Your Community Paper

THE SIMILKAMEEN STAR

The Voice of the Valley

Forty-Eighth Year; No. 6. PRINCETON, B.C., THURSDAY, 5th FEBRUARY, 1948 5c per Copy; $2.00 per Year

THEY PATCHED THEIR SKIS AND DRIED THEIR TEARS AND TURNED 'EM OUT CHAMPIONS

Romance of Home-Brewed Amber: Sprang To Fame From Old Tobacco Cans

YOU really ought to hate the fellow, but you're going to find it hard. Imagine anyone wanting snow! Ugh!

But he wants it in November, and he banks on it in February, and he probably thinks that Princeton's First of July should be one big Arctic fiesta. He wants it for breakfast and for afternoon siesta. He wants it almost more than gold, more than life itself, for ski-sport is life to Bert Irwin. One would almost think he wanted snow in Hell, for surely there is a warm place in the heart of things for the daddy of a couple of hundred of Princeton's ski babes.

Bert claims no fame for himself, but he never ceases to proclaim the fame of "for ever Amber" and the fame it has brought Princeton.

More people know Amber than know Princeton, he tells you. Sage legislators write from Ottawa's Parliament Hill write to ask "how we done it", and Princeton's little—not so little—Amber is known as a model all over the world.

Two Famous Chips

And besides being the foster father of many champions, Bert is the flesh father of two of the best known boys in North American ski sport, one of them —his namesake — Canadian open and Pacific North-West champion.

Yes, Amber is famous, and everyone Princeton way knows Bert is Amber and Amber is Bert—and about every youngster in Princeton old enough to stand up and strap on skis, or have mother—or Bert—do it for them.

And here is "how we done it." It was Amber, and snow and Bert.

Up Princeton way in the snow months skis are as much the fashion as top coats. You'll find old timers and toddlers navigating the snow-paved paths on planished planks.

And By Golly They Did!

And Princeton boasts of two fine hills, four champions, and this little town of 1200 has housed every major tournament and now has a host of champions in its ranks, and two Olympic team men.

Twenty years ago a pair of skis would have caused as much consternation in Princeton as Lady Godiva's white horse.

Then a couple of young Skandihoovian incorrigibles blew in to the lumber camps with lumber in their hands, lumber in their heads, and lumber on their feet. Freakish or not, they would ski.

There was a fair sprinkling of Scandinavian blood in Similkameen from pioneer days. They had been content to be good, industrous, law abiding Canadians. Now all that has changed. Even the shrill skirl of Covenanting bagpipes rips the spiced, placid air.

Almost A Race Riot

And at tournament time the incongruous barbarians o' the twa Norths make common—or uncommon — cause.

And so a few days after the appearance of these two reckless young Norsemen Andy Johnson's erstwhile law-abiding Tulameen Hotel had all the appearance of a Nordic potlatch.

Andy Stenvold, who came from Phoenix 27 years ago to carve a spot for his dairy herd out of the tall timbers on D'Arcy Mountain, was quite lunatic with a brew of indignation and enthusiasm. If there is anything Andy likes more than a pair of skis, it is a good argument, especially a ski-ing argument, and most especially with "Minnie" Engen.

It seems that ski-sport was followed with all the fervor of everything in that hell-roarin' camp of Phoenix way back when, when they used to bet a mine on the result of a hockey game.

And it seems that a certain race in which Andy and Minnie were as close as the Siamese twins had a controversial finish, and the controversy has been raging ever since. Modesty was never one of the little railroader's handicaps, and Andy is a blunt and rugged son of Eric the Red.

One Jump Ahead

And so in due time there was a ski-race around the hills, the finishing stretch up Princeton's main street.

A curious throng turned up at the Hotel Princeton corner one Sunday morning to witness the spectacle.

It is to our dying shame that we did not have a photographer to enshrine for posterity the Homeric figure of Andy, as puffing like a Jim Hill locomotive, bellowing steam and sprouting with hoar-frost, he staggered break-neck across the finishing line. The result is in dispute.

Then Ivor Knudsen married Minnie's daughter, and that of course started another argument. Minnie also fancied himself as a jumper and young Ivor was one of the cleanest and most stylish exponents of the ski-leap ever to thrill a Princeton crowd. And so it was, "By Golly, we're gonna jump."

Ski Sport Goes Over

By this time Nordic blood was fired and ski-sport was unblushingly sold to the Scandinavian colony.

Princeton's hill-scape is very much like parts of the interior of Norway, and the terrain is ideal, the snow dry and powdery.

And ski-sport, once conceived, was a natural, overnight grew into a strong and virile babe. The spirit of it just fits in with the frontier atmosphere.

Ski-sport grew all too fast for its strength. Local folk took to it like a duck to water, and outsiders, once they had a taste of our conditions, simply besieged us for accommodation.

That is the invisible factor in Amber's success, but by no means the whole story.

The inexperienced band of Scandinavian originators co-opted some of us to give them a hand at organization, and we sensed a valu-

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And Hard On Mothers Too

YOU can't beat the kids. It has been a pretty lean winter for snow and sleighing. The taboggan aces have not been able to get going. But the we'ans have. Oh my, yes.

If you happened along by Princeton's main corner on Thursday afternoon, and weren't too engrossed to observe the big little things in life, you could have had a quiet chuckle, and for nowt.

In the burnt-out cellar ruin of what was once Wag's store, half a dozen wee lasses, all bundled up and bonny with innocent joy, were having high jinks on a peach of a slide. The sleds—bits of corrugated cardboard boxes. And a wee mannie hardly big enough to toddle, but by cracky he did.

If you'd have seen it in a four-bit movie, it would have tickled you. But mebbe they hard on the breeks.

Fifty Years Ago He Skied Here

IT seems you were wrong about that. For they were skiing here fifty years ago. Not exactly the way our aces do to-day, but the end was the same—they landed on it

Writing from La Crescenta, California, to renew his Star, Mr. A. E. Thomas—the Thomas store was an early landmark near the present Riverside Motors—says:

". . . there is no doubt it is a good little paper, energetic and persistent; it must be, for I remember its birth nearly half a cenury ago . . .

". . . the accounts of the ski meetings and the success of the Princeton boys in that sport is most interesting, even for an octogenarian like myself.

"It was about 50 years ago in Princeton that I made myself a pair of skis, and after putting in a few hours on the bunchgrass field, tried to get back home by the direct route, but found the hill grade before reaching the river, with its combination of brush and trees more than my experience could take care of, and landed in the combination, mostly snow drift.

"I have the honor of being an honorary member of the Amber Ski Club, and hope to see a fellow member a world champion some day . . ."

WE'LL PUT PRINCETON ON WINTER SPORTS MAP, VOWS VIRILE NEW ORANIZATION

Well-Laid Plans To Co-ordinate Varied Attractions For Ourselves And Visitors

OH, they're coming round the mountain. They've hardly started to roll, and they've a long, hard way to come, with no harvest from their toiling and tilling for a while, but with the sincerity and spirit and good sense of spokesman Don Metzler, this corner says they will arrive, and do Princeton a real service.

Visitors' Who's Who

AMBER SKI CLUB

President—A. E. Irwin.
Vice-President and Treasurer—Eric Jacobsen.
Secretary—Roy Thomas.
Executive—J. Ray, Sr., and A. Kassa.

★

WINTER SPORTS CLUB

President—Elof Granberg.
Vice President—Dick Gregory.
Treasurer—D. Davis.

★

ROD & GUN CLUB

Hon. Presidents—Federal M.P. and Mr. A. S. Baillie Sr.
Vice-President—J. R. McDonald.
Second Vice-President — T. Cloak, Allenby.
Secretary—C. V. Prosser.
Treasurer—A. Iverson.
Executive — A. Dunsmore and A. Olsen (Copper Mtn.); L. Mc Kay (Allenby); W. Young, Mr. and Mrs. J. B. Logan, E. Gray, T. O. Lessard and Mrs. W. Thomas.
Works and Membership — T. O. Lessard (convenor).

★

CURLING CLUB

President—P. H. Richmond
Sec.-Treas.—C. J. Harman.
Executive—A. E. Bloom, G. Schisler, J. L. Jenkins, W. Schneider, W. N. Maywood.

★

BOARD OF TRADE

President—E. Cook.
Vice-president — G. Schisler.
Sectetary—C. J. Harman.
Past President—P. W. Gregory

★

MAYOR

U. Tell-us.

First of all, satisfied ourselves — and we gave 'em a grilling — we want to take the lead in dispelling any silly, suicidal antagonism, because we feel it is unjustified, and they have a big enough job without it.

They fell heir to an unhappy — and undeserved role of rivalry, perhaps prejudice, natural, but blameless. We think they were rather big in facing it, if not always wise in dealing with it, but Samsons may do as well as Solomons, and we think they will be big enough to ride it down.

And the best way seems to be to face it all, and give everyone that chance, and prevent any festering.

The old original Princeton Ski Club did a service; and failed in the opportunity to do a far bigger one. As some of us foresaw, it stifled in its own excesses, quite tolerantly virtuous ones. At any rate, it failed and died, and the corpse — which was really in the way — has finally been dragged out.

The harshest criticism was that it had a big opportunity; which is hardly consistent with resenting that someone else should not have a go.

A BIG JOB— A BIG CHANCE

How much of the old club the new one takes over we do not profess to know. If it is wise, it will start in as brand new as public prejudice will permit; take the assets and leave the liabilities, and that seems to leave very little but the big hill, itself a largely undeveloped asset but as yet happily, perhaps even luckily, unspoiled.

Princeton Winter Sports Club — from here on, let us say, a brand new concern — steps in with some handicap of heritage, but also some material premium That hill, even so, is worth a lot. It will do well to tactfully accept, and tacitly ignore, unfounded suspicion, and win confidence by its work. An obstacle can be a stepping stone.

Some diffidence is not unnatural. With half the chance, little Amber did twice as much. The hard way, sometimes by choice. Its spirit did it, and due honor and allowance must be made. It found its own way paid It can hardly be blamed for sticking to it. In time it too will judge by works.

ALL SPORTS FOR ALL PEOPLE

Satisfied after probation with the bona fide of the new club, satisfied that its work will in no way proscribe Amber's, but rather supplement and support it, and equally satisfied that Amber will carry on its own good work in its own good way, we prescribe that as the solution, and leave it to time and results — with eagerness to serve both—to justify our judgment.

So much for our part of the story. Now let Don have two lines for his, how he and his merry men—we still refuse to recognize his other animals — propose to do what we predict they will.

Princeton Winter Sports Club aims to cultivate and popularize all angles of our natural asset of climate and facilities for everybody—our own enjoyment, and the attraction of outsiders, to mutual advantage.

Lord knows how far that can

(Turn to Page Seven)

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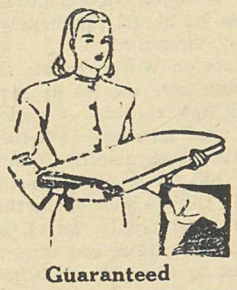

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Prescription For The Big Hill

PRINCETON'S big hill could be one of the finest in the world, with average jumps of 200 feet more safely than now, and a possible of nearer 300 ft., says s competent oustider.

But it can be spoiled; and some of the "improvements" have done more harm than good, he says.

The controversial knoll is of course the difficulty. But he would not dig, he would fill.

The present take-off is designed to clear the knoll. But, he says, it takes the jumper too high and too far out. He lands at an awkward angle.

The hill is steeper below the knoll. The takeoff must be steepened and extended to conform more with that angle. This will give speed to clear the bump, but not dangerous altitude.

Landing has always been the difficulty, and photographic study shows that when the jumper touches down he is nearly bent backwards.

The steeper the hill the safer. It reduces the impact on landing and makes long jumps safe and easy, he says.

At the Princeton hill there is ample room at the bottom for the fastest runout. Jumping more in line with the pitch of the hill would give a longer jump.

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AMBER --

From Page Three

able community asset.

The first skis appeared in 1930. On January 28-29, 1931 was held the first invitation tournament, won by Jorstad of Winnipeg.

The next year we had the British Columbia championships, and in 1932 the Western Canada. Here are the pioneer officials:

President—Andy Johnson.
Vice-Presidents — Andy Stenvold, Frank Chaisson and C. V. Prosser.
Secretary—Dave Taylor.

Princeton is Tops

By far the biggest sporting attraction Princeton had ever attempted, the events brought thronging thousnads, with problems enough, but in this atmosphere of conviviality you simply could not miss, and the winter festival, with its ice-sports and social attractions, crowned by the torchlight parade to send the visitors off on the train, has become an institution known far and wide. And Princeton is tops with the ski fraternity.

In the following years Princeton Ski Club forged ahead. The big hill, like any good golf course, with a personality all its own, challenged outstanding exponents, and a colorful array attached themselves at various times to the local club, like Tom Mobraaten, and dare-devil Norm Kaldahl.

Then there was a truly local man, Ole Johansen, who went out to win the first Canadian championship for Princeton, and Ivor Knudsen, though always in hard luck, was one of the most sought after of jumpers.

They Took The Lead

Within a year or two a couple of local youngsters who had learned all their ski-ing at home startled the ski world by leaping among the top-notchers while still in their teens.

They were Johnny and Olaf Leed, of Copper Mtn., whose father, Olaf Sr. built hem a hill by his own labor.

Johnny won most of the top honors, and still holds he record jump for the big hill, 213 ft. Johnny seems to have quite vanished from ski sport.

While the Leed boys were leaping to fame on the big hill, two other brothers were soaring to youthful admiration on a dinky little hill alongside.

This was the junior firmament, and nobody—except Bert Irwin and Mrs. Irwin—could spare a glance at it. The big fellows had quite captured the imagination.

But like all sporting enthusiasm, it had its cycle, and to-day it is all Amber.

It is probably a secret truth that Pop Irwin was another Poppa Leed. He

(Page Five please)

WHERE TO
GO SKI-ING
•
Don't Guess—Come to
PRINCETON
in the Sunny Similkameen
and make use of the facilities of
AMBER SKI CLUB
•

LOWEST FEES IN CANADA!

CANADA'S ORIGINAL SUCCESSFUL CABLE SKI TOW.

THE MOST SKI-ING AT THE LEAST EXPENSE IN A GIVEN TIME.

CLUB MEMBERSHIP FEE: 50c per season; Juniors 25c (includes Tea and Coffee at lunch times Saturdays, Sundays and holidays.)

SKI-TOW FEES: Adults, $2.00 per season; Family, $3.00 per season; Juniors, $1.50 per season or 25c per day; Non-Members, 50c per day.

The Club functions for the sole purpose of promoting ski-ing and not for profit. It has produced (not imported) many champions, including Dominion, Western Canada, Pacific N.W., and Pan-American.

The ski hill is situated less than one-half mile from the new Trans-Canada Highway. You drive right to the cabin door and to the foot of the tow.

A full view of the jumps, slalom course and ski-tow is obtained from the cabin windows. Facilities include graduated hills, jumps for novices as well as experts and nursery slopes for all beginners.

The ski-tow is in operation whenever the attendance warrants, and always on Saturdays, Sundays and holidays, weather permitting, which is usually all season.

The town has two good hotels. One, of fire-proof construction, is considered by many travellers to be among the best-appointed in the Interior of B.C.

Those preferring cross-country ski-ing may don skis at the hotel entrance and tour in any direction for miles. The surrounding terrain is chiefly open, rolling hills.

Major tournaments are usually held during the latter part of February.

•

For additional information write
THE SECRETARY, AMBER SKI CLUB,

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Very rarely, I think. For such a man is using emotion instead of his head. He concentrates on haste instead of efficiency. Before he finishes one thing he is mentally rushing on to the next. So he never does anything thoroughly.

Moreover, the unfortunate effects of such a temperament are felt in many directions. By his nervous actions and rapid-fire speech, Mr. Rush creates a feeling of tension and confusion in other people. Thus he multiplies his own inefficiency.

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Cheaper . .
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STAR
PRINTERS

ESSENCE OF AMBER

THIS is the season of big snow and little planks; or perhaps little snow and big planks. There re strong stirrings in the Amber igloo; disappearing urchins, neglected wood boxes. brave bruises.

The white ghost is afoot. It's going to be a big year; it always is.

Spy eyes have been trained on Switzerland. Now there is that new target to shoot at. What local endeavor has done, it can do again, and top it, too. It's the Amber ego—it must be mine to carry the alma mater's banner to the top.

But though Bertie and Billy have grown up and gone up, and even Ethel has hopped the nest, Pop and Mom still carry on, and so does Amber—forever Amber.

Just now—as always—Pop is mumbling strange bumblings and grumblings between pride and prejudice, boastings and disgusts, with an odd crust of a grunt thrown in.

There is no club like Amber, and from Hull to Halifax by every post come letters to ask how we done it. But nobody appreciates Amber, not even when this little town sends three lads to the Olympics,

But Pop carelessly nosies out to the hill every day and pulls stumps and putters away, grumbling the while, and turns to tell you he will yet make it fit for 200 foot jumps, and "nobody don't know nothin'" about making ski hills—or skiers—anyway.

And the skis come out, and the kids come out, and Pop carts them out by the truckload, and grumbles and fumbles them into champions. And Mom, in her soft, sharp Aberdeen way, takes care of the other side with opposite but equal individuality. And Amber goes on. Even the snow seems amber.

And Pop sits and grumbles and dreams as he fits steel runners on proteges' skis — who knows what fame is in them—and in his proud grumbling he tells you he was the first to think of that, years ago, and they all do it now; only you get the feeling nobody does it quite like Pop.

And all this on Mom's trim kitchen table. Mom is out; you have intruded on Pop's ski-liloquy. But Pop doesn't mind; just between us, he likes to be annoyed the pleasant way. It tickles some odd funny bone in him, the one that grumbles happily.

And Mom doesn't mind the table being a work bench.—or you. You'd think she hadn't an interest in life—just quiet, acceptance that fits, seems right. Even with Billy's bundle of champion in her arms.

You see, the whole thing is her quiet interest.

And so Amber goes on. Bert hints it's the coffee. But even he—and he admits not much—concedes he can't match Printshop Brew.We chose to take that the nice way; and we didn't say Glue. And lord knows it isn't amber. And we can't ski a ruddy stroke. It can't be the coffee.

And so goes Amber. What is this strange essence of Amber? It begins to tint even the snow . . .

So goes Amber, and Amber is Pop, and a lot of others. Their spirit will go on. But we wonder how: there'll be no snow where printers and skiers go.

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MEMBERSHIP FEE DUE

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Fee $1.00

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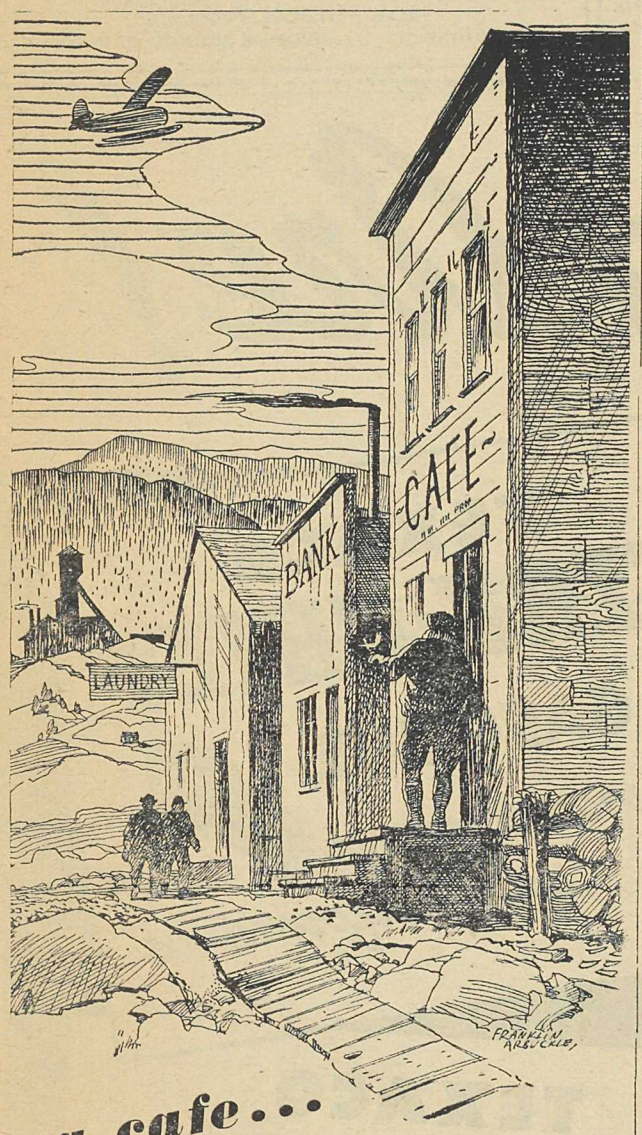

a cafe...
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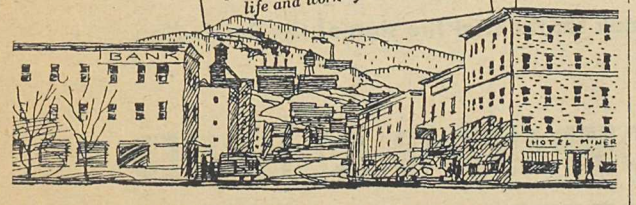

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Voice of the Valley...
THE STAR
Is the official, influential, organ of vital Similkameen. Use it—Read it.
— YOU Need It

AMBER --

(From Page Four)

was dead keen on making top-notchers of his boys.

They were grand boys, topped their classes at school, went on to ski fame, won fame in the war, and nay well be held as an example to local youngsters.

He Likes It Aloft

Bertie won the D.F.C., has recently taken himself a mate and settled down in Princeton, a partner in his dad's business. Billy has married and temporarily taken up residence in Winnipeg.

But Bert went much farther than Olaf in his paternal pride. He also thought of other youngsters.

Very little thought had been given them in the early intoxication for big stuff, and Bert had to play a lone and frugal hand, aided by his faithful wife and a few loyal supporters like Johnny Ray.

Bert had one idea, to get every kid on a pair of skis, get them out there competing with the others.

The fees were in nickels and dimes, and nobody was turned away.

The Irwins took their truck and worked long hours —mother and boys too.

They cleared a slide and built a tiny take-off out of logs. They built a cabin and took out a stove and cups and made coffee.

Can You Can That?

They put on the tots' skis and led them in the first earful steps. They urged the fledglings to their first leaps.

They rubbed their aches and dried their tears.

They mended their skis, and that was the biggest job of all. No skis meant no ski-ing and Bert was determined never to lose a prospect.

They mended them with bits of old cans — tobacco cans, the brand Bert smoked and that it how it became Amber.

Such enthusiasm was bound to show, and in a few years the juniors were doing things in competition.

Then they grew up, and led by the Irwin boys went on to storm the senior ramparts, and now the Amber Club has quite outgrown its initial humble intent. For the youngsters have been loyal to their ski-ing Alma Mater.

A Galaxy Of Stars

And though no longer humble, Amber has kept faith with the kids. As soon as a youngster was ready for skis. Amber was ready

(Page Six please)

Daredevil

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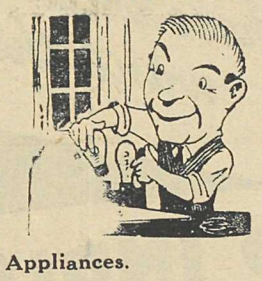

UNEMPLOYMENT INSURANCE COVERAGE EXTENDED

(Authority, P.C. 4854, dated December 3rd, 1947)

ON AND AFTER January 1st, 1948, every employee in insurable employment paid by the month whose annual remuneration does not exceed $3,120.00 *will be insured* under the Unemployment Insurance Act.

AT PRESENT those paid by the month whose annual remuneration is $2,400.00 or less are insured under the Act.

THE CHANGE will not affect the coverage of all hourly, daily and piece rated employees and those paid on a mileage basis, who will continue to be insured regardless of earnings.

WEEKLY RATED employees whose earnings are expected to be $3,120.00 or less per year will continue to be insured under the Act.

UNEMPLOYMENT INSURANCE COMMISSION

J. G. BISSON, *Chief Commissioner*

R. J. TALLON, *Commissioner* C. A. L. MURCHISON, *Commissioner*

REMEMBER
The Boys of The Barbershop Quartette?

Featured were harmony plus good fellowship of good men. Today, as in those nostalgic days, ROYAL EXPORT BEER is the top favorite . . . top favorite for the same basic reasons today as yesterday. ROYAL EXPORT BEER is still the work of understanding brewing craftsmen. ROYAL EXPORT BEER is still brewed of the finest British Columbia hops and malted barley . . . and the same crystal-clear Tulameen waters. Yes, ROYAL EXPORT BEER is today, as yesterday, King of beer.

PRINCETON BREWING COMPANY LTD.
PRINCETON, B.C

Royal Export BEER

P48-1

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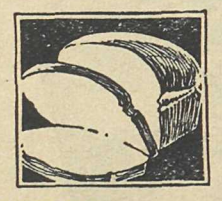
HOME BAKERY
● The Home of Better Bread Cakes, Pies Etc.
JOHN GABRIEL, Prop.
Phone 54 ★ Bridge Street

AMBER --

(from Page Five)

for him, with more and more "old boys" to help along.

Hardly a youngster in the district does not belong to Amber. It provides most of the seniors too, all home-brews, and right on top of the heap.

Its tow, gas engine powered, has a capacity of 700 trips an hour, so that events can be run off with split-second timing and circus rapidity.

Lights have been installed both on the hill and in the cabin, and they have a public address system.

Lights, Courtesy Henry Ford

Ingenious, too, with Jack Ray the Amber Edison. Hill lights are via a Model T engine, cabin from a washing machine motor and car battery.

They have a plan for their own water system, from a spring.

At the Canadian Championship meet last year Noel Paul, Bert and Bill Irwin finished one-two-three. The Irwin boys represented Canada at the Olympics. All three have won many Canadian and Pacific North - West titles.

Sister Ethel Irwin stepped out cold last year to win he B.C. championship.

The Amber Home Brew

At the Junior International held here last year the host club made a clean sweep Six juniors are Pacific North West champions and at least two girls are going far up.

Alongside the big Princeton Ski Club hill, Amber's hill looks smallish — maximum jump 140 feet—but is said to be one of the finest in the world.

And it is capable of more —jumps up to 200 ft. Ambitious Amber has plans for that, too.

More work has been done on the hill, and when the supply situation allows they have plenty of ideas in mind

One thing you can't pass up is the Amber spirit. It blooms even in the coffee, and if there is any secret to Amber's success that is it. You have to be about the Irwin place—Amber H.Q.—around tournament time to really appreciate it.

And Amber has blossomed into big things. Its skiers have competed in every major tournament all over the country, looking for new fields to conquer.

And Amber has taken its turn at playing host and made such a rattling good job of it that it will not have fixtures to seek.

Junior International championships, and tho' the guests ships, and though the guests took away precious few of the honors, they were full of praise for the hospitality of their hosts and the efficiency with which the tourney was conducted.

All over Canada, confides Bert, as soon as you tell them you are Amber, they want to know all about it and how it is done. Amber has scores of letters asking for a chart of thir organization and always obliges.

But how is it done? Bert seems very sure, yet just can't seem to say. "We dont coach," Bert insists. So it seems they just go out and ski like champions. That seems to be the Amber way —just to go out and ski.

'Come out and see" enveigles Bert, spreading the subtle virus—and in a generous impulse of afterthought—"and have a cup coffee."

Boy, that must be some coffee. What brand could that be?

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YES — they're here in our distributing cetnres at Penticton and Vernon! — Watch for these quality Texaco and McColl-Frontenac Petroleum Products, which have become the favourites of motorists throughout Canada and the United States. They will be available to you through friendly Red Indian Dealers, together with unequalled Red Indian Dealer Service. They'll bring you a new thrill in car performance and a new high in motoring pleasure.

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PRINCETON, B.C.

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