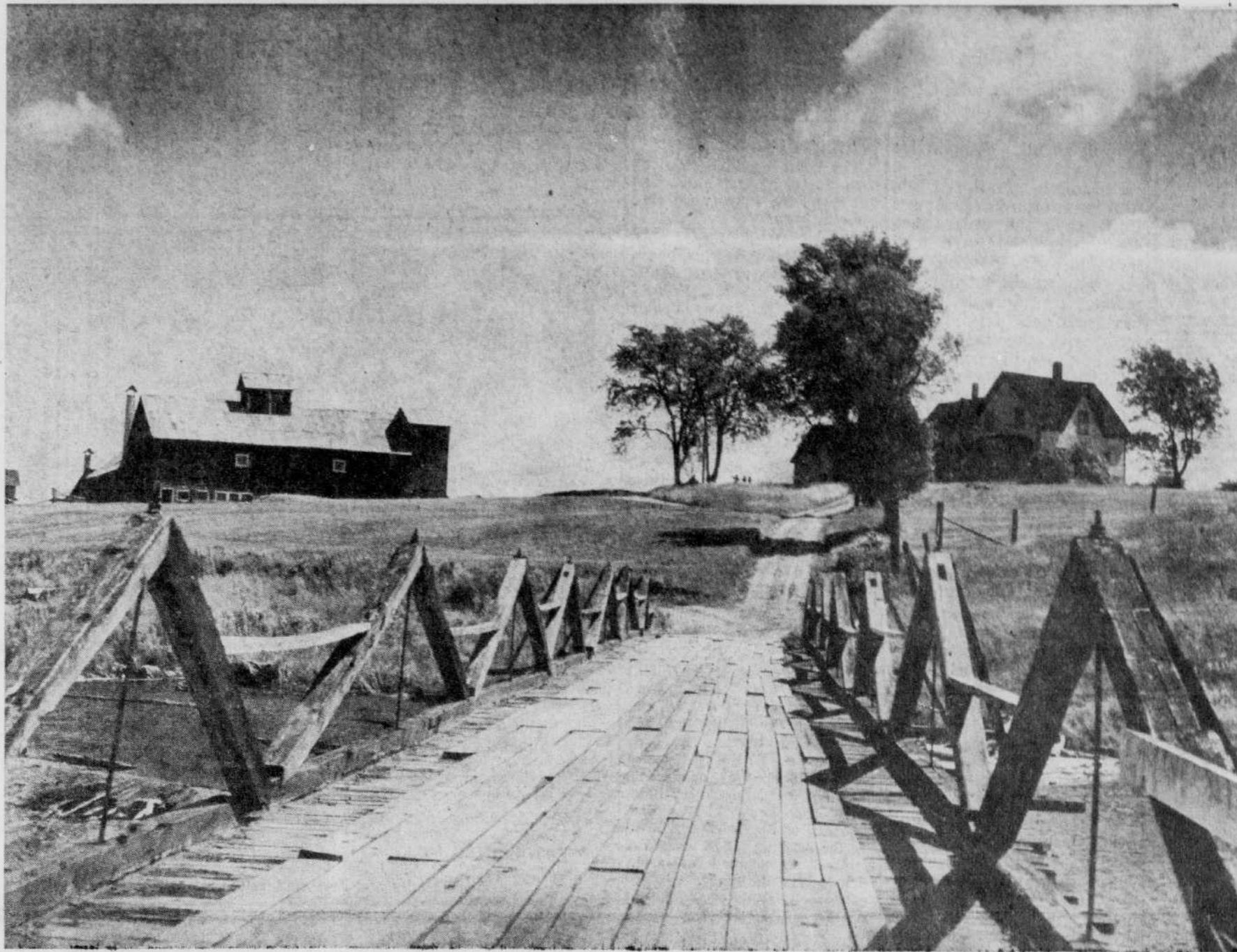


VACATION EDITION

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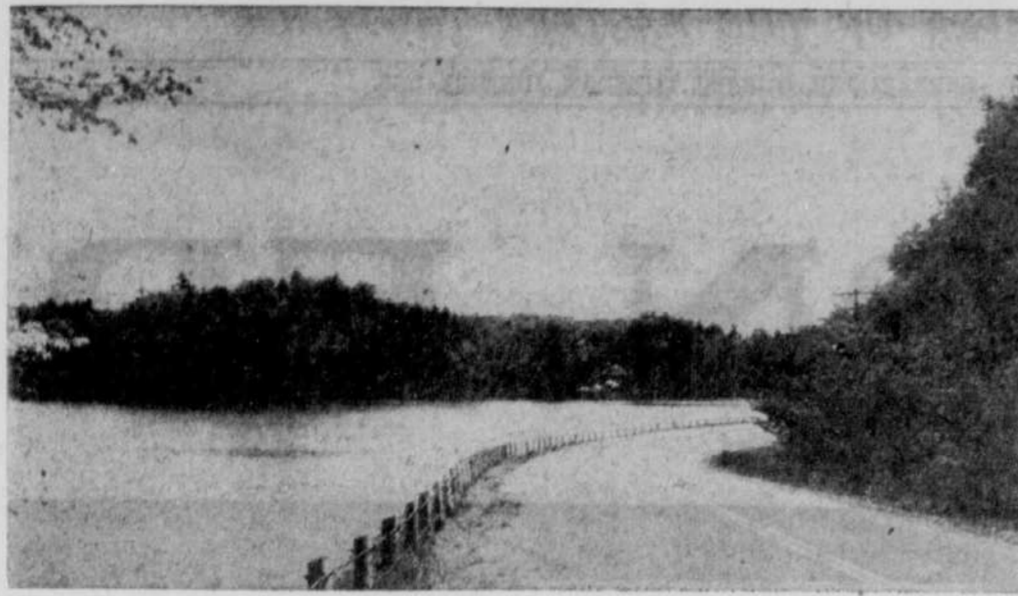
Photos by Dick Gordon

.... and here's our holiday guide to help you choose this summer's vacation.

Re-Stocking Program Improves Lake Massawippi Fishing

Valuable Work Achieved By Massawippi Fish Club

Thanks to re-stocking projects being undertaken by the Massawippi Fish and Game Club, Lake Massawippi, long-known for its excellent fishing, is fast be-



One of the most beautiful spots in Eastern Canada is Orford Mountain, pictured above, with Orford Lake nestling at its base.

LAWRENCE—

Recent guests of Mr. and Mrs. Alex Young were, Mr. and Mrs. D. Blemmings and two children, of Melbourne; Mr. C. Young, Miss Eunice and Miss Mable Young, of West Dummerston, Vt. Mrs. Tury Bice, Mrs. G. Wharry and two sons, of Magog, and Mr. and Mrs. Clarence Lister and daughter, Viola, of Island Brook.

Mr. and Mrs. Garfield Spaulding and three children, were guests of Mr. and Mrs. A. Olson, Miss Joy Olson, R.N., of Sherbrooke, was also home for the week-end.

Guests of Mr. and Mrs. Roy Smith were, Mr. and Mrs. Vincent Young and daughter, Irene, and little Alfred Grant, of Sawyerville; Mr. and Mrs. Victor Cole, of Sherbrooke; Mr. and Mrs. Donald Bruce and son, David, of Huntingville, and Mr. and Mrs. Allen Matheson and family, of Lennoxville.

Mr. P. Labranche, of East Clifton, has had several trucks hauling logs from this district the past week.

We deliver milk in North Hatley and the surrounding districts and also furnish the following summer resorts with quality.

- MILK
- CHOCOLATE MILK
- BUTTER
- CREAM
- ICE CREAM

Pleasant View
Connaught Inn
Bree Manor
Hillcrest Lodge
Hob Nob Restaurant

JAMES A. RAFFAN
North Hatley—Tel. 219-R-2

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Tel. 151 — NORTH HATLEY

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- TRIPS AROUND THE LAKE BY APPOINTMENT

BOAT TAXI

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Peterborough Boats and Evinrude Motors

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- Bearings
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- Check Battery, Cables
- Dominion Tires
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TEXACO PRODUCTS
CREDIT CARDS ACCEPTED

A smooth-running car means a happy vacation trip! Let us put your car in tip-top shape with our modern equipment and well-trained personnel.

coming an ultra fisherman's paradise.

President of the Club, Archie Stafford of Ayer's Cliff, says that plans are afoot to completely re-stock the lake with salmon and gray and rainbow trout. Already, considerable work has been done on this project, with the result that this summer fisherman will be able to enjoy more fishing thrills on Lake Massawippi than ever before.

In the early spring of this year, the club stocked the lake with 1,000 full-grown dore from Missisquoi Bay on Lake Champlain. Ranging in weight from one to nine pounds, these beauties should provide many thrills during the summer.

In addition, as has been the custom for several years past, the club late in May put 25,000 speckled trout from the fish hatcheries at Lake Lyster in the brooks leading to the lake.

At present, the most important project concerns salmon. At the southern tip of the Lake, the club has stocked a pond with 1,000 salmon fingerlings, with a view towards letting them out into the lake when they have grown to 10 or 12 inches, and can fend for themselves.

Several other such pond projects are planned, for salmon gray and rainbow trout. These, however, will not go into effect until next year.

Meanwhile, the usual fishing on the lake is reported by President Stafford as being "excellent." The bass season opens July 1, and the situation in this respect is very good. Gray trout, salmon, northern pike, dore, bass, perch, and many other varieties of fish abound in the lake, awaiting the whirr of the reel.

ANCIENT SITE

The Vikings in 874 AD established a settlement on the site of Reykjavik, present capital of Iceland.

WATERVILLE—

Miss Edme Fortin has arrived from South Hadley, Mass., and will spend the summer at her home in town.

Mr. and Mrs. Howard McIntyre, of McMasterville, were week-end guests of Mrs. J. W. McIntyre and Mrs. E. E. Bain.

Mr. and Mrs. James Lepine and their son, Bryan and daughter, Bunny, were week-end guests at the home of Mrs. Lepine's parents, Mr. and Mrs. Charles Maskery.

Mr. and Mrs. William Bell and son, David, were in Moe's River and visited Mrs. H. Hughes.

Mr. and Mrs. P. Kezar, of North Hatley, were visiting their son and daughter-in-law, Mr. and Mrs. Russell Kezar and family.

Mr. Thomas Wilkin, of Lennoxville, Mr. and Mrs. Earl Marshall and their daughter, Diane, of Sherbrooke and Mr. and Mrs. Clinton Beattie, of Danville, were recent guests of Mr. and Mrs. Clifford Marshall and family.

The christening of the infant son of Mr. and Mrs. Clifford Marshall took place in St. John's Church with the Rev. Mr. Harrison officiating. The baby received the names Leonard Clifford and the godparents were, Mr. and Mrs. Clinton Beattie, of Danville, and Mr. Earl Marshall, of Sherbrooke. Following the ceremony, Mr. and Mrs. Marshall entertained at afternoon tea at their home.

HATLEY—

Mr. Morton Leavitt and Mrs. Lora Fish, of Ayer's Cliff, called on Mrs. Margaret Whitcomb.

ISLAND BROOK—

Miss Mary Seal, Mr. Howard Seal, Mrs. Eva Hammond and son, Delmer, accompanied by Mr. and Mrs. Erwin Watson, of Canterbury, were in Groveton, Vt., where they attended the marriage and reception of Mr. Keith Warren, Mr. Warren is the grandson of the late Willie Christie.

Dr. A. Fouse and son and Mrs. Freda Burns, of Montreal, were guests of Mr. and Mrs. R. H. Burns and Mr. Joseph Burns. Mr. Joseph Burns accompanied them to Montreal, where he entered a Montreal hospital.

Mrs. Lucien Perras, of Valois, spent a week with her father, Mr. W. J. Dawson.

Mr. R. H. Burns spent a weekend in St. Rose with Mr. and Mrs. Ansell Burns.

ANCIENT COFFINS

The earliest-known coffins were made of stone or wood in ancient Egypt.

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TO DELICIOUS DAIRY FRESH
MILK

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- CREAM
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- COTTAGE CHEESE

Top Quality and Best of Service.

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NORTH HATLEY, QUE.

All Summer Sports — Recreation

SWIMMING and DIVING

in our standard size swimming pool

BOATING — WATER SKIING — HORSE BACK RIDING
LIGHTED TENNIS COURT, GOLFING, ETC.

Famous for its generous home-like meals.
Full course meals from 12 - 2 p.m. and 6 - 8 p.m.
Light Lunches at all hours.

BANQUETS — RECEPTIONS
ROOMS WITH BATH and RUNNING WATER

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While on your vacation, or out on one of those Sunday drives, VISIT

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A SHORT DISTANCE FROM NORTH HATLEY

1250 feet above sea level.

Located on the Minton Road, 3 miles from North Hatley, on the Ray Conner Farm.

Drinks, Cigarettes, Bars, etc. are sold at "The Look Out".

The Pleasant View offers you a colourful view of Lake Massawippi. There are all modern conveniences for the tourist; it is indeed, an ideal location, open all the year round, for anyone planning a vacation.

Pleasant View Hotel

One of the finest tourist hotels in the Province of Quebec.

Tel. 23 — NORTH HATLEY, Que.

The above photo shows the Pleasant View Hotel.

BROWNING'S DRY GOODS STORE

NORTH HATLEY, QUE.

Styles Never Seen Before '55!

- BATHING SUITS and CAPS
- BEACH WEAR
- SUN HATS
- SPORTS WEAR

Prices are Right — Selection Good and THAT'S NOT ALL

- Complete Line of Lingerie
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- Knitting Supplies
- Linen and Cotton Tablecloths
- Irish Linens (Towels, etc.)
- Handkerchiefs
- Gifts and a host of other lovely articles!

SWEATERS

Tourists really go for our selections in fine sweaters. For instance, they love our "Grand Mere" Sweaters and our other popular lines that come in a variety of wonderful shades and stylings.

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NORTH HATLEY, Que. Tel. 13

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Rowboats and Canoes TO RENT!

— Dealers For —
PETERBOROUGH BOATS
CANADIAN CANOE CO. BOATS
MERCURY MOTORS

(gas and oil for watercraft)

Let us equip you with a boat and motor!

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You Would Like To Cruise Around Lake Massawippi, We'll Take You On That Trip!

WATER SKIING

Good news! A professional water skier will be in attendance throughout the summer. Lessons in water skiing and professional instructions will be given this year.

A Beautiful Spot

On the shores of LAKE MASSAWIPPI

- Enlarged and Improved Club House; good beach, main buildings, sprinkler protection, locker facilities for out-of-town guests at a small nominal fee; 10 new cottages, golf, tennis. Dancing in the club house; swimming, canoeing.

ALL OTHER SUMMER AMUSEMENTS!

DURING THE WINTER THE PLEASANT VIEW IS AN IDEAL SKI RESORT.

Modern Facilities Available At Eastern Townships Hotels

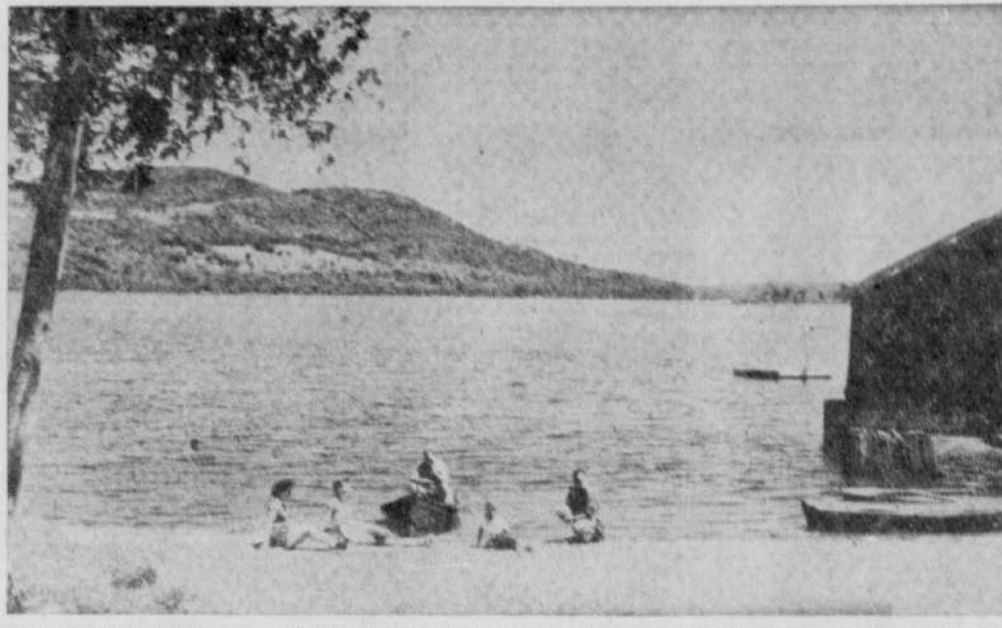
Boat-Building Industry Brings Fame To North Hatley, E. T. Summer Resort

Although North Hatley is predominately a tourist town, it possesses one industry which has become well-known in boat-building circles the world over — Hatley Craft Marine and Manufacturing Company. Owned and managed by

E. G. "Ned" McCrea, who also designs the distinctive Hatley Craft boats, this company is the successor to the old Hatley Craft Limited, which Ned bought into in May of 1954. Since this time, there has been considerable expansion of the

existing facilities. A 60 by 20 foot wooden extension has been added, which houses display and stock rooms, and a machine shop and an outboard motor repair shop downstairs. Upstairs is the drafting room and business office. A staff of six men is employed.

With a policy as sound as a new gold-piece, and an even brighter future, Hatley Craft Marine has a complete marine service design-



LAKE MASSAWIPPI, one of the famous lakes of the Eastern Townships, is shown above as it appears from Ayer's Cliff, a tourist centre at the south end of the lake.

ed to help busy people make the most of their holiday time with a minimum of cost.

With two new models for general use in production this year — the Suntime, and the Skitime — Hatley Craft is in a position to serve local purchasers with custom style boats at stock model prices. On these all-new models, you have a wide choice of equipment, with your choice of colours at prices less than competitive buys which are standard models.

Hatley Craft is in a unique position as regards the production and design of their craft. Designing, selecting all-Canadian materials in the final finishing and in the actual use and testing of boats, the company is in full control of the high quality of the product from creation to final delivery.

The customer is always shown consideration at Hatley Craft. Whether you are an avid boat fan and builder, or simply looking for a good summer vacation craft, Hatley Craft stands ready with its years of expert experience to aid you in any way possible.

As well as manufacturing and serving boats, Hatley Craft offers a sound and varied retail business which the customer may take advantage of.

In new or used boats of their own, or others' manufacture, in material, equipment or fittings, or in new Johnson Sea Horse outboard motors or guaranteed used motors, Hatley Craft has something to offer every one interested in boating, and for every budget group.

Hatley Craft always stands ready with its years of experience to help you in any of your boating problems.

NORTH HATLEY

A regular meeting of the St. Barnabas Church Ladies' Guild was held at the Community Hall. The meeting was opened with the Guild prayer, led by the president, Mrs. T. K. Kennedy. During the business session which followed, further plans were made for the luncheon and bazaar to be held on July 20. The date for the lawn party, to be held at the summer home of Mrs. P. H. Scowen, was set for August 17. Notice was given that Rev. Peter Kingston, of Danville, will give an address at the fall W. A. meeting, dealing with his work as pastor in the Magdalene Islands.

Members were urged to save old clothing to be sent to Mutton Bay in the fall. Following adjournment, a delicious tea was served by the hostesses, Mrs. Stewart Reed and Mrs. Georges St. Pierre, to eighteen members and two guests, Mrs. S. Lake and Mrs. M. Gokey.

Friends of Mr. and Mrs. C. W. Ride will be sorry to learn that their son, Master Robert, is a patient in the Sherbrooke Hospital.

Recent callers at the home of Mr. and Mrs. C. W. Ride were Mrs. A. Kendall and Misses Freda and Doreen Kendall, all of Windsor Mills.

ISLAND BROOK—

Mr. and Mrs. Lovell Spaulding entertained their family on the occasion of their 55th wedding anniversary. Those present were Mr. and Mrs. Garnet Lister and son, Alton, of Island Brook; Mr. and Mrs. A. H. Banks and son, Peter, of Sherbrooke; Mr. and Mrs. Gordon Spaulding, of Lennoxville; Mr. and Mrs. Clifford Spaulding and two sons, Donald and Howard, of Huntingville; Mr. and Mrs. Elgin French and son, Neil, of Sherbrooke, and Mr. and Mrs. Garfield Spaulding and two children, Lorne and Colleen, of Island Brook. They were presented with an electric tea kettle as a gift from the family.

Mr. and Mrs. Charles Greenlay and son were guests of Mr. and Mrs. N. D. Todd recently.

Mr. and Mrs. Forest Labaree, and daughter, of Eaton Corner,

were visitors of Mr. and Mrs. Frank Hearn, Mr. and Mrs. William Lister and Mr. and Mrs. Clarence Lister.

ter, Ont., has been transferred to Ottawa. Mr. and Mrs. Mailin Westgate attended the semi-centenary at Maedonald College.



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Carrying a complete line of Groceries, Fresh Fruit, and Vegetables.

Patent Medicines • Frozen Foods • Dairy Products

Full line of magazines and papers of all kinds.

Souvenirs and Novelties

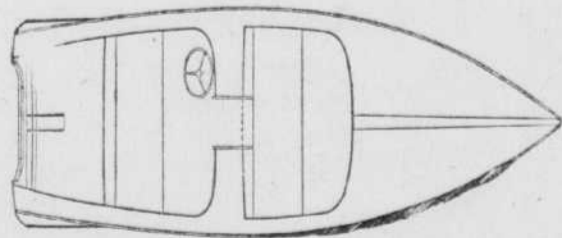
Up-to-date Soda Fountain in North Hatley

(Open 7 days and 7 nights)

A HATLEY CRAFT BOAT and a JOHNSON OUTBOARD MOTOR for a truly wonderful

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YOU'LL GET GREATER THRILLS WITH A HATLEY CRAFT DESIGNED *Skitime*



The Skitime is a multiple ski-boat, designed for speed and safety. Designed especially for 25 h.p. and larger motors, the Skitime will achieve the utmost in stamina and performance. Maximum speed is well over 35 miles an hour, whether carrying one or two, or towing up to three skiers. It's another ALL-CANADIAN designed and built boat, offering not only speed, but also safety in either rough or calm water. It is indeed a beauty, finished in the traditional Hatley Craft custom standard and carrying a valid two-year guarantee.

The most versatile and easy-to-use boat ever built, is the HATLEY CRAFT'S DESIGN of the ideal family boat, the *Suntime 14*



UTILITY, interpreted as USEFUL, is the stand-out feature of the Suntime 14. A capable, worthy little boat with a composite nature. She is fast and lively and yet seaworthy and safe, no light or tricky riding, she behaves just as you want her to. If your neighbour passes you, she'll overtake him; if you have the family aboard, she'll ride along nicely and easily. We're proud of her All-Canadian heritage and we know you will be too. Designed by E. G. McCrea, built of Canadian MARINE materials and finished in reserved but bright, young-in-heart colours and delivered to you complete with a valid TWO-YEAR GUARANTEE.

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“QUALITY FOR QUALITY there's no better buy than a HATLEY CRAFT product!”

TRADE IN YOUR PRESENT BOAT and MOTOR

We'll allow you good value on your used outfit.

IF YOU WISH TO PAY FOR A NEW OUTFIT AS YOU USE IT, ASK ABOUT OUR EASY TERMS AND BUDGET PLAN!

Looking for a used boat or motor...

maybe we have just what you want at the price you expect to pay! See our large selection of guaranteed, reconditioned boats and motors.

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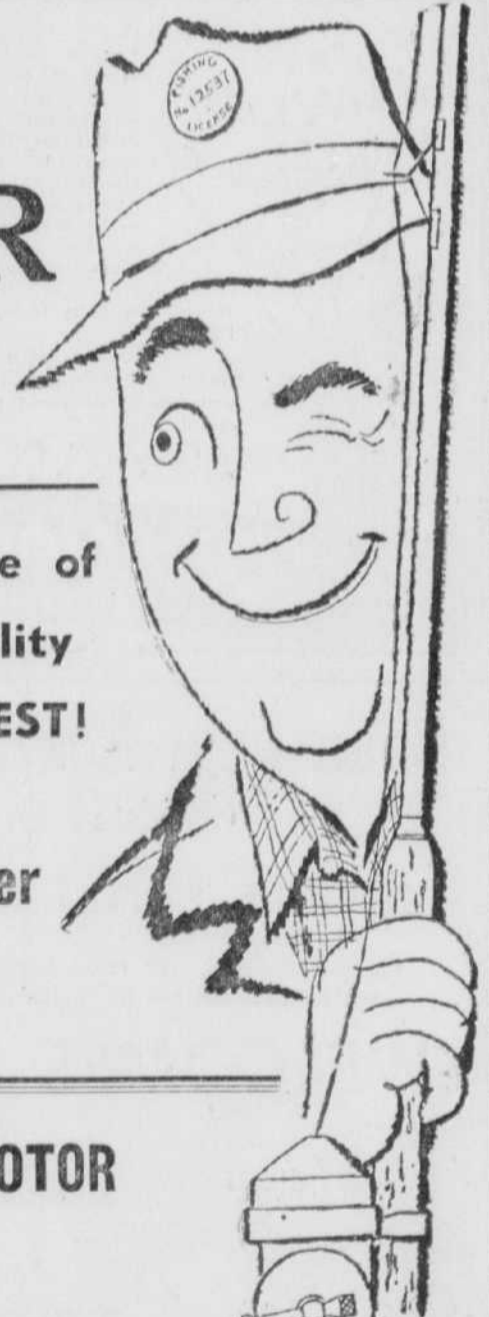
Open Daily:— 8 a.m. till 9 p.m., Mondays till Saturdays inclusive, and Sunday afternoons.

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MAYOR — C. J. REED

Sec.-Treas.: — Norris H. Wilson

COUNCILLORS: M. Sharman, A. Greer, G. Bean, R. L. Reed, C. Ladouceur, T. K. Kennedy.



Eastern Townships Readily Accessible For U.S. Tourists

Pleasant View Hotel Provides Utmost In Variety For Its Holiday Guests

The combination of sun, fun and water which is the summer vacationer's idea of paradise, seems to be just right for the thousands of holiday seekers who flock to Pleasant View Hotel in North Hatley every summer.

The influx has already begun and the lake village, second largest resort area in the Province of Quebec, is tuning up to holiday pitch as swimmers, water-skiers, motorboat and sailing enthusiasts churn up the frequent parts of the lake while fishermen float in the quieter bays.

For many past summers, all varieties of types and tastes have been met and accommodated at Pleasant View. An excellent nine-hole golf course adjoins the ho-

tel property and in addition three tennis courts and four shuffleboard courts are available to all the guests.

Swimming and sunning at Pleasant View are of the best as guests have a large dock, raft and beach available right in front of the hotel. It is also an ideal spot for fishermen as the lake is restocked annually with salmon, bass, trout and grass pike.

The hotel recreational director also arranges organized tournaments, hikes, hayrides and sing-songs as part of the entertainment for guests who are interested, and dancing is popular nightly in the resort's clubhouse at the water's edge with orchestra on hand twice a week.

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17 & 19 "1" St., Hampton Beach, N. H.
Convenient to bathing beach and all activities. Modern rooms with private bath, also rooms with hot and cold running water. Home cooked food, television, sun deck. Free parking space. Reasonable rates include meals. Early reservations suggested. Booklet on request. Mrs. Lillian Brindamour, Tel. Hampton 2456.

CAN'T WAIT, IT'S BEEBE — for GOOD USED CARS, fine selection! He has just the car for that vacation!
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CHARLES BREWER



North Hatley Man World Famous As Boat Designer

A North Hatley craftsman is making Canada's name known all over the world.

"Ned" E. G. McCrea, owner and manager of Hatley Craft Marine and Manufacturing Company in the tourist town on Lake Massawippi has been turning out boat designs for the past few years that have raised approving and knowing eyebrows in many international boating circles.

The latest triumph was registered this spring at the



REST AND RELAXATION feature the many Eastern Townships summer resorts of which the above is typical.

Canadian National Sportsman's Show held in Toronto, where Ned's two newest designs — the Suntime and the Skitime — were on display. Both of these boats are of light B class design, and don't look too much different from any of the other light craft on the market.

"The difference is in the performance," explained Ned, and it was this difference which drew admiring comments from other boat designers and manufacturers in Toronto.

Both new designs are built for use with outboard motors. The "Skitime," described as a "multiple ski-boat designed for speed and safety," has a maximum speed of well over 35 mph, and weighs only 275 pounds. Almost 14 feet long, it will carry a maximum load of 1000 pounds, and with a 25 HP outboard motor will tow several waterskiers simultaneously with no appreciable drop in speed.

The "Suntime" is an even lighter, runabout boat, designed for motors up to 25 HP. Weighing only 185 pounds, it is designed for utility and safety in even the roughest water.

Boat designing comes easy to Ned, for he has been at it for six years. He estimated that altogether, he has designed 60 or 70 boats which have now become stock designs, and are manufactured by other boat building companies. It took him "only about three weeks" to draw up the plans for both the "Suntime" and the "Skitime," and he says that his company will be building both of these boats as custom models for the next three years. After that, the design becomes stock, and is sold to other companies and to sports magazines.

Ned does most of the de-

Look-out Offers Splendid View Of Lake Massawippi

The Eastern Townships have long been noted for their scenic beauty in any season of the year, and the region about North Hatley and Lake Massawippi bears out this fame. For a breathtaking view of the countryside here, the well-known "Look Out" three miles from North Hatley on the Minton Road provides an experience not soon forgotten.

Twelve hundred and fifty feet above sea level, the "Look Out," situated on the farm of Ray Conner, affords a clear view of Lake Massawippi and the surrounding countryside that stretches in a colorful panorama for many, many miles. To the south can be seen the Green Mountains of Vermont, across the border, to the north, stretch many miles of Sherbrooke County.

The "Look Out" is an ideal place to spend a picnic day in the summer with the whole family, or to drop in for a short visit. Guests can enjoy lunches and refreshments from Ray Conner's "Look Out" restaurant.

Young Lebrun

ESSO SERVICE STATION

Now under the management of Young Lebrun, formerly a well known boxer in Sherbrooke.

1 1/2 miles from Lennoxville on Route 5 to U.S.A.

ESSO PRODUCTS

Washing - Greasing - Simonizing - Tire Repairs - Accessories - Tires - Batteries

LUNCHES SERVED AT ALL HOURS. Ice Cream — Soft Drinks — Cigarettes

"It's simple, he has a summer cottage with an ARTESIAN WELL and a FAIRBANKS-MORSE PUMP-ING SYSTEM!"

DUQUETTE SPECIALTIES
Artesian well drilling, testing and deep well turbines.
FAIRBANKS-MORSE Sales & Service
68 Gillespie St., Sherbrooke.

THE PLAYLAND OF VACATIONLAND

KNOWN as the playground of two nations Old Orchard Beach has attracted thousands every year from Canada and the United States to enjoy its famous 7-mile sweep of sandy beach, its invigorating surf bathing and healthful climate. Major attractions include a large amusement area, ocean pier and accommodations to fit every purse.

Dancing — Movies — Night Clubs — Bowling — Golf — Tennis — Shuffleboard — Horseback Riding — Deep Sea Fishing — Gift Shops — Restaurants — Thoroughbred Horse Racing & Stock Car Racing Nearby.

MAIN LINE TRAIN & BUS SERVICE
FREE illustrated booklet on request. Please specify your vacation dates and type of accommodations desired. Write:
CHAMBER OF COMMERCE
Old Orchard Beach 12, Maine

OLD ORCHARD BEACH Maine

Beau-Lieu Restaurant
at the
HI-BALL MOTEL COURT

Highway Route 5, 10 miles from Sherbrooke and 21 miles from the International Boundary.

WELCOMES YOU

BREAKFAST AND A LA CARTE MEALS

Phone 49
WATERVILLE, QUE.

signing work in the winter, occupying the summer months with building and retailing the finished models at the North Hatley plant. He estimates that he can produce some 10 or 12 designs a year, some of which become stock plans for sale to other companies or magazines.

These stock plans take several different forms. Hatley Craft provides "do-it-yourself" kits with some stock plans, and also furnishes full-size patterns for some of the smaller parts. Many of the stock designs, especially the racing models, have appeared in magazines in Canada, the United States and even South America. Altogether, Ned estimates that from 3,000 to 3,500 boats have been built from designs he has conceived.

His racing boat designs are already famous in several parts of the world for their performance. A McCrea-designed Class B outboard racer won the British National Championship for its class in 1953.

This month, Ned received word from Germany that an American Air Force Officer, racing in a McCrea-designed Class C outboard craft professionally built by a German manufacturer, had set a new speed mark for the class, eclipsing the old mark of 68 mph with a new one of 73 mph.

ULVERTON—
The induction service for Rev. Martin was held in the Dunkerley Hall. Following the service a social hour was spent and refreshments served.
Mr. and Mrs. Walter Cummings, of St. Johnsbury, Vt., were guests of Mr. Roy Cummings.

MAPLE HILL —
Heather and Flora Reid are

wonderful eating

NORTH HATLEY'S
popular
BONNEVILLE RESTAURANT

Enjoy our new Soda Fountain, where light lunches are served at all hours. Bird's Eye Frozen Foods featured at our frozen foods counter.

HOT DOG! it's **BONNEVILLE, IN NORTH HATLEY**

For Groceries — Patent Medicines — Fruits and Vegetables — Ice Cream — Cigarettes — Soft Drinks — Newspapers

Faster to the WEST!

CANADIAN NATIONAL RAILWAYS

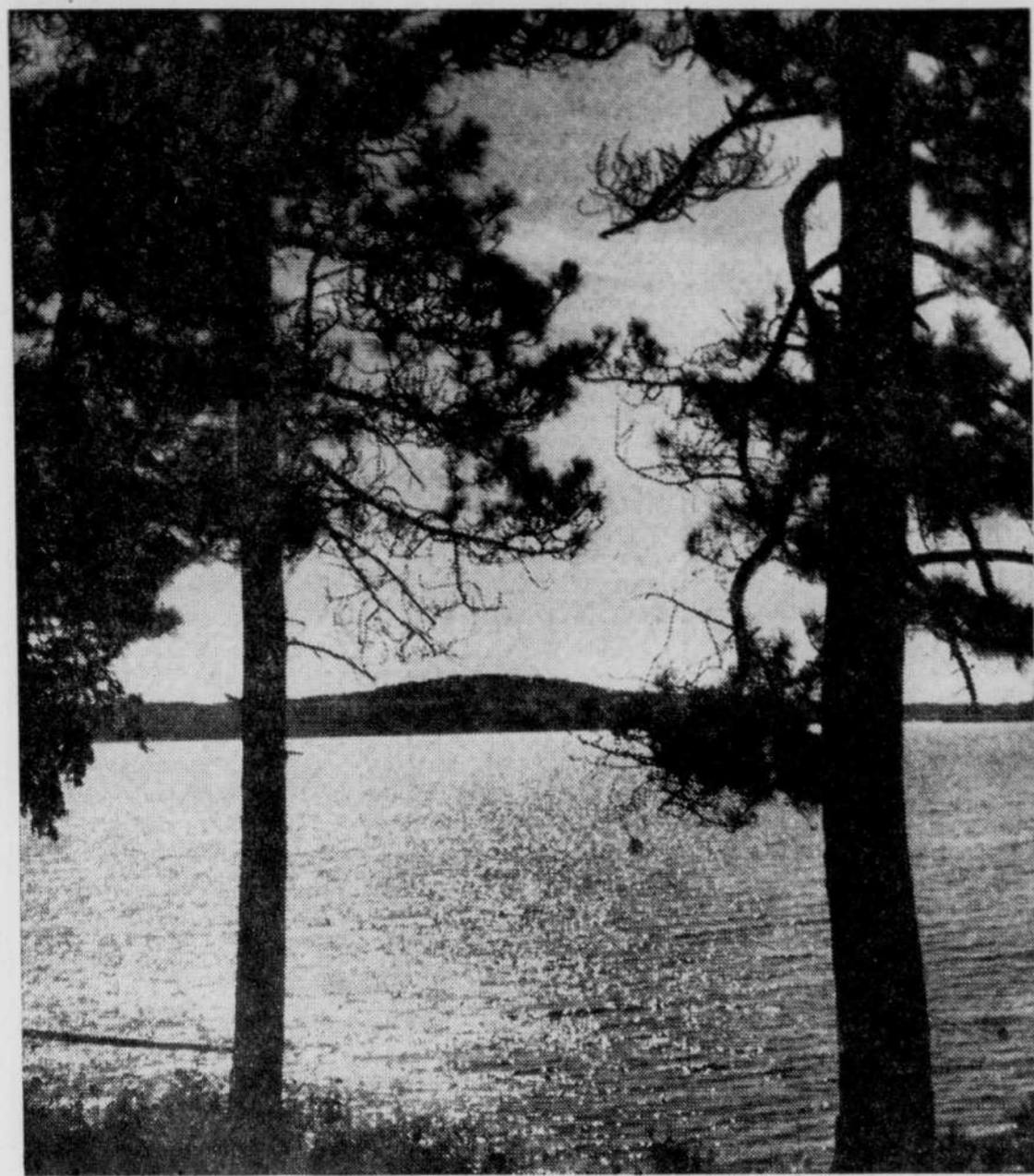
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MONTREAL • WINNIPEG • SASKATOON • EDMONTON • JASPER • VANCOUVER

Eastern Townships Offer Varied Facilities To Visitors



BEAUTIFUL BROME LAKE, one of the most noted of the many Eastern Townships resorts, is pictured above.

BULWER—

Mr. and Mrs. Victor Houghton and children, Judith and Gary, of Montreal were week-end guests of Mr. and Mrs. W. A. Rogers.

Mr. and Mrs. Basil Prescott and son, Sidney, spent the week-end with Mr. James Moore at Kinnear's Mills.

Friends of Mrs. Stanley Nutbrown are sorry that she is a patient in the Sherbrooke Hospital, where she is receiving treatment.

Mr. and Mrs. E. H. Parker

were guests of Mr. and Mrs. Roy Fortin at Stanbridge East.

Mr. and Mrs. Curtis Ross were guests of Mr. and Mrs. Leon Jordan at Sutton.

The Bulwer Women's Association was entertained at the home of Mrs. Archie Moore with Mrs. Stuart Merrill and Mrs. Ralph Todd as assisting hostesses. The president, Mrs. W. G. Pinchin, conducted the business meeting.

Donations were given the choir to buy music and the Scouts to help finance the boys being sent to the Scout Jamboree in August.

Plans were made to hold a garden party at the home of Mrs. E. H. Parker on Thursday afternoon, June 30. At the close of the meeting lunch was served by the hostesses.

Mr. and Mrs. E. H. Parker were guests of Mrs. J. Van Antwerp at Dunham.

Mr. and Mrs. Ernest Everett of Lennoxville were guests of Mr. and Mrs. Curtis Ross.

Mr. and Mrs. Arnold Wheeler of Coaticook were guests of Mr. and Mrs. M. A. Wheeler.

Mr. and Mrs. Stuart Merrill and children were guests of Mr.

and Mrs. Ray Merrill at Ayer's Cliff and attended the Song Service at the Beulah United Church.

Mr. and Mrs. William Parker and Mr. E. Tannahill of Sawyerville were guests of Mr. and Mrs. M. A. Wheeler.

GRANBY—

Mrs. J. Fleming, Mrs. W. Smith and Mrs. Reginald Topp entertained at the home of Mrs. Topp, in honor of Miss Joyce Eadie, whose marriage to Mr. Wm. F. C. Keyton will take place in Montreal, on July 9th. Upon ar-

rival, Miss Eadie was presented with a corsage of yellow pansies.

Later Mrs. J. Fanning, on behalf of the guests, presented the bride-to-be with a torchiere lamp. Miss Eadie was also presented with a buenilum tray by Mrs. Fanning, president of the Beta Sigma Phi, after which the guest of honor expressed her appreciation. Tea was served from a lace covered table with pansies in a crystal bowl as its center and yellow papers adorned the ends. Mrs. K. Poyer poured tea and the hostesses were assisted by Mrs. Octavia Bota and Mrs. Frank Herring.

Prepare NOW for the long Holiday Weekend!

SHOPPING HOURS:

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BEACH TOWELS

In soft Cotton Terry! You'll surely want one of these! So come and choose yours in white with the "Flamingo" pattern as shown with a colourful "Duck" pattern.

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SMART SWIM CAPS AT THRIFT PRICES

LADIES' SIZES — in White, Red, Yellow, Blue, Green. With inside suction band to keep water out, and adjustable chin strap. Just what you need to protect your smart hair-do, and for swimming comfort.

69c

SWIM CAPS

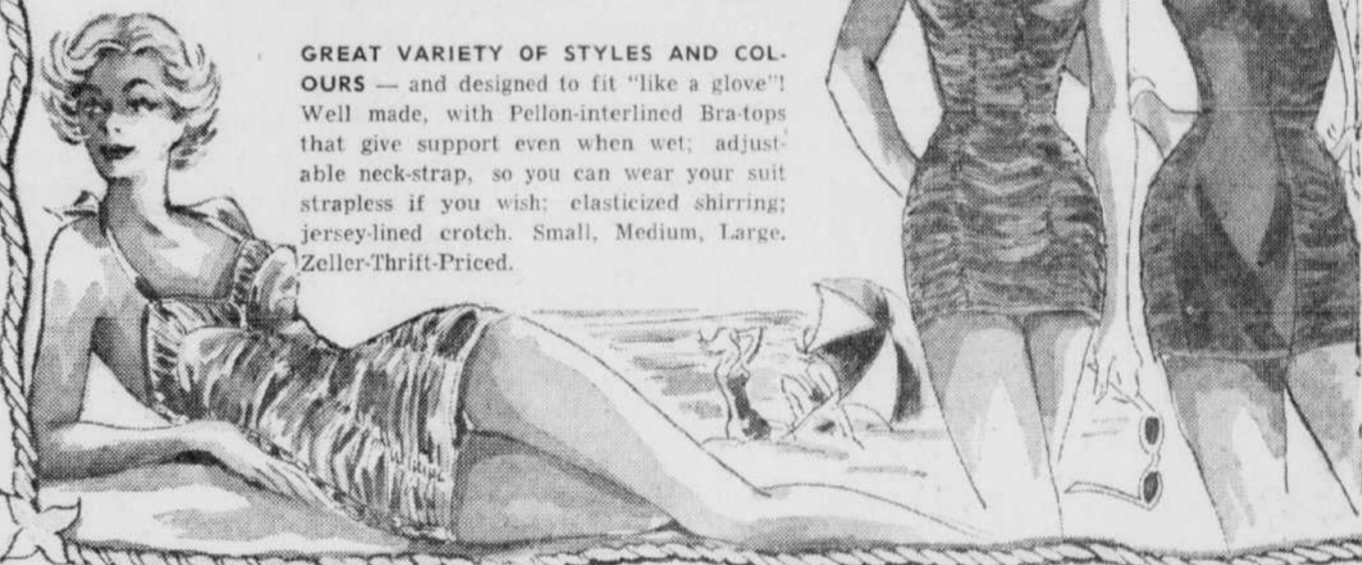
GIRLS' SIZES — for ages 7 to 14. Of sturdy rubber with attractive "Fish" pattern. Adjustable chin strap, with dome fastener.

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BATHING "BEAUTIES"

"Celanese" Jerseys • Rayon Satins
"Celanese" Satins • One-Pc. Styles

3.95 - 4.95 - 7.95

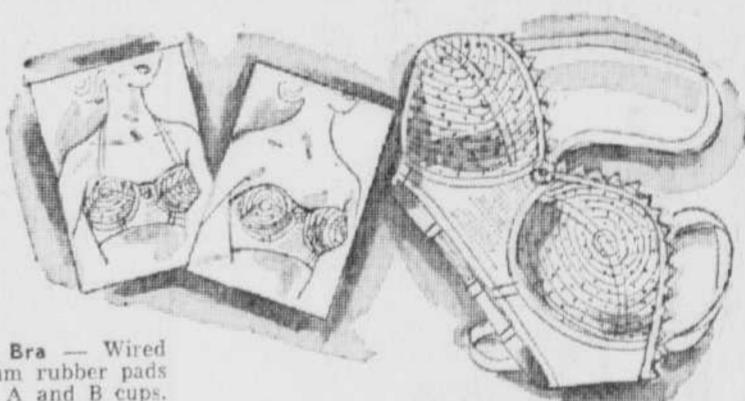


GREAT VARIETY OF STYLES AND COLOURS — and designed to fit "like a glove"! Well made, with Pellon-interlined Bra-tops that give support even when wet; adjustable neck-strap, so you can wear your suit strapless if you wish; elasticized shirring; jersey-lined crotch. Small, Medium, Large. Zeller-Thrift-Priced.

New! THREE-WAY Brassiere!

JUST THE THING FOR SUMMER! You can wear this bra strapless style, halter style, or scoop neck style. Cups padded with comfortable-to-wear Foam Rubber; wired undercup; adjustable back closing. Elastic insert in front for perfect fit! Sizes 30 to 38; "A" and "B" cups. White cotton broadcloth. Only, each

\$2.00



STRAPLESS BRA "Petal Burst" by Wonder Bra — Wired satin cup with elastic band and back tiny foam rubber pads at points of pressure. White. Sizes 32 to 38. A and B cups. A regular \$3.50 value.

2.00

It's Smart To Shop At Zeller's

MIDRIFF & PEDAL PUSHER SET — Sizes 7 to 12. Of "Sanforized" Denim. Styled with elasticized Midriff, and elasticized waistband in back of Pedal Pushers. Red, blue, iced with white. Set

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★ ★ ★

MISSES' DENIM HALTERS — Boned and elasticized! A smart strapless top to wear with or without a bra. Styled with pretty white wing and button trim. Blue, charcoal. Sizes 32 to 38

1.00

★ ★ ★

MISSES' PEDAL PUSHERS — Of "Sanforized" Holiday Denim. Smartly styled in black, blue, charcoal, red, with bright Plaid trim. Zipper in back for trim fit. Sizes 12 to 20

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KIDDIS & JUNIOR STYLES! LADIES' STYLES! Smart plastic frames with bright stripe, plaid and glitter colourings. Thrift Priced.

25c - 79c

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Elasticized Hair Bandeau

Nylon! Mesh! Slip-on and ribbon tie styles. Some have metallic button trims. Beautiful colours, also white, black. Fit any head size.

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Holds 1 Pt. Liquid! Ever so handy! Has Bakelite cap.

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SIZES 6 TO 10 — Sturdy Leather Halter - strap Wedgies in white, red, Multi-colours.

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Sizes 12 to 20. "Sanforized" Cotton Broadcloth! Lineny fabric!

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MISSES' SKIRTS

Sizes 12 to 20. Printed Cotton in pretty floral patterns.

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Girl Guide Notes

ROCK ISLAND

After four months of working for their tenderfoot badges, under the leadership of Captain Alice Tenneson and Lieut. Mary Bronson, the patrol leaders and a few of their recruits were

ready for enrollment. The event took place at the Stanstead South church hall, when the Commissioner, Mrs. A. H. Stoddard, of North Hatley, was present.

Capt. Tenneson presented the four patrol leaders, Joyce Labree, Diane Farley Maureen Miller and Marion Davis to the Commissioner, who presented them with their tenderfoot badge gold

trefoil. The Patrol leaders presented their recruits for enrollment. Joyce Labree, leader of the Lily of the Valley patrol presented Joyce Sansgrin; Maureen Miller, leader of the Red Rose patrol presented G. Woodard, and Marion Davis, leader of the Daffodil patrol presented Elizabeth Hatch. Diane Farley, leader of the Shamrock patrol, did not present any recruits.

Following the enrollment, Mrs. Stoddard addressed the Guides, welcomed them into the movement, saying they should be proud of their uniform, to remember and enact their promise in their everyday lives, and be an asset to the community by doing so.

There are 18 girls in the Bank Island company and six of these have only one more item to be learned before their enrollment, which will take place in the near future.

It has been decided to carry on the Company through the summer months, and the captain, lieutenant and patrol leaders are planning several outings. It is expected one of these will be the entry of a float at the Hatley Dominion Day celebration.

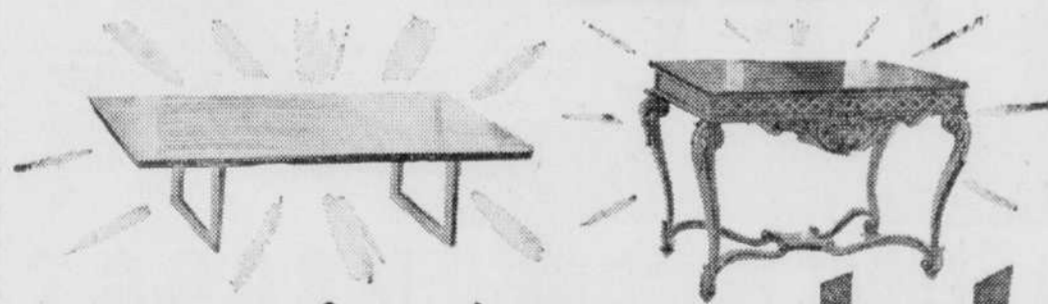
On adjournment, the entire group of Guides marched to the Derby Line Village Hall, where they were guests of the Girl Scouts.

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A mortgage loan under N.H.A. enables you to spread the cost of a home over the years. All mortgage loans arranged at branches of The Royal Bank of Canada under N.H.A. are now made at the new low interest rate of 5%. Ask your branch for booklet giving full details.

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CONTAINS NO DUST COLLECTING OIL!

Cabana Motel, Most Modern Eastern Townships Resort

Lake And Mountain Scenes Offer Noble Background

Nothing like it has been seen so far in the Eastern Townships. With an extremely elegant appearance the new Cabana Motel rises along the shores of Lake Memphremagog. It offers tourist accommodation vainly sought elsewhere. It is the newest and certainly the most modern motel in the Province of Quebec.

One year ago, the site where the Cabana Motel now stands was a mass of marshland and it took tons of earth, gravel, and rock to solidify the ground. Today the tourist who sees this magnificent modern building for the first time, surrounded by a vast amount of land which will soon become a lawn, can imagine very easily the tremendous amount of work it has taken to create such a beautiful motel.

Motel Cabana, which is certainly one of Magog's proudest sites, is situated on the north shore of Lake Memphremagog on National Highway No. 1 just outside of Magog. The exterior appearance is ultra-modern and is formed along the most recent architectural lines, plans for which were made by Mr. Raoul Cabana from a sketch drawn by Architect Philip Demers of Sherbrooke. Even the signboard on the roadside reflects the modern touch.



ULTRA-MODERN MOTEL — Shown above is the sparkling new ultra-modern Cabana Motel on the Montreal road near the outskirts of the city of Magog. The all-concrete project is one of the largest in the Eastern Townships, providing the utmost in modern vacation comfort and service. (Record photo by Gerry Lemay)

At present the proprietor is establishing a beach which he will eventually make public. This will be a welcome addition with the disappearance of Wright's beach, which drew big crowds every day. Cabana Beach will have an additional advantage over Wright's Beach in that it is nearer Magog and thus is easily accessible. Mr. Cabana also has acquired a vast tract of land which he will use as a parking area.

The motel itself, beside the main Inn, comprises 14 very modern and magnificently furnished cabins with double exits, one onto the beach and the other on the highway. Needless to mention each cabin contains shower and toilet. The cabins all have radiant heat-

ing which assures an equal distribution of heat. The pipes for this system are placed in the floor. Each room is well lighted with a beautiful view of the lake and the Green Mountains of Vermont in the rear while the front view shows Mount Orford. The motel is situated far enough from the road that visitors will not be disturbed by traffic. The furnishings are also ultra-modern and were supplied by the Pouliot Store of Magog.

In some cabins there are two beds while in others a bed and Davenport. The color of the walls and ceilings blend harmoniously with the drapes. Each cabin contains writing tables, armchair etc. . . Briefly all the desires of a tourist have been combined and those who choose to stay at the Cabana Motel will find comfort, rest and complete satisfaction from all points of view.

The Inn also reflects a modernistic design together with comfort. It contains several rooms, a grill, restaurant and a small reception room. There are several balconies and many interior observation points where one can admire the surroundings. Mr. Cabana spared nothing in making this building not only a modern jewel but also solidly built and comfortable.

Three floors make up the building, the two top ones being for bedrooms only. Each room is large and well furnished and has bath, shower etc. . . plus a thick, soft Turkish rug.

The restaurant, grill, kitchen and reception room are situated on the ground floor. A large number of patrons can be accommodated in the restaurant and grill, and the kitchen is under the direction of a well experienced cook. Restaurant furnishings are ultra-modern and comfortable.

The view from the restaurant shows the highway and Mount Orford while from the grill one can see Lake Memphremagog and the Vermont mountains.

Needless to say the Cabana Motel has a suitable atmosphere for all tastes and with its facilities is a point of pride not only for Magog but for the Eastern Townships.

Those who travel to the

Laurentians will have the opportunity to spend a few hours in such a beautiful place as the Motel Cabana and they will be able to see that the Eastern Townships

has everything one desires. The well situated Motel Cabana, with its elegant appearance and absolute comfort offers to the tourist the last word in accommodation.

LEMESURIER—

Mrs. John Maloney and daughter, of New York, were visiting at the Scallon home. Miss Charlotte Harrison and Mrs. Greta Harrison, of Crawfordville, were overnight guests of Mr. and Mrs. C. A. Warcup.

LAWRENCE—

Mr. and Mrs. Dalton Hoyer and daughter, and Mr. and Mrs. John Massey, of Montreal, were visitors of their mother, Mrs. E. Doherty at the home of Mr. Enoch Kerr. Mr. and Mrs. C. Sylvestre and children and Mr. and Mrs. J. Marshall and children, of Bury, were visitors at the home of Mr. and Mrs. W. Martin. Mr. E. Young, of East Clifton, is at present in the employ of Mr. Roy Smith. Mrs. Effie Doherty visited relatives and friends in Island Brook for a few days.

It has been our privilege to have held the painting contract for the



NEW CABANA MOTEL

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MAGOG



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We take this opportunity to thank the contractors, suppliers and many friends who helped make this project such a success. At the same time, we wish to thank our numerous patrons, who have already and will continue to enjoy our modern and convenient facilities.

The Management,
CABANA MOTEL

Here is an ideal vacation centre right within the Magog City Limits. Just a few seconds from Magog's main shopping district, and surrounded by a host of summer sporting activities.

MAGOG

... a splendid vacation centre, overlooking beautiful

Memphremagog Lake

- MODERN MOTEL and ROOMS IN MAIN BUILDING
- RESTAURANT, DINING ROOM and SPLENDID GRILL
- LARGE BEACH
- AMPLE PARKING FACILITIES

MAGOG

... a splendid vacation centre, overlooking beautiful

Memphremagog Lake

BEST WISHES

to the success of the

CABANA MOTEL

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Euclide Langlois

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MAGOG
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Lake, Stream Fishing Abundant In Eastern Townships

Mrs. T. Cadman Guest Speaker At Bury Meeting

Bury—The regular meeting of the Women's Association was held in the Sunday school room with the president, Mrs. Harrison, conducting the meeting. The vice-president, Mrs. Dan Lawrence, had charge of the devotional period.

Mrs. E. Morrison and Mrs. A. Sutherland, sick committee for the past month, reported calls made and cards sent.

The matter of painting the church was discussed and it was decided to finance the project. A committee will meet the trustees

at a later date.

It was decided to hold a tea, food sale and bazaar some time in July. As there is to be no meeting in July, the executive will meet to make further plans for same.

The August meeting, which will meet with the president, Mrs. Harrison, will also be in the evening.

Mrs. MacRae then introduced Mrs. Cadman, of Sherbrooke, who gave a most interesting address on her recent trip to Europe, showing slides of the many places visited. The pictures showed historical castles, bridges, promenades, Alpine hills and valleys and many pictures of scenic beauty.

The speaker was thanked by Mrs. Harrison and presented with a small gift.

The hostesses, Mrs. Earl Goodenough, Mrs. Tom Lawrence and Mrs. Dan Lawrence, then served

refreshments and a social hour was enjoyed.

ST. PAUL'S AUXILIARY

The regular meeting of the Women's Auxiliary of St. Paul's Anglican Church met at the home of Mrs. Eric Fisher. The president, Mrs. Fisher, presided.

After the usual business had been disposed of, final arrangements were made for the strawberry social to be held in the parish hall on June 22.

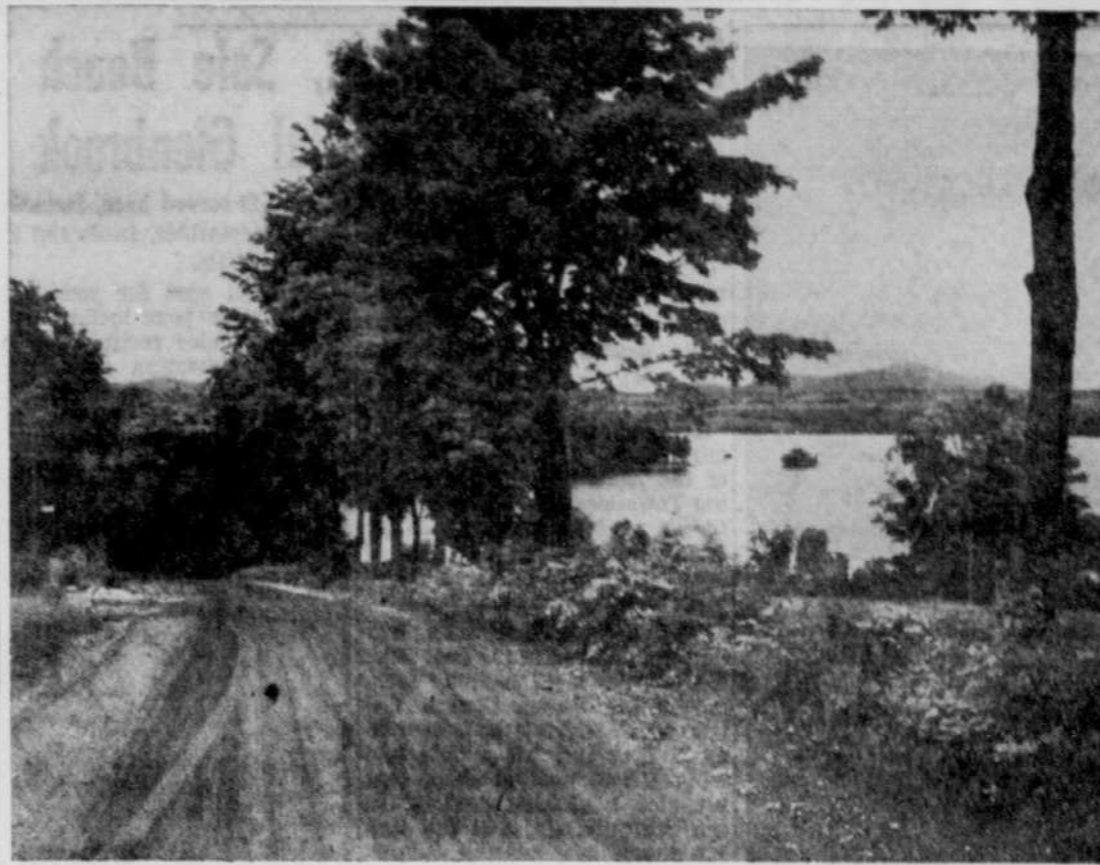
A letter was read from Mr. Cooper, a former resident of this place, and now doing missionary work in the northern part of the province.

One new member was welcomed.

The meeting closed with the repeating of the partners' prayer and the members' prayer. The next meeting is to be with Mrs. S. Prangley in the evening.

General Notes

Guests of Mr. and Mrs. T. C.



Eagle Island, one of the many beautiful islands that dot Lake Memphremagog, is seen above from the road leading to the Hermitage Club.

MELBOURNE

Mr. and Mrs. D. Nixon motored to Grande Ligne with Mr. and Mrs. H. Savage and Mrs. Kenneth Derry to visit relatives.

Miss Elsie Vickers has returned from the Sherbrooke Hospital and is staying with her sister, Mrs. Arnott.

Callers at the home of Mr. and Mrs. M. W. Watters were Mr. and Mrs. Borden Parsons, of Vankleek Hill, and Mr. and Mrs. Eric Johnston and son, David, of Toronto.

Mr. and Mrs. Ralph Orrell and daughter, Sharon, of Montreal East, were week-end guests of Mr. and Mrs. H. J. Henderson.

Mr. and Mrs. Edward Lynch

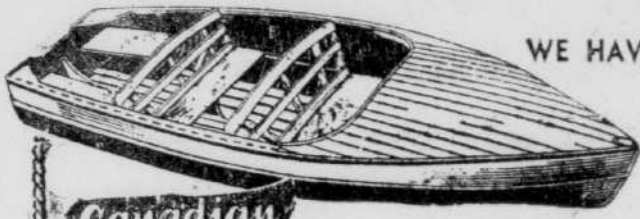
and daughter, Gail, of Sherbrooke, were guests of Mrs. Can Mrs. John Wilkins spent a day in Sherbrooke with her daughter, Mrs. Lyall Pariseau, and family.

AUSTIN—

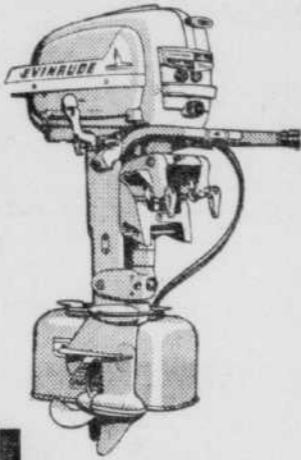
Visitors at the home of Mr. and Mrs. Donald Patterson were, Mr. and Mrs. William Graham, Beverly and Patricia, of Brockville, Ont. Mr. and Mrs. Clifford Anderson, Orval and Gary, of Bury, were guests at the same home.

Mr. and Mrs. George Barron and two children, of Magog, visited Mr. and Mrs. William Jubly.

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BOATS — MOTORS — CANOES — REPAIRS — SERVICE — RENTALS

Born were Mr. and Mrs. W. A. Bown, of Lennoxville, Mr. and Mrs. George Bown, of San Diego, Calif., Canon C. E. S. Bown, of La Tuque, and Mr. Barclay Westgate, of Sherbrooke.

Mrs. E. Cathcart and Mrs. Armstrong were in Canterbury to visit Mrs. Morris Goodin, who is ill with pneumonia.

Mrs. John Smith and Mrs. Kate MacDonald, of Farnham, called on old friends in town.

Mr. Lynn Parsons and Donald and Donald, spent the week-end in Montreal with Mrs. Parsons, who is convalescing at her sister's after some weeks in the hospital.

Mrs. Sam Astbury is spending a few days in Ayer's Cliff with Mrs. J. M. Martin and other friends.

Mr. Osmond Aulis, R.C.A.F., London, Ont., who has been the guest of his parents, Mr. and Mrs. John Aulis, has returned to his duties. Other guests at the same home were Mr. and Mrs.

Herbert Lute, of Newport, Vt., Mr. and Mrs. Dougal Quinn and Mrs. S. Semple, of Bury.

BROME—

Friends of Mrs. R. W. McCutcheon will regret to learn that she is a patient in the B.M.P.M. Hospital, at Sweetsburg.

Mrs. Frances Kirkpatrick, of Sutton Junction, and her guests, Mrs. Hutchins and Miss Ann Leonard, of Boston, Mass., spent an afternoon at the home of Mr. and Mrs. William Chapman.

Mrs. Myrtle Richard was an overnight guest of relatives in Sutton.

Mr. and Mrs. I. Boucher, son, Merrill, and Mrs. Gagnon, of Cowansville, were visitors at the Tracey home, The Elms.

Miss Stella Higgins has returned to Montreal, after spending several weeks at Rockledge Farm. Mrs. William Barnes accompanied her to the city.

St. John's Anglican Church Ladies' Guild met at the home of Mr. and Mrs. William Chapman. The business meeting was opened with prayers by Rev. F. W. Gedy. The president, Mrs. A. H. Ladd was in the chair, when due to the absence of the secretary, Mrs. J. E. Soles. Minutes were read by Mrs. H. P. Belcher. At the close of the afternoon, tea was served by the hostess assisted by Mrs. Bertha Chapman and Mrs. George Johnston.

F/O C. A. Elliott, Mrs. Elliott and son, Bradley, of North Bay, Ont., are guests of her mother, Mrs. J. E. Soles.

Mrs. W. H. Patch and Mrs. William Barnes, of Brome, and Mr. and Mrs. Gerald Wright, of Fisher's Point, motored to Keene, N.H., where they attended the funeral of their aunt, Mrs. Della Toof.

Mrs. Adelard Lacroix is a patient in the B.M.P.M. Hospital, Sweetsburg.

MAPLE HILL—

The Misses Ruth and Shirley Donaghy, of Thetford Mines, spent a week with their grandparents, Mr. and Mrs. Leonard Ross.

Mr. and Mrs. Cecil Donaghy and family, Miss Glenna Ross,

of Thetford Mines and Mrs. L. Ross, of Sherbrooke, spent a week-end with Mr. and Mrs. Leonard Ross.

Mr. Jack Allan is the guest of Mr. and Mrs. James Dunn, in Lennoxville.

Mr. and Mrs. Allan Davidson and infant daughter, Beverley Ann, were visitors of her parents, Mr. and Mrs. Gladwyn Blodgett, at Sand Hill.

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Mount Orford

Not far from C. P. Station

MOUNT ORFORD — Montreal Road — P. Q.

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Reception, Banquets, Parties.

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5 MILES FROM MAGOG

- GRILL
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- ROOMS
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The City with hundreds of interests



• **GOLFING** is also enjoyed here at Mount Orford's Provincial Park, just a few minutes from Magog on splendid roads.



• **TENNIS** is among the many sports afforded by this community of many interests, and in Magog you'll find good competition too!



• **FISHING**, the leading sport of this community, both during the summer and in the winter. In Magog you catch the big ones, salmon, bass, trout, rainbows and other game fish. During the winter months, fishing through the ice is most popular.



• **BASEBALL** is rapidly mounting to top position of our sporting list, and the city has several leagues, as well as a large city team that has held inter-district championships.



• **BOATING, CANOEING, SAILING AND SWIMMING** are at their best in challenging Lake Memphremagog. There's plenty of space on our lake for everyone, and you can rent boats here, equipped, for very little.



• **SIGHTSEEING** is at the top of most tourist activities listed here. One of the greatest attractions being Mount Orford which towers 2,600 feet above sea level, and the scenic beauty of Magog's countryside is unsurpassed.



• **WINTER SPORTS** have made Magog famous. Skiing off Mount Orford attracts the very best of skiers who marvel at the splendid snow conditions always found in this skiers' paradise. Curling also takes a leading role among Magog's winter activities, and the keen competitive interest in hockey. Canada's national sport thrills thousands every winter in Magog.



• **SHOPPING**, probably the main reason for MAGOG'S large tourist trade. People like looking around our modern, well stocked stores, enjoying the wonderful variety and reasonable prices offered by our merchants. Main Street in Magog is indeed most inviting to the visitors who enjoy shopping, and the city's merchants pay particular attention to outsiders who patronize them. And, that's not all, in Magog there are three modern movie theatres carrying the latest shows.

Magog is both interesting and inviting, a historical centre and an aggressive community too. One hundred years ago the first settlers arrived at Magog, and since then it has continued to be of ultimate importance to the Eastern Townships, both as an industrial location and as a shopping centre. Magog is seventy-six miles from Montreal, fifteen miles from Sherbrooke, twenty-four miles from the International Canada-United States border by land, and twenty-five miles by water, on the famous Memphremagog Lake. On this beautiful body of water, that stretches for thirty-two miles, you will find the very best in holiday facilities. Fine tourist accommodations, a superb atmosphere, and an ever friendly attitude awaits visitors in this rapidly growing city of thirteen thousand population. Make it a point to visit Magog this summer. It will be a visit you'll long remember, as you will be certain to enjoy yourself.

MAGOG IS ALSO AN IDEAL INDUSTRIAL SITE, OFFERING UNLIMITED FACILITIES.

In Magog, interested industries will find all the conveniences favourable to manufacturing they would expect to have in the largest centres, adequate power facilities, excellent sites; very good transportation conveniences, excellent family benefits such as schools, churches, etc., and above all, in Magog, labour is no problem. Inquiries are invited. Prompt replies will be mailed to interested parties.



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THE ONLY CITY IN STANSTEAD COUNTY
Province of Quebec, Canada.

For more information, apply at the Magog Tourist Information Office.

365, Main West — P.O. Box 28, Phone 2744

besides many other interesting highlights that draw thousands to Magog every summer!



For a real summer holiday, spend your vacation at Blanchard's Beach & Cottages

ON BEAUTIFUL LAKE MEMPHREMAGOG

Modern summer homes, available for the season! All modern conveniences.

Excellent boating, fishing and swimming.

Daily, weekly and monthly rates.

For further information, write to:

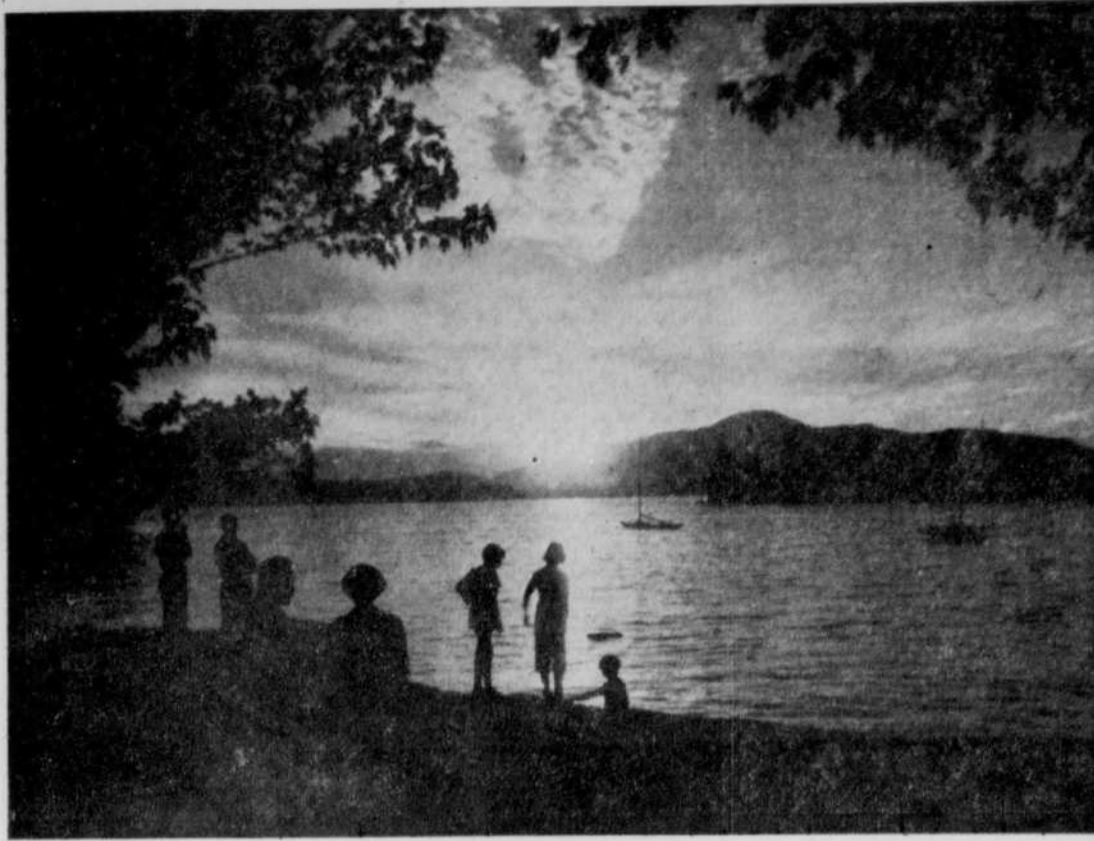
Mrs. Clarence Blanchard,

Derby Road, Newport, Vt.,

Telephone 284-J



Lake Memphremagog Among Most Noted Beauty Spots



At no time of day does beautiful Lake Memphremagog appear more beautiful than it does at sunset, as is testified by this photo taken from the Magog Tennis Club grounds.

Picturesque Setting, Safe Beach Features Of Beautiful Glenbrook

A summer resort only a few yards from a safe beach, situated right in the midst of some of the most beautiful scenic country of the Eastern Townships only partially describes the picturesque Glenbrook, overlooking Sargent's Bay on Lake Memphremagog.

A panorama of lakes and mountains surrounds Glenbrook, one of the more secluded resorts of the Townships. Equally renowned for its restful atmosphere as for its opportunity for all types of sports, Glenbrook has much to offer every vacationer.

The Glenbrook is only five minutes drive from the boat landing, on the main highway from Magog and Bolton Centre. The lake which it overlooks is over 30 miles long and has a bold and mountainous western shore that provides a striking contrast to the cultivated slopes of the eastern shore.

Each year, scores of visitors are attracted by the abounding lakes and streams, which provide bathing, boating, sailing and fishing. The nearby mountains offer many chances for mountain climbing and viewing the almost breathtaking countryside.

Glenbrook's beach is less than 100 yards from the house. It is completely safe, with a gradual gentle slope. Boats and canoes are ready for use at all times. A nearby games room with a snack bar provides for indoor games and dancing, insuring quietness in the main house.

The main house accommodates 45 guests in comfortably furnished clean bedrooms. Two hundred feet away are newly-constructed cabins, all equipped with inner spring mattresses and hot and cold water. Drinking water is government tested.

A magnificent view of the lake and mountains is shown through the windows of the light airy dining room, which seats 60 persons. An excellent quality and variety

AUSTIN—

The W.A. met at the home of Mrs. Merchant, with Mrs. Lindsay Juby as joint hostess.

The June W.I. met with Mrs. Steward Hopps at Magog. At this meeting it was decided to hold the Austin W.I. and W.A. garden party on August fifth.

Mrs. Margaret Morse, of Hamilton, Mass., spent a few days with her sister and brother-in-law, Mr. and Mrs. J. M. Bryant.

Mr. and Mrs. Harry Dawson, called on Mr. Patrick Stone, on the Ayer's Cliff road.

Mr. and Mrs. J. M. Bryant and

Mr. and Mrs. R. Jersey, visited

Mrs. Lilla Jersey at Mansonville, also called on Mr. and Mrs. Frank Cowan and Mr. and Mrs. Vern George, of Vale Perkins.

Mr. and Mrs. George Bullis have opened their cottage for the summer.

Mr. and Mrs. Standley Horner and two daughters, visited Mr. and Mrs. Fred Shufelt, at East Farnham.

Mrs. Webb, of Montreal, was a guest of Mr. and Mrs. Standley Horner and family, and accompanied them to East Farnham.

CANTERBURY EAST—

Mr. and Mrs. Erwin Watson attended the Warren-Trimrose wedding at Groveton, N.H.

Mrs. Jeff Wilson and daughter, of Sherbrooke and Mrs. John McKenzie, of Scotstown, called on Mr. and Mrs. Justin Sharmar.

EAST PINNACLE—

Mr. Lloyd Colton was in Burlington, Vt., at the hospital for treatments on his throat.

FRANCISCA MOTEL

MAGOG

Tel. Victor 3-2246



One of the most modern motels between Montreal and Sherbrooke on Route No. 1.

12 rooms with all conveniences.

Air Conditioned—Open Year Round

Mr. T. Rouleau, prop.

An ideal site for your holidays, located in a district noted for Fishing, Canoeing and Boating, Alping, Golfing and Concerts.

Anglers' Paradise At Georgeville

Georgeville—An anglers' paradise tucked away in a quiet bay at Georgeville on Lake Memphremagog attracts hundreds of eager fishermen every summer.

Already on weekends and for weeks at a time anglers and their families are coming to this summer resort to catch prize rainbow trout, salmon, brown trout, lake trout and other game fish.

The biggest drawing cards are the outfitters, the two major ones being McGowan House and the Big Timber Camps. The former is headed by Henry McGowan, one of the most experienced fishermen on Lake Memphremagog, while the Big Timber Camps have Maurice Rolfe, also a well-known outfitter and guide.

The influx of anglers into the area is increasing every year at an amazing rate, but still the number is a speck compared with what the lake could accommodate.

MELBOURNE

Mr. Stewart Woods has returned to Ormstown, for further medical treatment.

Mrs. H. D. Bayne entertained sixteen guests at a birthday party in honor of her two daughters, Susan and Catherine. The dining room was decorated to resemble a circus. The table decorations were of animal crackers, pop corn and peanuts. The two birthday cakes were centered the table were in the form of a merry-go-round. After a pleasant afternoon of fun and games the guests were each given little straw hats which they wore into the circus room also balloons and other favors. The hostess then served lunch and the birthday cakes which were full of mementoes of the happy event. The out of town guests included, Mrs. Carl Skinner and daughter, Martha, Susan Soles, Mrs. J. MacLeod and Roddy and Debbie MacLeod, all of Sherbrooke.

PHILLIPSBURG—

Mrs. A. M. Young is spending a holiday in New York.

Friends of Mrs. H. Miller regret to hear she is ill.

Mrs. E. F. Clark has returned to her home in Auburndale, Mass., after visiting Mr. and Mrs. John Deuel.

Mr. and Mrs. Leslie Smith, of Montreal, have arrived in town to spend the summer here.

Miss Thelma Bombard, of Burlington, Vt., and Miss Jean Bombard, of Montreal, were recent guests of their parents, Mr. and Mrs. E. Bombard.

Mr. and Mrs. A. Sarvis, of Montreal, were visitors in town recently.

Recent guests of Mr. and Mrs. John Deuel were Mrs. Ray Chapel, of Swanton, Vt., Mr. and Mrs. Clark Powers, Mr. and Mrs. W. Crawford, of Brigham.

Mrs. Arthur Crawley is spending an indefinite time in Montreal.

Mr. and Mrs. G. L. Kidd, of St. Armand, were in town calling on friends recently.

Mrs. J. Kidd spent the weekend in Burlington, Vt., with Mr. and Mrs. H. Perry and family.

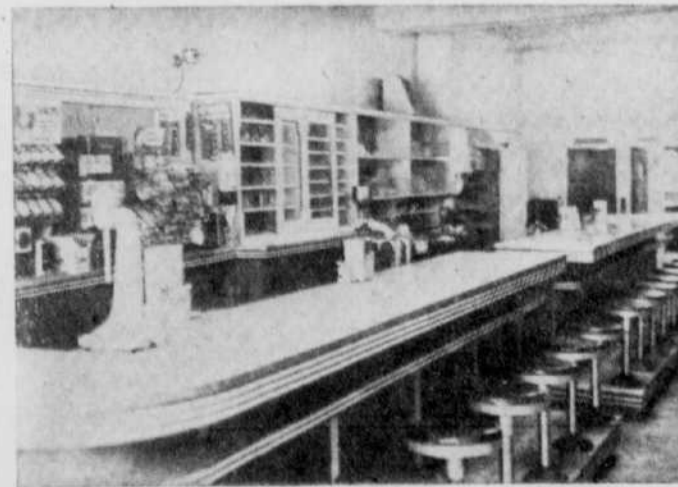
Mr. and Mrs. J. Cadham and little son, of Dorval, were recent guests of Mrs. T. S. Allan.

Going to Magog?

You must stop at the

ROYAL CAFE

— 302 MAIN WEST —



The smartest, cleanest restaurant you can hope to find, serving the most tempting of meals, prepared the way you like them!

Specializing in Bar-B-Q Chicken — Home-Cooked Meals — Hot Chicken Sandwiches and superb Italian Spaghetti.

ROYAL CAFE

302 MAIN WEST — MAGOG — TEL. 2663

A DELIGHTFUL HOLIDAY AWAITS YOU AT

CHATEAU DU LAC, MONTREAL, IN BACKGROUND

HOTEL CHATEAU DU LAC

IN MAGOG

SPORTS

You can enjoy your favourite sport here without too great a cost. Tennis Courts, Golf Courses and Lake Memphremagog at your disposal. The fresh country air around here too is another asset — and we are right near the city, too!

SPORTS

• ROOMS • RECEPTION ROOMS • DINING ROOMS

DANCING AND ENTERTAINMENT NIGHTLY

Grand Piano, Solo-Vox and Amplifier System in our Recreation Room. Visit it.

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Folder and Rates on Request.

Meryle H. Rolfe.

Asbestos Mining Leading Eastern Townships Industry

Open-Pit Workings At Asbestos Prove Mecca For Summer Visitors To Region

One of the mainstays of the Eastern Townships economy is the asbestos mining industry, two-thirds of the free world supply of this vital mineral coming from the mines located in the counties of Richmond, Wolfe and Megantic.

The largest single unit in the industry is the Canadian Johns-Manville Co. Ltd., which in addition to mining the asbestos ore manufactures and sells materials for the control of heat, cold, sound and motion and furnishing weather and fire protection in industrial plants, commercial buildings and residences.

One of the tourist attractions of the Eastern Town-

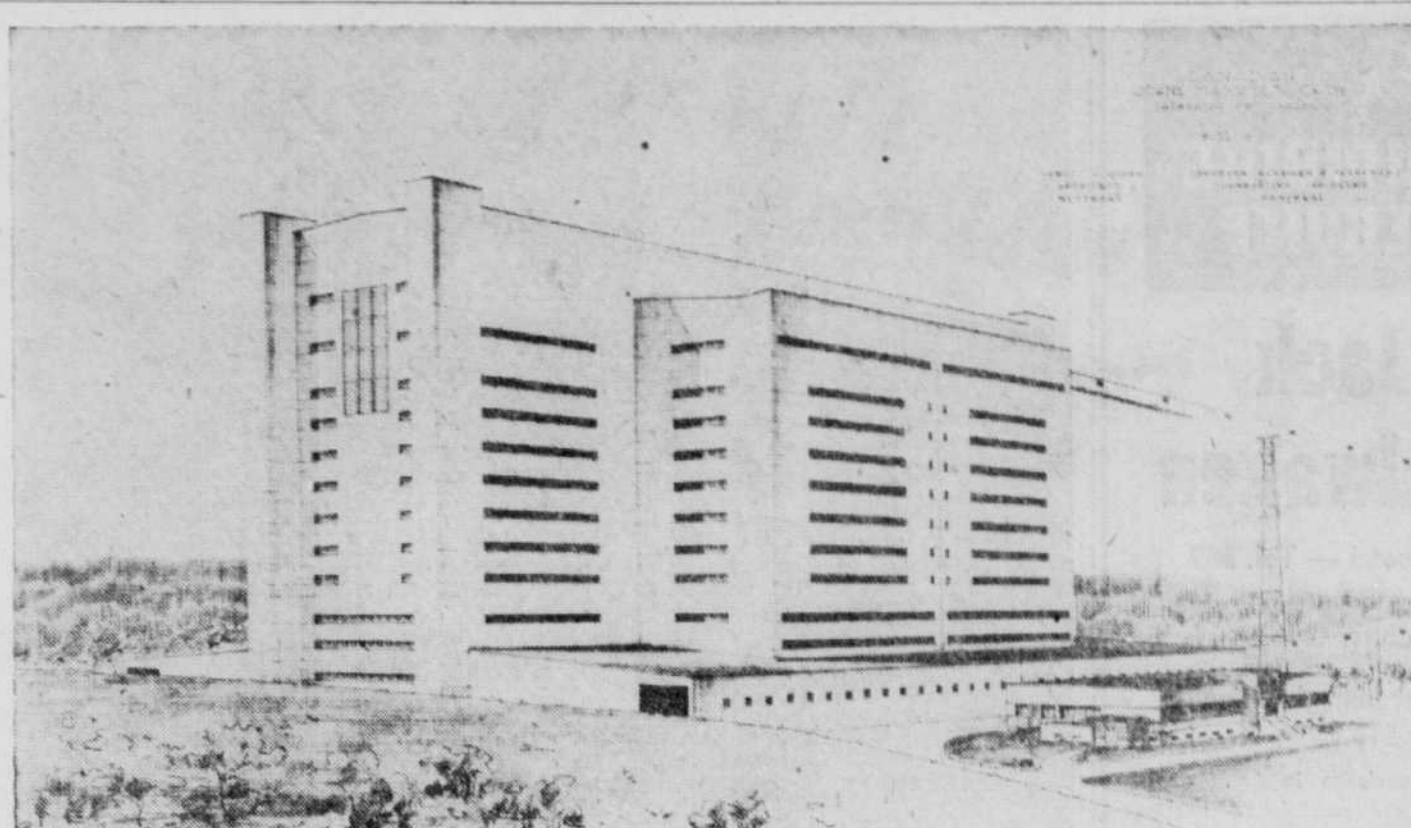
ships is the famous open pit of the Jeffrey mine. This mine produces somewhat over 50 per cent of the asbestos fibre mined in Canada. Exploration reveals that there are ore reserves for more than 150 years at the current rate of production.

The open pit produces about 28 per cent of Jeffrey Mine's production and the other 72 per cent comes from the underground mine which is effectively in operation since 1950. In the open pit mine, ore is loaded in 22½-ton diesel trucks by means of electric shovels and then transported to the mill. In the underground mine the ore is mined by

means of the block-caving method. A block is 200' x 200' and approximately 400' high. The ore is brought to surface, first by being trammed from the ore body to the tippie station, dumped there, crushed and brought to surface by means of skips operating the shaft.

The company also owns the Asbestos and Danville Railway with 23 miles of standard gauge track, which hauls fibre and finished products out of Asbestos to connect with the Canadian National Railway at Danville, four miles away.

General mine equipment include 3 Diesel, 2 steam and 2 electric locomotives and 3 power shovels, 7 large



A MIGHTY MILL — Drawing of the new mill presently under construction at Asbestos. This mill, constructed of steel and concrete will eventually replace the existing mills. It has 14 storeys or 195 feet in height and will measure 432 feet by 330 feet when completed. It is covered with Transite sheeting. This new mill incorporates the most modern facilities for the milling of asbestos fibre and produces fibres of better quality. Working conditions have also greatly increased.

two skipoists to be used in connection with the second shaft; an office building for the personnel of the underground mine; the enlargement of the present change house at the surface and the construction of a new large lunch room underground; a concrete mix plant at the surface supplying concrete to any point of the underground mine; a vast office building for the personnel of the milling department, mining, industrial and safety engineers, draftsmen, etc. Furthermore, a huge new asbestos fibre mill is now under construction. It will replace all present milling facilities and will be completed in 1956. It will be 14 storeys high.

The new mill will incorporate the most modern facilities available for the milling of asbestos fibre. This building is constructed of steel and transite asbestos-cement sheets cover side-walls and roof. The mill capacity will be about 600,000 tons of asbestos fibre each year, and will produce better fibres and provide greatly improved working conditions.

diesel trucks, ore cars and 15-ton electric combination locomotives for the haulage of rock in the underground mine, and box cars for the handling of fibres from the mill to the manufacturing plant. The mill and mine employ about 2,300 persons.

The manufacturing plant at Asbestos, which has about 244,000 square feet of floor space, is one of the largest of its kind in Canada devoted to the production of asbestos and allied commodities for domestic and export requirements. It has 9 production and 10 service departments. The main

product groups manufactured are textiles, packings, friction materials, insulations, papers, asphalt roofings, saturated felts, paints, putties, asbestos cement siding and roofing shingles and cut gaskets. It employs about 476 people. Including the various styles and sizes, about 1,200 products are manufactured at the Asbestos Plant.

The company is presently in the midst of an extensive program. At the company's Jeffrey Mine, in Asbestos, P.Q., a second concrete headframe was built in 1952 and a second underground shaft was recently com-

pleted. Other constructions were also started in 1952 and can be briefly described as follows: a building for the installation of one cage and

ON YOUR WAY TO and FROM QUEBEC...

VISIT THE TOWN OF ASBESTOS

Site of the largest asbestos mine in the world.

THE JEFFREY MINE

appeared by the

CANADIAN JOHNS-MANVILLE CO. LTD.

40 MILES FROM SHERBROOKE, 4 MILES EAST OF DANVILLE, QUE.

Taylor Cabins Feature Old Home Type Of Holiday Accommodation

There is no better criterion of excellence in travel accommodations than comfort.

For this reason, the Taylor Cabins, located on the Stanstead Highway, only 20 miles from Sherbrooke near Massawippi, are sure to please even the most discriminating traveller.

There are four double cabins in this pleasant location, with comfortable double beds, hot and cold running water, and electric heating and other electric facilities in each cabin. The atmosphere is one of solid, old home comfort, for the Taylor family, who own and operate the cabins,

have lived on this land for 94 years.

Two comfortable rooms are also available in the old Taylor homestead adjoining the cabins, while for the kiddies, there are farm animals, and ponies to be ridden right on the farm itself.

Besides the cabins, the Taylors also own and operate a charming gift shop and luncheon bar, both of which have just recently been renovated. Breakfasts and light lunches, as well as frozen dairy products are available at the counter, while the gift shop offers a complete line of Quebec souvenirs, china, Abercorn woollens and French perfume.

The location of the Taylor Cabins leaves little to be desired in the way of convenience or pleasure. They are situated close to a charming country town, Massawippi, with gas stations on either side of them. Just one mile away is beautiful Massawippi Lake recently restocked with choice fish, where fishing, boating and swimming may be enjoyed.

MARBLETON—

The Ladies' Guild of St. Paul's Church held its June meeting at the home of Mrs. Peter Jensen. The meeting was opened with the usual prayers and the president, Mrs. William Hetherington, presided. It was decided to buy new curtains for the church hall and several bills were ordered paid. The tea table was covered with an embroidered linen cloth and centered with a bowl of June flowers. Mrs. J. Alec Stewart, of Lime Ridge, poured tea and the hostess was assisted by Mrs. Richard Thorneloe.

Mr. R. George Price, Mr. and Mrs. Douglas Price, Miss Doris Price, of Sherbrooke, and Mr. Aussier, of Magog, were recent visitors of Mrs. Bertha Price at Good Cheer Lodge. Mrs. Price left via Bishop's ambulance for a month's stay with Mrs. Nelson Vancouver, Libbytown.

Mrs. Emerson Weston is confined to her bed through illness.

GLENBURN—

Mr. and Mrs. Dawson Savage entertained in honor of their son, Ross' seventh birthday. Among the guests were, Mr. and Mrs. Hugh Savage, Mr. and Mrs. Duncan Brazier, of Lennoxville; Mrs. H. R. Ross, of the Brompton Road; Mr. and Mrs. John Ross and children.

GLEN LLOYD —

Mr. and Mrs. Alex McVetty, of Birchton, called on Mr. and Mrs. Alger White and family. Other visitors were, Mr. and Mrs. William Porter and family, of Thetford Mines.

Mrs. Harry Campbell and son, Keith, Mrs. Alger White and son, Stan, were guests of Mr. and Mrs. William Nutbrown in Leeds Village. Mrs. Campbell remained to spend a few days with her sister and other friends.

TRAVELERS ALWAYS HEAD FOR HOTEL DISRAELI

Renowned for comfort and conveniences for travellers and businessmen...

25 Modern Rooms

— some with baths.

- EXCELLENT CANADIAN CUISINE.
- YOU'LL ENJOY OUR HOSPITALITY.
- STORAGE ARRANGEMENTS FOR OUR PATRONS' AUTOMOBILES.

HOTEL DISRAELI LIMITEE

LABRECQUE & LANGLOIS, Proprietors.



DISRAELI on highway, route No. 1 (Sherbrooke to Quebec) — facing the station.

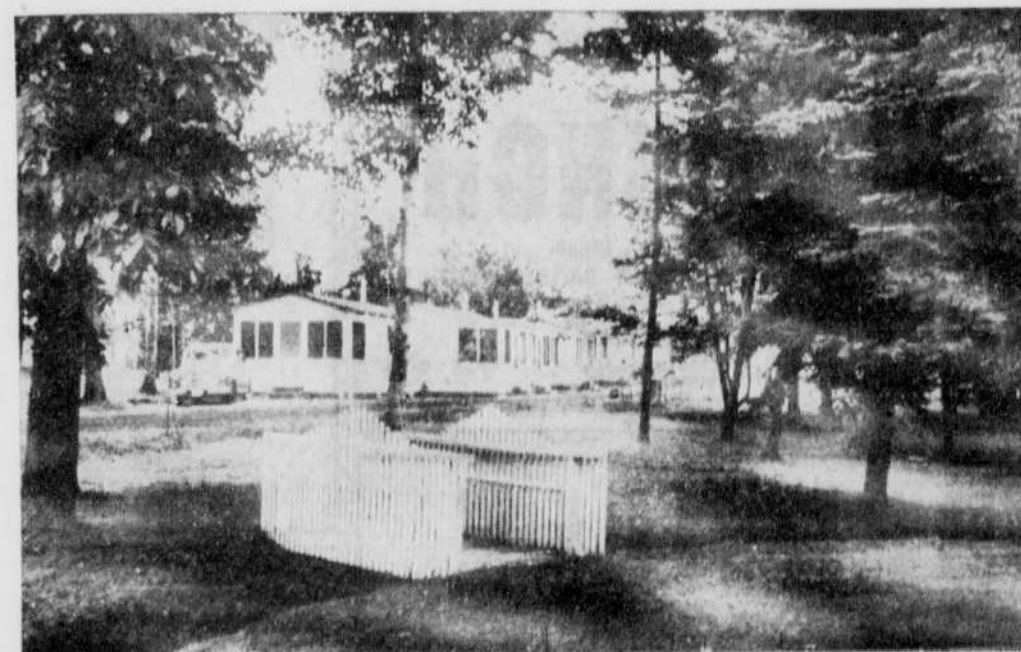
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For happy, carefree vacation travel, choose a FORD or MONARCH!



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TABY'S CABINS

Mrs. A. NICOL, prop.

Attractive and comfortable little cottages at Little Lake Magog. Taby's Cabins are ideally situated at Little Lake Magog, and in a most pleasant site.

● COMFORTABLE BEDS ● RUNNING WATER ● RESTAURANT SERVICE
DEAUVILLE (Little Lake Magog) Que. Tel. LO. 2-5034

(Situated a short distance from the beach) On Highway No. 1, Sherbrooke to Montreal, (8 miles from Sherbrooke).

Welcome Canadian Visitors To DORA'S SHOP



Mrs. Pierre-Emile Lamoureux, prop.

See the latest creations by "Bobby Brooks" — "Sacony" — "Janzen" at our shop. Complete line of Wedding Gowns, Evening Gowns and a complete line of Sportswear.

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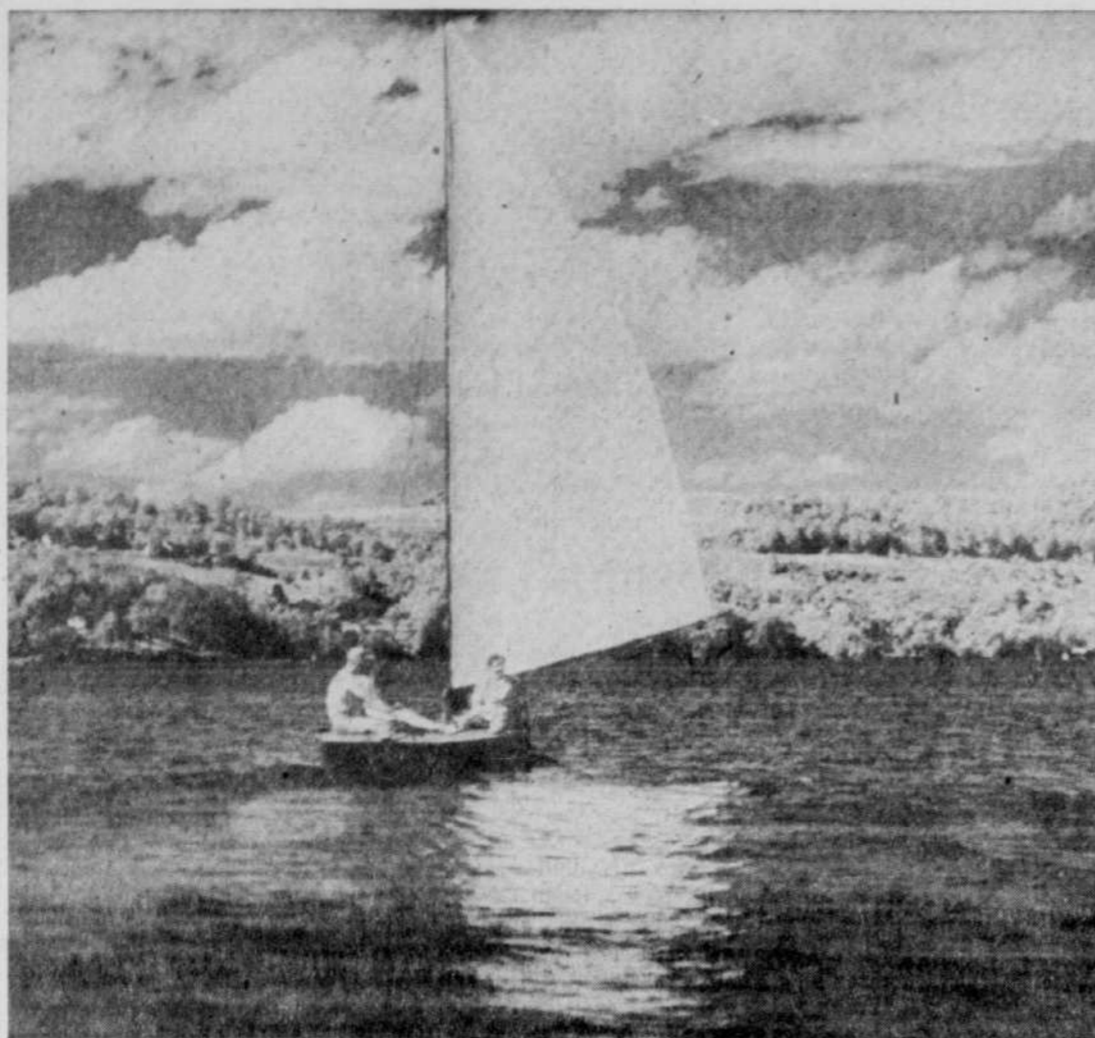
Our new location is now 515 Main Street.

We specialize in Lennox air-flow, air conditioned heating systems;

Save TIME and MONEY

ALSO — CONVERSION BURNERS

Low Down Payments up to 3 years to pay, including a 5-year guarantee on all the controls and burners. No need to sign an oil contract.



QUIET SAILING is provided for the yacht enthusiast by the many lakes dotting the Eastern Townships.

ships during the summer, engaged in that enjoyable and time-honoured summer pastime known as "Making Hay While the Sun Shines." This is an activity which few of the absent natives have had the opportunity to pursue.

The return of the native usually sets in about October, and often sooner, depending upon the elasticity of the Canadian Dollar, and the relative stretching powers of the individual native. There is always slight over-crowding in this period, because while the native is anxious to return to the Eastern Townships at this time, the visitors is seldom so ready to leave.

In this brief period of transition, it is only natural that conversations such as this little item, should be overheard:

"Been to my home town down in Florida, eh? And how are things in that little burg?" (Slaps the returning native jovially on the back).

"Ouch! Watch my sun-burn!!!! — and a beautiful friendship is terminated.

BROOKBURY—

Mr. and Mrs. Douglas Lavalliere and family, and Mrs. Belle Lavalliere of Sherbrooke, were guests at the home of Mrs. John Martin.

Mr. and Mrs. Van Fliet of Magog, were guests at the home of Mr. and Mrs. Milton Eryou.

At the last W.I. card party held in the Brookbury Hall, five hundred was played at five tables. Prize winners included Mrs. S. B. Coates, first; Mrs. L. H. Hooker, second, and Mrs. John Matheson, consolation; Mr. E. D. MacCaulay, first; Mr. H. Stevenson second; Mr. M. Coates, consolation.

MISS RICHMOND Bar-B-Q and Steak House

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Regular home-cooked meals — Light lunches.

You will enjoy our Bar-B-Q Chicken.

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Visit our newly-renovated lounge.

MODERN ROOMS • DINING ROOM • TAVERN & GRILL

We cater to banquets, wedding receptions and parties.

We serve home-cooked meals prepared by a French-Canadian chef.

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ROUTE 5, SHERBROOKE.

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Tourists and Travellers . . . when in RICHMOND you'll really enjoy the

- DELICIOUS MEALS
- FAST, COURTEOUS SERVICE
- BAR-B-Q HOT CHICKEN and T-BONE STEAKS
- FINE CUISINE

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VIC'S LUNCH

Jean and Antoine Rene, props.

We specialize in HOT CHICKEN SANDWICHES and T-BONE STEAKS

"Where Food Is Good"

519 Main Street — RICHMOND — Tel. 809

Local Fields Also Green, Would-Be Voyager Is Told

Now there are really only two types of people in the Eastern Townships — those who spend the summer here, and those who decide that the grass is greener, the breeze balmy, the sun warmer, the sky bluer, the water more invigorating, the stars brighter, the moon more romantic, and the life more relaxing in foreign climes. The cost is usually higher, too, but somehow this is never realized until long after the vacation is over, and the statements begin appearing from the bank.

Most Eastern Townshippers, being human, think that the ideal place to spend a summer is either in Florida or California, or in some other place not here. After all, who wants to pull 15-pound lake trout out of Lake Massawippi, or giant muskies out of Lake Memphremagog all summer long, when you can pick sand ticks out of your hair on those white Florida beaches, or read weather forecasts for "sunnier and warmer" while the rain dissolves your vacation pay in California.

An old native farmer put it quite succinctly the other day: "Yep, shore would be nice to get away from all these green hills for a spell," he drawled, turning his back on the lake at his doorstep to look with a jaundiced eye on Mount Orford.

So — now that its summer, we died - in - the - wool natives lock the office door, vewnd our hasty way through the forests and lakes and beaches obstructing our road, and head for distant climes. If we would only look about us, we would realize that the Eastern Townships is one of the best vacation areas in North America.

At just about the same time, hundreds of Floridians and Californians realize what the natives seem to have missed. There is nothing, they think, so relaxing as a vacation in the Eastern Townships, away from all the oranges and white-faced buildings and movie stars and palm trees. So, in company with crowds of other people from other parts of the United States and Canada, they hasten to the E. T. region, spreading out over the lush plains and rolling hills of the countryside, gaily waving their "visitor" stickers, and chortling such a slogan as "now-for-a-cooling-swim," and "oboyoboyoboy, lead-me-to-that golf course."

The language, of course, is universal — "Motel, STOP HERE." "GENUINE Souvenirs of Your Visit Here," "Only 350 miles to a Delicious Meal," "Last Chance for Gas."

Our farmer, observing things with a cool and unimpassioned eye, sees that the time is ripe for a bit of showmanship. He brushes his cows and horses, carefully cultivates his choicest plants, washes his face and hands, puts on a new pair of blue jeans, and sashays into the towns and villages. This is jocularly known as the "Fair Season," but only to visitors to the Eastern Townships. Most of the natives who have migrated for the summer are still blissfully unaware that this season exists. And the farmers, knowing on which side their bread is buttered, never let on that anything untoward has happened when the return of the natives sets in.

So the visitor rejoices in the vacation atmosphere, splashing happily away in the many lakes and rivers, dancing away the starlit nights, enjoying the hours and hours of sunshine provided for his benefit all summer long.

A few natives, of course, stay in the Eastern Town-

DANCING EVERY SATURDAY NIGHT

Roadside Pavilion

on the Danville Road, between Richmond and Danville

MODERN AND OLD TIME DANCES

For wedding receptions or rentals, call

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Tommy Menard, prop.

VACATION DAYS are here again!

and when out on one of those summer motor trips, stop at the

COME C RESTAURANT

Located on Route 5 between Danville and Kingsey Falls "where every meal is a treat!"

We serve regular home-cooked meals at all hours — Light Lunches • Soft Drinks • Ice Cream • Tobacco

Try our hot chicken sandwiches! We Specialize in Home-Cooked Meals.

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IMPERIAL ESSO PRODUCTS

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DANVILLE, QUE.

You'll Really Enjoy Your Vacation at the Brompton Lake Hotel

Situated on the shores of beautiful Brompton Lake (9 miles long)

A RESTFUL SPOT

- EXCELLENT CUISINE
- COMFORTABLE ROOMS WITH BATH
- COTTAGES TO LET
- LARGE GRILL & DANCE HALL

RECREATION — CANOEING • SWIMMING AND WATER SPORTS • DANCING EVERY SATURDAY NIGHT

HOW TO GET HERE — 3 busses daily go to Brompton Lake. By car, follow route 5 two miles from the city limits, turn to the left and follow the signs to the best vacation spot you've ever seen . . . the Brompton Lake Hotel!

FINE FISHING

Welcome to the Brompton Lake Hotel! Emile Beaurivage, prop.

Perfect spot for conventions, wedding parties, banquets, receptions, etc. Large Hall that will accommodate 600 people.

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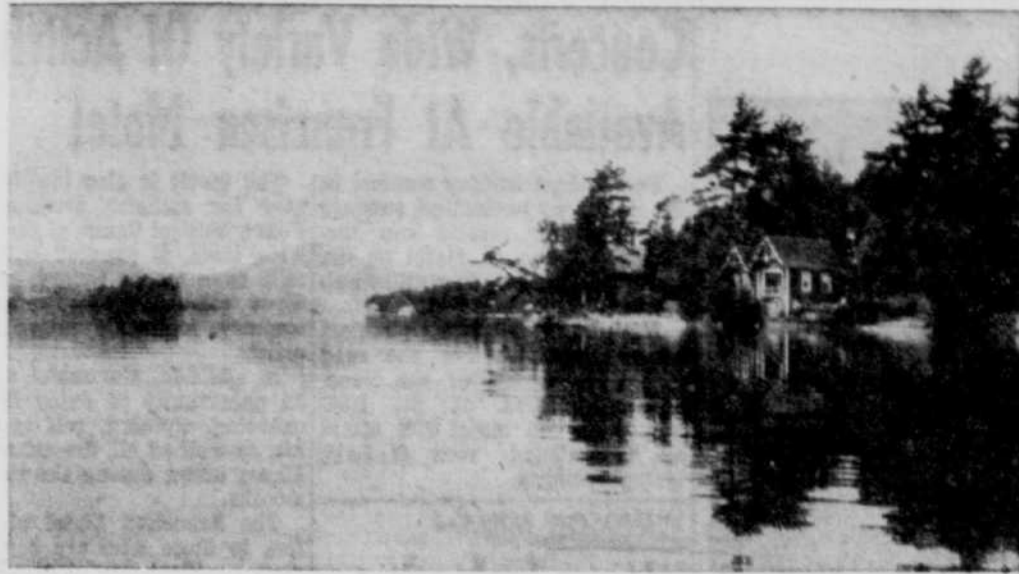
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- Body and Fender Work
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Easy Access To Eastern Townships' Glorious Playland

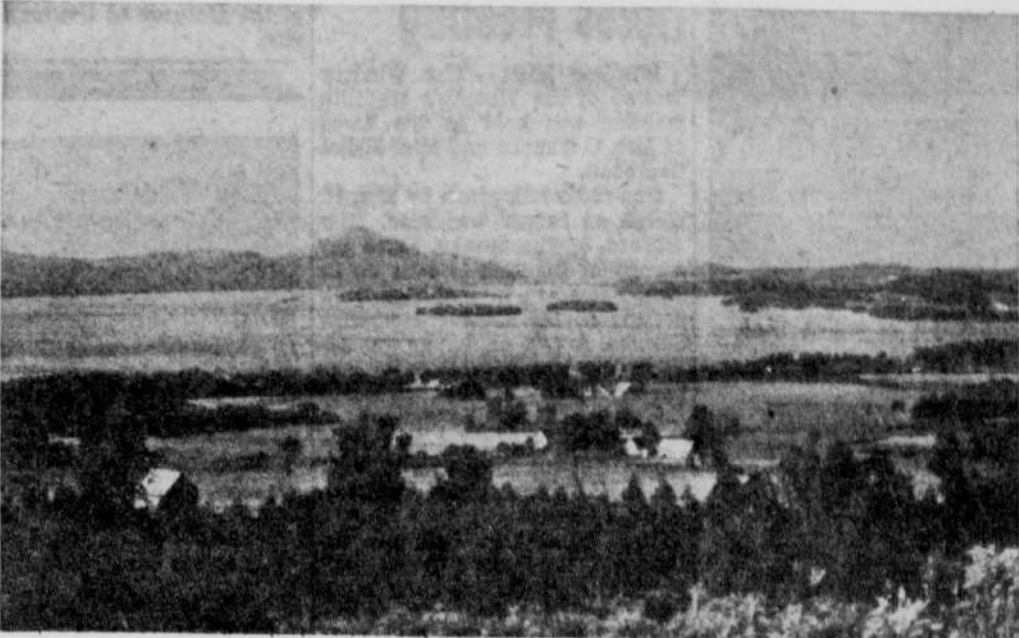
Three States Have Common Boundary With Colorful Quebec Holiday Area

A gracious land of smiling enchantment, The Eastern Townships may be reached from Vermont, New Hampshire and Western Maine. Here, lush meadow and tree-bowered peak mingle with purling stream and placid river; while bustling cities and towns dot the countryside. A realm of sheer beauty, where history and nature rub shoulders with one another in entrancing appeal, for the Eastern Townships were largely peopled by men and women of the American Colonies who trekked northward during and following the War of Independence. But today the great majority of the people are French.

Three main portals are wide open to the tourist. Two flank Newport, Vt., which nestles beside the grandeurs of Lake Memphremagog. There are at Rock Island, eastward and at Highwater to the west. And directly upon the Burlington-St. Albans route is the Swanton-Phillipsburg gateway. Crossing from Newport



SITUATED ACROSS THE QUEBEC-VERMONT border, Lake Memphremagog, pictured above, offers a wide variety of scenic beauty to the tourist.



A TYPICAL SCENE greeting the tourist on his visit to the Quebec-Vermont border district is this view of Lake Memphremagog shown above.

Welcome Canadians!

HOTEL OSBORNE

ISLAND POND, VT.

Telephone 14



- 30 ROOMS WITH BATH AND SHOWERS
- EXCELLENT CUISINE

GRILL — TAVERN

Stop for a FROZEN CUSTARD at our hut just next to the hotel —

THE ONLY HOTEL IN ISLAND POND

(Situating on route 5, on road to St. Johnsbury - Old Orchard)



we got our first \$1,000.00"

"You, too, will be 'dancing on air' when you get your first thousand dollars in the bank. Impossible to get it? Not a bit. Ten to one, you'll find it easier than you expect."

Here's all you do. First, open a savings account at The Canadian Bank of Commerce, where saving is a pleasure. Then figure a certain amount you can put by each pay-day—and deposit that in your savings account before you do anything else. Some wise people

make a game of saving and see how much more they can save than they first planned.

Whatever you do, save regularly—don't draw out a dollar—and see how compound interest helps your balance grow. You'll make steady, happy progress towards your goal. But don't put off to tomorrow what you can start today. Drop in at our nearest branch and start saving now. Anyone in our more than 680 branches will gladly help you.

- WHY NOT USE OUR OTHER FACILITIES, TOO?
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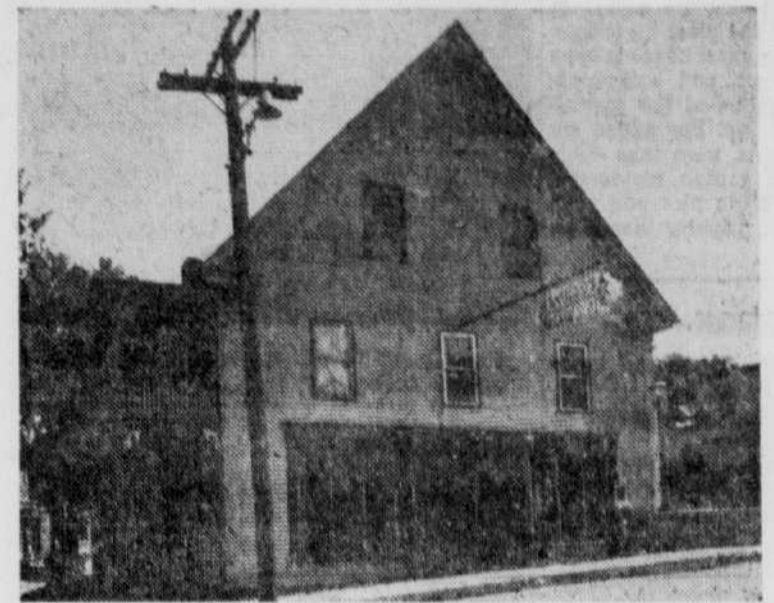
THE CANADIAN BANK OF COMMERCE

N-125

into the Eastern Townships, wish to remain on the main highway; via Saint Henri Rivieres or Montreal. The highway ripples along la Chaudiere to Sainte Marie and to Scott, where you leave the stream, if you will remember for many a year. You may return via La Beauce and les Cantons de l'Est, through Scott, Sainte Marie, Beauce Jonction, and to Scott, where you leave the stream, if you

Here's a hearty invitation to our good Canadian Friends, to stop at our establishment!

HOWARD'S RESTAURANT



REGULAR MEALS — LIGHT LUNCHESES — BEER

COLEBROOK, N. H., U. S. A.

into the Townships east of the lake, the visitor takes Highway 5, through lofty plain and rolling farms to the humming city of Sherbrooke, "Queen of the Eastern Townships," set spectacularly upon the scenic slopes of the St. Francis and Magog rivers.

If he is headed for Montreal, he may choose Highway 1, via the textile town of Magog and the comely apple country of Abbotsford and Rougemont, and on to Chambly with its fort built in 1665 which was a prison for the Americans in the War of 1812.

Or he can take Highway 5 again and wind through the rich St. Francis valley to Richmond and on via Highways 32 and 20 through

tree-lined bustling St. Hyacinthe to sedate and historic Longueuil. Both routes will bring him to the St. Lawrence and to metropolitan Montreal.

West of Lake Memphremagog, he takes Highway 105 to Highwater, through rich valley lands to Mansonville, beneath the towering heights of Bolton Pass. Then, by Highways 39, 52, and 40, he reaches Knowlton, famed vacationland for Montrealers, busy Cowansville and Farnham, and at Marieville meets Highway 1 for Montreal.

Or he is heading for Quebec capital city of the Province? Highway 5, out of Sherbrooke, will take him directly to the Quebec Bridge after an enchanting trip through the region of magnificent maples known as Les Bois Francs (The Hardwoods). It is the country celebrated by Gerin-Lajoie in his novel entitled Jean Rivard, le Defricheur. Situated in this region are attractive towns like Arthabaska, Victoriaville, Plessisville, Princeville, all on your route. From Sherbrooke, too, one can take Highway 28 to the busy town of Beauceville, centre of the rich forest and farming region known as la Beauce; then turn on to Highway 23 for Levis and Quebec City. Or take Highway 1 and glide past the yawning craters of le Lac Noir, or Black Lake, and Thetford Mines, a land of ridge and valley which gives to the world most of its asbestos.

West of the Eastern Townships are portals from New York State into the Province of Quebec. One can enter by Rouse's Point and Lacolle, via Highways 9 or 9a; or cross the border above Malone and reach Montreal through Huntingdon and the land of blue-blood cattle, breeding area of many herds destined for American dairy farms.

East of the Townships is a direct route from Maine to the heart of the Province. You cross the frontier just below Armstrong and enter a peaceful, gentle undulating valley with its tranquil river — La Chaudiere. Historic territory! For ages the trail of marauding Savages; later the marching route of French invading New England and of Americans invading Canada; best known as the route of Benedict Arnold who in 1775, headed his sick and ragged bands struggling to join American forces at Quebec. One hundred years ago, this was the Kennebec road. Today, the Levis-Jackman highway takes you ninety miles through la Beauce to the heights of Levis and the beetling walls of the Ancient Capital.

En route, you pass through grand scenery, through Saint Georges, Beauceville, Saint Joseph, nearby Vallee Junction can branch on to Highway 1 and across Les Bois-Francs — the hardwood country —

ENJOY YOUR VACATION... and Drive Carefully!



In the hands of a careful driver an auto is an instrument of pleasure and diversion... but in the hands of a speed-driving maniac it becomes an instrument of death and destruction.

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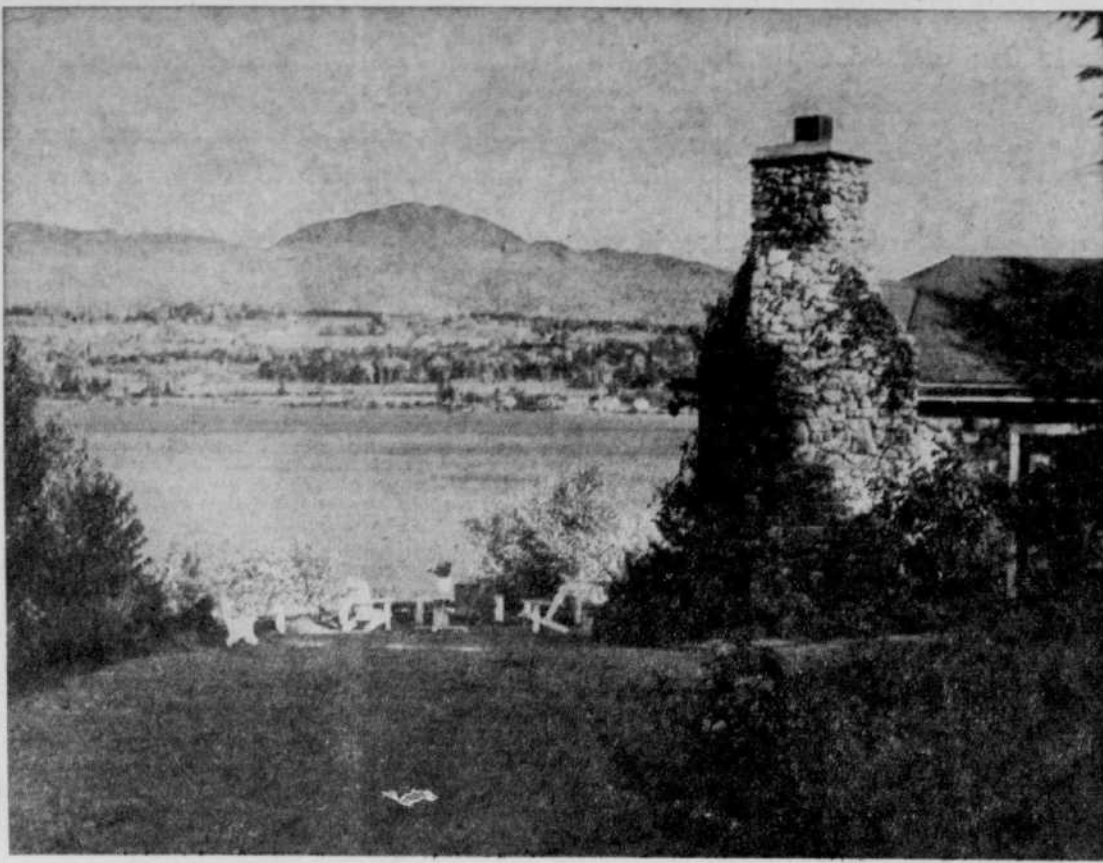
Garden Restaurant Features Popular Lion D'Or House

Pat and Bill Owen invite all travellers on the Montreal-Sherbrooke route to stop off at the Lion D'Or House in Eastman, where a pleasant and enjoyable stay is assured.

The Lion D'Or House is ideally located for a fun-filled summer holiday. It is within short walking distance of Silver Lake, and only two miles from beautiful Mount Orford. Fishing, swimming and golf facilities are within easy reach for all.

Accommodations are always of the best, and the most up-to-date. A comfortable guest house is open to all travellers, and home-cooked meals are one of the specialties of the house. For added enjoyment, guests may take their meals in the garden restaurant, where home-made pies and rolls are the most popular items on the menu.

An E. T. Estate



Many beautiful country estates are found throughout the Eastern Townships, of which "Les Hautes Roches," at Eastman is one.

ISLAND BROOK—

Mr. and Mrs. Lynnwood Cookman and two sons, of Hemmingford, were week-end guests of Mrs. Ida Holbrook.

Miss Geraldine Kerr, of Montreal, was a week-end guest of Mr. and Mrs. Gordon Kerr and also visited other relatives.

AUSTIN—

Mr. and Mrs. John Bryant called on Mrs. Ernest Taylor, of Foster.

Concerts, Wide Variety Of Activities Available At Francisca Motel

For modern holiday comfort in the midst of unrivalled summer splendor, few resorts can surpass the Francisca Motel on the Montreal Highway two miles outside the City of Magog.

Situated at the foot of rugged Mount Orford beside the road to the monastery of the Benedictine Fathers of St. Benoit-du-Lac, the motel site offers an unparalleled view of Lake Memphremagog.

The motel is also ideally situated for summer activity. The Young Musical Camp, of province-wide fame, is situated only one mile from Mount Orford, and affords concerts throughout the summer, featuring international artists.

In addition, the motel affords an opportunity to enjoy fishing, canoeing, alpinism, golf and tennis, as well as all the attractions Magog offers during the summer months.

Auberge de l'Etoile Popular Rendezvous

Auberge de l'Etoile, situated on Highway No. 1 overlooking beautiful Lake Memphremagog in the west end of Magog, is one of the district's most popular rendezvous, noted for its splendid food, and ultra-modern cabins.

For your outdoor enjoyment, the Auberge de l'Etoile is situated just across the highway

from a city-owned public beach, where thousands enjoy bathing every summer. Ample parking facilities are offered here.

Those who have tasted the delights of Auberge de l'Etoile and who relish comfort, fine service and convenient holidaying facilities always return to this popular site.

The observatory at Greenwich, England, for astronomic work was completed in 1676.

WINDSOR MILLS—

Women's Institute Holds Meeting

Windsor Mills—The Windsor branch of the Women's Institute meeting was held at the home of Mrs. C. Tanner and Miss Mabel Campbell.

The radio talk given by Mrs. H. Heath on cancer was read. Miss Milford, of Sherbrooke, asked for a copy of the talk to pass on to Mrs. Spearman in Montreal, supervisor of the Cancer Dressings Service. A vote of thanks was extended to Mrs. J. Watson for preparing the talk and to Mrs. Heath for giving it over the radio.

The sum of \$10 for the divisional fund for the Brownie Pack and Girl Guide Company was voted to be paid.

Miss Mabel Campbell will attend the convention to be held at Macdonald College June 22-24. There will be a bus going to the convention on June 23, making it possible for members to attend one day of this session.

The Richmond County quarterly meeting will be held on July 13 at 2 p.m. in Windsor Mills. This branch will be hostess to the county and no regular meeting will be held in July. The next meeting will be held in August at the home of Mrs. J. Watson.

At the close of the business meeting, Mrs. E. Todd, convener of agriculture, held a flower and vegetable quiz, the winner being Miss Mabel Campbell. Lunch was served by the hostesses, assisted by Mrs. F. Robinson.

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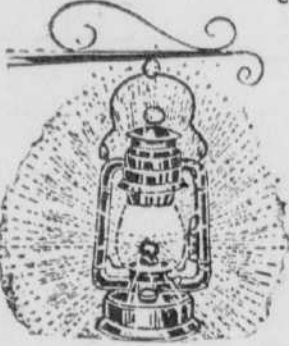
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RUSTIQUE ENRG.
DEAUVILLE—Tel. LO. 2-5834



PLEASING BEAUTY for the tourist is provided by this small lake in the vicinity of Denison's Mills.

THREE STATES

Continued from Page 11
East Broughton, Thetford Mines and Sherbrooke.

From Levis, route 2 leads East towards la Gaspésie, whilst route 3 follows the south shore to Sorel and Montreal. Route 2, after crossing the Quebec Bridge, leads to les Trois Rivières and Montreal, on the north shore.

The colorful old sport of snowshoeing is very popular in these regions. Several American Snow Shoe Clubs visit the Canadian Clubs and join in the gay winter carnivals.

FRELIGHSBURG—

Mr. and Mrs. H. Hopkins are spending several days at Alexandria Bay, where Mr. Hopkins is attending a convention. Later they will motor to London, Ont., where they will be the guests of Mr. and Mrs. W. Williams.

Mr. and Mrs. Cleveland Tait were week-end guests of relatives in Montreal and attended the Blackburn-Shackleton wedding.

Miss J. A. Hayes has returned home after spending the past ten days in Washington and Williamsburg, Va.

Miss Frances Brichtant, of St. Helen's School, Dunham, was a recent guest of Mr. and Mrs. Duncan Tait. Miss Brichtant has left for Indonesia, where she will join her parents.

Mrs. Austin, of Montreal, is spending a few weeks with her sister, Mrs. H. C. Ingalls at the home of Mr. and Mrs. M. Tait. Friends of Mr. W. B. Westover will be pleased to hear he is recovering from his recent illness.

Miss Andree Lareau, a bride-elect, was the guest of honor at a delightfully arranged shower given by Mrs. Muzzie at the home of her mother, Mrs. H. St. Pierre. Following the opening of the parcels Miss Lareau thanked her friends for the gifts. Mrs. Hopkins sang two solos "Because" and "Ave Maria" much to the delight of all present. A buffet lunch was served by the hostess assisted by Miss M. Gaboriault.

Miss Jane Carsley has left for Lake Louise, Alberta, where she will spend the summer. She was accompanied to Montreal by her father, Mr. E. J. Carsley and sister, Mrs. Seagus.

The monthly meeting of the Frelighsburg branch of the Red Cross was held in the Town Hall. Several ladies were present and a quantity of surgical swabs were made. The tea hostess was Miss Madeline Fontaine. This branch will close for the summer months and will re-open in September.

Mr. and Mrs. George Robinson, of Granby; Mr. and Mrs. L. Robinson, of Vancouver, B.C., and Mr. Galen Robinson, of Montreal, were recent guests at the home of Mr. and Mrs. E. H. Spencer.

BEDFORD—

Bedford—The recently formed St. Jean Baptiste Society will mark June 24, St. Jean Baptiste Day, with special observances.

High Mass will be held at 9 a.m. at St. Damien's Church, preceded by the blessing of cars and bicycles, also the flags of the society.

At 1.30 p.m., a parade will be held through the town to the exhibition grounds, where a program of races and games for all ages will be held. Prizes will be awarded for the best decorated car and to the winners of the various events.

A reception will be held at the town hall for the mayors of Missisquoi County at 7 o'clock, followed by a gymnastic display at the exhibition grounds by the pupils of St. Damien's College.

There will be speeches at 9 p.m. and the day's program will conclude at 10 p.m. with a display of fireworks.

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Renaud Lemay, prop.

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