

Sherbrooke Daily Record

FRIDAY, DECEMBER 20, 1968





Greetings

A. Grandpre

NOTARY

555 Main Street
WATERLOO, QUE.



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

Best Wishes

Louise's Milk Bar

748 Foster St. — WATERLOO — Tel. 539-0024



Handy Andy

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

Handy Andy

400 Foster St. — Tel. 539-0666
WATERLOO, QUE.



HOLIDAY GREETINGS

The management and staff
of **BERNARD BACHAND** take
this opportunity to send sin-
cere wishes for a Very Merry
Christmas and a Prosperous
New Year.

Thanks for your encouragement during the past year.

Bernard P H Bachand

Deluxe

301 Park St.—WATERLOO, Que.—Tel. 539-0595

PANORAMIC DOORS AND WINDOWS
MILLWORK: SPECIALTY — DOORS and WINDOWS

... to all our customers
and friends, a very
MERRY CHRISTMAS
and
HAPPY NEW YEAR!



Yves Tranchemontagne,
Pres.

Tranchemontagne
Automobiles Ltee.

Authorized Dealer for Chrysler, BMC and Ski-Doo

57 Foster St. — Box 250 — WATERLOO
Tel. 514/539-1282



Wishing all the staff employees, friends and
customers a VERY MERRY CHRISTMAS
and a HAPPY NEW YEAR.

Thistle of Canada
Lines Bros. (Canada) Ltd.

WATERLOO, QUE.

Make holiday candles

Candle-making is one of the most creative and rewarding projects that you can undertake. You will be pleasantly surprised at how easy it is, even with no previous experience, to turn out beautiful and unusual candles. Candles lend an air of enchantment to your home and make the holidays seem so much more festive. They are also an inexpensive and very personalized gift idea for Christmas.

Glamorous candles that look expensive can be made with little cost involved. You'll need a double boiler or a substitute such as a coffee can set in a sauce pan of water, paraffin wax, powder home dye for coloring, heavy cord, plasticene, pencils or sticks, moulds, glue and trimmings.

Choosing moulds can be fun; start with cans of different sizes, milk cartons and plastic bottles. Gelatin moulds, cone paper cups and muffin tins serve well for little candles.

To insert the wick for big candles, punch a small hole, no larger than the cord, in the centre of the bottom of the mould. Run the cord through the hole and up through the mould; tie the end to a pencil or stick. Place the pencil across the top of the mould; turn the mould upside down and pull the cord taut, knotting the end and taping it in place. To prevent leakage of the wax through the hole, seal with plasticene. To make the candle smoother and easier to unmould, brush the mould with corn oil.

Melt the paraffin in a double boiler. Carefully follow directions for melting given on the paraffin package. Never melt paraffin over direct heat as the wax is inflammable. Keep a box of salt or baking soda handy in case of a spill or slight flare up. Never pour water on to burning wax.

To add festive color to your candles, use a powdered home dye. Add two teaspoons of the powdered dye to each pound of melted paraffin, remove the mixture from the heat and stir thoroughly for three to five minutes then allow to stand for two to three minutes. Pour slowly into the prepared mould from a height of one to two inches to prevent air bubbles from forming in the candles. Since powdered dyes are made to be soluble in water, not wax, some dye residue will remain in the pan after pouring. Just discard. Allow candles to cool thoroughly. Remove plasticene and tape holding wicks at the bottom. Peel off the paper moulds. Ease candles from metal moulds.

Candles made in any of the simple moulds mentioned can be glamorized with sequins, glitter, gold seals, aluminum foil letters, or whatever you choose. An especially intriguing candle can be made by frosting a plain candle with whipped wax. Just melt and dye paraffin and let it cool until a film forms on top, and then whip with a fork or rotary beater until it reaches frosting consistency. Quickly spread the whipped wax onto the sides of the candle with a fork and dust with glitter while the whipped wax is still warm.

The unusual lacy candles are particularly easy to make. Fill with small chunks of ice and pour melted paraffin slowly into the mould. The warm paraffin will melt the ice, giving a lovely cutwork effect.

The same ice cube method can be used to create very modern mosaic candles. To make a large flat candle, use a large juice can or coffee can as a mould. Line the bottom of the mould with ice cubes or chunks and pour the paraffin slowly in the mould. Do not cover the ice completely. When the wax hardens and the ice melts, pour out the water and then refill the holes with warm, not hot, paraffin in different colors.

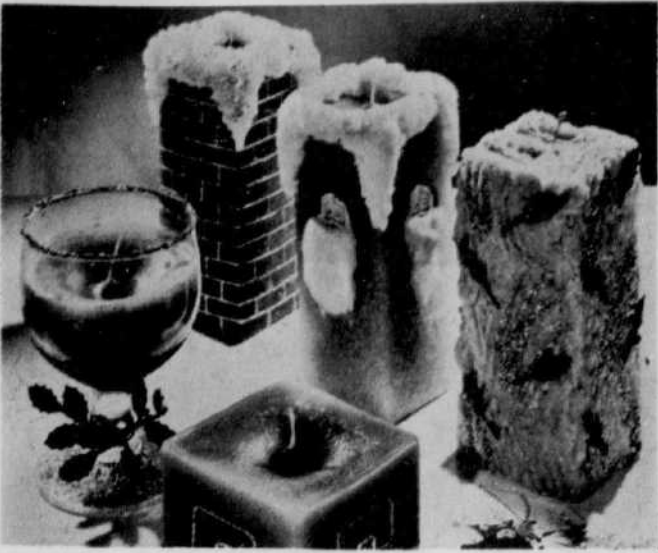
To achieve a very professional-looking twist in the middle of a candle, pour melted paraffin into a quart milk container. When cooled but still pliable, remove the mould, grasp the candle in both hands, and just twist. It's that easy!

Striped candles are another interesting variation. Use as many different colors as you like, but remember to let each layer solidify before adding the next one. Wax for additional layers should be quite cool before pouring into mould to avoid melting the solid layers.

A big, beautiful candle in a brandy snifter or goblet is made by first warming the glass, setting it in very hot water, and then filling it three quarters full with melted paraffin that has been cooled until barely pourable. Insert the wax-dipped wick after the paraffin begins to harden.

IN DENMARK

A Danish Christmas custom is the "Jul-bock," a long pole with a goat's head, whose duty it is to butt in when the children misbehave.



FESTIVE AIR — Candles lend an air of enchantment to your home and make the holidays so much more festive. They also make an ideal gift for Christmas to brighten your friends' homes.



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

Central Cleaning Inc.

777 Foster St. — WATERLOO — Tel. 539-0242

Joy to All

... this Christmas Season
— and our thanks for
your loyal patronage.



Waterloo Trading Post
Reg'd.

I. PAGE, Prop.

279 Main St. — WATERLOO

Tel. Store: 539-2390 — Res. 539-0359

Our thanks to all our customers and friends ...
and best wishes for a Merry Christmas
and a Happy New Year.



Season's Blessings

and abundant good cheer

Societe Ares Limitee

862 Foster St. — WATERLOO
Tel. 539-2660

Season's Greetings

We wish to express our sincere wishes for a happy holiday season, and to thank you for your generous patronage. It gives us great pleasure to serve you and we look forward to seeing you in 1969.

To All Our Customers And Employees

Leo Duquette, president
Allen Norris, vice-pres.
Albert Fontaine, director
Raymond Beuregard, director.

Laurent Demers
Daniel Jones
Miss Gisele Pinard, sec.
Real Jodoin, director
A. Gagnon, director
G. Hebert, manager

Cooperative Agricole de Waterloo

G. Hebert, manager

39 Taylor Street — WATERLOO — Tel. 539-1313

MANSONVILLE BRANCH
Tel. 292-5616

Dress bird to family's taste

It's contagious, the jolly Yuletide season. Young and old are infected with the spirit of it. A celebration as no other, Christmas brings families together with joy and gladness.

True, for Mom the days are a dizzy whirl of preparation. "Not a creature was stirring, not even a mouse" wasn't meant for her. Not during this busy season. She's all excited too, but happily. There's the big production of the feast to come. The bird is in hand. More correctly, it is in the fridge. Turkey of course. That's traditional.

To stuff or not to stuff, is not the question. No stuffing? The family would howl. The dilemma is, should it be a moist dressing or a dry one? You might even try treating the family to a choice of two dressings.

If you've planned on hearty side dishes and a rich sweet, the bakers of Montreal recommend a moist bread dressing because it is light and fluffy.

Don't be afraid of making too much stuffing. Extra dressing can always be served with the left-overs. It can be rolled into balls and baked in the oven with the bird. Extra dressing can also be baked separately in a casserole dish in the same way.

A word of caution. Although the ingredients can be prepared ahead, mixing should take place at the last minute. Never plan to stuff and refrigerate a bird in advance. Here is a recipe for a moist bread stuffing with a subtle spicy flavor.

You'll need three loaves of enriched sliced bread for a 16-pound bird and for that extra quantity. Sliced bread is easier to handle. Let bread dry overnight. To prepare, drizzle bread with water until moist, but not soaked. Saute turkey liver with one sliced onion until the liver is cooked and the onion is golden. Then mince both very finely.

Beat three eggs light and foamy. Using a large mixing bowl, add liver mixture and eggs to moistened bread with $\frac{3}{4}$ cup of melted butter. Toss mixture lightly together with two teaspoons of herb seasoning, salt and pepper to taste. Pack loosely into the cavity because it absorbs juices and expands during roasting. Now for that extra dressing you've planned on, bake this in a greased casserole for 45 to 60 minutes along with the bird.

If your family prefers a dry crumbly dressing, use the same recipe, omitting liver and eggs. Do not moisten bread, but cut the dried bread into $\frac{1}{2}$ -inch squares, and toss with one cup of melted butter, and all the seasonings. Add minced parsley for extra flavor.

You can count on applause when the royal bird is brought in to grace the festive board, delectable and tantalizing in its aroma. Every morsel will be relished and you can count on second helpings for all!

Varied meanings for colors

The traditional colors of the Christmas season are red and green. Yet these colors have meant different things to different people over the ages. Color has been used as the symbol of abstract ideas from time immemorial.

In early and medieval Christian art colors had a mystic or symbolic meaning. Red indicated passion. In its good sense it was a symbol of divine energy and love and the creative power of the Holy Spirit; in its bad sense it was a sign of hate. In that meaning it became an emblem of Satan.

Emerald green is often the symbol of hope and growth in many Christian paintings.

Colors played an important role in medieval magic and superstition. For example, the famous "philosopher's stone," which the alchemists thought would turn base metals into gold and cure all diseases, was thought to be colored red, according to the Encyclopedia Americana. Red was also a favorite curative color in more recent superstitions.

In Indonesia, the people think a piece of bright red coral will keep its owner's teeth in good order, and there are people everywhere who are sure that a person owning a ruby will live to a ripe old age.

Green was a sacred color among the ancient and medieval Egyptians who wore it as a symbol of hope and the joy of spring. The Muslims carried this symbolism throughout the Middle East, and the faithful, on returning from the pilgrimage to Mecca, wear a green turban.

Warding Off Witches Led to Candy Canes

One of the most popular symbols of the Christmas holidays, candy canes, began with an old superstition during the Middle Ages. Europeans of that period carried glass canes filled with colored candies to distract evil witches.



MERRY CHRISTMAS
AND
SEASON'S GREETINGS
TO ONE AND ALL!

Alcide Lemire

Blacksmith

Lewis St. West — WATERLOO — Tel. 539-2908



Greetings

To all our wonderful customers, we extend an EXTRA special greeting for a healthy, prosperous New Year.

Rex Cafe Reg'd.

CANADIAN FOODS
Jean-Jacques Beaulac

600 Foster St. — WATERLOO — Tel. 539-0037



Warmest regards to you and yours during this most happy and inspiring Christmas Season.

We hope the year 1969 will bring you happiness and prosperity.

Fortin Foundry

Georges Fortin, Prop.

Allen St. — Tel. 539-2242 — WATERLOO

MERRY CHRISTMAS AND
A HAPPY NEW YEAR TO
ALL OUR CUSTOMERS AND
FRIENDS ... We look forward to serving you in 1969.



IGA

Beaulac & Sons Inc.

LICENSED GROCERS — BUTCHERS

814 Foster St. — WATERLOO — Tel. 539-1262

Merry Christmas

It's been a pleasure serving you ...
we hope to continue in 1969.



Jolicoeur T. V. Inc.

835 Main St. — WATERLOO — Tel. 539-1808



Season's Greetings

You've been such wonderful customers and we take this opportunity to say, "Thank You!" ...

Marsh Construction Ltd.

GENERAL CONTRACTOR

Free estimates on request

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



Rudolph adds to fame of Santa's reindeer

"Now, Dasher! now, Dancer! now, Prancer and Vixen! On, Comet! on, Cupid! on, Donner and Blitzen!" Here, just as Santa said them, are the names of the "eight tiny reindeer" who drew his "miniature sleigh," according to Clement C. Moore in his poem, "A Visit from St. Nicholas."

But, since Moore wrote his poem in 1823, Santa must have added some new reindeer. It's certain that he has at least one famous sleigh-puller not mentioned in the poem — the red-nosed Rudolph.

Rudolph made his first public appearance in 1939, in the song, "Rudolph the Red-Nosed Reindeer," with words and music by Johnny Marks. The story of Rudolph, whose red nose made him first a joke and then a hero, seems to have the indefinable appeal that makes a Yuletide tradition. As the other reindeer in the song predicted, when Rudolph's red nose led the team through a dark, overcast Christmas Eve, it seems likely he'll go down in Yuletide history, a permanent part of the legend and lore of Santa Claus.



Christmas is a time of gladness. We find it in our hearts, our homes, our churches. We hear it, too, in cheery greetings. And so, to you, our friends and neighbours, we extend glad Christmas greetings and good wishes.

Honore Ross

GENERAL STORE

WARDEN — Tel. 539-2595



We're sending our warmest wishes to you and your family for a very, merry Christmas! Thank you for your patronage.

Eastman's Red and White Food Store

EASTMAN, Que.



Our Entire Staff Join in Wishing You A Very Happy Holiday!

Chagnon Dairy Ltd.

Your Milkman has your favourite Ice Cream on our Milk Delivery Trucks every day.

Homogenized Milk, Cream, Pasteurized Milk De Luxe Ice Cream

J. Chagnon, prop.

WATERLOO — Tel. 539-1992



We wish to thank all of our customers and friends for their past patronage.

Wishing you all a MERRY CHRISTMAS AND A HAPPY NEW YEAR!

Brome Building Supplies

Limited

Building Materials

• Lumber • Plywood • Paint • Hardware

KNOWLTON — Tel. 243-6443 or 243-6431



PRETTY SETTING — The joy of opening Christmas gifts is accentuated by a beautiful

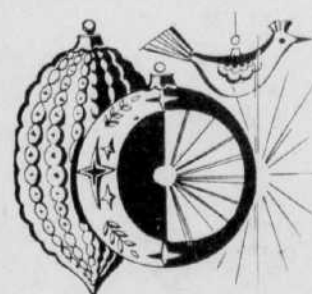
setting. Here the daily decorated Christmas tree, fresh-

ly cut from a nearby farm, is offset by a bouquet of multi-

colored gladioli flown from Bermuda. (Photo by Malak)

Yule baubles part of family skills

That twinkling bauble in glowing colors hanging from your tree was no doubt mass-produced by American wonder-makers, but up till fairly recently these little beauties were part of an industry which involved whole families. Just as in medieval European families spent lifetimes weaving tapestries to hang on the manorial walls, so did Eastern European and Japanese families devote family skills to creating joy for your Christmas in the form of beautiful ornaments.



Many of our readers will recollect how in their childhood they were enthralled with the many colors, intricate shapes and sizes of these ornaments. Frequently they were heavy, and bowed the tree limbs, but they lasted from one Christmas to another, and from one generation to another.

The fragile bubbles of glass, which are so much a part of the decorations of the Christmas tree, were once largely a cottage industry in Europe and Japan.

In the tiny villages that cling to steep mountainsides in eastern Europe whole families shared in

the manufacturing process.

Special shapes and designs are the exclusive property of certain families, the patterns frequently dating back for centuries unchanged.

Using a Bunsen burner, the father carefully blew the thin glass tubing to the desired shape, with the aid of an iron mold. His son removed the hot ornament to a cooling table. Next the mother silvered the inside, and the daughters applied painted designs.



Mechanical methods, developed in recent years by American glass manufacturers, have brought this picturesque little industry

to an eclipse, except for rare instances where the handcraftsman art is still cherished.

▲ ▲ ▲

Santa Gets His Garb From Poem, Cartoon

Santa first appeared in his now-traditional guise as a plump, jovial, white-bearded and pipe-smoking old gentleman — "a right jolly old elf" — in the poem, "A Visit from St. Nicholas," written by Dr. Clement C. Moore in 1822.

Earlier, "Santeclaus" had been pictured dressed as a bishop, in a book called "The Children's Friend," and in Washington Irving's "Knickerbocker History of New York," published in 1809, Santa was said to wear a broad-brimmed hat and huge breeches.

Even Dr. Moore's poem did not, apparently, clothe Santa in a red suit. "He was dressed all in fur from his head to his foot," says the poem.

Santa as he looks today was first sketched by Cartoonist Thomas Nast, in 1869. The cartoon showed Santa in his familiar red garb, smoking a pipe.



Just slipping in our little wish that your Christmas will be bright and merry... the happiest one ever for you and your family.

Clairol Inc. of Canada

KNOWLTON, Que. — Tel. 243-6161

Ah! the mistletoe

In Europe it is quite common for men to kiss each other on the cheek as a sign of salute, or as part of a special ceremony.

Back in the days of the Roman legionnaires it was the custom, also. Sometimes it was linked with the plant mistletoe, which had always been regarded with great respect by the

ancients.

A soldier in the Roman legion gave mistletoe some reverence. If he met an enemy under a tree upon which mistletoe was growing, both men would drop their weapons, kiss each other and call a truce. Mistletoe was honored as a symbol of hope and peace.



Merry Christmas

We're ringing in the New Year with special thanks to you for making the old year such a smashing success!

R. A. Savage & Son

GENERAL STORE

Highway No. 1 — South Stukely — Tel. 297-2837



Merry Christmas

and a very HAPPY NEW YEAR, with a big Thank-You to all our customers for their patronage during the past year

Charlie's Texaco

Sales and Service for Sno Jets

Main St. — Tel. 243-6095 — KNOWLTON



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:

HENRI-LOUIS BEAUREGARD
PAUL MILETTE
ALBERT DOUCET

JOE A. RITCHIE
ARMAND BEAUREGARD
GILLES BISSON

GERARD TURMEL, Legal Adviser

Make this Christmas a family affair

MERRY CHRISTMAS AND HAPPY NEW YEAR
to all our customers and friends. Looking forward
to serving you in 1969.

Morin Gas Bar

Paul Morin, prop.

Choice used cars at bargain prices.
Batteries, Anti-Freeze, Tires,
Accessories.

395 Craig St. — Tel. 826-3910
RICHMOND



**Sincere
Good
Wishes**

We're all
aglow
with best
wishes for your
Christmas happiness.

THE SEASON'S BEST TO EVERYONE

Pharmacie Bolduc Pharmacy

27 Main St. — WINDSOR — Tel. 845-2320



Merry Christmas

to one and all
of our Friends
and Customers.

Windsor T. V. Service

Reg'd.

F. Nault, prop.
REPAIRS

T.V. — RADIOS — REFRIGERATORS

98 Noel Street — WINDSOR — Tel. 845-3133



MERRY CHRISTMAS
and
HAPPY NEW YEAR
to our clients and friends.

Clinton Doyle

Tobacconist
15 Craig St. — Tel. 826-9035
RICHMOND

The Little Match Girl A CHRISTMAS STORY



One December day, a poor little girl trudged along a busy city street through cold, deep snow. She wore no shoes but on one foot she wore one man's large slipper which she had found in a trash-can. Her feet were red and raw in the bitter cold.

In her apron she carried many boxes of matches which she tried to sell to passersby.

The little girl was not having any luck, but she was afraid to go home, for her father had said he would beat her if she came home without money.

Now it was getting colder, the snow was coming down harder, a wind was whipping her threadbare scarf against her cheek.

She huddled in a corner between two buildings, trying to get warm.

She took a match from her apron and lighted it, to warm her numb fingers. How brightly it sputtered! In its light she seemed to see a big warm stove with pots bubbling happily.

But when the match burned out the beautiful scene disappeared.

She struck another match... and another,

and each time another lovely scene took shape before her eyes... tall taper candles which seemed to grow longer, rising higher.

The candles rose higher, until they became stars in the sky; then one of them fell.

"Oh!" she said to herself, "that falling star means someone is dying."

She struggled to light another match, then another... and suddenly, right in the midst of the bright glow was her dear mother who had died when the little girl was just a 3-year-old.

"Mother!" the little girl cried. "Mother! Please take me with you!"

Her mother gathered her into her arms, and together they rose high up to the sky, so high, there were angels hovering near, and the little girl sighed with joy.

In the morning, when busy shoppers hurried by they saw the little match girl huddled on the hard sidewalk, burned matches about her. She seemed to be sleeping, and a smile was on her lips.

ADAPTED FROM THE TALE BY
HANS CHRISTIAN ANDERSEN

Cast festive glow on Yule

Candles have cast a glow over Christmas festivities for centuries.

One of the very earliest legends tells of the Christ Child wandering the streets of the world in search of shelter on Christmas Eve. Lighted candles are placed in windows to welcome Him.

From Germany comes a similar belief that the Virgin Mary and a host of angels pass over the countryside each Christmas Eve. Candles are put in the windows of German homes as an invitation and guide to the food that is traditionally left for them.

Many of the Christmas traditions that have sprung up around the use of candles had their origin in pagan rites.

The pagan Yule, nearly coinciding with today's date for Christmas, was accompanied by the burning of a giant log during the twelve days in which it was thought that the sun stood still. From this stems Yule log tradition.

In medieval Europe the custom arose of also lighting a giant Christmas candle that would burn brightly till Twelfth Night.

During their Saturnalia Romans fastened candles to trees to dispel the darkness, thus indicating the sun's return.

There is an old story that Martin Luther brought a fir tree into the nursery one Christmas Eve for his wife and children. To show them the glory of the night when Christ was born, he decorated the tree with lighted candles, representing stars.

Today, electric lights have taken the place of candles on Christmas trees, but candles

still burn brightly in churches and homes throughout the world.

Appropriately enough, one of the loveliest of candlelight ceremonies takes place each year in the Central Moravian church at Bethlehem, Pa. Complete with traditional organ and orchestral music, the program includes reading of the Christmas story.



to all our valued customers and friends — best wishes to all for the coming year and a happy holiday season. We thank you for your patronage—serving you is a pleasure!

Jean Louis Frechette

PHOTOGRAPHER

270 1st Avenue — ASBESTOS — Tel. 879-5535



May your holiday be
filled with cheery gladness

Miss Richmond Bar-B-Q and Steak House

Mr. and Mrs. Guy Barrie, Props.

CRAIG ROAD — RICHMOND
Tel. 826-2300

Closed Dec. 25th and Jan. 1st.



Christmas Wishes

To all our CUSTOMERS
and FRIENDS

Marche Windsor

Enr.

Your Red and White
Store

83 St. Georges St.
WINDSOR, Que.
Tel. 845-2919



When he arose, he took the young child and his mother by night, and departed into Egypt: And was there until the death of Herod: that it might be fulfilled which was spoken of the Lord by the prophet, saying, Out of Egypt have I called my son.

Matthew 2: 14-15

Richmond Furniture Store

W. Lupien, prop.

397 Main Street

Tel. 826-3496
RICHMOND



A MERRY CHRISTMAS

The sounds and scents of Christmas fill the air with joy and merriment. May your Day be filled with these pleasures.

To our faithful employees, our customers and friends, to all residents of Windsor and district, we wish —

A MERRY CHRISTMAS AND A HAPPY NEW YEAR!

We wish you and yours the merriest Christmas yet in the true spirit for which this occasion was meant. We hope that 1969 will be full of happy and prosperous days.

Maurice & Claude Co. Limited

CONTRACTORS

Main Street, Windsor, Que.

CRUSHER GRAVEL AND ROCK
EXCAVATING — COMPRESSOR SERVICE — BULLDOZERS
CONSTRUCTION MATERIALS — FLOAT TRANSPORT
Georges Claude, pres. Mario Fabi, Gen-Super.

Tel. 845-2434 — WINDSOR, QUE.

Town of Asbestos

Population: 10,382

HIS WORSHIP THE MAYOR, LEO-PAUL THIBEAULT

Aldermen: Leopold Frechette, Laurier Tardif, Roger Lambert, Leo Dussault, Armand Larivée, Yvon Vachon.

Yvon Hamel, Clerk — Armand Proulx, Treasurer

Adrien Larivée, Police Chief

Fernand Rainville, Director of Public Works



Merry Christmas

To you and yours, our
heartfelt thanks and a
happy holiday!

Your faithful
patronage has made
our Christmas brighter.

To our employees, their families, our customers and friends
may

the NEW YEAR bring one and all
JOY, HEALTH and HAPPINESS.



CANADIAN CELANESE COMPANY

A DIVISION OF CHEMCELL LIMITED

DRUMMONDVILLE, QUE.

Men, make Christmas shopping jolly

**MERRY CHRISTMAS
HAPPY NEW YEAR**
Best wishes to all our clients and friends.
Many Thanks for past patronage.

Rene Godbout Ltee

Men's and Women's Clothing
33 Main St. N. — 845-3510 — WINDSOR



MERRY CHRISTMAS
A wish for joy and peace to
all our employees, customers
and friends.

HAPPY NEW YEAR
Hoping that the new year
brings you happiness, health,
and prosperity.

Nouveautes Du Meuble Inc.

Your patronage is greatly appreciated
GREENLAY (via Windsor) — Tel. 845-3656

Best Wishes



Thank you for your en-
couragement during the
past year and we wish you
all a VERY MERRY CHRIST-
MAS and a HAPPY and
PROSPEROUS NEW YEAR!

Marcotte's Furniture

Real Marcotte, prop.
Authorized dealer for
Zenith T.V.

395 Main St. — RICHMOND — Tel. 826-3520



We wish to thank all cus-
tomers and friends for
their past patronage. We
wish one and all a

MERRY CHRISTMAS
and a
HAPPY NEW YEAR

Richmond Drug Store

COMPLETE LINE OF COSMETICS
VETERINARY SUPPLIES
R. Lafrance, B.Ph., L.Ph.

68 Main St. N.—Tel. 826-2221—RICHMOND, Que.

MERRY CHRISTMAS and HAPPY NEW YEAR



ANDRE DROUIN

CHARTERED
INSURANCE BROKER
General Insurance

40 Giguere St.
Tel. 839-2191
Danville, Que.



Greetings

And to all, thanks for
your wonderful
patronage!

Elsie's Lunch Room

163 Main St. — RICHMOND, Que.

We also wish to thank all of our customers
and friends and look forward to serving you
in 1969.

Ab Kerr's Taxi

163 Main St. — Richmond, Que.
Tel. 826-3508

NEW YORK—(NEA)—Un-
less you start your Christmas
shopping early (like maybe on
a rare day in May) your atti-
tude is more apt to be a "Bah,
humbbug!" one rather than a
"Tis the season to be jolly!"
type.

You probably waited until
the last minute—seems as
though everyone does—and
male shoppers may need
some help for the gals on their
lists.

There's a baffling array of
items to gladden the hearts
of Christmas belles. And the
enterprising gentleman will
take notebook in hand, keep
budget in mind and plan his
holiday shopping while he
rests comfortably in his fa-
vorite chair.

It may be tiresome to make
lists, but it's a lot more ex-
hausting to make countless
trips up and down the store
escalators, hesitantly asking
the perfume sales woman for
"My Mistake," when you
mean, "My Sin."

Buy the daily paper with its
scads of holiday ads. Get your
trusty ballpoint in writing
position, separate Aunt Sophie
pricewise from the wife or
sweetheart and do the prepa-
ratory work that will save
wear and tear on your feet
and nerves.

For Sis or a favorite niece,
mini hair pieces, hair orna-
ments or a decorative case
holding an artist's palette of
eye shadow will be happily
received. Even false eye-
lashes will make a hit. The
newest kind come with the
eye liner attached and are a
cinch to apply. But skip the
eyelashes for the gal who
hangs the moon for you. She
may take them as a criticism
of her own lashes.

Fragrance is a gift that
makes girls of every age
happy. If you're not aware of
her favorite scent just buy
one you like yourself and tell
her it would please you if she
would wear it. No problem.

Handbags for daytime or
evening are always welcome.
Evening bags are especially
pretty this season in glitter-
ing gold or silver, beaded or
stone-encrusted.

For stocking stuffers
scented soap, bubble bath or
glitter hose can be "fun" in
small packages.

Jewelry can run the gamut
from the large costume pins
so popular now to big rings
for several fingers. It's the
thing to wear several on each
finger these days. There are
charm necklaces and belts as
well as charm bracelets, too.
And real jewelry or fine
watches to be worn at the
belt, on the wrist or around
the neck will bring joy to her
and to you as well if the
budget can stretch to such
baubles.

At-home wear is especially
important this holiday time
and many items are glamor-
ous, ruffly and utterly femi-
nine.

It began in Egypt

The Christmas tree, now
almost a universal symbol,
probably came to America
from Germany, although
tradition has it that
Christmas trees originat-
ed in Egypt. The palm
tree is supposed to put
forth a branch every
month, and a spray of this
tree, with 12 shoots on it,
was used in Egypt.

German writers men-
tion the tree as early as
1605. The German prince
Albert, consort of Queen
Victoria, introduced the
Christmas tree in England
when he had a tree for his
daughter.



The gift of scent is received with joy and every woman alive knows the delicious
fragrance that is released when the stopper is removed from the trim bottle
shown (top left). Perfume can be as lavish as a shah's gift when it comes in the
famous Black Ball Bottle (top right). Little mink (lower left) by Dan Grossman
is in Tourmaline Emba natural pale beige. Even the gal who has everything will
delight in a handsome gift box (lower right) full of Galaxy, a new kind of
glamor stocking that has the gleam of liquid mercury.

For the campus coed try a
hairdryer or smart weekend
luggage. And it's impossible
to go wrong with either ultra-
glamorous or cuddly-soft slip-
pers for parties or study eve-
nings in the dorm.

Ropes of beads, a la Modern

In South Pacific

For Fiji Islanders, Christmas
starts at 2 a.m., when carolers
wake the villagers with ser-
enades. At dawn, when every-
one is awake and assembled,
some attend church while
others take care of preparing
the feast.

IN NEW ZEALAND

Not all living Christmas
trees are spruce or fir. In New
Zealand there's one called
"Christmas tree" that doesn't
even need decorating—it
blossoms with its own red
flowers. The tree earned its
name since it blooms in De-
cember and January.



Entreprises Brouillette Inc.

Our warmest wishes to you
and your family. Many
thanks for your past patron-
age.

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and a
HAPPY NEW YEAR**



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That your Christmas
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— RICHMOND —



Silent Night

May the manger
and its
miracle live
in your heart.

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happiness and your holiday season is one of
joy and good cheer. Merry Christmas!

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And That Joy May Be Your Companion,
This Christmas Season And Always!



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WE SEND
TO YOU!

Town of Danville

MAYOR: H. Roland Cleveland
PRO-MAYOR: Jean Allison

ALDERMEN: Roger Mercier, Wendell Livingstone,
Gaston Pinard, Elphege Comeau, Victor C. Lindsay.

The season to be jolly Make others happy this Christmas by being more beautiful

"This the season to be jolly, to make others happy, to be more beautiful... and yet accomplish the hundred and one things the festive season demands."

How can you look prettier, even when you're rushed off your feet and up to your ears in parties and card writing and gift shopping?

A beauty consultant, for a Canadian Cosmetics firm gives these twelve hints for making up to the twelve days of Christmas to best advantage:

Make your eyelashes appear thicker and longer by applying mascara to the tops of the upper lashes as well as underneath the upper lashes. Always apply mascara as the final stage in eye makeup. This ensures that

powder, powder eyeshadow and other makeup which gets on the lashes is covered. The proper sequence for applying eye makeup is: Brows, eyeshadow, eye liner and mascara.

Whatever your eye type, it can be enhanced, made to appear a different shape and size. It can always be made more beautiful. Use a makeup trio of lid color, contourer and highlighter.

If your eyes are deep set, bring them out by darkening under the brow, lighting the lid.

If eyes are close together, use a lighter shade at the inner corners of the eye.

If they're widest set, put a darker shade at the inner corners.

And if your eyes protrude, put

dark on the lid, light under the brow.

Determine your eyebrow color by your natural hair color. And don't use vibrant shades of eye shadow if you have red hair or honey blonde tresses. Use clear, muted colors. If you're brunette or brownette, use subtle, smokey eye shadows.

Always use a product under your eyes which blends away shadows.

Always use a makeup base under foundation, and a moisturizer when you are not wearing makeup, especially on the ski slopes and in dry rooms.

Use a makeup foundation which blends with your natural skin tones. Beauty starts at the

top, with your hair. Your foundation color is determined by your hair hue and your skin tone. If you use a foundation which blends with your complexion and hair, you don't need to use makeup on your neck—a messy business which shows on your collars. Choose makeup to enhance your coloring. For example, if you're a blonde by chance or choice, turn on peach and beige tones and tune out non-blond skin tones.

Apply foundation makeup in one area at a time. Never dot it on.

Make a large or wide nose appear slender by using dark foundation on sides, light down the centre.

Always apply cream rouge in

upward strokes, toward hairline, in a triangle with its top point toward your nose. Don't apply rouge close to the nose and eyes.

Always use powder generously after makeup is applied. Pat it all over your face, don't rub or press. Then use the back of the puff to smooth it out. This sets makeup, makes it last longer, gives a matte finish.

Use a lip gloss under your regular lipstick. It makes lipstick stay on longer and the lipstick color won't change, ever.

For a beautifully shaped mouth for the party season, use a lip pencil to outline the lips, then fill in with regular lipstick. Add a bit of extra frosting to your mouth with a frost-

ed lipstick applied over your regular lip color.

For holiday parties where you'll be in the brightest lights, be the bright light by using a slightly darker shade of foundation, blusher and eye makeup. Bright lights tend to drain your face when you're wearing your regular makeup.

Enhance your festive hairdo with a color lotion which adds shimmering highlights and does not permanently color your hair.

SEASON'S GREETINGS

MERRY CHRISTMAS



May Christmas be happy and bright!

Ben W. Draper
C. I. B.

INSURANCE BROKER
68 Main St. — Tel. (Office) 248-3988
BEDFORD



'tis the season to sing out

MERRY CHRISTMAS

We're sending our warmest wishes to you and your family for a very merry Christmas!

THANK YOU FOR YOUR PATRONAGE

Jos. Dion & Fils Ltd.

FURNITURE
Tel. 248-2863 — BEDFORD



Once again it's time to extend best wishes for a very Merry Christmas and a Happy prosperous New Year.

To the Population of
Bedford

we extend our Best Wishes

Mayor

Richard W. Craighead

Aldermen:

Richard Lemire Thomas Shepard
K. J. Best Gilles Groulx
J. M. Bedard Marc Morin

Raymond Tougas, Sec.-Treas.

Mrs. Y. Cheney, Steno.

Georges Perron, Chief of Police



THE POINSETTIA — The Flor de Noche Buena — Flower of the Holy Night—is originally from Mexico, where legend has it that the traditional flower of Christmas was created by an angel. A Mexican child, weeping out-

side a church because she had no flower to offer the Christ Child, was told by a beautiful angel to pluck a weed and return it to the church. The weed miraculously turned into a poinsettia and has since been cherished

as a symbol of Christmas. It was introduced to the United States in 1829 by the first United States Ambassador to Mexico, Joel Roberts Poinsett, whose name has been given to the flower in the English-speaking world.
(Photo by Malak)

With a little care plants,
Yule flowers will last

Bright, cheerful flowers that form part of the tradition of Christmas, are with us again. Thanks to the modern miracle of rail and air express exotic blooms from warm, far away places are now available for decorating our wintry Canadian homes.

Every year at this time such beauties as red, white and pink anthuriums from Hawaii and Jamaica, multi-colored gladioli from Bermuda and Florida and bright green holly from British Columbia are distributed in mass shipments to florists across Canada.

Other old-time favorites — poinsettias, azaleas, chrysanthemums, begonias and cyclamen, grown mostly in southern Ontario, are in big demand too at this time of the year. Tropical plants come in hundreds of varieties. Dwarf orange trees, dieffenbachia, philodendron, palm trees and ivy are among the most popular.

Traveling under scientifically-controlled conditions these flowers and plants arrive at their destination in excellent health. Carefully nurtured by skilled florists blooms reach their peak of perfection in time for Christmas gift-giving. The practice of flower giving at Christmas is a lovely tradition but, alas, many a beautiful floral gift comes to an untimely end because of neglect.

Why? Because the recipient often doesn't know the basic rules of plant care although plants sent through the world's largest florists' organization are accompanied by a special care tag.

If you're lucky enough to receive flowers at Christmas, or buy them for decorating your home, here are a few tips.

As soon as you receive cut flowers or plants give them a good soaking. Cut flowers should have each stem trimmed slantwise. Place flowers in lukewarm water. A floral preservative dissolved in the

water will give your flowers three to five more days of life. Add fresh water each day to replace evaporation. Place your flowers in a 60 degree temperature at night.

Plants of course will last much longer so take good care of them!

Poinsettia: (The latest Mikellson variety will bloom four or five months.) Keep well watered until all the leaves have dropped. Remove to basement and keep entirely dry until next April. Cut stems back to six inches. In June bury the pot outside in a shady corner. Bring the plant in before the fall frost and keep near a lighted window at not more than 70 degrees F. These plants can be given too much indoor light.

Cyclamen: Require a light cool window and lots of water until through flowering. Difficult to keep from year to year.

TO ALL OUR EMPLOYEES, THEIR FAMILIES, OUR CUSTOMERS
AND FRIENDS, OUR BEST WISHES FOR A

Very Merry Christmas and A Happy New Year!

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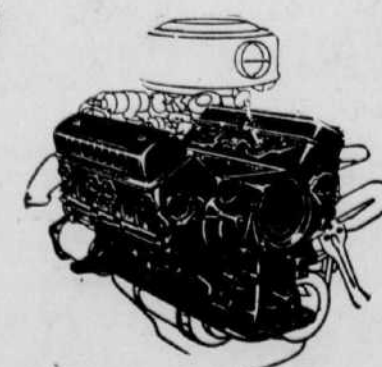


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To you our Friends and Customers. May you have a Very Merry Christmas. We wish you a Happy and Prosperous New Year. It has been our pleasure to serve you and we look forward to seeing you in 1969.



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

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Of Wreaths

Using wreaths as decorations at Christmas may be traced to the customs of Advent season, the four Sundays before Christmas—a time of preparation for the coming of the Christ Child. Traditionally, the Advent wreath is made of evergreen branches interlaced with red ribbons. It holds four candles. One candle is lit at dusk on the first Sunday of Advent, two the next Sunday, three the next and four on the last Sunday before Christmas. The wreath may be placed on a door, set on a table or hung from the ceiling.

Christmas was real for a while

He opened his eyes wide in the quiet darkness of the bedroom and stared up at the lump which his brother made in the top bunk above him. With careful stealth he eased back the covers and got up on his knees ready to give the lump a punch. First back, eyes sparkling in fun and with a wide grin on his eight-year-old face, the boy paused, then—shuffled and the lump jumped! It shifted, and an angry ten-year-old face with fierce eyes peered over the edge of the bunk.

"You'd better watch out, Pete, or else you're gonna get it," hissed the older brother through clenched teeth. But the sight of his brother's laughing face dispelled the moment of hot anger and quick as a flash he swung his pillow down and caught the younger one full on the ear.

They were excited

It was the night before Christmas and they were too excited to go to sleep. Great and glorious dreams danced in their heads, chasing sleep far away into its unknown land.

"Hey, let's play 'I spy'!" "Okay—I'm first." "I spy... with my little eye something that begins with... M." Silence followed by guesses and, "Naw, you're wrong, you're way off, are you ever dumb!" After five guesses the older brother triumphantly announced "Moon, can't you see it up there?"

Now the little one, "I spy with my little eye something that begins with—pause—S."

Silence and wild guesses and happy noises and then an eager response, "I've got it—star."

"That's it—star."

"Hey, let's creep out of bed and look at the stars."

"See it up there? I've never seen that one before. It looks big and bright—almost as if it's new."

Two noses pressed against the cold window pane; two holes in the frost where hot breath breathed on the intricate patterns of winter and four saucer-round eyes gazing through the velvet, crisp darkness of the winter night, looking at the Christmas Eve star.

A boy's voice, quiet with awe and wonder spoke to his brother, "What do you see there?"

"Look! Our street is gone! The houses across the road aren't there any more. There are just hills and there are some shepherds and, if you listen, you can hear some silly sheep making noises."

A strange town

"Yes, and look," broke in the other one, "down there, almost underneath the star, there's a town—it looks like the ones we see in our Sunday school pictures. And there is an old broken-down building with carnels."

"Look inside the building. Do you see what I see? There's a very small baby and it looks like he is crying his head off. And that silly old cow is going to lick him and the mother and father aren't stopping it. See, the shepherds are going into the building."

"Do you hear what I hear? It sounds like music, the most beautiful music I have ever heard! Up there in the sky—they must be angels."

The magic moment! The moment was magic and the two boys trembled with excitement as their feet grew cold.

ROASTING PEACOCK

Roast peacock was a Yule delicacy in medieval England. An early recipe directs careful removal of the peacock's head and skin so that the roast bird can be sewn back into it before serving.

IN BETHLEHEM, GA.

A 60-foot star lights the countryside around Bethlehem, Ga., at Christmas. A carol service is held beneath the star on Christmas night.

IN NORWAY

Norwegians hide an almond in the Christmas pudding. Tradition says the finder will be married in the next year.

er and their noses pressed against the wintry window pane. And above all the star glowed with a warm brilliance in the winter's darkness.

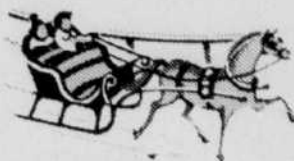
Suddenly, they shivered and looked around at each other. The spell was broken and the moment was gone.

When they looked out of the window again, there was the star—ordinary and plain—with the street just as it always had been.

Wordless, they crept back into their bunk beds and with a whispered "good night", pulled up the covers and let the sandman come with his sleep.

The magic of the moment lived on in their hearts and Christmas would never be the same again!

(from The War Cry)



GREETINGS!

to all our good friends and clients. We wish you a Merry Christmas and a Happy, Prosperous New Year. We take this opportunity to thank you for your valued patronage, and to remind you that we are always at your service.

HAPPY HOLIDAYS!

GEORGE C. DYER

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



To all our friends,
best holiday wishes.

We extend
our grateful
thanks for
your friendship
and good will.

Cowansville Florist

193 Main St.
Tel. 263-3433
Cowansville, Que.



Sparkling Yule decor symbolizes Christmas

What are more typical than sparkling decorations symbolizing Christmas?

Favorites continue to be stars, angels, the Three Wise Men and the Nativity. Also brightening the holiday setting are traditional florals. The poinsettia, especially, belongs to the season.

For families who like to make many of their own decorations, it is easy to do with simple instructions and aluminum foil.

For example, five life-size poinsettias shown here require two yards each of 18-inch-wide red and green contact paper for the underside of petals, six feet of 18-inch-wide aluminum foil, five pipe cleaners and three 1½-inch styrofoam balls.

For poinsettia petals and leaves, apply contact paper to foil with shiny foil side showing. From red-backed sheet cut petals free hand in small and large sizes. From green-backed sheet cut leaves in same shape and size. Mark center vein of petals with strip of red contact, leaves with strip of green. Mark diagonal

veins with soft pencil. Mark eight small and eight large petals for each flower.

Meanwhile, cut styrofoam balls in half and cover with foil. Force a pipe cleaner through each and hook end on flat side. For stamens, crumple scraps of foil into tiny balls and place a snip of red contact on each. Cover flat surfaces with these tiny balls using common pins to attach. Wrap the wire stem with the foil.

As final steps pin smaller petals around stamens, larger ones to the outer side, and attach leaves to stems with tape.

For poinsettia arrangement, join several pipe cleaners and cover with foil to make a center stem. Imbed stem in a wax carton or flower pot, using crushed foil or plaster of Paris to hold plant securely. Attach flowers by winding stems around center stem.

The candle reflectors, star and Christmas angel all are homemade with a little patience and loving care.

(Newspaper Enterprise Assn.)

CHRISTMAS JOY



Greetings

The bells are ringing out the joyous sound of Christmas—Our best wishes for the coming year...and hope that only good fortune will come to you and your family.

"THANK YOU"—for your past patronage. We do so look forward to serving you in the coming year.

SEASON'S GREETINGS TO ONE AND ALL.

Sutton Motor Sales Ltd.

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Of Carols...

In England and France the custom of carol singing at Christmas stemmed from the songs sung between the scenes of the medieval "mystery" or "miracle" plays, which were created to teach the Bible to

the people of the time, few of whom could read.

The early miracle plays portrayed the coming of Christ, in simple drama. Later plays became more elaborate, with fictional scenes added.

Merry Christmas

PLUMBERIE
CHAUFFAGE
VENTILATION
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P.O. Box 140 — 509 South St.
COWANSVILLE, Que.

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 1969.

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



Ken Bissell

Aluminum Windows Reg'd.

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Merry Christmas

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Room and Board — Open all year round

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May
Peace and Joy
be Yours
at Christmas

To all our friends and customers,
a very "Merry Christmas"

THE MUNICIPAL COUNCIL

OF

The Town of Sutton

EXTENDS THE SEASON'S GREETINGS

Max Gagne, Mayor

H. D. Miller
D. H. Fadden
Jean-Paul Deslaires

Y. G. Menard
Lyndon Royea
Normande Goyette

Mrs. Joan G. Meyer, Sec.-Treas.
Miss Lise Bergeron, Ass't Sec.-Treas.
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May all the many wonders of this Holy Season be yours!

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CHRISTMAS WISHES

On this wonderful holiday of Peace and Joy we send our heartfelt greetings, and wishes for your Christmas to be merry and bright.

A VERY MERRY CHRISTMAS

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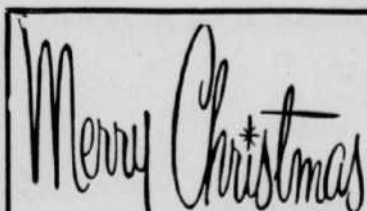
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Our warmest thanks to all our customers,
and friends for past patronage.

L. A. Ouimette



MAIN ST. — SUTTON — Tel. 538-2448

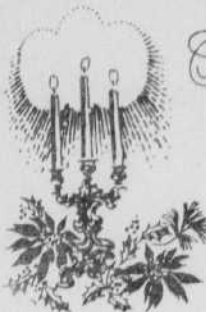
Tell the story of Christmas in flowers this year

MERRY CHRISTMAS
HAPPY NEW YEAR TO ALL!

This is our wish for all our customers and friends.

Café Royal

COOKSHIRE — Tel. 875-3717



Season's Best

Many thanks for your patronage.

We hope to serve you in 1969.

Champeau Furniture Store

Roger Champeau, Prop.

BURY, Que. — Tel. 872-3658



May all the many wonders of this Holy Season be yours!

George Henry

Radio and TV Service

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Tel. 3-r-3-1



To my electors and friends in Wolfe county

MY BEST WISHES FOR A MERRY CHRISTMAS



Rene Lavoie

M.L.A.

For Wolfe County



Happy Holidays

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

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Merry Christmas!
And, Thank You for Your Patronage...

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IDEAL GIFT — Potted chrysanthemums come in a variety of shapes and colors and make an ideal Christmas gift that would last for many weeks if watered frequently and kept in a cool spot overnight.
(Photo by Malak)

Happy Holiday

Santa's gliding in with our warmest wishes for the very merriest of Christmases. Our heartfelt thanks to all our wonderful patrons.



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MEAT MARKET

SAWYERVILLE, QUE. — Tel. 889-2204



We take this opportunity to extend Season's Greetings to our Customers and Friends.

B/A PRODUCTS

Large assortment of accessories.

Morrison's Garage

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It's a popular carol

Peace on Earth

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See you in '69!

H. E. Locke

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MERRY CHRISTMAS and a HAPPY NEW YEAR to all our customers and friends.

Patrice Dodier

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Blooms every Yule

Every Christmas, the phenomenon of the blossoming Holy Thorn Tree occurs in England and Washington, D.C.

Faithfully on December 25th, a tree called the Holy Thorn or Glastonbury Thorn blooms in the ancient English town of Glastonbury. Sometime during the same month, an off-shoot of the same tree bursts into bloom in Washington's Cathedral of the Close.

According to legend, two days before Christmas 63 years after the birth of Christ, St. Joseph of Arimathea neared Glastonbury, carrying with him the Holy Grail used at the Last Supper.

While pausing to rest at the top of a hill overlooking the town, he drove his staff in the ground, where it immediately took root. The next day, Christmas Eve, it had turned into a thorn tree covered with blossoms.



Greetings

Sincere thanks to our many customers and friends. We take pleasure wishing you all a —

MERRY CHRISTMAS and a HAPPY NEW YEAR

Scotstown Hotel

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Bake's Hardware

wishes to thank all their customers and friends for their patronage and take this occasion to wish them

A MERRY CHRISTMAS
HAPPY AND PROSPEROUS
NEW YEAR

Automobile Parts — Hardware

BURY, Que.

Tel. 872-3329



Shown, left to right, seated, are:

Charles Catchpugh,
Advertising Manager;

Pauline Bourassa,
Classified Sales;

Rein Broersma,
and Dave Britton,
Advertising Sales.

Standing, same order, are:

Eileen Darby,
Advertising Sales;

Margaret Mariasine,
Classified Sales;

Judy Lord and
Roland Chasson,
Advertising Sales.

Absent from this photo are:
Marvel Smith,
Gladys Faulkner,
and Serge Cabana.

Merry Christmas

from the
**SHERBROOKE DAILY RECORD
ADVERTISING DEPARTMENT**