

A view of Embrun

Wintario Style . . .

"Promotion, that's what it gives us."

That was Albert Bourdeau's instant reply when asked what Embrun stood to gain by hosting the Wintario television show.

Mr. Bourdeau, Deputy Reeve of Russell Township and chief organizer of the Wintario production staged at Embrun Community Centre March 30, was beaming from ear to ear after it was all over.

He had reason to be delighted. Not only did about 900 local residents jam the centre to watch Fred Davis select another five \$100,000 winners, but the whole thing went off without a hitch. The only disappointment was that not one of the major prize winners was in the hall.

Mr. Bourdeau said putting together the local end of the show required several hours of work by about 100 volunteers, many of them members of the Embrun Recreation Association.

The deputy-reeve put in a request for the show two years ago, but when the go-ahead was finally given, he had only a month to prepare. When it was over, several people connected with Wintario paid tribute to Embrun's hospitality.

As kind of repayment for the work involved, a short description of Embrun was flashed on television screens across Ontario which can do the community nothing but good, Mr. Bourdeau said.

The Castor Review may not be read across Ontario, but we decided to do our own verbal sketch of this industrious francophone community.

. . . and down home

Embrun on a winter morning sparkles and glitters like the frosting on a wedding cake. On the long main street, the houses stand out clear and sharp, white clapboard, brick, aluminum of many colours. The new Co-op shopping centre gleams beneficently at passersby, inviting them by the splendor of its bargains. The township hall and municipal garage are solemn evidence of the desire of officials to be of service. Everywhere is the ring of French.

Embrun is a Quebec town set down in the Ontario countryside. The language currently spoken is French; street names are French; everywhere are French signs. It stretches along the river as once the Quebec villages stretched along the Old St. Lawrence. The Main street fronted the river and everyone wanted to be on the Main Street.

Even the stores and businesses have an Old World appearance. The old men sit in the back offices

with the books which are the key to all the mysteries of commerce. The young are out front, serving the customers. Their turn will come and they will go in the back room.

The stores are small town stores. That is, you can still get smiling service and even a courteous interest in your requirements, something often lacking in the mad mercantilism of the modern age. The stores have made the transition from the country general store of fifty years ago to something that is almost, but not quite a department store.

Latremouille's, for example, packs woodstoves and hardware, sporting goods, haberdashery and ladies' wear, home furnishings and other things too numerous to mention on three floors. Henri D'Aoust Lumber in the middle of town does a business in building materials that would be the envy of many a larger centre. O. Maheux combines a self-

service grocery store with a meat counter where you can buy fresh meat, along with a furniture department, appliances and a rug department that must be the largest this side of Turkey.

In the furniture department on the third floor, everything is made up to look like rooms ready for occupancy; beds made up with lamps going, dressers, bureaus, easy chairs, chesterfields; so cosy and undisturbed you could probably move in for the weekend and be as happy as though you were at the Skyline.

The centre-piece in this long low, stretched-out village with its two bridges crossing the Castor is not the banks, nor the Post Office, nor the Caisse Populaire, nor the hotels but, as in any Quebec village—even a transposed one—the stone church in the Norman style, with its glittering spire, its adjacent "presbytere" and school. A little bit of Old Quebec, instantly recognizable by those who know and love the place from whence it came.

Inside, the gracious St. Jacques church is cool and dark, with tall wooden columns gleaming in the dimness, rounded ceiling panelled in wood, colourful and passionate depictions of the way of the Cross, seeming to reflect in its patient and grateful gloom the beliefs and customs of an earlier day.

The church looks out over the Castor, across the bridge and the convalescent home across the river. Under the bridge the snow is flattened by the constant coming and going of skidoos, who, like the voyageurs of old, have chose, the river as their passageway.

Embrun, this good French Canadian town in the bosom of Ontario, has its roots deep in Quebec soil. It has sent its young people across Canada. It boasts a hockey teams that is to Eastern Ontario what the Montreal Canadiens are to the rest of the country. It has a Medical Centre that is up to date and efficient. The citizens of Embrun are good 'Canadians and good neighbours.

'Fire Brigade' News

During the past few months, the members of the Russell Volunteer Fire Brigade have been making a conscious effort to improve their fire fighting capabilities and have displayed an attitude of enthusiasm and professionalism. Their desire to obtain an in-depth knowledge of their equipment and fire fighting techniques can only result in better service to the community. At the present time, a thorough training program is being developed which will include sending three fire fighters on a week long fire fighting course administered by the Ontario Fire Marshall.

The first three weeks of March saw the department respond to two serious fires and one car fire. The loss of any home is a tragic occurrence and should serve as a

reminder to the rest of us that fire is so final.

The fire department would like to thank the management of the restaurant in Russell who donated 25 cups of coffee to the fire fighters during a recent lengthy fire. The coffee was greatly appreciated by the cold and wet men and illustrated to them some genuine community support. The fire brigade is currently selling 50-50 tickets to raise money for some badly needed equipment. The anticipated prize is approximately \$250.00 and the winning ticket will be drawn May 2. Your support in buying a ticket from any fire fighter is welcome. Thank you!

The Castor Review invites other area fire departments to contribute any news items that might be of interest.

Wedding Announcement

Roberta Ruth Gamble, daughter of Mr. and Mrs. Robert W. Gamble, Russell, was united in holy matrimony to Clifford James Cullen, son of Mr. and Mrs. James Cullen, Mountain View, Ontario, Saturday, March 25 in a candlelight service at 7:30 p.m. at St. Andrew's and St. Paul's United Church, Russell.

The minister officiating was the Rev. Leonard S. Woolfrey, of Russell United Church and the organist was Mrs. Jack Twin-ame, Russell. The bride and groom's attendants were Robin and Georgia Derek, Ottawa.

The bride wore a floor-length, egg-shell white, satin dress with a hood-veil. She carried a cascade of Sweetheart roses. The bridesmaid wore a floor-length dress of beige tones with pastel shades and carried a bouquet of daisies.

The bride's grandmother, Mrs. Hackett Cherry, was married 70 years ago to the day. In her 96th year, Mrs. Cherry was in attendance at the ceremony.

Visits

Mr. Alan Paterson of Vancouver visited Mr. and Mrs. Simon Codrington and boys.

Miss Pamela and Master Kevin Droppo of Wetaskiwin, Alberta spent Easter with their grandparents, Mr. and Mrs. Donald Hay.

Mr. and Mrs. Lorne Honey entertained to dinner on Sunday evening, Mr. and Mrs. John White, Mr. and Mrs. Eric Honey of Ottawa, Mr. Donald Honey, Miss Florence and Miss Dorothy Marquette and Miss Rosalind Ruitter.

Mrs. Warren Cantelon of Saskatoon spent a few days with Mr. and Mrs. Lorne Wade and Family.

Miss Agnes MacLeod of Ottawa was a guest of Miss Florence and Miss Dorothy Marquette for the Easter weekend.

Mr. and Mrs. Walter Kinkaid spent a few days with their son and daughter-in-law, Mr. and Mrs. Emerson Kinkaid of Ayers Cliff, Quebec.

Authorized dealer for

TIMEX

SEIKO

A S B E C

KAVOUKIAN

WATCHMAKERS — 443-3344 — JEWELLERS

We apologize for any inconvenience caused during alterations to our store

375 Notre Dame Street
Embrun