



CHRISTMAS

As the bells ring out in jubilant acclamation of another Christmas, let us hark in our hearts to the inspiring message of hope and affirmation that they convey...let us rejoice anew in the blessed Birth of our Saviour with which it all began. Let us find our courage refortified, our spiritual strength renewed,

as we reverently recall the Divine Promise of "Peace on Earth, Good Will Toward Men" that is the shining wonder of Christmas.



Sherbrooke
Daily
Record

Monday, December 24, 1962.

Frame your way to Yuletide decor

JOYOUS CHRISTMAS,
HAPPY NEW YEAR

To all our clients and friends in Sherbrooke and the Eastern Townships and thanking them for their patronage.

O. U. LEGER Inc.

EGGS, BUTTER and CHEESE

473 Wellington St. South — Tel. LO. 2-3353



Joyous Christmas Wishes To All

**SOCIETE COOPERATIVE
AGRICOLE DE SHERBROOKE**

700 King West — Tel. LO. 2-3847 — Sherbrooke

Christmas
Greetings

AT Christmas Time

The

**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.

58 Meadow Street — Tel. LO. 2-3823

— SHERBROOKE —



Best Wishes from

Trans-Canada Shoe Limited

Shoes for the whole family at Popular prices.
R. Goulet, manager of the Wellington St. Store.
N. Bousquet, mgr. of Sherbrooke Shopping Centre.

Tel. LO. 9-6828 — Sherbrooke Shopping Centre

Tel. LO. 9-2995 — 94 Wellington St. N.

50 STORES AT YOUR SERVICE



at
Christmas

May your home be filled with the happiness of the Season, and all who enter share in its joy.

**DELUXE
AUTOMOBILE**

1567 King St. W. Sherbrooke



BEAUTIFUL CHRISTMAS CARDS are mounted for display. Use plywood pieces, cigar box tops or pieces of cork antiqued in gold or silver for inexpensive mounts.



INEXPENSIVE PICTURE FRAME serves as the base for a Christmas tray. Coasters are cut from shirt cardboard. They're made to match with snowflake-design Christmas wrapping paper.

Want your drop - in holiday guests to feel a real Christmas spirit in your home even before the tree is up?

Then deck the walls — with framed Christmas cards. And serve snacks on a Christmas tray, advises Mrs. Peggy Gilbert, design studio head at Norcross Gift Wraps.

To frame cards, first collect 1/4-inch-thick plywood pieces (about 9 by 12 inches), Christmas cards, a spray can of gold or silver paint, cheese cloth, a wire suede brush, fine sandpaper and gold cord.

(Cigar box tops or flat pieces of cork can be substituted for the plywood.)

Sandpaper plywood pieces all over. Sand edges until smooth and slightly beveled. Spray with



Seasons Best

gold or silver paint, rubbing excess off with cheese cloth before it gets sticky. Allow to dry thoroughly. Cut picture portion off card and rubber cement it in middle of plaque. Brush surrounding wood with small wire brush (such as a suede brush) to raise grain of wood slightly.

To hang, make a loop of gold cord and tape to back of plaque. To make the Christmas tray and coaster set, equip yourself with an inexpensive picture frame, a roll of Christmas wrapping paper and shirt cardboard.

Remove the cardboard backing from the frame. Cover with wrapping paper and insert under



**Garage
Raymond Mathieu**
Wheel Alignment
Specialty Security Center
General Repairs
Superest Gas
2324 King West
Tel: LO. 9-3969
Sherbrooke

**Merry
Christmas!**

**Happy
New Year!**



TONY PINARD

West Ward Alderman, Seat No. 1, wishes one and all, particularly West Ward residents, THE BEST in 1963.

Laila celebrated joy of Christmas after all

EDITOR'S NOTE — Miriam McGaw Benade, born in India of Presbyterian missionary parents, went to live in the city of Lahore in 1923. She was married there to Martin Benade, physics teacher at Forman Christian College, and one of their two sons was born there, the other in Chicago during a home leave. Before the couple retired in Chicago in 1955, Mrs. Benade had taught religion, English and domestic science at Forman Christian College.

She writes of one Christmas in Lahore and the visit of a Pakistani Christian friend, "Cousin Laila."

By MIRIAM BENADE

Gentle and petite, Cousin Laila was the first Christmas caller. She came through the door calling out, "Bara Din mubarak ho."—"The Great Day be blessed! The boys deserted the pungent

smelling tamarisk Christmas tree and their new tinker toys and rushed to welcome her.

She gave them packages wrapped in colored tissue paper and tied with tinsel gata. There was a toy elephant made of wood lacquered in bright gold, green and red. There was a toy drum cart. Its frame was of bamboo, its wheels of clay, as was the drum covered with a membrane. Artfully attached to this were two small bamboo sticks which beat a delightful tattoo when the cart was pulled across the floor. Smilingly she said, "At Christmas I like to go to Kaseria Bazar and Anarkali to find little, little things to give children."

She was "little little" herself but her slight figure always expressed dignity and grace. Her complexion was that of pale gold ripe wheat, the ideal of all women of the Indian sub-continent. Her delicate features were en-

livened by glowing dark eyes; her black hair was combed back smoothly of the face. There was always a dainty freshness about her fine white cotton sari.

Cousin Laila was hailed far and wide as a special friend. She took with her not only small objects to cheer those she might visit, but even more importantly, she shared with them the gift of warm friendship.

Friend of Humble

Of mornings, sitting demurely in her ricksha, she was taken to Hira Mandi, the Diamond Market, really the place of prostitutes and humble sweeper scavengers of the city. The sweepers were despised as outcasts. It seemed strange and incongruous for Cousin Laila to be in such a neighborhood, but she went regularly and devoted herself to helping folk to rise above the scorn of people. She taught them ways of self respect. Lame old Khair Din, who lived there, was sad because his American friends would not provide him with 'brandy,' but he was glad that Cousin Laila showed his daughter how to knit and how to read her Testament.

Cousin Laila was shepherdess to many in that forlorn community.

Friend of Wealthy

She was guide and counselor also in many homes of wealth and prestige. Begum-sahibas, ladies of leisure who spent time ampering their beauty, directing servants of the household or facing personal problems, welcomed her gracious cheer. Here a lesson in English, there some sewing taught, and always talk, the talk of women, during which she would share some precious comfort with her friend.

Over in the great government hospitals, patients looked forward to the arrival of Cousin Laila with books and magazines and quiet friendliness.

When someone was sick in her neighborhood, Cousin Laila would be there to help change sheets, give baths or interpret doctors orders to distraught mothers of small patients. Frequently she would stay all night to help with the nursing.

In one way or another she brought comfort and cheer. Physically so small, in spirit so stalwart a support. "All the doctors know her," said one. Indeed they knew her and respected her.

Her exquisitely neat little home was a sanctuary of hospitality and peace. Her little garden, her flower arrangements, expressed order and beauty. These were shared always with others. Yesterday she gave you a spray of lady-of-the-night; today you receive a rose and fragrant motia.

Twice a Widow

Born a Christian, she had inherited many aristocratic Brahman traditions. Her first marriage was arranged by her parents with a man much her senior, but I did not know how to talk with him," she said once. A.s. within two years her husband died. She had to seek work as a teacher, leaving her baby son with her mother-in-law.

After some time another act opened in her life's drama, when she married a girlhood playmate and admirer, who once smuggled little notes to her in church. For a while there was well being and happiness in her life in Lahore, Pakistan. But death struck again. The young widow, now mother of two more children, struggled to support them.

Work, poverty, death, once more were in her pattern of existence. Just as he was entering young manhood, her elder son died of tuberculosis; a few years later his half sister followed him. She was beautiful and was doing very well in college when she died.

Trouble and sorrow had made Cousin Laila's heart tender with sympathy. Unselfishly she shared her courage and inner happiness with those who had been stricken as she had been. Un-

obtrusively, to these she went and to many others, rich and poor, Hindu, Muslim and Christian. Often in her hands were "little little things," carefully lected tokens of love; and all ways in her heart, good will, something precious, made sacred at Christmas and celebrated by her throughout the year.

Merry Christmas



Santa's coming your way
With loads of good wishes
for a very Happy Yuletide
And A
Prosperous New Year!

DELUXE DRIVE YOURSELF

Affiliated with Hertz-Rent-A-Car

ALL CARS INSURED

Hercules Couture, prop.

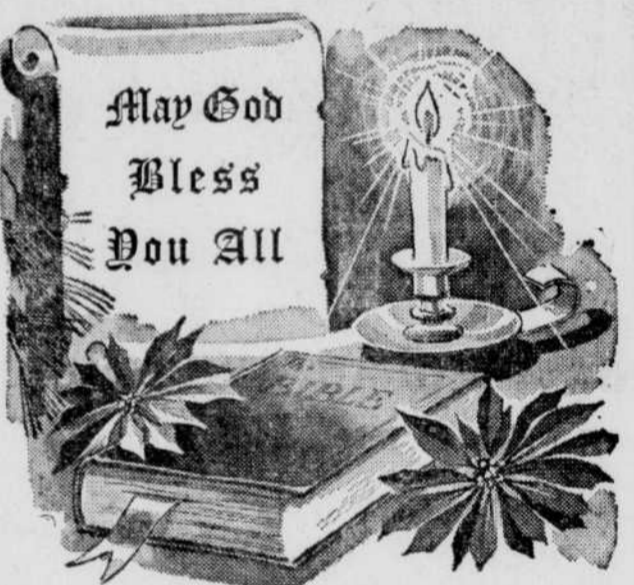
787 Council St., Sherbrooke — Tel. LO. 2-4933



SALON PAULINE

Pauline Noury, prop.

29 Gillespie St. — Tel. LO. 9-1336 — Sherbrooke



All joys that you desire,
all blessings that God may bestow,
we pray will be yours this Christmas.

N. V. CLOUTIER INC.

Dodge - Chrysler - Valiant - Simca - Dodge Trucks

43 Wellington St. S. Sherbrooke Tel. LO. 2-3805

Greetings

We wish to extend to everyone a Christmas wish for good cheer, and hope that it will last throughout the year.

OTTAWA VALLEY LUMBER

COMPANY LIMITED

932 Federal St. — Sherbrooke — Tel. LO. 7-5711



O Come, All
Ye Faithful

As you observe this Christmas in the tradition of your faith, may joy abide with you.

GENEST-NADEAU LTEE

FLOUR - GRAIN - FEED

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— SHERBROOKE —



**Crankshaft Grinding &
Diesel Service Inc.**

"ENGINE REBUILDERS"

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TO ALL, A
JOYOUS GREETING

ASSURANCE C. W. DUNN INSURANCE

31 King Street West — SHERBROOKE



Our very best wishes to all for a Merry, Merry, Christmas! . . .

**SALON
COLETTE**

112 Aberdeen Street

Tel. LO. 2-7909

- SHERBROOKE -



Our Friendliest
Yuletide Wishes

DISTINCTIVE PASTEURIZED PRODUCTS
AND ICE CREAM

Laiterie Leclere Ltd.

76, 12th Ave. S. — Sherbrooke — Tel. LO. 2-2673

Buying for a child?

Choose carefully when getting a pet

Most popular under the Christmas tree is likely to be one that can't be wrapped in sparkling paper. A pet for the children, carefully chosen with due respect to the youngsters' ages and the kind of living the family prefers, is likely to be the star of the holiday. In the easy-to-care-for category are the pets content to spend most of their time in cages. These may be hamsters, guinea pigs, parakeets or canaries. Undemanding as they are, they seek only an occasional airing, need be fed only once a day, and harbor their food for later meals if they're not hungry.

Tropical fish are another popular selection because they tank takes up little room. Stores selling tropical fish advise, however, that the purchaser begin in a small way with the nearly indestructible guppy, since the more colorful tropical fish are harder to raise. Problems of correct water temperature and tank cleaning may prove too difficult for young children caring for the more delicate fish. Later, if the hobby catches on and the young naturalist proves equal to the task, angel fish, gold fish, and zebras can be added.

Handsomeness as the white rabbit looks in his cage, the gift giver would do well to give his care a bit of thought in advance. Ideally, he belongs outdoors in a large hutch, for he is a notoriously untidy animal. And he must also be protected against marauding dogs when he's given his airing. Dogs and cats still rank as the most popular animal gifts at Christmas. The pet may be picked up for free from a pound, or may be a highly pedigreed Norwegian elk hound or Siamese cat.

The size and disposition of the dog, as well as local laws concerning leashing, must all be considered in choosing a suitable pet. Large dogs, such as Dalmatians, Great Danes and collies, need a great deal of exercise, and should not be given a second thought in a built-up neighborhood. Cockers, boxers, dachshunds and many other smaller dogs make suitable companions in limited quarters.

Disaster lurks in the wings at annual Yule pageant

'Tis the week before Christ-King Wenceslas' around the piano. For better or worse, mothers are inevitably involved in these efforts. They must be willing and able to turn yards of cheese cloth and lengths of wire into angel wings. They must hear everyone's lines. They must calm the quaking actor, and give the proper pitch to the young singer. Above all, they must be in attendance at all performances, outwardly serene, but inwardly terrified that something will go wrong and their offspring will suffer total public humiliation.

trouble and bounding about the stage throwing cotton snowballs. He wisely chose to retire after a stellar performance, and thus the audience were in seventh heaven. That was both the beginning and the end of his stage career. He wisely chose to retire after a stellar performance, and thus the audience were in seventh heaven. That was both the beginning and the end of his stage career.



HAPPY HOLIDAY GREETINGS TO ONE AND ALL!

MacCallum & Godbout Ltd. 151 Frontenac Street — Telephone LO. 2-4022 — SHERBROOKE —



WISHING ALL THE JOYS OF THE SEASON TO OUR MANY FRIENDS.

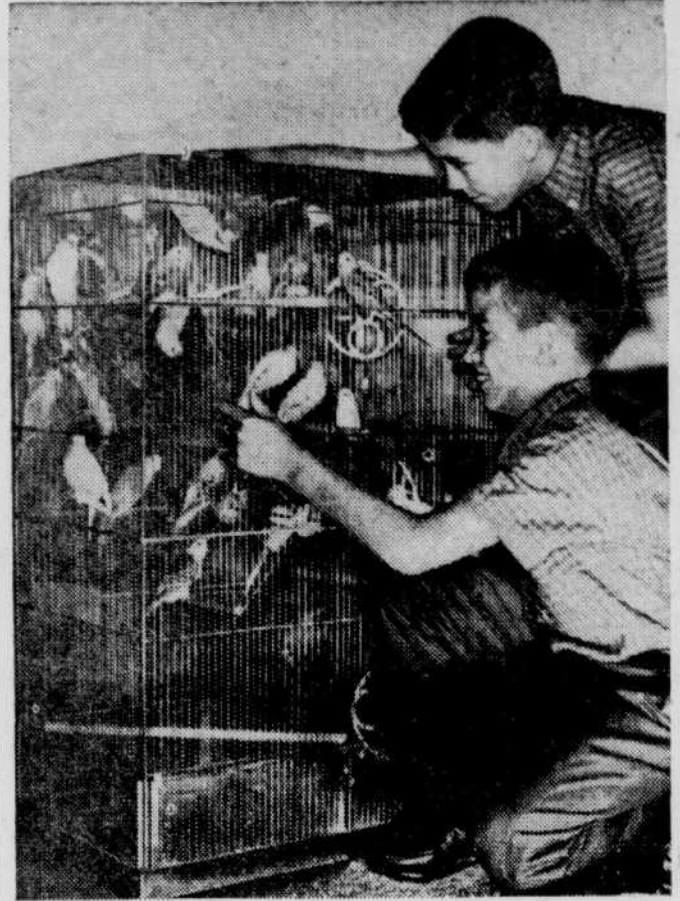
Sherbrooke Hospital



May joy dwell in your heart at Christmas. We sincerely wish each and every one of our many friends and customers a truly blessed Christmas, one that's filled with peace, and ever-lasting happiness.

Allatt's Bakery Ltd.

Tel. LO. 2-2744 — Sherbrooke



PRETTY BIRDS in rainbow hues pose a difficult decision for these two little boys in search of a singing Christmas present. The more beautiful the color, the more expensive the bird.

Boys' hobby big business

Boys Republic, residence of boys from broken homes, will produce more than 30,000 Della Robbia wreaths for the doors of family homes this Christmas. Boys Republic, located on a 250-acre farm near Chino, Calif., was organized as a home and school for boys in 1907. The boys have been in the wreath business since 1947. The enterprise is now large enough to gross about \$300,000 each year, paying about half of the school's operating expenses.

The job of making wreaths, once a hobby of the boys, is now such a production that the 140 residents and staff cannot handle it. Now approximately 150 men and women are hired to assemble the wreaths during the three-week production and mailing period.

The list of persons ordering the wreaths from across the nation is like reading "Who's Who." Each year the White House door is hung with a complimentary Della Robbia wreath. The project of making the wreaths from living materials is a year-long task. Materials for the wreaths are gathered all during the year with the boys collecting foliage and pods throughout the entire Southern California area. The first step in the production is the making of a heavy wire frame. Redwood foliage shipped from northern California is placed on the frame. Then 15 varieties of seed pods, cones, lemons, apples, other fruit and nuts are attached. Each wreath is sprayed, touched up with gold, silver and bronze gilt and resprayed with preservative. When the wreaths are dry, a conveyor belt carries them into a boxing room where they are packaged for shipping from the big tent post office set up temporarily at Boys Republic. Wreaths are in two sizes, 20-inch and 30-inch. The Della Robbia wreath gets its name from the ceramic pieces sculptured by the Della Robbia family in Florence, Italy.



Holiday Greetings

growers. Farmers and nurserymen find that they can lower their costs — and build customer interest — by allowing a family to choose a Christmas tree while it is still growing. Customers usually come out to select their tree in November or early December, have it tagged, then pick it up a week or so before Christmas.

There are some places where you can have the fun of cutting down your own tree with a saw or ax provided by the grower. In others, the tree is dug up for you and then put in a bucket or wrapped in burlap. Trees selected in this way stay fresh and green longer than those that are cut down far in advance of their sale. Too, prices are usually a little lower than they would be at the usual street-corner sales lot. Costs, however, vary widely depending largely on locale but also on the tree's size, shape, thickness, etc.

Trees that are balled and burlapped (dug out with their roots intact, suitable for trans-planting) are more expensive. To find farms and nurseries that offer this choose-your-own service, contact your county agricultural agent. Or just drive along a country road outside your town and look for the signs.

We're singing out best wishes of the season to all our friends and patrons. Our thanks to each and every one.

LAURENT VEILLEUX
A Christmas Wish
General Transport between Sherbrooke, Drummondville, Three Rivers, Shawinigan & Grandmère
Local and Long Distance Moving
Daily Service — All Cargoes Insured
1327 Dorval St. — Sherbrooke — Tel. LO. 9-3393

... and many thanks to all you wonderful people whose friendship has been so heartwarming during the year.

from the staff and management at
CYR AUTOMOBILE LIMITED
735 King St. East — Sherbrooke

YULETIDE CHEER
May your holiday be bright with warmth and cheer.

CANADIAN UNITCAST STEEL LTD.
Sherbrooke, Que.

Old-Fashioned Best Wishes To Everyone At Christmas

J. A. PIGEON REG'D
142 Wellington St. North — Tel. LO. 2-3424

Yuletide Joy

where at the appropriate time his boy soprano voice would ring out singing "Glory to God in the Highest." Through some oversight, the trap door leading to the belfry hadn't been opened, and my son at the appropriate time was hunched on the narrow stairs sobbing with frustration. But there have been successes in which I share vicariously. The triumph of all Christmas productions was the appearance of my young son in the starring role of "The Littlest Angel." His 52 speeches both he and I knew letter perfect. Properly type cast as a frolicsome angel who was always getting into

Bible class world-wide

"The biggest Bible-reading class anywhere" was the Kansas City Star's description of the Thanksgiving-to-Christmas Bible reading program sponsored by the American Bible Society. The program, which now is worldwide, traces its beginning to a Marine overseas in World War II who suggested that he and his family at home read the same Scripture verses on the same day.

Now bookmarks, listing suggested Bible readings for each day of Advent, are printed for distribution round the world in English, Spanish, Korean, Japanese, Chinese, Thai, Portu-

Merry Christmas

guese, Greek, Turkish, German, French, Dutch and Arabic. The Bible Society (450 Park Ave., New York, N.Y.) also publishes "Unto You a Savior" to be read at Christmas time. It is the story of the birth and childhood of Jesus as told in the Gospel of Luke, King James version; printed in small booklet form, in large type. These booklets are distributed free at hospitals, homes for the aged, rescue missions, correctional institutions, YMCAs, YWCAs, hotels, motels and on individual request. They also are published in German by the Biblemission in Deutschland and in Japanese by the Japan Bible Society. "Unto You a Savior" also is used by the "biggest Bible-reading class," as the reading for Christmas eve.

Merry Christmas

SHERBROOKE EXPRESS INC.
E. Chartier, prop.
Regular Transportation Service to Montreal and district. All transport covered by insurance.
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SHERBROOKE

A Christmas Wish

We're wishing you and yours packages of everything good at Christmas... especially good health, good friends, good cheer.

Decoration Moderne Reg'd
17 Wellington N. — Sherbrooke — Tel. LO. 7-4801

Christmas Greetings

J. S. BOURQUE LTD.
WOOD & LUMBER
636 Bourque St. — Tel. 9-3693 — Sherbrooke

Warmest Wishes

Old-fashioned Christmas cheer we send your way in hope that it brightens up your Holiday!

Eastern Townships Agricultural Ass'n.

Old-Fashioned Best Wishes

ART CRAWFORD
Agent: North American Van Lines
GENERAL TRUCKING AND MOVING
89 Abenaquis St. — Telephone LO. 9-5105

She makes soda straws turn into stars for Christmas



Here comes Santa Claus with our warmest Yuletide greetings and grateful thanks for your kind patronage.

La Buanderie Nationale Ltee

740 Council St. — Tel. LO. 2-1583 — SHERBROOKE




Joy to the world, and to each of you our sincere wishes for a peaceful and happy Christmas Day.

Belmont Dry Cleaning Reg'd

M. Camire, prop.

16 Ninth Ave. South — Sherbrooke — LO. 9-1686




TO ALL OUR FRIENDS

Mooney Shell Service Station

F. H. Mooney, prop.

1262 King St. West — Tel. LO. 2-3660
Sherbrooke, Que.



Peace be with you and yours

To All Our Loyal Employees, Their Families, Clients and Friends.

MERRY CHRISTMAS and a HAPPY NEW YEAR!

JOHNSON'S CO. LTD.

— THETFORD MINES —

By EDITH HILLS COOGLER
Atlanta Journal Women's Editor

Mrs. Joe Webb Jr. finally got around to following directions she had been saving for years. The result? She has straws — beg pardon — stars in her eyes.

Mrs. Webb is a shining example of the fact that women eventually do find the time and energy to use all the odds and ends they save.

Years ago she ran across directions for making gigantic decorative stars out of soda straws strung together. The design was based on the lovely natural straw stars that the Swiss delight in stringing together each Christmas.

But the directions were complex. Mrs. Webb was working in the daytime and going to school at night. No time. Then she was busy marrying Mr. Webb, keeping house, having baby Wendi. No time.

How did she finally find time? "By neglecting other things," she replies.

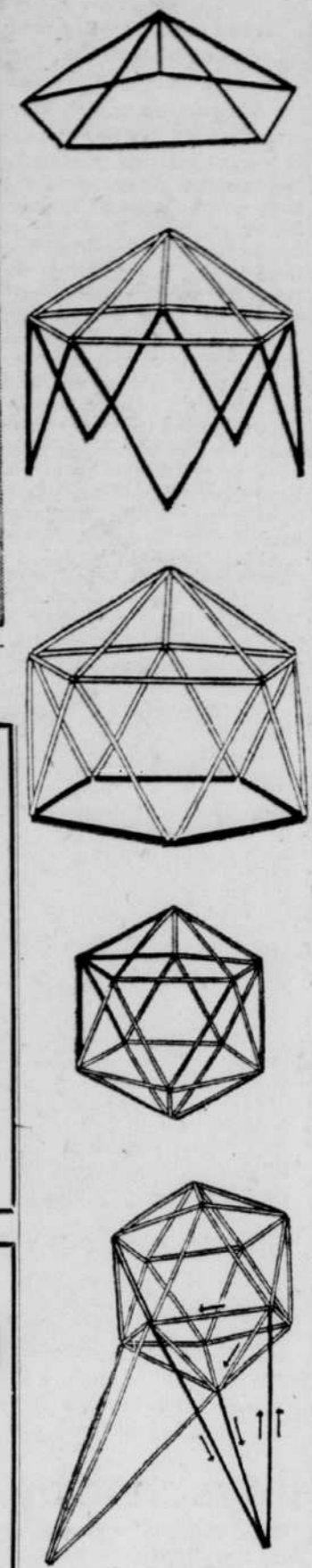
She has stars all over her house now, in different colors and sizes. They are as lovely as she anticipated.

"You need a box of straws for each star. You need matching thread. And you need a needle made of florist wire, slightly more than twice the length of a straw," she advises.

"To make the needle, bend the wire double; twist the ends to-



STARS IN THEIR EYES—Mrs. Joe Webb Jr. and daughter Wendi of Atlanta admire the Christmas stars Mrs. Webb made from soda straws.



gether leaving an eye for your thread."

Mrs. Webb already had the embroidery thread in all colors; she'd been saving it since high school. She figured she'd find a use for it some day.

If you want to make stars, too, here's how Mrs. Webb does it. Start with 75 straws. Cut 15 of these in half. Pass needle and thread through three half-straws to make a triangle. Tie thread.

Attach more half-straw triangles by rethreading until the straws form the shape of wedges of a pie. Leave out the last wedge. Pull the structure together and fasten. The resulting five triangles will form a tentlike shape.

Continue using half-straws. Attach two to each joint around the base of the tent structure. Join the ends of these new straws so that they will form triangles, pointing down. The tent now rests on the points of the new triangles. Thread a half-straw between each of these base points, like a stretcher.

Turn it upside down. You will see that your base straws form the same shape as the base of the original tent. Construct a second tent on these straws, using the rest of the half-straws.

Unless you've goofed, you now have a jewel-like shape consisting of 20 triangles. Each of these gets a long star point made of three full-length straws.

Mrs. Webb says that if you're adept, you can make a star in two and a half to three hours.

Fashion baubles for pets

"Would Your poodle" look well in a lavender, rhinestone-studded collar with matching leash? Would he enjoy sweeter dreams if he slept in a dog bed with springs, his head resting on a zippered pillow filled with perfumed cedar chips?

Or is he more the athletic type, and would prefer punting a dogsized rubber football?

Whatever his personality type, there's a gift to suit him—and the other pets in your home—so noses won't be out of joint when the Christmas presents are unwrapped.

Brand new on the market is a chew stick of raw hide, sealed in slices for puppies only eight weeks old up to big biters like German shepherds. This ingenious new creation smells, to the dog at least, very pleasantly of beef.

Toy bones now crackle pleasantly as the dog gnaws away. Other chewy toys are shaped like carrots, with a face caricatured at the top.

Cats too have their crunchy toys and catnip fascinators, and this year can tantalize a genuine fur ball, if they're in the mood.

Calorie-wise animals have their own special candies, this year's novelty being a lollypop in abbreviated size.


Animals on the move can now travel in a handsome case with a plastic top, so the pet can look out on the world while he's in transit.

For comfort's sake, there are flea collars for dogs and cats, perfumed shampoos and an array of brushes and combs.

Poodle owners aware of the high cost of professional hair cuts now can buy a grooming chart, which gives specifics on how to create a continental look, or an English saddle cut, for more reserved dogs.

Parakeet lovers can pamper their birds by giving them a spinning circus ring, to which tiny, colored bells are attached. For the vain bird, there's a three-way vanity, made up of perch feeder, mirror and trap.

And if he's lonely, he can be given a plastic companion, in either matching or complimentary colors.



GEO. O. DUBOIS INC.

578 Galt St. West
Tel. LO. 9-5555

Fuel Oil Service
Wood — all kinds of Coal — "Coke-LaSalle"



P. E. GENEST ENRG.

"EVERYTHING FOR THE OFFICE"

31 King W., Sherbrooke.
LO. 9-5169



Merry Christmas
Happy New Year

to our clients and friends

McMANAMY & BALDWIN INC.

CHARTERED INSURANCE BROKERS

Continental Building — Tel. LO. 2-2617
SHERBROOKE, QUE.



SHERBROOKE ELECTRONIC SUPPLY INC.

242 Alexander St.
Tel. LO. 9-5149 — SHERBROOKE



HOTEL DIEU HOSPITAL

SHERBROOKE

wishes His Excellency, Georges Cabana, Archbishop of Sherbrooke and the clergy, religious and civil institutions and all residents of Sherbrooke and the Eastern Townships —

GREETINGS AND WISHES FOR A NEW YEAR FULL OF CHRISTMAS BLESSINGS!

BOWEN AVE. SOUTH — SHERBROOKE



To our many customers and friends a

MERRY CHRISTMAS and a Happy and Prosperous New Year!

Boulangerie Georges Inc.

222 St. Michel St. — Tel. LO. 2-3044
— SHERBROOKE —



GREETINGS

May the wondrous beauty of Christmas bring contentment to you and yours.


GERARD BLAIS LTD.

SALES — INSTALLATION — TELEVISION
218 Alexander Street — Tel. LO. 2-7886
— SHERBROOKE —

Increased spending expected

Family Christmas spending is expected to continue high in 1962, with the average American family of four spending around \$162. "This represents a slight increase in Christmas gift expenditures over last year and a 10 per cent increase over three years ago," says Sol Weiner, president of Chicago Printed String Co., which annually surveys the nation's gift buying.

Women buy most of the gifts for the family—24 out of 30—but men are bigger spenders. Nearly half the men spend under \$5 for gifts but there are enough men who spend more than \$100 per present to bring the male average up to \$11.38 per gift. This



Yuletide Joy



GOOD HEALTH!
GOOD FRIENDS!
GOOD CHEER!
MERRY CHRISTMAS

O. L'ESPERANCE REG'D

PAINTER and DECORATOR
"55 years in business"
277 Council Street
Dial LO. 7-7244

To All Our Friends and Customers . . .
MERRY CHRISTMAS
HAPPY NEW YEAR!



COATES FINA SERVICE

905 Belvedere St. (corner of Short) — Tel. LO. 7-6254

MERRY CHRISTMAS
HAPPY NEW YEAR

We send best wishes to all our friends and customers



SALON ROSE

Rose Bourassa, Prop.
85 Jacques Cartier Blvd. N. — SHERBROOKE
Tel. LO. 2-4047


HAPPY HOLIDAY

Lots of cheer and jolly good fun . . . May your holiday be a Merry one!



Scheib


83 King St. West Tel. LO. 2-3655



May the deep and abiding joy of the first Christmas enter your home lifting every heart with its shining promise. Our best wishes to all!

W. A. BOWN

LUMBER
28 Conley St., LO. 2-9511
— LENNOVILLE —



RING-IN WITH CHRISTMAS WISHES TO ALL!

Claire Pidgeon

HAIRDRESSER AND PERSONNEL

845 Montcalm St., Sherbrooke — Tel. LO. 2-3929



Bringing you our message of joy...

YULETIDE GREETINGS TO ALL!

William Lavallee Construction Ltd.

GENERAL CONTRACTOR
435 Cliff Street — Tel. LO. 9-5901

Merry Christmas

SEASON'S GREETINGS MERRY CHRISTMAS and a HAPPY NEW YEAR!

We hope to merit your continued patronage

The Hat Box
LADIES' HAT SHOP
REASONABLE PRICES

123 Wellington North, SHERBROOKE L.O. 9-7515

Yuletide Greetings

We'd like to make this greeting as personal as a hand shake . . . but we have too many customers and friends to make this possible . . .

MERRY CHRISTMAS and a HAPPY NEW YEAR!

EDOUARD PROVOST

Ornamental Ironwork — General Welding — Snow Plows

800 Wellington So., Sherbrooke, Tel. L.O. 2-2400

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

We've enjoyed serving you in the past, and hope you will allow us to continue.

ALICE POTVIN
HAIRDRESSER

401 London St., SHERBROOKE, L.O. 2-3711

SEASON'S GREETINGS

We take this opportunity to extend our very sincere thanks to our customers for the support that they gave us during the year that will soon be of the past.

Hôpital des Transmissions Automatiques
Gaston Lauzier, prop.

Big Stock of Used Parts — Rebuilt Transmissions at reasonable prices.

1140 Ste. Therese St. — Corner Denault
Tel: L.O. 2-8251 — Sherbrooke

SEASON'S GREETINGS to you and yours from our entire staff

E. ADAM REG'D

GROCER · BUTCHER · BEER · PORTER

984 Princess St. — Sherbrooke — Tel. L.O. 2-1577

Merry Christmas

To members of the Chamber of Commerce and their families . . . and to all residents, we send our VERY BEST WISHES FOR A MERRY HOLIDAY SEASON!

THE SHERBROOKE CHAMBER OF COMMERCE
Herbert A. Simons, Pres.

Merry Christmas Happy New Year

To all our customers

Thompson & Alix Ltd.

SHERBROOKE, QUE.

Hawaiian Christmas began after high chieftess defied the pagan volcano goddess named Pele

By JACK SCHREIBMAN (taboos), which to break meant death. He lived in a whirl of pagan gods — Lono of fertility; Anu-enu of rainbows; Ku-ula of fishermen; Kane of living water; Kanaloa of the sea . . .

He lived in constant fear of the wrathful goddess Pele, woman of fire and volcano, womb of all the islands.

Legend and history say it was in this time that high chieftess Kapiolani of Kaawaloa felt moved by white man's learning to lead her people out of the dark ages into the light of Christianity.

On Dec. 22, 1824, four years after the arrival of the first missionaries from Massachusetts, Kapiolani defied the terrible Pele on the rim of the boiling cauldron of Kilauea Volcano on Hawaii Island.

She camped there all night, determined to prove that the god of the missionaries was stronger than Pele. Kapiolani's subjects trembled, their anguished faces reflecting the glowing red liquid rock that boiled beneath them.

They waited, certain that the enraged Pele would snuff out their lives with one terrible convulsion of blazing lava. But nothing happened. In the morning, Kapiolani hurled this challenge: "Jehovah is my God, I fear not Pele. Should I perish by her an-



CHILDREN OF HONOLULU stare through a store window at Christmas toys in coconut snow—the only kind of snow Hawaii knows.

Jack Frost is forever banned here at the 21st degree of latitude.

Hawaii residents delight in their special place in the American Community of states. Their four countries are separated by many miles of open ocean. The 50th state is the most isolated in the union, 2,400 miles from California and at least 4,000 miles from other major land masses.

They are most proud of the intermingled bloods that built Hawaii. They say "Merry Christmas" in many ways in the beautiful green islands:

You're likely to hear "Shuku Kulisimasu" from the Japanese; "Kung Ho Sen Dan" from the Chinese; "Maligayang Pasco" from the Filipino; "Ku Ju Sung Tun Meng Jul" from the Korean and "Mele Kalikimaka" from the Hawaiian.

Their festive Yule boards groan from the usual gobblers — but also kim chee, bucyau, laulau, sukuyaki and mow goo gai.

And when you jump in the island holiday shopping rush, in there pitching with you you'll find the Lees, Gimas, Matsumotos, Hans, Kealohas, Smiths, Mayers and Saguritan. Americans all.

The dawn of Christianity in Hawaii was a monumental and wrenching experience for the Hawaiian savage of 1824.

This naked Polynesian child of the sun lived in a world of kapus

Whether it is her tenth Christmas or her fifteenth, a gift giver never need have no qualms about giving a young girl a gift of shining sterling silver. The Jewelry Industry Council tells us that silver is becoming, more and more, a gift classic, for its beauty, usefulness and appeal have few limitations.

Making a thoughtful contribution to a young girl's future is easily done with the gift of a piece of sterling flatware in her favorite pattern. Choose place settings, serving pieces or individual teaspoons, (according to your Christmas budget), for a much-appreciated starter to a complete service collection. If you are helping to fill a silver hope chest with pieces of silver holloware, consider some of the basic needs first — candlesticks, gravy boat, platter, vegetable dish, pitcher and versatile bowls.

Pretty silver accessories for a dressing table and desk are prized possessions that can be put to use right away, among them comb-brush-mirror sets, powder jars, picture frames and small clocks.

Silver makes a lady out of a young girl, and a Christmas gift of pure delight.

Give silver gifts to young miss

Santa Sends OUR BEST HOLIDAY WISHES TO YOU!

Perreault
EXPERT FURRIERS

59 Alexander — L.O. 9-1256 — Sherbrooke

RINGING-IN WISHES FOR A MERRY CHRISTMAS to all our Customers and Friends!

Sherbrooke Hide Co. Ltd.
Ernest Labbe, Mgr.

64 Big Forks North, Sherbrooke — Tel. L.O. 7-6755

A CAROL TO 'LAST MINUTE'

By LYDIA BICKFORD

An infinite host of American women face the complexity of holiday preparations with serene countenance and unruffled disposition.

They are the competent ones, bless their hearts, who buy their gifts in September, prepare their fruit cake in October, have their cards addressed by Thanksgiving at the latest, and long before it's time to buy a tree, have thoughtfully checked the light bulbs for performance and the ornaments for adequacy.

I am happy not to be a part of this efficient group.

I belong instead to the helter-skelter clan, always short of sufficient Christmas cards, wrapping paper and party food, but long on spontaneity and high-



er's. But the goose is just as fine, bringing forth compliments for the cook and much quoting of Tiny Tim's similar enthusiasms.

The pleasure of Christmas Eve shopping, because the stocking gifts have been forgotten. No agonies of decision over the appropriate for little Susie. The counters have long since been stripped nearly bare. The box of jacks will have to do.

Last-minute shortages pay off in fantastic ingenuity. Not a shred of Christmas paper, so the package wrapper goes wild with aluminum foil, and a bit of a Christmas green. Some of the balls have no hangers, so they're arranged on snow batting under the tree. Gift cards have long since been used up, so the family sits on the floor creating jingling doggerel on note paper. Would an efficient Christmas be this much fun?

How can a shopper possibly think of appropriate Christmas gifts when the children have just gone back to school and it's still tennis weather?

What is the point in addressing Christmas cards before you know who's going to send them to you this year? Think of the social agony created by the early arrival of my card in the house of an acquaintance who has finally brought herself to cross me off her list?

The "mail early" devotees never know the joys of those long lines in the post office containing friends you haven't seen in months, and with whom you can catch up while the line slowly shuffles forward.

And the infinite delights of last-minute meal planning. The day before Christmas and not a turkey to be found at the butch-



To Our Friends Everywhere . . .

CHRISTMAS AND NEW YEAR GREETINGS!

We've enjoyed the privilege of serving you over the years . . . and hope you'll grant us your patronage in the future!

OSCAR TRUDEAU
FURNITURE MERCHANT

230 Alexander St. SHERBROOKE
Tel. L.O. 2-2015

JOYOUS CHRISTMAS

To all my friends and customers and may the New Year bring Joy Health and Prosperity.

Les Produits Blanchet

Makers of Quality Margarine
Tel. L.O. 2-5085 — ROCK FOREST

COTE & ROY INC.

Best Wishes

wish to thank their customers and friends for their patronage during 1962.

To all a MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR IN 1963.

SPECIALTY Plumbing · Heating · Oil Burners
161 Alexander St. — Sherbrooke
Tels. L.O. 9-9137

MERRY CHRISTMAS! HAPPY & PROSPEROUS NEW YEAR!

to all our clients and friends, with thanks for their patronage!

DOLOR ROBIDAS GARAGE

Specialty: European Cars
81 Couture St. — Sherbrooke — Tel. L.O. 7-7622

Merry Christmas

F. COLLETTE
TAILOR

84 King St. West, Apt. 10, Sherbrooke
Tel: L.O. 2-4334 (Res. 2-1116)

GREETINGS

HIS WORSHIP MAYOR
ARMAND NADEAU, Q. C.
AND THE ALDERMEN OF THE

CITY OF SHERBROOKE

SEND HEARTY GREETINGS TO THE CITIZENS OF SHERBROOKE FOR A Merry Christmas and a Happy and Prosperous New Year!

Francis of Assisi built second most important creche



May your rafters ring with the joy and merriment of Christmas! Our very best holiday wishes to you and your entire family, and many thanks for Your Loyal Patronage.

HARRY EVANS
PLUMBING AND HEATING CONTRACTORS
— Repairs of all kinds —
22 Atto St. — Lennoxville Tel. LO. 2-9574



CHRISTMAS GREETINGS

WILLIE ST. LAURENT ENR.
Claude St. Laurent, Mgr.
PLASTERING CONTRACTOR
802 St. Famille St. — Sherbrooke — Tel.: LO. 2-9107
201 11th Ave. S. — Res. Tel. 7-6621



CHRISTMAS GREETINGS

We extend best wishes for a **HAPPY HOLIDAY SEASON!**

To all our customers, friends, our faithful employees and their families.

THE PHILIP CAREY COMPANY LIMITED
LENNOXVILLE



To all

Merry Christmas

AND MAY THE NEW YEAR BRING YOU GOOD LUCK, PROSPERITY AND GOOD HEALTH!

These are the wishes we extend to our employees, their families, our suppliers, customers and friends!

Richmond Pulp & Paper Co.
Of Canada Ltd.
BROMPTONVILLE, Que.

The Christmas creches in homes and yards all over the country this season are a tribute to the good saint, Francis of Assisi.

His efforts ended a centuries-old ban on Nativity scenes.

Of all traditional Christmas trappings, the creche may have had the hardest time of it. The first creche was the stable in which the Child was born. As Christianity began to flourish, creches were often part of stage settings for religious plays. The church periodically outlawed anything connected with drama, so the creche had to fight for survival.

Sixteen years before St. Francis constructed history's second most famous creche, Pope Innocent III dispatched a letter scoring liturgical dramas and by inference, all dramatic props. St. Francis was forced to seek special permission to construct a small creche for his parishioners. He was unhappy at the staleness of religion among the simple folk and he thought a creche might renew the vitality of their faith.

He opened his first creche to the people of Greccio on Christmas Eve, 1223. The life-size structure was simply a sketchy stable with a manger, or trough and a live ox and ass. Most

believe that there were no figures. At that epochal Christmas celebration, the tradition of caroling was begun. St. Francis sang the service.

The good saint accomplished more than he had set out to do. Not only did the peasants accept the creche enthusiastically, but the gentry joined them as well.

Creches became medieval status symbols. Kings tried to outdo each other for the most glorious creche of the continent. Figures were added until during the Renaissance there were so many characters that the stable itself could hardly be seen. St. Francis' wood and straw structure gave way to stables made of gold.

Today there are two types of creches. One emphasizes the main actors in the Christmas drama — Mary, Joseph and the Child. The other type, those who came to worship. The popularity of both types continues to grow.

Basic elements of the creche are those used by St. Francis at Greccio. Figures of the Family can be added, then the wise men and the shepherds. All sorts of worshippers can throng to the scene, animals, carpenters, fisherfolk and tradesmen. Finally, angels can be suspended above, with the star of Bethlehem.



VENEZUELAN FAMILIES have a tradition of constructing creches, called nacimientitos, in their homes. The three kings are first placed some distance from the manger. As the days pass, they are moved closer and closer until on Jan. 6 they reach the Christ Child to present their gifts. The infant Jesus is placed in the manger at midnight on Christmas eve. The nacimientito often is placed in a front window, visible to passersby.

Designing musicians

He buys gag gifts; she goes expensive

Christmas shopping for Abbe Lane and Xavier Cugat is a matter of extremes.

Abbe likes to go wild with impractical, extravagant gifts. Her hand-leader husband specializes in cheap, comical gifts, adorned by his well-known caricatures of the recipients.

But they think alike when it comes to Christmas cards. Cugat dreams up a comical design, and after it's printed, Abbe fills in with water color and paints the message, usually one of high hilarity.

The cards go to special friends, but presents are confined to members of the family. The

Cugats suggest friends contribute to an orphanage in Rome rather than giving them personal gifts.

"You never know what Cugie will think of next," exclaims re-haired Abbe. "I collect carved elephants, and one Christmas when I was in a Broadway show, I came out the stage entrance to find a live baby elephant standing there, with a pink velvet coat saying Merry Christmas. I wanted to take him home, but we couldn't get him in the apartment, and he wouldn't leave the stage entrance. So Cugie phoned for his mother, who led him away."

"Cugie gave me the first animal I ever had, even if it wasn't an elephant. It was a white chihuahua."

"But this Christmas Cugie really has his work cut out for him. You know I had six fur coats stolen from the apartment. They weren't insured either. I wonder what he'll do about that?"

Exuberant, wise-cracking Abbe also reveals her more serious feelings about the holiday season. "I always try to be home in New York by Christmas Eve. But I've missed three times. Once when I was in Rome I went to Christmas Mass at the Vatican. That was beautiful. But other times I was in Bangkok and Las Vegas. It was horrible to have Christmas at Las Vegas—all that dice cracking all the time."



MERRY CHRISTMAS and a HAPPY NEW YEAR

HARRY'S CARTAGE
LENNOXVILLE
Tel. LO. 9-2184

As if Christmas excitement were not enough, Abbe's birthday comes on Dec. 14, and her husband's on New Year's Eve. So celebrations combine in a series of open houses from Christmas to New Year's.

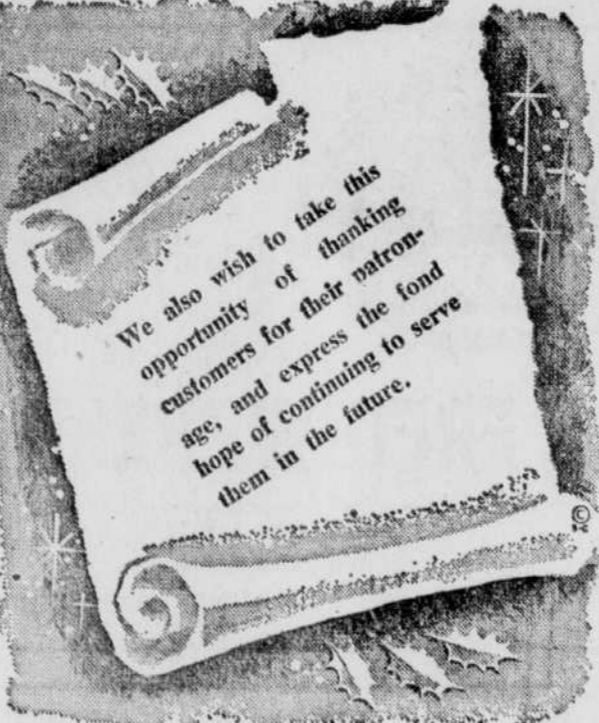
Since the Cugats have recently remodeled their apartment in New York to add a terrace, Abbe plans to have her Christmas tree outside this year. Basically, she is traditional. "None of those blue trees for me. I like the kind of decorations everybody else likes. Lots of little balls, and red and green throughout the house."

Abbe has no trouble believing in Santa Claus. "I married him. He's Cugie."

Season's Greetings

It's the season for sending our holiday greetings and for saying a sincere "thank you" to all our friends and patrons.

L. O. NOEL INC.
470 Wellington South,
SHERBROOKE



We also wish to take this opportunity of thanking customers for their patronage, and express the fond hope of continuing to serve them in the future.

FRED CASTONGUAY INC.
BUTCHER — GROCER — BEER & PORTER
18 St. Joseph St. — Bromptonville — Tel. VI. 6-2728

Forestalling teen-age takeover

Parents of teen-agers who are persistently on the go during the holidays often come dangerously near the breaking point days before it's time to sing Auld Lang Syne.

Late-night offspring can't bring themselves to face the day till noon. Rooms are a jungle of party clothes and stepped-on dancing slippers. One meal runs smack into another, and supper has to be served in three shifts to jibe with party dates.

In addition, if parents must double as chauffeurs and chaperones, they'll find it hard to have any holiday fun of their own.

Despite the pained outcries sure to arise from the younger set, parents can reclaim their homes and find time for a moment's peace if lines of compromise are drawn well in advance of the gaiety.

One family held a conclave as the first invitations arrived in the mail. They ran over the problem areas of late nights, financing dance tickets and corsages, clothes needs and transportation requirements, came up with an agreement.

By mutual consent, it was decided that breakfast would not be prepared by mother after 9 a.m. Late arrivals were on their own with bacon and eggs, and must clean up afterward.

Clothes requirements were to

be checked in advance, and the girls were held responsible for their own pressing and mending.

Dances that ran late were limited to only two consecutive events. The parents, checking their own social calendar, staked out three dates during which they would be unable to drive anyone anywhere. Since they were entertaining in their own home on New Year's Eve, they offered in exchange an open house for their children's friends on New Year's Day. Christmas Eve was legislated a family time, no matter how enticing the invitations.

And to make life easier for the cook, all were requested to state unequivocally in the morning whether they'd be home for dinner that night.



CHRISTMAS GREETINGS

To our Customers and Friends

GAUVIN PRINTING
Paul & Raymond Gauvin, props.
207 Chalifoux Street — Tel. LO. 2-3803



Greetings

To all our customers and friends, our very Best Wishes for Christmas and the New Year!

Dussault Tire Sales
REG'D.
425 Queen St. — Lennoxville — LO. 9-3848



MERRY CHRISTMAS TO ALL OUR FRIENDS

and may the New Year bring you the fulfillment of all your heart's desires.

From the management & staff of

UNICRETE READY MIX INC.
Claude Poudrette, manager
Bourque Blvd. LO. 9-3679, Sherbrooke

TO OUR LOYAL EMPLOYEES and their FAMILIES . . . OUR CLIENTS and FRIENDS . . . OUR SINCERE THANKS FOR YOUR PATRONAGE.

In the spirit of Christmas

May we extend to you our warmest greetings and good wishes for a Merry Christmas to you and yours.

FRANK'S PIPING CO. LTD.
MANUFACTURERS
Windsor Road, — Tel: VI. 6-2771
BROMPTONVILLE, QUE.



OLD-FASHIONED WARM WISHES TO EVERYONE AT CHRISTMAS

OUELLET & LIZEE
NOTARIES
82 Laval St.
Bromptonville, Que.
Tel. VI. 6-2466

Greetings

From the Management and Staff of

Fashion-Craft LIMITED
KING AND WELLINGTON
SHERBROOKE

- J. Philippe Dion
- Lucien Bourbonnais
- Robert Beaudoin
- Jean-Charles Lacombe
- Jean Daigneault
- J. Albert Lambert
- Mrs. V. Ruel

Sincere thanks to all our customers and friends for their patronage in this past year, and we will look forward to serving you next year.

Merry Christmas and a Happy New Year, Everyone!



CHRISTMAS GREETINGS

DONAHUE ELECTRIC LTD.
16 Metcalfe Street,
— Sherbrooke —
Tel. LO. 7-4877



**Merry Christmas
Happy New Year**

From the management
and staff of . . .

GASTON COTE INC.

1000 Galt East
Tel. LO. 9-5911

Collinsville Industries Inc.

1071 Belanger St. — Sherbrooke — Tel. LO. 7-5244



Christmas Peace to All

It is our sincerest wish that this holy season will be one of great peace and happiness for our many good friends.

CLARKE-TAYLOR FUELS Ltd.

95 Queen St. — Lennoxville — Tel. LO. 9-6558



... and our heartfelt gratitude for your kind friendship and patronage during the year.

Lennoxville Building Supplies Ltd.

147 Queen St. — LO. 7-4874 — LO 7-4875
LENNOVILLE

EASTERN TOWNSHIPS DISTRIBUTOR
BENJAMIN MOORE PAINTS



**WISHING YOU
GOOD CHEER!**

A VERY MERRY CHRISTMAS!

May I take the opportunity, at this festive season, to thank you, one and all, for your kind and thoughtful co-operation and assistance in simplifying my many problems. May the coming year bring good health, strength, happiness and prosperity, and your fondest dreams become realities.

DONALD KILGOUR

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

665 Langlois St. — SHERBROOKE

Worlds open to youth by books

Every November and December since 1910 the New York Public Library has exhibited new books suggested as gifts for children.

On the golden anniversary of the practice, the library exhibited a selection of all the children's book exhibits during the past 50 years — from the books still enjoyed by children and their parents.

The library groups its books for exhibit largely because of a belief that a child extremely interested in a particular subject will read books about that subject far beyond what might be considered his "age level."

This list then, is taken from the New York Public Library's 1960 exhibition of some 300 books that children love.

(Dates of publication are given.)

Picture Books

ABC Book. Designed and cut on wood by C. B. Falls. Doubleday, 1923. \$2.50.

And To Think That I Saw It On Mulberry Street. By Dr. Seuss. Vanguard, 1937. \$2.95.

Animal Babies. By Ylla. Story by Arthur Gregor. Designed by Luc Bouchage. Harper, 1959. \$2.75.

The Little Red Lighthouse and the Great Gray Bridge. By Hildegard Swift and Lynd Ward. Harcourt, Brace, 1942. \$2.75.

Little Toot. Pictures and story by Hardie Gramatky. Putnam's, 1939. \$3.

Madeline. Story and pictures by Ludwig Bemelmans. Viking, 1939. \$3.50.

The Painted Pig. A Mexican picture book. Text by Elizabeth Morrow. Pictures by Rene d'Harnoncourt. Knopf, 1930. \$3.

The Poppy Seed Cakes. By Margery Clark. Illustrated by Maud and Miska Petersham. Doubleday, 1924. \$2.75.

The Story of Noah. By Clifford Webb. Warne, 1932, 1949. \$2.75.

The Wolf and the Seven Little Kids. Story by the Brothers Grimm with pictures by Felix Hoffmann. Harcourt, Brace, 1959. \$3.75.

Stories For Younger Children

The Blind Colt. Written and illustrated by Glen Rounds. Holiday House, 1941, 1960. \$2.75.

Emil and the Detectives. By Erich Kastner. Doubleday, 1930. \$2.75.

Five Boys In A Cave. By Richard Church. John Day, 1951. \$3.25.

Freddy Goes to Florida. By

The Matchlock Gun. The courage of a boy and his mother bring a family safely through a raid in French and Indian Wars. By Walter D. Edmonds. Dodd, Mead, 1941. \$2.75.

Pippi Longstocking. Antics of a little Swedish girl. By Astrid Lindgren. Viking, 1950. \$2.

The Secret River. By Marjorie Kinnan Rawlings. Scribner's, 1955. \$2.50.

Fantasy

Ben and Me. The hilarious life of Benjamin Franklin as written by his good mouse Amos Edited and illustrated by Robert Lawson. Little Brown, 1939. \$3.

The Enormous Egg. A dinosaur hatches from a hen's egg. By Oliver Butterworth. Little, Brown, 1956. \$2.95.

The Hobbit; or There and Back Again. Dwarfs and dragons in a charming world. By J. R. R.

Tolkien. Houghton Mifflin, 1937. \$3.95.

The Lion, the Witch and the Wardrobe. In the strange country of Narnia. By C. S. Lewis. Macmillan, 1950. \$3.

The Little Bookroom. Eleanor Farjeon's short stories for children chosen by herself. Walck, 1956. \$3.50.

The Little Prince. A mythical allegory based on the experiences of a child from another world. Written and drawn by Antoine de Saint-Exupery. Harcourt, Brace, 1943. \$3.75.

Mary Poppins. An English nursemaid who came and went on the East Wind. By P. L. Travers. Harcourt, Brace, 1934. \$3.25.

Rootabaga Stories. By Carl Sandburg. Harcourt, Brace, 1922. \$3.95.

The Voyages of Doctor Do-

White. Random House, 1941. \$3.95.

The Romance of Chemistry From ancient alchemy to nuclear fission. By Keith Gordon Irwin. Viking, 1959. \$3.75.

The Wonderful World of Ma-

little. By Hugh Lofting. Lippincott, 1922, 1950. \$3.95.

Winnie - the-Pooh. By A. A. Milne. Dutton, 1926, 1954. \$2.50.

Folk Tales And Tall Tales

The Animals' Christmas Poems, carols and stories chosen by Anne Thaxter Eaton. Viking, 1944. \$2.75.

Indian Tales. By Jaime de Angulo. Hill and Wang, 1953. \$4.25.

The Long Christmas. By Ruth Sawyer. Viking, 1941. \$3.

Paul Bunyan. By James Stevens. Knopf, 1925, 1947. \$4.

Pecos Bill, the Greatest Cowboy of All Time. By James Cloyd Bowman. Whitman, 1937. \$3.

Russian Wonder Tales. By Post Wheeler. Containing 12 other famous children's stories in color. Yoseloff, 1912, 1957. \$3.75.



Poetry, Song And Art

American Folk Songs for Children in Home, School and Nursery. School. By Ruth Crawford Seeger. Doubleday, 1948. \$4.50.

Mother Goose. A comprehensive collection of the rhymes made by William R. Bennett. Arranged by Roger Duvoisin. Heritage, 1936, 1943. \$3.

Rhymes and Verses. Poems written especially for children. By Walter de la Mare. Holt, 1947. \$4.

A Rocket in my Pocket. The rhymes and chants of young Americans. Compiled by Carl Withers. Holt, 1948. \$3.50.

The Way, Delight. A selection which brings out the meaning of poetry. Selected by Herbert Read. Pantheon, 1936. \$3.50.

When We Were Very Young. By A. A. Milne. Dutton, 1924, 1952. \$2.50.

The Winged Horse. The story of poets and their poetry. By Joseph Auslander and Frank



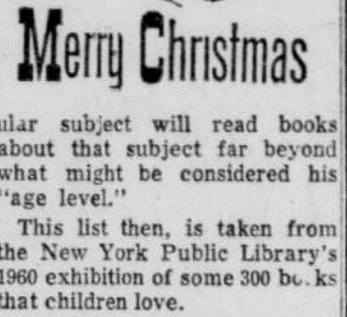
CHRISTMAS JOY TO ONE AND ALL

We Pray That Faith May Be Your Guide
And That Joy May Be Your Companion,
This Christmas Season And Always!

HERCULE MARCOUX

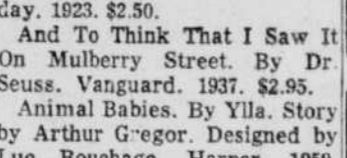
Ronald Marcoux Tel. LO. 2-3141
GENERAL CONTRACTOR

150 Argyle Street — Tel. LO. 9-5941



MERRY CHRISTMAS

And a very happy new year to our customers from your General Electric Dealer.



O'BOYLE & PEARCE

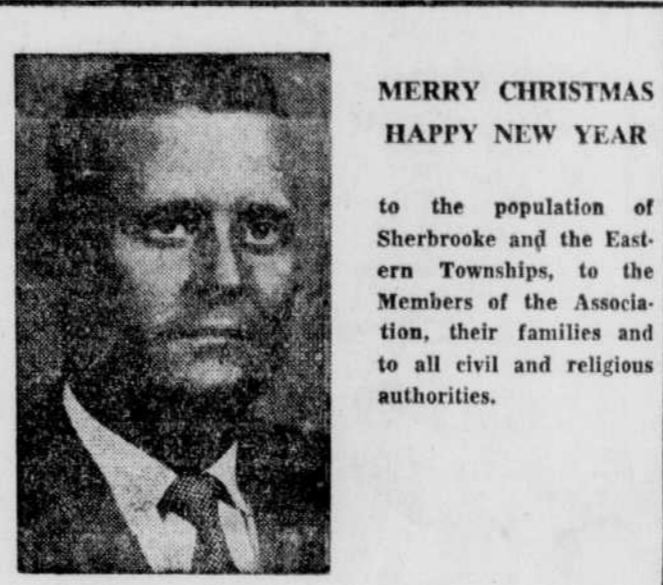
1430 King West, Sherbrooke, LO. 2-2800

MERRY CHRISTMAS

And a very happy new year to our customers from your General Electric Dealer.

O'BOYLE & PEARCE

1430 King West, Sherbrooke, LO. 2-2800



**MERRY CHRISTMAS
HAPPY NEW YEAR**

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 CANTONS DE L'EST**



Greetings To All

WHARRAM BROS.

9 Depot Street — Lennoxville — Tel. LO. 2-5311



**BEST
Christmas Wishes
Kiltie Co. Ltd.**

96 Queen St., Lennoxville — Tel. LO. 9-5559



**MERRY CHRISTMAS
HAPPY NEW YEAR**

**L'ASSOCIATION DES CONSTRUCTEURS
DES CANTONS DE L'EST**

Ernest Hill. Doubleday, 1927. \$4.

Famous Paintings. An introduction to art for young people. By Alice Elizabeth Chase. Plat and Munk, 1951. \$3.95.

Leonardo da Vinci. A biography by Elizabeth Ripley. Drawings and paintings by Leonardo Walck, 1952. \$3.

The Story of Jesus. Pictures from paintings by Giotto, Fra Angelico, Duccio, Ghirlandajo and Barnja da Siena. Text from the New Testament. Jones, 1920. \$12.

Nature And Science

The Burgess Bird Book for Children. By Thornton W. Burgess. Illustrations in color by Louis Agassiz Fuertes. Little, Brown, 1919, 1947. \$4.50.

Parade of the Animal Kingdom. By Robert Hegner, assisted by Jane Z. Hegner. 71th over 700 illustrations. Macmillan, 1935. \$6.95.

Science in Your Own Back Yard. By Elizabeth K. Cooper. Harcourt, Brace, 1958. \$3.

So Long Ago. By E. Boyd Smith. Mifflin, 1944. \$2.50.

The Stars. A new way to see them. By H. A. Rey. Mifflin, 1952. \$5.

The Conquest of Space. Paintings by Chesley Bonestell. Text by Willy Ley. Viking, 1949, 1959. \$5.75.

Construction Ahead. By Henry Billings. Viking, 1951. \$3.

Lost Worlds. The romance of archaeology. By Anne Terry

Ernest Hill. Doubleday, 1927. \$4.

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Nature And Science

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Parade of the Animal Kingdom. By Robert Hegner, assisted by Jane Z. Hegner. 71th over 700 illustrations. Macmillan, 1935. \$6.95.

Science in Your Own Back Yard. By Elizabeth K. Cooper. Harcourt, Brace, 1958. \$3.

So Long Ago. By E. Boyd Smith. Mifflin, 1944. \$2.50.

The Stars. A new way to see them. By H. A. Rey. Mifflin, 1952. \$5.

The Conquest of Space. Paintings by Chesley Bonestell. Text by Willy Ley. Viking, 1949, 1959. \$5.75.

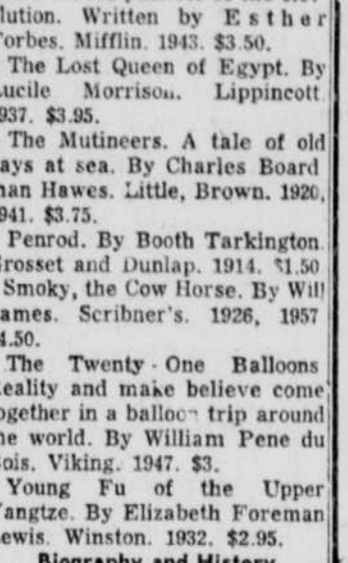
Construction Ahead. By Henry Billings. Viking, 1951. \$3.

Lost Worlds. The romance of archaeology. By Anne Terry

**TIME TO SAY:
MERRY
CHRISTMAS**

DORILAS GRENIER

LTEE.
GENERAL CONTRACTOR
172 Seventh Ave. South
Tel. LO. 2-0712



**MERRY CHRISTMAS
HAPPY NEW YEAR**

**L'ASSOCIATION DES CONSTRUCTEURS
DES CANTONS DE L'EST**

Ernest Hill. Doubleday, 1927. \$4.

Famous Paintings. An introduction to art for young people. By Alice Elizabeth Chase. Plat and Munk, 1951. \$3.95.

Leonardo da Vinci. A biography by Elizabeth Ripley. Drawings and paintings by Leonardo Walck, 1952. \$3.

The Story of Jesus. Pictures from paintings by Giotto, Fra Angelico, Duccio, Ghirlandajo and Barnja da Siena. Text from the New Testament. Jones, 1920. \$12.

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Construction Ahead. By Henry Billings. Viking, 1951. \$3.

Lost Worlds. The romance of archaeology. By Anne Terry

Gifts of Joy

to you this
Christmas Season

It wouldn't seem like Christmas
If we didn't get in touch,
and wish the Season's happiness
to those we like so much.
Merry Christmas to our friends!

CODERE LIMITED

30 Wellington St. North — SHERBROOKE — Tel. LO. 9-2501

**Season's Greetings
to all**

Tiny Gift Shop

Lennoxville.
Edith J. Quinn,
109 Queen St.
Tel. LO. 2-8374

Toyland's 1962 creations are painstakingly accurate

Happy Holidays



We sincerely hope that you and your family have a grand, carefree Christmas holiday.

Happy New Year Too!

BLUE VETERAN'S TAXI ASSOCIATION

18 Depot Street
Tel. L.O. 2-3838

Toy designers have gone to as play activities for children. To bring lengths this Christmas Toyland's creations are painstakingly accurate and up-to-the-minute. Little ones who wish to translate today's fast-paced developments into purposeful



LIGHT AS A FEATHER are these giant interlocking building blocks. The largest weighs one and one-tenth ounces; the smallest, four-tenths of an ounce. If the walls come tumbling down, there are no hazards with these new plastic foam building materials.

achment for group viewing of specimens. Power to is may be miniatures of Dad's, but they cut plastic "wood" accurately and safely.

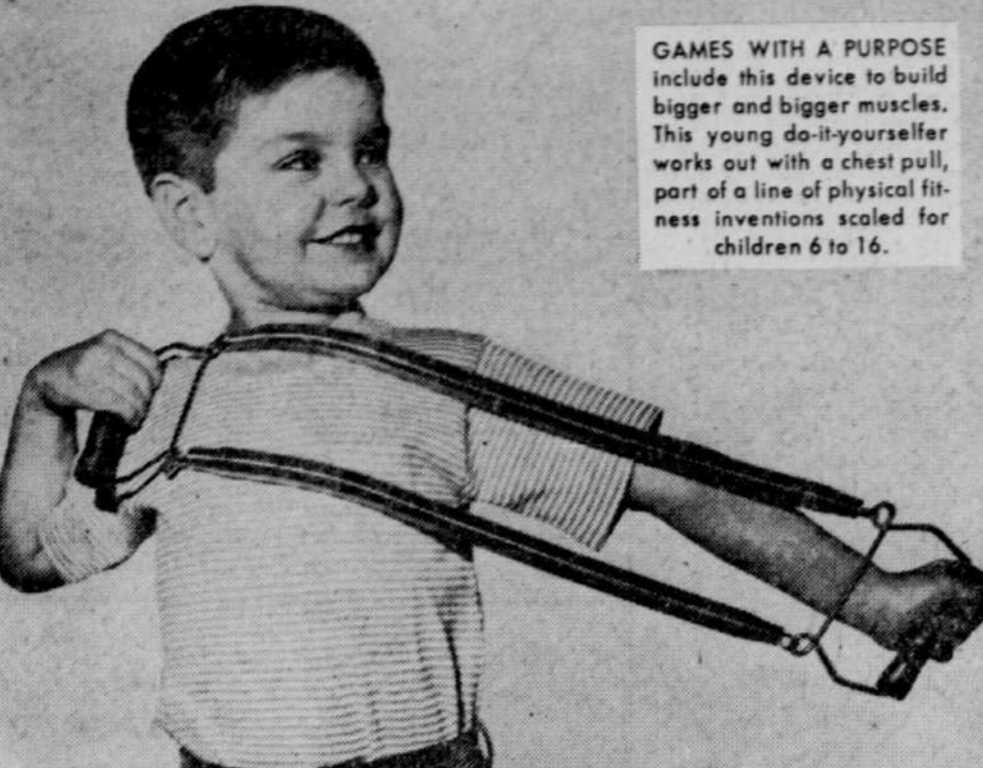
Freud points out that toyland's age appeal is significantly broadened this year, because of the heavy increase in science kits, hobby sets and games planned to interest the teen-ager.

At the same time, he points out, there is increased simplification of building toys, science kits, games and homemaking equipment to fit the capabilities of the small fry.

Name a hobby, and there's an appropriate kit to match. Young children may study shells, rocks or butterflies with the aid of a beginner's kit. Teenagers with medical leanings can learn anatomy putting a skeleton together, or building a plastic human heart which is equipped with a bulb-popping action to show how the blood circulates.

But despite the purposefulness of such kits, there's fun and whimsy in Christmas, too. More nonsense games than ever before are on the market. Stuffed animals are pleasantly zany, and more likely than not to make appropriate noises when pulled or punched. All kinds of creative play may be inspired by an animal-equipped plastic barn and a garden in which flourish colorful plastic vegetables.

And still the standbys of the toy world go on: dishes and dolls, blocks and balls, finger paints and puzzles.



GAMES WITH A PURPOSE include this device to build bigger and bigger muscles. This young do-it-yourselfer works out with a chest pull, part of a line of physical fitness inventions scaled for children 6 to 16.



**MERRY CHRISTMAS
HAPPY NEW YEAR!**

EARL MARSHALL

Plumbing & Heating Contractor
119 Queen St. — LENNOXVILLE — Tel. L.O. 9-4253

For your Christmas or New Year dinner, take the family out.

LEE CAFE

2378 King St. W. L.O. 9-4445 — SHERBROOKE
Hours: Christmas and New Year's Eve open until 3 a.m.
Enjoy our delicious meals in air conditioned comfort
MERRY CHRISTMAS, HAPPY NEW YEAR

play store will find a deluxe supermarket giving trading stamps. Junior gardeners can have a heyday with a kit which provides materials for landscaping an entire lakeside resort.

Most spectacular of all perhaps is an analog computer, which math-minded students construct from scratch. After they have built transistors, an audio-indicator oscillators and amplifiers, their mechanical creation will come up with the answers to a battery of questions.

Thanks to the booming world of electronics, there's almost no end to the projects children can launch in the playroom, says Mel Freud, president of Toy Guidance Council.

There is equipment for orbiting to the moon, a telephone that conducts a conversation and a radio set that makes it possible to transmit voice or code to the home radio without wires.

This season's toys are meant to be put to use, rather than being relegated to the gadget category. A telescope with a camera attachment makes it possible for a young astronomer to photograph the moon. Microscopes are more high-powered than ever, one having a projector at-



DEZIEL AUTO SPRINGS

SOLDERING

50 St. Francois Blvd. S. — Tel. L.O. 7-6677

Easy recipes for delicious Christmas candy

BEST EVER VANILLA FUDGE

Place in saucepan 2 cups sugar, 2/3 cup heavy cream, 4 tbsps. light corn syrup and 1/4 tsp. salt. Cook slowly stirring constantly until mixture comes to a good boil. Then continue cooking, stirring only occasionally, until a small quantity dropped into cold water forms a soft ball (234F.). Remove from heat and cool to lukewarm (110F.). Add one tsp. vanilla extract and beat until mixture thickens and loses its gloss. Pour into buttered square pan. Cool. Cut into squares, makes about 1 1/2 pounds.

Walnuts or pecans may be added before mixture thickens.




May the Christmas spirit of Peace on Earth, Good Will towards Men inspire us to make this heartening message a happy reality in the coming New Year.

Dr. Jean-Louis Blanchard

OPTOMETRIST

230 King St. West, Sherbrooke — Tel: L.O. 2-7645



A SCIENTIFIC VIEW of the world is made possible with this model microscope, which magnifies 750 times. Others may study the findings through an audience viewer, which either projects on a screen or can be used for group viewing.



**SEASON'S GREETINGS
CHEERY WISHES
FOR A HAPPY
HOLIDAY SEASON!**

Ward's Motor Specialties

215 Queen Street
LENNOXVILLE
Tel. L.O. 9-1080

Merry Christmas

To Our Employees And Their Families

To all employees and their families our very best wishes at this holiday season.

We live in a world that is tense and disturbing. But if Mankind has its problems, it also has opportunities for rising above them.

When current history includes major events such as the Ecumenical Council in Rome and the advent of Telstar, with the hopes they offer of greater communications and understanding among so many people of the world, we are witnessing Man's possibilities of progress.

Our wish to all is that your Christmas time will be a happy one in the family circle and that the New Year will bring more progress for all Mankind.

G. B. Gordon, Chairman of the Board.	F. R. Daniels, President.
G. McD. Shaw, Superintendent Sherbrooke Branch.	J. S. Moynan, Manager, Magog Division.
O. J. Paquette, Superintendent, Magog Cotton Mill.	

Tex-made
TM REG'D MISSING.

Dominion Textile Company Limited

FROSTIES

Melt over hot (not boiling) water 1 6-ounce package (one cup) semi-sweet chocolate morsels. Remove from heat. Add and then knead well 3 tbsps. light corn syrup, 3 cups sifted confectioner's sugar, one cup chopped nuts, 1/3 cup orange juice or 1/3 cup instant coffee, 1 1/4 cups crumbled vanilla wafers (approx 3 dozen).

Form into one inch balls. Roll in 1/2 cup sifted confectioner's sugar. Store covered overnight to ripen.

Note: To make 1/3 cup instant coffee add 2 tsp. instant coffee to 1/3 cup water.

MERRY CHRISTMAS

to all our customers and friends. May the guiding star bring you the realization of all your cherished dreams during the New Year!

Beaudry Home Improvement Center

25 Bryant St. Tel. L.O. 9-5161
SHERBROOKE, QUE.



YOUNG BAGPIPER makes Scottish music a part of her holiday fun. This year's new musical offerings are scaled in size for small players, but are as accurate melodically as the original instruments. The electric organ too has been adapted to the small fry in time for some Christmas music.



**MERRY CHRISTMAS
and a
HAPPY NEW YEAR**

HOTEL BELLEVUE

Babe Gingras, Prop.
11 King St. East — Tel. L.O. 9-1707

ROCKY ROAD CANDY

Sprinkle 1/2 lb. marshmallows and one cup broken walnut meats thickly on bottom of buttered pan. Melt one pound milk chocolate in top of double boiler never allowing it to heat beyond luke warm stage. Melting should take about 30 minutes. Pour chocolate over nuts and marshmallows until mixture is quite thick. When cool, mark into squares with knife.

A red or green pepper makes an attractive container for mayonnaise on your Christmas table. Cut a thin slice from the stem and fill with mayonnaise. If a red one is used, set it on a green platter; if a green one, place it on a red platter.



A JOYOUS CHRISTMAS INDUSTRIAL STAMPINGS LTD.

BROMPTONVILLE, Que.

Merry Christmas and a Happy New Year THANK YOU!

To all our customers in Sherbrooke and the Eastern Townships for your patronage during 1962.

VICTOR CROTEAU

GENERAL CONTRACTOR
R.R. no. 1 — ROCK FOREST — L.O. 7-7413



MERRY CHRISTMAS TO ALL MY CUSTOMERS

And our best wishes for a Happy and Prosperous 1963. At this time I also wish to thank you for your past patronage.

LIONEL CORBEIL

ELECTRICAL CONTRACTOR
408 Codere
Sherbrooke
Tel. L.O. 2-4224



Yule Cheer

Christmastime draws near and each of us here wishes to extend our greetings of good cheer to our many friends so dear.

LOUIDA PAYEUR

Authorized Dealer in Allis Chalmers Tractors
Agricultural and Industrial Machinery.

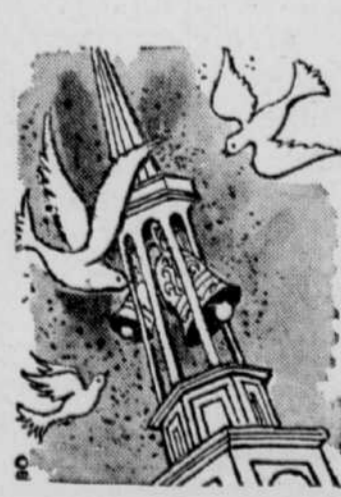
Ascot Road SHERBROOKE Tel. L.O. 9-7483



GILBERT'S GARAGE

General repairs —
Authorized agents for "White" trucks

1026 Wellington St. S.
Tel. L.O. 7-6141



To wish you all the joys of the Christmas Season

Thank you for your loyalty during the past year!

J. M. Jeanson Limited

Alderman Seat No. 2 — West Ward
GENERAL CONTRACTORS
912 St. Louis St. — Sherbrooke — Tel. L.O. 2-3414

Bethlehem at Connecticut is truly a Christmas town



BEST WISHES!
Here's a cheery greeting to our many good friends and customers at this Yuletide season.
FLORISTS MILFORD'S
Tel. L.O. 9-2566
143 Frontenac Sherbrooke



A CHILD IS BORN — from the pen of Lauren Ford.



ARTIST Lauren Ford, who lives in Bethlehem, Conn., creates in paints and ink the beauty of the first Bethlehem.



STEEPLED church of Bethlehem, Conn., wears a star at Christmastime.



MESSAGE from Bethlehem — Mrs. Jean Dropp mails cards that carry the spirit of Christmas from Bethlehem, Conn.

Best Wishes
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.
JEWELRY — GLASSWARE
DIAMONDS — WATCHES
128 King St. West — Tel. L.O. 7-5474, Sherbrooke

It gives us great pleasure at this time to wish one and all a **MERRY CHRISTMAS** and a **NEW YEAR** blest with Health and Prosperity
Merry Christmas
FAIRVIEW FARMS
Lennoxville, Que. — Tel. L.O. 2-7266

A MERRY CHRISTMAS and a **HAPPY NEW YEAR**

F & L LUNCH
LENNOXVILLE

Noel P O bustles once a year

The town of Noel, Va., usually pops into the news but once a year—at Christmastime. The tiny Hanover County postal station serves only 12 homes and is virtually forgotten 11 months of the year. But in December it receives letters from across the nation and throughout the world. It is Noel's Christmas-like name which prompts most people to send bundles of cards and letters to the tiny station so they might be stamped with the "Noel" postmark and the special cachet which the Post Office Department allows the station to use.

By TYLER WHITLEY
Of The Richmond News Leader
Now, mail pours in from all over America. A Pennsylvania man annually stops by the Post Office on his way to a Williamsburg vacation. The mail often comes from the same people, each year, Mrs. Anderson says. Many even drive up from Richmond on the weekends to drop off their cards. Does she like the extra work the name has caused? Of course, she says. "I meet new people each year, not to mention the other friends I have made."

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FEEDING the sheep — Lauren Ford cares for her sheep at her home, "Sheepfold," in Bethlehem, Conn.

FESTIVE FLORALS
Attractive and sophisticated floral arrangements are easy to achieve... starting with lowly but interesting weeds such as

bullrushes, milkweed or stalks of grain. Dry them out first and shake them free of fluff. Then lay them side by side on newspaper, stand back and lightly dust them with golden spray from an aerosol can. The weeds are instantly transformed into lustrous ornaments... so pretty that chances are they will remain on display long after Christmas has gone.

SEASON'S GREETINGS
to my fellow citizens in Sherbrooke County.

HON. CARRIER FORTIN
Minister Without Portfolio
Member of the Legislative Assembly for Sherbrooke

To our customers many thanks for your patronage!
IT'S CHRISTMAS
... and may the joys of Christmas abound in your heart always.

H. RUEL
LICENSED GROCER
251 Queen St. — Lennoxville — Tel. L.O. 7-4073

The red-ink cachet—a rubber-stamp mark which denotes special types of mail—consists of a pair of two-inch-high angels joyfully singing "Noel, Noel." Since postmistress Mrs. Percie L. Anderson reached the government's mandatory retirement age of 70 a year ago April, the post office operates as a private contract station. It has had to cut out rural deliveries. For Christmas card senders, however, nothing has changed. **Keeps Cachet** "The government has been real nice to me," Mrs. Anderson says. "It lets me keep my cachet postmark and everything." Little has changed in the post office either. There is the old-style, postal handstamp with the less stylish but easier-to-read postmark Mrs. Anderson, who is ambidextrous, can stamp cards at a rapid rate. Mrs. Anderson continues to use the old handmade desk first used by her mother. Mrs. Anderson has been postmistress for 25 years and her mother was postmistress before that for 45 years. The post office itself is located in a tiny chicken-wire cubicle in

Noel Was Family Name
The station, originally a part of the Noel plantation (Mrs. Anderson's mother was a Noel), served for many years as a C & O railway stop where trains took on water and, incidentally, mail. The Christmas rush first was started in 1948 when an article appeared in a Richmond newspaper telling about the tiny community with the unusual Yule name.



FOR A COLLECTOR—give a Hummel figurine. This new design called Doll Bath depicts a little girl giving her doll a scrubbing in a wee bathtub. Whether as an addition to an existing collection or as a starter piece for a new one, these delightful made-in-Bavaria figurines are charming and welcome gifts.

WARM WISHES FOR A Bright Christmas
To Our Customers and Friends.

Gregoire Pharmacy
(Your friendly druggist)
1618 King St. W. — Tel. L.O. 7-4864

Merry Christmas and a Happy New Year
We, the management of the **NANKING CAFE** and the **ORCHID HOUSE** wish you all a pleasant and health-filled 1963.
NANKING CAFE
Reg'd.
2637 King West
Sherbrooke
Tel. L.O. 2-8255
and the
ORCHID HOUSE
225 Wellington South—Sherbrooke
Tel. L.O. 9-5144
BOTH OPEN FOR NEW YEAR'S DAY.
Plan your New Year's Day dinner, eat at the Nanking or order your dinner delivered from the Orchid House.

Christmas Wishes
To our faithful employees, their families our customers and friends
THE UNION SCREEN PLATE
CO. OF CANADA LIMITED
Head Office:
Lennoxville, Que.
Branches at Montreal and Brampton, Ont.

To all our friends and customers in the Region —
Merry Christmas and a Happy, Prosperous New Year

HOTEL MANOIR DU LAC
ORCHESTRA EVERY EVENING
OPEN YEAR ROUND
DEAUVILLE, Que.
(Little Lake Magog)
Guy Leblanc, your host, prop.

Merry Christmas
To our many good friends and customers —
We would like to extend Greetings of the Season and our warmest appreciation for your valued patronage.
The Management and Personnel
UNITED STORES
124 Wellington St. N. — Sherbrooke.

The Evolution of Santa Claus...



CHRISTMAS BLESSINGS

In the spirit of the first Christmas, it is our sincere wish that you and your family will partake in fullest measure of all the blessings of this Holy Day, which for so long has meant so much to so many.

LAROCHELLE & FRERES LTD.

1520 King St. West
Tel. LO. 9-5917

HONEY CRUST BAKERY



Prototype of Santa Claus was St. Nicholas of Myra, famous for his generosity to the poor.



Rugged Santa of 1869 was reminiscent of Dickens' Spirit of Christmas Present.



Cartoonist Thomas Nast did much to influence our ideas of Santa Claus. This is how he looked in 1879.



"Yes, I'm really Santa Claus."

Santa true-blue American of Dutch descent

By DON OAKLEY
Newspaper Enterprise Assn.

Santa Claus, as is well known, is a true-blue American of Dutch descent. He has many cousins in many other lands, of course—St. Nicholas,

Kris Kringle, Father Christmas, Father Frost.

Some are much older than he is, but in recent years the influence of America's Santa Claus has been spreading throughout the world.

The whole tribe of Christmas figures dates back traditionally to Nicholas, bishop of Myra in the 4th century and an early Christian saint who was said to have been fond of distributing gifts in secret.

The good bishop's fame and example spread over Europe in succeeding centuries and became identified with the celebration of Christmas. When Dutch colonists came to the New World in the 17th century, they brought their legend of Sant Nikolaas with them.

From Saint Nikolaas to Santa Claus is but a quick twist of the tongue, but it was many years before the name was generally recognized all over the colonies. But that time

they had become the United States.

When Clement Clarke Moore wrote his immortal Christmas poem in 1822, he indelibly fixed the general appearance and characteristics of our present-day Santa. Yet the title of his work was "A Visit from St. Nicholas."

It was the political cartoonist Thomas Nast, who drew the Republican elephant and the Democratic donkey, who really made Santa Claus popular. But his appearance still borrowed heavily from Moore's poem.

Today, Santa Claus is no longer an elf but a great, jolly round, full-size man with a heart to match. The North Pole is his headquarters and workshop, except near the end of the year when he embarks upon an intensive undertaking and public relations campaign among his favorite peo-

ple, children — who are, in fact, the very reason for his existence.



MISS RIDO
134 Wellington St. N. — SHERBROOKE

To our many customers, and we hope to have the pleasure of serving you in 1963.



Glad holiday tidings to all our good friends and patrons. We are most grateful for the privilege of serving you.

From the Management and Staff

CAFE DES ARTISTES
218 Dufferin St. — Tel. LO. 9-1776
PARISEAU RESTAURANT
71 King St. East — Tel. LO. 9-1446



It's the season for sending our holiday greetings and for saying a sincere "thank you" to all our friends and patrons.

ROMEO DRY CLEANING

Romeo Cloutier, prop.
Branches: 216 Alexander and 412 Galt W.
Tel. LO. 2-4707
154 Main St. Magog — Tel. VI. 3-5935



A very Merry Christmas and our sincere gratitude for your patronage.

We're looking forward to serving you in the future.

Royer & Fils Inc.

PLUMBING
165 Frontenac St. — Tel: LO. 7-7506
- Sherbrooke -

Western Oil Limited

Henri Royer, Pres.
165 Frontenac St. — Tel: LO. 7-5000
- Sherbrooke -

A prairie pioneer recalls Christmas on homestead

By ROBERT SHAW

There was a faraway look in Fred Reusch's eyes as he sat with his grandchildren in that quiet of a Christmas afternoon that comes after the gifts are opened and before dinner is ready.

He appeared unaware of the sporadic "whoosh" that came from young Terrence as he whirled through the living room menacingly waving an exact replica of a "Jupiter" missile.

Outside the wind whistled down Laurier Avenue. There was the crunch of crisp snow under whirring tires as the occasional car sped by. Otherwise, there was silence.

And in the silence Fred Reusch, 72-year-old pioneer of Saskatchewan's Yorkton district, was wandering back over the years.

He enjoyed the sight of his grandchildren and the comfort he felt at how his sons and daughters had grown so well and married so successfully.

But he enjoyed, too, the thoughts of Christmas on the prairie when there were no automobiles, no gas heat, no electric stoves or space missiles.

The family had pushed north from the Dakotas late in the 19th century and homesteaded almost on the spot where the modern house sits on a beautifully treed and paved street.

COLD CHRISTMAS

Christmas seemed colder in those days. But there was the warmth of the gigantic wood-

burning stove in the kitchen. There was the warmth of friendship as chilled friends dropped by to share in the bounty of Christmas.

And bounty there was. The grandfather recalled how as a boy of 12 he would delight in the warmth of the kitchen at Christmas. The odors of the kitchen could hardly be reproduced today—where today does a Christmas dinner have turkey, chicken, goose, beef and pork all cooking at the one time?

But that was typical in a prairie household at the turn of the century. The womenfolk were up long before dawn and the fire started in the roaring wood stove. There was a hustle and bustle as the great bag of flour seemed to melt before the onslaught of the eager bakers.

Then the fowl and the beef and the pork were prepared for cooking. By this time the first childish face had made its appearance to see what Father Christmas had brought. But there was a bit of disappointment as they were whisked back to get washed and dressed for church.

SHOUT GREETINGS

After service friends milled around cheerily shouting greetings and shaking hands in spite of the biting cold. Then everyone headed for home—not in the car but afoot through the deepening of snow.

Excitement rose in the children as they approached home and there was a wild race for the last hundred yards or so. Then Father would solemnly go to the tiny Christmas tree in the living room and read names off the gaily-wrapped gifts. There were cries of delight and squeals of sheer pleasure!

The delighted cries came from the boys — what boy wouldn't be delighted with a rifle that wasn't an exact replica of anything but an honest-to-goodness Winchester! The squeals of pleasure were from the girls whose gifts were long-wanted items of clothing—a new muff, a fur-trimmed coat, sweaters that had been carefully knit by patient and loving hands!

Then there came a lurch that was just a preview of the delights to come—it was a light lunch, just eggs and sauges and pancakes and ham slices and fried potatoes and dainty cakes. Just something to hold until dinner.

A poorly aimed guided missile disturbed grandfather's reverie. With a quiet laugh he removed the missile from behind his head, tapped the tiny spaceman on the seat and settled down to enjoy a modern Christmas. He told the group around him what he had been thinking about but confessed he couldn't decide whether he would rather have the peaceful Christmas of 60 years ago in comparison with the contentment of today.

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

Nouvelle Mode
BERC LTD
14 Wellington St. N. — SHERBROOKE

The management and staff of the

Elite Restaurant

INVITE YOU to have your Christmas and New Year's meals.

(Open all day on these two holidays)

For reservations: LO. 7-5040

Merry Christmas and a Happy New Year
Montreal Road-Sherbrooke

Season's Greetings

We hope to be able to continue serving you, during the coming year, and wish you a year full of Joy, Prosperity and Good Health.

CARTIER HARDWARE

SHERBROOKE SHOPPING CENTRE
Tel. LO. 9-5333

CHRISTMAS GREETINGS

HALL MACHINERY LIMITED

SHERBROOKE

Cultured pearls tops in gift appeal

Pearls are wisdom, so far as Christmas gifts for women are concerned. Regardless of what forms, shape, size or price tag pearls carry, they are a most important accent in the fashion picture.

The ageless beauty and flattery of pearls have been enhanced by a new fashion appeal to make them one of the most wanted gifts of all this Christmas.

Simulated pearl necklaces come in all sizes, shapes, lengths to fill a wide variety of fashion needs. Multiple strands of tiny simulated pearls are twisted draped and climaxed by a beautiful clasp to make the necklaces and bracelets; they are matched by earrings reflecting fashion's new "soft" trend.

Others, gently graduated, are limited to a 22-inch length and paired with strands of simulated lapis, jade or topaz to give the necklace a whole new fashion appeal.

Bibs of three to five strands boast of beautiful stone-set clasps that are meant to be worn to the front for fashion show. Chokers, single or multiple strands of simulated pearls, enhance any wardrobe.

Cultured pearls also feature shorter lengths of 18 to 22 inches to frame the new necklines.

Merry Christmas to all

Eternal peace and happiness is our sincere hope for each of you this holiday and all the year through.

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To all our valued friends... we wish that the blessings of Christmas will remain with you and yours, now and always.

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Meaning of Christmas today

What does Christmas mean to a space-conscious generation?

By JANE SCOTT

Christmas 1962 dawns on a topsy-turvy world, a world that is a sturdy in contrasts, peopled with men and women with split personalities, who run the whole gamut of human emotions and reactions—many of them without hope or ambition. They despair of achieving

anything themselves, and lack faith to believe that anyone can do anything for them. Others are driven by compulsion to reach for the stars, and work feverishly to conquer every obstacle in this world and in outerspace. What does Christmas mean to this heterogeneous multi-

tude milling about on our little planet?

VARIED MEANING

It has a different meaning for every individual. To the hopeful and ambitious, it means greater hope, opportunity; to the despairing it means more despair. For such will envy the happy, joyful people who commemorate the birthday of their King with praise, adoration and feasting.

But there are groups of people who have enough in common to be categorized. What does Christmas mean to these? For the first time in history spacemen can be grouped into two categories. Christian eyes will turn to Cape Canaveral, envisioning the launching pad from which a few conditioned astronauts were shot into orbit—some of them Christians with a vision of conquering new worlds for Christ.

On Christmas these will forget their achievements and their dreams to be the first man on Mars or Venus and bow at the feet of first and greatest inter-space traveler who once "looked down from heaven upon the children of men" and saw their plight and who, at Christmas time "came down from heaven," not to conquer new worlds, but to save an old world.

To accomplish His mission, Jesus "laid aside His glory and took upon him the form of man," and he laid down His life. He left a cross standing on a hill in Golgotha, centuries before the Russians deposited the Hammer and Sickle on the moon. And the Christian community turns back to honor the man who was born to be



Merry Christmas and a Happy New Year

TO THE POPULATION OF SHEFFORD

To all those whom I have the honour of representing in the Legislative Assembly, I extend sincere wishes to one and all for a Happy Holiday Season. May this holiday bring everyone health and happiness and may the year 1963 be a prosperous one.

Mayor of Waterloo

Armand Russell,
M. L. A.
FOR SHEFFORD

Silent Night, Holy Night

Here's wishing the holiday season brings for you and your family an abundance of everything you're hoping for. Have a very happy Yuletide.

HEWARD GRAFFTEY

Member of Parliament for Brome-Missisquoi

Peace on Earth
Good will to men

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King for His completed mission.

THE SKEPTICS

But there is a larger group of skeptical space-conscious men who do not recognize the One who came down to earth.

These have their eyes turned upward and their hearts set upon conquering Mars, Venus and the moon. They ignore the voices of the past and ask: Are other planets inhabited? They ask because they will not believe the answers already revealed and answered by the Christ of Christmas who came down from a region inhabited with beings created by God to live and move in weightlessness without benefit of space suit or capsule.

What does Christmas mean to the atheist? It is a time when they ridicule and despise the simple folk who, by faith, have seen the heavenly hosts and heard and understood their tidings of great joy.

The messengers that rent the sky and startled the shepherds were able to communicate with earthmen and be understood. "You will find the babe in a manger" directed the angel, "and they found Mary and Joseph and the child," as the angel had said.

It may be long before an atheistic spaceman from earth lands on an inhabited planet. And he may have difficulty making himself understood and convincing the inhabitants that he came UP from earth. And in his haste to prove himself and his mission he may lose his life. History may repeat itself; it may take 2,000 years to convince Martians that the planet earth is inhabited and some may never be convinced.

Many are still not convinced that Jesus came down to earth from heaven, and that He ascended again into heaven. But an increasing number of every tribe and nation have accepted Him and His mission and will join the angelic throng in praise and adoration from Bethlehem to the farthest outposts of the world.

TO THE STARS

It is significant that the birth of Christ heralded a resurgence of interest in the heavens. The wise men affirmed: "We have seen His star in the East and have come to worship him." The shepherds were incredulous and amazed when they looked up and saw and heard the heavenly hosts. In recent years there has been renewed interest as sputniks and telstar and little Sir Echos whirl through space.

The heavens, indeed, are telling their secrets—secrets that began to be revealed when the great Creator flung open the portals of heaven and gave the world a fleeting glimpse of the heavenly host and announced the good tidings of great joy which shall be to all people.

But not all people in Bethlehem welcomed the divine guest who came down from heaven to be the Saviour of the world. But some did and to these Christmas means new life and hope and adventure and renewed interest in the things which are not seen but which are eternal.

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RUSHING THE SEASON
TUCSON, ARIZ. (AP) — The Tucson Post Office reported receipt of the first 1962 letter for Santa Claus on July 18. Asst. Postmaster N. L. Pritchard said it would be at the top of the pile when the Christmas season arrives.

SKINNER & NADEAU INC.

Season's Greetings

SHERBROOKE PQ

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 — Paul Nadeau, Certified Gemologist; President, Ronald Fortier, Registered Jeweller; Vice-President, Hamilton Pare, Registered Jeweller; Branch Store Manager.

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A MERRY CHRISTMAS AND A HAPPY & PROSPEROUS NEW YEAR

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May the wondrous peace and joy of the newborn King abide with you and your family throughout this Christmas and forever after!

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GREETINGS

From The

Professional Men Of Sherbrooke And District who wish one and all a Merry Christmas and a Happy New Year

With every good wish for your happiness this Christmas season and a hearty "Thank You" for your loyal and friendly patronage throughout the past year.

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