



“And this will
be a sign for you:
you will find a babe
wrapped in swaddling
cloths and lying
in a manger.”

Luke 2:12

MAY EVERY HEART FIND THE HOLY CHILD ANEW AT CHRISTMAS...

Happy Holiday



In step with the spirit of the holiday, we send warm greetings your way. Here's hoping your Yuletide is the merriest, rich in the blessings of family, home, friendship, cheer.

MIMI'S BEAUTY SHOP

AYER'S CLIFF MAIN ST. Tel. 838-4611



Greetings

As we worship in spirit at the sacred manger, we wish for everyone a wonderful Christmas.

**ARCHER
Auto & Sports**



66 Canusa

BEEBE, QUE.

Tel. 876-7366



Pharmacie Roy

ROCK ISLAND



Season's Greetings

from all of us to you!

Ferguson Appliance

ROCK ISLAND

**GREETINGS OF
THE SEASON**



Modern Machinery

BEEBE



A LASTING GIFT—Beat the cost of Christmas and give pleasure as well! Your FTD florist has available a variety of plants at this time of the year, nearly all at a modest price. Full instructions for its care comes with each individual plant, but as a general rule remember to keep the surrounding earth fairly moist and to remove any dying flowers. In this way, a plant gift should live far beyond the Yuletide season.

Three Villages

Mr. and Mrs. William Parnell and son, Robie, Lennoxville, Mr. and Mrs. Edward Wintle, Beebe, Mr. and Mrs. Arnold Mosher and Tamara, Rock Island, Mr. and Mrs. James Thompson, and Penny, Sawyerville, were guests of Mr. and Mrs. Richard Middleton, Jr., and Scott, at Stanstead for a Christmas party. The evening was spent socially and refreshments were served.

Miss Irene Poulin, Jackson Heights, N.Y., spent a recent weekend with her parents, Mr. and Mrs. Arthur Poulin, Derby Line.

Mr. and Mrs. Edgar Hill, Mr. and Mrs. Clare Brown, Miss Alice Hill, Rock Island and Mrs. Millie Adam, Derby Line, were at Baldwin's Mills on Dec. 5, to join in a family gathering of 24 to welcome into the family, Mrs. Frederick Hill, Mr. and Mrs. Frederick Hill of Toronto, were married on November 24.

Mrs. Glen Salls, Beebe, was a visitor at the home of Mr. and Mrs. William Bowden, Rock Island, where Mrs. Harold Taylor of Beebe was also a caller.

Sgt. Dean Kelley has returned to his home in Derby Line after three years in the U.S. army, and the past 17 months in Vietnam. He is the son of Mr. and Mrs. Edwin Kelley Derby Line.

Mr. and Mrs. Cyrias Pepin, Barre, Vt., were recent dinner guests of her sister, Mrs. G. H. Simmoneau, Rock Island. Another sister, Mrs. Alvina Dumas, who had been spending six weeks with Mrs. Simmoneau returned with Mr. and Mrs. Pepin to spend a few days there.

Miss Lorraine Labonte, Montreal, was a weekend guest of her uncle and aunt, Mr. and Mrs. Paul Ricard, Stanstead and attended the christening of David Wesley Badger on Dec. 6.

Mr. and Mrs. Wesley Badger and son, David Wesley, Sherbrooke, were weekend guests of their parents, Mr. and Mrs. Ronald Badger, Mr. and Mrs. Paul Ricard, Stanstead.

Mrs. C. R. McEwen, Rock Island, was an overnight guest of Mrs. Lillian McFaul in Ayer's Cliff and, while there, attended St. George's Church tea and sale.

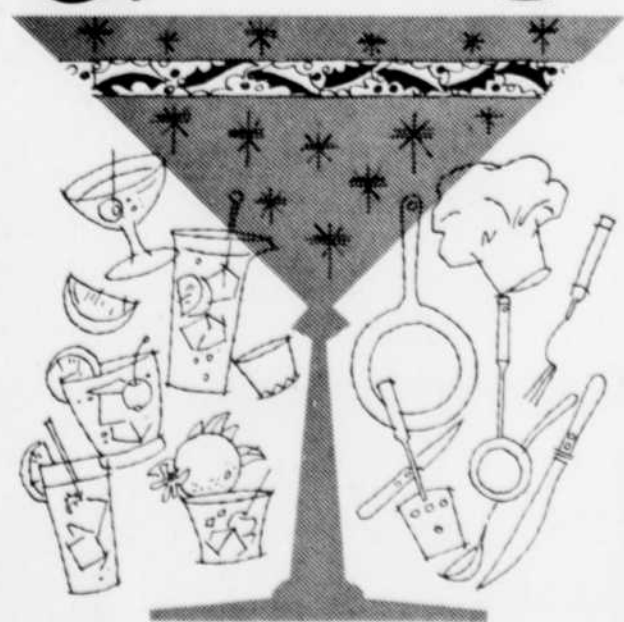


It's time to thank you, our customers, for your continued patronage and to wish you all the joy of Christmas!

**MAGOG DAIRY
INC.**

5 Centre St.
Stanstead, Que.

Greetings



DEL MONTY HOTEL

ROCK ISLAND



Joy To All at Christmas!

P. & M Restaurant

ROCK ISLAND



A joyous Noel to each and everyone of you!

Joyce & Sons Garage

STANSTEAD



Best Wishes

As the story of the first Christmas lives anew, the hope and promise of His message brings comfort and joy. We join in the general rejoicing and share the treasured tradition of extending season's greetings to our friends.

DR. GUY LAPIERRE

BEEBE, QUE.

Christmas Cheer



Help yourself to the best!

KELLEY'S DINER

DERBY LINE, VERMONT

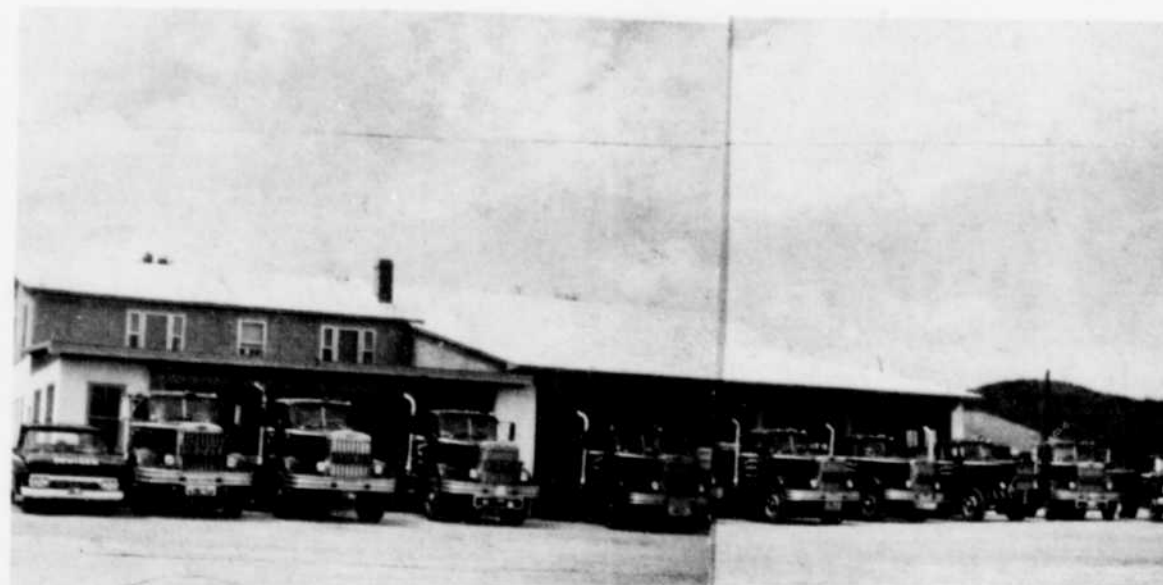
GREETINGS

Best Wishes For a Christmas Full of Joy

TO ALL OUR CUSTOMERS AND FRIENDS...

IT GIVES US PLEASURE TO ADD OUR HOLIDAY WISHES TO THOSE YOU HAVE ALREADY RECEIVED...

AND A SINCERE WISH FOR A HAPPY AND PROSPEROUS NEW YEAR!



GRANITE TRANSPORTED THROUGHOUT QUEBEC AND ONTARIO

R. H. Rediker Transport

Ltd.

Tel. 876-2755 — BEEBE



Seasons Greetings

May the New Year bring you
JOY -- HAPPINESS -- PROSPERITY

TOWN OF WATERLOO

THE MAYOR AND COUNCILLORS

Waterloo, Que.



Season's Greetings



Jean-Jacques Bertrand

Member for Missisquoi
Leader of the Opposition

My family joins me in extending to the residents of Missisquoi County sincere wishes for Peace and Happiness which I hope Christmas and the New Year will bring to men of Goodwill.

Merry Christmas and A Happy New Year

I extend these sincere wishes to the population of our province, with a special thought to my electors in Shefford County.



Armand Russell

Member for Shefford

Minister of Public Works Department

May 1971 be a year of prosperity and fraternity.



DOUBLE THE FUN -- The extinct dinosaur is very much alive as one of this Christmas' most popular action toys. Toys that run on batteries like this Tyrannosaurus and Triceratops, can be double the fun and less expensive to operate this year because of a new battery designed to withstand the heavy drain caused by frequent and prolonged use given toys and games. The new "Eveready" Super 99 batteries are guaranteed to give 99 percent more service than ordinary flashlight batteries in toys and games or they will be replaced free.

The flowers of Christmas

This year as you trim the tree, fill Christmas stockings or hang the mistletoe -- give a thought to where you got your favorite Christmas custom; chances are it goes farther back in history than you realize.

According to ancient legend, on the night that Christ was born, trees burst into bloom and bore fruit despite the wintry weather. In modern times the transformation in honor of the holy holiday is almost as miraculous, as homes throughout the world are trimmed with greens and garlands and set aglow with tiny twinkling lights for the celebration of Christmas. Like the trees that flower, holly, mistletoe, poinsettias and many other flowers and plants are all part of the glorious history of the Holy Season.

The reasons why we celebrate Christmas with flowers have been passed down through the ages. Many of the customs and traditions have their Christmas implications of deep significance.

The use of greenery at Christmas grew out of ancient Grecian and Roman customs. Holly, for example, was a favorite decoration of the Romans who considered its greenness in the middle of the winter as a promise of the sun's return to earth for another year. Later, the early French and English hung sprigs of the bright-berried plant on their doors to indicate homes in which Christ dwelled.

It is also believed that holly sprang up where the infant Jesus

took His first baby steps. Ironically, this same plant was supposed to have made up His crown of thorns -- the berries turning from red to white at the Crucifixion.

Nowadays holly is frequently used for wreaths. The red-berried plant, worked into a circular shape symbolizes the hope of eternal life and makes a gift with a warm personal message when sent by wire to friends too far away to share Christmas with you.

The most popular flowering plant for Christmas is the poinsettia, brought to the U.S. and thence to Canada more than 125 years ago from Mexico. So popular are these scarlet-leaved blooms that according to many florists more poinsettias are distributed to customers than any other holiday floral offering.

There are many legends surrounding this Christmas colored wonder. One tale relates how a poor Mexican girl was heartbroken because she had nothing of value or beauty to offer the Virgin. In desperation she plucked some scrawny roadside weeds and placed them at the feet of the Holy Statue. They were instantly transformed

into scarlet brilliance.

A French legend tells how the Christmas rose came into being. A little girl accompanying the shepherds on their way to see the Christ Child was sad because she had no gift to offer. The angel Gabriel appeared and taking pity on the child, caused a beautiful white rose to spring from the ground. Overjoyed, the little girl plucked the bloom which she took as a gift to the Infant Jesus.

Red and white blossoms are traditionally used to highlight holiday greetings, the red for joy and laughter, the white symbolizing spiritual calmness and purity. Using red carnations and giant white chrysanthemums to interpret these messages has become a popular custom.

It is said that the custom of Christmas trees began in heavily forested northern Europe. St. Boniface, an eighth century monk who converted the pagans living in what is now Germany, convinced them to stop worshipping Odin's sacred oak and instead, to adorn fir trees in their homes in tribute to the Christ Child.

What is the meaning of floral

gift-giving at Christmas? Such gift-giving probably stems from the story of the Three Wise Men. In some countries this custom is still observed on January 6, when it is believed that the Wise Men appeared in the Holy Land.

Lassies who get kissed under the mistletoe have an old Scandinavian myth to thank for this charming custom. It was the goddess Frigga who hung mistletoe high and was the first to stand under the glistening plant offering kisses to all who passed beneath it.

Balsam and fir branches trimmed with bells are other popular holiday decorations. The green represents everlasting life. Bells, it is said, tolled ominously for one hour before midnight on the first Christmas to warn Satan of the imminent birth of the Saviour. At the stroke of twelve, the happy pealing began to announce the death of the Devil and the birth of Christ.

Knowlton

Mr. and Mrs. Edward Dickley, Marblehead, Ohio, were guests of their father, Mr. Melbourne Benoit and sister, Mrs. Sadie LaFlamme, also guests at the same home were the Misses Sharon, Judy and Lisa Warden, Attleboro, Mass.

Mr. and Mrs. Tom Doucet, and Mr. and Mrs. Stephen Morson attended the installation of the Officers of the Branch 77 Shefford, Royal Canadian Legion, on Dec. 10, the officers of the Senior Branch and the Ladies Auxiliary were installed by the District Commander, Stephen Morson.

Mr. and Mrs. Keith Kerr, Rickey and Karen, Magog, Que.; also Mr. and Mrs. Bill Poirier, with Terry and Julie, Greenfield Park were guests of Mr. Melbourne Benoit and Mrs. Leslie LaFlamme.

Miss Gale Johnston - Main is

employed in the Post Office on a temporary basis during the Christmas rush period, also employed for the same purpose is Mrs. Evelyn Cousens.



HAPPY HOLIDAYS!

GEORGE C. DYER

CHARTERED INSURANCE BROKER

89 South Main Street
Tel. 538-2304
SUTTON, Que.

A Christmas Wish



We're sounding forth with glad greetings for all our friends and neighbors. May this Christmas season be merry and bright. Many thanks for the pleasure of serving you.

Marsh Construction Ltd.

GENERAL CONTRACTOR

Free estimates on request

43 Dufferin St. — Tel. 539-0415 — WATERLOO

MERRY CHRISTMAS and a very HAPPY NEW YEAR to all our CUSTOMERS and FRIENDS

Central Cleaning Inc.
777 Foster St. — WATERLOO — Tel. 539-0242

Season's Greetings

I wish to thank all my customers and friends for past patronage and hope to be able to serve you as well in 1971.

Wishing you all a very Merry Christmas and a Happy New Year.

Ken Bissell
Aluminum Windows Reg'd.
63 Foster St. — Waterloo, Que.
Tel. 539-2461

As we experience the glory and wonder of Christmas, may the joy of the holiday season bring peace and happiness to every heart and a special thanks for the wonderful support given my family during the past year!

GLEN BROWN M.N.A.
For Brome County

Greetings

To you our Friends and Customers. May you have a Very Merry Christmas. We wish you a Happy and Prosperous New Year. It has been our pleasure to serve you and we look forward to seeing you in 1971



Auberge Du Relais Knowlton Stage House Reg'd.

Specialties: - Brome Lake Ducklings — Bar-B-Q Chicken Steaks

MAURICE PROTEAU, Prop.

KNOWLTON — — — — — Tel. 243-6636

Greetings

Warm and cheery as the fire on the hearth are our wishes for you this happy Christmas Day.

Our Thanks and Good Wishes To Our Friends

from

The Population of Cowansville

and the surrounding municipalities
THE MUNICIPAL COUNCIL

ROLAND DESOURDY — MAYOR
Jean Leduc — Director of Services
AND THE ALDERMEN:

EMILE DUCHARME
HUBERT CHALIFOUX
ROSAIRE RAYMOND

NORMAN BROWNING
ARMAND BEAUREGARD
GILLES BISSON

GERARD TURMEL, Legal Adviser



GREETINGS
at
CHRISTMAS
To our many friends and
loyal patrons, we wish
a Merry Christmas and
a very Happy New Year.

**Louis
Faucher**

PRINTER
74 Laurier Street — MAGOG — Tel. 843-5991



MERRY CHRISTMAS
and
HAPPY NEW YEAR
to all our customers
and friends.
Thank you for your
friendship and your
loyalty.

**Anatole
Bergeron**

Linoleum and Carpets — Sales and Installation
Mrs. Colombe Bergeron.
228 St. Patrice East — MAGOG — Tel. 843-4636

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

to one and all. We take
this opportunity to thank
our many customers for
their past patronage.



Meubles Gevry Television

Electrical Accessories
RCA Victor Radios and Televisions
RCA Whirlpool Appliances
400 Main St. West — MAGOG — Tel. 843-2560
Res. Tel. 843-4608

GREETINGS



May our friendship
stay ever-green, now and always!

Magog Foundry Ltd.

601 Champlain St. — MAGOG — Tel. 843-3301

Thank You..

serving you over the past
year has been a privilege
and pleasure.

The Christmas season brings out
sentiments in all of us however,
that are rarely evident other times
of the year. It's that time of year,
when a nostalgic grip takes hold
of us, and we really appreciate
the good things that favor us all
year long. That's the case in this
store, when my staff and I take
stock, and begin to appreciate the
blessings that have been ours. We
couldn't hope to serve a more
understanding clientele, most es-
pecially under the cordial atmos-
phere that exists between we in
this store, and you who favor us
with your kind patronage. We
have unquestionably created
friendships that make life more
pleasant, and a respect for each
other that makes Christmas that
much more delightful.

Yes, Thank You friends, and
may your holidays be most pleas-
ant, and the New Year filled with
blessings. Let's hope the next 12
months shall be as pleasant as the
past year!

Karl Choquette
CHOQUETTE'S



Pine Street, Magog



Our heartfelt
thanks! May all of
your gifts be wrapped
in holiday spirit,
your tree be decked
with good things.

**Dore
Automobiles
Magog Inc.**

790 Main St. West
Tel. 843-6514 - Magog

Toys for young and old alike

NEW YORK — (NEA) —
Toyland 1970 will delight
kids of any age.

For cherubs from three
weeks to eight months old
there's the first progressive
series of infant toys, pro-
grammed by Dr. Burton L.
White, director of the Har-
vard Pre-School Project, to
help babies achieve their
full potential weeks earlier
and develop the habit of be-
ing alert, inquisitive and con-
fident. The toys are scientifi-
cally positioned precisely to
fit the infant's area of vision
and reach at different stages
of development.

The moon landing has in-
spired a new category of
toys. Orbiting Spaceway for
the younger set bases action
on a board representing the
universe with a 3D hemi-
sphere of earth at one end
and space stations at the
other. Deflectors determine
the orbiting of a fleet of
space ships. There's even a
corrugated cardboard moon
walk for preschoolers.

Speediest wonder in the
new toy showings is SSP,
Super Sonic Power, the first
drag racer scale model to
run self-propelled without a
track or batteries. SSP,
which accelerates after take-
off like a full-sized racer, has
a power wheel that revs up
to 20,000 r.p.m. and achieves
400 scale miles per hour.

Dolls are more nearly hu-
man than ever. Peggy Pen
Pal, for example, sits at her
desk and actually copies
anything a youngster draws,
sketches or writes—all with-
out batteries. When not per-
forming, Peggy leaves her
desk and plays anywhere.

The baby's muscular gy-
rations are copied more
realistically than ever in the
doll world. Musical Lullabye
Baby fully animates her
body when Brahms is
played. Baby Goldilocks asks
for her bottle and her dog
when put in a crib and then
coos herself to sleep.

The horoscope vogue has
inspired a group of Heav-
enly Babies with zodiac
bracelets. Wigs are in for
fashion dolls. And there's a
swinging grandma-type with
an ultrafashionable hairdo
and dress.

Most innovative in the
stuffed animal ranks are a
mouse delving into a realis-
tic looking hunk of cheese
and a "cute" worm emerg-
ing from a bright red apple.

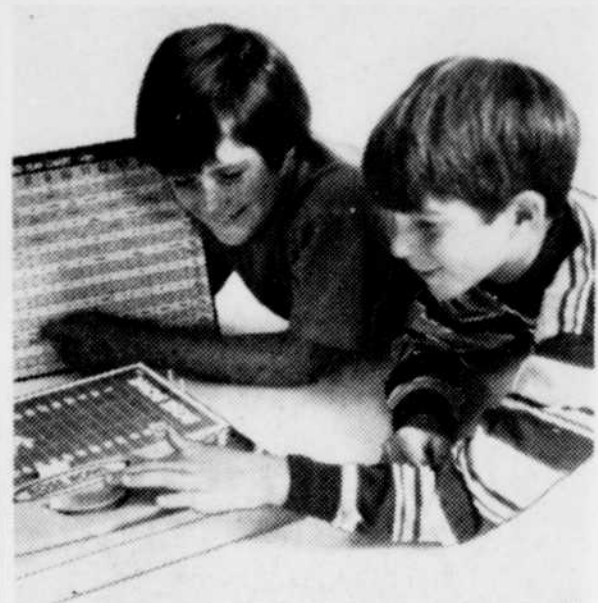
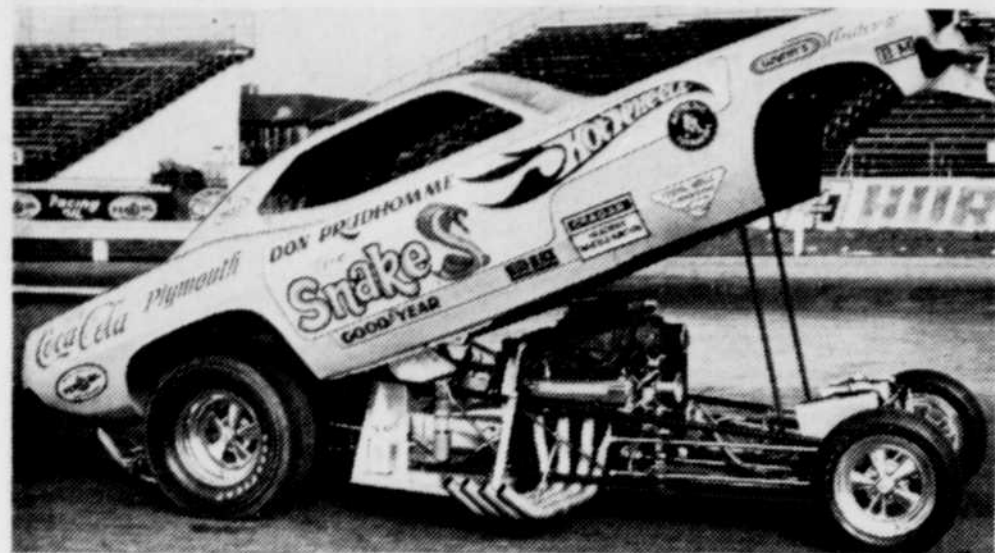
Spirofoil uses Spirograph-
type meshing gears to create
extraordinary embossed de-
signs on aluminum foil.
There's a Motorized Spiro-
graph, a new precision draw-
ing machine that broadens
the scope of designs by set-
ting simple marked adjust-
ments which are easy for
children to operate.

A new thrill for the junior
cook is Super Easy Bake
Oven, which has working
oven controls and a second
oven for warming. It oper-
ates on two electric light
bulbs and puts the cake pans
through a cooling chamber
so eager fingers can't touch
anything hot.

An ingenious way to inter-
est youngsters in playing
word games with older mem-
bers of the family is pro-
vided by Ad-Lib, which in-
troduces a crossword game
in which the 3D letters have
no values, eliminating the
tensions created by difficult
letters such as q and z. Only
the squares on the board
have numbers.

To win in Globetrotter, a
new game based on jet-set
travel resorts, a player must
be first to complete an en-
tire trip around the world,
stopping at famous resorts.

New for sports fans is
Rose Bowl Computerized
Football, which has a
molded analog computer
that gives resulting plays as
opposing teams prepare pro-
grammed moves. And super-



Here's one reason why the cars
raced on drag strips by Don Prudhomme
and Tom McEwen are called "Funny Cars."
The whole body serves as hood for the
specially built racers. This one is "The Snake"
in which Prudhomme recently won
his third NHRA Nationals championship.
Millions of youngsters have miniatures
of the Funny Cars. Spirofoil, newest addition to
the Spirographic arts (lower left)
makes it easy for any youngster to draw
and paint fascinating raised patterns on
aluminum. Aluminum foil is placed in a frame,
embossed designs can be created
with the Spiro Wheels and Rings provided
and the young artist simply holds the
ballpoint pen, embosses each pattern and
then paints the spaces between the
raised lines. Rose Bowl Computerized
Football (lower right) features an analog
computer with which two opposing teams
make programmed moves. A computer-
ized game chart is provided.

heroes are sponsoring a wide
variety of games for all ages
of family sportsmen.

Joe Namath sponsors an
Electric Football game and
so does Roman Gabriel, the
Rams star. Willis Reed and
Walt Frazier of the Knicks
have an official Double Dy-
namite Pro Basketball
Game. Phil and Tony Espo-
sito of the Boston Bruins and
Chicago Black Hawks respec-
tively sponsor a Battling
Brothers Ice Hockey Game.

Toyland '70 doesn't miss a
bet. Everyone can play.

Magog

Mr. and Mrs. John Noble and
children Christine and Michael,
Ottawa, Ont., were recent guests
of Mr. and Mrs. C. M. Styan. Mr.
and Mrs. Noble and family have
recently returned from Dakar,
West Africa, where they spent
the past two years.

Mr. and Mrs. Bruce Fry, Mr.
and Mrs. Al Rollins, Mr. and
Mrs. George Corbiere have
returned to their respective
homes after a trip to Spain.

Members of St. Luke's
Women's Guild held their Annual
Christmas party on Dec. 9 in the
Church Hall. After a short
business meeting gifts were
exchanged among the members
and friends present. Tea was
served and an enjoyable social
hour spent. The next meeting
will be on Jan. 13 at the home of
Mrs. Levick.

The Annual Christmas party
for members of St. Faith's Guild
was held at the home of Mrs.
Garth Fields. Final results of
their November Tea proved very
successful. Mrs. Grace Fields
won the Christmas wreath which
was raffled. Meetings will
resume on Jan. 6.

Mr. and Mrs. Eddie Jackson
have returned to their home on
Pine St., after spending a few
weeks in Boynton Beach, Fla.

GREETINGS

CUSTOMERS AND FRIENDS...
our wish for the holiday season is
simple and sincere... our thanks to
you for your valued friendship and
encouragement.

HAPPY HOLIDAYS
EVERYONE!

Royal Cafe

George Marcoux, prop.

302 Main St. West — MAGOG — Tel. 843-2663



New Year Greetings

Must say it now, time's running out,
To valued customers, we gladly shout...
"Happy New Year," is what it's about.

Maison du PRÉLART

Andre Lacasse, prop.
Linoleum — Rugs — Tile — Installed by experts
We rent rug cleaning machines
82 St. Patrick East — MAGOG — Tel. 843-5669



301 Main St. W. — MAGOG — 843-3366

Merry Christmas

As candles glow so
warm and bright, to
light the way to
Yuletide pleasures, we
greet you and wish
you the best.

Transvision Magog Inc.

Tel. 843-2892 and 843-3358 Offices

15 St. Patrice St. West — MAGOG, Que.



To all our friends:
Best wishes for a very Merry Christmas!

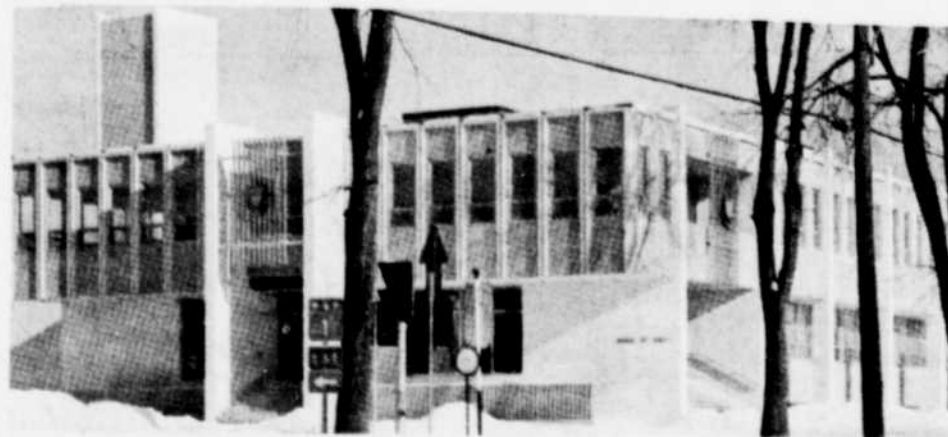
We thank all customers and friends for their
past patronage. Wishing you a Merry Christmas
and a Happy New Year.

R. Farmer Stores Ltd.

"The ideal store for family shopping"
494 Main St. West — MAGOG, Que.
Tel. 843-5029

MERRY CHRISTMAS MAGOG

We, the Mayor and councillors and city officials of the City of Magog, extend best wishes to the citizens of this
municipality, and express hopes that the new year will be prosperous and pleasant for everyone in our community.



MAURICE THEROUX, Mayor

ALDERMEN:

Ward One: Jean-Guy St-Roch
Ward Two: Laurent Girard
Ward Three: Telesphore Lavoie

Ward Four: Armand Pouliot
Ward Five: Gerard Page
Ward Six: Armand Gagne

Secretary-Treasurer
Assistant Secretary-Treasurer



The City of Magog

An enchanting gift for the festive season



Greetings to all our friends

Thanks ... everybody!
Fuel Oil Dealer
2-way Radio Service

Gordon Hurlbut Ltd.

497 Bellevue St.
MAGOG, Que.
Tel. 843-3540

"Courtesy Is Our Policy"



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

Stewart D. Reed

NORTH HATLEY
Tel. 842-2467



THE TRADITIONAL FLOWER — The white variety of the traditional Christmas poinsettia is proving very popular say the florists, and it is extremely welcome as a gift, especially in homes where the red and green of the older-established plant does not fit in with the decor. (Photo by MALAK)

MERRY CHRISTMAS and a HAPPY NEW YEAR!

It's with sincere thoughts for our many customers, neighbors and the employees of this firm and their families, that we extend this message of goodwill with hope for happiness!

F. W. Woolworth Co. Ltd.

IRENEE FORTIER, Manager
Main West, MAGOG, Tel. 843-3421



Merry Christmas

TO ALL ...
We thank you for your patronage in 1970

Laurent Bertrand

Esso PLUMBING AND HEATING
SALES and SERVICE

549 Sherbrooke St. — MAGOG — Tel. 843-4800



Season's Greetings

To all our customers: best wishes for a happy holiday. May our friendship continue.

AUX

Economies Magog

ENRG.

10 Main St. W. — MAGOG — 843-9114

HOLIDAY GREETINGS



"MAGOG'S Largest Furniture Store"
7 Main St. W.,
Tel. 843-2555
MAGOG, Que.



Greetings

to all our loyal friends
Happy holiday!

Gerard Turgeon

UPHOLSTERER

MAGOG, Tel. 843-2668
RR 4, (Montreal Road)

enjoy a winter holiday in White Christmas land

A white Christmas is no dream in Colorado.

It's the glistening reality that holiday vacations are made of. It's ski slopes, snowshoes, sleighs, ice skates and warm drinks before a roaring fire. And in Breckenridge, 85 miles west of Denver, it's comfortable lodges or condominiums and informal restaurants for the whole family.

"More families are traveling together today — on skis," notes Donald Fowler, president of The Breckenridge Company, currently developing a new four-season village designed for family enjoyment.

"There's winter fun for everyone in Breckenridge," says Fowler, one of the founders of Colorado Ski Country USA. "That's what makes it a great place for families."

For skiers, gentle knolls at the lower part of the ski area attract the "bunnies" or beginners. Intermediate slopes branch out from both mid-mountain and the summit. Two touch trails challenge the experts — among them, Breckenridge's newest resident, Jean-Claude Killy. More experts' runs are planned.

Cross-country tours offer an opportunity to try out snowshoes in the manner of the mining pioneers who settled the area, and to enjoy spectacular views of the snow-covered Rockies.

Skating or tobogganing are other activities for those in the family who don't want to ski.

Sleigh or snowmobile tours over special trails through the wooded

countryside also are exhilarating by day, or romantic by night, under bright stars and full Colorado moons. The tours are interrupted by stop-offs for mugs of bracing hot wine and often end with a fondue picnic.

Family-style chalets in the Valley, condominiums and some lodges are equipped with kitchens for at-home cooking and dining.

But parents may indulge in apres-ski entertainment while small fry in the family are cared for in the playroom-nursery which is part of the ski area services.

Magog UCW names slate

MAGOG — On Wednesday, December 2, the U.C.W. of St. Paul's Church met in the church hall.

Mrs. Barbara Pilkington read the worship service with Mrs. Margaret Hall and Mrs. Cyril Ruck taking part. Two carols were sung, followed by a brief business meeting. The treasurer, Mrs. G.W. MacLauchlan, gave the financial report and proposed budget for the year 1971.

The year 1970 was a successful one, with a substantial bank balance and receipts from the Christmas sale still to come in.

It was decided to give \$25, to the Princess Elizabeth School cafeteria and \$25 to the younger

grades for musical instruments and \$25 to send a young person to Youth's Parliament. The Christmas stockings and birthday box fund is going to the group's foster child.

Reports were received from the various committees. Mrs. G. Bailey reported for the manse committee. A new dryer has been purchased for the manse as well as a coffee table and a chair for the minister's study.

Mrs. Cyril Ruck, chairman of the nominating committee, gave the slate of officers for 1971, as follows: — president — Mrs. Frances Hopp; vice-president — Mrs. Norma Bailey; secretary — Mrs. Marjorie Parker; treasurer — Mrs. Doris MacLauchlan; nominations — Mrs. Betty Richardson; social functions — Mrs. Edith Dustin and Mrs. Alicia Patterson; baby bank — Mrs. Jean Dezan; social welfare — Mrs. Frances Harris; visitation — Mrs. Flossie Broadbelt; manse — Mrs. Norma Bailey.

At the close of the business meeting a social hour was followed with games being played and exchange of gifts, after which delicious refreshments were served by the hostesses, Mrs. Vivian Barron and Mrs. Betty Richardson.

The next meeting will be held the first Wednesday in January.

Magog

The Kiwanis Club celebrated their twentieth Anniversary with a "Charter and Ladies Night", which was a huge success, with a total of sixty-two members and wives attending. Lt. Governor F. Amber and Mrs. Amber, of Montreal, helped to celebrate the anniversary. During the course of the evening, the Governor presented an Achievement Award to Past President Mr. Harry Milne.

The Christmas Tea and Food Sale of St. Faith's Guild was held on Thursday, Nov. 26, in St. Luke's Church Hall.

A large assortment of hand-made articles, Christmas decorations and home-cooked food was offered to the guests, and a dainty tea was served.

Mrs. Neil Buzzell, Guild President welcomed the guests. The Turkey Raffle was won by Rev. Father Ripper, and the Door Prize by Mrs. E. Patterson.

The Annual Christmas Party for Guild members will take place at the home of Mrs. Garth Fields early in December.

Mrs. Elizabeth Campbell, Lebanon, N.H., was a recent guest of Mr. and Mrs. E. Hendry. Mr. and Mrs. Douglas Holt, and family, of Candiac, spent the weekend in Magog, guests of Mr. and Mrs. O. Holt.

Recent guests at the home of Mrs. Lester Catchpugh were Mr. and Mrs. Louis Provencher and Mr. and Mrs. Ernest Bieol, all of Nashua, N.H., and Mr. and Mrs. Benoit Dugal and son, Laval West.

MERRY CHRISTMAS and a HAPPY, PROSPEROUS NEW YEAR

TO ALL OUR CUSTOMERS AND FRIENDS

Bijouterie de L'est

GILLES GERVAIS, prop.

229 Main Street East — Tel. 843-3121 — MAGOG

SEASONS GREETINGS

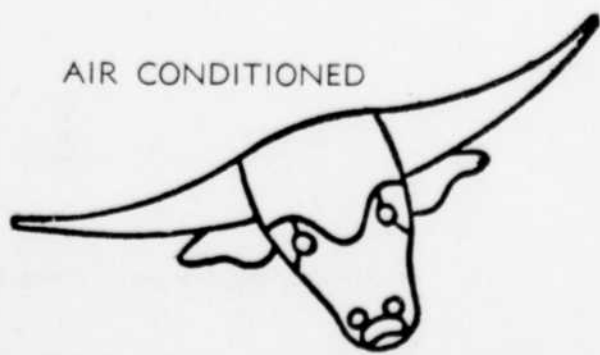
We take this opportunity to thank you for your patronage. It has been a pleasure to serve you.

Roy Radio T.V.

ZENITH and MAGNOVOX COLOUR TELEVISION

335 Sherbrooke St. — MAGOG — Tel. 843-2828

AIR CONDITIONED



We wish you all a

Merry Christmas and a Happy New Year

Frank's Steak House and Trophy Dining Room

Fully Licensed

OPEN SEVEN DAYS A WEEK from 11:00 a.m. to 10:00 P.M.

45 Main Street — Newport, Vt. Tel. 334-776



Armand Demers Inc.

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319 St. Patrick St. W. — MAGOG — Phone 843-3303

MERRY CHRISTMAS

and a Happy New Year

to all our clients, and a sincere thank you for your wonderful patronage.

HENRI-PAUL

LECLERC

Plumbing — Heating

210 St. Jacques St.
Tel. 849-3035
Coaticook



to you and your family
Viens et Freres Inc.

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

A happy Christmas in the heart of home

Fashion Pacesetters Can Improve Your Game

Want your gift to make a fashion hit with that special someone this Christmas?

Well, it's in the bag. The bowling bag that is — and the ball and shoes, too — if that's what you've placed under the tree.

Sleek designs and explosions of color, two hallmarks of the current fashion revolution in men's and women's apparel, have appeared on the sports equipment scene in time for Christmas giving.

Fortunate bowlers who open a package containing "new look" equipment will be seen on the lanes in handsome, color coordinated ensembles in vibrant tones of raspberry, blue, green and soufflé.

Imagine the surprise and pleasure if she finds a wild raspberry Fling bowling ball, color-mated suede shoes and bag with sporty racing stripes waiting for her on Christmas morning. Raspberry is this season's best fashion color, suede the most important fabric, the hardware buckle trim on the shoes and the white accents on all pieces in the ensemble are the latest in styling details.

"Today, people are very fashion conscious," declares Mrs. Walker, "and that includes the more than 40 million Americans who bowl in their leisure time. They are concerned with how they look on the way to the bowling center and also while bowling."



TRADITIONAL CARDS SELL BEST — Traditional Christmas cards such as those at top left and bottom right are still the best-selling cards. Industry spokesmen say that cards with religious themes (top right) and humorous cards are outsold by a wide margin.

a pair of space marvels . . .

Wives are sometimes hard to surprise at Christmas, so it isn't always easy to dream up even one different gift idea.

But, here's a pair of ideas if your wife hasn't had her own laundry appliances because installation or space is a problem.

The Porta-Washer and Porta-Dryer fit anywhere. Each appliance measures only 24 inches wide by 15 inches deep by about 30 inches high.

Both units operate on 115-volt household current and don't require special installation. The spinner type washer hooks up to any sink for doing the laundry and no special venting is required for the dryer.

Though small in size, each appliance handles about half a standard size washer load, making the pair ideal for small families, newly marrieds, retired couples or single persons.

An accessory stack rack, which holds the dryer just high enough above the floor so that the washer can be rolled in under it, converts a narrow space into a handy laundry nook. All that is needed is an adequately wired 115-volt outlet for the dryer, but the closer the nook to the kitchen or bathroom sink, the more convenient it would be for the user.

Other storage possibilities for Maytag's Porta-Pair include hang-

food processing and warehousing facilities in the world.

"Only a few years ago about 70 per cent of our business was done during the September-December season. But thanks to research and new approaches to the market, today more than 50 per cent is in products that sell throughout the year. That is growth," Lewis says.

Recently, his co-operative introduced cranberry products into England and West Germany.

"Seems they are beginning to enjoy our nostalgic American tastes, too," he adds.

The Holiday child will be the traditional dressed-up child with news and excitement in colors, fabrics, patterns and looks.

COLORS — very fresh and clean-looking with the classic red, navy and white — other popular colors will be purple, hot pink, lemon yellow, peach, sea and royal blue.

FABRICS — the velvets are back, both plain and crushed. Knits are the strongest fabric, both bonded and plain.

Voile — polyester wovens, with a satin finish. Cotton suedees are popular.

PATTERNS — pin stripes and bold stripes — strong — as are the native patterns — Scandinavian and Oriental — many of the voiles have a burn-out pattern. There are lots of embroideries.

Cranberries Now Year-round Treat

By GAYNOR MADDOX
NEA Food and Nutrition Columnist



The Indians started it. Then the Pilgrims picked up the habit and the Yankees made a business of it. That, briefly, is the history of the cranberry.

The cranberry harvest usually starts in September and runs through December, spanning the Thanksgiving and Christmas seasons. That used to be the only going time for fresh cranberry sauce with turkey.

We still follow that custom but not so completely. Today, in one form or another, cranberries are sold throughout the year due to aggressive marketing techniques.

"Last year we sold more than \$72 million worth. We expect even greater sales this year," reports Edwin F. Lewis, president of Ocean Spray Cranberries, Inc., based in Hanson, Mass. Ocean Spray is a co-operative of growers in Massachusetts, Wisconsin, Oregon, Washington, New Jersey and parts of Canada. They produce 85 per cent of the crop.

Lewis, a forthright and dynamic type, sees a constantly expanding future for his co-operative. To get more return for their advertising slogan, they must expand their products and get more shelf space in supermarkets.

"We plan constantly for new products. Our cranberry juice and cocktails, either plain or with apple, prune or grapejuice added, have been big sellers. We now are putting a new cranberry raspberry jelly sauce on the market and a new de luxe cranberry jelly sauce. Our cranberry-orange relish is popular. And our research department is constantly working on new ideas, such as a cranberry protein des-

sert and the idea of enrichment," he explains, adding: "But we have not forgotten our old-fashioned beginnings. We are testing fresh frozen whole cranberries. Yes, I realize that is running against the prevailing tide of passionate desire for convenience food. But we feel there are many women who



Edwin F. Lewis

still want to make cranberry and apple pie, cranberry muffins and cookies, cranberry and fresh orange relish right from scratch.

"In four test markets we are offering fresh frozen whole berries. They freeze perfectly, retaining all their flavor and looks. According to the results, we will or will not continue. But we are gambling on the old-fashioned cooks to carry us on."

Ocean Spray is building an \$8 million new plant in Kenosha, Wis. This will provide one of the most modern

menu by aileen

TUESDAY
Broiled tomatoes
Grilled cheese sandwiches
Shoestring potatoes
Chocolate milk

WEDNESDAY
Celery salad
Vegetable soup
Garlic bread
*Poppy seed cake

THURSDAY
Bacon/spinach salad
Oyster stew
Sugar cookies
Tea

FRIDAY
*Chicken sage spread
Cauliflower au gratin
Deep-fried shrimp
Onion rings
Orange pudding

Merry Christmas to you all and a Happy New Year

Continental Store

615 Foster St. — Waterloo. — Tel. 539-2055

Greetings

TO OUR MANY FRIENDS, OUR WARMEST WISHES!

Keith Electronics Inc.

ZENITH

212 Main St. — Cowansville, Que.
Tel. 263-2473

Merry Christmas

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

La Corne D'or

Claude and Rene Neron wish each and everyone a

Merry Christmas and a **Happy New Year**

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

BOURQUE BLVD. — ROCK FOREST

For better

Shop Shefford Hardware

MERRY CHRISTMAS TO ALL AND A HAPPY NEW YEAR!

302 Foster St. — Waterloo. — Tel. 539-0585

Christmas Joy

Here's wishing you the true warmth of the holiday and a happy time for one and all. Thanks for letting us serve you.

J. A. FRENIERE ENR.

John Collins Distributors

54 Lake St. — MAGOG
Tel. 843-3022 — 843-6575

MERRY XMAS

May the good cheer of the festive season be yours throughout a glad new year.

TO YOU AND YOUR FAMILY
We thank you very much for past patronage.

Memphremagog Automobile Inc.

Authorized Dealer for: DATSUN
Sherbrooke St.,
Tel. 843-3311 — MAGOG

CHEER

May you enjoy a very happy holiday!
From the staff of

MAGOG BAR-B-Q

RESTAURANT
Fully Licenced
Paul Mercier, prop.

475 Main St. West — MAGOG — Tel. 843-4448

Belanger Garage

405 Sherbrooke Street - Magog
Tel. 843-3397

May you all, have a Merry Christmas!

EUGENE BELANGER, Proprietor
ROLLAND LAVALLEE, General Manager

SEASON'S BEST

To all our friends and neighbors, sincere best wishes for the holiday season.

May your Christmas be bright with good cheer, warm with the affection of those you love, and merry with the sound of laughter.

The Management and Staff of

FEDERAL PACKING INC.

MAGOG, Que.

WALNUT HOLIDAY WREATH

You'll need about 2 lbs. in-the-shell walnuts, candy, plastic wrap, #28 wire, ribbon, wire coat hanger. Cut wrap squares 9" larger than walnuts and candies. Wrap, fasten with a twist of wire. Cut, leaving 6" wire stem. Dip in boiling water — keeping wire above water. Wrap stems of candies with florist tape.

TO FORM WREATH: Cut coat hanger to desired length. Fasten ends to make circle. Flatten with pliers. Fasten 20" length of wire around base of one of wrapped walnuts. Attach where coat hanger is joined and proceed around circle, wiring in walnuts and candies to form a solid wreath. Fasten walnuts in close and let candy clusters stand out. Trim with ribbon.



WATCHFUL MRS. SANTA. Guess what he's getting for Christmas! It is an electric watch, a year-round remembrance that he will never have to remember to wind. Traditionally styled, this handsome timepiece features a luminous dial, sweep-second hand and black strap. Yet, for all its efficiency and good looks, it is priced at twenty-five dollars. Mrs. Santa wears a ladies' electric in 10K rolled gold plate (fifty dollars) . . . both by Timex.



THANKS TO ALL
Danville Radiateurs
Ch. De La Reine
Danville, Que.
Tel. 839-2065

FIVE CENTURIES OF CHRISTMAS TIMING

Imagine yourself as a Christmas shopper in the Fifteenth Century. The disadvantages only begin with not having "wheels" to take you where you want to shop. Let's say you have decided to present that special person in your life with

the gift of a timepiece. Do you know what it would have been? A portable sundial!

Now you progress to the Sixteenth Century. A Yuletide gift of time for your loved one might have been a clock if you were very wealthy, but this is before the pendulum was introduced, and you would have needed a sundial along with it to keep the clock reasonably on time!

The first watch was also invented in the Sixteenth Century. It was not exactly a watch as you know it today. Referred to as a Musk-Ball the watch of the 1500s was spherical in shape, awkwardly large, and pierced to give off the scent of perfumed musk which was carried in the case. The noblemen and dandies of that era, who could afford watches, wore them on chains around their necks and apparently liked the idea of perfume. If Musk-Balls were still in vogue, you could probably forego the gift-wrap and just camouflage the present by placing it among the ornaments on the branch of the Christmas tree!

Watches of the Sixteenth Century, though still a great novelty, offered many more conveniences than their fore-runners. To tell time in the dark, tiny raised knobs above each numeral enabled the owner to "feel the hour" without lighting a candle. Then came the addition of a minute hand in 1675.

By the Eighteenth Century you could have given a watch as a Christmas present with a second hand. This feature had been widely introduced to give doctors an accurate means of measuring the pulse. Your present, of course, would have also included a key for winding.

You could not have given a watch for the wrist as a Christmas present until the early part of the Nineteenth century. The first wristwatch was developed for soldiers in the front lines during World War I because the routine of unbuttoning the watch pocket and taking out the watch to see the time was inconvenient.

Throughout the Twentieth Century, technologists have worked towards perfecting the delicate mechanism of the watch for greater accuracy and convenience.

Since the Fifteenth Century, time has certainly come a long way! Today, for Christmas, 1969, you can give your loved one the ultimate in accurate timekeeping — an electric. Timex makes a beauty. It never has to be wound, on or off the wrist. Just turn it on, it will keep accurate time for a year, powered by a tiny re-

placeable energy cell. The price for the men's electric Timex is only twenty-five dollars, and for the Timex Calendar electric . . . only thirty dollars. The electric comes in an assortment of styles, with sweep-second hands, in white or yellow cases and with stainless steel backs.

If there is a woman in your life who likes to make every minute count, the manufacturer offers the perfect Christmas suggestion — a ladies' electric wristwatch priced at fifty dollars. It comes in a graceful shield-shape case of 10K rolled gold plate (white or yellow).

And because this isn't the Fifteenth Century, you won't have to depend too much on "wheels" to help you find an Electric! The Timex and other famous timepieces are available at watch counters of leading stores throughout the country.

Special Christmas programs

The spirit of Christmas 1970 will be conveyed to listeners across the land during three special holiday "Arthur Godfrey Time" broadcasts to be presented on the CBS Radio Network on **Wednesday, December 23, Thursday, December 24, and Christmas Day, (9:30-10:00 AM EST).**

"Our show is unique on network radio," Mr. Godfrey said in announcing plans for the three broadcasts, "and we hope to help keep alive the spirit of this most cherished of holidays. The three-day Christmas observance will be highlighted by traditional offerings from the lovely and celebrated star Vivienne della Chiesa, our own balladeer Richard Hayes, and The Arbors, one of the finest quartets of the day."

Mr. Godfrey, of course, will join in singing Christmas songs held dear over the years, and The Godfreymen Orchestra, under the baton of Jerry Alters, also will be featured.

The musical schedule for the three days follows:
WEDNESDAY, DECEMBER 23
"Bah, You're A Scrooge" — Mr. Godfrey.

"White Christmas" — Richard Hayes.

"Toyland" — Miss della Chiesa.

"Why Don't You Go Home For Christmas" — Mr. Godfrey.

CHRISTMAS PACKAGE:
"First Noel", "Jolly Old St. Nicholas", "Deck the Halls", "Jingle Bells" — The Arbors.

THURSDAY, DECEMBER 24

"Pine Cones and Holly Berries" — Mr. Godfrey and Richard Hayes.

"White Christmas" — Miss della Chiesa and The Arbors.

"Do You Hear What I Hear?" — Richard Hayes and The Arbors.

"Christmas Day is Just Around the Corner" — Mr. Godfrey.

"Have Yourself a Merry Christmas" — Miss della Chiesa.

"Christmas Island" and "Mele Kalikamaka" — Mr. Godfrey.

"Let's All Help Keep America Clean" — Entire Cast.

"Impressions of Christmas" — The Arbors.

CHRISTMAS DAY
"We Wish You A Merry Christmas" — Entire Cast.

"Ring, Ring the Bells", "Have A Happy Christmas Day", "Jingle Bells", Rudolf The Red Nosed Reindeer" — Mr. Godfrey and Richard Hayes.

"O Holy Night" — Miss della Chiesa.

"He's Not Heavy, He's My Brother" — The Arbors.

"Christmas Song" — Richard Hayes.

"Ev'ry Christmas Morning" — Mr. Godfrey.

"Ave Maria" — Miss della Chiesa.

"We Wish You A Merry Christmas" — Entire Cast.

Events of 1970 Reviewed by CBS News
Correspondents December 27 and 30

Correspondents Cronkite, Collingwood to Moderate Broadcasts.

Key CBS News Correspondents from around the nation and world will gather for two CBS News Special broadcasts to be heard on the CBS Radio Network, recapitulating the major events of the past year.

"CBS News Correspondents Report: Part I — The Nation" will be broadcast Sunday, December 27 (10:05-11:00 P.M. EST), and "CBS News Correspondents Report: Part II — America and the World" will be broadcast Wednesday, December 30 (10:05-11:00 P.M. EST).

CBS News Correspondent Walter Cronkite will moderate the first broadcast, which will originate in New York. Joining Cronkite in analyzing the events, their impact and ramifications, will be National Correspondent Eric Sevareid, White House Correspondent Dan Rather, Congressional Correspondent Roger Mudd and Correspondents Daniel Schorr and John Laurence.

CHRISTMAS GREETINGS to our customers and friends
CO-OP
SOCIETE COOPERATIVE AGRICOLE-COMPTON
Tel. 835-5411



GREETINGS

As we celebrate the New Year, it's our special pleasure to extend greetings and gratitude.

TOWN OF BURY

Gordon Dougherty, mayor.

ALDERMEN: Adolphe Larivière, Merlyn Coates, Doug Harrison, Romuald Morneau, Doug Mayhew, C. Jenkerson, W. R. Batley, Sec.-Treasurer.



Greetings

Hark! Let Christmas be joyful, and every heart light. Thanks for your patronage.

MARCHE TRANS-KEBEC

Marcel Dodier

Butcher — Licensed Grocer
(Public Slaughter House)

ST. ISIDORE — Compton County

Tel. 658-3659



SEASON'S GREETINGS
It's time to greet our many friends. And time to say how greatly we value your confidence and trust!

HENRI LATULIPPE

M. P. for Compton County

Assurance C.W. Dunn Insurance Inc.

Chartered Insurance Brokers

6 Wellington South — Suite 302 — Sherbrooke

Now responsible for:

J. P. MULLINS REG'D AGENCIES

9a Notre-Dame St.—Bromptonville—Tel. 846-2713

Merry Christmas to all and a Happy New Year



777 MAIN ST. WATERLOO, QUE.



To all our friends and customers a very "Merry Christmas" and a "Happy New Year"

Cantine Pour Vous

748 Foster St. — WATERLOO — Tel. 539-3515



To the people of Asbestos, Sherbrooke and surrounding districts, we wish you a MERRY CHRISTMAS And A HAPPY NEW YEAR!

Ideal Chevrolet Oldsmobile Inc.
Authorized Dealer For: Monte Carlo, Chev Trucks, Chevrolet, Oldsmobile, Chevy II, Chevelle, Camaro, Vega.

NICE SELECTION OF USED CARS
NO TOLL CHARGE, DIRECT-LINE Tel. 567-2341
90 du Roi St. — ASBESTOS — Tel. 879-5461



Christmas Cheer

Along with our greetings, we're wrapping up a pack of good wishes and grateful thanks for all our customers.

The Management and Personnel

CORPORATION SANIBEC (Sherbrooke)

12th Avenue South — Sherbrooke

Tel. 562-1561



I wish to thank my many customers and friends for their patronage during 1970 and hope they will continue encouraging our firm during 1971. I take this opportunity to wish them all a

MERRY CHRISTMAS

AND A PROSPEROUS NEW YEAR IN 1971

ALBERT HENRI INC.

74 Chemin St. Elie (front of Lowney's)

Tel. 567-6418

SHARE THE HEALTH With Christmas Seals.



FIGHT TB AND OTHER RESPIRATORY DISEASES

Merry Christmas and a Happy New Year



BERTRAND BERGERON
manager



LAVAL PAGE
president

Tapis Pa-Guil

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

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

MERRY CHRISTMAS and a HAPPY NEW YEAR TO ALL!

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



Thank you for your loyal support

ALSO TO OUR EMPLOYEES AND THEIR FAMILIES, AND TO OUR FAITHFUL CLIENTS!

Boiler Specialties Reg'd.

144 St. Georges St.

WINDSOR, QUE.



CHRISTMAS GREETINGS

May the star of Bethlehem bring you great joy as it did the Wise Men from the East as they followed its light in search of the Infant Jesus. Let us rejoice once again at His birth during this holy season.

HAPPY HOLIDAY WISHES FROM THE FOLLOWING INDUSTRIES

Lynn MacLeod Engineering
Supplies Ltd.

Sherbrooke, Que.



J. J. Barker Co. Ltd.

Cowansville, Que.

American Biltrite Rubber Co.
(Canada) Ltd.

Sherbrooke, Que.

Domtar Pulp & Kraft Paper Ltd.

Windsor, Que.

The Torrington Co. Ltd.

Bedford, Que.

L. G. Balfour Company
of Canada

Sherbrooke, Que.

S. W. Hooper Co. Ltd.

Paper Machinery
Sherbrooke, Que.

Canadian Ingersoll-Rand
Co. Ltd.

Sherbrooke, Que.

Megantic Manufacturing Co.

Lake Megantic, Que.

Lines Bros. (Canada) Ltd.

Toys
Waterloo, Que.

Gingras Ltee.

Cabinet Makers
Sherbrooke, Que.

Sherwood-Drolet Corporation Ltd.

Hockey Sticks
Sherbrooke, Que.

The Miner Company Ltd.

Granby, Que.

Industrial Stampings Division
of M.M.J. Industries

Bromptonville, Que.

Lasalle Plastics Inc.

Richmond, Que.