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MONEGREE SHAKES

RELIGIOUS THEMES, native art and special treatment with tinsel and gloss mark the Christmas cards Canadians are sending this season. The illustration of a stained-glass window (top centre) showing the Madonna and Child is characteristic of the religious theme. Scenes by Canadian artists such as one by Frank Panabaker (lower right) have always been Canadian favorites. Slim-jims (bottom) are popular because their long, narrow shapes make them easy to display. Quebec folk like native art such as the card at lower left by Montreal artist Madelein DelFosse criowing a French-Canadian village scene. Cards made from color photographs (upper left) and sparkling with tinsel (bottom centre above slim-jim) are examples of special treatment. (CP Photo)

Dy The Cam dian Press

Canadians have put the stamp jim" type of Christmas card, manufacturers say.

They believe the tall, narrow variety has gained popularity over the conventional type because its skyscraper structure permits more cards to be displayed on mantels and tables.

Last year retailers sold an estimated 125,000,000 cards that brought in \$25,000,000 said D. S. orter, vice-president of William E. Coutts Co. Ltd., Toronto. lage scenes and landscapes in Slim jims may increase sales winter dress. this year by 10 per cent. BAN MIDGET CARDS

midget-sized cards from the the younger generation has an mails, but they place no restric- eye for outside appearance. tions on giant-sized envelopes. Sales reports showed that Manufacturers are taking full holly and mistletoe, Canadian advantage of this to attract at-scenes, candle-and-bell designs tention to the sky-scrapers. Nor-lare perennial favorites, provided row in width, they range in they are dressed with tinsel." height from five to 12 luches. Producers say personalized eards

Religious themes are among are on the way out. best-sellers but storekeepers de ... With the influx of new Canatect a trend toward illustration dians production of foreign-lanwith a modernistic treatment guage cards has increased. Brail-The conventional angel has more le greetings are also available.

their sentiments for them. Carde the Christmas card. with special captions such a. Picturing a formal banquet, "to my sweetheart," "to a nice his message read "A Merry baby-sitter" are in demand.

photographs and of original paintings by north American of appoval this year on the "silm artists are also favored. In Quebec, cards by provincial artists depicting the regional flavor of French-speaking Canada can be found everywhere.

One busy artist who takes time. out from regular commissions to dabble in the Christmas card market is Madeleine Delfosse of Montreal, painting daughter of an artist father.

In an hour she may turn out a dozen water-color cards capturing actual rural Quebec vil-

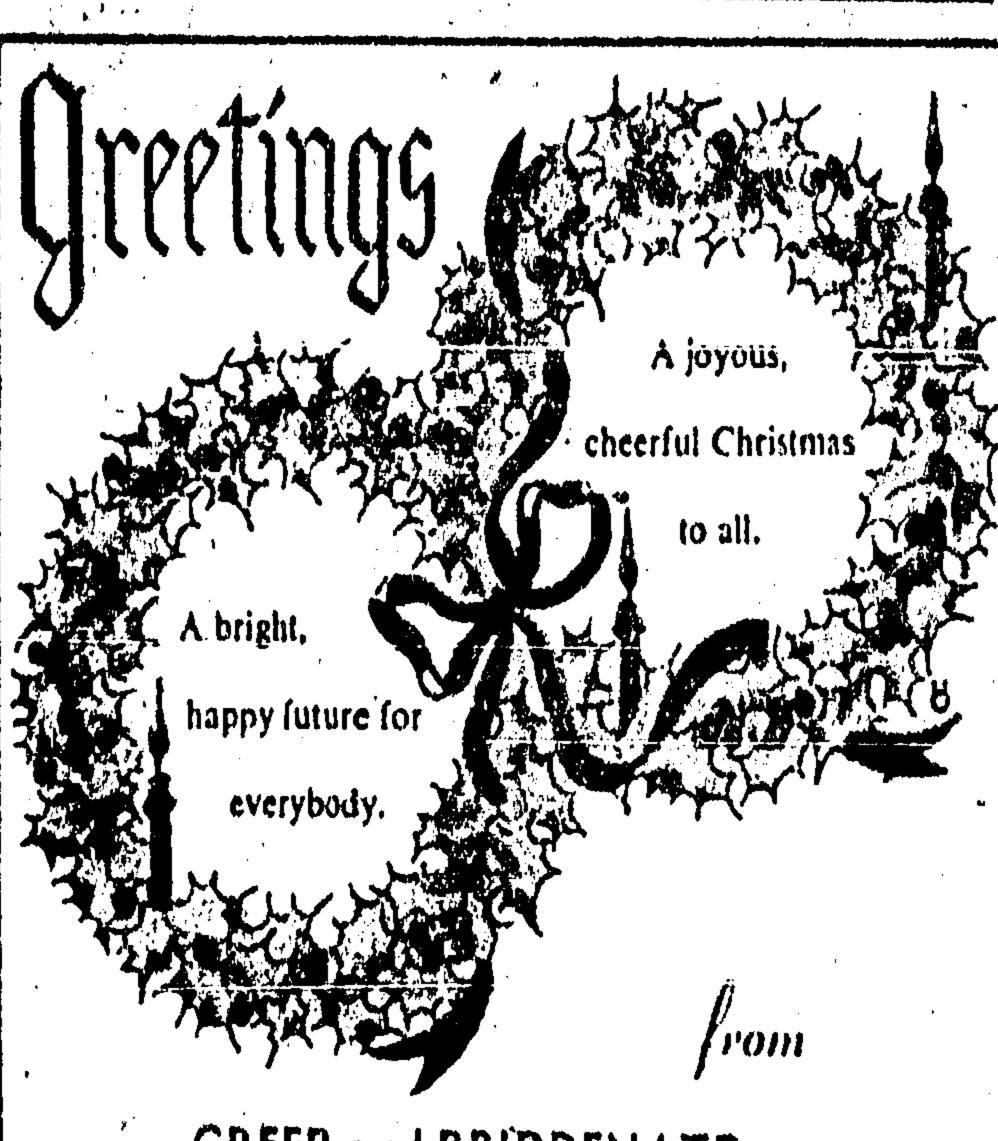
Retailers say elderly people still search for "just the right Postal authorities have banned greeting for cousin Sophie," but a

appeal today but navy give way. Whatever the language, the to a pugnosed, mischievious most popular greeting is still the looking cherub next year. same as that used 113 years ago Some shoppers still look to when William May Egely, 16producers of cards to express year-old London boy, introduced

Christmas And A Happy New Glossy reproductions of color, Year To You."

INTERNATIONAL TV Indge industry Sweden in 1966 will join the Output of pulp and paper European TV network which companies in Canada is one-lead to such disabilities as blind-church in Hamburg w links Britain, France, Belgium, third greater than that of all Holland, Germany, Denmark, the Schreimavlan countries Switzerland, Italy and Austria, combined.





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