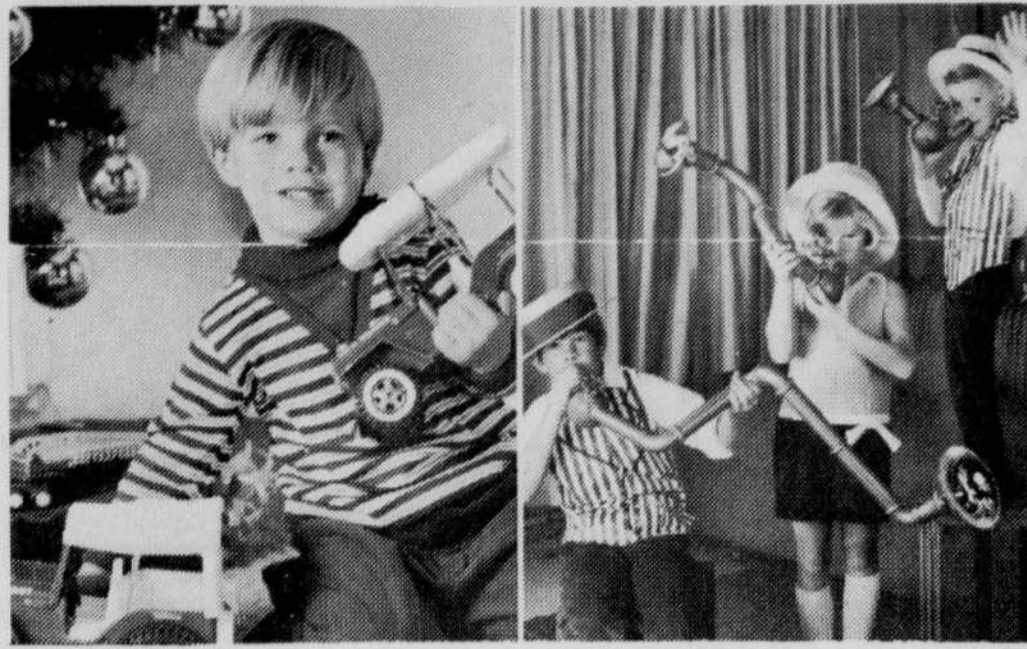


As we gather together with friends and loved ones in our churches and our homes, may we remember the real meaning of Christmas . . . God's love for us . . . and may our hearts be filled with joy!

New play experiences are in store for children

NEW YORK—(NEA)—This Christmas toyland will introduce children to an extraordinary range of new play experiences. Advances in electronics, for example, put junior and his sister in show biz with a real sound movie projector that they can operate easily themselves. And "Say It! Play It!" a new kind of tape recorder with no tape to thread or rewind is another electronic breakthrough designed to give small fry new ways to play grownup. New in the arts sector is



Spiromania. Catering to the nursery school-kindergarten crowd is Spirotot, a drawing device that puts the designs of Spirographic intricacy within the scope of small fingers. Another toy inspired by the Spirograph is Spiroman, a space-age figure with pendulum action who draws patterns when his hands are pressed and the pendulum set in motion.

In this era shadowed by violence, it is encouraging to report that a new high of popularity with the younger set. Newest additions to the easy-bake group are a set keyed to kookie cakes, cookies and candies, flavorful delicacies despite their psychedelic coloring, and a new Betty Crocker kit with a wide range of mixes for cakes, cookies and frostings. There's also a burger-and-shake set with which the kids can reproduce the menu of a drive-in restaurant. Its grill operates on a simple electric light bulb.

In the home crafts section the newest technique is Zoom Loom which provides prestung warps and a flying shuttle to make it easy for youngsters to do professional looking weaving.

For transportation buffs the latest excitement are replicas of those sporty looking beach vehicles, the Dune Buggy and the Lifeguard Jeep. The latter has its own float raft and a simulated flashing red warning signal. And kids can now add another note of realism to their road building activities with hard hats just like the classic symbol of the real construction worker. New pickup trucks, patrol cars and fire-fighting equipment fit in the palm of a child's hand yet have the same operational features of much larger models.

New games stress faster action and laughs as well as a variety of educational undertones. Traffic, for example, dramatizes the penalties of bad driving in a keenly competitive format. New in the strategy category is Snag, which bases play on planned placement of 76 plaques in numerical alignment for winning combinations. In the laugh-provoking group is Monkey Shines where players score by moving 12 plastic monkeys up a tree in a contest to outwit pursuing chimpanzees. And in the sports arena there's John "HONDO" Havlicek's Pro-basketball game which approximates the fast action of the professional court men with great realism.

Stuffed animals this Christmas are growing larger as dolls grow smaller. Latest concept is the doll that's for wearing, Loony Lites, for instance, are worn on necklaces and bracelets. Press a button and eyes, nose and the teeth light up. Little Charmer sets a record for muscular versatility with a neck construction able to emulate every position the human neck can achieve. And Perfumed Pixies come in packages like perfume bottles, each a different scent.

There's a bevy of four-foot-high stuffed animals called, appropriately, Big Stuff. This group includes Guru the Gorilla who wears love links that can be transformed into a leash, Rory the Lion, Kay Gator and other playmates.

Most startling entry in toyland may be Rex Tyrannosaurus, a 6-foot dinosaur, skeleton which children are able to assemble from 30 large, light plastic bone segments.

New thrills for the imaginative craftsman include Glow Globes, a modeling compound, and Lightning Bug Glow Juice which glow in the dark when

lights are turned off. The Glow Juice can be applied to any surface to produce an eerie effect and is easy to remove.

The toddler crowd gets special attention in Peek-A-View which clamps on playpen or crib and provides a change of 12 colorful pictures when baby pulls a ring. And there is Push-A-Show, a toy with pictures that light up and change as the child pushes it.

New mobiles are being featured for the baby. The most unusual is a group of Nursery Pets that float gently with every current of air above the crib under a bright colored canopy.

There's no dearth of goodies in Toyland '68. It should bring every child a happy Christmas.



CHRISTMAS JOY
Les Produits Blanchet Inc.

(Conrad BLANCHET, Prop.)
Soft Margarine Manufacturer and Distributor
ROCK FOREST — Tel. 864-4218

Best Wishes



E. G. Wells

Real Estate Broker

30 Massawippi Street — LENNOXVILLE

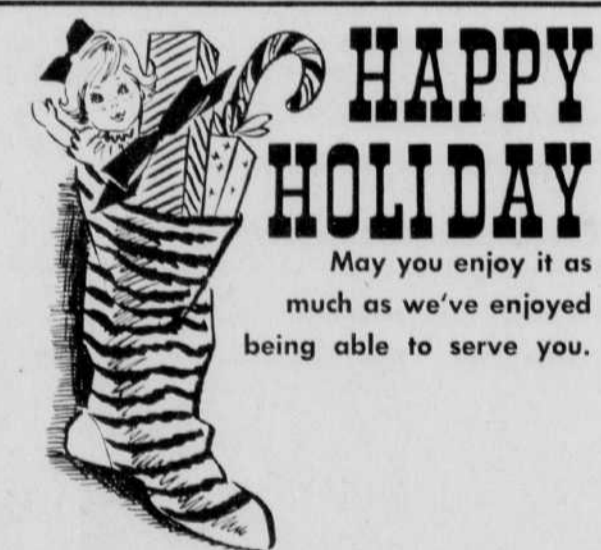


Season's Greetings

H. Ruel

LICENSED GROCER

251 Queen St. — LENNOXVILLE — Tel. 567-4073



HAPPY HOLIDAY

May you enjoy it as much as we've enjoyed being able to serve you.

Bown Lumber Inc.

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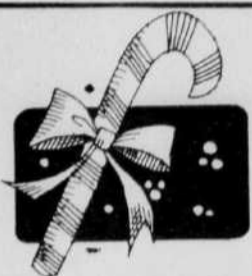
84 King St. West, Apt. 10, Sherbrooke
Tel. 562-4334 (Res. 562-1116)

Happy Holiday

MERRY CHRISTMAS
from the Management
and Staff of the
DANCE HALL

La Paloma

See You
New Year's Eve!



Season's Greetings

J. P. Tanguay

Barber Shop - Restaurant
Grocery

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SHERBROOKE



Greetings

Merry Christmas

from

Claire Pidgeon

and Personnel
HAIRDRESSER

845 Montcalm St.

Sherbrooke

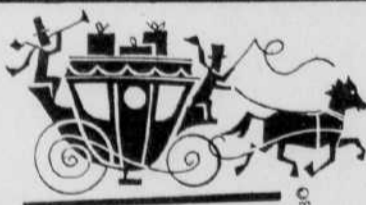


OUR
MANY
THANKS
TO YOU
ALL, AND
TO ALL A
VERY MERRY
CHRISTMAS!

MacCallum & Godbout Ltd.

151 Frontenac Street — Telephone 562-4022

— SHERBROOKE —



Seasons Greetings

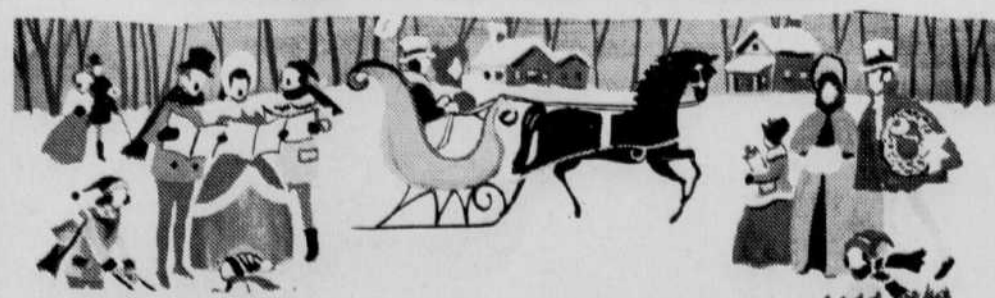
We extend our sincere good wishes.



EXPERT FURRIERS

59 Alexander St. — Tel. 569-1256 — SHERBROOKE

Greetings to all our Customers



Thompson & Alix Ltd.

SHERBROOKE, QUE.



Silent Night, Holy Night.

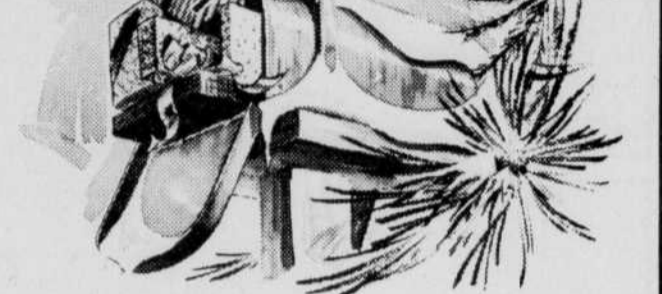
MAY YOUR CHRISTMAS BE BRIGHT

Salon Pauline

Pauline Noury, prop.

1035 King West — Tel. 569-1336 — Sherbrooke

Merry Christmas



Romeo Dry Cleaning

Romeo Cloutier, prop.

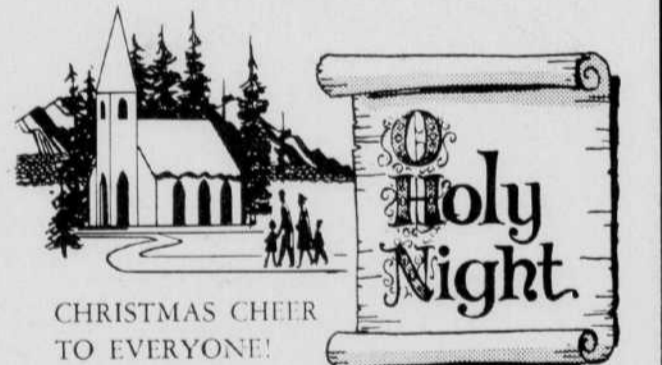
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CHRISTMAS CHEER
TO EVERYONE!

E. T. Auto Supply

and its personnel wish to thank their clients and friends
for their patronage in the past year and wish all

A MERRY CHRISTMAS

HAPPY NEW YEAR

Bob Moulard, prop.

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— SHERBROOKE —



Our best wishes
during this holiday season.

Clarke-Taylor Fuels Ltd.


40 Winder St. — Lennoxville — Tel. 569-6558

Box of bulbs provides ideal Christmas gift for children



We wish to thank all our customers and all those who have encouraged us during the past year and wish you all **MERRY CHRISTMAS And HAPPY NEW YEAR**

Gilles Boisvert
FURNITURE
303 King St. West — SHERBROOKE — Tel. 567-4744



Silent Night - Holy Night

Gifts of health and happiness we wish for you at Christmas.

E. Adam Reg'd.
GROCER - BUTCHER - BEER - PORTER
984 Princess St. — Sherbrooke — Tel. 562-1577

Season's Greetings

lots of warm, friendly wishes from us to you at this joyous season, and a special thanks for allowing us to serve you.



Yvon Fournier Inc.
Plumbing — Heating — Ventilation
417 Galt West — SHERBROOKE — Tel. 569-9159



Happy Holiday

Here's hoping that you may find all the things you've wished for, under the tree, Happy holiday!

Robert & Robert Ltee
MANUFACTURERS OF DOORS & PANORAMIC WINDOWS
St. Francois-Xavier de Brompton
Tel. 845-2731



MERRY CHRISTMAS to EVERYONE
We hope your holiday is grand.

Gauvin & Frere Ltee
Paul & Raymond Gauvin, props.
906 Galt East — Tel. 562-3803



Christmas Greetings

I wish to thank all of my loyal customers and friends for the generous measure of happiness you've given me over the years with your valued patronage.

Harry Evans
Plumbing and Heating Contractor
22 Atto St. — LENNOXVILLE — Tel. 562-9574



Yuletide Joy
3111 NOV 68 M.P. 35

It is our wish that this holiday season will bring peace on earth... good will toward all men.

Maislin Bros. Transport Ltd.
and
Art Crawford Transport Inc.
Agent for North American Van Lines
89 Abenakis St. — Tel. 569-5105 — Sherbrooke



GAY COMPANIONS — The excitement is now beginning. As soon as the tulips show their buds and the leaves start to shoot up, they should be kept a week or two in dark storage, a warm basement or dark closet. The temperature now should be 65 to 70 de-

grees F. When the sprouts are 5 to 6 inches high they can be forced underneath artificial light or in a bright window. Marianne here is watering the bulbs with a long-nosed can in the warm part of the basement.

(Photo by Malak, Ottawa)

One of the most delightful Christmas gifts for a child is a box of spring bulbs. There is not only the physical labor of planting them, tending, watering and seeing them grow but the anticipation of a dream fulfilled when they bloom indoors during the cold, dark months of winter.

Children have an affinity for flowers. Even very small children will watch in fascination the growth and maturing of these lovely visitors from the plant world.

Too, lessons are natural and being busy, necessary to child development. The various steps for forcing bulbs are an added bit of discipline which a child understands and appreciates. The selecting of the porous soil, planting, storing, watering, thermometer-watching and the eventual move to a sunny window are all dear to children's hearts.

The best of the hyacinths for forcing are available now and besides red clay pots, glass water vases made especially for them are interesting and easy to handle. There should be an air space of at least 1/8 of an inch between the bulb and the surface of the water, making sure the bottom of the bulb is not in water.

A host of golden daffodils is the result if King Alfred, Golden Harvest, Carlton and Rembrandt daffodils (or narcissi) are planted. A seven-inch bulb pan will hold from three to five bulbs. The soil should not be too firm and be sure to plant them close together. The temperature should be about 55 degrees when they are brought from storage to the light. Daffodils grown in a cool temperature will develop better blooms and will last longer.

Crocus and Muscari (Grape Hyacinths) need a cool storage period for rooting and from 50 to 60 degrees temperature for forcing. They add greatly to an indoor garden.

Many varieties of tulips are available for forcing. If it is necessary to bury them outdoors, the pit or trench should be cooled off in advance by placing leaves or paper over it. The depth should be from 18 to 24 inches and underneath a tree is excellent provided it is well drained. When the pots are sunk a layer of sand is spread over the top and if mice or squirrels are a nuisance, a wire screen placed over them will be all the protection they need. A thick layer of leaves or straw, held down with dry leaves or straw will be necessary to prevent freezing.

Basement storage demands a temperature of 45 to 50 F., darkness and ventilation. A thermometer should be hung in the room for checking.

Remember that a good root system requires at least two months.

Merry Christmas and a Happy New Year to all our customers.

Clark's Newsstand Reg'd.

107 Queen St.
Lennoxville, Que.
Tel. 567-3707

SEASON'S BEST

Fowler's Machine Shop

Machining - Welding - Sub-Contracts
Haskell Hill Road — Tel. 562-8510
LENNOXVILLE, Que.

Season's Greetings



Holiday Greetings
3007 NOV 68 M.P. 28
May the happiness of Yule never part, and its wonderful spirit remain in your heart.

Alice Potvin
HAIRDRESSER
401 London St. — SHERBROOKE — Tel. 562-3711



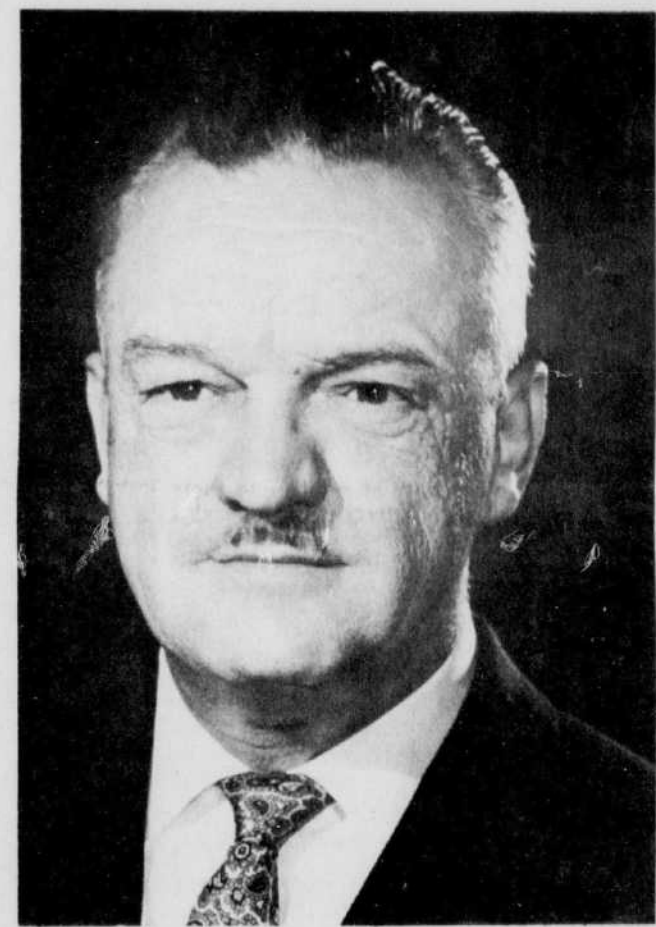
Season's Greetings

I wish to take this opportunity to extend to all my friends and customers my sincere thanks for their patronage in the past year. We hope to serve you again in the New Year.

Etienne Morel, M. H. B.
Jewellery - Glassware - Diamonds - Watches
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Marcel Savard, C.A.



His Worship

Mayor Armand Nadeau,

Q.C.

and the aldermen of the

City of Sherbrooke

extend best wishes to the population of

the City of Sherbrooke for a

Merry Christmas and A Happy and Prosperous New Year!



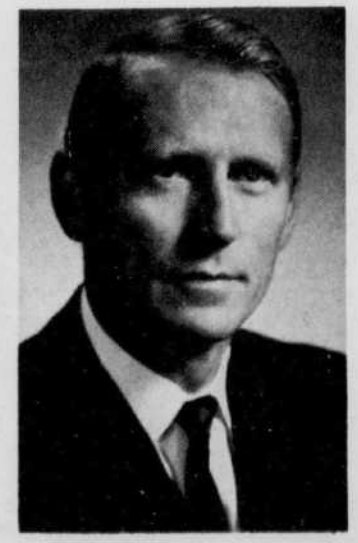
Antonio Pinard



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Early Christmas paintings tell story of changing times

From earliest times, artists found, in the story of the Nativity and the events surrounding it, a source of inspiration and a challenge to their talents. The Madonna and Child, the Holy Family, the Magi, the manger scene — these are the subjects that have engendered some of the world's most famous paintings.

And, as students of both art and history know, such paintings not only portray a scene, they also tell something of the times in which they were painted. As the Middle Ages drew to a close and the Renaissance dawned, new light was spreading over the world. Mid-15th-century artists were

turning from theories of painting which depicted more stylized poses and ornate detail, liberally touched with gilt, to an approach which emphasized more realistic, lifelike figures and landscapes, as seen in paintings of humble peasants adorning the Christ Child, true-to-life stable animals and even blacksmiths working in the background of the manger. In "Adoration of the Magi," a painting by Giovanni di

Paolo which is now in the National Gallery of Art in Washington, D.C., the Three Kings are depicted in an elaborate, decorative style. The background of the painting, however, shows a more lifelike interpretation. The landscape of fields dotted with crops, crisscrossed with roads and bathed in sunlight is refreshing—and a treatment new to the times. Another "The Adoration of the Magi," at the National Gal-

lery is even more indicative of a world in transition. This tondo (circular) painting was begun by one artist, Fra Angelico, and finished by another, Fra Filippo Lippi. The principal part of the painting, attributed to Fra Angelico, has an idealized, other-worldly atmosphere. Realism appears in the solid, substantial figures of the foreground — typical Renaissance forms, the work of Fra Filippo.

Both of these "Adorations" were painted in tempera on wood. Tempera, a mixture of pigments and dyes with egg yolk to produce a dull finish on a surface prepared with egg white for adhesion, was a common medium for medieval Italian artists. In "The Nativity," also in the National Gallery, the Flemish artist Petrus Christus used oil paints on wood, thus marking another advance of the

early Renaissance. Flemish artists were the first to use oil extensively in painting; formerly, it had been used only in glazes for tempera paintings. A study of "The Nativity" shows that the figures of Petrus' painting are very natural and realistic. Joseph is an ordinary Flemish peasant the Christ Child a lifelike newborn Baby. Space perspective too,

begins to show a more realistic treatment. To achieve greater realism, these 15th century artists became the technicians and scientists of their age. They ground and mixed their own pigments to achieve the colors they wanted. And they carefully observed nature, even undertaking anatomical studies.

MERRY CHRISTMAS



Larochelle & Freres Ltd.
1520 King St. West
Tel. 569-5917
HONEY CRUST BAKERY

Gifts held mystic symbolism

Gold of course has always been held in high favor as a gift for princes. The other two gifts, frankincense and myrrh are not as well known to modern man.

Long months were spent in harvesting these precious resins, which had to be brought to Palestine by caravan over long and hazardous journeys.

Thus it is little wonder that such rare and costly offerings were chosen as gifts befitting a king, for frankincense and myrrh carried the blessings of good health and religious favor.

Frankincense had for centuries been used by both the Egyptians and the Jews in religious rituals, and curative powers were attributed to it for the treatment of an astonishing variety of ailments.

Myrrh held a similar role of importance and was highly esteemed as an ointment and perfume, a ceremonial incense and an ingredient of embalming oils.

So highly treasured were these fragrant resins that pots and vases of ivory and alabaster were fashioned to preserve them.

Historians tell us that frankincense was burned to purify the air, and that to breathe the fragrance would comfort and refresh the spirit — much as smelling salts are used today.

A potion of frankincense was believed to be an antidote for hemlock poisoning, as well as a cure for leprosy.



GREETINGS

Sherbrooke News Co. Inc.
154 Wellington St. North
Tel. 569-1466

12th night customs vary

Twelfth Night, or Epiphany, is marked with many customs, ceremonies and legends throughout the world. French and Swiss children, for example, look forward to the pastry they receive on that day, in which a bean, coin or china figure is hidden. Whoever gets the prize, is crowned king of the family.

Epiphany means "appearance" and commemorates the visit of the Three Wise Men to the Infant Jesus. Their arrival was proof to believers that Christ the Saviour was born.

During the Middle Ages, Epiphany or Twelfth Night, was commemorated with plays presented in churches. Solemn observances largely disappeared in Elizabethan England, and this became a time for revelry.

Shakespeare's "Twelfth Night" reflects this mood. Historians say it was probably presented in a com-



mand performance at Whitehall Palace on January 6, 1601.

Realism Reflected at Christ's Birthplace

In the Middle East, where Christ lived, Christmas has a touch of realism. The patriarch comes from Jerusalem with a troop of cavalry in gorgeous array. The service lasts from 10 p.m. until long after midnight.

After the reading of the gospel the clergy and congregation leave the church and journey to the Grotto of the Nativity.

The robin has his own tale


The robin, now considered a harbinger of spring, a century ago was a favorite Christmas motif on cards, and for decorative effect.

Legend connected the robin with Christ, and thus with Christmas.

The legend states that the bird, in trying to ease Christ's suffering on His way to the crucifixion, pulled a thorn from the crown. In so doing, a drop of blood fell on the robin's chest and remained there forever.

Comic robins, perky robins and robins in all types of poses were pictured by the thousands of Christmas cards in the late 19th century.

A JOYEUX... NOEL



A. Couture Inc.
Zotique Couture, Pres.
Plumbing — Heating — Roofing — Ventilation
364 Fifth Avenue — Sherbrooke — Tel. 569-9174

Season's Greetings



Our wish is one that isn't new... but still we'd like to say to you: Merry Christmas!

J. A. Pigeon Reg'd.
LEATHER GOODS
142 Wellington St. North — Tel. 562-3424

Make your own stained glass window

You can quickly make your own Cathedral "stained glass" window in your home!

Just take jewel-colored cellophane and cut into many shapes. Apply to a clear glass door or window with rubber cement or sticky tape.

Let your imagination wander with the subject and shapes that please you. The materials are very inexpensive and if you make a mistake, just start over again!

By crinkling the cellophane you get a textured look of pebbled glass!

The lights in your home at night will shine through the colors and design and you'll be amazed at the striking effect!

Christmas Joy



The angels trumpet the joys of the first Noel. May your heart be filled with that Christmas joy during this season.

If your car feels like it's floating, it's time to have the springs checked. Drop in today for a complete winter check up.

— WE ALSO SERVICE TRUCKS —

Deziel Auto Spring
Your authorized "Iso" spring dealer.
50 St. Francis Blvd. S. — Tel. 567-6677
SHERBROOKE

Season's Best



When holiday colors are so bright and gay, we wish you a Merry Christmas day.

Fred W. Bean
INSURANCE LIMITED
Representatives: Richard Bean — W. C. Hughes
A. S. Blier, Waterville, Que.
61 Wellington South — Room 1
Tel. 569-9153 — SHERBROOKE

JOY



MAY HAPPINESS BRIGHTEN YOUR HOME, NOW AT CHRISTMAS, AND IN THE DAYS TO COME... BEST WISHES TO ALL!

Eastern Townships Agricultural Ass'n.
Sherbrooke, Que.

Best Wishes for the Holiday




We wish to thank everyone for the business given us in the past... our motto in 1969 as always, is — "Quality plus Service"

Season's Best

The Management and Staff of

Louis' Luncheonette
2 King West — Near the Aylmer Bridge and Central Bus Terminal, wish all friends and customers... MERRY CHRISTMAS — HAPPY NEW YEAR!
Closed all day Christmas and New Year's to permit our employees to enjoy the holiday with their families.

Leclerc Dairy Ltd.
76, 12th Ave. S. — Sherbrooke — Tel. 562-2673

and

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"Your Favourite Dairy Products"

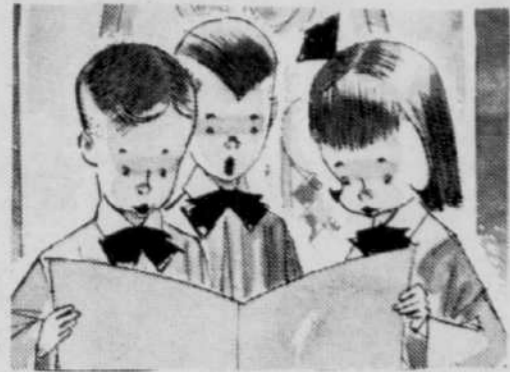
Merry Christmas
Best wishes for a New Year filled with Health, Happiness and Prosperity.

Dual NORESKO
The leading names in stereophonic equipment are found at

bourget STEREO CABINET INC.
16 King St. East, Sherbrooke
Tel. 569-4242

Sales - Service - Convenient payments available if desired.





GREETINGS TO YOU!

An old-fashioned wish that's always new... Merry Christmas!

Canadian Unitcast - Steel LTD.

SHERBROOKE, QUE.



Because we realize how much our success is due to you, we are most sincerely appreciative from the staff and management at

Cyr Automobile Limited

735 King St. East — SHERBROOKE
Tel. 569-5981



...BEST WISHES

This is the time when joy fills the air and men come together in a spirit of good fellowship...when we wish all of our friends a very MERRY CHRISTMAS

Allatt's Bakery Ltd.

878 Queen North — Tel. 563-0330 — Sherbrooke



Ideal for photos

Sophisticated tots still react to the excitement of parties and gift-giving during the holidays. Christmas is an ideal time to catch a youngster in a pose that will dress up any photo album. Since children receive gifts from indulgent friends, aunts, uncles and grandparents, try a twist on thank-you notes; send postholiday snapshots to tell the gift-giver how successful the selection was. For best results use a simple instant loading camera that saves time and problems of settings. Have camera ready before going to bed to catch the youngsters when they first spy the tree and presents. Don't forget plenty of color film and flash cubes and check batteries, too. To catch the natural excitement and flow of the day, forget about posing people and shoot from any angle. Photo experts say to cut effect of motion, "catch action head on, rather than from the side.

Helped comfort sorrow

Even when Christmas wasn't merry, history shows that the holy holiday has brought comfort and hope into the midst of sorrow and hardship. Such was an early Christmas in the New World, observed in 1535 at a small fortress on the banks of the St. Charles river near what is now the City of Quebec, Canada. Jacques Cartier, French explorer, and his band of 110 settlers were beset by cold and hunger, as well as fear of the nearby Indians, whose friendly attitude seemed to have changed. More than half the members of the colony suffered from scurvy. Bravely, the men celebrated Christmas. Mass was said in a log cabin, at an altar made from a wooden table; evergreen branches decorated the walls; carols were sung and the best of the meager food supplies were used for a "feast."

A Christmas Wish
May the meaning of the first Noel light up your heart with everlasting peace, good will.

The management and staff of
Conway & Conway LIMITED
Insurance
6 Wellington St. S.,
Sherbrooke.

Bedlam, a far cry from its origin... peaceful Bethlehem

Carols blaring forth from stores' loudspeakers on a busy shopping street... mixed and mingling to a near cacaphony.

Corner Santa Clauses in many shapes and sizes ringing... tolling their bells, on street corners.

The noise of rock-and-roll from passing car-radios.

Shoppers, mostly youngsters, strolling by, a glazed look on their faces as they listen, rapt, to their pocket transistor radios.

The clatter of the "el"... the honking of impatient horns, the roar of the subway trains, the shrill call of children, the noise, the noise... the Bedlam of Christmas in a large American city, the year of our Lord, 1968.

A far cry from the beginnings of Christmas, in a little town of Bethlehem, almost 2000 years ago...

Later, in the 13th century in London, England, a hospital was built for care for the ill and indigent of the teeming city (even in the 13th century London had masses of people).

The Hospital was called St. Mary of Bethlehem.

With the passing centuries the hospital became an asylum for the insane (using terms applicable to the times). Familiarity with the word "Bethlehem" had blurred the name until it was known as "Bethlem."

By the time of Shakespeare the place was a horror, a symbol of abject squalor and inhumanity to the unfortunate who were consigned to its regions.



TO OUR MANY FRIENDS... A VERY MERRY CHRISTMAS!

Lennoxville Building Supplies Ltd.

147 Queen St. — 567-4874 — 567-4875
LENNOXVILLE

EASTERN TOWNSHIPS DISTRIBUTOR
BENJAMIN-MOORE PAINTS



It was to take centuries more for men to regard mental illness as indeed an illness, not a condition which was the work of the Devil.

In the 16th century Bedlam was not a hospital administering healing to the suffering, it was a hell-hole where the inmates became lost, where their condition infinitely worsened by the cruelest neglect and abuse. St. Mary must have wept!

As we of the 20th century move into this holy Season, let us keep in mind how, many, many years ago Bethlehem was corrupted into Bedlam, how the unearthly peace of that little town in Judea was mocked with agonizing conditions of man.

Let us remember the true Bethlehem, its real meaning, where long ago a star shone, a Child was born and angels sang of peace on earth and good will toward all men. Let us turn again to that true meaning.



At this festive season, may I take advantage of the opportunity to offer my thanks for your co-operation and thoughtfulness in so many ways during 1968, and extend sincere good wishes, including Good Health, Strength, Happiness, Prosperity, Contentment and the fulfillment of our fondest dreams.

Donald Kilgour

SUBSCRIPTIONS SERVICE AGENT
FOR ALL MAGAZINES
GREETING CARDS, NOVEL AND USEFUL GIFTS.

1332 Denault St., Room 1 — SHERBROOKE

With the coming of the Yuletide we extend to our many fine friends and their families our very best wishes for a happy holiday.

William Lavallee Construction Ltd.
GENERAL CONTRACTOR
435 Cliff Street — SHERBROOKE — Tel. 569-5901

HOLIDAY GREETINGS
May your home be aglow with all the joy of the Christmas season.

Victor Croteau
GENERAL CONTRACTORS
R.R. No. 1 — ROCK FOREST — Tel. 569-9901

SINGING OUT OUR CHRISTMAS GREETINGS

J. S. Bourque Ltd.
WOOD & LUMBER
235 Galt St. East — Tel. 569-3693 — Sherbrooke

... TO OUR FRIENDS!

Best wishes for a Christmas that's both merry and bountiful — from all the folks at

Kruger Pulp & Paper Ltd.
NEWSPRINT DIVISION
BROMPTONVILLE, QUEBEC

It looks like a colorful Christmas

The man with an eye on a family gift probably is taking a glance in the direction of the local television shop. Could he be interested in the new color sets.

With approximately 98 per cent of the shows colorcast this season, color is much on viewers' minds. Many holdouts remain, though.

There have been problems in the young life of color TV manufacturers admit, but the majority of early kinks are gone. Those shopping for a color television for a special Christmas present will be happy to hear this. Technical improvements a shopper will see include brighter picture tubes and more intense and vivid reception. Tuning, too, is easier and more efficient, with an automatic tuning device to aid better color reception in most sets.

Other features to look for are quicker warm-up periods, longer warranties and more transistorization. According to manufacturers even hybrid sets—with tubes and transistors—offer more reliability and a 1968-69 set owner should expect less need to replace parts frequently.

There is a wide price range, from \$200 for a 10-inch picture up to \$500 and more. And cabinet design stresses styles to fit any room decor. Especially popular in fine woods and veneers are walnut, pecan, maple, birch, fruitwood and mahogany.

Whatever the choice of size or cabinet, the Electronics Industries Association urges potential buyers to have their homes checked for reception before buying. There are problems in some areas. For example, New York City has many bad reception pockets. Many areas now offer TV cables at a monthly rate, plus installation for better reception. Or, an antenna designed for color television sets may do the job. To get the most good viewing for your money, insist on the best setup.

(Newspaper Enterprise Assn.)



VARIED SHAPES AND SIZES — Sounds of the season come in differing shapes and sizes. Especially popular is the small but big gift, the cassette. The tiny tape cartridge unit (right by Norelco) is multi-band with built-in recorder to permit taping from AM/FM broadcasts or live. Traditional design for electric clock with FM/AM radio (top left by RCA) is replica of an 18th century timepiece. Radio hides behind hinged doors of unit in antique provincial fruitwood. Meanwhile, border viewing of color television comes with a unit in a contemporary design (bottom left by RCA Victor) with swivel base. The set shown has a 23-inch diagonal picture and incorporates a new kinescope for increased brightness.

**MERRY CHRISTMAS
HAPPY NEW YEAR**

To all our friends and customers.

Murray Drug Store

Alex. G. Jarjour, Prop.
386 King St. East,
Tel. 562-2659

To all our customers and friends
MERRY CHRISTMAS! HAPPY NEW YEAR!

Desruisseaux Garage

Henri Desruisseaux, prop.
Body Work — Painting — Welding
TOWING SERVICES
Consult a specialist!

261 Queen St. — Tel. 562-9743
LENNOXVILLE, Que.

Our best wishes for a
MERRY CHRISTMAS
and a
HAPPY NEW YEAR!

The management wish to thank you for your past patronage!

Lennoxville Furniture Enr.

P. Perron and J. Hallee, props.

153 Queen St. — Tel. 562-2184
LENNOXVILLE, Que.

Christmas Cheer

Our wish for you in this Yule season is peace, faith and good will for you and your loved ones.

Garage R. Mercier Inc.

1391 Galt West — Sherbrooke — Tel. 562-4930

Merry Christmas

It's a wonderful time of year to thank you for your patronage. And do have a Merry Christmas!

FL Lunch

Licensed Dining Room

Accommodations for Wedding Receptions, Banquets, etc.

Open Christmas Day 4.00 p.m. - 9.00 p.m.
Open New Year's Day 12.00 noon - 9.00 p.m.

LENNOXVILLE, Que. — Tel. 562-9544

Yule Greetings

May the blessed spirit of this holy season dwell in the hearts of all, Merry Christmas.

Abattoir Leo Giroux

Abattoir
Meat Wholesale and Retail

St. Michel Road — Sherbrooke — Tel. 569-4494

**Seeking
log, a family
affair**

The traditional Yule log survives today more in art, song and story than as an actual "blazing Yule." After all, not every home has a fireplace nowadays, and even when a fireplace exists, its proportions are usually far from sufficient to accommodate the Yule logs of yesteryear.

During ancient times in England, however, it was a solemn family ritual to select the log, dry it and burn it according to custom. Logs from fruit-bearing trees were preferred.

The whole family went along to select the log, as this was thought to bring good luck for the coming year, and to frighten away any witches.

If the log burned out quickly, or did not burn brightly, it meant bad luck ahead.

On Christmas morning, the children of the household beat upon the log and called for gifts to come forth. They were scolded by their parents, sent outside and, after a time, called in to open the gifts, which had been set near the log.

Holiday Greetings

Mooney Shell Service Station

F. H. Mooney, prop.

1262 King St. West
Tel. 562-3660
Sherbrooke, Que.

NOEL

May the star that shone on the night of His birth light your heart with everlasting love.

Wellington Tire Limited

Tel. 567-4881

154 Wellington St. S.
SHERBROOKE

**A Snap
to Say
Thanks**

Ideas on Christmas customs are varied

Some people enjoy a White Christmas, while some people go swimming or picnicking on December 25. Some people say it's traditional to serve turkey at the holiday feast, while some people favor a Christmas goose, and still others contend that carp or fried eel is the very thing for a tasty Yuletide dish.

Around the world, Christmas customs vary, but on one point nearly all are agreed. It's a season to celebrate.

In the United States and Canada, the "melting pot" origins of the population result in a medley of Christmas traditions from all over Americans and Canadians from Central Europe still prepare their traditional Yuletide foods with carp, while those from Italy might hanker for some Christmas capotoni, made with fried eels.

Especially during a severe winter, residents of the Northern U.S. and Canada would be glad to change places, or at least change weather, with those Australians, South Americans and others who enjoy summer activities at Christmas.

On the other hand, North Americans have made their own contributions to Christmas around the world. For instance, there's Santa, white-bearded and red-suited, who is now replacing St. Nicholas and other Yule gift givers in many countries.

Vacuum Centre

J. O. Poulin, Prop.

817 King St. W.,
SHERBROOKE
Tel. 569-4808

We would like to thank all our friends and customers for their encouragement during the past year.

BEST WISHES TO ALL!

**JOYOUS
NOEL!**

**Blue Veterans
Taxi Inc.**

1351 Denault Street
SHERBROOKE
Tel. 562-3838

In Greece

Young people of Greece foretell their romantic future at Christmas by tossing olive leaves on the burning Yule log. Tradition decrees that if the leaves, symbolizing the girl and man, curl toward each other, the lovers can expect their happiness to be long-lived.

If the leaves burn apart, their romance may be fraught with difficulties. The best result, however, is if the leaves burn to a crisp. This means their love is deep and all-enduring.

In Japan

December 25 is not a national holiday in Japan, but you'd never know it from the colorful store decorations and the happy squeals of youngsters gifted by "Santa Claus San."

Department stores may have as many as 100 Santas.

In Germany

The celebration of a West German Christmas is filled with tradition, foremost of which is the Christmas tree, dating back 400 years.

To all our customers and friends
**MERRY CHRISTMAS AND
HAPPY NEW YEAR**

Leo Berube

- Heating Oil, Stove Oil
- Home Delivery
- 24 hour service
- Furnace Maintenance
- Wholesale and Retail Sales

1255 King St. West
Tel. 567-1553 — SHERBROOKE

Season's Best

to all our customers and friends.

Salon Ado Enr.

114 Queen St. — Tel. 567-9622
LENNOXVILLE, Que.

A JOYOUS
GREETING
TO ALL!

To all our Friends and Customers

**Salon Laurent
Enrg.**

MASTER HAIRDRESSER
SPECIALTY:
Capillary Treatments
And our DEEP WAVE
PERMANENTS "STARLING"
from PERMA. QUALIFIED
EMPLOYEES.

223 Wellington St. South
Tel. 569-6566

Happy Holidays

We share in your hope that this Christmas will be better than ever for you and your family.

Canfor Limited

932 Federal St. — Sherbrooke — Tel. 567-3934

Many thanks for your past patronage, and may we have the pleasure of serving you in 1969.

THE MANAGEMENT
AND STAFF OF

**Ray's Radio
Taxi**

1b Depot Street
Lennoxville, Que.
Tel. 562-2411

Let us chauffeur you during the Christmas and New Year holidays.

The Management and staff of
**CKTS
RADIO 900**
wish listeners
**A MERRY
CHRISTMAS**

English radio has come a long way in the Townships

Yuletide Greetings

From All Of
**Us At
A. R. Wilson
Ltd.**

Plumbing & Heating
Contractors

270 Dufferin St.
Tel. 569-2509
Sherbrooke, Que.

Quebec Central
RAILWAY COMPANY

serving your locality for almost a century wishes every one a MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR.

May we also express our appreciation for your patronage, hoping to have the pleasure of serving you often during the NEW YEAR.

Quebec Central

means
QUALITY COURTESY EFFICIENCY

**CHRISTMAS
Greetings**

Union Screen Plate Co. Ltd.

Division of CAE INDUSTRIES LTD.
Head office: Lennoxville, Que. Branch at Brampton, Ont.

To our faithful employees, their families our customers and friends

For flair try Mikan Souffle for holidays

Toss aside some of the old recipes you've been using for years and go dramatic this Christmas. To add flair to your holiday dinners, serve a Mikan Souffle for dessert. It's a dish that is easy on the hostess — she can prepare it the day before and forget about it until dessert time. For the recipe, use fresh Japanese mandarin oranges, a traditional Christmas treat available only at this time of year. Don't discard any of the peels. Save them for another Christmas favorite, candied orange peels. Japanese mandarins are especially suited to this recipe because of their tender thin skins.

MIKAN SOUFFLE
 2 envelopes plain unflavored gelatine
 3/4 teaspoon of salt
 1 1/2 cup granulated sugar
 4 eggs, separated
 1 1/2 cups Japanese mandarin orange juice (approximately 7 oranges)
 1 1/2 cups whipping cream
 chopped nuts
 Japanese mandarin orange sections

Fit a double thickness of heavy foil on outside of seven inch (5 cup) souffle dish. Extend about 2 inches above top rim of dish. Tie tightly and fasten with cellophane tape. Brush dish and foil with cooking oil.

Foil rim may be omitted. An attractive serving dish may be used instead of a souffle dish, but the dessert will not extend above the dish.

In a saucepan combine gelatine, salt and 1 cup of sugar. Beat together egg yolks and orange juice; stir into gelatine mixture. Cook over medium heat, stirring constantly, until gelatine is dissolved. Cool to lukewarm.

Beat egg whites until just stiff; gradually beat in 1/2 cup of sugar and continue beating until stiff and shiny. Whip cream until stiff. Fold meringue mixture and cream into gelatine mixture. (If desired, add a few drops of orange food coloring.)

Turn into souffle dish. Mixture should extend about one inch up foil rim. Chill for several hours. To serve, carefully remove foil rim. Gently pat nuts around sides of souffle. Garnish with orange sections.

Makes about 10 servings.

CANDIED ORANGE PEELS
 Cut peel into 1/4 inch strips. Place in saucepan and cover with cold water. Bring to a boil; then drain off water. Repeat twice.

Measure the peel. Combine in saucepan with an equal amount of granulated sugar. Add water just to cover. Bring to a boil and cook to 230 degrees F. or until syrup drips from a fork to form a thin thread about 2 inches long.

Remove peel and drain on rack, separating strips; allow to cool slightly. Roll in granulated sugar. Store in airtight container.

Fill a candy dish for holiday nibbles or pack in attractive jars for gifts.



TOUCH OF THE EAST—Add an exotic touch to your Christmas meals this year with Mikan Souffle made with Japanese mandarin oranges. Save the orange skins for another taste treat, candied orange peels.

SEASON'S GREETINGS
 To all our many friends and patrons, we wish to extend the best of season's greetings and a "thank you" for your help in the year such a success.

Adrien Vachon
 Electrical Contractor
 1940 Denault St.—SHERBROOKE—Tel. 567-8937

MERRY CHRISTMAS
 As Christmas unfolds its magical charm and wondrous beauty, we extend to you our warmest greetings.

Fairview Dairy Inc.
 L. A. Yetter (Prop.)
 LENNOXVILLE, Que. — Tel. 562-7266

Greetings
 Listen to the sounds of the carolers singing of the Miracle of Christmas. May your holiday be as joyous as their voices.

Manoir De L'Estrie
 Excellent Food — Cocktail Lounge
 Comfortable Rooms
 Reception Hall
 1229 Denault St. — Tel. 569-5518 — Sherbrooke

Christmas Greetings
 Thanks to all our loyal customers for making our holiday a merry one. It's our pleasure to serve you.

Earl Marshall
 Plumbing and Heating Contractor
 16 Park St. — LENNOXVILLE — Tel. 569-4253



to the population of the region from the Bourque Blvd. merchants whose names appear below.

La Corne D'or
 Claude and Rene Neron
 wish each and everyone a

Merry Christmas
 and a
Happy New Year

And take advantage of this occasion to thank their customers for their patronage during the past year, and with the hope of serving you again next year.

BOURQUE BLVD. — ROCK FOREST

Traditions started in White House

Many of the cherished traditions which make Christmas merrier in the United States had their start in the White House.

George Washington, first President of the United States, surrounded himself with family and grandchildren at cheerful Christmas parties, and set the theme of a "merry Christmas" for his country. Washington also furthered the use of American holly as a decoration by growing the glossy-leaved tree on his estate at Mount Vernon.

Andrew Jackson was fond of giving large, colorful parties for young and old on Christmas Day. Frozen ices, a novelty at that time, were served, and there was a small, frosted pine tree, surrounded by toys.

Franklin Pierce introduced the modern Christmas tree to the White House in 1856.

Benjamin Harrison, in 1889, told reporters he planned an "old fashioned Christmas"

WE BRING YOU OUR BEST WISHES
 We hope Santa is generous to you!

La Menuiserie de l'Est Enr.
 Gilles Descoteaux, prop.
 73 - 9th Ave.—Sherbrooke
 Tel. 569-4746

Happy Holiday

Marche Paul Loignon
 Sherbrooke

Cremerie d'Ascot
 Manufacturer of "COOK-SHIRE" and "JERSEY GOLD" brand butter.
 Dealer and purchaser of cheese and butter.
 Mrs. Fleurette Couture, Prop.
 ASCOT CORNER, Que.
 Tel. 562-1720

We're sending you our very best at Christmas!

Best Wishes for Christmas

Dussault Tire Sales
 REG'D
 425 Queen St.—LENNOXVILLE—Tel. 569-3848

Holly Holds Sway
 The holly tree and its brightly berried branches hold an important place not only in holiday decorations but in the legends and lore of Christmas.

An old belief in England and Germany was that there are "he" and "she" hollies — the "he" hollies with spined leaves, the "she" hollies smooth-leaved. The varieties brought into the house at Christmas supposedly showed who would head the household for the coming year — "he" or "she."

A variation on this custom said that if the holly was brought into the house in fair weather, the wife would rule, but if the weather was bad, the husband would be master.

Holly was credited with many magical and medical powers. It was believed to cure toothaches, banish rickets, and even foretell to girls the names of their future husbands.

Eggshells make pretty decorations
 Charming Christmas tree ornaments with a European, handcrafted look can be made with empty eggshells... plus a little nimbleness. However, it's worth waiting until a few shells have been accumulated from holiday baking... thereby allowing for possible breakages and also because when you're finished you'll want to have several of them because they're so pretty.

The edge of the shell can be trimmed smooth with scissors... then bound with narrow gift tape or ribbon. The same tape, strung across the top of the shell, will quickly turn it into a dainty basket... now ready for decorating.

Try dotting the shell with liquid cement. And while the glue is still wet, sprinkle the shell liberally with glitter, and achieve a sparkling polka-dot effect.

The glitter can be bought in all colors at the dime store or hobby shop, at this time of the year, and you'll find lots of uses for it once you see its almost-magical effect.

It's wise to spread a paper when you're using glitter, thus catching the overflow which you can use again.

These dainty baskets are just the thing to hang on a miniature tree or table centre. They can be used as is, or filled with nuts and candies.

After Christmas, they can be safely stored away in the empty egg carton until another Christmas rolls around.

Peace on Earth
 MERRY CHRISTMAS -- HAPPY NEW YEAR TO EVERYONE
 Many thanks to our customers for their past patronage.
P. E. Genest
 ENRG.
 "EVERYTHING FOR THE OFFICE"
 31 King W. — Sherbrooke
 Tel. 569-5169

Best Wishes
Geo. O. Dubois Inc.
 578 Galt St. West
 Tel. 569-5555
 Local and Long Distance Moving
 General Transport
 Fuel Oil Service
 Wood

Toss aside those staid old recipes
GREETINGS
 PEACE ON EARTH

To all our friends and customers, best wishes for a MERRY CHRISTMAS HAPPY NEW YEAR

Beaudry Electric Ltd.
 920 Jacques Cartier Blvd. N.
 SHERBROOKE — Tel. 567-7005

CHRISTMAS CHEER

to the population of Sherbrooke and the Eastern Townships, to the Members of the Association, their families and to all civil and religious authorities.

L'Association Des Constructeurs Des Canton De L'Est
 J. M. Jeanson, pres.

MERRY CHRISTMAS
Garage Henri Girard Limitee
 Sales and Service for
INTERNATIONAL TRUCKS AND SCOUT PICK-UPS
 1470 King St. West — Sherbrooke — Tel. 569-5943

A Christmas Prayer
 At Christmastime, we lift our hearts in a prayer for the blessing of lasting peace on earth.

Pour Vous Messieurs
 M. Lionel Bilodeau, Prop.
 185 King St. W. — Tel. 569-4200
 SHERBROOKE

Best Wishes for the Holiday Season
 from the management and staff of the modern

RTS BROADCAST CENTRE
 (Radio Television Sherbrooke Inc.)

The world in solemn stillness lies...to hear the angels sing



TO ALL OUR FRIENDS AND CUSTOMERS IN EAST ANGLUS



Our very best wishes for a Merry Christmas and a Very Happy New Year.

The Management and Staff of
Transvision East Angus Inc.
218 Alexander St. — Sherbrooke — Tel. 562-7886



To all the population of Sherbrooke; Also all our customers and friends.

Christmas Greetings
J. W. Roy Ltd.
Building Contractor

1539 White St.,
Tel. 562-2510
Sherbrooke, Que.

J. W. Roy, Pres.



To all our customers and friends in the Eastern Townships, our best wishes for a


MERRY CHRISTMAS and a HEALTHY, PROSPEROUS and HAPPY NEW YEAR!

J. E. Bergeron & Fils Ltee
Manufacturers of Margarine
7 St. Jean Baptiste St.—Tel. 846-2370 Mtl. 276-3979
Bromptonville, Que.



Laurent Veilleux
General Transport between Sherbrooke, Drummondville, Three Rivers, Shawinigan and Grand'Mere. Local and Long Distance Moving. Daily Service — All Cargoes Insured.
1327 Dorval St. — Sherbrooke — Tel. 569-3393

Greetings FOR Christmas



McConnell's
Optometrist
206 Wellington N.—SHERBROOKE—Tel. 563-4911

LITTLE CHANGE — The Christmas wreath has changed little in the past 100 years. But the availability of fresh flowers has added much color to some modern wreaths. Three and a half years old Sherry Walker borrows a flower from a window wreath which will greet travellers through a large picture window. (Photo by Malak)

FROSTED AND FRINGED Christmas cards of 1870 were frosted and fringed with heavy silk. The folder-type card, so much in evidence today, was not popular during the 19th century, when single cards were more frequently seen.

MERRY CHRISTMAS HEALTH AND PROSPERITY IN THE NEW YEAR to all our clients and friends.



SERVICE STATION
Marcel Dumas Reg'd.
25 BIG FORKS ST. N. — Tel. 569-3717 — Sherbrooke

Merry Christmas And Happy New Year
TO ALL OUR CUSTOMERS AND FRIENDS



Garage Charland
General Repairs Service Station
BROMPTONVILLE
Tel. 846-2333

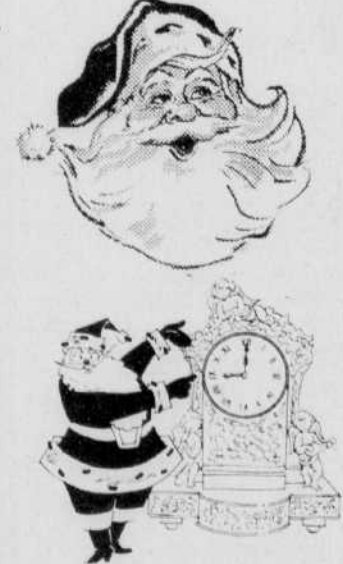
OUR BEST WISHES OF THE SEASON TO ALL OUR CLIENTS AND FRIENDS!



J. P. Mullins Reg'd.
General Insurance
9-A Notre Dame St. — Tel. 846-2713
Bromptonville, Que.

He gets all turned on with cards

PENDER ISLAND, B.C. (CP) — George Pearson gets all turned on at Christmas and lights up to show he "cares." Ever since 1960 he has loaded up a giant outside Christmas tree with lights, each one pledging a donation toward CARE of Canada for needy persons overseas. In his first year he collected \$102.50, which provided 2,224 pounds of food. Increasing the lights and donations each year, he reached a total last year of 147 lights, \$800 and 21,600 pounds of shipped food. This year Mr. Pearson has a goal of \$1,000 worth of lights and food.



In Holland
Dasher, Dancer, Prancer and Rudolph would cause no excitement in the Netherlands, where children believe that a horse pulls St. Nicholas' sleigh. The great horse is named Slepner, and the Dutch children fill their wooden shoes with hay for him. This gives him energy to get St. Nick to every house.

IT'S A HOLIDAY
First of the United States to give recognition to Christmas Day as a legal holiday was Alabama, in 1836.

Merry Christmas and Happy New Year

to our many customers and friends at this happy season.

Aime Cote Ready-Mix Ltd.
Plant at 334 Queen St. LENNOXVILLE, Que. Tel. 569-9916

Season's Greetings
3044 NOV 68 M.P. 28
Yuletide joys are drawing near, let's lift up voices loud and clear, and to our friends we do profess, our wishes for their happiness.

Hercule & Ronald Marcoux
Real Estate Broker — Mortgage Loans
150 Argyle St. — Tel. 569-5941
SHERBROOKE

SEASON'S GREETINGS



ENJOY QUALITY BEVERAGES BOTTLED BY

Roland Picard Ltée
Bottlers of Pesi Cola, Teem
56 Bennett St. North — Tel. 335-7666
THETFORD MINES

Season's Greetings

Health, Happiness and Prosperity!
May the spirit of the festive season enter into each of our homes.
Merry Christmas and Happy New Year!

The Management of the Sherbrooke and Domil plants of

Dominion Textile Company Limited

TEXMADE
The Fabric People

Season's Greetings



We appreciate your patronage.
Sherbrooke Laundry & Dry Cleaners Inc.
353 FRONTENAC ST.
Sherbrooke — Tel. 562-2633



Greetings to all

We wish our friends and patrons the merriest Christmas ever and a holiday season filled with good cheer. Our grateful thanks to all.

Fred Castonguay Inc.
BUTCHER — GROCER — BEER & PORTER
18 St. Joseph St. — Bromptonville — Tel. 846-2728

For a tree-trimming party, try these collectors recipes

Once on a long ago Christmas Eve, Martin Luther came home from a bone-chilling walk under a midnight sky glittering with countless stars.

To recapture the beauty of that winter night for his children, and to impress them with the true meaning of the birth of Christ, the Light of the world, he set up a small fir tree and covered it with glowing candles. This charming story may or may not be true but the Christmas tree has become one of our most cherished traditions.

For your tree-trimming party, here is a selection of collectors' recipes — ones that you'll bring out every year to greet as old friends.

CHOCOLATE - APRICOT PASTRIES

6 squares (6 oz.) semi-sweet chocolate
 1/2 cup apricot jam
 1/2 cup milk
 1 package active dry yeast
 3 cups unsifted all-purpose flour
 1 tablespoon granulated sugar
 1/2 teaspoon salt
 1 cup shortening
 1 egg, slightly beaten

1 teaspoon lemon rind
 2 cups unsifted icing sugar
 Combine chocolate and jam in a saucepan. Melt, stirring constantly, over very low heat. Cool. Scald milk; cool to lukewarm. Add yeast to milk, stirring to dissolve. Sift flour with granulated sugar and salt; cut in shortening. Add egg to yeast mixture; then add flour mixture and lemon rind. Mix well.

Divide dough into 4 equal parts. Dust each part generously with icing sugar; roll each into a 10-inch square on a board generously dusted with icing sugar. Cut into rounds with a 2 1/2-inch cookie cutter or into 2 1/2-inch squares.

For turnovers or triangles, place about 1/2 teaspoon chocolate mixture on each square; fold dough over filling, moisten edges, and seal firmly with fork.

For filled rounds, place about 1/2 teaspoon chocolate mixture on half of rounds, cut a small hole in the center of remaining rounds, and place over filled rounds.

Place on ungreased baking sheets. Bake at 350 degrees for 12 to 15 minutes. Remove immediately from baking sheets and roll in remaining icing 2 1/2 dozen filled rounds.

TEACHER'S PET FUDGE

5 to 7 large marshmallows, cut in quarters
 6 squares (6 oz.) semi-sweet chocolate

1/2 cup butter
 2 cups sugar
 10 large marshmallows
 3/4 cup evaporated milk
 1 cup chopped walnuts
 1 teaspoon vanilla

Spread quartered marshmallows on tray and freeze until firm. Place chocolate and butter in large mixing bowl; set aside.

Combine sugar, 10 large marshmallows, and evaporated milk in heavy saucepan. Bring to a boil stirring constantly; then boil five minutes, stirring constantly. Pour over chocolate and butter; stir until mixture is well blended and begins to thicken. Add walnuts, vanilla, and frozen quartered marshmallows; pour into lightly buttered eight-inch square pan. Chill until firm. Cut into squares. Store, covered, in a cool place. Makes about two pounds.

CHOCOLATE TURTLES

1/2 pound soft caramels
 2 tablespoons whipping cream
 1 cup (about) pecan halves
 4 squares (4 oz.) semi-sweet chocolate

Melt caramels with cream over hot water; cool about 10 minutes. Place pecan halves on wax paper in clusters of three (one for the head of the turtle and the other two for legs). Spoon caramel mixture over nuts, leaving tips of head and legs showing. Let stand until set — about 1/2 hour.

Partially melt chocolate over hot water. Remove from water; stir rapidly until entirely melted. Let stand until lukewarm.

Spread over caramel mixture. Makes about two dozen turtles.

RIPPLED BROWNIES

1 cup sifted all-purpose flour
 1/2 teaspoon double-acting baking powder
 1/4 teaspoon salt
 1/2 package (4 squares) sweet cooking chocolate

Setting the Date

December 25 was first assigned as the date for the celebration of the Nativity in about the year 320 A.D. Since the New Testament was written as religious instruction rather than history, the exact date of Christ's birth is not known.

The present day was selected as a means of unifying the observances of Christmas, "the mass of Christ."

Hanging Stockings

Story of the first Christmas stocking is associated with the real St. Nicholas, a fourth century bishop known for his many kind deeds. Wishing to present an anonymous gift to help the daughters of an impoverished merchant, he threw a bag of gold down the chimney, where it fell into a stocking hung up to dry.

The legend is reflected in today's custom of tucking "gold" — an orange or tangerine — into the toe of a Christmas stocking.

Trimming Trees

Trimmed Christmas trees first appeared in the United States probably during the American Revolution. Hessian soldiers with the British forces started the practice to relieve their nostalgia for their homeland.

An early diary, written at Fort Dearborn, Ill., in 1804 relates the practice of trimming the Christmas tree with ornaments of the time.

At the White House

First National Community Christmas Tree in the U.S. was placed on the White House lawn in 1923, while Calvin Coolidge was President. The tree was a spruce from Coolidge's native state, Vermont.

In the following year Coolidge presided at a ceremony under the sponsorship of the American Forestry association, to urge the use of living Christmas trees.

At the Round Table

Traditionally, the first Christmas feast in England was held at the Round Table of King Arthur. While the specific date is undetermined, references to the famous king in medieval legends have been traced back to as early as 600 A.D.

IN GERMANY

For German children the Christmas season begins with the hanging of a calendar showing a painted house, on December 1. Doors and windows of the house often hide pieces of candy.

1 1/2 packages (6 oz.) cream cheese
 1 cup sugar
 2 eggs
 1/4 teaspoon almond extract
 1/2 cup chopped nuts
 1/2 teaspoon vanilla
 1 teaspoon vanilla

Sift flour with baking powder and salt. Melt chocolate over low heat; cool. Cream the cheese. Gradually add sugar; creaming until light and fluffy. Blend in eggs, flour mixture, and almond extract. Measure 1/2 cup batter and set aside. Blend cooled chocolate, nuts, and vanilla into remaining batter.

Spread about half the chocolate batter in a greased eight-inch square pan; spoon the

measured cheese batter over the top, spreading carefully with a spatula to cover chocolate batter. Carefully spread remaining chocolate batter over cheese batter. Bake at 350 degrees F. for 35 minutes or until top springs back when lightly pressed in the center. Cool. Cut into bars or squares. Makes 16 to 20 brownies.

NOTE: Recipe may be doubled.

BRAZILIAN MOCHA

2 squares unsweetened chocolate
 2 cups freshly brewed premium coffee
 1/2 cup sugar
 1 teaspoon cinnamon

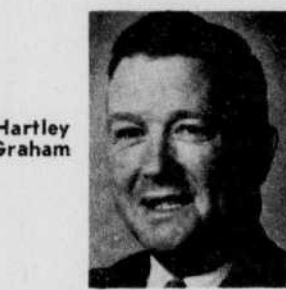
Dash of allspice
 Dash of salt
 1 1/2 cups milk
 1/2 teaspoon vanilla
 1 cup prepared dessert topping

Place chocolate and coffee in saucepan. Stir over low heat until chocolate is melted and mixture is smooth. Then bring to a boil and simmer gently two minutes, stirring constantly. Add sugar, spices and salt. Gradually stir in milk. Heat thoroughly, stirring constantly. (If necessary, beat with rotary beater to blend completely.) Remove from heat; add vanilla. Pour into cups. Top with topping. Makes 3 3/4 cups or six

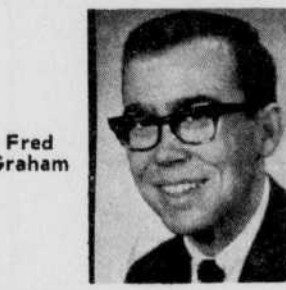
servings.
CHRISTMAS TORTE
 2 baked 9-inch white cake layers, cooled
 Coconut-Lemon Filling
 1 cup prepared dessert topping
 1/2 cup flaked coconut
 Few drops green food coloring
 Split the cake layers horizontally to make four layers. Spread Coconut-Lemon Filling between layers. Top with prepared dessert topping. Place coconut in a bowl or jar, add food coloring, and toss or shake until coconut is evenly tinted. Sprinkle on cake in Christmas tree pattern, if desired. Chill until ready to serve.

LEMON COCONUT FILLING
 1 package (4 oz.) lemon pie filling
 1/2 cup sugar
 1/4 cup water
 1 egg
 1 1/4 cups water
 1 1/2 cups flaked coconut
 *Or use two egg yolks
 Combine pie filling mix, sugar, and 1/4 cup water in saucepan. Blend in the egg. Add 1 1/4 cups water. Cook and stir over medium heat until mixture comes to a full boil and is thickened — about five minutes; remove from heat. Cool, stirring occasionally. Then beat until smooth and creamy. Stir in coconut.

Greetings to You & Yours



Hartley Graham



Fred Graham

May this Christmas be the Merriest ever and may the New Year bring Happiness and Prosperity to you, your friends and loved ones.

See us for friendly consultation on all your insurance problems.

Hartley F. Graham Inc.
 General Insurance — Automobiles — Life — Fire

General Insurance

1561 Galt St. W.
 Tel. 569-9118
 Sherbrooke

A MERRY, MERRY CHRISTMAS

And many thanks to you for your patronage.

Royer & Fils Inc.
 PLUMBING AND HEATING CONTRACTORS
 165 Frontenac St. — Sherbrooke — Tel. 567-7506

Naming Santa

Santa, the giver of many gifts, is a man of many names, too. While he is becoming almost universally known as Santa Claus, Santa or St. Nick, many European children still wait for the arrival of St. Nicholas.

St. Nicholas was the first of Santa's names and came from a real bishop in the fourth century, A.D. He is said to travel not by reindeer but on horseback, and wears bishop's robes.

Over the years, Santa has gained still other names. In France he's Pere Noel, in Finland Father Christmas, in Russia Kris Kringle, or Grandfather Frost.

To wish you all the Joys of Christmas

YOUR IGA STORES

ANNOUNCING OUR NEW WAREHOUSE LOCATION

Dave's
 R.R. 3 Lennoxville (Opposite the Rolling Hills Motel)
 Member of Allied Van Lines — Tel. 562-8062

WE ARE CELEBRATING OUR 20th ANNIVERSARY!

a joyous christmas to all our patrons

Christmas rose is a beautiful legend surrounding Nativity

GREETINGS
Herve Kirouac
 FUEL OIL
 Free Service — We give Gold Stamps
 Drawing for cash slip each week
 1041 St. Denis Sherbrooke Tel. 569-1677

GREETINGS OF THE SEASON!
 "Noels" resound through the Christmas air, mingling with our wishes that our loyal patrons enjoy a happy holiday.
Eastern Townships Tent & Awning Co.
 Manufacturers of Canvas Garages and Tarpaulins
 1440 King St. West — Tel. 562-5454
 SHERBROOKE, QUE.

SEASON'S GREETINGS
 To all our customers it has been a pleasure serving you.
Sawyerville Transvision Reg'd.
 Sawyerville, Que.

It's a popular custom

Caroling is the custom in many countries throughout the world. And, there are about as many different customs connected with it as there are countries.

Bagpipe music accompanies the carolers in (no, not Scotland) Italy!

In England the carolers receive gifts for their efforts. "Gifts" of refreshments are often the case in America.

"Star-singers" is the name for groups of carolers in many nations. The term is taken from the pole they carry, which has a lighted star on top.

CARE PACKAGES
 You can spread Christmas joy overseas to needy families through CARE packages. Not only food, but clothing packages are made up and sent in your name. CARE stands for Co-operative for American Remittances to Everywhere, Inc.



Her tears fell to the ground ... a miracle came to pass

When Christ was born in Bethlehem kings from far-away lands came bearing gifts of great rarity and value. Everyone with-

in sight and sound of the Event came and brought gifts of one kind or another ... the shepherds brought little new-born lambs as their humble offering.

came to pass: small, lovely blooms sprang up among the tears; Madelon quickly gathered them and ran to show the Child the beautiful flowers.

Little Jesus touched the blooms with his tiny fingers and behold! the petals flushed rosy pink! This was the Christmas rose.

Off to a corner, unnoticed, huddled a little shepherdess, named Madelon, who wept because she had no gift for the Baby.

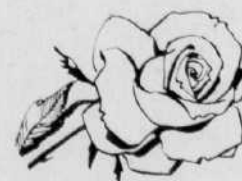
As her tears fell to the stable ground a miracle



**MERRY CHRISTMAS
 HAPPY NEW YEAR**
 ... why not buy a "Skiroule", a "Chrysler" Outboard Motor or a "Prince craft", all on display now at —
Custom Marina
 Bourque Blvd., Rock Forest
 Tel. 864-4884
 "Ask Lawrence"

'Tis said that to this day, every year, when Christmas comes (and not until that day) the Christmas Rose blooms abundantly, in celebration of the Holy Birthday.

The Christmas Rose in itself is a great gift for the World, as it was on that hallowed day, many, many years ago ... as was the Holy Child, to all mankind, for all time.



**MERRY CHRISTMAS
 HAPPY AND PROSPEROUS
 NEW YEAR**
 to all our customers and friends of Sherbrooke and vicinity.
J. R. Latulippe Ltee
 Wholesale Distributor
 Brand name Smoked Meats
 Fresh Meat — Fish
 "Libby's" Frozen Foods
 45 Radisson St. — Tel. 569-5521
 SHERBROOKE, QUE.

To the population of Bromptonville and vicinity
MERRY CHRISTMAS
 and a
HAPPY NEW YEAR
 from the management and personnel of
Hotel Brompton
 Rooms — Dining Room
 Cocktail Lounge under the stars
 Reception Hall
 Bromptonville, Que. — Tel. 846-2715

Noël Noël
 At this glad Christmastide, we wish for you the great gifts of faith renewed and spirit uplifted by the joy and promise of His holy birth.
**The Mayor and Council
 Municipality of
 Rock Forest**

Christmas Joy
 May Christmas "unlock" Much Happiness
Charles Connors
 REAL ESTATE BROKER
 138 Wellington N. — Sherbrooke — Tel. 562-4000

HOLIDAY CHEER
 We wish you a Christmas in the friendly spirit of an old-fashioned Yule! Greetings from
Gabriel Dubreuil
 1151 King St. East — Sherbrooke
 Tel. 562-3892

M. Marcel Dionne, President
Jean-Claude Bérubé, Sales Manager
Gerry Hanson, Richard Lapierre, Yves Gagné, Jacques Mathieu, Gerry Roy
 Assistant Sales Mgr.

On the occasion of the coming Holidays, we would like to extend our best wishes to our many customers, friends and the population of this region.
Merry Christmas and a Happy New Year
Val Estrie Automobiles
 2615 King West — Tel. 569-9093

Michel Bourgouin, Normand Guay, Jean-Marie Gagnon, Yvon Beurivage, Larry Labree

BEST WISHES FOR Christmas
 To all our good friends, the very happiest of holidays.
Ward's Motor Specialties
 FINA 215 Queen St. Lennoxville Tel. 569-1080

Best Wishes for a Merry Christmas
 MAY CHRISTMAS AND THE NEW YEAR BRING YOU JOY, PEACE, HEALTH AND PROSPERITY!
Asbestos Corporation Ltd.
 One of the most important industries in the Eastern Townships.
 THETFORD MINES, Que.

Churches express Christmas meaning

"And the angel said unto them, Fear not: for, behold, I bring you good tidings of all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord."

Like the shepherds who left their flocks to seek the Babe of Bethlehem, men, women and children of this community will put aside not only their everyday concerns but the more immediate interest in tree-trimming and package-wrapping and go to find once again the holy meaning of Christmas, in special services held by local churches.

Catholic churches will proclaim the birth of the King of Christendom by solemn midnight masses. To commemorate the Nativity, Protestant churches will hold candlelight and communion services and children's programs.

The custom of saying mass at midnight derives from an

old belief that Christ was born at that hour. Actually, mass may be said at any hour during the night before Christmas, and in some countries the first Christmas mass is said at four or five in the morning.

According to early Roman regulations, Christmas mass was celebrated "when the cock crows" — about three o'clock in the morning. Spanish-speaking people still call midnight mass "Misa de Gallo," while the Portuguese term is "Missa do Galo" — in both cases, "mass of the cock."

Candlelight services held in Protestant churches symbolize Christ as the light of the world, and the shining beams of the candles call to mind the Star that shone to guide the Wise Men.

Exemplifying the spiritual side of Christmas are programs which include special sermons, reading the Christmas story, prayers, carols



And she brought forth her first born son, and wrapped him in swaddling clothes, and laid him in a manger; because there was no room for them in the inn . . . And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them . . . from St. Luke, Chapter 2

One Life changed the world

Here is a man who was born in an obscure village, the child of a peasant woman. He grew up in another obscure village. He worked in a carpenter shop until He was 30, and then for three years He was an itinerant preacher. He never wrote a book. He never held an office.

He never owned a home. He never set foot inside a big city. He never travelled 200 miles from the place where He was born. He had no credentials but Himself.

He had nothing to do with this world except the naked power of His divine manhood. While still a young man, the tide of popular opinion turned against Him. His friends ran away. One of them denied Him. He was turned over to His enemies. He went through the mockery of a trial. He was nailed upon a cross between two thieves.

His executioners gambled for the only piece of

property He had on earth while He was dying — and that was His coat. When He was dead He was taken down and laid in a borrowed grave through the pity of a friend.

Nineteen wide centuries have come and gone and today He is the centerpiece of the human race and the leader of progress. I am far within the mark when

I say that all the armies that ever marched, and all the navies that ever were built, and all the parliaments that ever sat, and all the kings that ever reigned, put together have not affected the life of man upon this earth as powerfully as that One Solitary Life.

AUTHOR UNKNOWN

Conducts modern service

For many Canadians, a high point of the Christmas celebrations is the candlelighting service of the Canadian Girls In Training.

This month CGIT members are conducting a modern service of poetry, carols, traditional and new, and an up-to-date recital of the Christmas story.

There is a special thrill as each candle flares to symbolize the arrival of Jesus, the Light

of the World.

Year round the 50,000 Canadian Girls In Training learn, play, and worship together, serving their communities from Vancouver Island to Newfoundland. But their annual Vesper Service is a special time which gathers up the challenges and hopes of the year.

The Canadian Girls In Training invite you to share this Christmas celebration

Christmas Joys



Silent Night, Holy night,
Shepherds quake at the sight,
Glories stream from heaven afar,
Heav'nly hosts sing Alleluia;
Christ, the Saviour is born,
Christ, the Saviour is born.

UNESCO gift coupon helps all mankind

Half the world goes to bed hungry every night, yet this planet could feed 10 times its present population. This is the tragic paradox which the UNESCO gift coupon program, in co-operation with the Freedom From Hunger Campaign, seeks to overcome.

The UNESCO gift coupon program does not aim at mere temporary relief of hunger and malnutrition. Its goal is to eliminate them progressively and permanently from the human scene.

Particular stress is laid on the self-help aspect, where a small sum of money will give real results in human terms. UNESCO and FAO (Food and Agriculture Organization of the UN) advice on projects ensure that every gift coupon is used effectively and all projects chosen represent examples of action which can be multiplied and adapted to local needs.

Another chief aim of UNESCO is to create links of friendship

through the exchange of correspondence between donor and beneficiary.

You and your organization can help provide food for all mankind by informing yourselves about the problem of hunger in the world and what is being done about it. Back your understanding of the situation with the practical support that will help change it, by supporting the UNESCO gift coupon program.

The needs are unlimited, but you may be sure that any gift, great or small, will help someone somewhere. Gift coupons, which are a kind of international currency, are obtainable through the UNESCO gift coupon office, 228 Bloor Street West in Toronto, Ontario. You may be assured that the full value of the gift coupons will be used for the project you specify, and no deductions made for administration, promotional or overhead costs.



Come to Church Christmas

Celebrate the true spirit of Christmas with your dear ones . . . attend the church of your faith this Christmastide. Let the bountiful blessings of His day be remembered very happily throughout the long year ahead.

This space made possible by the following firms:

Earl G. Wells
 Real Estate
 Lennoxville, Que.

B. F. Goodrich Canada Ltd.
 Cellular Division
 Waterville, Que.

Clark's Pharmacy Reg'd.
 D. M. Patrick, L.Ph., Prop.
 Lennoxville, Que.

Industrial Stampings Inc.
 Bromptonville, Que.

Combustion Engineering-Superheater Ltd.
 Sherbrooke, Que.

Magog Dairy Inc.
 Magog, Que.

MacKinnon Structural Steel Co. Ltd.
 Sherbrooke, Que.

Brouillard Automobile Ltee
 Sherbrooke, Que.

Canadian Ingersoll-Rand Co. Ltd.
 Sherbrooke, Que.



... under the tree

A paper lion lurking beneath the Christmas tree this year is a sure sign that imagination has joined the holiday gift-giving spirit.

The trick is to look at an object to be wrapped and see something more than a box. As a beginning try making the paper lion.

1) Thread yellow yarn around the outer inch of a yellow paper plate, covering the bordered area on the plate, to serve as the lion's mane.

2) Cut two round circles from white paper and draw pupils with black magic marker. Paste these to the paper plate on the smooth surface just above the centre line.

3) Cut a triangular nose from orange paper, leaving one leg of the triangle much longer than the other two. Glue this

to the middle of the paper plate with the long end tucked between the eyes.

4) Cut two circles from pink paper and glue them to the paper in the area of the cheeks to form dimples, then glue black string from these two dimples in a semi-circle around and below the nose to form a mouth.

5) Wrap the box tightly in yellow paper.

6) Glue or tape the paper plate head to the top of the box. Near the bottom of the plate, slip several lumps of cotton between the box and the plate to keep the lion's chin from nodding under.

7) Tape a piece of yellow yarn six or so inches long and frizzled at the end to the bottom-back of the box to form the tail.



KEEP VIGILANT EYE ON YOUNGSTERS — Under the watchful gaze of Santa and the supervision of mother, this little girl keeps out of harmful mischief during Christmas holiday preparations. Let little children participate in the holiday activities, says the Council on Family Health in Canada. Properly supervised in safe activities, small children can be protected from injuries due to accidents in the home.

Greetings

A note of good cheer to all our many valued loyal friends & patrons.

W. G. Trevail Plumbing Supplies Reg'd.
AYER'S CLIFF Tel. 838-4747

GREETINGS
to you and your family
Viens et Freres Inc.
Tel. 838-4402 — AYER'S CLIFF

We deliver Bulk Feed
☆ Roofing ☆ Building Supplies
☆ Shur-Gain Feeds
Our Sincere Thanks for Your Past Encouragement.

COMPLIMENTS OF THE SEASON

and a sincere "thank you" to all our friends and customers for your patronage.

Oliver Dupuis
General Repairs
Tel. 838-4213
AYER'S CLIFF, Que.

We're sending you a bouquet of good wishes and cheer for the holiday season. May your Christmas be bright.

North Hatley Milling Inc.
J. R. Laird, Pres.
J. L. Divens, Sec.-Treas.
NORTH HATLEY, Que. Tel. 842-2674

Extra supervision vital during holidays

Signals for the holiday season are visible across Canada, and among them is one storm signal with a special warning for mothers: The price of a happy holiday season for the entire family is constant vigilance.

More persons sustained fatal injuries due to accidents last December than in any other month of the year.

The holiday season might be aptly described as the season of the great upset. Routines and schedules for regular living are disrupted. This places an extra burden on the homemaker.

The Council of Family Health in Canada suggests some ways in which mothers can reduce the chances of accidents in the home, despite the hectic activity and the jolly distractions of the holiday season.

Maintain prompt mealtimes, advises the Council. Small children are more likely to eat

non-food objects when they are hungry and tired.

Keep a vigilant eye on youngsters. When they seem tired, divert them with calmer activities. Put them in a safe play space. Even if you are certain the child is safe, check frequently.

According to one group of researchers, half the children involved in accidents in the home were completely unsupervised around the time of their accident.

When adult members of the family are engrossed in gift wrapping, gift making, or the creation of decorations for the home and the Christmas tree, little children can be made part of the group. They can be assigned safe little tasks, performed under the watchful eyes of adults, says the Council, a non-profit organization sponsored by members of the drug industry to promote home safety.

Left to their own devices and unsupervised, small children may discover their own projects, such as lighting matches, playing with electrical equipment, or trying to investigate what's bubbling on top of the kitchen stove.

Older children on school vacation during the holidays need some extra supervision, too. If the weather is wet, make sure they change to dry clothes immediately upon arriving home. Be alert to the flushed skin, the dry hacking cough and the sniffles that may indicate the onset of illness.

Some school age children try to hide these symptoms from their parents so they will not be confined to home and bed while their friends are having holiday parties.

If your children are taking part in school, church, club or community programs which require costumes, make sure the costumes are made of flameproof material. Filmy, fluffy or flowing costumes are a hazard. The most frequent victims of clothing fires are

children, particularly little girls.

In the home, see that portable heaters have guards and are never placed near curtains or towel racks. If there is a fireplace, be sure the screen is firmly in place at all times.

Our package of greetings to our friends, is wrapped in appreciation of your loyal patronage and best wishes for a Very Merry Christmas and a Happy, Prosperous New Year!

Stewart D. Reed
NORTH HATLEY
Tel. 842-2467

To all the electors of the county of Compton and my friends, I wish to extend my best wishes for a MERRY CHRISTMAS and a PROSPEROUS YEAR.

Claude G. Gosselin
Minister of the Quebec Department of Lands & Forests and Provincial Deputy of the county of Compton.

SEASON'S BEST TO YOU

Christmas brings thoughts of old friends, good times and all that's best in life. May this Christmas add richly to your store of happy memories.

Solbec Mines
DIVISION OF SULLIVAN MINES LTD.
STRATFORD, QUE.

MERRY CHRISTMAS
FROM THE
Town of Coaticook

We extend best wishes for a MERRY, MERRY CHRISTMAS and a HAPPY and PROSPEROUS NEW YEAR to the population of Coaticook and surrounding districts.

Georges Vaillancourt, Mayor.

ALDERMEN: Yvon Lemieux, Paul Davignon, Leonide Sage, Ernest Lafaille, Leonard Akhurst, Emile R. Provencher, Henri Masse.
Gerard H. Rheault, sec.-treas.

HAPPY HOLIDAYS, EVERYONE!

"Connaught Inn"
NORTH HATLEY, QUE.
"The friendly "Pub" where you meet your friends."

Merry Christmas and A Happy New Year
Full course Dinners
CHRISTMAS DINNER — 12.30 to 2.00 \$3.00
NEW YEAR'S DINNER — 12.30 to 2.00 \$3.00
Connaught Inn Inc. — Tel. 842-2458 — NORTH HATLEY, Que.



Merry Christmas
and a
Very Happy New Year
from Management and Personnel

**MARTIN
MOTOR SALES LIMITED**

Imperial • Chrysler • Plymouth • Valiant
Fargo truck Dealer

405 Belvedere South — Tel. 567-8421
Sherbrooke

PEACE

A UNIVERSAL CHRISTMAS
By DEVON WILKINS

A sickly child, his blue eyes closed,
And silently did pray
For paints and brush on Christmas morn;
To pass the hours away.

That selfsame night, the wooden shoes
Of gifts were emptied all.
And Mexicans did nobly strive
To make that candy fall.

Though simple are the gifts desired,
So hopeful is the heart,
But soft, for though, they lack in wealth,
Of Christmas are they a part.

When to the earth came God's lone son
The nations to redeem,
The Lord cared nought for wealth or fame,
For wisdom, or esteem.

The nails let flow the precious blood
This sinful world to save.
Now, be ye glad and thankful, for
To all, that Gift, God gave.

YOUR
AMERICAN
REBEL
JAVELIN
AMBASSADOR
and
JEEP
DEALER

best wishes
for the Holidays

Castonguay Automobiles Inc.

2222 King St. West — SHERBROOKE — Tel. 569-9987

SKINNER & NADEAU INC.

**GREETINGS
OF THE
SEASON**

We, the management and staff of SKINNER & NADEAU INC. are taking this opportunity to extend best wishes to our many friends and customers for a pleasant Yuletide Season, and Happy New Year.

Members: American Gem Society
82 Wellington St. North, Sherbrooke

BRANCH STORES
Sherbrooke Shopping Centre
5-Continents, Lennoxville

SHERBROOKE PQ

OUR LINK WITH PEACE
By DEVON WILKINS

C, the cannons cease to fire
H, the H bombs cease to fall,
R, the realness of the season,
I, means gone irreverence all.

S, the silence that prevails,
T, the truce flag high in flight,
M, means mirth and merriment,
A's for all whose hearts unite.

S, stands for that sacred birth,
The time at which the strife doth cease.
When slander and each sin's forgot,
Then closer still to blessed peace.

**Christmas cards came
late in traditions**

Many of today's Christmas traditions began somewhere in the dim past, but the practice of exchanging greeting cards is just a little over a century old.

In 1848 William Maw Egley, a "starving" young English artist, came up with the idea of designing a Christmas card and reproducing it on pieces of pasteboard for the public to buy.

Egley's card showed a family Christmas dinner, formal dance, skating, carolers, almsgiving, a Punch and Judy show and other aspects of a celebration resembling the one in Charles Dickens' "The Christmas Carol," published a few years previously. Unfortunately, Egley's friends were not enthusiastic about his idea.

New Year's Apology

The "daddy" of all holiday cards was designed and etched in 1812 by J. A. Boerner, a young Londoner, who wanted to apologize to friends for his failure to pay a New Year's Day visit. Mr. Boerner's card made it clear he was tied to his home by depicting him with his coat caught in the locked doorway of his house.

In 1843, Sir Henry Cole, a busy English "missionary" of culture, hit upon the idea of sending out little missives at Christmas. John Calcott Horsley of the Royal Academy, famous for his campaign against

nude art, designed the cards and Sir Henry sent out 1000 to friends.

It wasn't until the early 1860's that cards were issued for general distribution by a large English publishing company.

Christmas greetings were introduced into the United States by the Marcus Card company of London. They became popular immediately, and in 1874 Louis Prang, a German immigrant, started a Christmas card business at Roxbury, Mass.

Custom Lost Fashion

At the turn of the century, he ceased publishing rather than compete with imports flooding the market. For the next decade or so the custom of exchanging cards fell out of fashion.

Only after World War One did American manufacturers begin to achieve success in the card business. Then inexpensive printing and lithographing processes brought Christmas cards within everyone's reach.

Despite its relatively recent start in this country, the custom has caught the fancy of the American public to the extent that it sends billions of Christmas cards every year, according to Mrs. Peggy Gilbert of Norcross, Inc.

**Romans hailed Dec. 25
as sun's birthday**

The sun has always had special significance for man through the ages.

It is no coincidence, therefore, that the sun figures in the selection of December 25th as the birthdate of the Christ.

It is common knowledge that the true date of Christ's birth has not yet been determined . . . but have you wondered why the 25th of December was selected to celebrate Christ's birth?

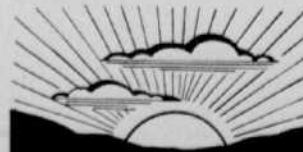
For a long time the 6th of January was celebrated as the day of the Nativity, and was not changed to the earlier date until about 375 A.D.

According to the Roman Julian calendar, the 25th of December was reckoned the winter solstice, and the birthday of the sun!

This was the day that the light lengthened and the powers of the sun once again grew strong.



The Christian Church felt that by turning the 25th of December sun festival into a Holy Day, they could convert many non-believers from their worship of the sun to Him who is called the "Son of Righteousness."



Merry Christmas and a Happy New Year

BERTRAND BERGERON
manager

LAVAL PAGE
president

We would like to express our sincere wishes to the Population of Sherbrooke and Vicinity for a

MERRY CHRISTMAS
and a
HAPPY NEW YEAR
TO ALL!

On this occasion we would like to take the opportunity to thank our many customers for their encouragement and confidence during the past year. We hope to have the privilege of serving them again during the new year, we will try to serve you even better.

Tapis Pa-Guil

34 Jacques Cartier Blvd. South, Sherbrooke,
Telephone: 569-7459

The Star of Bethlehem... may it guide men once again to the wondrous message of

Christmas

Here's a wish that's as old-fashioned as a Yuletide carol and that's every bit as sincere: Merry Christmas to all our friends and patrons!

FROM YOUR MANY FRIENDS AT

Marquis Rubber Products Inc.

1051 Galt St. East — SHERBROOKE — Tel. 569-9561

SETLAKWE

Merry Christmas
and a
Happy New Year
to all!

200 Wellington North, Sherbrooke
Tel. 562-4767



Merry Christmas

**From the Professional Men of Sherbrooke
and District who wish one and all a
Happy Yuletide Season**

*It's the season for walks in the snow... for fires
burning brightly on the hearth... for
wishing friends the very best!*

Happy New Year!

Holiday Greetings To All Our Friends and Customers!
W. W. Lynch
Lawyer
25 Wellington St. N. — Suite 701 — Tel. 569-9914

Best Wishes for a Merry Christmas and a Happy New Year!
Anselme Tourigny
Notary
East Angus, Que. — Tel. 832-2868

The Season's Best To You!
Gerard G. Boudreau
Advocate
92 Wellington North — Tel. 562-0848

Holiday Greetings To Everyone!
J. E. Parrot
Quebec Land Surveyor
86 Wellington North — Tel. 569-9421

Best of the Season!
Cote, Leclair, Langlois, & Associates
Consulting Engineers
Montreal and Sherbrooke

Season's Greetings!
Conrad Lizee
Notary
25 Wellington St. N. — Suite 708 — Tel. 562-5300

The Best of the Season!
Laurent Dumont
Notary
Cookshire, Que. — Tel. 875-3328

Merry Christmas and a Happy New Year!
Sylvestre & Sylvestre
Notaries
31 King St. W. — Sherbrooke — Tel. 563-2622

We wish to extend our best wishes to our customers and friends for a Merry Christmas and a Happy New Year
Dr. Marcel A. Pellerin
Veterinarian
332 Queen St. — Lennoxville, Que. — Tel. 567-4695

Sincere Good Wishes For Christmas, And A Prosperous New Year!
Dewey Zoor & Jean-Claude Boutin
Advocates
25 Wellington St. N. — Suite 706 — Tel. 569-9933

MERRY CHRISTMAS AND HAPPY NEW YEAR!
Bachand & Panneton
NOTARIES
6 Wellington St. South — Tel. 562-0959

Yuletide Joy
Drs. Jean-Louis Blanchard, G. Ploudre, R. Tremblay
Optometrists
230 King St. W. — Sherbrooke — Tel. 562-7645

Season's Greetings
Castonguay & Brinkmeier
Consulting Engineers
1350 Tetrault St. — Tel. 569-4282 — Sherbrooke, Que.

Best Wishes for the Yuletide Season!
Bessette, Dion, Tanguay, Daigneault & Associates
Chartered Accountants
1552 King St. W. — Tel. 569-5141

All The Season's Best
Fortin, Rouillard, Gobeil & Coulombe
Advocates
Continental Bldg. — Tel. 569-9531

Compliments of the Season!
Olivier Tourigny
Notary
430 Main St. W. — Tel. 843-3634 — Magog

Merry Christmas — Happy New Year:
Blanchette & Roberge
Advocates
Suite 305-6-7 — Continental Bldg. — Tel. 562-2330

Season's Greetings!
Francois Poulin
Advocate
132 Wellington North — Tel. 569-1474

Compliments of the Season!
Paul-Eugene Cote
Quebec Land Surveyor
125 Howard St. — Tel. 562-0338

Merry Christmas and a Happy New Year To All My Eastern Townships Friends!
Chenier Picard
144 Wellington N. — Sherbrooke

Greetings From
Yvon Sirois
Dispensing Optician
9A Wellington St. North — Tel. 562-7095

Season's Greetings!
Dr. Albert Trudeau
B.A., O. D.
Granada Bldg. — 51 Wellington N. — Tel. 562-0517

Merry Christmas and a New Year full of Joy, Health and Happiness!
Thomas Leonard, B.A., L.L.
Notary
Continental Bldg. — Sherbrooke — Tel. 569-2600

We extend our best wishes for Christmas and New Year's to our customers and friends!
Lavallee, Bedard, Lyonnais, Gascon, Crockett
Chartered Accountants
Continental Bldg. — Sherbrooke — Tel. 569-5303

Merry Christmas and a Happy New Year
Hector J. Hebert & Associates
Consulting Engineers
826 Belvedere St. S. — Tel. 567-7870

Best Wishes for the Yuletide Season!
Lagasse, Lagasse & Gagnon
NOTARIES
86 Wellington St. North — Tel. 562-3223

Compliments of the Season!
Dr. L. A. Gendreau
Veterinary
143 Wellington St. S. — Sherbrooke — Tel. 562-3944

Hearty Greetings For Christmas And The New Year
Paul-Edouard Boudreau
Notary
56 Wellington St. North — Tel. 567-4310

Season's Greetings!
Lemieux, Carignan & Royer
Consulting Engineers — Land Surveyors
144 Vimy St. N. — Sherbrooke — Tel. 562-3876