



**BETHLEHEM RECREATED . . .** One of the most popular of all Christmas decorations is the Nativity Scene. In settings such as the one above at the New York Botanical Gardens, the Nativity is recreated with life-size figures. In the arrangement above, three shepherds are shown approaching the holy birthplace.



By F. L. Rowley

It would never have happened if it weren't for Bill Sykes. He kept bragging about how many artificial Christmas trees he was going to sell. He even stocked the whole front window of his hardware store with the shiny trees.

Now I'm old-fashioned. I like a good, green, strong-smelling pine tree for Christmas. Seems there's still a lot of us in Hillcrest who feel the same way. Too bad Phil Reagan didn't know it; he ordered only half his usual shipment. I guess Bill Sykes had scared him with all that bragging.

**Divided**

So Hillcrest was divided. Some said there was nothing like the



"Sorry, Bob," said Phil. "We don't have a sprig left. Sold out this morning."

new fireproof metal trees. Others claimed that Christmas' fondest memories were built around the thick, odorous variety.

The debate went on until Christmas Eve.

Then I went over to Phil Reagan's gas station to get my tree.

"Sorry, Bob," said Phil with a shrug. "We don't have a sprig left. Sold out? Impossible! You know I get a tree from you every Christmas."

"So did all the others. Time was when I could figure within a tree or two just how many to order. Bill Sykes and his tin trees put a stop to that."

"Now what'll I do?"  
"Buy a tin one, I reckon."  
"I will not! After all my spouting off I'd be the laughing stock of Hillcrest if I went home with a metal tree. I promised Ruth and the kids a green tree. I'll get a green tree if I have to go into the woods with an ax."

I didn't really intend to. But I was stumped-and stubborn. I sat fuming in the car in front of our house when my twelve-year-old son David came up. He held a neatly wrapped package behind him.

"What's up, dad?"  
"I can't get a live Christmas tree. Phil's sold out."

"No kidding? Gosh, that's tough. Have you tried old Mr. Simpson?"  
"Not a chance. Simpson hasn't done a decent thing for anybody in ten years."

"Let's try him anyway," urged David. "It's getting late; we should be trimming the tree by this time."

We drove over to Simpson's. The old man opened the door about a foot and eyed us suspiciously.

"We came to wish you a Merry Christmas, sir," said David.

"Eh? Did you now? First time anybody's bothered to do that in many a year. A merry Christmas to you, my boy! And to you, sir."

"Thank you, I said."  
"We'd like to invite you to Christmas dinner-at our house," David cut in. "And there's your Christmas present, Mr. Simpson." He handed over the package he'd been carrying.  
**Surprise**

## Payola Scandals Will Have Effect

Businessmen will have Christmas gifts in greater numbers this year, but the value and suitability of each gift is being examined

David had surprised us both. Simpson's hands shook as he reached for the package. "To dinner, you say?" he muttered. "Turkey?"

"Yes sir-with all the trimmings. We're going to have a wonder-Christmas tree."

David was quiet for a long time after we left Simpson's. Then he said: "You know, dad, it didn't seem quite fair getting a tree that way. Mr. Simpson did seem pleased when I gave him the present though."

"He was delighted. Probably the first present he's had in years. What was in the package?"

"A keen pipe. It was supposed to be your Christmas present. Only I knew how bad you wanted a tree."

"It was the best Christmas present I ever got-er, almost got," I said gratefully.

We both laughed. We had gotten something wonderful out of this Christmas. Something even bigger than the green tree that we were bringing home.

with greater care, according to the Business Goodwill Advisory Council.

'Extravagant business gifts of the type associated with the 'payola' are on their way out, replaced with modest gifts selected with an eye toward value and good taste.' That's the finding of this non-profit research organization supported by gift-conscious sales managers, the business gift industry's two national trade associations and the industry's trade information service.

The average cost of a 1959 business gift was about \$7.50, BGAC reports, down from \$14.00 only five years ago. But, the number of individual gifts is estimated to

be running 22 per cent above last year; 110 per cent more than five years ago.

Because of the considerable increase in number of gifts, the sales volume of the business gift industry will be close to \$300,000,000 this year; up from \$253,000,000 last year and \$276,000,000 the year before. And these figures do not include liquor and other gifts purchased through retail stores.

'The 'payola' scandals have alerted businessmen to choose their business gifts with greater care,' a spokesman said. 'Businessmen are now striving earnestly for tasteful gifts that can be presented in a truly thoughtful manner as honest tokens of appreciation.'



**DIAMOND TAXI**

Osborne 2-3434

Haileybury



## Season's Greetings

Triumphantly, the songs ring out heralding the happiness, the glory of Christmas. We're wishing that the season will be a warm and merry one for you and yours.



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Plumbing  
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