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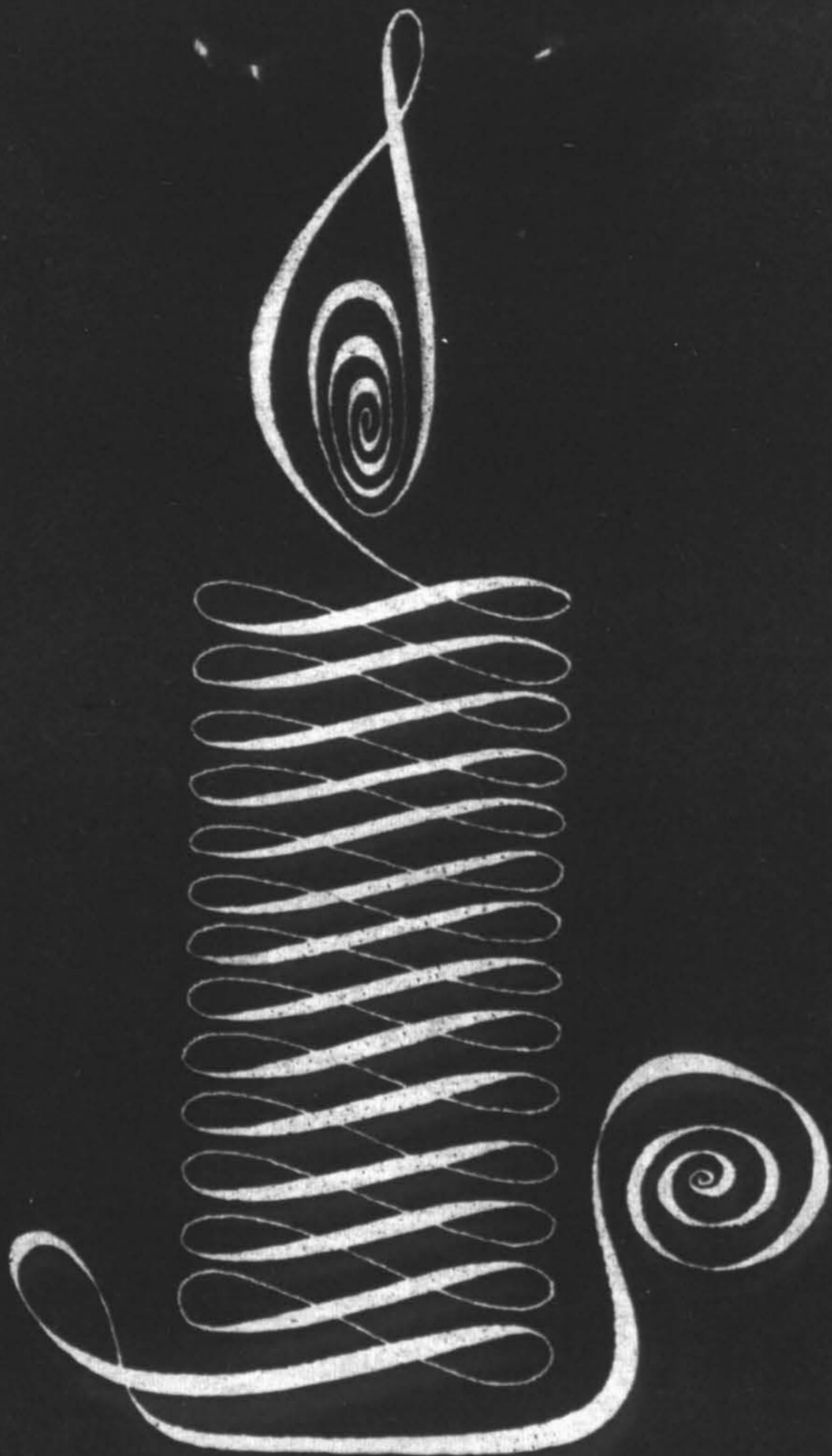
# The Aurora

The weekly newspaper of Labrador West

Vol. 2 No. 39

AURORA, LABRADOR, DECEMBER 23, 1970

PRICE 10 CENTS



# LAST MINUTE NEEDS at DOMINION DEEP DISCOUNT PRICES



**ACHATS de DERNIERES MINUTE DOMINION — PRIX COUPES a PLEIN!**

## DEEP DISCOUNT PRICES ON FAMOUS DOMINION QUALITY MEATS! COMPARE! MORE THAN EVER IT'S MAINLY BECAUSE OF THE MEAT!

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Deluxe Golden Bird-Canada Cat. A <b>TURKEYS</b> 6-18 lb. Dindes-Deluxe Golden Bird Cryovac	<b>SUPER-AUBAINE</b>	lb. <b>54<sup>c</sup></b>
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Fresh Every Hour <b>HAMBURG</b> Frais Hache a chaque Heure	<b>SUPER-AUBAINE</b>	lb. <b>59<sup>c</sup></b>
Jubilee Brand-Rindless <b>BACON</b> Sans Couenne-Jubilee	<b>XTRA DISCOUNT</b>	Pqt. 1 lb. Pkg. <b>59<sup>c</sup></b>
Domino-Tomato <b>KETCHUP</b> Automate Domino	<b>XTRA DISCOUNT</b>	2 Bout 11 oz. Btles <b>49<sup>c</sup></b>
Richmello <b>FRUIT CAKE</b> Gateaux aux Fruits Richmello-1-2-3-4 lb. Prix varies-Assorted Prices		
Domino-Canada <b>FANCY PEAS</b> Pois Domino Canada de fantaisie 4 Btes 19 oz. tins	<b>SUPER-AUBAINE</b>	<b>89<sup>c</sup></b>

Richmello  
**INSTANT COFFEE**  
Cafe Pot Instantane 10 oz. Richmello Jar  
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**ICE CREAM**  
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New Crop California-Seedless-138's  
**SUNKIST ORANGES** Douz. Doz. **88<sup>c</sup>**  
Oranges Sunkist-Sans Pepins de Californie Gross 138

California Canada No. 1 - Juicy-Red  
**EMPEROR GRAPES**  
Raisins Rouges Empereur-De Californie

From Florida-White Indian River-48's  
**GRAPEFRUIT** 4 pour for **59<sup>c</sup>**  
Pamplemousses Blancs-Indian River-Gross. 48

From Florida-176's  
**TANGERINES** Douz. Doz. **65<sup>c</sup>**  
De la Floride-Grosseur 176

Quebec Grown-Canada o. 1-Cortland or  
**McINTOSH APPLES** 5 lb. **94<sup>c</sup>**  
Pommes McIntosh ou Cortland du Quebec

Quebec Grown Canada No. 1  
**CELLO CARROTS** Cello 5 lb. **54<sup>c</sup>**  
Carottes-Du Quebec

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**RADISHES** Bun. **14<sup>c</sup>**  
Radis en Paquet de Floide

California Grade No. 1 Fresh  
**SHALLOTS** Pqt. Bun. **16<sup>c</sup>**  
Echalotes Fraiches de Californie

Prince Edward Island Canada No. 1  
**POTATOES** **64<sup>c</sup>**  
Pommes de Terre I.P.E. Canada No. 1

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**BANANAS** 2 lb. **39<sup>c</sup>**  
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**JOYEUX NOEL...et MERCI.....** We reserve the right to limit Quantities! / Nous nous reservons le droit de limiter les Quantites! / Prices effective until closing Sat. Jan. 2nd., 1971. / Prix en vigueur jusqu'ala fermeture Samedi le 2 Janvier 1971.

**Merry Christmas...and Thank You...**

# The local scene

Magistrate Rowe was quite busy during his recent visit to Churchill Falls. No less than four people were convicted of impaired driving and in three cases had their driver's license revoked for a period of six months. Three were also convicted on violations of Fishery Regulations. The day following the Magistrate's departure a 20 year old employee of C.F.L. Ltd., was arrested for possession of hashish. He was flown to Wabush and in court that afternoon was convicted and fined \$300.00; it being its first offence. On his return to Churchill he was dismissed by his employer.

A Twin-Towns resident was

convicted on a charge of failing to report an accident in which over \$200.00 damage resulted. Another resident was convicted and fined on a charge of operating a vehicle without due care and attention. In this incident the driver was involved in a minor accident caused by the frosting up of all his windows.

Motorist are reminded that it is an offense to operate a vehicle with windows not properly cleared.

A number of traffic offences were recently disposed of. In answer to any inquiry; we were informed by the Magistrate that according to law, a person is considered a child or minor until he or she has reached their 17th birthday.



A.P. LOW, Elementary School. Annual Presentation of Academic Awards and Christmas Program. Held Monday 14 Dec. at the C.E. McManus School Auditorium.

# Legend, lore of holiday takes varied forms

The belief that Santa has a reindeer-drawn sleigh and enters homes through the chimney may have come from Scandinavia. An old Norse legend about the goddess Hertha said that she rode on a reindeer's back.

Her appearance in the fireplace in mid-winter was thought to bring good luck to the home.

"Silent Night, Holy Night" was written in 1818 by a village priest in Hallein, Austria. Father Joseph Mohr wrote the words, to an accompaniment created by his organist, Franz Gruber.

Legend has it that the church organ was out of order — damaged by mice — and so "Silent Night" was first sung to a guitar accompaniment.

Who invented that popular holiday beverage, eggnog? It has been part of the festivities for so many years that nobody really knows its origin.

One possibility is that eggnog came from the Old English hot drink, sack-posset, which was also made of eggs, milk, nutmeg and sugar.

Among the earliest Christmas tree ornaments were some that resembled the sun, stars and moon, or animals.

Using signs of nature as decorations can be traced back to the feasts of the winter equinox, when sun-worshipping pagans hung similar trinkets on trees.

"The cattle were lowing," says the carol, "Away in a Manger," and Nativity paintings often show the animals of the manger.

Appropriately, tradition says that cattle and other domestic animals should have a special feast on Christmas Eve. It's legend-

ary, too, that cattle are given the power of speech for a few moments at this time.

Mistletoe, said to hold a license for kissing, was renowned in ancient times for many mystical powers. Because of its pagan associations, it was long forbidden in churches.

A German legend held that, if a sprig of mistletoe was carried into an old house, the ghosts of the house would appear and answer questions.



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**Christmas Greetings**

From north to east, and from south to west, we thank our patrons because we know they're best. Merry Christmas to all.

**NASCOPIE TRAVEL SERVICE**  
"Please Go Away" 944-2645

# The Aurora

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## Smiling Spirit of Christmas enters now

By ANNA MANG

Christmas is: A time for sharing and surprises, a time for magic and merriment, and a time to say, "Glad greetings, one and all."

Christmas is: The season of song and celebration, the season of little children and love and laughter, and the season of worship and rejoicing.

Christmas is: For fellowship and feasting, for family and friends, for home and happiness. But Christmas, too, is for remembering the stranger within the gates, for cheering the lonely, comforting the sorrowful, befriending the needy.

Christmas is: For everyone—for those of Christian faith who celebrate the Day as a holy time of highest importance, and for those of other faiths, who love and observe the Yuletide as a holiday dedicated to good will and good cheer.

Best of all, Christmas is: Here! Throughout this community, plans and preparations reach their peak. Every joyous surprise is at the point of revelation. The tree lights go on, the carols ring out, the gaily-wrapped gifts are delivered.

With gleeful smiles, the children welcome Santa's bounty, while the grown-ups greet one another, and talk and laugh and even shed a tear or two, rejoicing in the deep and tender meaning of Christmas spirit.

If there was a bit of hustle — and even some hassle — about the getting-ready process, all is now forgotten in the glow and glory of Christmas. The quickened pace of modern living seems to make it almost impossible to prepare for the holiday without setting, at times, a somewhat hectic pace.

Be that as it may, the glad, true spirit of the season inspires this Christmas planning, and Christmas realities, in all their wonder and warmth, more than make up for the pre-holiday hurry and scurry.

### IT'S TRADITIONAL

The tree may be aluminum instead of spruce or fir. Santa may arrive by helicopter instead of reindeer-drawn sleigh. And the children's gifts will probably reflect the space age and the wonders of electronics.

No matter. However modern the celebration of Christmas may seem to be, its spirit is still old-fashioned, and though customs may appear in contemporary guise, they are still the cherished traditions from the past.

These treasured customs are the heart of Christmas, growing dearer year by year, as memories of "what we did last Christmas" add to every family's own special, traditional way of celebrating Christmas.

### NAMING SANTA

Santa Claus is a tradition — a pleasant one, indeed. And, traditionally he owes his name to a gift-giver of the past. St. Nicholas, a fourth century bishop who became the patron saint of children, was noted for his generosity. His Dutch name was "Sinter Niklass," which gradually changed to Santa Claus.

Even today, Santa is also known as "St. Nick."

### SENDING GREETINGS

"We wish you a merry Christmas."

Perhaps the most enduring of holiday traditions is that of exchanging greetings.

Christmas cards are a relatively new part of a holiday that has been celebrated for centuries. In fact, this year marks only the 95th anniversary of Christmas cards in America.

But the custom of greeting friends and neighbors and wishing them good cheer is as old as the holiday season itself.

Today brings a special kind of "Christmas card." This edition of this newspaper is a community greeting card, with special greetings from businessmen of the community who offer their good wishes and their appreciation to all.

### WHERE TREE GREW

The first Christmas tree was a palm from Egypt. Or it was a huge tree in a forest, symbolic of mankind. Or it was the Paradise Tree of medieval miracle plays.

Though holiday legend and lore offers many an explanation for the origin of the Christmas tree, nobody knows for sure exactly when and where the first decorated tree appeared.

And who cares? It's fun to hear the legends of the past, with all their mystery and magic, but the thing that matters most is that the tradition of the tree is here, adding joy to Christmas. **MERRY CHRISTMAS TO ALL OUR READERS FROM AURORA.**

## Here 'n' There

**MAKING IT PERFECTLY CLEAR:** Lest anyone be confused, the president of New York's Shaheen Natural Resources Co. Inc. Mr. John M. Shaheen, has released a statement that he is no "kith or kin" to a Mr. Thomas A. Shaheen Jr. The second Mr. Shaheen has been mentioned as a business associate of Mr. Lammont du Pont Copeland Jr., son of the chairman of E.I. du Pont de Nemours and Co. Mr. Copeland Jr. is at the centre of a well-publicized personal bankruptcy case in the U.S. The statement says the two Mr. Shaheen's "don't know each other, have never met, and have never had any business dealings or other relationships." Shaheen Natural Resources is known in Newfoundland for its plans to build a \$155 million oil refinery at Come-by-Chance.

**WINS AND LOSSES:** Imperial Tobacco Co. of Canada Ltd. is discovering that promotional games used to market cigarettes carry high stakes. Last month the "Poker Hands" game used in Imperial's Sweet Caps brand was named one of the four most

successful advertising campaigns in North America by the Advertising and Sales Executive Club of Montreal. The game helped boost Sweet Caps' market share from 1% to the top selling position. The award may have comforted Imperial executives who were smarting from the company's conviction in the Alberta Supreme Court on two counts of misleading advertising. The company was fined \$3,000 for advertising "\$5 in every pack" in a campaign for Casino cigarettes. Imperial plans to appeal. Other cigarette companies had imitated Imperial's giveaway gimmicks, until all the games were stopped earlier this year, under pressure from Ottawa.

**POLICE AKD PROSTITUTES:** The government of Lagos is planning to "regularize" prostitution by registering all prostitutes and having them attend twice-weekly medical checkups. The welfare service, which estimates their number at 20,000 plans to recruit part-time workers, and perhaps military policeman, to register the city's

prostitutes. A social worker said this "will help to stop school girls who practise the trade part-time from drifting into full-time prostitution."

**TOURIST REVENUE UP:** Newfoundland's tourist revenues this year will top the record \$63 million figure for 1969, provincial tourist director E.P. Henley reports, according to returns received by his office.

**CANADA'S RESERVES UP:** Canada's foreign exchange reserves rose \$37.6 million (U.S.) during November to \$4,644,500,000 from \$4,606,900,000 at the end of October, the Finance Department reports. Holdings in U.S. dollars rose to \$2,991,000,000 from \$2,951,000,000. Holdings in other currencies dropped to \$12.7 million from \$15 million. Canada's reserve position in the International Monetary Fund, at \$579.6 million, was unchanged from October. Gold holdings rose to \$880.4 million from \$880.0 million, while special drawing rights, at \$181.1 million was unchanged.



Hope your holiday menu includes all the joys of the season! Best wishes for health, wealth, and happiness to all our good friends!

## UNGAVA RESTAURANT

Shopping Center — Labrador City

# CHRISTMAS GREETINGS

For you, we wish a Christmas warmed  
with the spirit of a glowing hearth,  
bright with the joys of  
gleaming trees and glad surprises  
... and most of all,  
rich in the blessings of home  
and family. It is our  
privilege to send you this  
fond greeting and with it  
our deep gratitude  
for your patronage.



*Ayre's*  
WABUSH PLAZA



Former world figure skating champion, Petra Burka, with Mr. Allan Davidson and members of the Polaris Figure skating Club during her recent visit to Labrador City.



## Speaking of Sports

**HOCKEY:** The "A" & "B" Leagues have now taken their mid-season breaks. Senior Hockey will resume on Sunday 3 Jan. 1971. Recent games had little effect on the standings with the Saints leading section "A" and the Huskies with a commanding lead in the "B" section.

**MINOR LEAGUES:** In the Mosquito league the Huskies lead, closely followed by the Hawks, with the Penguins third. North Stars, Maple Leafs and Blues (in that order) complete this section. W. LeDrew, N. Peckham, and T. Lawlor continue 1-2-3 in scoring.

In the Pee Wee League Red Wings & Canadians are well out in front of Canucks and Kings. D. Honsberger and B. Power lead the scorers. The 3 teams Bantam League is very close with little to choose between the Seals, Royals and Flyers. T. Day has moved to within one point of B. Bullen in the scoring race. An interesting fact here, neither of these boys has picked up an assist in the seven games they have played. Midget & Juvenile: The Carol Cleaners, Rangers and Saints are having quite a battle for No. 1 spot. And according to our latest statistics Carol Cleaners are in first place, with G. Power and B. Lake of that team, leaders in the scoring race.

Followers of Minor Hockey are reminded of the Invitational Tournament which will be held at the Labrador City Arena 29-30 Dec. '70. The schedule is as follows:

### TUESDAY, DECEMBER 29

1:00 p.m. . . . . Labrador City VS Schefferville  
 3:00 p.m. . . . . St. John's VS Sept. Iles  
 7:00 p.m. . . . . Labrador City VS Sept. Iles  
 9:00 p.m. . . . . St. John's VS Schefferville

### WEDNESDAY, DECEMBER 30

1:00 p.m. . . . . Labrador City VS St. John's  
 3:00 p.m. . . . . Sept. Iles VS Schefferville  
 8:00 p.m. . . . . Championship Game  
 Admission Fees: Adults 50c . . . . . Children 25c

Prior to the tournament, new goals, and plexiglass will be installed. Also the ice will be repainted before this tournament. Foster Lambswood assisted by R. Belliveau, J. Murphy, J. Kelley, and A. Davidson are at present conducting a Hockey School for approximately 45 boys between 8 and 12 years.

### MINOR HOCKEY XMAS SCHEDULE MOSQUITO DIVISION

Sunday, 27 4:00 to 5:00 Huskies vs Maple Leafs  
 4:00 to 5:00 Hawks vs Blues  
 5:00 to 6:00 Penguins vs North Stars

### PEE WEE DIVISION

Tuesday, 22 4:00 to 5:00 Kings vs Canucks  
 5:00 to 6:00 Wings vs Canadians  
 Sunday, 27 6:00 to 7:00 Canucks vs Wings  
 7:00 to 8:00 Canadians vs Kings

Sunday, Jan. 3 4:00 to 5:00 Canucks vs Wings

### BANTAM DIVISION

Monday, 28 4:00 to 5:00 Seals vs Flyers  
 5:00 to 6:00 St. John's Pee Wee Team Practice  
 Sunday, Jan. 3 5:00 to 6:00 Flyers vs Royals  
 6:00 to 6:45 Seals Practice

**CURLING:** Members are reminded of the Annual New Year's Eve Dance. Music by the "Good Life", tickets \$20.00.

Winners of Turkey Bonspiel held at Carol Curling, December 11th, 12th, and 13th, 1970.

"A" EVENT WINNERS: Jerry Ford, Betty McClean, Cator Brown and Gert Andrews.

RUNNER UP: Claude Goudie, Sue Ann Bartlett, Pat Walsh and Jean Pretorius.

"B" EVENT WINNERS: Bob Brawley, Ann Bright, Joe Ralph and Pat Martin.

RUNNER UP: Lou Andrews, Lise Chevrier, Roger Parent and Betty Kelly.

"C" EVENT WINNERS: High Martin, Beryle MacEachern, Jerry Simard and Marge Fitzpatrick.

RUNNER UP: Jack Bartlett, Mavis Pike, Arch Kennedy and Doreen Walsh.

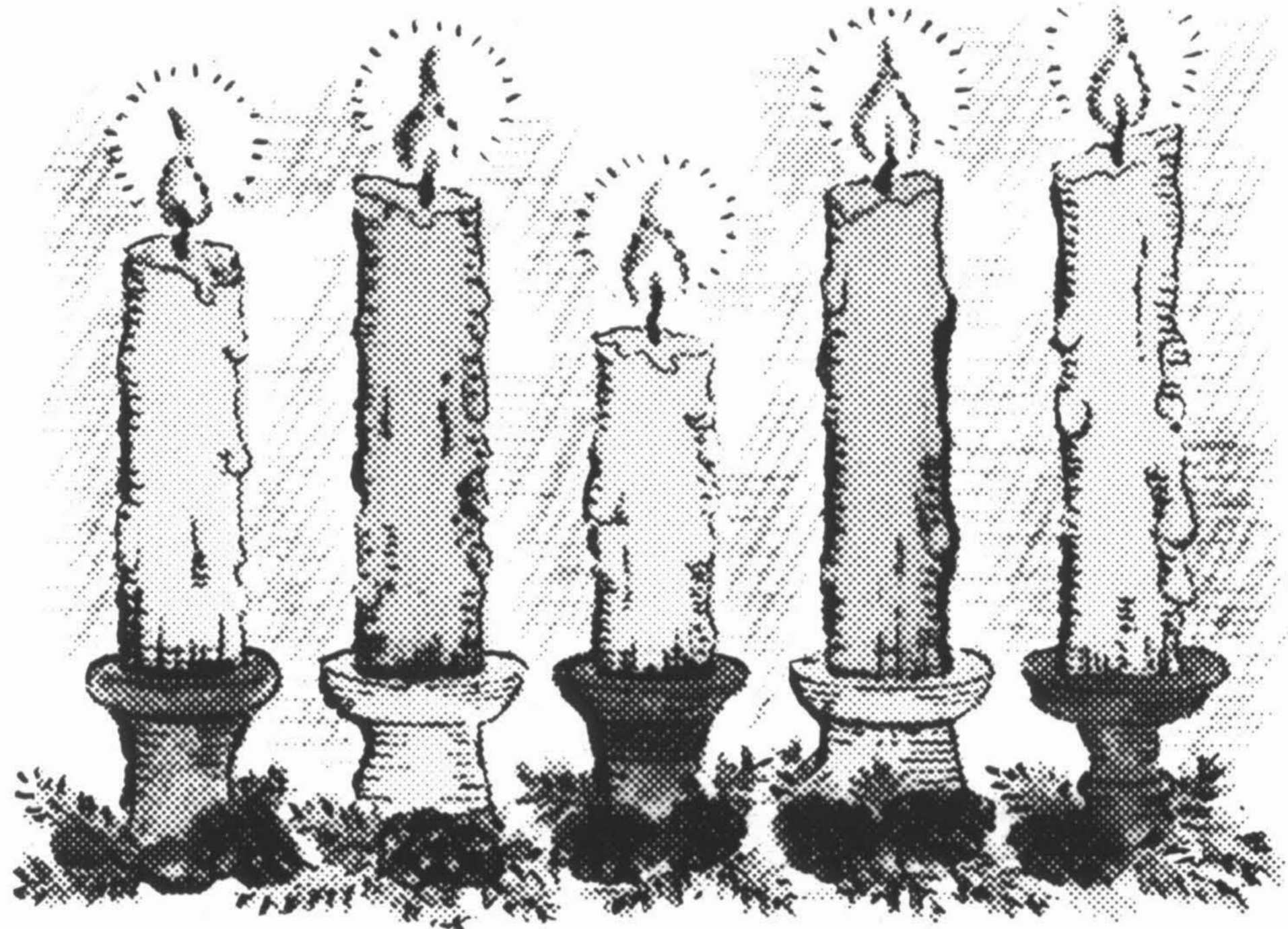
**OUANANICHE SNOWMOBILE CLUB:** Sunday 13 Dec. saw the first snowmobile race meet in the local area held by the Ouananiche Snowmobile Club on Jean Lake. Three of the local dealers Wabush Yamaha Centre, City Motors and J. Swanson & Sons had machines entered and we wish to thank these people for their participation. J. Hanley driving a 292 Yamaha was the big winner with three victories. D. Malonowski on a 396 Yamaha came in with two wins and R. Kavli on a 335 Bombardier and M. Pretorius on a 640 Bombardier both had one win. We wish to thank Mr. F. Shelly for looking after our last minute call on road clearing and the many sponsors who contributed prizes for our prior Saturday night dance. Our next race meet is on 3 January 1971, but in the meantime we intend to have family outings each Sunday.

Wrapping up greetings to send to all our wonderful friends & patrons!

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**CHRISTMAS  
GREETINGS  
TO ALL!**

Deck the halls  
with Christmas  
Greetings for  
all. Good wishes  
for a very  
Merry Season.

**A TOUS  
JOYEUX  
NOEL!**

Meilleurs Souhaits  
de la saison, et  
pour l'an qui vient.

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**IRON ORE COMPANY OF CANADA And  
QUEBEC NORTH SHORE &  
LABRADOR RAILWAY**

**Santa's  
white  
beard,  
red suit  
come from  
cartoonist**

Who gave Santa his red suit, broad girth, white beard, ruddy cheeks and nose, fur-trimmed hat and coat?

Surprisingly enough, the donor was a political cartoonist.

The artist's name was Thomas Nast, cartoonist for Harper's Illustrated Weekly, who also created the now-famous symbols of the Republican elephant and the Democratic donkey.

The figure of Santa that Nast drew in 1863, and perhaps earlier, has proved to be the definitive one, and even today the figure as drawn by Nast appears occasionally on Christmas greetings.

"Nast's image of Santa was extraordinary," says Mrs. Jeannette Lee, director of design at Hallmark.

"He gave Santa many of the qualities that have endeared him to children ever since, and we wouldn't dream of tampering very much with them today."

Nast first credited Santa with keeping books on good and bad children, having a Christmas toy workshop and reading letters sent to him by children.

Perhaps it was the now-famous poem, "A Visit from St. Nicholas," by Dr. Clement Clarke Moore, that inspired Nast's illustration of Santa. In this children's classic of 1823, the right jolly old elf, who looked like a peddler with a pack on his back, was first described in print.

Nast followed Dr. Moore's description of Santa in several particulars, but many of his concepts were original.

At the time of Nast's Santa Claus drawings the nation was at Civil War, and families were separated. In a note to cheer both soldiers and their waiting families Nast drew "Santa Claus in Camp," for Harper's Weekly.

This earliest Santa was different from any artist's creations up till then. He was shown wearing stars and stripes of the Union and distributing gifts to soldiers. Actually, this Santa might have been meant as a representation of Uncle Sam also.

A later, equally moving Nast illustration featured a soldier's Christmas homecoming.

Born in 1840 in the tiny hamlet of Landau, Bavaria, Nast probably pictured Santa as the long-imagined Saint Nicholas of his childhood.

Albert Bigelow Paine, a friend and admirer of Nast, said the artist often revealed to him his love of the Santa illustrations. He later wrote in his biography of the cartoonist:

"His own childhood in far-off Bavaria has been measured by the yearly visits of . . . St. Nicholas. . . and the girlhood of the woman who was to become his wife (Sarah Edwards of New York) was intimately associated with brilliant and joyous celebrations.

"Nast's children later recalled there was always a multitude of paper dolls—marvelously big and elaborate, a race long since become extinct.

"And these heartistic father—more than half a child himself at the Christmas season—arranged in processions and cavalcades, gay pageants that marched in and about those larger presents that could not be crowded into the row of stockings that hung by the family fireplace.

"It was a time of splendor and rejoicing—the festive blossoming of the winter season—and it was a beautiful and sturdy family that made Merry Christmas riot in the spacious New York home."

In Nast's day, the idea of some sort of Santa was not new to this country. He was introduced to North America by the early Dutch settlers and his name was St. Nicholas. The annual visit of this kind man, who was thought to have been a fourth-century bishop, was his feast day, December 6th.

By 1809, Washington Irving was describing Santa as a small Dutch citizen who looked much like Father Knickerbocker. Irving wondered how the poor old man could get to all the homes in a growing America on his horse, so he invented the famous reindeer-drawn sleigh.

*Greetings*



*Good Cheer to All!*

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**MUSICAL MONKS:**  
Monks at Worth Abbey, in Sussex are aiming for a place in the top 10 record charts. The recording company Decca was so impressed with their Make Music to the Lord that a long-playing record has been made of it. The company also intends to make a single of Brother Anthony singing Rescue Me My God. Not surprisingly, as he used to be a pop singer before he joined the order.

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**Dandruff ?**

Check Dandruff, excessive falling hair, itchy or scaly scalp, with Lanix. A Lanolin scalp treatment. Only \$2.50 jar. Satisfaction or money back, at City Drugs and Northern Drug Store.

*Peace on Earth*



Good Will To All  
Men This Christmas

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LIMITED**

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VENDING MACHINES  
LABRADOR CITY—WABUSH**

## Scouting news

Another Carol Scout Group Banquet over, and another FIRST for the Group for as far as we know, this is the first time at least in the Province of Newfoundland, that a Scout Group has held a mother and son Banquet and although we were in a dither as to how it would turn out we need not have been for the Mum's did not let us down, they turned out in strength and filled the hall.

We must give credit though to the Organisers, for both Mr. Phill Shave and Mr. Bill Soper really put a lot of work in, as approximately 300 people were served a cold plate, I mean a plate of turkey and trimmings, which was really delicious. We also have to thank our sister organization the Guides, as the people who did the tables, and cleaned up after, were Guide and Brownie leaders. THANKS again girls you did a wonderful job.

We would also like to thank the following people who helped Mr. Shave with Transportation of Tables etc: Bill Woodland, Bud Miller, L. Hutchcroft, Fonce Pittman, Vince Pittman, J. Wells and also the people who loaned the tables they were: Royal Canadian Legion, Wabush, Royal Canadian Legion, Labrador City, Knights of Columbus, Ashuanipi Club and the Carol Laundry and Dry Cleaning who loaned us a case of coat hangers.

Anyway the Banquet got underway with Scout Percy Sheppard as M.C. Grace was said by Lt. Bungay, S.A. a toast to the Queen was given by Scout John Rendell, and God Save the Queen was sung. Toast to the movement was given by Cub Mark Dekker and was responded to by Scouter Bud Miller, Kit Sheppard Chairman of the Group Committee then introduced the guests and Erick Chaulk, vice-chairman introduced the Scout & Cub leaders, after which the usual presentations of awards earned this year were given (more about that later).

Then came the introduction of the Guest Speaker, by Bill Soper who acted in the absence of Rev. Mayberry and then, Miss B. Milligan, Guidance Teacher at A.P. Low School gave us a very interesting talk accompanied by a Film Strip, the theme of which was "Ways which you can serve others" this well fits in with the Boy Scout Motto "Be Prepared" and Do Your Good Turn Every Day.

A note of thanks to the guest speaker was proposed by K. Greene and was followed by a short talk by Rev. W. Bellamy, Local Scout Commissioner. He talked mostly to the mothers

present and asked that they think of the idea of forming a ladies' auxiliary for the Scout Group. He said it would be a valuable addition and invited any interested to call Mrs. Helen Sheppard and give their names "Have you called yet Mom?" by the way you can get Mrs. Sheppard at 5885. Call now before you forget. Remember it's your boys we are helping - won't you give us a hand?

• Not inserted by the B.L.C.

## Ashuanipi Social Club

### CHRISTMAS SEASON SCHEDULE

24 DEC., 1970	CLUB CLOSED AT 6 p.m.
25 DEC., 1970	CLUB CLOSED ALL DAY
26 DEC., 1970	TAVERN OPEN AT NOON LOUNGE REGULAR HOURS
27 DEC., 1970	CLUB CLOSED AT 6 p.m.



EXPECTING  
FRIENDS?  
THEY'LL  
EXPECT  
CANADIAN



it's the crowd pleaser

# From the national press

strikes

RIO DE JANEIRO  
dreaded Brazilian death  
killed hundreds of people  
the last two years, ending  
inactivity during the

**DISCOUNTS, PACKAGING MANY ALTER SHOPPING:** It is, presumably, no more than a coincidence that declaration of a price war in the supermarket business was made public on the same day that the federal Government introduced its promised legislation concerning the packaging and the description of consumer goods. If discounting becomes the standard practice of all the big food chains, which more and more are becoming general merchandisers, consumers will have to look more carefully than ever at what are advertised as bargains. The federal legislation basically seems to be intended to make comparison shopping easier for consumers. It gives the Government power to outlaw packages of odd sizes and ambiguous descriptions of the amount that is in them. Buyers then will not need to use a slide rule to figure out what their supplies really cost. There is some reason, however, to doubt that the Government can create a consumer's utopia by these measures, and if it is not aware of the reason, it may find itself becoming quite unpopular. It is one thing to create conditions that make comparison shopping more practical. It is something else to persuade shoppers to practice it. It is all very well for Mrs. Busybody and Miss Dogood to divide their time between looking for the best buys and attending meetings of some consumer council. Working women, whose numbers are increasing rapidly, may not have the time nor the energy to study all the ads closely nor to run from store to store to fill the shopping basket. There is, no doubt, such a thing as customer loyalty, but as likely as not convenience, rather than love or trust, causes a consumer to stick to one or two stores, provided services and prices are reasonable.

The operators of large stores also know, whether the Government and its well-meaning shopping advisers are aware of it or not, that an excellent way of increasing sales is to institute a bargain hunt. The "loss-leader" is one way of doing that.

Discount prices are another. And comparison shopping along the shelves inside a store is yet another way of influencing people to put into the shopping

basket items that were not on the shopping list. Since chain stores rely on volume and fast turnover, lower prices will not necessarily lead to lower profits. Moreover, if buyers for large retail operations want to do so, they can create an illusion of lower prices, by purchasing, or persuading producers to supply, articles of lower quality. They also can put a lot of pressure on their suppliers to cut the price to the retailer, as an alternative to losing an important outlet. A look back at what happened to the furniture manufacturers in Ontario years ago, when many were forced into bankruptcy by price-conscious retailers, shows that lower prices may drastically reduce the choice of consumers and thus injure their interests.

There is, however, another and more constructive course retailers could follow, and government might influence them to follow. It was pointed out recently by the head of a large packing house. First-grade bacon, he said, could be sold to retailers, unsliced, for 69 cents a pound; sliced and trimmed but not packaged, it could be sold to them for 76 cents a pound. If it was sliced and put in a one-pound vacuum package, the processor had to get 85 cents. There is lots of room for discounting prices in that situation and in many that are basically similar. Still, both the retailer and the Government need to respect the preferences of the market, and if government exercises the full power it seeks to dictate the size and the shape of packages, as well as the descriptive material, it may find the wrath of consumers turns from producers and retailers to itself.

**DBS TO HAVE ACCESS TO PERSONAL TAX RECORDS:** The Dominion Bureau of Statistics, which is to be renamed Statistics Canada, will become the first Government agency or department other than National Revenue to have access to personal income tax returns. Amendments to the Statistics Act, recently introduced in the Senate, will allow the federal statistical agency, under conditions of special secrecy, to have access to the tax returns of individual Canadians and unincorporated businesses. The agency has had similar access to corporate income tax returns since 1962. Walter Duffett,

who heads DBS with the title of Dominion statistician, said that his agency's secrecy precautions will be as tight as those at the Department of National Revenue.

Access to the income tax returns, he said, will help cut out some duplication in collecting information and will allow the Agency to produce new reports in such areas as poverty in Canada. Another amendment to the Statistics Act would allow the federal Agency to supply a variety of statistical data to provincial statistical agencies, provided the federal Government is satisfied about the same conditions of secrecy. No province qualifies at the moment, Mr. Duffett said, but several are likely to soon. Quebec and Alberta, he said, have the most advanced provincial legislation.

Another amendment will allow DBS to provide more detail in the lists of names of companies it produces. At present, DBS compiles lists of companies manufacturing specific products but cannot indicate their size. The amendment will allow them to group companies manufacturing a specific product by numbers of employees. Other amendments increase the penalties for people who break the act, either as employees of DBS or individuals or companies who refuse to supply information, and make a number of so-called house-cleaning changes to the present act.

As well as changing the name of the agency to Statistics Canada, the amendments change the title of Dominion statistician to chief statistician. These changes are in line with general federal effort to eliminate the word Dominion wherever it occurs in federal institutions.

The decision to give DBS access to personal income tax returns may cause some controversy in Parliament. These tax returns have long been regarded as about the most privileged in federal hands, and law officers and other groups have long been denied access to them. Mr. Duffett said the returns will be stored by National Revenue and that when they are taken to DBS offices for use, they will be handled only by a few select people and will be used in a separate and locked portion of the DBS building.



warm wishes

May the joy and peace of an old fashioned Christmas fill your hearts and home.

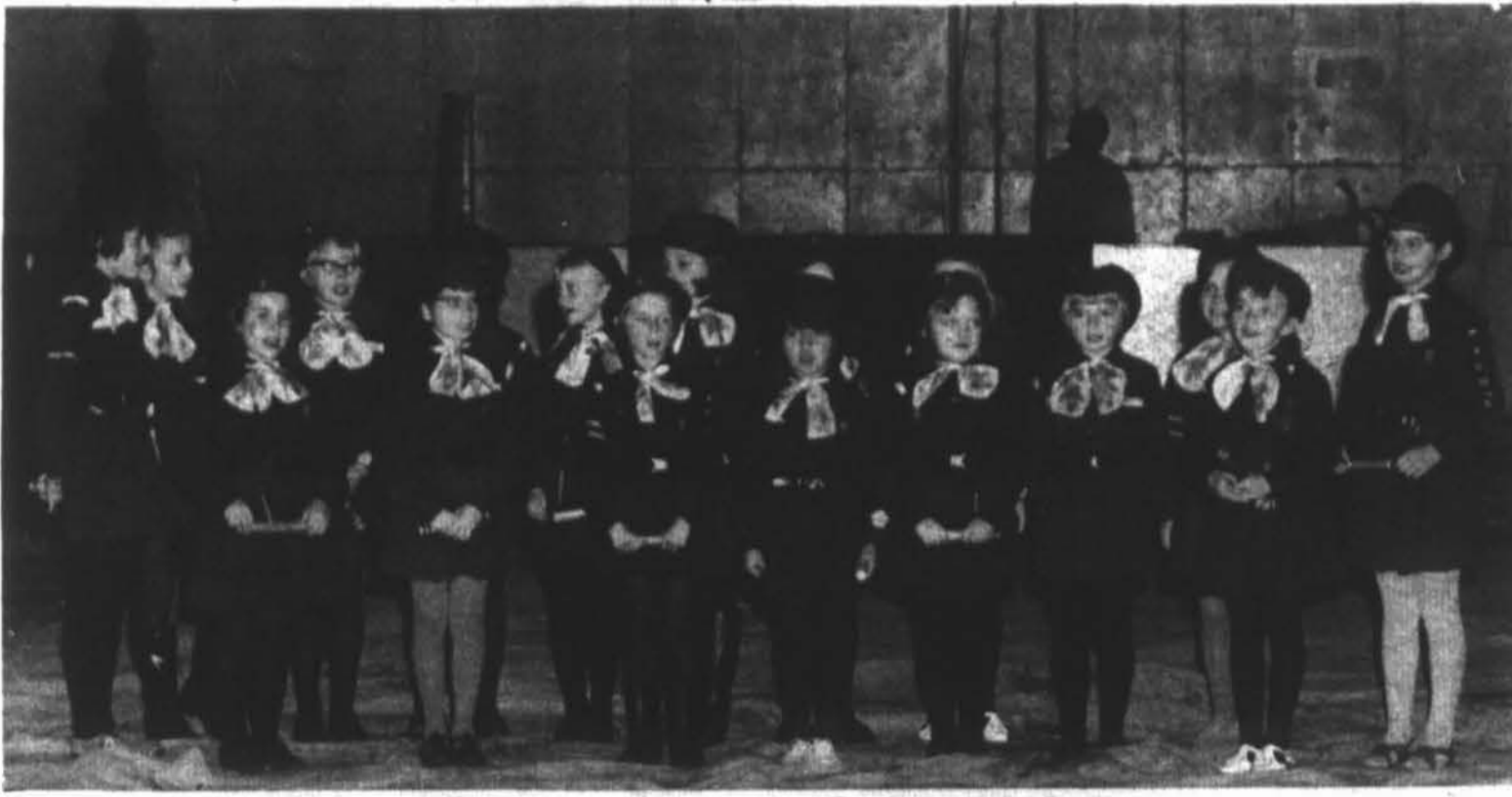
The Management And Staff  
Of The  
**SIR WILFRED GRENFELL HOTEL**

**ACCEPTS POSITION:** Magistrate W.A. Olford of Grand Falls has accepted the position of acting chief electoral officer; Attorney-General Leslie Curtis said earlier this month. Mr. Curtis said Magistrate Olford will be assuming his new duties "as soon as possible" once a replacement can be found for him and this is expected early in the new year. Until then Magistrate Olford will continue his magisterial duties in Grand Falls. One of Magistrate Olford's priority tasks once in St. John's, noted Mr. Curtis, will be revising the voters list for the provincial general election which must be called in 1971. The chief electoral officer, Magistrate George Trickett, has been granted one year's leave of absence because of ill health.



**PETER WALSH  
P.C. CANDIDATE  
LABRADOR WEST**

**To old friends and new  
go my wishes  
for a  
wonderful  
Christmas season.**



Scenes from the U.S.W.A. No. 5795, Christmas Party held at the Labrador City Arena on Saturday 12 Dec. It is estimated that there were 2,000 in attendance.



## Labrador TV

### WEDNESDAY, DEC 23

- 3.30 - MR. DRESSUP
- 4.00 - EDGE OF NIGHT
- 4.30 - TAKE THIRTY
- 5.00 - 55 NORTH MAPLE
- 5.30 - OOPS
- 6.00 - BOBINO
- 6.30 - LA BOITE
- 7.00 - DROP-IN
- 7.30 - SINGALONG JUBILEE
- 8.00 - FRONT PAGE CHALLENGE
- 8.30 - 100,000 CHANSONS
- 9.00 - CONSOMMATEURS AVERTIS
- 9.30 - FLIGHT 751 TO INUVIK
- 10.30 - SOMERSET MAUGHAM
- 11.30 - ALL AROUND THE CIRCLE
- 12.00 - NEWS

### THURSDAY, DEC 24

- 3.30 - MR. DRESSUP
- 4.00 - EDGE OF NIGHT
- 4.30 - TAKE 30
- 5.00 - 55 NORTH MAPLE
- 5.30 - BANANA SPLITS
- 6.00 - BONINO
- 6.30 - LA BOITE
- 7.00 - PLACE OF YOUR OWN
- 7.30 - BILL COSBY SHOW
- 8.00 - NATURE OF THINGS
- 8.30 - CHER ONCLE BILL
- 9.00 - A LA BRANCHE D'OLIVIER
- 9.30 - THEATRE CANADA
- 10.00 - FLYING CIRCUS
- 10.30 - THE INTERNS
- 11.30 - QUOTE & COMMENT
- 12.00 - NEWS

### FRIDAY, DEC

- 3.30 - MR. DRESSUP
- 4.00 - CHRISTMAS REMEMBERED
- 4.30 - CHRISTMAS AT ST. MARIE
- 5.00 - 55 NORTH MAPLE CHRISTMAS SPECIAL
- 5.30 - HI DIDDLE DAY
- 6.00 - BOBINO
- 6.30 - LA BOITE
- 7.00 - DROP-IN SPECIAL
- 7.30 - JULIA
- 8.00 - WALKING HAPPY
- 8.30 - LA VIE HEUREUSE DE L'EOPOLD
- 9.30 - A GIFT FOR MAGGIE
- 10.30 - TOMMY HUNTER

### SPECIAL

- 11.30 - NEWS
- 11.49 - FEATURE FILM

### SATURDAY, DEC 26

- 3.30 - HOCKEY
- 6.00 - GALLOPING GOURMET
- 6.30 - BUGS BUNNY
- 7.30 - RAINBOW COUNTRY
- 8.00 - ZUT
- 8.30 - ZOOM
- 9.30 - ODD COUPLE
- 10.00 - A TIME FOR GIVING (ONE OCC)
- 11.00 - PIERRE JEAN JACQUES
- 11.30 - CINEMA

### SUNDAY, DEC 27

- 3.30 - HYMN SING
- 4.00 - ENCOUNTER
- 4.30 - CHILDREN'S CINEMA
- 5.30 - TOUR DE TERRE
- 6.00 - SKIPPY
- 6.30 - WALT DISNEY
- 7.30 - QUELLE FAMILLE
- 8.00 - ATOMES ET GALAXIES
- 8.30 - ED SULLIVAN SHOW
- 9.30 - CORWIN
- 10.30 - WEEKEND

### MONDAY, DEC 28

- 3.30 - MR. DRESSUP
- 4.00 - EDGE OF NIGHT
- 4.30 - TAKE 30
- 5.00 - 55 NORTH MAPLE
- 5.30 - ROCKET ROBIN HOOD
- 6.00 - BOBINO
- 6.30 - LA BOITE
- 7.00 - DROP-IN
- 7.30 - MIKE NEUN SHOW
- 8.00 - TELESCOPE
- 8.30 - A LA SECONDE
- 9.00 - PARADIS TERRESTRE
- 9.30 - TBA
- 10.00 - TBA
- 10.30 - BOLD ONES
- 11.30 - LAND & SEA
- 12.00 - NEWS

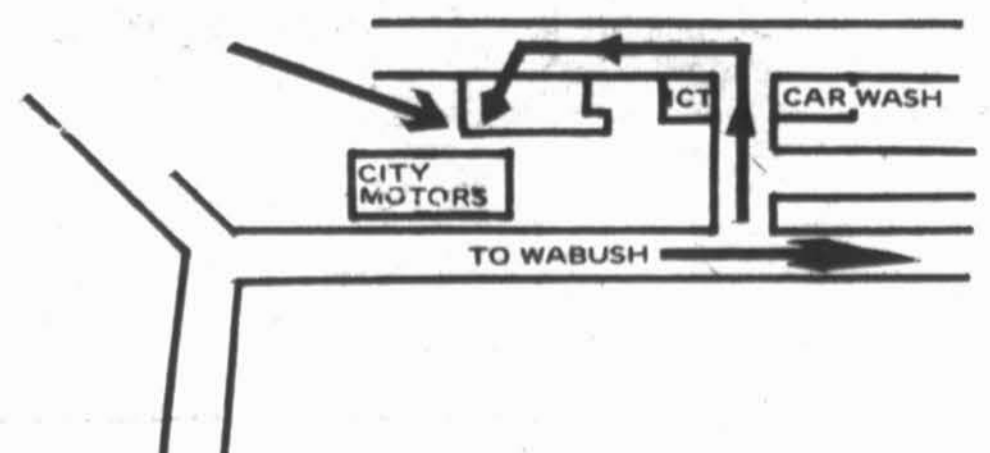
### TUESDAY, DEC 29

- 3.30 - MR. DRESSUP
- 4.00 - EDGE OF NIGHT
- 4.30 - TAKE 30
- 5.00 - 55 NORTH MAPLE
- 5.30 - BANANA SPLITS
- 6.00 - BOBINO
- 6.30 - LA BOITE
- 7.00 - PARTRIDGE FAMILY
- 7.30 - NEWS DIGEST
- 8.00 - RED SKELTON
- 8.30 - STOREFRONT LAWYERS
- 9.30 - MOI ET L'AUTRE
- 0.00 - RUE DES PIGNONS
- 0.30 - TUESDAY NIGHT
- 1.30 - NFLD. TOMORROW
- 2.00 - NEWS

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# Tougher laws for snowmobiles

**OTTAWA & PROVINCES TIGHTEN REGULATIONS:** As the popularity of snowmobiles continues its rapid rise this season, the net of regulations governing the machines is tightening. Alarmed by the deaths of 93 persons in snowmobile accidents last year and the sombre prediction by the Canada Safety Council that about 100 will be killed this winter, the federal department of transport recently published a set of proposed regulations that would control everything from the candle-power of the lights of the machines to the cutting edge of their skis...

The regulations are designed for incorporation in the Motor Vehicle Safety Act, expected to be proclaimed shortly. Provincial governments, too, have moved in

their areas of jurisdiction, to make snowmobiling a less-fatal pastime. A Cross-Canada by The Canadian Press shows that all provinces other than Newfoundland, Prince Edward Island and Nova Scotia have special regulations this year to keep ubiquitous snowtrackers in tighter check.

In Ontario you can be fined \$100 for driving your machine on railway tracks. In Alberta you may be jailed for 30 days for going hunting with it. The Newfoundland government passed enabling legislation at the last session of the legislature but regulations are not yet complete. Resources Minister W.R. Callahan said the government is

not anxious to restrict snowmobiles unnecessarily particularly in the northern part of the province and in Labrador where they have replaced dog teams. But he said he would like to see forthcoming regulations cover registration, age and restricted areas. Hunting for snowmobiles is forbidden in Newfoundland under an already-existing law.

Prince Edward Island and Nova Scotia both forbid the use of snowmobiles on the highways but have no legislation forbidding hunting with them.

An official of the wildlife division of the Nova Scotia lands and forests department said snowmobiles are not widely used for hunting in his province, and there is hardly any game on Prince Edward Island.

Legislation governing the use of snowmobiles in New Brunswick was passed last April and is expected to be proclaimed soon. Under it's registration of publicly-used machines is compulsory; teen-agers under 16 are restricted from crossing highways; and snowmobiles may not operate within 25 feet of the travelled portion of highways except for the purpose of crossing. Using snowmobiles to chase game is prohibited by the province's Game Act.

Quebec, the province with the greatest number of snowmobile deaths last year, (40 of 93), prohibits operation on or crossing of highways without a regular driving permit. The province levies a \$6.00 registration fee. A spokesman for the transport department said the province has special police squads on snowmobiles to

patrol the main areas where snowmobiling is practised.

Irwin Haskett, minister of transport for Ontario, said he is confident that laws enacted during the last two years will reduce last year's death toll of 34. The laws require the licensing of persons using snowmobiles along highways; registration of all machines, irrespective of where they are

used, and mandatory reporting of all accident involving injuries or damage over \$200.00. The laws also give municipalities wide powers to control use of snowmobiles off the road.

The Snow Vehicles Act passed at the last session of the Manitoba legislature makes it unlawful to operate snowmobiles with registration

and license plates in the province, except north of the 53rd parallel. All persons operating snowmobiles must hold driving licences and persons under 18 must have written consent of their parents. Operation is not allowed on public roads or in ditches alongside highways, and all machines must be equipped with mufflers.

# Merry Christmas



To all of our friends, old and new, we extend our wish for a very merry Christmas. And at this time we'd like to say, "Thank you" for being such good customers.

**"Everybody's  
Store  
at  
Labrador  
City"**

**BOWRINGS**  
Your Newfoundland Christmas Showcase



**For a Merry Christmas**

For you, we prescribe good wishes, glad greetings and much gratitude.

**CITY DRUGS LTD.  
LABRADOR CITY**

**EYE-OPENER:** If you want to keep tears from your eyes when you peel onions, keep your mouth shut. Researchers at Michigan State University's food science department say closing the mouth while peeling onions keeps tears from developing. "I don't know why it works," confessed Dr. Clifford Bedford, a department researcher. "It works for us and it has worked for other people who have tried it, but nobody seems to know why."

**CUT BACK AT BOEING:** Boeing Co. of Seattle is reducing its production of the 747 jumbo jet by two a month to five a month, starting in February. The company says this was planned some time ago in keeping with delivery commitments to airlines. The 747 is built at Boeing's plant at Everett, Wash., 30 miles north of Seattle. By the first of last month the company had reduced employment to 48,200 from 80,000 at January 1, 1970.

**The lighter side**

**STATISTICS:** "You wrote out a policy on a 92-year-old man?" gasped the insurance branch manager.

"Sure," replied the new and elated salesman. "Our statistics show that few men die after 92."

**AM-FM:** At luncheon an elderly woman was telling her friends about a little poem she had written. "I think it's good enough to be on the radio. I don't mean the big radio, mind you, just those little transistor radio."

**SOUTH OF THE BORDER:** She: "Have a good time in Mexico?"

Her: "I sure did."

She: "Learn any Spanish?"

Her: "Sure. Manana means tomorrow, and pajama means tonight!"

**BY THE COLOR OF HER HAIR:** "I'm Mr. Brown's wife," said the brunette, introducing herself to a blonde at the party.

"I'm his secretary," said the blonde.

"Oh," said the brunette, arching her eyebrows slightly, "were you?"

**CURIOSITY:** A little girl kept asking her mother about what she was getting for Christmas. "Don't ask so many questions," said her mother. Don't you know that curiosity killed the cat?" "It did?" came back the child. "What did the cat want to know?"

**SPEEDY:** Husband: "Good news, dear, I have two tickets for the theatre."

Wife: "Good for you, I'll start dressing right away."

Husband: "Fine idea. The tickets are for tomorrow night."

**COLLECTIVE BARGAINING:** He: "Would you go to bed with me for a million dollars?"

She: "Well.....I guess I would."

He: "Would you do it for two dollars?"

She: "What do you think I am?"

He: "We've already established that. Now we're haggling about the price!"

**FLYING HIGH:** After carefully explaining the origin of the Canadian flag to a citizenship class, the speaker asked: "What is it you see flying over the courthouse every day?"

"Pigeons," came a reply from the back of the room.

**A GOOD INVESTMENT:** Woman to bank teller: "I'd like to open a joint account."

"With your husband?" asked the teller.

"Of course not," answered the woman, "with someone who has some money."

**IN BRUSSELS:** When employees of houses of ill repute have children, they're known as "brothel sprouts."

**BANKED IN A SAFE PLACE:** "There goes old Scrooge who lives down the block. I wonder where he made all his money?"

"Heavens knows!"

"Aha! So that's why he always looks so worried."

**SERVICE REWARDED:** When he left the hospital, he gave the nurse an unusually large tip, and she was overwhelmed.

"Sir," she said, "we're really going to miss you around here. You take a great enema!"

**Christmas has arrived!**  
A time for gaily-wrapped goodies, yes, but also the time to count our each and every blessing... and to say thanks to our valued customers. We greatly appreciate your generous consideration. May your holidays be happy.

**HUSSEY ENGINEERING LIMITED  
LABRADOR CITY**

**CAROL PAINTING LTD.  
PAINTING CONTRACTOR  
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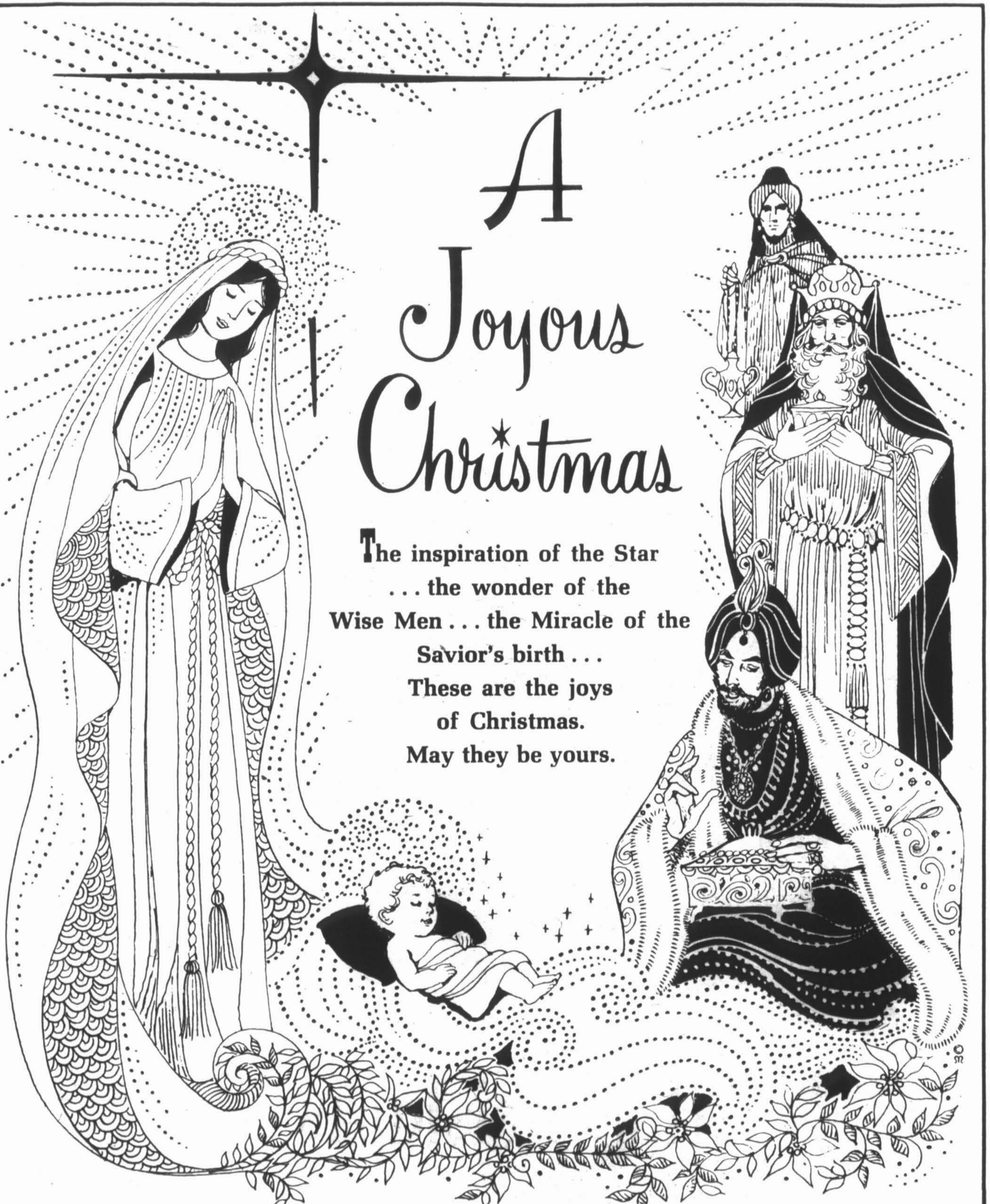
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# A Joyous Christmas

The inspiration of the Star  
... the wonder of the  
Wise Men ... the Miracle of the  
Savior's birth ...  
These are the joys  
of Christmas.  
May they be yours.



MANAGEMENT  
**CAMPBELL'S**



AND STAFF OF  
**SERVICE**

944-2673

LABRADOR CITY

P.O. BOX 1755

# On the local scene

Permission was received from W.R. Callahan, Minister of Mines, Agriculture and Resources, last week, by the local co-op to borrow up to \$200,000.00 to get the operation underway. Last week also saw the opening of a new \$200,000.00 co-op supermarket at Clarenville, Nfld. The store which serves approximately 400 members, employs 8 full time and 4 part time people.

**REAL ST. MARIE STORY!** FROM A DEPARTMENT OF LABOR RELEASE: A representation vote has been ordered in connection with an application for certification received from United Steelworkers of America, Local Union 6185, affecting a unit of employees of Real Ste. Marie

Limited, Labrador City. The unit for voting was defined as comprising all employees save and except Office Staff, Foremen and those above the rank of Foremen employed at the Labrador City operation of the Company.

We recently received the following from The Oil Heating Association of Canada and with the recent cold weather, felt the following suggestions for fuel conservation would be of interest to our readers:

1. Before going to bed, lower the thermostat 10 degrees. You won't notice or need these degrees when you are sound asleep, and you'll probably sleep better.

2. Close the bedroom door if you sleep with the window open. This saves time and fuel when bringing the house up to normal temperature in the morning.

3. Shut off radiators and registers and close doors when airing rooms. No point in heating the garden!

4. Storm windows, insulation, proper weather stripping and caulking of joints can save more than 15% on fuel bills.

5. Don't compel your furnace to work overtime by blocking radiators or registers with furniture or rugs.

6. Make sure thermostats are located so rooms can be evenly

heated. Keep them correctly adjusted.

7. Insulate attic floor and roof. This can save up to 20% in fuel costs.

8. Air filters, blowers and furnace must operate efficiently.

We felt the "news gem" of last week was a C.B.C. story carried in connection with last week's opening of a thermal power plant at Holyrood, Nfld. The report stated the plant would revert to a stand-by basis when power from Churchill was on stream in 1972. Now figure that one out! Surely the Provincial Government are not still issuing the "fairy-tale" that the island will receive power from Churchill Falls in '72!

The mid-day blast at the Scully Mine last Thursday really packed a wallop and several

reports of serious damage were received at press time.

By HONOURABLE JOSEPH R. SMALLWOOD, P.C., D.C.L., LL.D., D. Litt., M.H.A. PREMIER OF NEWFOUNDLAND AND LABRADOR

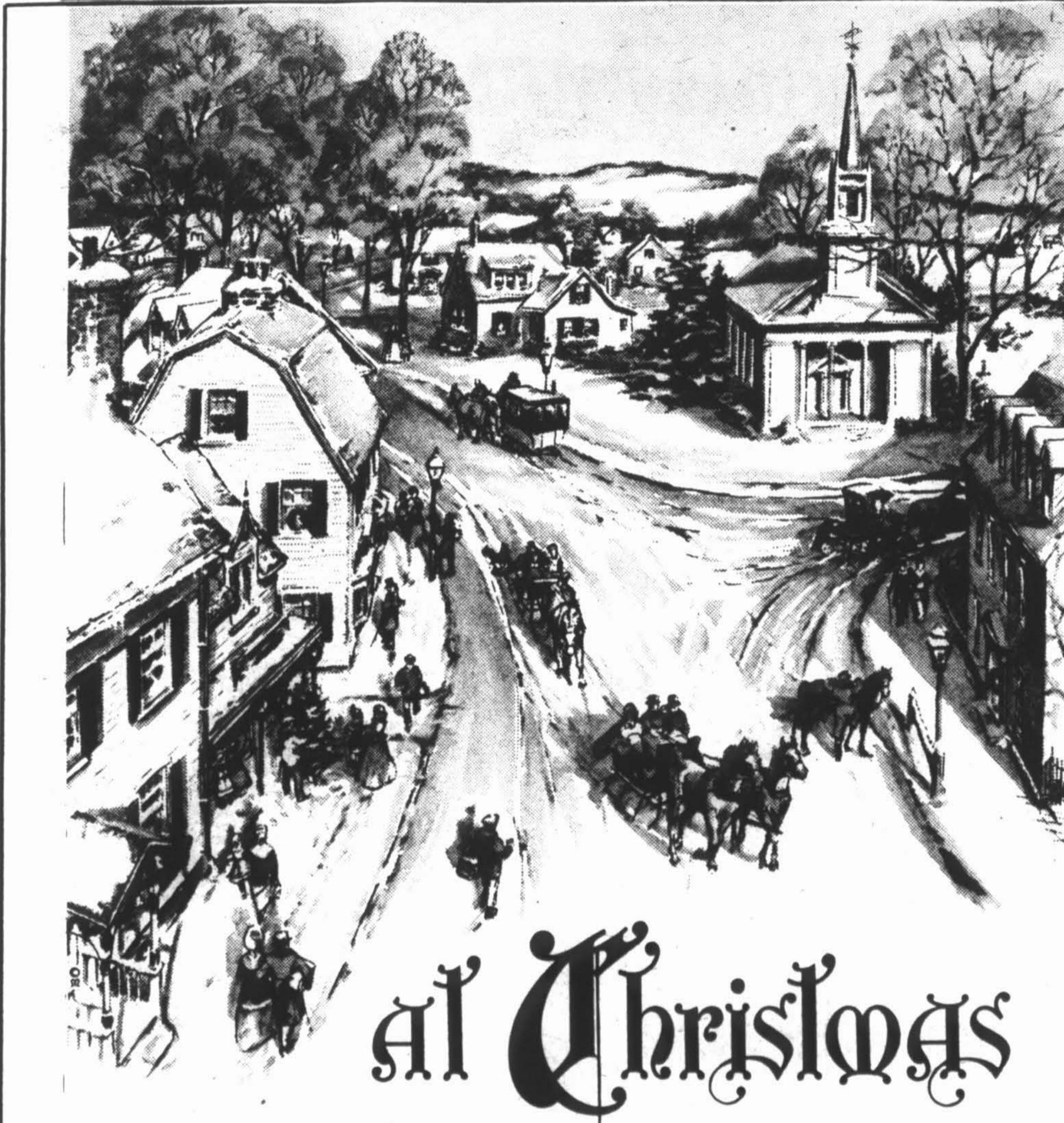
"We Newfoundlanders have tasted once again, these past couple of years, some of the hardships that we used to know before the happy days of Confederation. Tight money, scarce money, expensive money, unemployment, discouragement — all these played a depressing and discouraging part in our lives. It was the same all across Canada, down into the United States, and in many other parts of the world — but that was precious little consolation to us. Misery may indeed love company, but misery experienced in common is still misery.

"So I am happy, as all Newfoundlanders are happy, to see these bad times passing rapidly away. It is passing away, and its passing will gather speed in the coming months. Better times have begun to arrive, and they will get better rapidly. In the coming year Newfoundlanders will enjoy the biggest boost in their economy that they have seen for a good many years. Things are on the mend, and not only on the mend. Distinct improvement is in sight.

"So with a good heart I can wish my fellow Newfoundlanders the proverbial Merry Christmas and the long desired Prosperous New Year."

Express train schedule for Christmas and New Year's holidays will be as follows:

- December 22 & 23 Regular express service
- December 24 & 25 Express service cancelled
- December 29 & 30 Regular express service
- December 31 & Jan. 1/71 Express service cancelled



## At Christmas

Old-fashioned ways of warm cordiality have a special meaning at Christmas. In this old-time spirit, we wish you holiday joy, ever-new, rich in the blessings of home, family, friends. Merry Christmas!

**BOARD OF DIRECTORS — MANAGEMENT AND STAFF  
THE ASHUANIPI SOCIAL CLUB  
LABRADOR CITY**

**MR. GRAHAM  
ROBERTS**  
WISHES TO ADVISE  
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LONGER  
REPRESENTS  
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944-5189.

## Scanning the Market

by CHARLES DEVINE

As the Dow recently climbed to the 825 mark I decided to check some of the stocks, especially the "high-flyers" we purchased or followed during the late sixties. Our findings, that while many of the "blue-chips" have bounced back by 30% from their lows of six months ago, the issues of '68 and '69, plus the penny mining stocks have not, with but an occasional exception, followed suit. I'm afraid that in many cases these "new generation" issues will take a long time, if ever, to regain even their issue price. There is no doubt about it; it will probably be another five years before we see the number of new issues of recent years. Business is getting bigger all the time and if the "little fellow" is to compete he must not only be strong in product and management but also in cash or he will quickly be swallowed up or put out of business by the "giants". However we still like many of the Canadian natural resource and construction (especially housing) stocks and it is in these issues we will be committing our funds in the coming months.

**MOST FORECASTERS EXPECT IMPROVED PERFORMANCE NEXT YEAR:** Business forecasters in both Canada and the United States are looking for economic performance to strengthen in 1971 in response to more stimulative fiscal and monetary policies. There appears to be little disagreement over the direction of the change of pace: real growth is expected to be somewhat faster than in 1970. But there is no consensus on how strong or how durable the upswing will be.

Those who are impressed by what they believe to be powerful underlying demand forces in the economy are confident that the economy, sooner or later will take off again in the fashion of the middle years of the Nineteen Sixties. The changing age structure of the population, which is bringing rapid labor force growth, more marriages and greater potential demand for consumer goods, including housing, is one source of confidence. Another is the expectation of further strong growth in government spending, and more transfers of spending power to lower income groups.

But there is another, more deeply pessimistic school that holds that the economy, particularly in the United States, is plagued by such intractable distortions that a sustained expansion is unlikely, perhaps impossible. One of the exponents of the gloomy view is the Bank Credit Analyst, edited by Storey, Boeckh and Associates, Montreal consulting economists, and published by Monetary Research Ltd. of Hamilton, Bermuda. In its assessment of the short term outlook the publication predicts that the re-expansion of 1971 will be weak and will, in any event, be nothing more than a temporary delay on the way to an unavoidable economic and financial correction of substantial magnitude. "From a long run point of view, investors face serious risks of once-in-a-generation fundamental correction." The publication correctly forecast the stock market dive of the spring of 1970.

In predicting a major business shake-out before there will be a strong cyclical recovery, the publication is chiefly concerned about sharply declining balance sheet liquidity of business corporations. This is a development that has worried other commentators as well, although it is generally considered that the problem is much less serious in Canada than in the United States. The Bank Credit Analyst maintains that since 1966 something has gone seriously wrong with the U.S. corporate sector's ability to earn profits. Profits, estimated at \$34.8 billion, have fallen back to the 1964-65 level. Meanwhile, corporations have raised enormous amounts of debt capital in anticipation of greater profits, which did not materialize. "What has happened is that the rate of return on capital has dropped steadily while the cost of money capital has risen sharply."

Trade credit also has swelled and lengthened to the point where a reduction in receivable turnover by one-third for example, to 50 days from 75 would involve credit liquidation of \$100-billion. A solution to the debt problem would be a huge expansion of corporate profits. But the Bank Credit Analyst says such an expansion is not in prospect. "Since the period 1967-68 was one of virtually full employment, corporations had maximum opportunity to raise prices in order to restore profit margins. In 1971, there will be a substantial degree of slack in the economy, making it very difficult for most firms to raise prices by very much. Moreover, wages respond to changes in inflation with a sizeable lag and this means that labor costs per unit of output will continue to rise next year, possibly quite sharply." In these circumstances profits are likely to rise too weakly in 1971 to free corporations from their burden of debt and lack of liquidity. "It could provide a breathing spell, but any substantial re-expansion of the corporate sector would quickly result in a further deterioration of its already serious situation."

The gloomy prognosis of the Bank Credit analyst may not be borne out. Probably a majority of economists have more confidence than the publication in the resilience of the economy and the efficiency of official stabilization techniques.

But it does appear that the United States and Canada have entered the Nineteen Seventies with an array of problems, of which corporate lack of liquidity is only one, that threatens achievement of the decade's potential. In particular, if inflation is allowed to gather headway again within a few months, the temptation will be either to learn to live with inflation or to impose new and more rigid controls.

**\$4 MILLION FOR BIRTH CONTROL:** Canada will provide \$4.25 million in the next two years to two international agencies working on birth control and pollution problems. The United Nations Fund for Population Activities, assisting developing countries with population and family planning

programs, will get \$3 million, and \$1.25 million will go to the International Planned Parenthood Federation. The federation encourages development of planned families throughout the world.

**FASHION NO WRITTEN LAW:** French women have devised a test to see if their figures are

suited to the current braless fashions. A woman puts a pencil under her bosom and if it stays in place she needs to wear a bra. If she has enough uplifts of her own, the pencil falls to the floor. Then she can happily burn her bra, don her see-through blouse and go all out for the "liberated look."



# GREETINGS

Over the fields and through the snow-covered countryside go our warmest Christmas wishes. In this tradition, we greet our friends and customers, with hopes for your holiday happiness, and with genuine appreciation for your good will.

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OF  
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**BRITISH POSTAL SYSTEM FOR CANADA:** Canada intends to fashion its national postal code along the lines adopted by Britain and may eventually establish an independent post office corporation somewhat along the existing British pattern. This was disclosed recently by Canadian officials as Jean-Pierre Cote, minister responsible for the Canadian post office, continued a tour of the British system. John Mackay, Cote's deputy, said the Canadian postal code will be ready for experimental operations in 1971 with Ottawa as the site for the first coding. He

anticipated that six digits, possibly a combination of letters and figures, will be used.

**ICE-FREE GULF:** The Science Council of Canada has suggested that Canada should consider keeping the Gulf of St. Lawrence free of ice year-round with all the resulting effects on agriculture, fisheries and underseas mineral exploration and exploitation. The SCC report calls for a major Canadian effort, strongly backed by the Federal Government, to achieve world leadership in knowledge and experience about the marine environment.

## Scholars study source of Star Shining in East

"There shall come forth a Star" — Numbers 24:17.

In this Old Testament prophecy by Balaam, was a real star meant, or does "Star" refer to a great person?

For centuries, Biblical scholars have considered this question. Many believe that the prophecy led the wise men to watch for and follow the "star in the east," of which St. Matthew wrote in his story of the Nativity.

The star itself is the source of many theories. Perhaps the best of all is that it was

a miraculous appearance and as such needs no explanation.

However, astronomers through the ages have sought to connect the star seen by the wise men with other reported celestial objects — a comet, perhaps, or an especially brilliant star that only appears at long intervals.

Still another theory suggests that the star may have been a configuration or grouping of planets. In 1604, the German astronomer Johannes Kepler theorized that Jupiter, Saturn and Mars

might have occurred in such a configuration at about the time of Christ's birth.

The fact that the star and the visit of the wise men were described only by St. Matthew has led to still another question. Did only the wise men see the star?

That they were so privileged is sometimes explained by the legend that the wise men were astrologers whose special interest helped them to notice the unusual brilliance of the three planets grouped together.

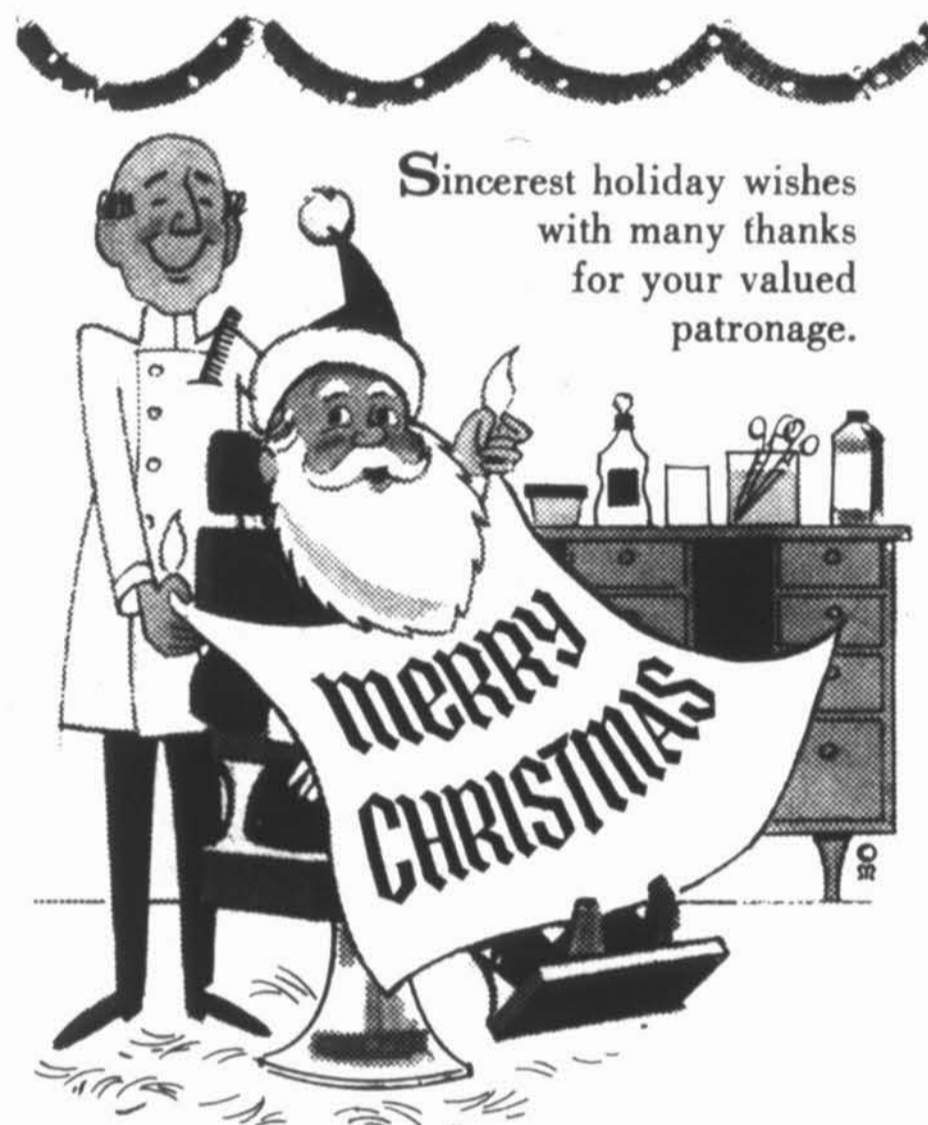


Yuletide is the season to be jolly . . .  
and it's a fine time to wish you and yours  
the happiest. Warm "thanks," too.

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# Holiday blends many customs

"Anybody found feasting or observing Christmas day in any way shall pay a fine of five shillings."

And so, throughout New England Pilgrim settlers had to treat Christmas as just another working day. Governor Bradford noted that "no man rested all day" on December 25, 1620, say the editors of Encyclopedia Americana.

Today, in the United States and Canada, Christmas celebrations are a colorful blend of customs from many lands. The main features of the holiday festivities are much the same everywhere—Santa Claus, Christmas trees, gifts, greetings, feasting, family visits, carol singing.

Each of these customs has its own history, and for the student of holiday lore and legend, the fascination lies in the variety of traditions brought by settlers from other lands and assimilated into what is now a truly American, or truly Canadian Christmas.

## Displaying Tree

The custom of the Community Christmas Tree began in the early 1900's with the people of Pasadena, Calif., who decorated a tall evergreen on Mount Wilson with lights and tinsel.

Madison Square in New York and the Common in Boston were the scene of trees set up in 1912. In 1914 Independence Square in Philadelphia had its first holiday tree.

Around each of these trees choirs gathered and sang carols.

The custom of lighting the National Community Christmas Tree in Washington, D.C. began in 1923 when the University of Vermont sent a large tree to President Calvin Coolidge.

## Add Special Touch

In Quebec, customs from France lend their special touch to a Canadian Christmas.

France gave Canada the "creche," gatherings after midnight Mass with family and friends, savory pork pies called "tourtières," collecting gifts from door to door for the less privileged person of the community.

After mass on Christmas Eve, the people of Quebec gather at homes of loved ones to participate in a night-long feast called "réveillon."

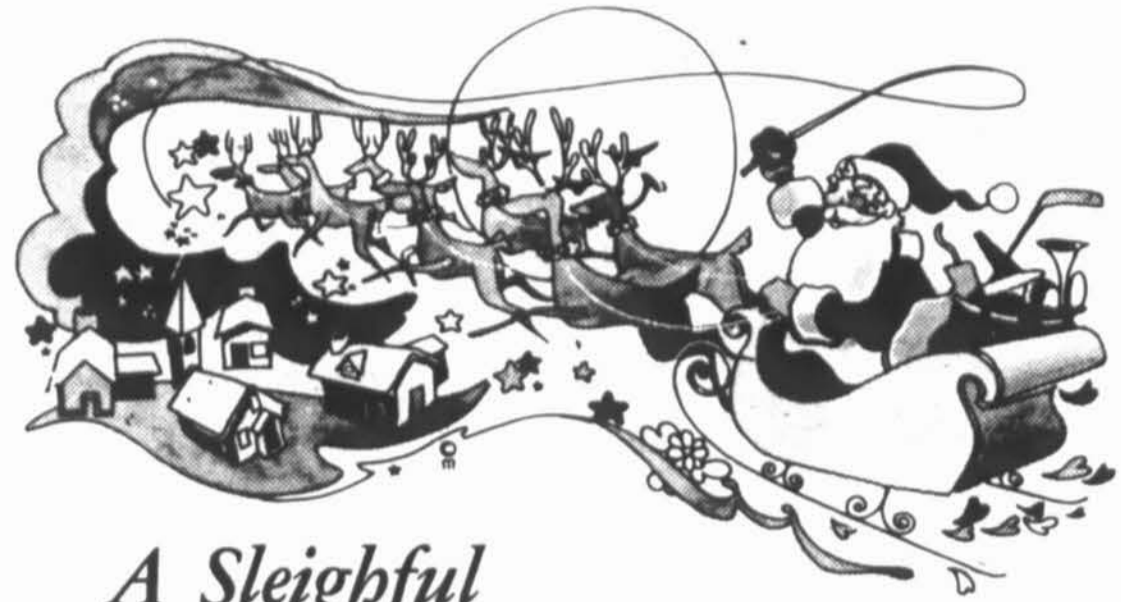
## Performing Pageant

From Germany came the Nativity pageant, and the first play of this sort in the U.S. was performed at the German Catholic Church of the Holy Trinity in Boston, in 1851. Children dressed as Oriental shepherds offered gifts to the Christ Child at the altar, singing carols at the same time. The gifts were later distributed to the poor of the parish.

## Play Delights

A hybrid Spanish-Indian play, called "Los Pastores," introduced by Spanish monks, may still take place in the backyards of San Antonio, Tex., at Christmastime. With no props, curtains and a cast of amateurs, it yearly delights with its spiritual innovations.

It runs from Christmas to Candlemas, in homes located in out-of-way places so only the initiated can find it. The object is to prevent the merely curious observer from watching this spiritual miracle play.



*A Sleighful  
of Good Wishes to Friends  
Old and New* We're brimming over with holiday cheer. We want to share it with all you wonderful people, to say "Thanks" for making our season joyful. May your day be merry and bright.

**THE MANAGEMENT AND STAFF OF  
THE BANK OF NOVA SCOTIA  
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**TO BRING IN 1971**

**AT THE**

**SIR WILFRED GRENFELL HOTEL**

**Manger**

*is the theme*

**of Latin Yule**

Though Santa and gaily decked trees often appear nowadays in Central and South America, Christmas is traditionally a time for religious observances.

Mass, at midnight on Christmas Eve or early Christmas Day, forms the heart of the holiday in Latin America, and the creche or manger scene marks the season throughout churches and homes, say the editors of the Encyclopedia Americana.

Bountiful feasts, processions and other special events may provide a festive note, but custom says that gift-giving time is Three Kings' Day — Twelfth Night, January 6th, when the Wise Men brought their gifts to Jesus.

Children put their shoes under the bed or in the window, hoping to have them filled with toys and gifts. Water and hay are set out for

the Three Kings' horses or camels.

While many Latin American countries share these traditions and celebrate Christmas in similar ways, each country also has its own special festivities.

\*\*\*

**In Venezuela**

Hallaca, a native Venezuelan dish, is an awaited delicacy during the Christmas season. It is made of corn meal with pork and chicken stuffing and numerous other ingredients, and then wrapped in plantain leaves to form a type of pie.

\*\*\*

**In Argentina**

It's a mid-summer Christmas in Argentina, and the traditional feast is generally served outdoors. Rosebuds and jasmine deck the table, which has as edible centerpiece a whole roast suckling pig.

\*\*\*

**In Brazil**

Brazilian lore and legend says that Three King's Day is a time for poetry contests. Verses accompanied by guitars are featured.

\*\*\*

**In Chile**

Unique among Christmas customs in Chile is a grand fiesta that centers around horse racing.

\*\*\*

**In Colombia**

People parade in masquerade on Christmas Eve in Colombia. Each masquerader tries to guess the identity of others. When someone guesses correctly, he can claim a small gift from the person who was "unmasked."

\*\*\*

**In Peru**

Toro! In Lima, Peru, Christmas day is not exclusively a church holiday, because it also marks the greatest bullfight of the year.

\*\*\*

**In Costa Rica**

In the island country of Costa Rica, "portals" are set up in homes. These are elaborate Nativity scenes sometimes filling an entire room.

**In Guatemala**

An ancient custom in Guatemala is to "light the road to Bethlehem" by placing lanterns in windows and doorways for nine nights before Christmas.

**In Panama**

Children in Panama participate in midnight mass on Christmas Eve by caroling to an accompaniment of castanets and tamborines.



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300	.....	.....	.....	.....	18.35	28.37
550	.....	.....	.....	23.73	32.86	51.24
1000	.....	.....	.....	41.45	58.11	91.56
1500	.....	.....	60.47	.....	.....	.....
2500	.....	77.16	94.48	.....	.....	.....
3000	.....	92.59	113.38	.....	.....	.....
4000	107.53	123.46	151.17	.....	.....	.....
5000	134.41	154.32	188.96	.....	.....	.....

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FROM  
THE MANAGEMENT AND STAFF  
OF

**BOWRINGS**  
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# What Are the Facts About Christmas?

Everybody thinks that space travel is something very new, but an elderly gentleman in a rather unique "space-suit" set the pace years ago. His name: Santa Claus.

Now is the season when he's taking off again, for it's Christmas.

How much do you know about Christmas and Santa Claus? Here are some questions, developed with the help of the editors of the Encyclopedia International, to test your knowledge. The answers are at the bottom.

1. The first known Christmas card was designed in 1843 by an Englishman named:

- (A) Charles Dickens
- (B) Sir Henry Cole
- (C) John Calcott Horsley

2. The first Christian Nativity feast, celebrating the birth of Christ, occurred in the fourth century on:

- (A) January 6
- (B) July 4
- (C) December 25

3. Christmas did not become a legal holiday in the U.S. until:

- (A) The Puritans arrived in New England
- (B) 1856
- (C) Santa's Helpers Union went on strike.

4. The original name of the gentleman we know today

as Santa Claus was:

- (A) Kris Kringle
- (B) Clement C. Moore
- (C) St. Nicholas

1. (C) is correct. Artist Horsley designed the first known Christmas greeting card for his friend, Sir Henry Cole, a wealthy London gentleman. Charles Dickens had his share in Christmas 1843, too. His book, "A Christmas Carol," was published that year.

2. (A) is correct. At first, January 6, the Epiphany, was observed as the feast of Jesus' baptism, with a secondary emphasis on His birth. It was not until the 5th century A.D. that Christmas was generally celebrated on December 25.

3. (B) is correct. New England states outlawed the celebration of Christmas until the middle of the 19th century.

4. (C) is correct. Kris Kringle is the German name for Santa, while Clement C. Moore contributed to the image of Santa Claus with his poem, "A Visit from St. Nicholas," in 1823. St. Nicholas was a real person, a fourth century bishop, and the first Santa Claus.

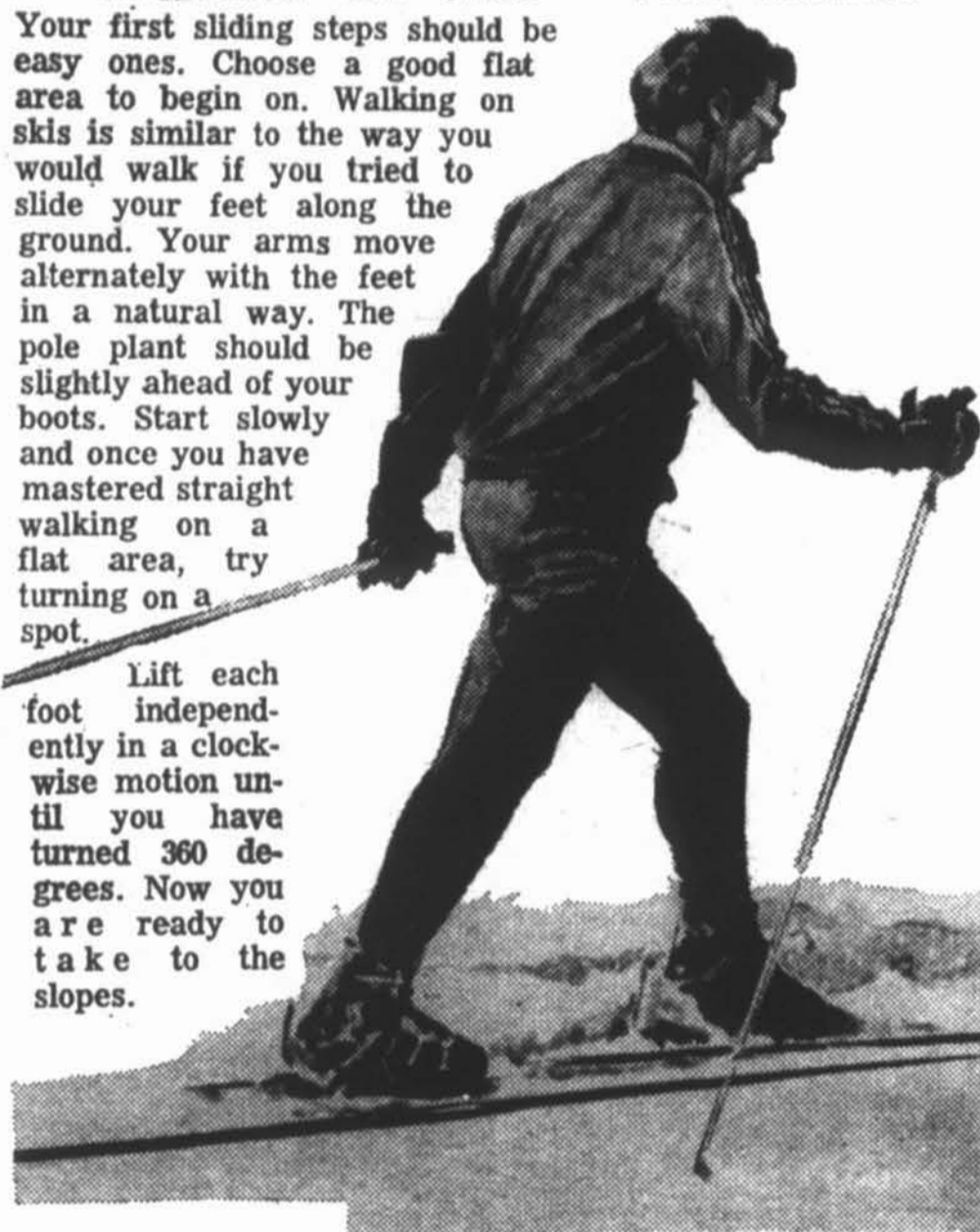


## Beginners—2

### WALKING ON SKIS - Flat Terrain

Your first sliding steps should be easy ones. Choose a good flat area to begin on. Walking on skis is similar to the way you would walk if you tried to slide your feet along the ground. Your arms move alternately with the feet in a natural way. The pole plant should be slightly ahead of your boots. Start slowly and once you have mastered straight walking on a flat area, try turning on a spot.

Lift each foot independently in a clockwise motion until you have turned 360 degrees. Now you are ready to take to the slopes.



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for a Happy Holiday  
and a very happy  
New Year*

**Merry  
Christmas**



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## Wreaths Got Pagan Start

During this holiday season, a wide variety of colorful wreaths deck the doorways of homes in this community.

The use of wreaths at holiday time stems from the customs of Advent season—the four Sundays before Christmas. Traditionally, Advent wreaths are made of evergreens, trimmed with ribbons, and hold four candles to be lit during the Sundays of Advent.

The wreath, which has no beginning or end, represents eternity, and the evergreens symbolize growth and life, according to the editors of the New Book of Knowledge.

Like many other Christian holiday customs, the Advent wreath originated in pagan ceremonies.

During the dark days of the winter solstice, the sun-worshippers of northern Europe sought to please their absent god, the sun, and persuade him to return, by using a wheel trimmed with greenery.

The wreath was made of an actual wheel, taken from a cart and wrapped in greens. Lights, too, were added.

### Decorating with Cards Can Be Yule Project

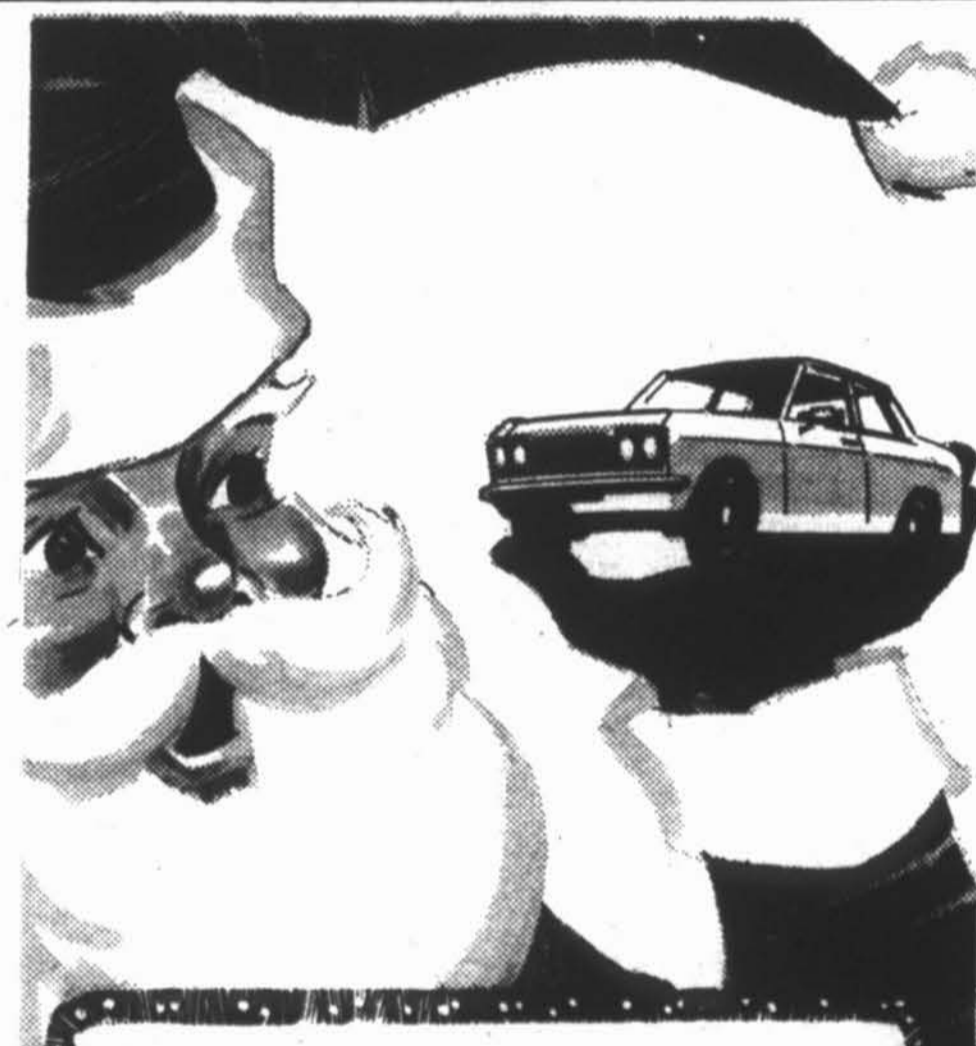
When children need a change from the toys on Christmas day, a promising project could be to let them see what they can do with the family greeting cards.

Tape or staple cards to lengths of ribbon and hang them on walls or doors.

Make a Christmas wreath by attaching cards to a circle of cardboard.

"Frame" cards with construction paper.

Decorate a screen with cards.



**WARM  
Christmas  
WISHES**

We join Santa in wishing you unlimited mileage of holiday joys. Many thanks for your confidence.



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# Holiday fun prompts lively party ideas

## Tiny Treasure Hunt

The simplest searching game is one in which one person leaves the room while another hides a small object that has been agreed upon beforehand — a small package, some wrapped Christmas candy.

When "it" comes back, he hunts for the object and the other person indicates that he is near it by clapping loudly or saying, "You're warm."

When "it" moves away from the object, the other person claps softly or says, "You're getting cold."

Christmas gatherings just naturally turn into parties —

friends and relatives drop in with holiday greetings, and all of a sudden it's a party!

Party games designed specially for the season can spur on the fun.

For groups large or small, parties planned or impromptu, the following entertaining ideas are suggested.

One way to "break the ice," especially when all of the guests are not well acquainted with each other, is to play a guessing game. A Christmas Personality game can be played by pinning a name such as "Rudolph," "Santa" or "Christmas Angel" on the backs of several guests. Then each tries to guess his name by hints others give.

Another way to start a party is to start the guests out thinking! Have a little contest and see who can spell the most words with the letters in "Christmas."

has the object in his hand is out. This continues until the circle is reduced to one — the winner!

## Pin the Star

Children never tire of exciting party games, while the adults may need a rest. One game that is loads of fun for kids to play and adults to watch is a seasonal version of "Pin the Tail on the Donkey." This one is "Pin the Star on the Christmas Tree."

It's easy to cut a large shape of a Christmas Tree out of green construction paper and tape it to a wall or door, making sure it is low enough for the littlest guest to reach the top.

Each child gets a paper star with tape on the back and takes his turn being blindfolded and spun around. The one who can place his star closest to the top of the tree wins.

## Christmas Tree

A Christmas Tree game that everyone can play is a guessing game. In "Christmas Tree" the person who is "it" leaves the room while the other players decide on a secret word. It must be a verb, or a word showing action, such as run, eat or swim.

When "it" comes back, he tries to guess the word by asking questions using "Christmas Tree" in place of the word. He may ask, "Do children Christmas Tree?"



## Piñata Fun Gets Break

A joyous Christmas tradition for Mexican boys and girls is the breaking of the piñata, a decorated earthen jar.

Sometimes, the piñata may be a caricature of people or animals.

The piñata is suspended by a rope that can raise or lower it. Each child is blindfolded and usually given three chances to poke at the piñata with a stick.

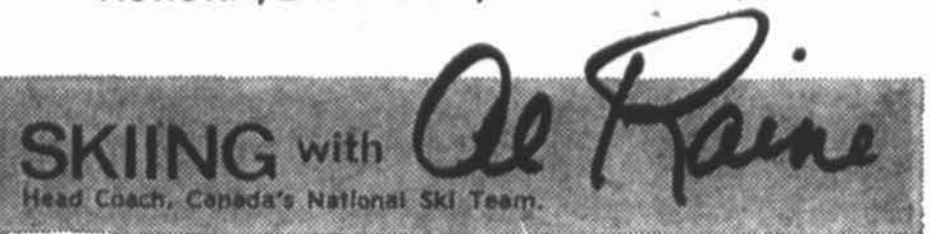
When it's broken, the piñata releases a bounty of delicious fruits, sweets, nuts and toys.

The children scramble to claim as many goodies as possible.

## Musical Candy Cane

A lively combination version of Musical Chairs and Hot Potato makes use of some unbreakable symbol of Christmas festivities — a small package, one of the sturdier tree ornaments, a big candy cane.

One person who is not playing puts on a Christmas record. Everyone sits in a close circle and passes the object around. When the music suddenly stops, the person who



## Intermediates—2 CHOOSING YOUR TERRAIN



Often you will hear about another skier who makes it look easy. There are a few tricks which will help you ski easier and in a more relaxed way. Choosing terrain that allows you to turn with the least effort will help and you will no longer be fighting your way down the mountain.

The most helpful terrain for turning is the bump. You should unweight and turn your skis just after the crest of the bump. The bump will help you unweight the skis and the steeper downhill side will help you slide the skis into the new turn.

A "bank" or trough will also help. The bank will actually turn the skis if you let them seek the natural line through the trough — much like a bobsled would. Relax and don't fight the hill — use it to help you ski better.

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BEST WISHES FOR THE  
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TO WISH EVERYBODY A MERRY, MERRY CHRISTMAS.  
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BLESSINGS OF HAPPY FAMILY UNITY AND  
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