy and Peace

The season of rejoicement is here and we extend to you our sincerest wishes for a cheerful and peaceful Yuletide.

L. LAHAYE
JEWELER and WATCHMAKER
Tel. VI. 5-3424 - WINDSOR MILLS

GREETINGS

from the

Town of Windsor

We extend our most sincere wish to the population of Windsor for a VERY MERRY CHRISTMAS and A HAPPY, PROSPEROUS NEW YEAR.

J. THEO BOLDUC, Mayor

Aldermen: Alexandre St. Louis, Antonio Rouillard, Bruno Dion, Henry Wheeler, Oliva Letarte, G. Raymond Noel.
Paul Auguste Turcotte, secretary-treasurer,

Gobblers Plentiful This Year But Goose Is Making Its Bid

Turkeys, traditional Christmas fare in many Canadian homes, are reported plentiful this year with prices slightly below last year's level.

Retailers in some provinces expect prices will drop a few cents a pound more just before Christmas when storekeepers attempt to clear out stocks, a Canadian Press Survey shows.

In the Maritimes prices range from 45 to 65 cents a pound while in Quebec province a medium-sized bird runs about 55 cents a pound.

Ontario prices range from 49 to 59 cents. Good birds in Winnipeg and Regina average about 65 cents and are about eight cents less at Edmonton. On the Pacific coast prices range from 55 to 63 cents a pound.

In many provinces chicken, preferred by small families because turkeys are so large, is the same price as turkey. Some Toronto supermarkets are cutting turkeys in halves for small families but say they don't expect any great sales increase that way.

Some shoppers are buying goose instead of turkey for their Christmas table. Prices are slightly lower than those for turkey.

Housewives in Ontario and British Columbia prefer turkeys averaging 17 pounds while most Maritimers like them between eight and 14 pounds. Popular sizes in Quebec are from 12 to 18 pounds. There is a wider average on the Prairies — from nine to 18 pounds.

Vancouver Island growers have about 90,000 birds ready for market on the island and about 325,000 for distribution to the rest of British Columbia. Supply is reported ample with imports from the Prairies expected to fill local gaps.

Quebec produced 1,218,000 turkeys for market this year compared with 989,081 last year, the federal agriculture department reports. And about 3,750,000 pounds have been imported from other provinces. The main demand is for smaller birds and there may be a surplus of heavies.

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Sherbrooke.

Maurice Domenjot, prop.

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

At this holiday season it gives us great pleasure to thank our many customers and friends for their patronage and offer our best wishes.



"I'M NOT QUITE SURE" — Little Isabelle Charlebois, daughter of Mr. and Mrs. R. C. Charlebois of Sherbrooke, has so many things she would like to ask for that she can't quite make up her mind. Isabelle was photographed at the Rotary Club Christmas party held recently at the Sherbrooke Hotel. (Record Photo by Gerry Lemay)

From The Pen Of E. T. Writers

IN THE OLD PEOPLES HOMES —
PLEASE TAKE US HOME FOR CHRISTMAS

You may leave us here, all the rest of the year,
With other old folk, many whom are so dear.
Where day follows night, and night follows day,
We make believe we are happy, and pretend we are gay,
But, please take us home for Christmas Day.

We try to make the best of things all through the year,
Even then there are times we may wipe away a tear.
But, when Christmas is coming, our hearts are near broke,
Take us home to our loved ones, take our ain dear folk

Let us see the dear children on each Christmas morn',
Opening up their presents, hear them blowing a toy horn.
Their's are the happiest faces one ever could see.
Take us home for Christmas, 'tis the best place to be.

When Christmas Day is over, and the children are in bed,
Let us go from room to room, and kiss each lovely head.
Christ's likeness is reflected in each child's face, I'd say,
Please take us home to see them, every Christmas Day.

We read, play games, then chat for awhile,
But we long to hear footsteps and laughter, and song of a child.
This one day of the year, yes, do take us away,
Don't please don't leave us here on Christmas Day.

The food is real good, and the staff is quite nice,
Most times things are pleasant, all are quiet like mice.
But we love to hear children playing and banging away,
We pray, come and get us on Christmas Day.

We love to see children dancing 'round a Christmas tree,
They love to give out presents to old folk, like you and me.
Yes, take us home each year when Christmas comes around . . .
For soon, too soon we'll not be here, but underneath the ground.

As we grow ever older, maybe like a child of seven . . .
Perhaps a little more, like nine, or ten, or eleven.
Christ told us it must be so, if we would enter heaven.
So have us home for Christmas, as our parents did of old.
'Twill be a greater gift to us than Myrrh, Frankincense and Gold.

Tom Gordon.

THE GUIDING STAR

The Christmas star was shining, the night was cold and still,
When the shepherds saw a glory around a lonely hill,
And angel voices speaking, bade them rise and go
Down the hill to the village, to a stable dreary and low.
For there, in that lowly stable, in a manger rude and cold
A mother had placed her baby, a boy with hair of gold.
And still, down through the ages, we follow the guiding star,
Back to old Judea and that tiny Babe so fair.
For he was the hope of ages, our hope for years to be,
The Christ who was sent to save up and who died to set us free.
And today we would remember the Birthday of a King.
As Christmas bells ring gaily out and choir boys sweetly sing.
Emily Millar, Drummondville.



We wish all our customers and friends a Merry Christmas and a Happy New Year, and wish to say thank you for all your patronage in the past fifty-four years.

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Queen's Broadcast Christmas Day Follows Modern Tradition

By THE CANADIAN PRESS

A modern Christmas tradition, the royal message to be given by Queen Elizabeth from Sandringham House in Norfolk, England, will be heard throughout the British Commonwealth on Christmas Day.

The first royal Christmas Day message was in the gruff, friendly voice of King George V in 1932. Since then the annual message has been missed only twice—in 1936, the year of Edward's abdication, and in 1938, when George VI toured Canada.

In Canada, the Queen will be heard on radio at 10 a.m., EST, and there will be a repeat at 10:10 p.m. on the CBC's Trans-Canada network. Canadian television will also carry the Queen's message accompanied by pictures of the Royal Family, and is arranging to fly the actual BBC TV film for use on Canadian television, possibly the following night.

WORLD BROADCAST

The regular round-the-world Commonwealth broadcast for an hour, directly preceding the Queen's message, this year has pioneered as its theme, developed with interviews from various parts of the Commonwealth.

The afternoon-long Christmas Almanac bringing music and interviews from all parts of Canada includes a special salute to northern listeners, the first time that Christmas day programming has been heard "live" in the Yukon. Whitehorse radio station CFWH was recently taken over by the CBC in order to extend network service to the Yukon Territory. Residents of Whitehorse and Yellowknife will tell how they spend Christmas in the northland.

During its 5½ hours of programming Christmas Almanac will cross the country from Atlantic to Pacific. Music includes the Newfoundland school choirs from St. John's, sea songs from Halifax, special programs from Montreal, Toronto, Winnipeg and Vancouver.

Special notes on the program this year will be a report from Springhill, N.S., scene of the recent mine disaster that took 75 lives, and chats with the pilot of a British jet aircraft in flight westward across the Atlantic, with a lighthouse keeper on Vancouver Island and a cosmic-ray scientist in the mountains near Banff.

TV HIGHLIGHTS

Christmas with the Forces, a Christmas afternoon television program, will be introduced by Defence Minister Pearkes, and

show how Canadians serving with the UN Emergency Force in the Middle East are likely to be spending the day. Parts of the film were shot at El Arrish and at Rafah, headquarters of the Canadian base unit.

Christmas in Canada is another TV feature which includes film taken at a remote trading post in Northern Ontario, a ski resort in the Laurentians and traditional Yuletide celebrations by recent arrivals in Canada.



CHRISTMAS
Greetings

May the Christmas spirit of Peace and Good Fellowship shine in your heart now and always.

A. BOISVERT

Ambulance Service

3rd Ave. — WINDSOR MILLS — Tel. VI. 5-3477

Greetings

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

WE WISH A
MERRY CHRISTMAS
AND A
HAPPY NEW YEAR!

WE WISH FOR YOU AND YOURS THE MERRIEST CHRISTMAS YET
IN THE TRUE SPIRIT FOR WHICH THIS OCCASION WAS MEANT.
WE HOPE THAT 1959 WILL BE FULL OF HAPPY AND PROSPEROUS
DAYS.

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WINDSOR, QUE.

MERRY CHRISTMAS

I extend my sincere wishes for a Merry Christmas, and a Happy, Prosperous New Year —

J. E. LEMIEUX
LUMBER
MILLWORK — HARDWOOD FLOORING
90 Second Avenue—WINDSOR—Tel. VI. 5-2739

Season's BEST WISHES

To all our loyal friends and patrons we send this Holiday greeting with the wish that you enjoy all the delights of this festive season.

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Excavation Work, Foundations, Levelling
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