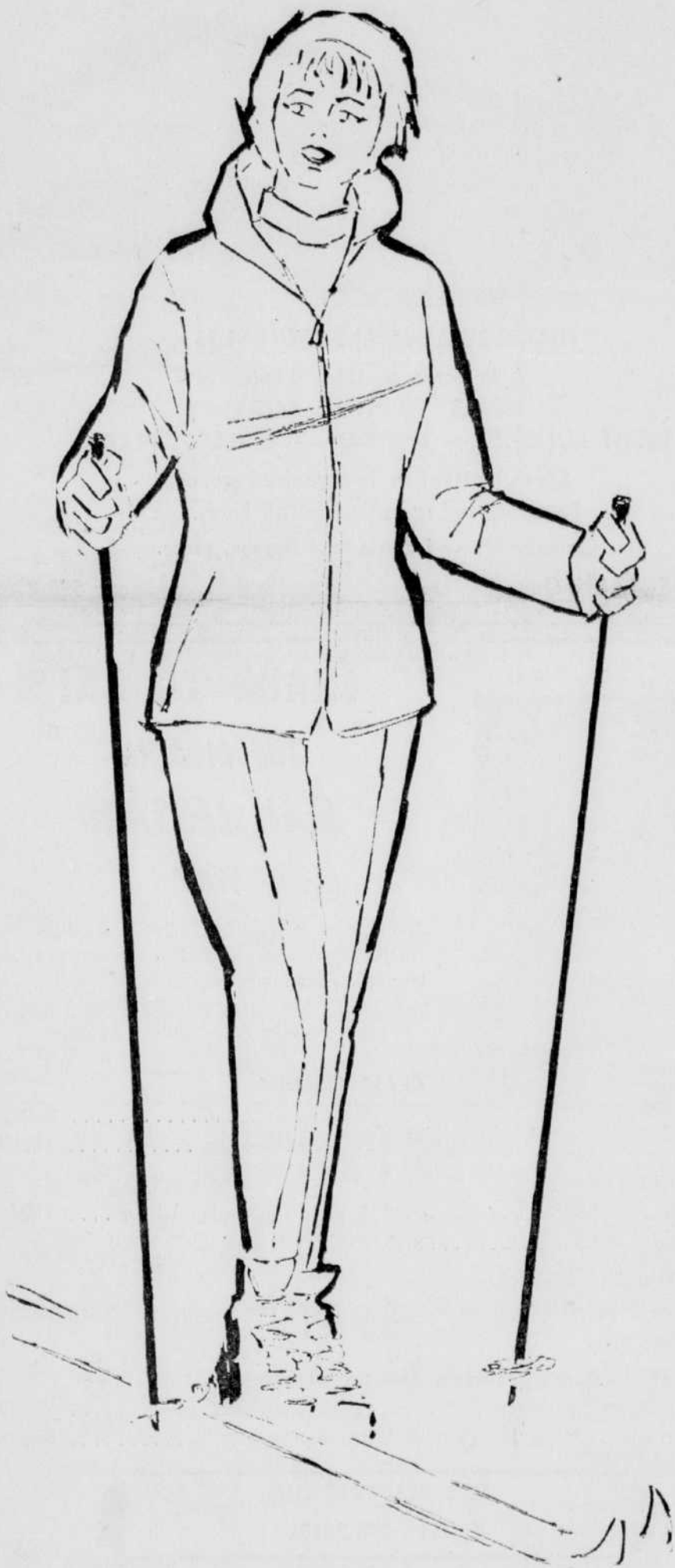




IN THE EASTERN TOWNSHIPS AND NORTHEASTERN VERMONT

Sherbrooke Daily Record ANNUAL SKI EDITION

Friday, January, 17th, 1964.



Ski boomlet in the area turning into a snow-rush

The ski boomlet in Quebec's Eastern Townships and the northern States has turned into a snow-rush.

Fifteen resort complexes in the district have banded together to promote skiing in the area, and results are beginning to snowball.

As a result of the co-operation between hotel-motel operators and ski-slope promoters, at least one new hill, Mount Echo, will be in operation this year and at least two more are expected to begin operation in the winter of 1964 and 1965.

The promotion which brings in ski developments on both sides of the border, in an area roughly 60-90 miles southeast of Montreal, with easy access from the population centres of the eastern U.S. seaboard, is now in its third year of active operation.

Mount Orford, Jay Peak, Mount Sutton and North Hatley form the basis of the ski areas with Mount Echo near Sutton Junction the new member for the year.

Association members have pooled their experience and budget to bring unusual deals to the skier.

These include interchangeable ski week tickets for each of the resort areas, allowing the family skier to purchase a book of tickets and vary his skiing around the 100-odd square miles of territory.

Baby sitting, the bane of the harried housewife who is trying to get a weekend of relaxation on the slopes, is taken care of in planned areas at each of these developments.

Another first for the group, known formally as the Quebec Eastern Townships and Northeastern Vermont Ski Region, is a money back guarantee to teach anyone to ski within seven days.

The Learn to Ski Weeks sponsored by all the hills include seven days of lessons for \$35.

The promoters promise beginners will be able to ski in parallel, today's most popular style, at the end of this period or money cheerfully refunded.

One of the main features of the area which attracted about 200,000 skiers last season is giant quantities of snow. Last year, for instance, the area as a whole saw 80 more inches of snowfall than Montreal, a city renowned for the quantities of skiers delight that have to be shovelled off streets every year.

Also snow stays longer in the Townships - border area with good skiing available last year until late in April. Snowfall for all five areas has been consistently 40-80 inches above the annual average of 110 inches for the townships, Montreal and surrounding areas.

As a result of the cooperation of 25 businessmen in the area, hotel-motel operators, restaurant owners and the ski industry generally an estimated \$3,500,000 has been spent by skiers in the area over the past 12 months.

The townships-border area, long a summer tourist mecca, is well on its way to being an interesting rival for the long

established Laurentian ski area.

The average skiing family is estimated to spend \$25 every day in the Region, giving the industry-short area a long-needed shot in the arm economically.

With the snow season now close at hand, the promoters are featuring the gift idea. Parents can purchase ski-week tickets usable at any of the five areas at any time during 5 or 7 days for their children. These tickets, a unique deal for North America as far as is known, emphasize the type of cooperation being carried on by the Association who have realized that the "dog-eat-dog" type of competition generally carried on by resort promoters does not pay off in the region.

Advertising budgets have been pooled allowing exposure of a vastly greater scale to be purchased than would be available to any one organization.

Along with improved skiing in the area have come accommodations of various types from the full wine service, gourmet style to the more reasonable ski-for-fun motel and dorm where a guest can bunk himself and his family for a modest sum in comfort.

Jay Peak, the United States member of the Association, is located at North Troy, Vermont, with Mount Orford being near Magog, Mount Sutton at Sutton and Echo Mountain near Sutton Junction, Quebec and North Hatley, the

Continued on Page 6



EASTERN TOWNSHIPS

Ski Centres featured in this supplement: -

- NORTH HATLEY, Green Timber Mountain.
- MT. ORFORD, Magog, Quebec.
- GLEN MOUNTAIN, Knowlton, Quebec.
- MT. SUTTON, Sutton, Quebec.
- MT. ECHO, Sutton Junction, Quebec.
- SHERBROOKE MUNICIPAL, Sherbrooke, Quebec.
- EAST ANGUS SKI CENTRE, East Angus, Quebec.
- MT. ADSTOCK, Thetford Mines, Quebec.
- MT. SOURIRE, Lantern Inn, Magog, Quebec.
- INDIAN VALLEY, Brompton Lake, Quebec.
- RIPPLECOVE INN, Ayer's Cliff, Quebec.

NORTHEASTERN VERMONT

Ski Centres featured in this supplement: -

- JAY PEAK, North Troy, Vermont.
- MT. BURKE, Lyndonville, Vermont.
- STOWE SKI RESORT, Stowe, Vermont.

Mt. Sutton — new, exciting ski centre for the whole family

Anytime you're in SUTTON, and need a prescription or other items, visit our modern drug store.

SUTTON PHARMACY

Main Street, Sutton.

Tel. 538-2310

J. Bouvier, B.A., Ph.L., Proprietor.

WINTER WONDERLAND
High mountain trails where deep powder snow abounds. Enjoyment, excitement, breath taking scenery. Such is the winter wonderland of the Eastern Townships and Northern Vermont Ski Region.

SKIERS PARADISE
Vistas of magnificence in churling mountain complexes are prevalent in the Eastern Vermont Ski Region—a skiers' paradise for that winter vacation.

MOUNT SUTTON CAFETERIA

OPERATED BY

QUEBEC CATERING LIMITED

We are happy to be associated with the Mount Sutton Ski Organization.



Daily menu offers a choice of fine food.

Full course meals or light lunches all served cafeteria style.

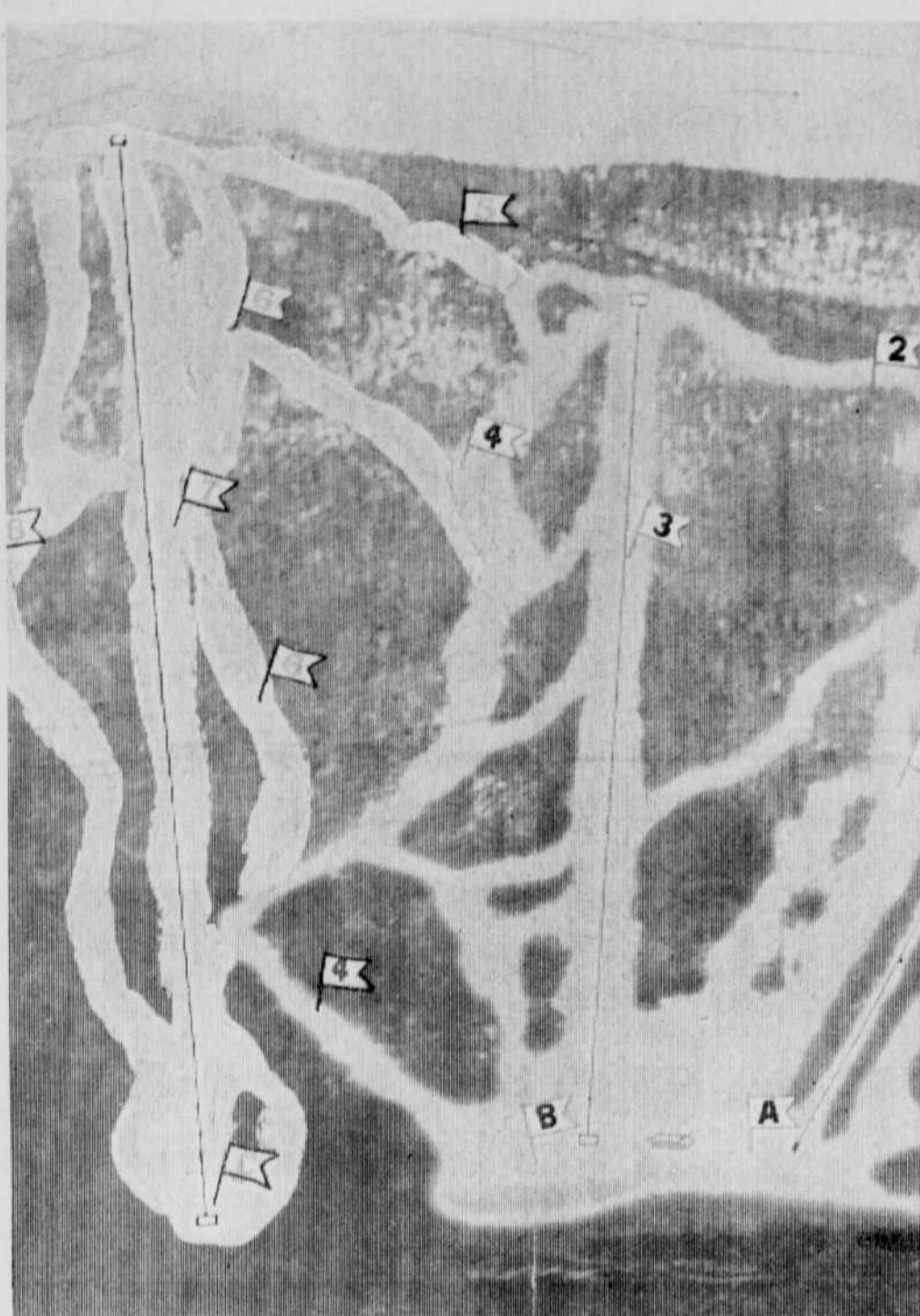
EVERYTHING FOR THE AFTER-SKI APPETITE.

QUEBEC CATERING LIMITED

WE SERVE THE FINEST OF FOODS

GENERAL CATERING — INDUSTRIAL CAFETERIAS
RESTAURANTS

Mining and Construction Camps throughout Quebec, Labrador, Newfoundland and Baffin Island.



PRESENT SKI FACILITIES
1 Two T-Bar trails and ski school slope. Ideal for beginners and novices.
2 Intermediate and novice. Almost two miles of continuous skiing.
3 Nearly a mile of intermedi-

ate and expert downhill.
4 Expert or slalom trail — a mile long.
A T-Bar, 1500 feet. Vertical rise 250 feet. Capacity 1000 per hour.
B Double chair lift, 4030 feet. Vertical rise 900 feet. Capacity 900 per hour.

C Double chair lift, 6400 feet. Vertical rise, 1650 feet.
PROPOSED SKI FACILITIES
5 Novice and intermediate trail 3 1/2 miles.
6 Intermediate 2 1/4 miles.
7 Expert 1 3/4 miles.
8 Expert 2 miles.

Team in the 1960 Olympics at Squaw Valley Calif. He is a member of the Canadian Ski Instructors Alliance.
Mt. Sutton has a Ski Shop with a complete line of clothing, accessories, boots, bindings, skis & poles. Also service shop for all types of repair work.
The Sutton Ski Patrol main-7 to 10, 11 to 12, 13 to 14, 15 to 16, 17 to 18, 19 to 20, 21 to 22, 23 to 24, 25 to 26, 27 to 28, 29 to 30, 31 to 32, 33 to 34, 35 to 36, 37 to 38, 39 to 40, 41 to 42, 43 to 44, 45 to 46, 47 to 48, 49 to 50, 51 to 52, 53 to 54, 55 to 56, 57 to 58, 59 to 60, 61 to 62, 63 to 64, 65 to 66, 67 to 68, 69 to 70, 71 to 72, 73 to 74, 75 to 76, 77 to 78, 79 to 80, 81 to 82, 83 to 84, 85 to 86, 87 to 88, 89 to 90, 91 to 92, 93 to 94, 95 to 96, 97 to 98, 99 to 100, 101 to 102, 103 to 104, 105 to 106, 107 to 108, 109 to 110, 111 to 112, 113 to 114, 115 to 116, 117 to 118, 119 to 120, 121 to 122, 123 to 124, 125 to 126, 127 to 128, 129 to 130, 131 to 132, 133 to 134, 135 to 136, 137 to 138, 139 to 140, 141 to 142, 143 to 144, 145 to 146, 147 to 148, 149 to 150, 151 to 152, 153 to 154, 155 to 156, 157 to 158, 159 to 160, 161 to 162, 163 to 164, 165 to 166, 167 to 168, 169 to 170, 171 to 172, 173 to 174, 175 to 176, 177 to 178, 179 to 180, 181 to 182, 183 to 184, 185 to 186, 187 to 188, 189 to 190, 191 to 192, 193 to 194, 195 to 196, 197 to 198, 199 to 200, 201 to 202, 203 to 204, 205 to 206, 207 to 208, 209 to 210, 211 to 212, 213 to 214, 215 to 216, 217 to 218, 219 to 220, 221 to 222, 223 to 224, 225 to 226, 227 to 228, 229 to 230, 231 to 232, 233 to 234, 235 to 236, 237 to 238, 239 to 240, 241 to 242, 243 to 244, 245 to 246, 247 to 248, 249 to 250, 251 to 252, 253 to 254, 255 to 256, 257 to 258, 259 to 260, 261 to 262, 263 to 264, 265 to 266, 267 to 268, 269 to 270, 271 to 272, 273 to 274, 275 to 276, 277 to 278, 279 to 280, 281 to 282, 283 to 284, 285 to 286, 287 to 288, 289 to 290, 291 to 292, 293 to 294, 295 to 296, 297 to 298, 299 to 300, 301 to 302, 303 to 304, 305 to 306, 307 to 308, 309 to 310, 311 to 312, 313 to 314, 315 to 316, 317 to 318, 319 to 320, 321 to 322, 323 to 324, 325 to 326, 327 to 328, 329 to 330, 331 to 332, 333 to 334, 335 to 336, 337 to 338, 339 to 340, 341 to 342, 343 to 344, 345 to 346, 347 to 348, 349 to 350, 351 to 352, 353 to 354, 355 to 356, 357 to 358, 359 to 360, 361 to 362, 363 to 364, 365 to 366, 367 to 368, 369 to 370, 371 to 372, 373 to 374, 375 to 376, 377 to 378, 379 to 380, 381 to 382, 383 to 384, 385 to 386, 387 to 388, 389 to 390, 391 to 392, 393 to 394, 395 to 396, 397 to 398, 399 to 400, 401 to 402, 403 to 404, 405 to 406, 407 to 408, 409 to 410, 411 to 412, 413 to 414, 415 to 416, 417 to 418, 419 to 420, 421 to 422, 423 to 424, 425 to 426, 427 to 428, 429 to 430, 431 to 432, 433 to 434, 435 to 436, 437 to 438, 439 to 440, 441 to 442, 443 to 444, 445 to 446, 447 to 448, 449 to 450, 451 to 452, 453 to 454, 455 to 456, 457 to 458, 459 to 460, 461 to 462, 463 to 464, 465 to 466, 467 to 468, 469 to 470, 471 to 472, 473 to 474, 475 to 476, 477 to 478, 479 to 480, 481 to 482, 483 to 484, 485 to 486, 487 to 488, 489 to 490, 491 to 492, 493 to 494, 495 to 496, 497 to 498, 499 to 500, 501 to 502, 503 to 504, 505 to 506, 507 to 508, 509 to 510, 511 to 512, 513 to 514, 515 to 516, 517 to 518, 519 to 520, 521 to 522, 523 to 524, 525 to 526, 527 to 528, 529 to 530, 531 to 532, 533 to 534, 535 to 536, 537 to 538, 539 to 540, 541 to 542, 543 to 544, 545 to 546, 547 to 548, 549 to 550, 551 to 552, 553 to 554, 555 to 556, 557 to 558, 559 to 560, 561 to 562, 563 to 564, 565 to 566, 567 to 568, 569 to 570, 571 to 572, 573 to 574, 575 to 576, 577 to 578, 579 to 580, 581 to 582, 583 to 584, 585 to 586, 587 to 588, 589 to 590, 591 to 592, 593 to 594, 595 to 596, 597 to 598, 599 to 600, 601 to 602, 603 to 604, 605 to 606, 607 to 608, 609 to 610, 611 to 612, 613 to 614, 615 to 616, 617 to 618, 619 to 620, 621 to 622, 623 to 624, 625 to 626, 627 to 628, 629 to 630, 631 to 632, 633 to 634, 635 to 636, 637 to 638, 639 to 640, 641 to 642, 643 to 644, 645 to 646, 647 to 648, 649 to 650, 651 to 652, 653 to 654, 655 to 656, 657 to 658, 659 to 660, 661 to 662, 663 to 664, 665 to 666, 667 to 668, 669 to 670, 671 to 672, 673 to 674, 675 to 676, 677 to 678, 679 to 680, 681 to 682, 683 to 684, 685 to 686, 687 to 688, 689 to 690, 691 to 692, 693 to 694, 695 to 696, 697 to 698, 699 to 700, 701 to 702, 703 to 704, 705 to 706, 707 to 708, 709 to 710, 711 to 712, 713 to 714, 715 to 716, 717 to 718, 719 to 720, 721 to 722, 723 to 724, 725 to 726, 727 to 728, 729 to 730, 731 to 732, 733 to 734, 735 to 736, 737 to 738, 739 to 740, 741 to 742, 743 to 744, 745 to 746, 747 to 748, 749 to 750, 751 to 752, 753 to 754, 755 to 756, 757 to 758, 759 to 760, 761 to 762, 763 to 764, 765 to 766, 767 to 768, 769 to 770, 771 to 772, 773 to 774, 775 to 776, 777 to 778, 779 to 780, 781 to 782, 783 to 784, 785 to 786, 787 to 788, 789 to 790, 791 to 792, 793 to 794, 795 to 796, 797 to 798, 799 to 800, 801 to 802, 803 to 804, 805 to 806, 807 to 808, 809 to 810, 811 to 812, 813 to 814, 815 to 816, 817 to 818, 819 to 820, 821 to 822, 823 to 824, 825 to 826, 827 to 828, 829 to 830, 831 to 832, 833 to 834, 835 to 836, 837 to 838, 839 to 840, 841 to 842, 843 to 844, 845 to 846, 847 to 848, 849 to 850, 851 to 852, 853 to 854, 855 to 856, 857 to 858, 859 to 860, 861 to 862, 863 to 864, 865 to 866, 867 to 868, 869 to 870, 871 to 872, 873 to 874, 875 to 876, 877 to 878, 879 to 880, 881 to 882, 883 to 884, 885 to 886, 887 to 888, 889 to 890, 891 to 892, 893 to 894, 895 to 896, 897 to 898, 899 to 900, 901 to 902, 903 to 904, 905 to 906, 907 to 908, 909 to 910, 911 to 912, 913 to 914, 915 to 916, 917 to 918, 919 to 920, 921 to 922, 923 to 924, 925 to 926, 927 to 928, 929 to 930, 931 to 932, 933 to 934, 935 to 936, 937 to 938, 939 to 940, 941 to 942, 943 to 944, 945 to 946, 947 to 948, 949 to 950, 951 to 952, 953 to 954, 955 to 956, 957 to 958, 959 to 960, 961 to 962, 963 to 964, 965 to 966, 967 to 968, 969 to 970, 971 to 972, 973 to 974, 975 to 976, 977 to 978, 979 to 980, 981 to 982, 983 to 984, 985 to 986, 987 to 988, 989 to 990, 991 to 992, 993 to 994, 995 to 996, 997 to 998, 999 to 1000, 1001 to 1002, 1003 to 1004, 1005 to 1006, 1007 to 1008, 1009 to 1010, 1011 to 1012, 1013 to 1014, 1015 to 1016, 1017 to 1018, 1019 to 1020, 1021 to 1022, 1023 to 1024, 1025 to 1026, 1027 to 1028, 1029 to 1030, 1031 to 1032, 1033 to 1034, 1035 to 1036, 1037 to 1038, 1039 to 1040, 1041 to 1042, 1043 to 1044, 1045 to 1046, 1047 to 1048, 1049 to 1050, 1051 to 1052, 1053 to 1054, 1055 to 1056, 1057 to 1058, 1059 to 1060, 1061 to 1062, 1063 to 1064, 1065 to 1066, 1067 to 1068, 1069 to 1070, 1071 to 1072, 1073 to 1074, 1075 to 1076, 1077 to 1078, 1079 to 1080, 1081 to 1082, 1083 to 1084, 1085 to 1086, 1087 to 1088, 1089 to 1090, 1091 to 1092, 1093 to 1094, 1095 to 1096, 1097 to 1098, 1099 to 1100, 1101 to 1102, 1103 to 1104, 1105 to 1106, 1107 to 1108, 1109 to 1110, 1111 to 1112, 1113 to 1114, 1115 to 1116, 1117 to 1118, 1119 to 1120, 1121 to 1122, 1123 to 1124, 1125 to 1126, 1127 to 1128, 1129 to 1130, 1131 to 1132, 1133 to 1134, 1135 to 1136, 1137 to 1138, 1139 to 1140, 1141 to 1142, 1143 to 1144, 1145 to 1146, 1147 to 1148, 1149 to 1150, 1151 to 1152, 1153 to 1154, 1155 to 1156, 1157 to 1158, 1159 to 1160, 1161 to 1162, 1163 to 1164, 1165 to 1166, 1167 to 1168, 1169 to 1170, 1171 to 1172, 1173 to 1174, 1175 to 1176, 1177 to 1178, 1179 to 1180, 1181 to 1182, 1183 to 1184, 1185 to 1186, 1187 to 1188, 1189 to 1190, 1191 to 1192, 1193 to 1194, 1195 to 1196, 1197 to 1198, 1199 to 1200, 1201 to 1202, 1203 to 1204, 1205 to 1206, 1207 to 1208, 1209 to 1210, 1211 to 1212, 1213 to 1214, 1215 to 1216, 1217 to 1218, 1219 to 1220, 1221 to 1222, 1223 to 1224, 1225 to 1226, 1227 to 1228, 1229 to 1230, 1231 to 1232, 1233 to 1234, 1235 to 1236, 1237 to 1238, 1239 to 1240, 1241 to 1242, 1243 to 1244, 1245 to 1246, 1247 to 1248, 1249 to 1250, 1251 to 1252, 1253 to 1254, 1255 to 1256, 1257 to 1258, 1259 to 1260, 1261 to 1262, 1263 to 1264, 1265 to 1266, 1267 to 1268, 1269 to 1270, 1271 to 1272, 1273 to 1274, 1275 to 1276, 1277 to 1278, 1279 to 1280, 1281 to 1282, 1283 to 1284, 1285 to 1286, 1287 to 1288, 1289 to 1290, 1291 to 1292, 1293 to 1294, 1295 to 1296, 1297 to 1298, 1299 to 1300, 1301 to 1302, 1303 to 1304, 1305 to 1306, 1307 to 1308, 1309 to 1310, 1311 to 1312, 1313 to 1314, 1315 to 1316, 1317 to 1318, 1319 to 1320, 1321 to 1322, 1323 to 1324, 1325 to 1326, 1327 to 1328, 1329 to 1330, 1331 to 1332, 1333 to 1334, 1335 to 1336, 1337 to 1338, 1339 to 1340, 1341 to 1342, 1343 to 1344, 1345 to 1346, 1347 to 1348, 1349 to 1350, 1351 to 1352, 1353 to 1354, 1355 to 1356, 1357 to 1358, 1359 to 1360, 1361 to 1362, 1363 to 1364, 1365 to 1366, 1367 to 1368, 1369 to 1370, 1371 to 1372, 1373 to 1374, 1375 to 1376, 1377 to 1378, 1379 to 1380, 1381 to 1382, 1383 to 1384, 1385 to 1386, 1387 to 1388, 1389 to 1390, 1391 to 1392, 1393 to 1394, 1395 to 1396, 1397 to 1398, 1399 to 1400, 1401 to 1402, 1403 to 1404, 1405 to 1406, 1407 to 1408, 1409 to 1410, 1411 to 1412, 1413 to 1414, 1415 to 1416, 1417 to 1418, 1419 to 1420, 1421 to 1422, 1423 to 1424, 1425 to 1426, 1427 to 1428, 1429 to 1430, 1431 to 1432, 1433 to 1434, 1435 to 1436, 1437 to 1438, 1439 to 1440, 1441 to 1442, 1443 to 1444, 1445 to 1446, 1447 to 1448, 1449 to 1450, 1451 to 1452, 1453 to 1454, 1455 to 1456, 1457 to 1458, 1459 to 1460, 1461 to 1462, 1463 to 1464, 1465 to 1466, 1467 to 1468, 1469 to 1470, 1471 to 1472, 1473 to 1474, 1475 to 1476, 1477 to 1478, 1479 to 1480, 1481 to 1482, 1483 to 1484, 1485 to 1486, 1487 to 1488, 1489 to 1490, 1491 to 1492, 1493 to 1494, 1495 to 1496, 1497 to 1498, 1499 to 1500, 1501 to 1502, 1503 to 1504, 1505 to 1506, 1507 to 1508, 1509 to 1510, 1511 to 1512, 1513 to 1514, 1515 to 1516, 1517 to 1518, 1519 to 1520, 1521 to 1522, 1523 to 1524, 1525 to 1526, 1527 to 1528, 1529 to 1530, 1531 to 1532, 1533 to 1534, 1535 to 1536, 1537 to 1538, 1539 to 1540, 1541 to 1542, 1543 to 1544, 1545 to 1546, 1547 to 1548, 1549 to 1550, 1551 to 1552, 1553 to 1554, 1555 to 1556, 1557 to 1558, 1559 to 1560, 1561 to 1562, 1563 to 1564, 1565 to 1566, 1567 to 1568, 1569 to 1570, 1571 to 1572, 1573 to 1574, 1575 to 1576, 1577 to 1578, 1579 to 1580, 1581 to 1582, 1583 to 1584, 1585 to 1586, 1587 to 1588, 1589 to 1590, 1591 to 1592, 1593 to 1594, 1595 to 1596, 1597 to 1598, 1599 to 1600, 1601 to 1602, 1603 to 1604, 1605 to 1606, 1607 to 1608, 1609 to 1610, 1611 to 1612, 1613 to 1614, 1615 to 1616, 1617 to 1618, 1619 to 1620, 1621 to 1622, 1623 to 1624, 1625 to 1626, 1627 to 1628, 1629 to 1630, 1631 to 1632, 1633 to 1634, 1635 to 1636, 1637 to 1638, 1639 to 1640, 1641 to 1642, 1643 to 1644, 1645 to 1646, 1647 to 1648, 1649 to 1650, 1651 to 1652, 1653 to 1654, 1655 to 1656, 1657 to 1658, 1659 to 1660, 1661 to 1662, 1663 to 1664, 1665 to 1666, 1667 to 1668, 1669 to 1670, 1671 to 1672, 1673 to 1674, 1675 to 1676, 1677 to 1678, 1679 to 1680, 1681 to 1682, 1683 to 1684, 1685 to 1686, 1687 to 1688, 1689 to 1690, 1691 to 1692, 1693 to 1694, 1695 to 1696, 1697 to 1698, 1699 to 1700, 1701 to 1702, 1703 to 1704, 1705 to 1706, 1707 to 1708, 1709 to 1710, 1711 to 1712, 1713 to 1714, 1715 to 1716, 1717 to 1718, 1719 to 1720, 1721 to 1722, 1723 to 1724, 1725 to 1726, 1727 to 1728, 1729 to 1730, 1731 to 1732, 1733 to 1734, 1735 to 1736, 1737 to 1738, 1739 to 1740, 1741 to 1742, 1743 to 1744, 1745 to 1746, 1747 to 1748, 1749 to 1750, 1751 to 1752, 1753 to 1754, 1755 to 1756, 1757 to 1758, 1759 to 1760, 1761 to 1762, 1763 to 1764, 1765 to 1766, 1767 to 1768, 1769 to 1770, 1771 to 1772, 1773 to 1774, 1775 to 1776, 1777 to 1778, 1779 to 1780, 1781 to 1782, 1783 to 1784, 1785 to 1786, 1787 to 1788, 1789 to 1790, 1791 to 1792, 1793 to 1794, 1795 to 1796, 1797 to 1798, 1799 to 1800, 1801 to 1802, 1803 to 1804, 1805 to 1806, 1807 to 1808, 1809 to 1810, 1811 to 1812, 1813 to 1814, 1815 to 1816, 1817 to 1818, 1819 to 1820, 1821 to 1822, 1823 to 1824, 1825 to 1826, 1827 to 1828, 1829 to 1830, 1831 to 1832, 1833 to 1834, 1835 to 1836, 1837 to 1838, 1839 to 1840, 1841 to 1842, 1843 to 1844, 1845 to 1846, 1847 to 1848, 1849 to 1850, 1851 to 1852, 1853 to 1854, 1855 to 1856, 1857 to 1858, 1859 to 1860, 1861 to 1862, 1863 to 1864, 1865 to 1866, 1867 to 1868, 1869 to 1870, 1871 to 1872, 1873 to 1874, 1875 to 1876, 1877 to 1878, 1879 to 1880, 1881 to 1882, 1883 to 1884, 1885 to 1886, 1887 to 1888, 1889 to 1890, 1891 to 1892, 1893 to 1894, 1895 to 1896, 1897 to 1898, 1899 to 1900, 1901 to 1902, 1903 to 1904, 1905 to 1906, 1907 to 1908, 1909 to 1910, 1911 to 1912, 1913 to 1914, 1915 to 1916, 1917 to 1918, 1919 to 1920, 1921 to 1922, 1923 to 1924, 1925 to 1926, 1927 to 1928, 1929 to 1930, 1931 to 1932, 1933 to 1934, 1935 to 1936, 1937 to 1938, 1939 to 1940, 1941 to 1942, 1943 to 1944, 1945 to 1946, 1947 to 1948, 1949 to 1950, 1951 to 1952, 1953 to 1954, 1955 to 1956, 1957 to 1958, 1959 to 1960, 1961 to 1962, 1963 to 1964, 1965 to 1966, 1967 to 1968, 1969 to 1970, 1971 to 1972, 1973 to 1974, 1975 to 1976, 1977 to 1978, 1979 to 1980, 1981 to 1982, 1983 to 1984, 1985 to 1986, 1987 to 1988, 1

Scenic atmosphere found at Mt. Sutton

Once again Mount Sutton has opened its slopes to all skiers. At the 2,400 foot elevation, a warm and inviting atmosphere is consistently well-groomed and comfortable chalet is awaiting those who wish to rest before taking off for the scenic setting and friendly French Canadian atmosphere. Although a fairly new-comer to the skiing community, Mount Sutton is quickly being developed into one of the principal winter sports-centres in the Province of Quebec.

Since December, skiers have been enjoying excellent skiing conditions at Mount Sutton. Rated as one of the fastest growing centres in Eastern Canada, Mount Sutton is only 63 miles from Montreal and is situated "in the heart of picturesque Eastern Townships."

Mount Sutton offers ski adepts over five miles of wide trails which are extensively groomed at all times by a Tucker Snow-Cat, Snow-Mo and Bombardier.

Chairs have been added to the 4,030 feet-long double chair-lift, to speed up service and minimize the possibility of line-ups. This chair-lift reveals to the skiers and non-skiers at the end of the run, beautiful scenery covering Lake Champlain, St. Bruno, Granby and Bromelake areas and even reveals

Montreal on a clear day. At the 2,400 foot elevation, a warm and inviting atmosphere is consistently well-groomed and comfortable chalet is awaiting those who wish to rest before taking off for the scenic setting and friendly French Canadian atmosphere.

An artificial snow-making machine can cover the 1,500 feet-long T-Bar hill, with snow whenever it is scarce. Skiing will now be possible at Mount Sutton from the beginning of December to April.

Beside the extension of the parking lot which now provides adequate space for over 1,000 cars, the X-Ray equipped medical clinic to which four region doctors are attending is kept open for the benefit of Mount Sutton skiers. For further service, St. John Ambulance patrollers cover all hills continuously to ensure safe skiing conditions for all.

A Swiss type chalet with full cafeteria services, sun deck, retail and repair ski shops, a ski school, rest rooms and first-aid rooms are opened at all times for skiers and visitors.

The Sutton Tourist Association, Box 418, Sutton-Quebec, Tel. 435 or Un. 6-5156, will be happy to answer any questions and give you any further information you may require on accommodations in the area.



FINEST LIFTS AT MT. ECHO — Pictured above is the first of two double chair-lifts at Mt. Echo, that carry skiers 7,200 feet up towering slopes which are only 4 miles from Sutton Junction, and accessible by excellent roads. The centre also has a fine poma-lift which serves as a perfect slope for beginners and novice skiers.

Sutton's Mount Echo offers skiing for expert, beginner

Mount Echo at Sutton Junction is the newest major ski area in the Eastern Townships and is a member of the E.T. and Border Ski Areas Association.

Mount Echo has been designed to provide enjoyable skiing for everyone from the most expert to the complete beginner. Situated in beautiful surroundings, Mount Echo will be developed to be a year-round resort area.

At Mount Echo there are 12 miles of wide unique trails, well-groomed by Sno-Cat and Bombardier; 4 open slopes for ski school; Canadian ski patrol, emergency clinic. There is also a modern chalet, with cafeteria, ski and repair shop, lockers, babysitting, sun porch.

Skiing from beginning of December to end of April. There are also accurate snow reports. For further information phone Knowlton (514) 243-6444 or Montreal (514) 861-5997.

Manager of Mount Echo Inc is Erich Schiller. Directors are Jacques Desjardins, president; Dr. Guy Poirier, vice-president; Gilles Dupuis, secretary; Frank Daigle, treasurer; Rodney Cleary, second vice-president. The Mount Echo Ski School, directed by Erich Schiller, teaches the modern, natural way

to ski parallel. You learn more quickly, more easily, English or French instruction. Those intending to spend considerable time in Sutton or the area, will be happy to learn about the construction of two new motels, one of which is immediately adjacent to the

ski area. Pamphlets with types of hills, boarding and lodging addresses and facilities as well as other activities are available on request. Ski week tickets may be purchased and are good at: Mount Echo, Mount Sutton, Jay Peak and Mount Orford, North Hatley.

Valley View Lodge

Only 2 miles from Mount Echo.

Accommodations for 25 skiers.

Special group rates.

Excellent home cooking.

Friendly atmosphere.

Beautiful mountain scenery.

THE PARMENTERS — your hosts.

Near Sutton — Phone Knowlton 243-5465

FAIRVIEW HOTEL

FULLY LICENSED



COCKTAIL LOUNGE SEATING 300 PEOPLE
ORCHESTRA EVERY SATURDAY NIGHT
Special skiers' rate \$6.00 per day including 2 meals.

10 Rooms — Dining room

Special rates for banquets, weddings, etc.

Big dart tournament every Sunday with valuable prizes worth more than \$50.

A. Bilodeau of Sherbrooke, prop.

BROME, Que. on route 52.

Phone 243-9825

Beginners and experts dress alike for action on the slopes this season



A member of the ski patrol skis past a Mt. Sutton chalet.

NEW YORK — (NEA) — Good-natured snobbery enters into most sports and skiing is no exception. The longer the neophyte can keep her companions at the ski lodge guessing about her ability as a skier, the less likely she is to be the target of their teasing.

The wise beginner dresses the same way an expert does and so it takes a bit longer for anyone to realize she's a snow bunny.

For action on the slopes many pros prefer a two-way stretch, one-piece racing suit that covers shoulders to feet, combined with a stretch jacket. This costume is lightweight, form-fitting and built for action and comfort.

Other professional togs include trim stretch pants, worn with long, easy-fitting colorful pullovers.

But for the chair lift or for times when there's little to do except impress everyone at the lodge, the fashion world is yours—neophyte or pro.

There are shaggy jackets in Scandinavian patterns, made of long white pile and insulated quilted jackets that are reversible—white on one side, brilliantly colored on the other. Both have flattering hoods.

For the gal who can afford to cut a luxurious figure at a winter resort, there are parkas in buttersoft suede and tunics of white velvet, monkey fur and mink.

Annual ski industry growth now outranks curling sport

The annual growth of the ski industry outranks that of any other sport, including curling. This growth increases each winter, greater than 10 per cent, so that... this season there will be more than 425,000 Canadians in Eastern Canada, and 3,000,000 Americans off to their favorite shops, slopes and resorts.

One of the areas which has prospered by this boon to zestful living is the new and exciting Eastern Townships and North Eastern Vermont Ski Region. This area is famous for its snow conditions, its ski weeks (with interchangeable tickets), and a guarantee to learn to ski parallel in 7 days or money refunded. Its excellent accommodations and its ideal locations. There is virtually "something for everyone."

Why not suggest this region when planning exciting winter vacations? Pamphlets are available outlining the facilities of each of the five areas — North Hatley, Mount Orford, Mt. Sutton, Mt. Echo in Quebec, and Jay Peak in Vermont; and the opportunities to enjoy this great sport.

Offered customers are:

(1.) Complete ski vacations with transportation to and from areas via TCA and Hertz; fine lodging and meals; lift tickets, interchangeable at all

(2.) Special all inclusive ski week packages, from \$48.00 up

WATERLOO HOTEL

The Best in the Townships!

FULLY LICENSED.

Accommodations for 20 skiers.

Skiers' cocktail lounge for 200 people.

ORCHESTRA on Thursday, Friday, Saturday and Sunday.

DINING ROOM — TAVERN

Our Specialty — Weddings, Banquets, Showers, Buffets.

Ask for Gerry at 539-2443

929 Principal Street — WATERLOO

J. A. RACETTE STORES

Sutton — Quebec

Depot & Main Street

- Yard Goods
- Knitting Wool
- Lingerie • Hosiery
- Gifts
- Children's Wear
- Men's Work Clothes

Tel. 538-2204

Main Street

- Groceries
- Radio Repairs
- Knick Knacks
- Toys

Tel. 538-2305

THE MOUNT SUTTON BOWLING CENTER

After skiing, relax — enjoy bowling! Special acoustical tile minimizes noise. Opening hours: 2 to 6 and 7 to closing.

7 Lanes

Snack Bar

Shoe rental



Large & Small Bowling Balls.

Les Lutins de Mont Sutton Ltée
Maple Street — SUTTON — Phone 538-9917

ST. MARTIN & TODD REAL ESTATE

We have properties for sale in all 4 ski areas in the district.

Mount Sutton — Mount Echo — Glen Mt. Mount Orford

For information Phone 263-0353 — 263-0682

COWANSVILLE

OUIMETTE



MAIN ST., SUTTON — Phone 538-2448 FOR FREE DELIVERY!

TableRite Fresh & Smoked Meats
Complete Fresh Fruit & Vegetable Counter

SHOP IGA WHERE YOU GET BETTER PRICES

EVERY DAY!



Easy runs to the toughest tests can be found at Glen Mountain ski resort

If you were to list the requisites of a good ski centre, Glen Mountain would qualify as a first rate resort. Although a new centre, it has everything one could hope to find at a well developed resort.

Although only two years old, this centre in the Eastern Townships rates with the best, having excellent slopes, good skier conveyances, a smart chalet and the numerous other extras, including a large parking area.

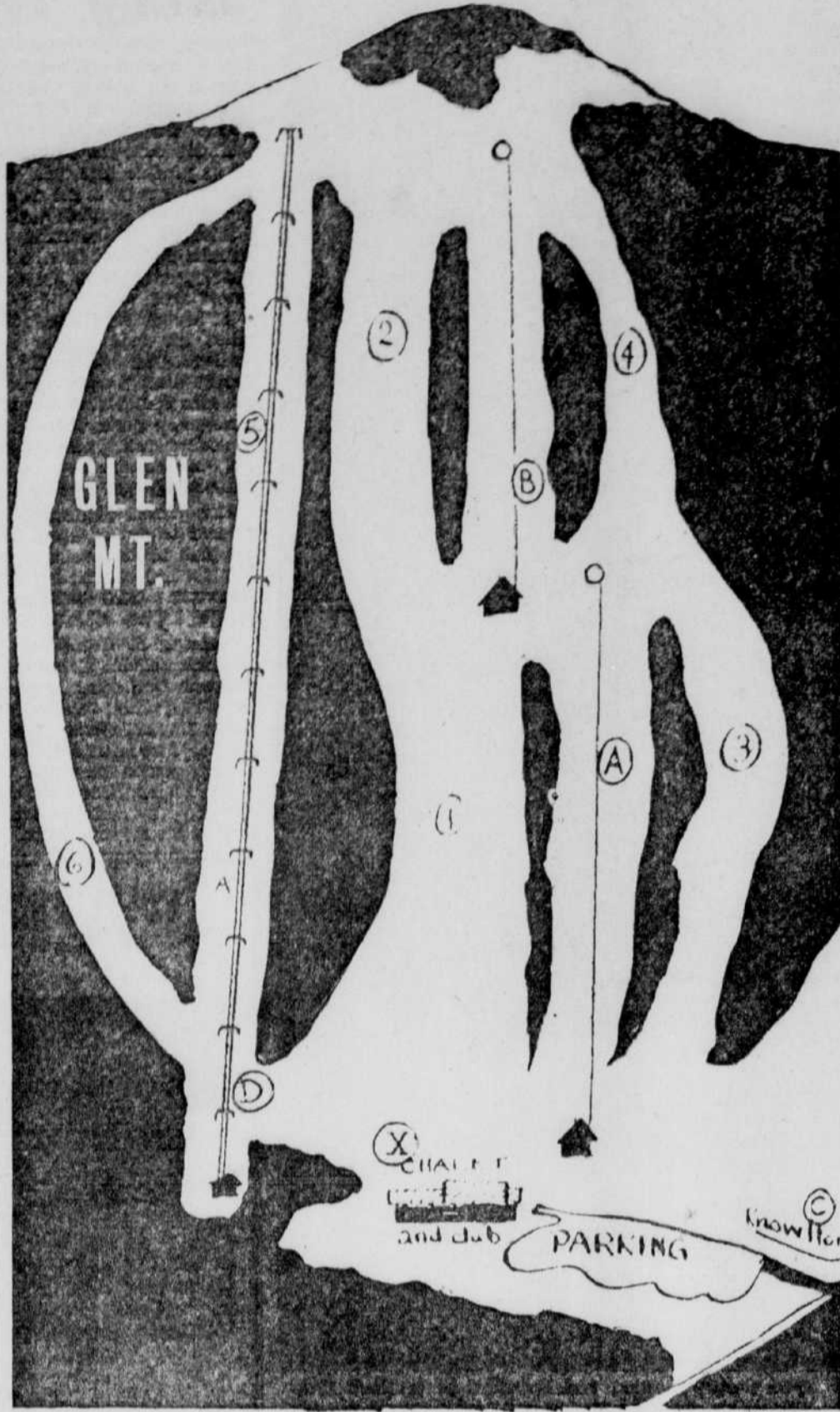
Taking you on an imaginary tour of the Glen Mountain Ski Resort, let's pretend we have just left Knowlton by car. We travel along the paved Bolton Pass highway for little over a mile, then turn left up the Bolton Glen road. Within ten minutes from leaving Knowlton we arrive at the resort, to be confronted with unlimited free parking.

Once unloaded, we head for the centre's new chalet, a huge building measuring 100 by 50 feet, and of modern design. The interior of this lovely structure is finished in knotty pine. Along the right there is a huge cafeteria with a long self-service rail, while the left is topped by a wide mezzanine. The whole north east wall consists of windows overlooking the slopes. On the main floor there are picnic styled tables and benches to accommodate upwards of 200 persons, while a maple finished dining tables

with matching chairs line the mezzanine, where an additional 100 persons can be seated. The chalet has several other features, including a ski shop, smartly finished and equipped rest rooms, and new this year is a modern motel unit at one end of the building and a new grill at the other end. It's now time we tried the Glen mountain slopes.

Spur highway to Glen

Glen Brown, Provincial Member of Parliament from Brome County has officially announced the Montreal to Sherbrooke Autoroute Authority's intention to open a spur highway to the Glen Mountain Ski Resort from St. Etienne de Bolton. This cut-off, which is two and a half miles west of Eastman, will be built this summer, and paved in 1965, Mr. Brown said. Estimating the saving in morning time from Magog to Glen Mountain, Mr. Brown said presently the drive through Knowlton accounts for some 32 miles, but by travelling the proposed route the distance between Magog and the Glen will be approximately 18 miles, a saving of some 14 miles.



GLEN MOUNTAIN — Above is a map of the Glen Mountain Ski Area, with the various conveyances, trails and points of interest marked numerically and alphabetically:

- X — The modern Chalet, Motel and Club at the Glen Mountain Resort.
- C — The paved highway leading to Glen Mountain which is five miles from Knowlton, P.Q.
- A — The lower 2,000 foot T-Bar leading to the head of the beginners' and intermediate slopes.
- B — The upper level T-Bar leading to the summit of Glen Mountain, from where skiers have their choice of many well groomed trails.
- D — The new 4,600 double chair lift at Glen Mountain which will be officially opened in February.

- 1 — The practice hill, perfect for learners and novice skiers alike, and also great skiing for advanced skiers who just want light workouts.
- 2 — The upper professional and intermediate hill which is a task-run for better skiers, but so designed that intermediates and advanced skiers can pick their way down quite satisfactorily.
- 3 — A mild trail, used for beginners and intermediates when the winter wears on.
- 4 — A tougher run, opened for special events, this run is strictly for pros and advanced intermediates.
- 5 — An intermediates' open run under the chair-lift, which promises to be a fast and interesting course for the skiers who like a challenge.
- 6 — A new woodland trail that has been open since last February. A fast, yet gentle and pleasant ski trail.

SAFETY FIRST
Careful maintenance schedules on all 7 "Mueller" chair lifts and lift conveyances ensure that the skier is quickly and safely whisked upward to over 55 miles of slopes and trails that thread their way through the unsurpassed beauty of the five ski areas—Mont Sutton, Mont Echo, Mont Orlford, North Hatley, and Jay Peak.



GLEN MT. CHALET OF UNIQUE DESIGN — Featuring a large open resting and dining area, the Glen Mountain chalet presents skiers with a warm, delightful atmosphere. With spacious interior, and a second floor glassed-in sun deck, the Glen provides spectators with ample opportunity to watch the skiers coming off this terrific long, open slopes.

Proper ski wear is just as important

NEW YORK — (NEA) — "Going skiing this weekend," the gay blade in the office was heard to declare. "Didn't know you could ski." "I don't; but what's that got to do with it?"

Such is the approach of many addicts to America's favorite outdoor winter sport. An informal survey at Stowe, Vt., turned up no less than 18 fakers, sitting around fireplaces with phony plaster casts on their legs.

Proper and up-to-date ski wear has become as much a part of the downhill mystique as safety bindings and skis themselves.

After all, except for a few fanatics, nobody these days goes skiing just to ski.

Projecting your image on the slopes or in the lodge becomes a thing of ease this year, thanks to a wide selection of good-looking men's wear. Most of the offerings will keep you warm if you are so foolhardy as to venture on the tow.

Bulky sweaters remain a hardy perennial around the cheery fire and on the crystal. Parkas, likewise, are coming back to the trails in a variety of colors.



HAVE FUN ON YOUR SKIS,

then enjoy the best meals served in a restful atmosphere.

- 20 Comfortable rooms
- Fully Licensed
- Specialty: Broiled Steaks

Tel. 243-6636 For Reservations.

BROME LAKE HOTEL & Steak House

(3 MILES FROM SKI AREA)

Knowlton, Que. Maurice Proteau, Prop.

TO BE FASHIONABLE;

SKI...

TO BE WELL INFORMED, READ THE RECORD



"Only English language Daily Newspaper in the Eastern Townships."

... the medium that provides its subscribers with complete and up-to-the-minute

- World News Resumes
- Accurate and Detailed Regional News
- A Wide Variety of Interesting Features

If you do not already receive the Record regularly, contact the RECORD'S CIRCULATION DEPARTMENT and arrange to have this informative medium of information delivered to you daily.

Sherbrooke Daily Record
119 Wellington North, Sherbrooke.
Tel. 569-3636

CONSULT THIS NEWSPAPER FOR DAILY SKI CONDITIONS THROUGHOUT THE EASTERN TOWNSHIPS.

STOP AT BEAVER POND
Near Glen Mt.

Groceries — Vegetables — Choice Meats
BEER — GENERAL STORE — GASOLINE
BEER and WINE at the INN
Trailer Park — Only \$5.00 a Month
Day and night service 7 days a week.

KNOWLTON—O. W. BROWN—Phone 243-6687

Knowlton Bowling Lanes
ABC RATED

8 LANES — SHOE RENTAL
LIGHT LUNCHES AT SNACK BAR
Open Week Days 2:30 to closing
Weekends and holidays, 1 o'clock to closing.

GERALD WRIGHT and HAROLD WORDEN
Main Street West on Route 52 — Phone 243-9829

We Feature Quality Foods

PLAN TO EAT AT THE
Glen Mountain Resort

— you'll find our Cafeteria-styled lunch counter convenient, and service fast. Visit our new Dining Room which features Charcoal Broiled Steaks and Chicken, as well as a Full Menu. Meals will be served with Wine or Cocktails if requested.

Glen Mountain Motel
New Accommodations for 40 people.
Motel, Cafeteria, Dining Room, Cocktail Lounge, all under one roof.
— FULLY LICENSED —
Mr. and Mrs. WM. N. FRYER



HEAD GLEN MT. SKI SCHOOL — Bob and Paula Richardson above, have become famous for their methods of teaching skiing, and are always on hand to greet skiers visiting the Glen Mountain ski resort.

WELCOME SKIERS...

Indeed, you'll find the people of the West Bolton area friendly and hospitable, and they're particularly partial to skiers, as we are quite enthusiastic about this popular cold weather sport that is making our district a noted year-round holiday locality.

MAKE IT A POINT TO VISIT OUR REGION, AND THE EXCELLENT GLEN MOUNTAIN SKI RESORT

CORPORATION of WEST BOLTON

We, the officers and citizens of the Corporation of West Bolton wish to take this opportunity to extend our best wishes to those responsible for the development of the Glen Mountain Ski Resort. You have contributed immeasurably to the progress of our area, and we feel certain your enterprise will be a great credit to the whole Eastern Townships.

you're "always at home among friends", and you'll not find a more friendly community than right here in the district of WEST BOLTON!

Glen Mountain ski resort is region's spring ski haven

Quebec ski centres install new lifts

Year by year, Quebec ski centres are installing additional and more modern ski lifts to attract visitors.

The major ski centres which offer such up-to-date lifts as chair-lifts, T-bars, J-bars, and Poma, are the Eastern Townships, Gatineau Valley, the Laurentians north of Montreal, St. Maurice Valley and Lac Beauport.

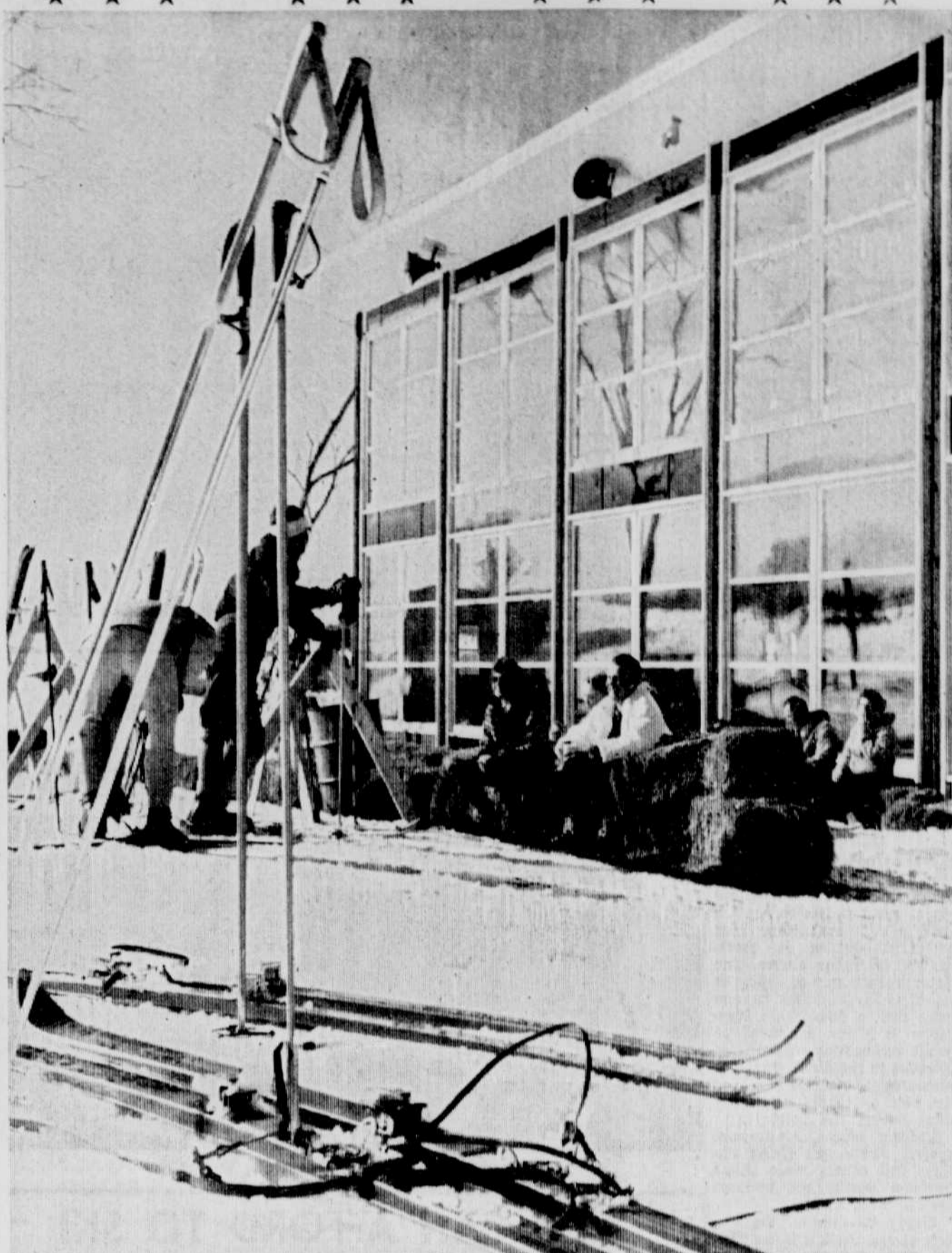
These centres also ensure perfect skiing conditions on the various slopes by constantly grooming them by mechanical means, such as Sno-Cats, Bombardiers and tractors. This meticulous grooming also ensures better skiing throughout the Spring months as the well-packed base remains ski-able.

All centres in Quebec have excellent ski schools, the majority staffed with graduates of the Canadian Ski Instructors Alliance.

In addition to private lessons, class lessons are held for adults and children.

The vast majority of centres offer first-class hotels, inns and motels close to the skiing areas, thus obviating the needs for local transportation.

All these hostilities feature clean, comfortable accommodation, an excellent cuisine, and a wide choice of European wines. In the evening there is a choice of sleigh-rides, skating, ski movies and folk dancing—as well as modern dance music.



FINEST FOR SPRING SKIING — Thousands of skiers have already acclaimed the Glen Mountain ski resort as the region's spring skiing haven. Facing the northwest, the slopes gain warm breezes, while the picturesque chalet faces the south, and into the warm sun. Basking in the sun at the Glen is an occasion to remember.

New chair-lift

The most sensational news at Glen Mountain is the centre's new double chair-lift, which should go into operation in February. Actually scheduled for earlier use, the need for mechanical parts has delayed the equipment's use.

Featuring an entirely new type of seat, which is made of fiberglass and completely closed in, the Glen's chairs also have a plexiglass swing-dome top which closes riders in and protects them against wind, snow or rain.

An extremely safe and comfortable chair, this new conveyance will extend 4,000 feet up Glen Mountain, beginning just left of the centre's chalet, rising to the slope's summit.

Capacity for the new chair has not been announced, however, because of the equipment's design, should provide conveyance for some 800 skiers an hour, possibly more.

LAKE VIEW HOUSE

FULLY LICENSED

While skiing in the Sutton, Knowlton area at Glen Mountain, Mount Echo and Mount Sutton, make the LAKE VIEW HOUSE your home-away-from-home.

- 50-ROOM HOTEL
- COCKTAIL LOUNGE
- DINING ROOM
- FAMILY SUITES

LAKE VIEW HOUSE

Victoria St. — KNOWLTON — Phone 243-9806

Come to Knowlton and Glen Mountain

FINEST SKI LIFT FACILITIES

- LARGE MODERN CHALET
- WONDERFUL TRAILS
- SKI SCHOOL
- TWO T-BARS
- GOOD ROADS
- PLENTY OF PARKING SPACE



When in KNOWLTON, shop

Robb's Hardware & Marine

Your Handy Andy Associate Store

- Hardware
- Paint and Supplies
- Household Wares
- Marine Supplies
- Electrical Appliances
- Sports Equipment
- Agents for Vilas and Roxton Furniture

You'll enjoy shopping at our store and we're certain you will appreciate the fine assortment of wares we have to offer... come in the very next time you visit Knowlton, it will be a pleasure serving you!

Green Mts. are skiers paradise

During the winter, the Green Mountains of Vermont are transformed from a summer-time vacation area to a skiers paradise.

Some seven miles from Lyndonville station, on the Canadian Pacific Railway, and easily reached by local transportation, is Burke Mountain in Darling State Park. Skiers from Canada flock annually to this favorite spot, located only 32 miles from the border. In fact, the trip can be made from Sherbrooke in under two hours.

Everyone finds all the skiing he wants at Burke Mountains. The wilderness and famous Bear Den Trails will test the best, while the Toll Road offers a two and one-half mile thrill for the beginners and intermediates. The open slopes of the Pomalift and the Rope Tow area offer additional opportunities for the novice and intermediate skier to improve his skill.

To reach the 3,267-foot summit of Burke Mountain, a Pomalift 4,880 feet in length speeds one up in five minutes and handles 575 skiers per hour. From this lofty perch the skier has a choice of three main trails suitable for skiers of all callibers and these trails in turn link with others allowing good skiing sport.

The 1-1/4 mile Wilderness Trail, which is for the expert, originates at the summit and winds down over a course suitable for the intermediate skier. Those who prefer a gentler slope can make use of the 1-1/2-mile Toll Road that novices can navigate. In the rope tow area, a slope of 1,000 feet in length and 500 feet wide provides excellent sport for the beginner.

Church services for area skiers

If skiing interferes with church, you simply time services for the convenience of skiers.

This is the answer given by Bolton Glen's Anglican congregation of St. Michael and All Angels Church, which is holding regular services during the ski season from 4 till 4.30 every Sunday afternoon.

Wow! LOOK WHAT'S HAPPENED TO GLEN Mountain

A BRAND NEW CHAIR LIFT . . .
a lodge that serves tall drinks and terrific food . . . there's "Glad you came friendliness that'll make you want to stay on and on . . . there's a learn-to-ski week that'll make you the "pro" of your home town slope . . . and . . .

THE BEST FAMILY SKIING IN THE EASTERN TOWNSHIPS!
FOR INFORMATION:
CALL: 243-6044 or UN. 1-4082 or WRITE: GLEN MOUNTAIN, KNOWLTON, QUE.

CHAIR LIFT AND TOWS
Ski the "Lifeline" under our new and very dependable double chair-lift, which also serves all five of our well-cared-for slopes.
The two high-capacity T-bars take you to an overall distance of over 5000 feet.
Combined capacity of these three lifts is 2800 per hour . . . which adds up to family skiing in comfort.

SKI SCHOOL
Bob and Paula Richardson head the Glen Mountain Ski School providing expert instruction for both advanced skiers and beginners.
Bob, a member of the 1952 Canadian Olympic Ski Team was also Canadian Combined Open Champion in 1951. Paula is an honour graduate of the Canadian Ski Instructors' Alliance School.
Children's Ski School — Every Saturday Morning Special Ski-Week Rates.
Ski-Shop — Rentals . . . Sales . . . Repairs.

WINTER-WONDERLAND
This view shows one of our modern machines at work grooming a slope in our "winter-wonderland" setting. Wonderful skiing plus a breathtaking view.

PARKING AREA
Extra large parking lot with room for over 1200 cars. FREE parking for everyone.

HOW TO GET THERE
FROM THE U.S.A. — Via Highway take Route 39 to Knowlton.
FROM MONTREAL — Via Victoria Bridge or Jacques Cartier Bridge, take Route 1 to Junction 40 then 40 to Knowlton or via Mercier Bridge take Routes 98 and 40A, then 40 to Knowlton.

SLOPES
All five of our ski slopes are well groomed for early and safe skiing. The terrain is kept in A-1 condition by the most modern machines.
Five miles of open slopes for the best family skiing in the Eastern Townships.

SKI WEEKS
Special, reasonable Ski Week and Daily Group Rates.

SKI GLEN MT. "Knowlton"

Now in its second year, the GLEN MOUNTAIN SKI RESORT has already proven its worth to this region, as a prime winter tourist attraction, and benefit to the whole area. I am proud to have been instrumental in the development of this project, and am more than ever convinced that efforts of this kind will ultimately give my county and the whole Eastern Townships the valued tourist trade we are all striving so hard to acquire.



GLEN BROWN

For more than a half century the Eastern Townships have been regarded as a summer vacation region. This popularity has always paid people of our area well for three months each year, however, to claim our own as a year round holiday district, it was necessary that winter attractions be offered. With the advent of skiing's popularity, other regions of Quebec and centres in New England capitalized on the public's approval of this winter pastime, and consequently gained fame and fortune. We of the Eastern Townships have only really commenced in the field of winter sports, and given a fair chance, we'll command the share that belongs to us. The Glen Mountain resort is the seventh ski project in the Townships, but because it is only the second in this immediate area, it will mean a lot to Brome County.

Resorts like Glen Mountain can provide a tremendous amount of good for our region, and I'm convinced that the benefits from projects of this nature will be spread out over the district, and shared by many of us.

Another reason for my enthusiasm, is the foresight shown on part of the men who pooled their capital and efforts to make the Glen Mountain resort possible. I'm proud of citizens like these men, and very happy that there are people like them in Brome County. It's gratifying to have these men invest in the future of our own district.

In concluding this message, I hope everyone in Brome County will look at winter sports as I have done, and consider the wonderful advantages we have before us which shall allow us to develop and promote our natural industry — catering to holidayers!

We've got what it takes, and we've got off to a good start . . . 'let's keep on the go!

Glen Brown

Provincial Member of Parliament for Brome County

SKIERS — if you ski the GLEN, and want to attend a Sunday church service, you're welcome at the Bolton Glen St. Michael and All Angels Anglican Church, where services are held Sundays from 4:00 till 4:30 p.m.

Ski instructors complete course at Jay Peak

10 days of intensive study needed to get certification

SKI CLOTHING

by Franconia
REDUCED

20%

Ski Pants, Parkas, Complete
Ski Outfits for Men and Boys.



CAPLAN
ARMY STORE

110 Railroad St. — St. Johnsbury, Vermont.

The sixth annual instructors course of the American Ski Teachers Association of Natur Teknik, under the direction of Walter Foeger, originator of the Natur Teknik teaching method — without snowplow or stem — has just been completed at the Jay Peak Ski Area with ten days of intensive study and practice for certification. Forty-five instructors took part and were drilled in theory, practice teaching, skiing ability, slalom, organization of ski schools and ski areas and first aid on the slopes. Four certified instructors, Sonny Cote, Don Leary, Dean Loukes and George Stepanek qualified as examiners and assisted Mr. Foeger in giving the course. Thirty members of the course were certified bringing the total to 63 in 1963.

The picture at the right show members of the Natur Teknik parallel Ski School, 6th annual instructors course. Front row, left to right: David Baker, Jay Peak; Dan Leary, manager of Okemo Mt.; George Stepanek, Jay Peak; Walter Foeger, originator of the teaching method; Dean Loukes and Sonny Cote, assistant directors of the school at Jay Peak. Lower right, No. 1, Leo Smith of Camelback ski area; No. 9, Bruce Thibaud of Burlington and Jay; No. 6, Fred Diette, formerly at Jay, now at Camelback; No. 3, Bobby Soden of Montreal and Jay Peak.

The Natur Teknik method of parallel teaching is being officially taught in five ski schools in the east this season. Jay Peak in northern Vermont; Okemo Mt., Ludlow, Vermont; Camelback Ski Area in the Poconos, Penna.; and Mt. Echo in Sutton Jct. and North Hatley Ski Area—North Hatley—both in the Province of Quebec.

PROMOTE DESIGN

A non-profit foundation has been established in Norway to promote industrial design and bring manufacturers and buyers to each other.

MADE FIRST FLIGHT

Orville Wright made the first controlled and sustained powered flight in a heavier-than-air machine at Kitty Hawk, N.C., Dec. 17, 1903.



Ski instructors attend courses at Jay Peak.

Jay Peak, fastest growing ski business

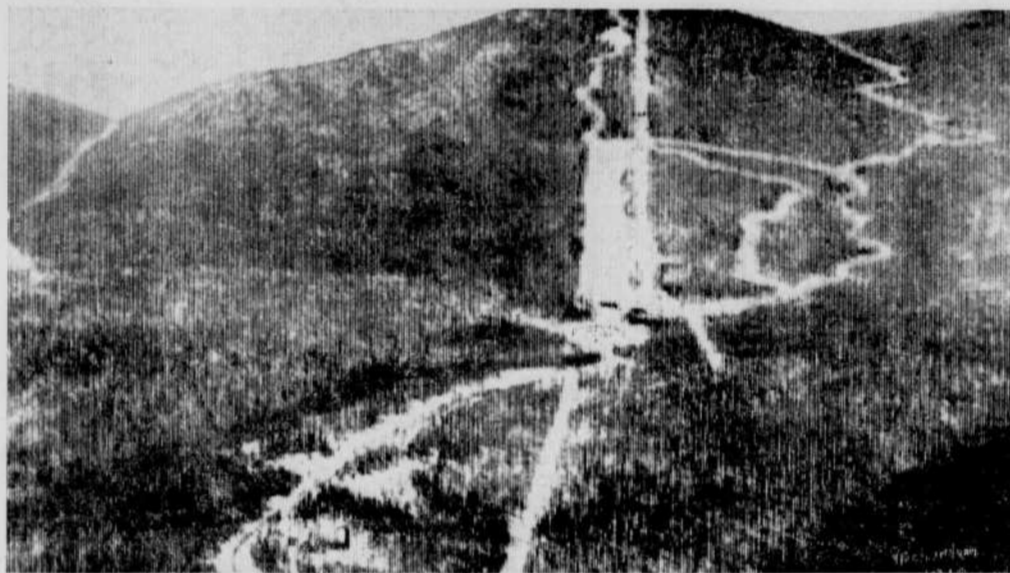
As in other areas with good snow conditions, Jay Peak had excellent business.

Excellent uphill facilities and outstanding trails of the Jay Peak Ski area have gained more and more recognition and have attracted real crowds of happy skiers. The increase in the ski school business has required a staff of 16 instructors with pupils enrolled in morning and afternoon classes. The Natur Teknik way of skiing as taught at Jay Peak, has become more than a fashionable innovation. It is now demanded by public acclamation. Skiers from 29 states in the U.S.A. and four provinces of Canada, enjoyed the best of conditions at Jay Peak during the holidays.

Lodging places, restaurants, grocery stores, gas filling stations and others made better business during the holidays than in many months.

Slowly but surely, the success of Jay Peak is influencing the whole economy of Orleans and Franklin counties and all the business people are beginning to realize that the financial support of Jay Peak is support for themselves.

There are still many things to be done to make the peak big time business. But aside from all these advantages which Jay Peak offers, its spirit and the unusual friendliness of all the working staff, make JAY PEAK really outstanding.



Centre of Jay Peak ski area, Vermont.

YOU CAN AFFORD TO SKI

Today, with the rapid increase in skiing popularity, many persons who once skied, and now wish to take the sport up again, or others who feel they would like to try riding the slopes are asking themselves, "Can I afford to ski?" To answer this query it's necessary to determine whether or not these interested parties are expecting to start out in top fashion with professional equipment, or will they be satisfied with the inexpensive bare necessities. Very often would-be skiers shy away from skiing because of what they term the high cost of getting equipped, but this is a false apprehension, as it costs very little to get out fitted. However, try to keep pace in styling, and buy brand for brand with the very serious type skier, and you'll find an enormous difference in price tags on the wares you choose. To give a brief comparison in cost of equipment, it's possible that you buy skis just above \$15 a pair, which have steel edges and a good base. Of course, there's hardly a ceiling in ski prices, as wood skis range up to \$125, and the new metal makes range some \$50 higher. By the same token, bindings, poles, boots and clothing are available in a wide range of prices, for example; bindings sell from \$4.50 to \$35; poles run from \$4.50 to \$40; boots sell from \$15 to well over \$100, and in clothing, making a comparison would be almost impossible. However, like all other ski equipment, garments too are available in inexpensive price ranges.

On The Way To BURKE MOUNTAIN Stop At ...



ROLAND'S ESSO CENTER

Lubrications, Accessories, Tires and Batteries

R. A. Perrier, Prop.

Island Pond — Vermont

on routes 105 and 114 — Tel. 138 W

THERE'S DIFFERENT TYPES OF FRIENDLINESS...



and the kind we're concerned with is the sort of FRIENDLY GREETING persons receive when they visit

NEWPORT VT.

You'll like our smart little community — and the warm welcome you're sure to get here will make you feel right at home.

INDEED — Newport is a community with the appearance of a busy commercial centre with an air of holiday content ... and we're both.

The -
Newport Chamber of Commerce
EXTENDS YOU A WELCOME, VISIT US OFTEN!

Elbow room at famous Burke Mt.

Burke Mountain's mile-long lift will speed nearly 800 skiers to the summit each hour.

For many years the site of championship Interscholastic and Intercollegiate Ski Meets, Burke Mountain, in the Heart of Vermont's Northeast Kingdom, is now one of New England's finest and most popular Ski Areas.

Says Henry Moore, well-known Boston Herald Ski Reporter, "If there's a prettier ski area with a broader view and more elbow room for its size than Burke Mountain, Vermont's newest high country development on the 3200-foot peak of that name in Darling State Park, it is being kept a good secret."

SKI FUN FOR ALL

New and varied trails, plus wide open slopes for the novice — fast, modern up-hill facilities, plenty of uncrowded slopes, and excellent snow conditions make Burke Mountain ever-growing in popularity as a ski area for all the family. And the northern exposure means spring skiing at its best.

Reasonable rates, both at the mountain and in area hostleries, help out, too, when the whole family joins in the fun.

VARIETY OF TRAILS

Everyone finds the downhill going he wants at Burke Mountain. The Wilderness and famous Bear Den Trails will test the best, while the Toll Road offers a two and one-half mile thrill for the beginner and intermediate. The open slopes of the Rope Tow area offer additional opportunities for the novice and intermediate skier to improve his skill.

For your convenience and comfort, — a large snow-cleared Parking Area and Warming Huts at the start and finish of the Pomallift. For the skier who can't get enough during the day, night skiing is available at the Lyndon Outing Club in Lyndonville, one of the first lighted ski areas in New England.



FOR AN
AFTER-SKI
REST

15 Minutes from Burke Mountain
T.V. in every room
Open Year Around

MOTEL LYNBURK

Tel. 626-3346

Mr. and Mrs. Andy Tanych, Props.
Lyndonville, Vermont.

LYNDONVILLE, VERMONT CHAMBER OF COMMERCE WELCOMES

ITS CANADIAN
SKIING
FRIENDS!



WE WELCOME OUR CANADIAN FRIENDS



Agents for Elmore Feeds and Shur-Gain Fertilizer

CASSADY'S MOBIL STATION

Lyndonville, Vermont

Tel. MA. 6-5511

Night: MA. 6-5539

Welcome Canadian Skiers

LEON HOPKINS & SON

INC.

GENERAL INSURANCE

TRIP ACCIDENT INSURANCE

Auto - Accident - Public Liability, etc.

"Insurance to Reassure"

MA. 6-5555

DEPOT ST. — LYNDONVILLE — VERMONT

WELCOME CANADIANS

See our wide selection
of Cameras and
Accessories.



RUSSELL'S DRUG STORE

Depot St. — LYNDONVILLE, Vt. — MA. 6-5440

IF YOU
ARE GOING TO



At

BURKE MOUNTAIN

then Stop at ...



KERMIT GRANT CO.

Foreign and Domestic Skis, Ski Equipment
and Accessories of all kinds.

WE ALSO CARRY:

- Dutch Boy Paints
- Televisions of All Kinds

Proprietor: Kermit Grant, well known sportsman.
MA. 6-3686

THE SKIER'S HAVEN



- HOT WATER SHOWERS
- TILE SHOWERS

- T.V. IN EVERY ROOM
- 1-4 PERSONS PER ROOM

Reservations Suggested — Tel. MA. 6-5505

LYNDON MOTEL

LYNDONVILLE

VERMONT

Jay Peak becomes one of the prominent 'Big 5' ski stations

With the exception of lumberjacks and Western farmers, most working Canadians spend more than half their working time in an area approximately 4½ feet square. Come the week-end everybody is rather anxious to expand his "living room". The rush for more breathing space only seems to

duce the same crowds but in a different setting: clogged highways, crowded beaches, overpopulated parks, etc.

Even the ski slopes, famed for providing much needed quiet, as well as fresh air, have been the victims of an ever-swelling invasion. So that after all, there seems to be little difference between office and slopes: the crowding of skis has only replaced the crowding of desks.

Yet, if city-dwellers care to look East, they will find in the Townships an uncrowded variety of slopes, of vistas, of scenery and even of moods. The days are long gone when the Eastern Townships seemed to have been short circuited by geography and by means of transportation. L'Estrie is no longer a quaint collection of sleepy little towns. It feels the pulse of youth, of adventure of activity. And to its ever increasing ski facilities it welcomes an ever larger crowd of ski enthusiasts.

Prominent among the ski facilities offered by the Eastern Townships are the 5 ski stations better known as the Big 5: Mt. Orford, Jay Peak, Mt. Sutton, North Hatley and Mt. Echo.

These five stations are located within a radius of 25 miles; they offer very different slopes and a variety of atmosphere.

ORFORD

Mont Orford offers, to

skiers, trails and slopes of a caliber ranging from easy to intermediate and to difficult, and all this, accompanied by the required services that this particular type of public, formed by skiers, warrants. Its Ski School, with its

multilingual instructors gives to the area an individuality all its own. Its patrollers, world champion first-aiders, see to it that a high level of security is maintained for the benefit of everyone.

SUTTON

Mont Sutton, this spectacular rendezvous, presents in an all-enchanting panorama, family skiing.

Not content with supplying a complete variety of slopes, Mont Sutton provides arti-

cial snow (should the weather refuse to cooperate). Jean Lessard, director of the ski school is one of the many human factors that provide to the guests a sympathetic hospitality and create this friendly spirit that is to be long remembered.

ECHO

Mt. Echo is the youngest member of the Big 5 group. A clever compromise between nature and man's planning, a subtle blend of sophistication and wholesome simplicity. For the sake of wholeness there will be 12 miles of freshly prepared trails, Eastern Canada's longest chair-lift (7,200 ft. long). For the delight of the sophisticates, Mt. Echo will provide one magnificent chalet — strategically located and marvellously hospitable.

JAY PEAK

Jay Peak, located in Vermont, a few miles from the Canadian border, is as close as any ski area, to being Austria at Montreal's doorstep.

Jay Peak is an ever paradise, the slope connoisseur will appreciate the variety Jay Peak offers, and the beginner will soon find that this slightly austere mountain has unexpected warmth and gives generous scope even to budding talents.

But Jay Peak is, unique among ski areas, a thinking-skiing place, a heaven of brilliant ski theory and even more brilliant ski practice. Walter Foeger is the father and devoted teacher of the "Natur Technik" method of skiing. As its name indicates, the "Natur Technik" makes the best of the body's most immediate possibilities and

seeks to exploit what, to most of us, "comes naturally". Walter Foeger's technique does not do violence to the human body. With it learning to ski is what it should be — a pleasure — not a torture.

NORTH HATLEY

North Hatley, the pioneer of the skiing areas in the Eastern Townships boasts of exceptionally well-groomed

trails which have been in operation for many a winter. The atmosphere is one of complete confidence and security. Eric Schiller who is the skiing Master of North Hatley lends this air of respectability and confidence.

Located at only a short distance from Sherbrooke — Queen city of the Eastern Townships — its hotels are considered as the best for hospitality and food.



Mt. Mansfield, Spruce Peak ski area at Stowe, Vermont.

WELCOME TO JAY PEAK!

Plan to stay at

THE GUEST HOUSE

Single or double rooms.
Family accommodations.

Tel. 988-2657
North Troy, Vt.

We Welcome Canadian Skiers to Jay Peak.

CAMIRAND AUTO BODY

Body Work — Auto Paint — General Repairs

Railroad Square — Tel. 334-2101
Newport, Vermont.

WHEN IN NEWPORT GAS UP at ...

GENE'S SHELL SERVICE

Road Service Jean Lessard, Prop.
Tel. 334-7796

Newport — On Route 5 to St. Johnsbury at Junction 105 to Jay Peak.

GOOD LUCK FOR THE BEST SEASON EVER to JAY PEAK

COCA-COLA BOTTLING CO. OF BARRE, VT.

Telephone 476-7171 — Barre, Vt.

HAVE A PLEASANT STAY AT JAY PEAK — HAPPY SKIING!

CHITTENDEN TRUST CO.

Complete Banking Service.

BURLINGTON

Newport, Montpelier, North Troy, Swanton, Vergennes, Middlebury, Alburg,

VERMONT.

RESORTS CLAP HANDS OVER AUTO-ROUTE EXTENSION

Resort and hotel operators in the Eastern Townships and Border Area are clapping their hands at the announcement of an extension in the auto-route to the U.S. border.

Already places like Mount Sutton, Orford and Jay Peak are planning and starting expansion of facilities. The 35 mile extension from Sherbrooke to the border has no time deadline, however it is expected to follow quickly after the

1965 completion of the Montreal - Sherbrooke link. The first section alone is expected to bring untold economic growth to the Eastern Townships area — already blossoming under the impetus of skiing enthusiasts.

Five of the ski-promoters in the area, North Hatley, Jay Peak, Orford, Mount Sutton and the new-

ly opened Mount Echo have banded together to promote the area as a whole.

They have been joined by motel and hotel operators, the main idea being to pool advertising dollars and create stable standards of accommodation. These steps have already boosted the economic welfare of the industry-short area.

The average skier, coming as he does from Montreal or the northern United States will benefit from the new auto-route immensely.

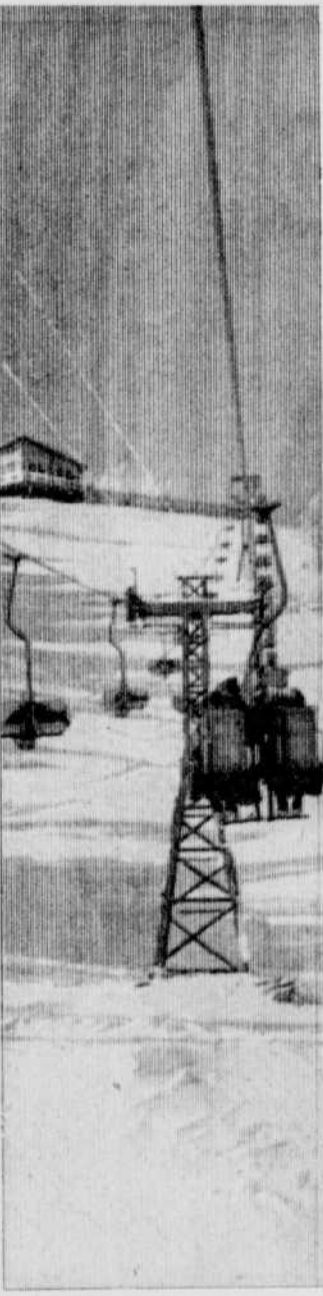
Travel time to the Mount Orford area for instance should be cut to approximately one hour. For Jay Peak and other points in the triangle of snow resorts the average will be only slightly higher on the expressway.

Probably the best feature will be the wide choice of feeder roads coming into the new route. Not only will a first class thoroughway be available — but the creation of this road will mean a general upgrading of the routes throughout the area that will feed traffic to the new super highway.

Guy Peloquin, president of the new auto-route has predicted tremendous industrial growth for the Eastern Townships area with the completion of the new road.

However, equally important to the Townships and the related area is the tourist industry which has brought in an estimated \$3,500,000 in the past 12 months through skiing alone.

While industry is a long-term bet to make the area bloom, skiing and related attractions are the short term bet for economic gains. Every major ski hill operation in the area, and two more under consideration for the season of 1964-65, represents a capital investment of about half or quarter million dollars each.



GOING UP MT. MANSFIELD

SHOP HERE FOR YOUR CAMERA NEEDS!

We carry Cameras, Films, Toilet Articles, Candies, Gifts, Newspapers, Magazines, etc.

LACKEY'S VARIETY STORE

STOWE, VERMONT — Tel. AL. 3-7624

STOP HERE ... for Excellent LODGING ACCOMMODATIONS

- Rooms or Housekeeping Facilities.

SMUGGLER'S INN & CHALETs

Your Host: John Hickmott

NIGHTLY BUFFET American and Oriental Cuisine.

STOWE — Tel. AL. 3-4250 — Vermont

16 Heated Units
2 Complete Apartments.
T.V. in every room.

20 minutes from Stowe

SUNSET MOTEL

Your Hosts: Mr. and Mrs. Robert Houle.

MORRISVILLE — Tel. TU. 8-4956 — Vermont

THE FARM MOTEL

20 Minutes from Mount Mansfield (Stowe).

HOUSEKEEPING FACILITIES

One, two or three bedroom housekeeping units are available, with all utilities furnished. Maid and linen service can be provided if you want it — rental by day, week, month or season.

The Farm Motel offers you the restful comfort and privacy of your own home.

For Reservations Tel. 888-4913 or 888-3525

Mr. and Mrs. Mandoza Couture are your hosts.
MORRISVILLE — VERMONT

... and there's always MORE FUN where you're welcome:

STOWE'S MOUNT MANSFIELD

Home of the LAMOILLE COUNTY BANK

"Celebrating 75 years of service to Vermonters"

MEMBER: F.D.I.C. HYDE PARK — STOWE Vermont

THE ULTIMATE IN SKI ACCOMMODATIONS

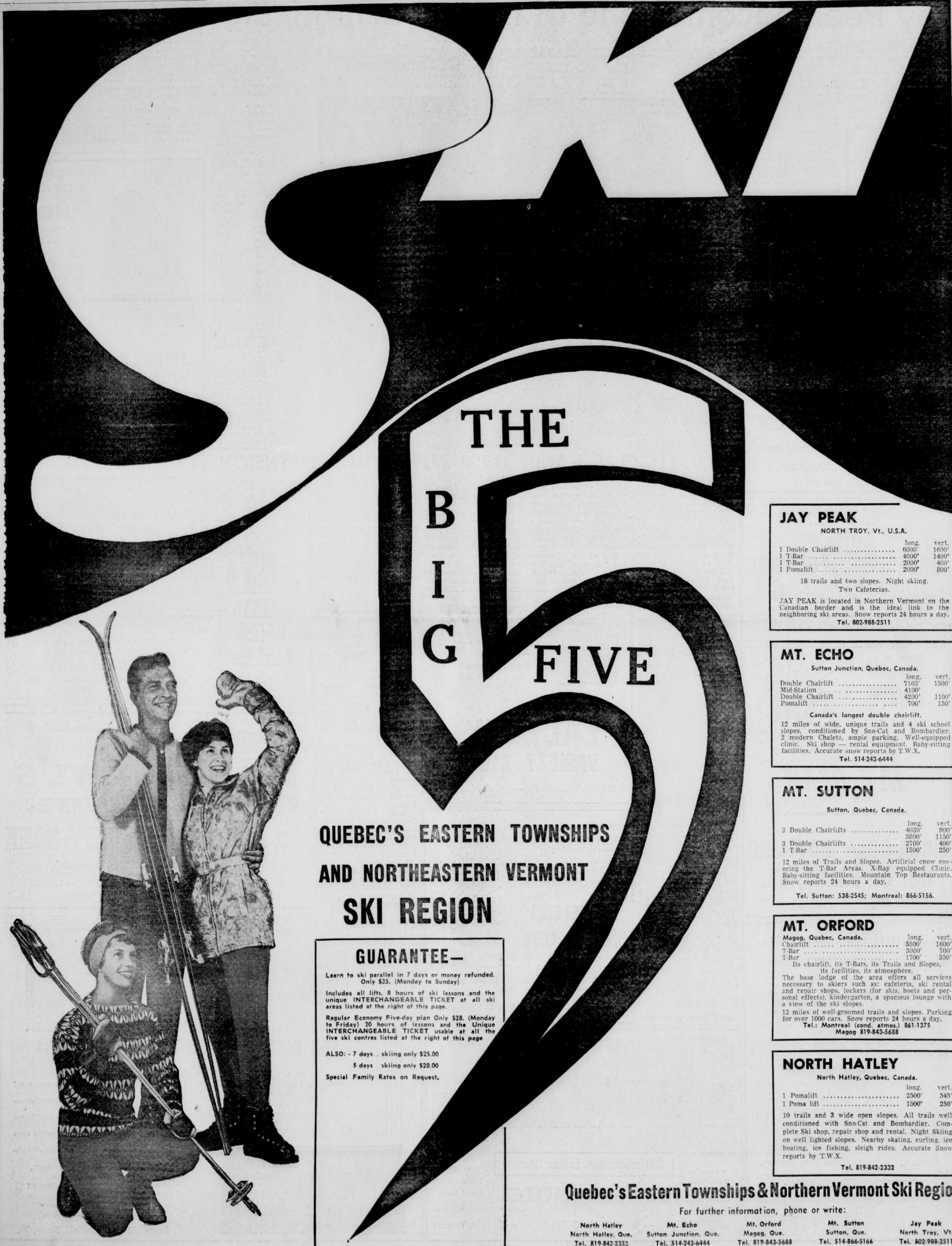
— a year round holidayer's paradise —

- Modern Motel units with bath and shower, wall to wall carpeting, comfortable twin beds that have foam mattresses, and from each room, a view of lovely Mount Mansfield.
- Adjacent theatre with seating to accommodate 300 persons. Free to guests.
- A unique little store, known by thousands — "Smuggler's Gift Shop".
- Ideally designed to accommodate groups and parties.
- Exquisite meals served in the delightful atmosphere of our dining room.
- Light lunches "the way you like 'em" in our Snack Bar.
- Cocktail lounge to relax in, recreation room to play in.
- Skating during the winter on our well maintained outdoor rink.
- OUTDOOR HEATED SWIMMING POOL. MID-WEEK SKI PLANS. REASONABLE RATES: AMERICAN OR EUROPEAN PLANS. RESERVATIONS ADVISED: — Phone Stowe; ALpine 3-7678.

Route 108 Mt. Mansfield, Stowe, Vt.

the Centre MOTOR LODGE

Dining Room Snack Bar Heated Pool



THE BIG FIVE

QUEBEC'S EASTERN TOWNSHIPS AND NORTHEASTERN VERMONT SKI REGION

GUARANTEE—

Learn to ski parallel in 7 days or money refunded.
Only \$35. (Monday to Sunday)

Includes all lifts, 8 hours of ski lessons and the
unique INTERCHANGEABLE TICKET at all
areas listed at the right of this page.

Regular Economy Five-day plan Only \$28. (Monday
to Friday) 20 hours of lessons and the Unique
INTERCHANGEABLE TICKET usable at all the
five ski centres listed at the right of this page

ALSO: - 7 days . . . skiing only \$25.00

5 days . . . skiing only \$20.00

Special Family Rates on Request.

JAY PEAK

NORTH TROY, Vt., U.S.A.

	long.	vert.
1 Double Chairlift	6000'	1600'
1 T-Bar	4000'	1400'
1 T-Bar	2000'	400'
1 Pomalift	2000'	800'

18 trails and two slopes. Night skiing.
Two Cafeterias.

JAY PEAK is located in Northern Vermont on the
Canadian border and is the ideal link to the
neighboring ski areas. Snow reports 24 hours a day.
Tel. 802-988-2511

MT. ECHO

Sutton Junction, Quebec, Canada.

	long.	vert.
Double Chairlift	7165'	900'
Mid-Station	4100'	1500'
Double Chairlift	4200'	1100'
Pomalift	700'	150'

Canada's longest double chairlift.

12 miles of wide, unique trails and 4 ski school
slopes, conditioned by Sno-Cat and Bombardier.
2 modern Chalets, ample parking. Well-equipped
clinic. Ski shop — rental equipment. Baby-sitting
facilities. Accurate snow reports by T.W.X.

Tel. 514-243-6444

MT. SUTTON

Sutton, Quebec, Canada.

	long.	vert.
3 Double Chairlifts	4030'	900'
	3800'	1150'
3 Double Chairlifts	2700'	400'
1 T-Bar	1500'	250'

12 miles of Trails and Slopes. Artificial snow cov-
ering the T-Bar Areas. X-Ray equipped Clinic.
Baby-sitting facilities. Mountain Top Restaurants.
Snow reports 24 hours a day.

Tel. Sutton: 538-2545; Montreal: 866-5156.

MT. ORFORD

Magog, Quebec, Canada.

	long.	vert.
Chairlift	5500'	1600'
T-Bar	3000'	700'
T-Bar	1700'	350'

Its chairlift, its T-Bars, its Trails and Slopes,
its facilities, its atmosphere.

The base lodge of the area offers all services
necessary to skiers such as: cafeteria, ski rental
and repair shops, lockers (for skis, boots and per-
sonal effects), kindergarten, a spacious lounge with
a view of the ski slopes.

12 miles of well-groomed trails and slopes. Parking
for over 1000 cars. Snow reports 24 hours a day.
Tel.: Montreal (cond. atmos.) 861-1375
Magog 819-843-5688

NORTH HATLEY

North Hatley, Quebec, Canada.

	long.	vert.
1 Pomalift	2500'	545'
1 Poma lift	1500'	250'

10 trails and 3 wide open slopes. All trails well
conditioned with Sno-Cat and Bombardier. Com-
plete Ski shop, repair shop and rental. Night Skiing
on well lighted slopes. Nearby skating, curling, ice
boating, ice fishing, sleigh rides. Accurate Snow
reports by T.W.X.

Tel. 819-842-2332

Quebec's Eastern Townships & Northern Vermont Ski Region

For further information, phone or write:

North Hatley North Hatley, Que. Tel. 819-842-2332	Mt. Echo Sutton Junction, Que. Tel. 514-243-6444	Mt. Orford Magog, Que. Tel. 819-843-5688	Mt. Sutton Sutton, Que. Tel. 514-866-5166	Jay Peak North Troy, Vt. Tel. 802-988-2511
---	--	--	---	--

SKIING

Sherbrooke Daily Record ANNUAL SKI EDITION

FRIDAY, JANUARY 17, 1964

**Magog Businessman
Contributes Annually
Toward Skiing**



Skiing has been described as a way of life by many who indulge in the sport, and for some, such as Jacques Audette of Magog, it's a hobby. Although Mr. Audette doesn't ski himself, he is probably one of the most enthusiastic members of the Mt. Orford Ski Club has. Once president of the group, and having held several important posts in the Mt. Orford Ski Club, this popular Dow Brown's representative takes pride in his achievements directed toward the promotion of this region's ski industry.

To enumerate the contributions made toward skiing by Jacques Audette would require a lengthy description of his efforts of the past ten years, both as a local ski club official, and as a senior official of the Canadian Amateur Ski Association.

One of the Canadian Ski Patrol's most valued backers, Jacques Audette typifies his interest in skiing by saying, "I feel the Canadian Ski Patrol System is a wonderful organization, working for the good of skiing," and with this as his reason, he has backed the Orford patrol for several years.

Possibly Jacques Audette's greatest contribution to skiing, is his interest in the boys and girls of Magog, who are afforded the privilege of free bus transportation to and from Mt. Orford each Saturday morning during the winter. Mr. Audette has for several years helped finance this project.

And when it comes to ski competitions, no one surpasses the ability of Jacques Audette to serve as organizer and control officer for such events. His annual contribution to the Adams Memorial Races again typifies his untiring enthusiasm.

Canadian Ski Patrol System has 75 members in E. T.



GLEN MT. & MT. ECHO — The two ski centres in Brome County with members in Canadian Ski Patrol System service, Glen Mountain and Mt. Echo undergo long hard training each fall. Pictured above, left to right, Bryon Wayland,



THETFORD MINES PATROL — Left and right, CSPS patrollers Roch Lefebvre and R. Routhier of Thetford Mines are pictured maneuvering a toboggan down a fast slope during their early season practical exercises.

— CSPS IN 4 ET SKI CENTRES —

Now serving four of the Eastern Townships' ski centres, the Canadian Ski Patrol System has 75 members in this region.

First established at Mt. Orford eight years ago, the service club organization opened its second patrol at Thetford Mines in 1958, and established its third patrol at Glen Mountain in 1963. Last fall, under the direction of Gordon Snyder, the Mt. Echo Patrol was established.

The Eastern Townships Zone office of the Canadian Ski Patrol System is located at Mt. Orford and Magog, this area being the most central for the region. Most of the executive are Magog citizens, however, as the organization extends its services in the Townships, regional executives will have to be sought in other areas too.

Listed below are the 75 CSPS members belonging to the association in this region.

EASTERN TOWNSHIPS ZONE EXECUTIVES

Charles Catchpaw, Magog, E. T. Zone President.
Isidore (Bib) Simard, Magog, Zone Vice-President, Operations.

Marcel Jolin, Thetford Mines, Zone Vice-President, Administration Mrs. Stella Vancouver, Magog, Zone Secretary. Murray Graham, Magog, Zone Treasurer and Supply Officer. Garth Fields, Magog, Chief Instructor and Examiner. Gordon Snyder, Cowansville, Zone CSPS Development Chairman & Supervisor.

MT. ORFORD

Harvey Catchpaw, Patrol Leader
Pierre Choquette, Ass't Patrol Leader
Ernest Fields
Miss Henriette Fontaine
Miss Diane Boudreau
Miss Brenda Whittier
Leo Dubois
Douglas Savage
Malcolm Cabana
Malcolm Harrison
Howie Wilkinson
Louison Begin
Edward Vancouver

THETFORD MINES (MT. ADSTOCK)

Roger Laplante, Patrol Leader
Denis Dion
Mrs. Ginette Beaulieu
Paul L. Dufresne
Marquis Leclere

Glen Mt. patrol leader instructs in the handling of a rescue toboggan to Donald Philbin, Miss Paryse Berger, Gordon McDougall, Barry Ellison, Tom Sandstad, Lorne Sansom and Al Cuplinskis. Both the Glen and Echo patrols are supervised by zone official Gordon Snyder.

GLEN MOUNTAIN

Bryon Whelan, Patrol Leader
Lorne Sansom, Ass't Patrol Leader
Donald Philbin
Cyrill Beattie
Maurice Adams
Miss Carol Beattie
Al Cuplinskis
Richard Maynard
Tom Sandstad
Barry Ellison
Gordon MacDougall
Miss Gail Persons
Rudy Neilson
Foster Buckland
Gary Barker
Ronald Walcott
Gabriel Cardinal
Jacques Cardinal
Tom Trenholme
Patrick Cahill
Paryse Berger

MT. ECHO

Rupert Dobbin, Patrol Leader
Jack Duchaine, Ass't Patrol Leader
Peter Robbin, Ass't Patrol Leader
Peter Riordon, Ass't Patrol Leader
Andrew Szokolay
Mrs. Eva Dobbin
John McLaughlin



FRIENDLINESS ON SLOPES — One of the main objectives of the CSPS in the Eastern Townships is public relations. Pictured left and right, Miss Christiane Cabana and Miss Henriette Fontaine chat with a newcomer at Orford, as all 75 patrollers in the area will do this winter. (Record photo by Charles Catchpaw)

LEARN TO SKI PARALLEL... THE NATURAL WAY

- Private Lessons
- Group Lessons
- Children's Classes

Director: Erich Schiller

Coach and Chief Instructor:
Olympic Skier: Willi Farrer

REGISTER NOW!

MT. ECHO SKI SCHOOL

Mt. Echo, Sutton Jct. — Tel. 243-6444



"Buy a Ski Patrol Button" is a common request at ski resorts served by the Canadian Ski Patrol System, and those paying the fifty cents asked are making their contribution to furthering this worthwhile service to slope-riders. Money realized from these buttons is used by the respective patrols to purchase equipment and maintain their supplies. The funds barely cover the expenses of the association's functions each season.

**SKIERS —
RIPPLECOVE INN
AYER'S CLIFF**

with its Family Ski Slope, Tow, and close proximity to the Major Ski Areas, is a happy choice for all.

Wide Open — 550 foot long practice hill —
Packed and Groomed for your skiing pleasure.

Ski Tow Rates: Daily \$1.00 — Children 75c
— Special Ski Weeks also available —

3 Meals Daily — Distinctive Cocktail Lounge.
Comfortable, Well Appointed Rooms.

For Reservations or Full Colour Descriptive Brochure
Tel. 838-4900

CONVENTIONS AND WEDDING RECEPTIONS FOR
SPRING AND FALL NOW BEING BOOKED.

SKIERS — WE OFFER YOU:

- EXPERT SERVICE — your safety and comfort is our concern. We will not sell you anything not suitable for your needs.
- TOP QUALITY MERCHANDISE — ALL PRICE RANGES

SKIS	BOOTS	BINDINGS	CLOTHING
Sohler	Tyrol	Cubco	White Stag
Head	Lace and Buckle	Nevada	Heller
Kastle	Henke Speed-fit	Marker	Hofer
Blizzard	Garmisch	Tyrolia	Irving
Kneissel	Le Trappeur		
Gresvig			

ERIC'S SKI SHOPS

Mt. Echo, Sutton Jct. — Tel. 243-6444

ROTHMANS KING SIZE

really
satisfies



Rothmans extra length plus finer filter gives you a smoother, cooler, more satisfying taste than is possible with any old-fashioned short cigarette.

Many of the finest Crests are supplied by this firm —

léo Laliberté & fils ltée
"CUSTOM TAILORS SINCE 1912"
Designers and suppliers of crests and emblems of all types.
Always look to us for quality and originality.
101 Wellington St. North
— BRANCH STORE, SHERBROOKE SHOPPING CENTRE —

SKI THE GLEN

mi orford

ANNE HEGGIVEY TEST 2 NORTH HATLEY, QUE

MONT- Sutton INC.

ASSOCIATED MASTER BUYERS OF SHERBROOKE

— THE CANADIAN SKI PATROL IN ACTION —



Crossed skis mean accident



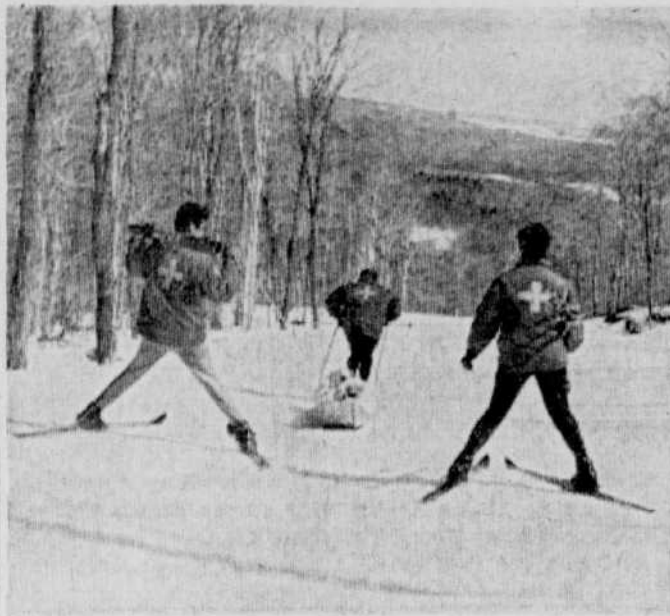
Removing the equipment



CSPC ski pole splint applied



Ready for transportation



Medical attention near

PROTECT YOUR VALUABLES!

Can you afford to buy new skis to replace a stolen pair?

You can afford to INSURE ALL OF YOUR SKI EQUIPMENT.

A "Floater" policy will insure ALL OF YOUR PERSONAL EFFECTS from fire or theft at a low, low cost!

SPECIAL SKIERS' POLICY FOR ACCIDENTS ON THE SLOPES.

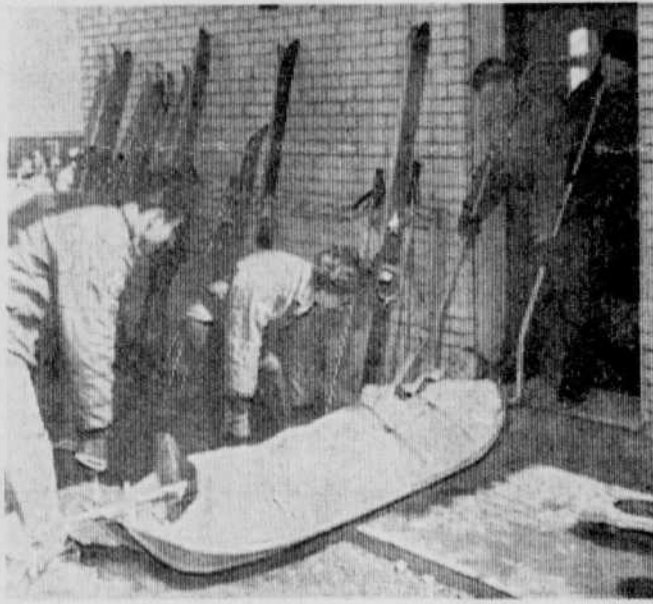
Fred W. Bean Insurance Ltd.

61 Wellington South—Sherbrooke—Tel. 569-9153

SKIERS...
for the finest after-ski meals, dine at the **MAGOG BAR-B-Q and STEAK HOUSE** 475 MAIN WEST

WE SERVE LIGHT LUNCHES and FULL COURSE MEALS
Special accommodations available for parties
TAKE-OUT ORDERS TOO
YOU'LL APPRECIATE OUR FINE SERVICE

475 MAIN WEST, MAGOG



Safely rescued

Beginners guide to skiing safety

For the benefit of the thousands of beginners who swarm to local resorts every weekend here are a few of the useful "dos" and "don'ts" which may help to avoid unnecessary accidents.

DO ALWAYS ski under control.
DO let your presence be known to other skiers near you on the slopes by the familiar shout "track."

DO allow yourself ample space for turns.
DO learn the proper method of gripping the tow.

And most important of all, **DO** buy the proper equipment. Heading this list are boots which experts say are the most important part of your skiing equipment. Harness comes next and a safety cable harness is the best type as it will give under stress and prevent broken ankles. Poles should be the proper length. If too long they get tangled, if too short they throw the skier off balance. Clothing should be streamlined. No fashionable sleeves or decorations which might catch in something.

Now for the don'ts.
DON'T try the high slopes unless you are experienced.

DON'T be overconfident and try feats that "look" easy when executed by experienced skiers.
DON'T turn into the path of other skiers.

DON'T try to stop amidst a crowd.
DON'T grasp the tow too closely to the person in front of you.

DON'T ski when you are tired or ill or when snow conditions are dangerous. Better to lose a weekend than earn the right to a hospital bed.

DON'T rush the learning process. You can't expect to "velvet" on your first day. You'll never make a good fast turn until you can make a successful slow turn.

Skiing has been termed a dangerous sport. It isn't if you follow the rules.

Skiing across Canada

There's skiing across Canada. Persons wishing information on skiing in their own province, or other parts of the Dominion, can obtain full details from the following addresses:

Newfoundland: Tourist Development Office, Provincial Parliament Buildings, St. John's, Newfoundland.

Prince Edward Island: The Travel Bureau, Provincial Parliament Buildings, Charlottetown, P.E.I.

Nova Scotia: The Travel Bureau, Provincial Parliament Buildings, Halifax, Nova Scotia.

New Brunswick: The Travel Bureau, Provincial Parliament Buildings, Fredericton, N.B.

Province of Quebec: Province of Quebec Tourist Bureau, Provincial Parliament Buildings, Quebec City, P.Q.

Ontario: The Ontario Department of Travel and Publicity, Provincial Parliament Buildings, Toronto, Ontario.

Manitoba: Bureau of Travel and Publicity, Provincial Parliament Buildings, Winnipeg, Manitoba.

Saskatchewan: Department of Travel and Information, Provincial Parliament Buildings, Regina, Sask.

Alberta: The Travel Bureau, Provincial Parliament Buildings, Edmonton, Alta.

British Columbia: Government Travel Bureau, Provincial Parliament Buildings, Victoria, B.C.

Northwest Territories and National Parks: Canadian Government Travel Bureau, Federal Parliament Buildings, Ottawa, Ontario.

Yukon: Yukon Travel Bureau, Territorial Parliament Buildings, Whitehorse, Yukon Territories.

Take proper instruction

The Canadian Ski Patrol System makes the following observation, those who enjoy skiing most are skiers who have taken proper instruction.

When starting to ski you should take lessons from qualified C.S.I.A. instructors for safety and fast learning. Each year through instruction and practice try to improve, you'll have more fun.

If you are of a competitive nature, join the racing section of your local club for coaching and registration. There are alpine and nordic events for nearly every class of skier held several times a year in most areas. Whatever your ability, ski safely and ski.

PHOTOGRAPHERS



SKI SEASON is picture-taking time...

Use Our Fast and Convenient Photo Finishing Service.

SKINNER & NADEAU INC.
SHERBROOKE P.Q.

CAPTURE THOSE WINTER FUN-DAYS in either black and white or with colored slides or prints... it costs so little to get equipped, and the rewards are astounding!

Come in and see our large selection of:

- STILL and MOVIE CAMERAS
- SLIDE and MOVIE PROJECTORS
- PHOTO TAKING ACCESSORIES

— and if it's advice you're looking for, let us be your guide.

Member: American Gem Society —

Paul Nadeau, Certified Gemologist.

Ronald Fortier, Registered Gemologist.

Hamilton Pare, Registered Jeweller.

May we suggest our three ways of credit buying — BUDGET PLAN • CREDIT PLAN • LAY-AWAY PLAN

82 WELLINGTON NORTH — SHERBROOKE and SHERBROOKE SHOPPING CENTRE

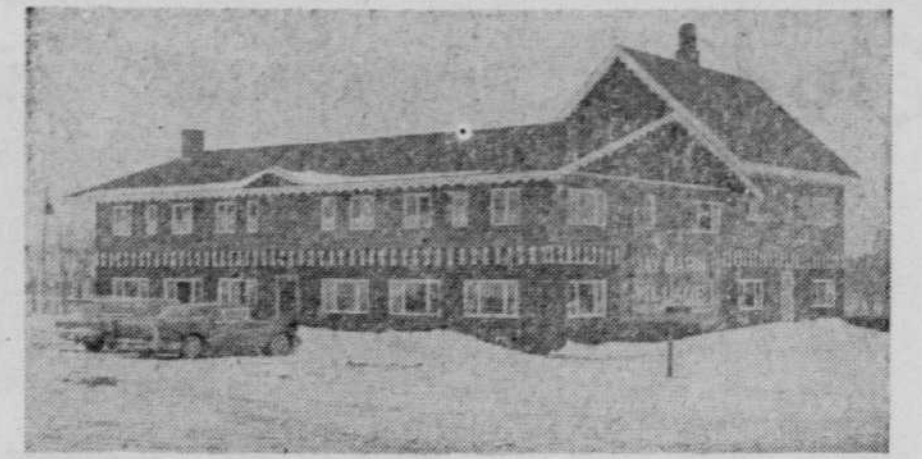
THE SKIERS HAVEN



- DINING ROOM featuring full menu — Steamed Clams and Lobsters Thursday and Friday.
- FULLY LICENSED
- ORCHESTRA Saturday Nights for your Dancing Pleasure.

GRACIE'S INN INC.

LYNDONVILLE — VERMONT



JAY BARN VILLAGE

- Accommodations for 50 Guests.
- Excellent Home-cooked Meals.
- Nightly Entertainment — Dancing in Fully Licensed Cocktail Lounge.
- Ski Rental and Repairs • Skating Rink • Ski Shop

2 miles from Base Camp

Tel. Jay, Vermont, 802, 988-2643

Beautiful Brome County...

A PICTURESQUE REGION OF ROLLING HILLS, RIPPLING STREAMS, AND LOVELY LAKES

destined to become one of Quebec Province's most noted holiday and resort areas... promise of the Montreal to Sherbrooke Autoroute will make the Knowlton area only a short drive from the Island of Montreal.

HANDSOME BENEFITS AWAIT PROPERTY OWNERS WHO INVEST HERE

There's a Promising Future for persons and firms wishing to establish businesses here... business opportunities are numerous.

Pleasantly adapted to year 'round or seasoned living... the time has arrived when people are looking to Brome County for dwelling accommodations. Now, with excellent skiing facilities, Knowlton and district is swiftly becoming a noted year-round vacation area.

Real estate in Brome County is reasonable, choice exceptional; for information, contact

THE ROYAL TRUST COMPANY

G. A. Rotherham

Office, Knowlton - - - - - Tel. 243-6153

Residence, Knowlton - - - - - Tel. 243-5712

THE PERFECT VEHICLE for SKIERS

Land-Rover, the only 4-wheel drive vehicle with a body that can't rust, rot or corrode.

SEE IT AT MITCH BEDARD'S



It's also the only 4-wheel drive vehicle to give you 3 forward speeds, a choice of gas or diesel engines, and so many kinds of optional farming, ranching, and construction equipment that you can specify a rig custom-built to your requirements. It gives you up to twice the payload (model for model) of other 4-wheel drive vehicles. It gives you a wider choice of body styles than other 4-wheel drive vehicles: open, closed, and canvas-topped models; 7 and 10 passenger station wagons; pickup trucks; even a live-in Land-Rover Dormobile. It gives you 3 power take-off points, a choice of two chassis lengths, and performance so dependable it's made Land-Rover standard equipment for the armies of 28 countries and the police force of 37.

MITCH BEDARD AUTO LTD.

170 Main St. Tel. 263-0560 COWANSVILLE

IN MAGOG SHOP AT IGA

FINEST FOODS at LOWEST PRICES



For

... always the best in quality groceries, vegetables and meats, and the very best in service. We, the three IGA merchants of this city, take this opportunity to extend best wishes to our Mt. Orford Ski Patrol... a group that is second to none in the country.

Marché Turgeon Inc. Prop., Marcel Desautels 88 St. Patrick St. W.

Choquette IGA 32 Pine Street Tel. 843-2992

Fields IGA 476 Hatley Street

Over 12 miles of trails for skiers at Mount Orford resort



FINEST INSTRUCTORS AT ORFORD — Left and right, Mario Podoriesz and Giovanni Gerometta, who head the Mt. Orford Ski School are pictured with world famous French racing star and instructor Adrien Duvallard, who headed the Yuletide season CASA junior training program held at this area. Other Orford instructors are Sepp Stadler, Guy Boisvert, Gaetan Grenier, Miss Therese Martin and Paul-Henri Hamel.



AERIAL PHOTO OF ORFORD SKI CENTRE — Pictured from several thousand feet above Mt. Orford, this aerial picture shows most of the centre's twelve miles of trails that drop for some 1,500 feet from Orford's summit. With

one chair lift and two T-bars, facilities at Orford are adequate to accommodate several thousand skiers at one time. Plans by the Compagnie Gestion d'Orford, who operate the Orford Centre, indicate that even greater scope for the area lies in store for the approaching season.

STANSTEAD COUNTY

is steadily gaining popularity as a year-round holiday and recreation area —

As the Quebec Member of Parliament for this scenic region, I am proud of the tremendous gains being made in our tourist trade . . . we are proving that we've got what holiday-makers want, and at the pace we are going, we'll give them far more.

Stanstead County is without question a lovely region, a district with unlimited scope. As your member of parliament, I hope to guide you in reaching our full potential in the tourist industry.

To those not in the tourist industry, you can also help this wonderful field of endeavour by offering your encouragement to those catering to vacationers . . . and always keep in mind that you can serve as a public relations officer for your own region — the reward will be a most prosperous Stanstead County, a better EASTERN TOWNSHIPS!

Be certain, I shall do my utmost to serve you well!

Georges Vaillancourt

M.L.A. for Stanstead County.

mt. orford SKI Shop

Nous sommes le distributeur de skis Rossignol, Dynamic, Les Bottes Le Trappeur, Gillets Montan, et plusieurs autres noms fameux.

EVENING HOURS FOR SKIERS AND SHOW LIFT

We have a completely equipped ski shop with skilled help ready to serve you.

Our "ski-wise" clerks will enjoy helping you. Ask for their advice and council when buying ski needs.

COMPLETE STOCK OF FINEST LINES

LEARN TO SKI
© FUN FOR EVERYONE
INQUIRE AT OUR SKI SCHOOL OFFICE FOR DETAILS



24-HOUR MAINTENANCE — Gedeon Rouleau, works superintendent at the Orford centre, left is pictured discussing packing operations with Conrad Haman, one of the Snow-Cat drivers who works at this area. Round the clock maintenance has been found necessary to provide skiers with the best possible skiing, and has to date proved beneficial to the resort's popularity among its patrons.

GABANA Lodge

And Motel ON LAKE MEMPHREMAGOG

MAGOG, Que. Tel. 843-3313

Conveniently Located:

FROM	TO
NEW YORK	400 Miles
BOSTON	250 Miles
PORTLAND	160 Miles
NEWPORT	38 Miles
MONTREAL	80 Miles
GRANBY	32 Miles
SHERBROOKE	16 Miles
QUEBEC	156 Miles

TO MAGOG

One of the newest and most select resorts in the Eastern Townships. Peaceful, attractive and situated on beautiful Lake Memphremagog it offers modern comfort to its guests.

Only minutes from beautiful Mont Orford with National Park and one of Canada's longest Chair Lifts.

SUMMER-TIME **WINTER-TIME**

Every room with private bath, hot and cold water. Excellent cuisine. Dancing, Boating, Fishing, Tennis and Golf courses within 3 miles.

FOR ADDITIONAL INFORMATION: Write or Phone MAGOG — Victor 3-3313

JANUARY CLEARANCE

YOU'LL FIND THE BEST VALUES IN FAMILY FOOTWEAR AT THIS

SHOE SALE

20% Off Regular Goods

and many good lines offered in low price groups: -

\$1.00-1.29-1.95-2.95

For Shoes Shop

J.M. Bessette

362 Main West — Magog P.Q.

JANUARY CLEARANCE
Jan. 16th till 25th.

Your skiing pleasure on slopes and T-bars

Its Chairlift, its T-Bars, its Trails and Slopes, its facilities, its atmosphere.

The Orford ski area, already known for a number of years, is five miles away from the city of Magog in the Eastern Townships. The area at present operates a chairlift on Mt. Orford and two T-Bars on Mt. Giroux leading to 12 miles of trails and slopes.

The ski season at Orford gets underway in early December and lasts until the end of April.

All slopes and trails are constantly maintained by "tucker" or "bombardier snow packer" vehicles, which are always in contact with the base lodge through radio telephones.

The base lodge of the area offers all services necessary to skiers such as: cafeteria, ski rental and repair shops, lockers (for skis, boots and personal effects).

Kindergarten, a spacious lounge with a view on the ski trails, where mass is celebrated every Sunday at 12 o'clock.

There is parking for over 1000 cars.

Phone Numbers: for information are, Magog, 843-5688 or Montreal (atm. conditions), 861-1375.

PLAN TO EAT AT THE MT. ORFORD RESTAURANT

THE MT. ORFORD SKI CENTRE RESTAURANT

offers you a complete menu, with light lunches to full course meals.

OPEN DAILY — 8:30 a.m. till 5 p.m.
and 3 night a week then there's NIGHT SKIING

You'll appreciate our fine food and sincere endeavour to serve customers promptly and courteously.

Operated by Pierre-Paul Landerville.

FOR A DELICIOUS AFTER-SKI SNACK

Another Quality Product from —

federal packing inc.

239 Dollard St. — Magog

MT. ORFORD AUTO Enrg.

1695 Sherbrooke St. — Magog — Tel. VI 3-3368

has the perfect car for winter and SKIERS.....

Volkswagen

There was never a car with greater winter-road traction . . . truly the cold weather vehicle — starts like a charm, defies toughest roads and sneers at other automobiles choked off by snow drifts — possibly this is the reason thousands of sportsmen, particularly skiers choose VOLKSWAGEN . . . they want dependable conveyance, and economy too! We like skiers, for sure we do, they're practical-minded people when it comes to basic needs, and as in selecting skis and ski needs, they pay particular attention to important factors . . . they simply talk the language we know, "down-to-earth" whys, whats, what fors and wheres . . . that's the basic rule of sales at Mt. Orford Auto. Come in and see us anytime you want the facts about driving and VOLKSWAGEN laid on the line. See you soon won't we?

Mt. Orford Ski Club sponsors junior training program

MT. ORFORD — The Mt. Orford Ski Club's annual Juniors' Training Program got underway recently, with Ernest Fields and Cecil Gaunt again heading the project that has been recognized as one of the most outstanding youth efforts conducted in Magog each year.

As in past years, boys and girls of school age from Magog are given a free transportation to the Orford Ski Centre each

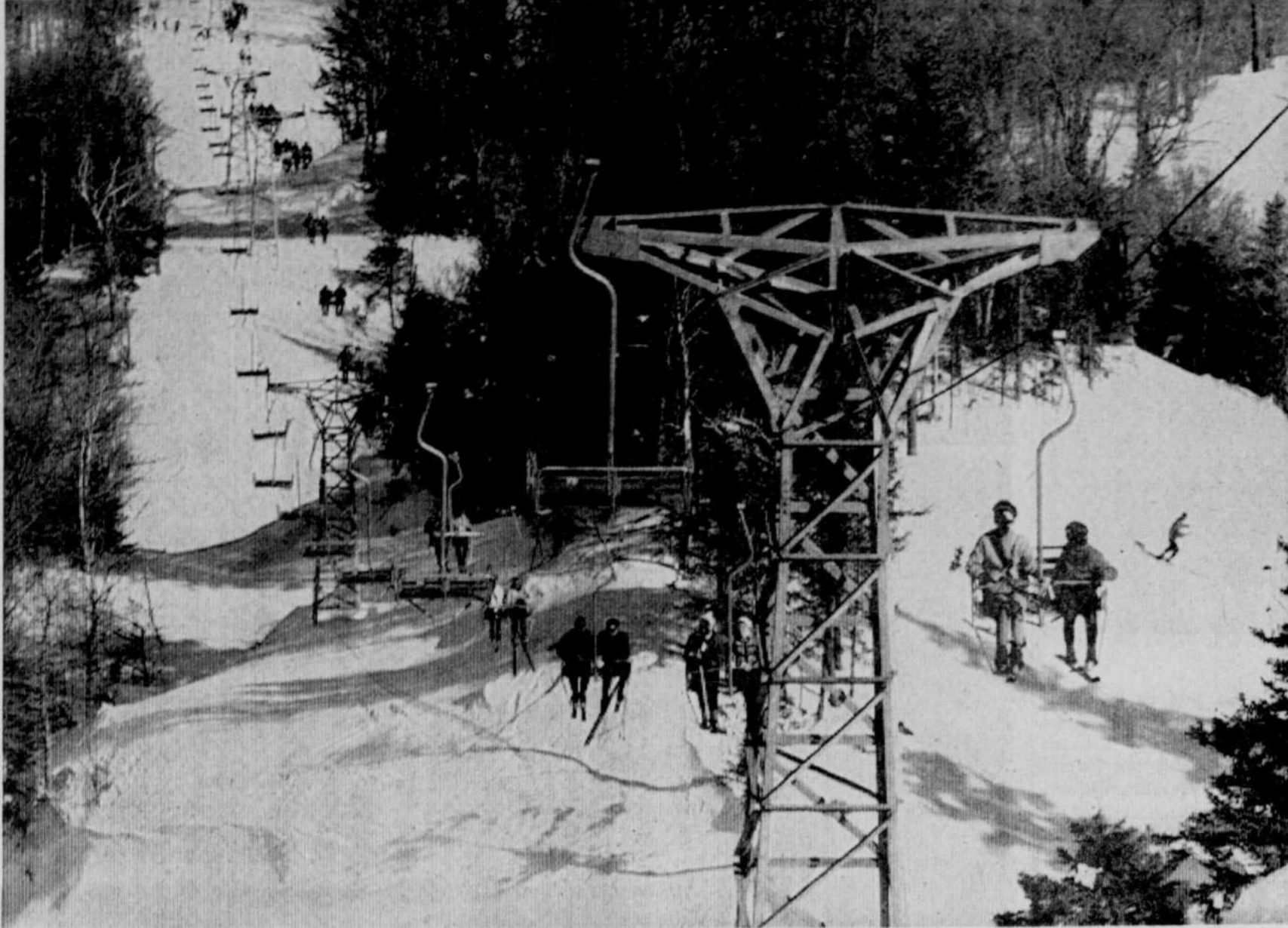
Saturday morning, where they are given instruction without charge by volunteers, and the Compagnie Gestion d'Orford allow the young people free use of their small T-bar from 9 till 1:30 a.m.

Describing the program, Mr. Gaunt said in an interview "We have a very limited budget. However we are determined to do what we can for the school age boys and girls of Magog". Explaining that the instructors, like himself, give their time free and do their very best to train the youngsters, it's advisable that parents wishing their boys and girls to receive expert instruction, enroll them in the Mt. Orford Ski School for Juniors.

Ernest Fields, a member of the Mt. Orford Ski Patrol, and a long time organizer of the junior program expressed confidence in the schedule drawn up for the present season.

It was noted however, that only boys and girls especially interested in skiing take advantage of the offer to take in the Saturday morning training, as limited funds made it impossible to handle those who would normally go along for the ride, or possibly to toboggan at the Orford Centre.

Three busses depart Saturdays at 8:30 a.m. from three different points. One will leave the St. Jean Bosco Church and travel along Bowen and up Merry North. One will depart from St. Margaret's Church and travel along St. Patrick Street, while the third buss will go along Main Street, across the river to the Princess Elizabeth High School, and from there to the Orford centre.



NO LIMIT TO VARIETY — Regardless of a skier's capability, he or she is given one of the finest choices of runs off Mt. Orford of any other ski centre in Eastern Canada. The 5,500 foot long double chair lift off Mt. Orford carries skiers to the mountain's 3,000 foot summit, from where there's a 1,500 vertical drop, and runs measuring 2 1/2

miles in length, to the 1 and 1/10 long, mile-a-minute Creeks and Contour courses. Both the two latter runs have been described as the most challenging, competition trails in Eastern Canada, and have been used on several occasions for top caliber ski races.

(Record photo by Charles Catchpaugh)

Andre Noel manager of Mt. Orford resort

Managing a bustling ski centre like the Mt. Orford resort is a tough assignment, but the problems facing Andre Noel apparently spur his enthusiasm. Never tiring, this youthful manager is known far and wide for his wonderful ability to greet and deal with the public.

Formerly an executive with a large oil company, Andre Noel's introduction to the ski industry was as a member of the Canadian Ski Patrol System, when he worked at the Mt. Gabriel resort. He later taught skiing as a hobby and part-time occupation, and in 1962 took charge of the Orford centre. Since his appointment, Mr. Noel has been directly responsible for many changes at the provincial park ski area.



ANDRE NOEL

Big job to keep trails

MOUNT ORFORD — "Skiing was wonderful last weekend" you'll hear skiers remark.

The credit belongs to the men who make certain that the runs are in readiness for the vast number of hickory riders who are making skiing their favorite winter pastime. Men behind the scene, such as Andre Noel manager of Mt. Orford resort, Gel dent at the resort crew.

Working long hours throughout the winter, and even throughout some nights to make certain that trails are in readiness is all part of the job, as the resort operating staff carry out their duties. There's no let up, and seldom little recognition, but their efforts are indeed most apparent, especially at Orford, where hard work is the only answer to the general perfect skiing conditions.

SKIERS' SALE
W.W. LEVESQUE ENRC.
 370 MAIN WEST in MAGOG
REDUCTIONS UP TO 30%

- JACKETS
- SLACKS
- SWEATERS
- SHIRTS etc.

SKIING AND GOOD FUN GO TOGETHER

That is why Skiers gather at the Hotel New Magog.

DANCING NIGHTLY

SPECIAL... THIS WEEK ONLY "THE GUILDA REVUE"
 Artists on stage from Paris and Hollywood. Always Top Entertainment.

HOTEL NEW MAGOG
 Special Chinese and Canadian Cuisine.

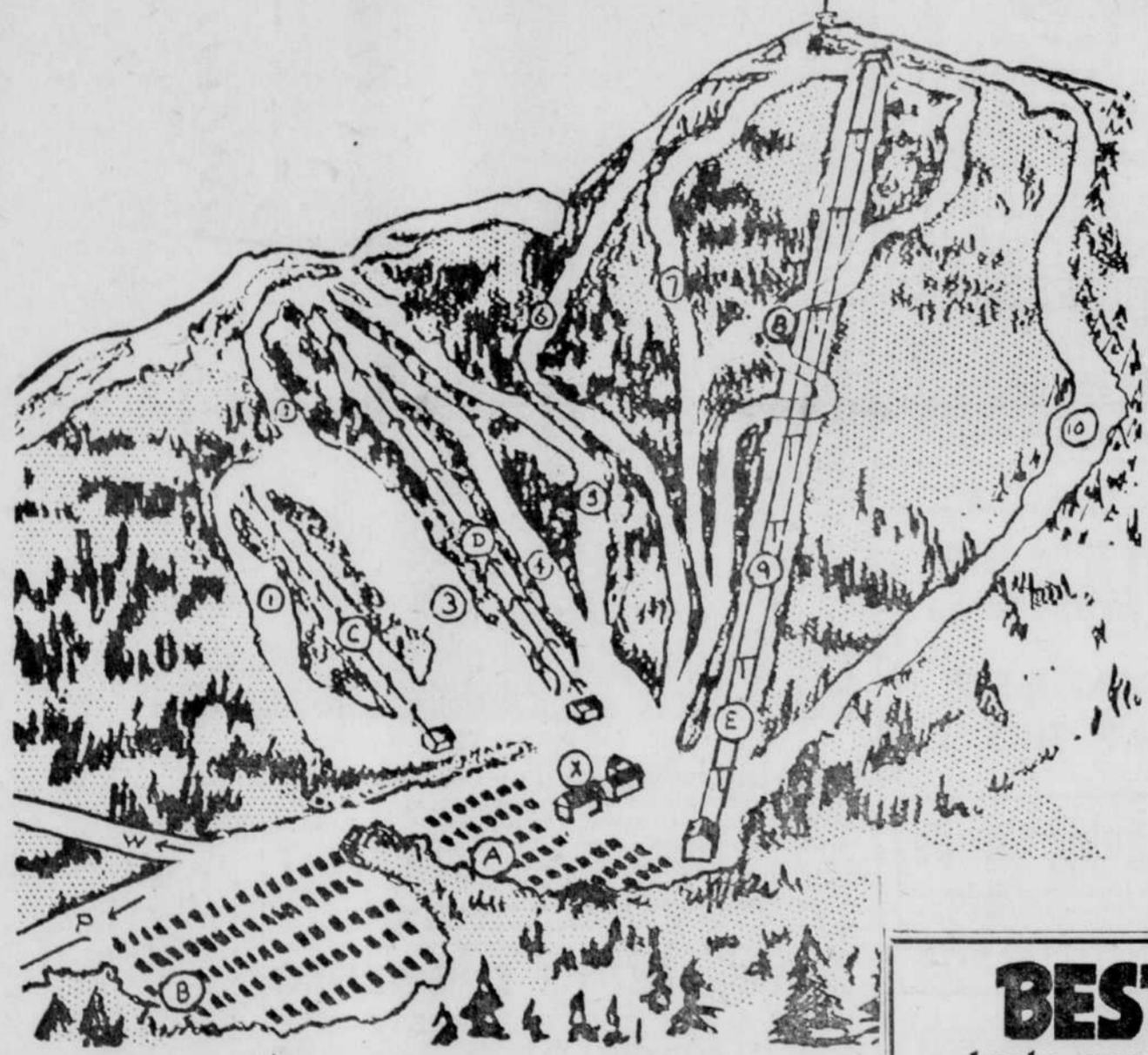
Our Chef, Mr. Bowyen, is formerly of Ruby Foo's in Montreal.

WELCOME SKIERS!

HOTEL MANOIR DU LAC
 Guy Leblanc, prop.

20 ROOMS — DINING ROOM
 SKIERS' COCKTAIL LOUNGE
 DANCING
 ORCHESTRA EVERY NIGHT

THE GENE COOPER TRIO
 Deauville (Petit Lac Magog) Phone 864-4249



MT. ORFORD SKI CENTRE — This is a drawing of the Mt. Orford Ski Centre trails and conveyances. The two conveyances shown left indicated by (C) and (D), are 1,600 and 3,000 foot T-Bar. The conveyance at right marked (E) is Canada's longest double chair lift, measuring 5,500 feet long.

- More than twelve miles of trails are available to skiers at Orford. In the order shown, left to right they are:
- (1) Adams Trail; novice to intermediate.
 - (2) Mt. Giroux '45 (top portion); being Canada's famous Olympic Trial slalom course in 1961, and definitely a senior skier's run.
 - (3) Practice Hill; directly under the '45, is served by the two T-Bars, and is perfect for beginners and advanced starters.
 - (4) Bowen Trail; running parallel to the 3,000 T-Bar, is an intermediate course.
 - (5) The Familiar and Giroux Trails; are easier runs, recommended for novice and intermediate skiers.
 - (6) The T.V. Road; leading from the top of Mt. Orford, stretches out for two and a half miles, and is perfect for intermediate and advanced starters.
 - (7) Contour Trail; leading from the top of Mt. Orford, is fast and difficult, definitely one of the toughest trails in Eastern Canada today.
 - (8) Three Creeks; a long existing race course, and chosen for the Canadian Olympic trials '61, and various other championship runs, this is considered a professional caliber course, ably handled also by advanced intermediates. It has a

branch off into the Contour Trail.

(9) Chair Lift Slope; an open course leading off Three Creeks, which is a real challenge to better skiers, as it is fast and truly a thrilled packed run.

(10) Grand Coulee; (translated The Valley Trail), newest of the Orford runs, is considered an intermediate course, and measures over a mile and a half long. Truly a wonderful course for those who like ski-

Do's and don'ts for handling ski equipment

- Proper handling of equipment and basic knowledge of the sport are the first things a skier must learn. Here are a few of the do's and don'ts that bear checking.
- DO keep your equipment in proper shape. If it's worth having it's worth caring for.
 - DO take your time in buying equipment. Get advice from your ski instructor or a reputable expert.
 - DO be guided in your purchases by quality and functionalism, looks are secondary.
 - DON'T economize in the wrong places. Poor boots and bindings can keep you from becoming a good skier.
 - DON'T be a passenger on run-away skis. LEARN TO CONTROL THEM.
 - DON'T yell TRACK unless you have to. Use your brakes instead of your horn.

ng at its best.

Pictured at the bottom of this drawing is (A) and (B) which shows vehicle parking lots. These two parking lots are capable of holding approximately one thousand cars. Also in this area are the various buildings, marked (X) which includes the four story provincial owned chalet and the large restaurant building.

(P) shows where the paved highway from the ski centre leaves the area for Magog.

(W) illustrates the location where the new highway from the Montreal direction seven miles of travelling to the Mt. Orford Ski Centre.

BEST FOODS
 taste even better with our **MARGARINE!**

For those delicious "after-ski" snacks, frying, roasting and other types of cooking, use our fine quality MARGARINE.

Les Produits Blanchet Inc.
 Tel. DEAUVILLE 864-4356

WELCOME SKIERS

SKI-WEEK — \$60.00 and up

Includes: ROOM MEALS
 LIFTS LESSONS

30 Modern Units — Kitchenette
 Dancing Nightly

2 minutes from Stores and Restaurants
 Dancing Nightly — T.V.
 15 minutes from Mt. Orford

"OPEN ALL YEAR ROUND"

Write: P.O. Box 90, Deauville, Que.
 Phone 864-4231 — Area Code 819

SKIERS WHEN IN THE MAGOG AREA STOP AT

Chez Paul's 186 MAIN STREET WEST MAGOG

- FRENCH FRIES
- HOT DOGS etc.
- COFFEE
- SOFT DRINKS

The finest snacks in Magog

PIERRE LANDREVILLE, PROP.

There is a new team at the

Manoir Orford Hotel

OVILA ASSELIN

Lucien Garre and Ovila Asselin, co-props.

Fully licensed
 Cocktail lounge
 Dining room
 Our Specialty "Charcoal"
 Beer to take out

Skiers' cocktail lounge with a fireplace uniquely situated in the centre of the room.

Choice 8 oz. Charcoal Broiled Steaks \$1.50

Dart tournament every Sunday under new organization with many different valuable prizes.

LAKE ORFORD Phone 843-3823

Mont Sourire newest resort in area



SKIERS!
WHEN IN MAGOG
STOP AT

Lounge — Excellent Cuisine
Accommodations For
50 Skiers
Tel. 843-2921
- MAGOG -

MT. SOURIRE — Lantern Inn officials have called their hill "Mt. Sourire", which translated means "Laughing Mountain". But the scenery from this popular club is no joke. It is one of the most beautiful spots in the Eastern Townships. (Record photo by Charles Catchpaugh)

Restaurant on Orford's summit

Beginning this weekend, there'll be restaurant service at the top of Mt. Orford, where skiers will be able to stop for a lunch and beverage. Also operated by Pierre Paul Landreville, who has charge of the centre's restaurant, the new service is expected to prove most popular among skiers. The building at Orford's summit was originally built as a shelter, and is heated throughout the winter for those who wish to stop and warm themselves. Especially on very cold days, the cottage styled house provides a cosy refuge from the winds. The ski patrol also appreciate the mountain top cabin, as it affords them a chance to warm themselves when on duty.

Church services held for skiers at Orford centre

Many ski centres, like the Mt. Orford station have regular Sunday church services for their Roman Catholic patrons. Evidence of the services' popularity can be determined by the large number of skiers who take part in the regular periods of worship. Skiing has been described as a family sport, and the ability for families to attend worship together makes the winter pastime of skiing even more popular.

Now considered the Eastern Townships' newest ski resort, completed only since the Christmas holidays, Mt. Sourire at the Lantern Inn is a small, but excellent ski hill.

Equipped with a double chair lift, skiers descend the slope from the hotel resort to be returned by the conveyance. This is contrary to the usual procedure, which find skiers riding up to return to the ski centre, but the success of this new centre lies in the potential at hand.

Just a few minutes from Magog on the Magog to Georgeville highway, the Lantern Inn has been remodelled as a unique and elaborate European-styled holiday centre. Featuring large elaborate grills and dining facilities, an atmosphere of rustique beauty surrounds the Lantern Inn, and since the arrival of Fritz and Marili Tschannens, the resort has taken



LANTERN INN IS PICTURESQUE HOTEL — Featuring hotel rooms and a new motel section, this resort is equipped to provide skiers with all the accommodations expected from finest ski resorts.

ped to provide skiers with all the accommodations expected from finest ski resorts.

"I always take my hat off to a deserving organization, and there's no better than the CANADIAN SKI PATROL SYSTEM, and the very splendid.

MT. ORFORD SKI PATROL



LITTLE HORSE — There are many theories on the subject of trail packing, and the one hailed at the Lantern Inn claims that equipment need not be large, but speedy and easy to handle. Machines like the Huski shown above serves the Lantern's "Mont Sourire" quite adequately.



Ernest Pouliot

O'Keefe Distributor for Magog, Granby and Districts.

SKIING at ORFORD
Visit Magog — Stop at

for your Pharmaceutical needs.
OPEN Daily 8.30 a.m. to 11 p.m.
Complete pharmaceutical services.
City-wide delivery.
310 Main West — MAGOG — Tel. 843-3366

Ski the Magog DISTRICT...



A year 'round holiday area visitors always remember with pleasant memories - - -

— and they always look forward to returning! —

Magog is a pleasant community with so much to offer vacationers.

Comfortable Hotels and Motels
located throughout Magog and the neighbouring suburbs pay particular attention to visitors, and go out of their way to make guests feel at home. When you come to Magog for a holiday, you're sure to find hospitality all around you, and most important, wonderful accommodations at reasonable rates... that's a feature we're noted for here in Magog and region.

Lovely Dining Accommodations
and the finest styled cuisines make a big difference for people staying at Magog and district hotels and motels, who concentrate on the preparation and serving of fine foods... and if you like casual dining, Magog's many excellent restaurants have much to offer, even the most discriminating gourmets.

NOTED FOR OTHER POPULAR WINTER SPORTS ALSO —

Magog sees considerable amount of ICE FISHING — CURLING — SNOW SHOEMING and HOCKEY — and all the other popular winter indoor sports, for which the community has perfect facilities.

On the Shore of Our Scenic Lake Memphremagog... thousands of holidayers find the perfect warm weather outing they're looking for.

For almost two thirds of a century Magog has been noted for a summer vacation centre —

... And Just 10 Minutes' Drive from MT. ORFORD —

Magog has gained outstanding fame as hub of this region's growing ski industry. This accounts for Magog's popularity as the "SKIERS' RENDEZ-VOUS!" — and MAGOG is a City with LOVELY STORES, shops with unlimited lines of all types of merchandise, smartly arranged for shoppers' convenience and pleasure... by all means, make it a point to call on our stores when in Magog, you'll be pleased you did!

SPECIALIZED TECHNICIAN — Denis Morin, a skilled workman and ski technician, heads the Orford ski repair and adjustment shop.



ORFORD'S MT. GIROUX— Two T-bars, one 3,000 feet and the other 1,200 feet serve the slopes off Mt. Giroux Ski Centre. The above picture, taken at the top of the centre's famous '45 course, is the site of the annual Adams Memorial Ski Race slalom run. Off Mt. Giroux there are five excellently groomed trails, all terminating at the chalet area. Both T-bars can transport more than 2,000 skiers an hour. (Record photos on this page by Charles Catchpaugh).

A SKIER'S PARADISE...



Magog, Quebec.
Reservations
843-6511

- Excellent Lodgings
 - Exquisite Food
 - Dancing and Entertainment
 - Recreation in "Le Gluhwin Lanterin"
 - Ski Repairs
 - Private Ski Slope and Chair Lift
- Ski Lessons available (Downhill and Slalom)
Fritz Tschannens, Manager.

... especially during the SKI SEASON
— and when you make it MILK, make sure it's the BEST, drink dairy products from

MAGOG DAIRY INC.
Tel. 843-5727
650 George St.
- MAGOG -

SKIS BY: Head; Toni Sailer; Kastle; Kneissl; Arlberg; Dynamic; Allais; Grevig; Blizzard; ABC; Aftenhofer; Europa and W. N. Zakopare.

• White Stag, Brunex, Megg and Northmount Clothing.
• Tyrol, Koflach and Samson Boots.

IF IT'S FOR SKIING, WE STOCK IT, and if we haven't got whatever you're asking for, we'll get it in short order!

FOR THE BEST CHOICE IN QUALITY SKI EQUIPMENT, SHOP.

PARADIS des SPORTS

NOW FEATURING A
SKI CLOTHING Clearance Sale

- JACKETS REDUCED TO CLEAR
- SLACKS
- SWEATERS etc.

ALSO — Splendid buys in equipment — come in and see the tremendous lines we have to offer.

SKI SHOP at our STORE.
Adjustments, repairs and equipment mounting done on the premises by skilled technicians.
(Wholesale and Retail Dealer)

YOU'LL ENJOY SKIING MORE WITH PROPER, WELL ADJUSTED EQUIPMENT

Choosing skis and ski equipment can pose quite a problem. This is when our knowledge of this popular winter sport comes in handy... being specialists in sports supplies, we endeavour to gain as much knowledge of games as possible — the "know-how" we've gained is passed on to you, our customers. It will be a pleasure advising and assisting you any time, in choosing ski equipment that suits you best! MAY WE RECOMMEND:

Paradis des Sports
319 Main West, Magog

Bob Bousquet, Prop.,
Ski Instructor at the Mount Orford Centre.

CITY of MAGOG
and the TOWNSHIP of MAGOG

Beautiful Lake Brompton lies at the foot of the Indian Valley ski slopes


Best of luck to the management of the Indian Valley Ski Centre, and after skiing drop in at

ITALIAN PIZZERIA

SPECIALTY: ITALIAN FOOD

53 Wellington St. South—Tel. 569-8488 — Sherbrooke

Best wishes for a very profitable season to the management of the Indian Valley Ski Centre!



GAUDET PRINTING ENR.

"Creative designs of quality printing"

75 Main St. — Tels.: 539-2545 — 539-1761
P.O. Box 1140, Waterloo, Que.

Best wishes to the management of the Indian Valley Ski Centre at Brompton Lake!

JOLIN & FRERES ENR.

Distributors of Propane Gas

Furniture — Electrical Appliances

293 Alexander St. — Tel. 569-9021

Our best wishes to the management of Indian Valley for a very prosperous season!



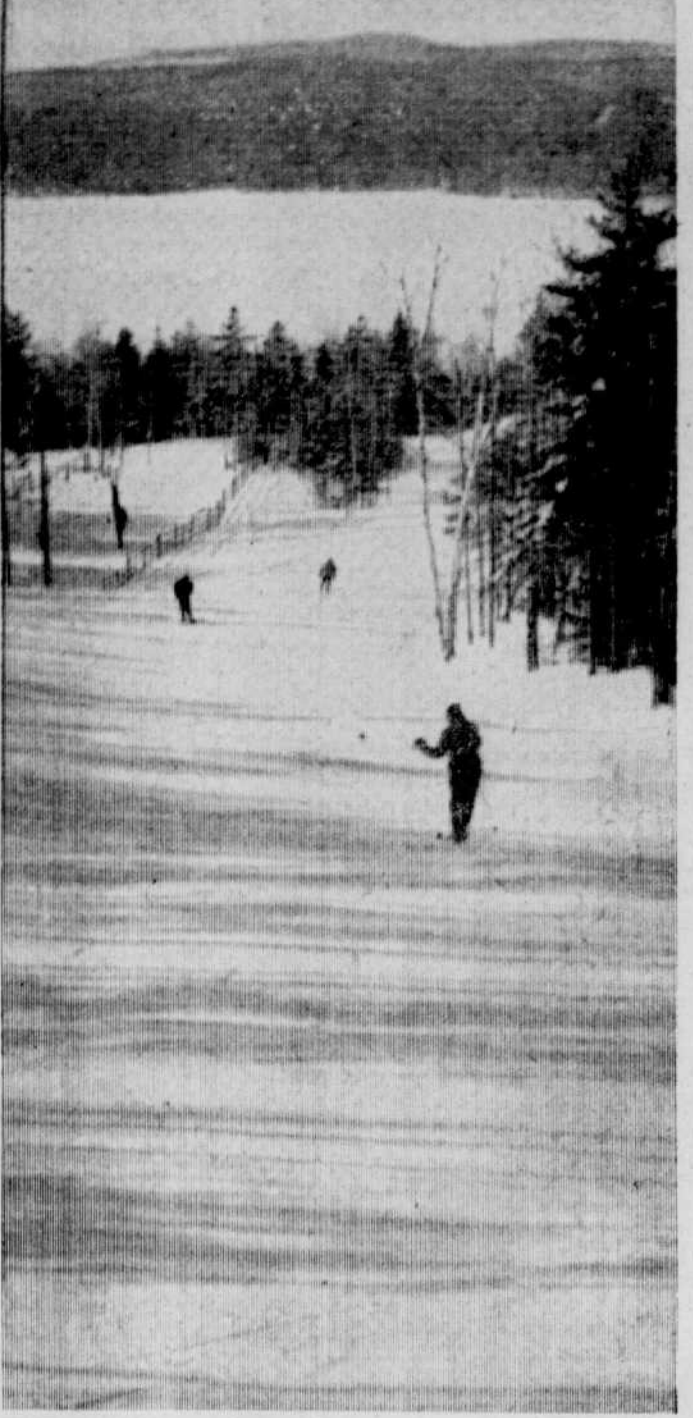
CINQ-MARS & PAQUETTE LTEE

Fuel Oil Distributors
Oil Burner Sales and Service

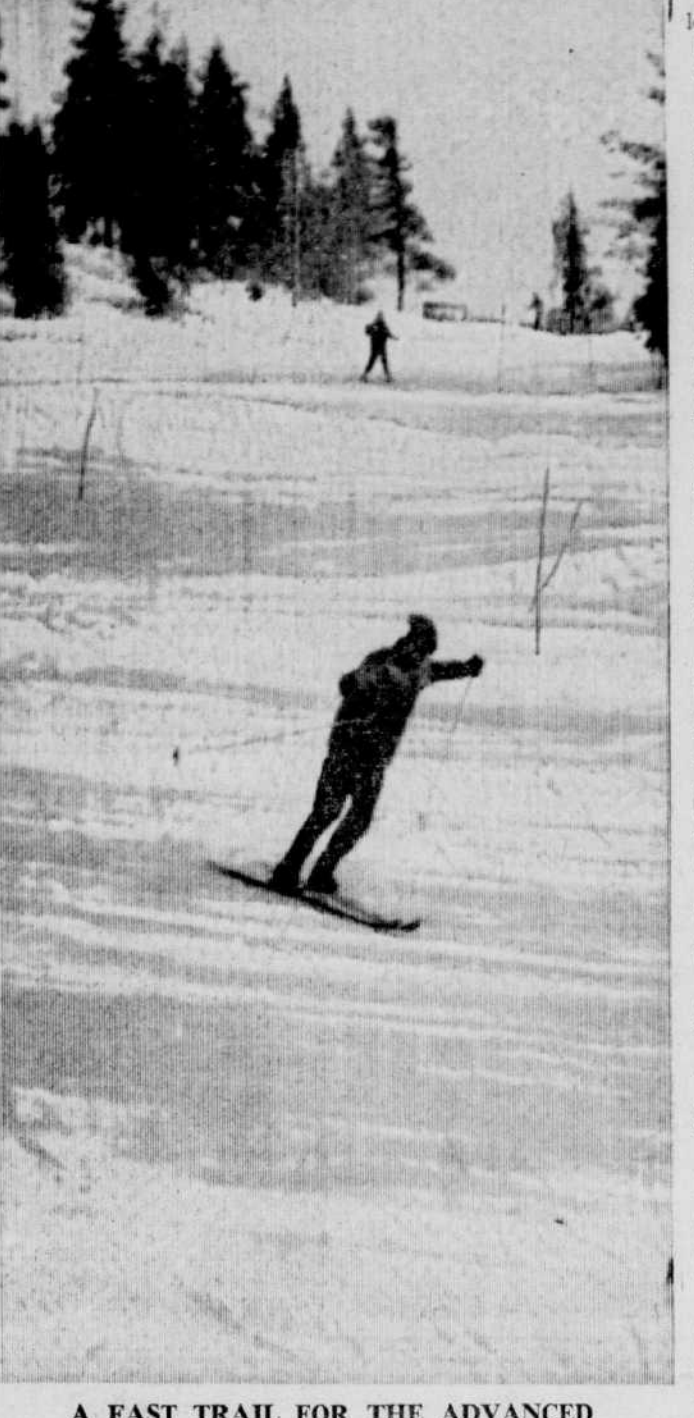
455 King St. West — Tel. 567-5201
SHERBROOKE, QUE.



UP THE T-BAR AT INDIAN VALLEY



A GENTLE SLOPE FOR NOVICE SKIERS



A FAST TRAIL FOR THE ADVANCED AND EXPERTS

The magnificent nine mile-long Brompton Lake lies at the foot of Indian Valley ski slopes.

This winter wonderland of the east offers you new and exciting and freshly prepared trails and slopes with a vertical drop of 430 feet.

Indian Valley offers one T-bar more than one-half mile long; more than three miles of miles of trails and slopes; a comfortable chalet; ski school with three qualified instructors; ski rentals and repairing facilities; four trails—very easy to difficult; ski patrol; lodging facilities; hearty and delicious French cuisine and American and European plan.

Adult rates are: single ride .30; day, \$2.50; weekly, \$15, season \$45 and husband and wife, \$85.

Children's rates — 14 years of age and under are \$1.50 a day; \$9 weekly and \$25 season. Booklets are \$5. Ski weeks have also been arranged and good prices. Two schedules have been drawn up. The first seven days and six nights including 21 hours of ski lessons and lift tickets. The second is for five days and four nights, including 15 hours of ski lessons and lift tickets.

Indian Valley is owned and operated by Hotel Brompton Lake.

For information and reservations call your hosts Bob and Mado Desmarais at 841-2020 (Code 819).

There's a chance for you to win free a seven-day ski-week. Drawing will be held February 29. Get your free participation coupon at the Brompton Lake Hotel.

Indian Valley is well located from many points within the province. Roads are open the year round. Distances are: 84 miles; Granby, 45; Waterloo, 27; Drummondville, 40; Victoriaville, 55; Quebec, 130;



Good luck to the management!

DULAC POTATO CHIPS

Gerard Letarte, Distributor.

Tel. 567-7677

1511 Council St. Tel. 562-6425
Sherbrooke.




EVER TRY SKIING?
WITHOUT BENDING YOUR KNEES?
Same results as driving without proper springs under your car!

For better motoring and a safer vehicle, stop at

DEZIEL AUTO SPRING

50 St. Francois Blvd.—Sherbrooke—Tel. 567-6677
EXPERT SPRING REPAIRS, ADJUSTMENTS, INSTALLATIONS.
CALL IN FOR ESTIMATES!

WELCOME SKIERS TO



INDIAN VALLEY

Only a short distance from the CITY OF SHERBROOKE

(Brompton Road) only 12 miles from the limits

PAVED AND SALTED ROADS FOR SAVE DRIVING.

NOW IN OPERATION —

- T-BAR — ½ mile long
- 6 well kept trails
- Comfortable Chalet with "Snack Bar"
- Ski School with 2 instructors
- Rental and Repair Shop
- Ski Patrol

PARKING FOR 2,000 CARS

SKI-DOO ENTHUSIASTS

A superb 22 mile trail especially located overlooking the scenic beauty of the countryside.



SKI AND CENTER

SKI-DOO



Your hosts: Bob and Mado Desmarais

- SALES • LOCATION • SERVICE • REPAIRS
- SPECIAL TRAILS FOR TOBOGGANS

Ski Courses: Tuesdays, Thursdays and Saturdays:
9.30 to 11.30 a.m. — 1.30 to 3.30 p.m.

Course of 6 lessons: \$15.00 for adults, \$8.00 for children.
Private and semi-private lessons: 1 hour, 1 person: \$6.00,
2 persons: \$10.00, 3 persons \$12.00.

FOR RESERVATIONS: Call 846-2020, no toll charges from Sherbrooke. HALLS for Banquets, Receptions, etc., etc.

BROMPTON LAKE'S INDIAN VALLEY RESORT IS IDENTIFIED BY LARGE ATTRACTIVE ROAD SIGNS (Record ski photos on this page by Rollie Chiasson)



INDIAN VALLEY SKI RESORT HAS MODERN RESTAURANT

So you want to take up skiing?


The question asked by many Canada, being slalom, giant ski competition spectators is, slalom and downhill events. "What is the difference between Alpine and Nordic events?" Again the question is asked, "What is the difference between Alpine events are those practiced mostly in this part of a slalom and a giant slalom event."

We extend best wishes to the management of the new Indian Valley Ski Centre for a very successful season!

RUEL & FRERES SIGNS

LETTERING OF ALL KINDS

1468 McManamy St. — Tel. 567-5895
— SHERBROOKE —



It gives us great pleasure to add our good wishes to the management of the Indian Valley Ski Centre and wishing them good luck in this project!

For the best in Skiing — it's Indian Valley!

For the best in cars It's —

DELUXE AUTOMOBILE LTEE

PONTIAC - BUICK - ACADIAN - VAUXHALL
G.M.C. and BEDFORD TRUCKS

1567 King St. West. — SHERBROOKE — Tel. 569-9351

7th annual ski competition to be held at Mt. Adstock Jan. 19

Endorsed ski tips from the Canadian Ski Patrol

The following ski tips were prepared by members of the Central Zone of the Canadian Ski Patrol System, and are endorsed by The Canadian Amateur Ski Association and the Canadian Ski Instructors' Alliance.

So you want to go skiing
First time—try to experience skiing under the most ideal conditions:

Rent, don't buy or borrow, the best equipment possible (skis, boots & poles), dress warmly with windproof, water repellent clothing having no loose or hanging ends. You'll need leather palmed mitts or gloves and a stout hat. Rent only from a reputable dealer or resort who will patiently give you sound advice and guidance on the equipment you rent.

Proceed to a ski area and find a qualified instructor at the beginner level to show you how to tighten your boots, adjust your binding and put on your skis — in short, take a lesson first. Since you'll likely fall a few times, it's better to know how, so you won't get hurt.

Practise what you learn on easy hills, remembering to quit or rest when you're tired and concentrate on getting "the feel" and becoming proficient at the beginner's level before you advance. In some European areas, you must pass tests before you may ski on more difficult hills.

Have fun, that's what skiing is for. Avoid danger and nonsense to avoid accident and injury. It's not sissy to be safe! Limber up a little each time

before skiing. Climbing is recommended for a "warm up."

You've tried it and you like it
Equipment is very important and at the beginning it's very expensive to outfit yourself properly. If you've decided to take up skiing seriously, you owe it to yourself to get the best equipment you can afford to insure the ultimate in fun and safety. Establish a budget and spend wisely. Do not buy any equipment from a dealer or salesman who doesn't ski himself or thoroughly understand his products and your requirements.

Let's start from the inside out. Here are some basics on which you can improvise after experience indicates what's best for you:

Basic underwear should be worn regardless, for support and protection. One-piece long underwear or two-piece with a good overlap between top and bottom so as not to expose the small of your back when falling or bending. This rule should be observed whether you use the long handed style or not.

Usually two pairs of socks are worn — one heavy, one light — or two heavy pairs. A good practice is to have the first pair under your long johns and the other pair over. They should fit well with no wrinkles, but not too snug.

A warm woollen long sleeved shirt comes next that will tuck well down inside your ski pants. Ski pants fall into three basic categories with variations depending on style, personality,

weather and desire of comfort. Blue jeans and cords are cheap and long wearing.

Tailored ski slacks, usually made of "stretch" material are the most practical and good ones are expensive. However, they allow freedom of movement, are stylish and shed snow. They go over the socks.

A sweater should be worn inside or outside your slacks. A waterproof, windproof goes on over the sweater and should button or zip up to the neck with a parka for extreme cold or emergencies. It is also desirable to have a draw string at the bottom or the waist.

A head band or hat that can cover the ears is also necessary. Mitts or gloves with leather palms are a must and should overlap with the cuffs of your jacket or sweater.

Wearing a small silk or cotton kerchief is a good idea to keep your neck warm and free from chafing, as well as prevent drafts.

Goggles or sunglasses are a must, specially on sunny or blizzard days. Skin protection is always important in the bright sun and imperative in the spring or when mountain skiing in rarefied air that is conducive to bacterial infection. This requires a medicated protective skin cream.

General comment
You'll find as you ski more that you might dispense with the jacket and/or sweater, long johns and hat in warmer weather, or as suits you. But always keep in mind that although you're warm when skiing, climbing or walking, or maybe even standing sheltered in the sun, it's cold lying on the hill if you've had an accident and it can get cold riding the lifts. Be prepared!

Several light layers of clothing, including a "wind break," are better than a few heavy layers and don't wear something tight or restrictive to skiing movements.

There are four main pieces of equipment that are most important to fun and safe skiing in this order:
Boots
Bindings
Skis
Poles

To be bought or rented only from a person who is a skier—and thoroughly explained and demonstrated to you, the buyer.

In boots consider comfort, support and quality. Warmth will come with proper socks and lacing. They should be comfortable when tight and your foot should not move within the boot, except to wiggle your toes. If circulation is not good they are improperly laced or just too tight. Keep your boots in a "press" for good maintenance and easy storage. Clean and waterproof them with a

wax or polish that will not soften the leather.

The best binding for most people is a "full-release" binding that, when properly adjusted, will release your foot when you fall or twist too hard in any direction. The idea is that it holds you firmly for all normal movements of skiing, but it should "give" instead of your bones, muscles or tendons in an abnormal movement. You can still get hurt, but a good release binding reduces the danger. Repeat, buy from an experienced man who shows you how to adjust them properly. When using a release binding you must wear safety straps to keep the ski from running away when it comes off. It could kill somebody at the worst or at the best you'd have to make your way down the hill with one or no skis. "Arlberg" straps are recommended.

In skis, consider length, base, flex, edges and weight. There's a proper combination of these for every skier, but quality and finish are dependent largely on price. For best storage, keep them horizontalized and separate, upside down, supported by two parallel cross bars 6" from the toes and 6" from the heels.

Poles should be long enough and strong enough with good wrist straps, baskets and picks. Quality, weight and finish depend on price.

Automobile ski racks should always be checked for rigidity. Whole racks or single ski coming off fast moving cars are dangerous to other cars as well as the skier. Simple aerodynamics indicate that there is less wind resistance when the ski tips are to the rear of the car.

In the above description there are many variables that must be established for the individual. Before buying, try as many varieties of equipment as you can, to compare and determine what seems best for you. If possible, enlist the aid of a qualified instructor choosing your equipments to get what's best for you at the price you can afford, then buy from a reputable dealer he refers you to.

Ski Tips
Now that you've tried skiing and liked it well enough to invest in equipment, Ski Safely and Ski... here are some "ski tips" on the following pages for your safety and fun.

* Get in shape by doing exercises starting late summer or fall.
* Check your release bindings before your first run for adjustment and periodically throughout the day to see that they've not changed or become inoperable through freezing or vibration.
* Ski easy, for the first few runs and "tune up" to it.
* Do a little climbing to limber up and get warm, this is a must on cold days.
* Be friendly and courteous to others you meet, you'll find skiers are more fun than people.
* Always obey the signs at ski area, they are few but very important.
* Ride the lifts with care and don't gyp the operator, he's a business man providing the area and equipment you need to have fun; he needs a profit to maintain and improve his facilities for you.
* Don't ski hills you're not familiar with or that are too difficult for you. Try to go with somebody responsible who can guide you to proper hills and show you the way. If you don't know anybody, ask a ski patrol.
* Never hesitate to ask a patrol's help or directions, he will even have a band aid for your cut finger and an aspirin for your sore head.
* If you climb, which is an excellent conditioner, use the sides of the hill and not the middle. Neither should you ever stand or remain lying on a hill unless you are hurt.
* The "down-hill" skier has the right-of-way and if you are going to pass him you should yell and tell him on which side. Don't just yell "track." If you are constantly passing others

and in control, perhaps you'd better find a better hill, or, if others are often passing you, find an easier hill.

* The standing skier has no right-of-way, look all around before taking off.
* Don't use other skiers as a human slalom course, or ski too close to anybody.
* Sometimes you will fall and make a gouge or rut in the snow, these are called "bath tubs" or "sitz marks" and you should fill them in and tramp them down. This is just like replacing divots on the golf course, except it's healthier.

* If this situation arises, get your skis and knees close together and sit down, back and to one side of your seat. Relax and enjoy it, it's not likely you'll get hurt doing this and, what's more important, you won't hurt anybody else.

* Riding the lifts is as easy as it looks, once you know how. If you don't know how, ask the operator, a patrolter or a kind looking fellow in the tow line to instruct you; just make sure that your poles are not on your wrists and that you have no loose clothing like hats, scarfs or coat tails that you can get caught because if you get mangled in the top pulley, it's "smarts." Actually, most operators maintain very efficient safety gates that stop the tow if anyone goes too far on it. **Buy why take chances?**

* On ropes, T-bars, J-bars, Poma Lifts, etc., stay in the tracks. You are meant to ride standing up; don't try to sit down or you'll fall off.

* Don't built your own personal jump or slalom course except on the side of the hill out of the way, then remove it when you're finished. Actually you should seek permission from the area management or patrol first anyway.

* When you get sloppy and feel awkward and are falling too much, either take a coffee break or a lesson.
* Avoid walking on hills and trails without skis, it spoils the snow surface for skiing, and leaves deep holes which may cause an accident.

* Try to be good or, at least, proficient at your own level, you'll have more fun and less chance of getting hurt.
* If you come upon an injured skier on the hill, send somebody for a patrolter, get somebody else to stand well above him and warn others off, talk to him, but don't touch him. If there's no-one else, tell him you're going for the patrol yourself and do so, but not so fast that you endanger yourself.
* You should never ski alone, especially on seldom used slopes or cross country. Travel with a group; always tell the patrol if you're going cross country, where you're going and when you'll be back, then advise the patrol when you return.
* Use the groomed hills and trails where it's safer and the patrol can protect you.
* When a skier is going too fast or out of control, endangering other's lives and fun, report him to the patrol or tell him to smarten up if you're bigger than he is.
* If any part of you gets white, numb or "stingy," you're being frost bitten, go inside to get warm. Apply a warm hand until you get there, then warm it gradually. DO NOT rub snow on it.
* Never attempt to ski beyond your ability or when you're tired.
* The patrolers are on the hill to guide you, render first aid and get you off the hill if you need them. Help them when you can by your support and cooperation. See page number 18 for more information about the patrol.
* Until you've skied for a few seasons, you'll likely find new snow conditions very time you go. Always go easy until you see whether you can handle every new condition.
* Remember that all phases of skiing should be taken seriously for safety. Drive to and from the hills with care and if you're going to "party," start after the tows close so you can

go to bed early for that all important good night's sleep.

* Avalanches are likely to occur in "high mountain areas" such as the Canadian Rockies. They can be dangerous, so seek the latest information available from management at slopes where they might occur, or consult the Park Ranger. Be very suspicious of any guide who ignores the warnings.

Release Bindings and Testing
Release bindings are not safety bindings! We should avoid the use of the term "safety-bindings" because it might lull some of us into a false sense of security. "Safe" means "free from danger or hurt" — i.e., "something to be trusted and not do harm." Statistics prove that most people who get injured use "release bindings," so they're not "safe" as defined above...

These statistics really only prove that most people use release bindings. Usually they get hurt because their bindings are not properly adjusted.

The whole concept of the device is that with excess twist or forward thrust, as might be experienced in a fall or collision, the mechanism releases your foot from the ski in the interest of avoiding injury.

When your body is turning or going forward in relation to your skis, all the force is concentrated from the knees down. If something has to "give," better it be the binding rather than your leg or ankle.

Most release bindings are designed to release with any strong movement abnormal to skiing, but to be effective they must be adjusted "by the individual, for the individual" and constantly checked. Follow the manufacturer's instructions and make sure that they're neither too loose nor too tight. The dealer should explain the mechanics when you buy them.

Make your adjustments at the bottom of the hill. The user should put one ski on, steady himself with his pole, and with his free foot kick the inside of the other boot just behind the toe. Start with the swivel toe piece loose and tighten it by the manufacturer's directions until a pretty healthy kick is required to make it release. Repeat with the other ski.

The front throw release acts through the "hold down" cable on the heel. Once again with the poles ready, start with the binding too loose. Tighten it until you can lean forward at an angle of 45° without being released, but when jumping forward in this position you are released. This test should also be made one ski at a time.

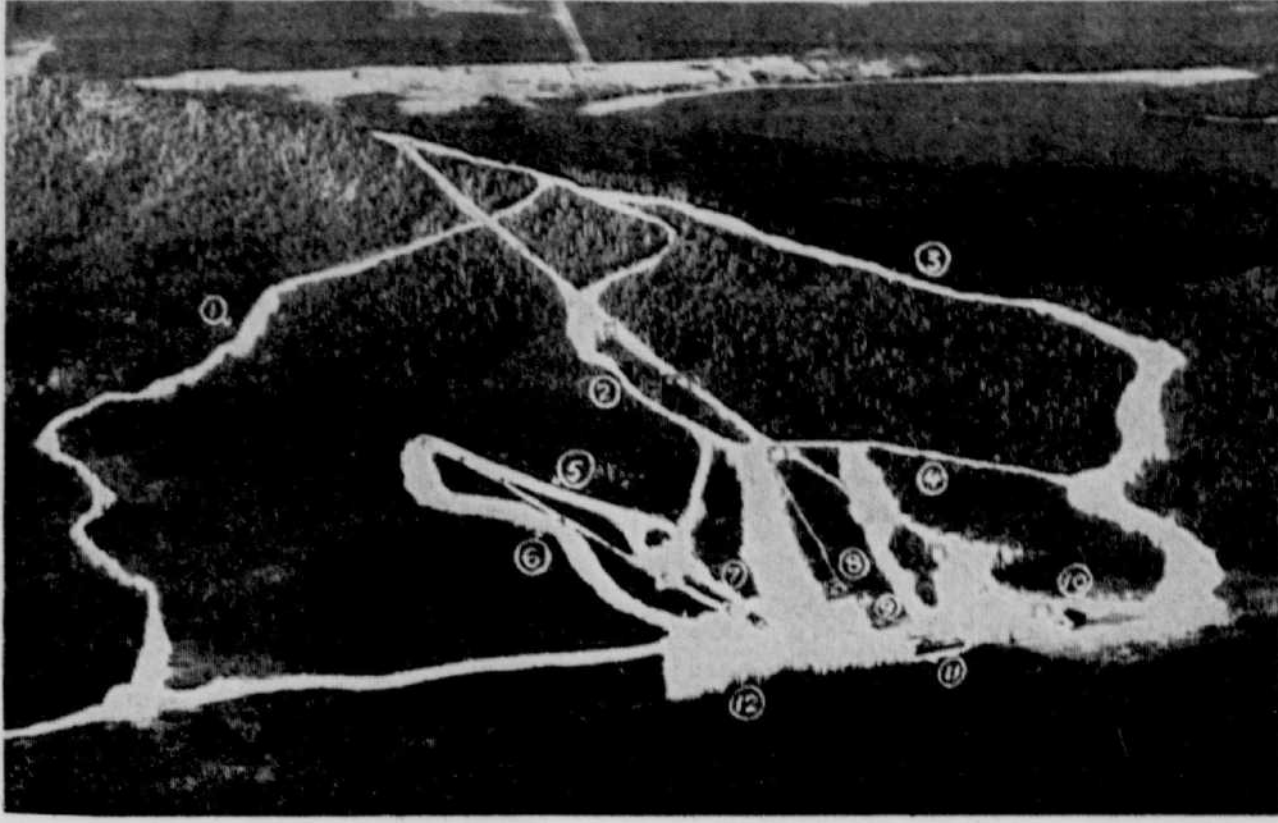
Rugged skiers may want to tighten their adjustments slightly more than this. These adjustment methods are suitable for most release bindings, but to reap full benefit, check your bindings before your first run, morning and afternoon.

When your ski do come off, you don't want them to run away endangering others, or in a "windmill" fall, flail about endangering you. Offset edges are sharp and can cut you up pretty badly. Therefore, it is best to have a safety strap attaching your boot to the ski in two places. The Arlberg strap is recommended. Most areas will not permit a skier to ride a lift or tow who is not wearing good (two point) safety straps.

Remember that you can still get hurt, but a well adjusted skier with well adjusted bindings reduces the danger. Ski safely and ski!

Why be physically fit?
Our sedentary occupation, and particularly if you are only a week-end skier, requires that you embark on a Physical Fitness programme — now. A skier who lacks fitness is Accident Prone. Rarely does a fit skier get hurt, and if he does, his recovery rate is very much faster. The tissues of a physically fit skier are tough and will stretch rather than tear. Bones and joints must be protected by strong muscles and resilient ligaments.

What does physical fitness do



- Mount Adstock**
1. Downhill Intermediate
 2. Slalom experts
 3. Bourgault Intermediate
 4. Lake
 5. Bell beginners
 6. Normandie
 7. T-Bar
 8. Church
 9. Ski tow
 10. Chairlift
 11. Chalet
 12. Parking for 600 cars.

Mount Adstock, located nine miles from Thetford Mines is owned and operated by the Thetford Mines Ski club.

The mountain has a drop of 1,100 feet with seven trails, one chairlift, one T-bar and one rope tow with a capacity of 2,000 skiers' an hour.

Gerard Ceceuel is the director of the ski school. Two hundred youngsters are getting free lessons every week with the help of 20 instructors. The Kiwanis Club sponsors the buses from Thetford to Mount Adstock every week. Free skiing lessons are given to members of the club.



Welcome to our ski area, and do drop in and see us!



CAOUCETTE PHARMACY

"Your Friendly Druggist"
63 Notre Dame St. S. — Thetford Mines, Que.

SKIING IS PERFECT AT MT. ADSTOCK

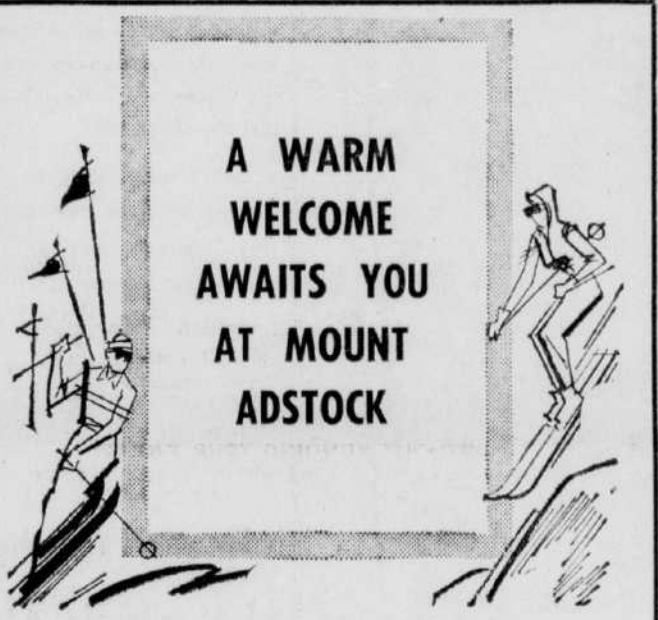
THE THETFORD MINES SKI CENTRE

Good Skiing and Friendliness
Go steady — and for THE FINEST IN BOTH VISIT OUR COMMUNITY!

THETFORD MINES

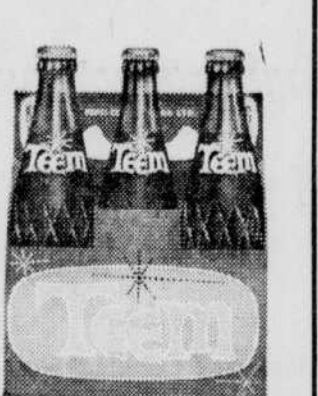
- A fine place for vacation
- A pleasant place to shop — and for those interested —

A WONDERFUL COMMUNITY IN WHICH
to establish new business.



Nadeau & Freres
Ltee
CONSTRUCTION WOOD
861 Ouellet St. — Thetford Mines, Que.

For the best in skiing
IT'S MT. ADSTOCK
FOR THE MOST REFRESHING DRINK
IT'S TEEM!
"The perfect after-ski drink"



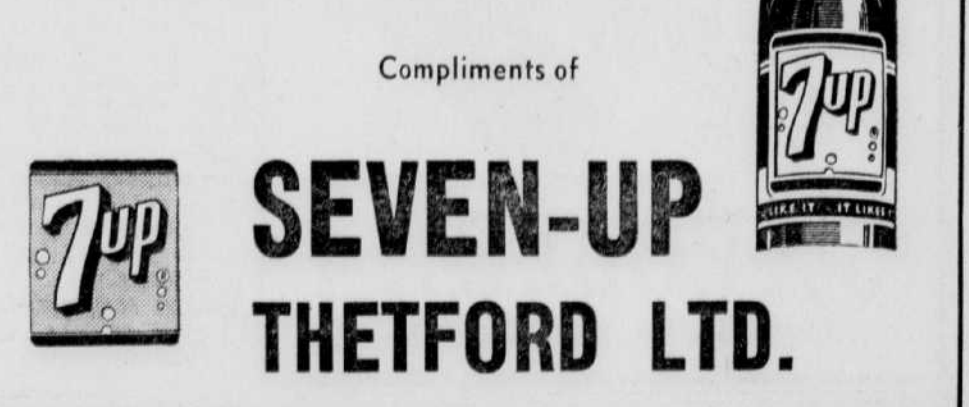
NIL PICARD & FILS ENR.
Soft Drink
56 Bennett North — Thetford Mines, Que.

PLAN TO VISIT MT. ADSTOCK FOR SKIING SOON, YOU'LL ENJOY IT!



Asbestos Corporation Ltd.
THETFORD MINES, QUE.

WELCOME SKIERS TO THETFORD MINES AND THE MT. ADSTOCK SKI AREA!



SKIERS...
WELCOME TO THETFORD MINES AND OUR SKI AREA MT. ADSTOCK!

FUN FOR EVERYONE
Johnson's Company Ltd.
THETFORD MINES, QUE.

Skiing facilities on back doorstep for Sherbrooke skiers

City offers fine slopes for skiing

SKI
FOR HEALTH AND EAT

OVEN FRESH BAKED GOODS

from
ALLATT'S BAKERY LTD.

for greater energy, right down delightful eating enjoyment!

Sherbrooke — Tel. 562-2744

SKI FASHIONS
so smart on the slopes ...

SKI JACKETS
Wide assortment in Reversibles, Nylon Quilted, and Orlon Pile. All in a wide range of colours and patterns.
20-33 1/3% REDUCTION

SKI SLACKS
Stretchie in a wide assortment of sizes and colours.
20% REDUCTION

SKI HATS
Furs in a wide range of styles, furs and shades.
20% to 40% REDUCTION

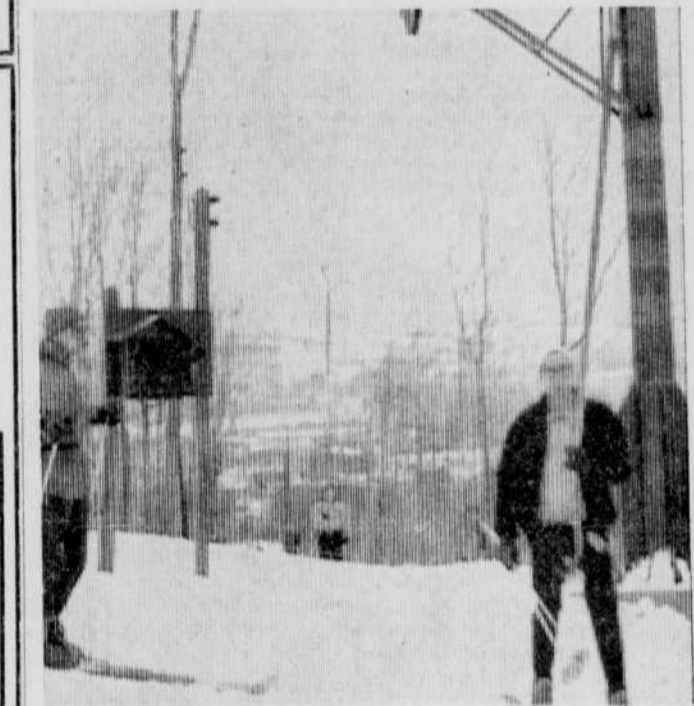
SEAL HAIR
AFTER-SKI BOOTS, HAIR BANDS, GLOVES and MITTS

20% DISCOUNT

J.A. ROBERT *Ltee*
70 Wellington St. North — Sherbrooke



POMA LIFT — Sherbrooke's municipal ski centre has 1,800 foot long poma-lift with capacity of 1,000 skiers per hour.



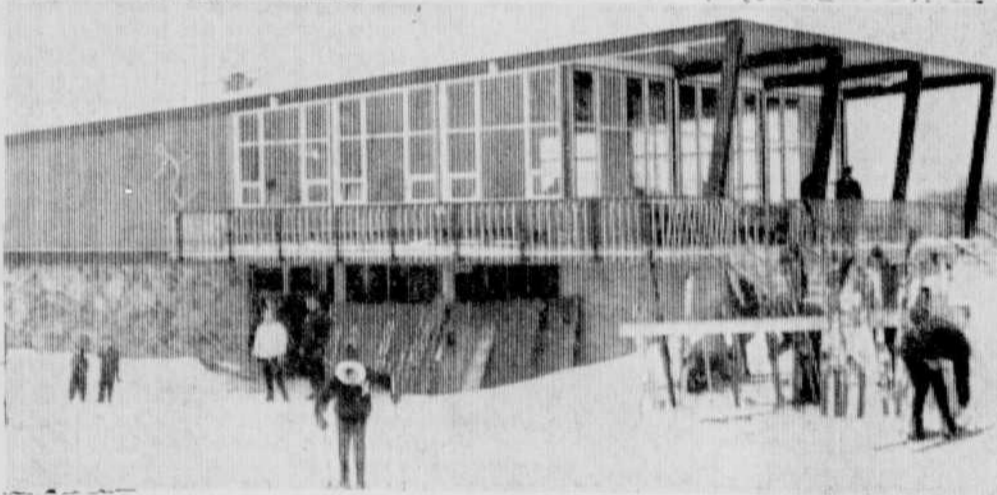
SKI PATROL ALWAYS ON DUTY — Pictured above, Germain Faucher, head of the centre's ski patrol and his three fellow patrolers, offer careful supervision over the large number of boys and girls skiing at the resort.



SHERBROOKE'S SKI CENTRE — The Sherbrooke Municipal ski centre features a fine variety of slopes, outlined by the huge sign board pictured above. Standing next to the sign, under the centre's ski instructor's rally point, two of Rolland Lessard's instructors ring the bell calling ski students to classes.



HUNDREDS SKI CITY'S RESORT — Sherbrooke's municipal ski facilities are designed for the convenience of boys and girls who are permitted to ski for minimum cost.



Modern municipal chalet adds convenience for skiers.

Quick lunch for skiers

After a few hours skiing, skating, or tobogganing in nippy January weather, food is the order of the day no matter what time it is.

For such a meal - easy, quick and satisfying - Polish Scrambled Eggs can't be surpassed. Serve them with stacks of hot buttered toast, hot or cold canned tomatoes in side dishes, some crunchy relishes such as pickles and celery and a big pot of coffee. This recipe makes enough to serve four hungry grownups.

POLISH SCRAMBLED EGGS
1 pound (2 pints) mushrooms, sliced

1/4 cup butter or margarine
8 eggs
2 tablespoons chopped chives or green onions
1/4 cup milk
1 teaspoon salt
1/4 teaspoon pepper
Saute mushrooms 6 to 8 minutes in half of the butter.
In a bowl, beat eggs, chives, milk and seasonings lightly together with a fork. Stir in sauteed mushrooms.
Melt the rest of the butter in the frying pan and pour in the egg and mushroom mixture. Cook over low heat, stirring from the bottom as the mixture cooks, until the eggs are firm but not dry.

What's the difference?

Every winter hundreds of persons are introduced to the delightful sport of skiing, the cold weather pastime that has captivated thousands in the Eastern Townships and Northern Vermont.

To make a study of their entry into the sport, indeed provides the imaginative type ample reason for amazement and amusement alike.

To understand why people in this region like any other district take up skiing is in itself an involved study.

Let's take the three most common types of would-be hickory riders. There's the sort that craves activity and enjoys sports and the thrills that are associated with an active game. Then there is the reluctant joiner who goes along for kicks, and thirdly the curious partier. Possibility, you are in one of these categories, or about to fit in one if you haven't already heard the calling to take up skiing.

Whether an eager joiner, swing-along type, just curious or are seeking an entry into the ski game, for some other reason start off right.

There's no question about the fact that thousands of would be excellent skiers never really reach the point of appreciation for the sport because they received a poor introduction.

SET RECORD
In 1932 five Polish Olympic skiing team members climbed from the fifth to the 102nd floors of New York's Empire State Building in 21 minutes.



WE GET OUT THE GROUND-IN DIRT!



SPORT CLOTHES LOVE OUR SANITONE SERVICE

• Special dry cleaning agents reach deep down between the fibres . . . float away that ingrained soil.
• Colors snap back to life . . . clothes look new again.
USE SOFT-N-DRY on all your skiing apparel . . . Protection guaranteed at nominal extra charge.
SEND US YOUR SOILED SPORTS CLOTHES TODAY!

- The -
CROWN LAUNDRY of Sherbrooke Ltd.
"Famous For The Finest"
Tel. 569-2585

SPECIAL!
TREAT FOR SKIERS

... after a hard day on the slopes, stop at your favorite restaurant or cafeteria for a refreshing snack. Try our famous cup of hot broth with a Chicken Sandwich.

A La Canadienne Ltée.
Manufacturers of: Fresh, Frozen and Canned Chicken and Chicken Sauce.
Leo Girard, Pres.
Weedon, Tel. 90, Quebec



WELCOME to all of YOU at the Mount Bellevue Ski Centre

a municipal project owned and operated by the **CITY of SHERBROOKE**

- Snow Conditions Are Excellent —
- Good Supervision; children and novices are carefully watched by an efficient monitor service at the centre —
- Poma-Lift transports skiers to the summit of Mount Bellevue —
- Plenty of Parking Space on Jogues Street —
- Rest Shelter open to all using the centre —

COMPLETE SKI SHOP
Everything for ski time and snow fun

- SKIS
- SKI BOOTS
- SKI POLES
- SKI WAX
- BINDINGS
- AFTER SKI BOOTS
- TUQUES
- SKI MITTS
- HOCKEY SUPPLIES

J. S. MITCHELL & CO. LTD.
164 Wellington St. North — SHERBROOKE — Tel. 562-2662



Situated directly under the illuminated cross on Mount Bellevue —

Massawippi Valley renowned as a ski resort

NORTH HATLEY — Domaine Montjoye overlooking beautiful and pictorial Massawippi Valley, seven miles from Sherbrooke and 90 miles from Montreal, is now renowned as a complete resort with its acres of land and forest, in the heart of Alleghans Mountains.

First among all Ski Centers in Eastern Townships is the Hillcrest with its 17 miles of downhill trails for expert, intermediate and novice, plus wide open slopes lighted for night skiing, its standard 40 mtr. jump and its Olympic Skiers.

Two Pomalifts will speed 1,800 skiers per hour to the summit. One lift is 2,500 long and one 1,400 feet long on open slope.

Erected on an elevation near the foothill, the Montjoye Hotel and the swimming pool are surrounded with beautiful shaded terraces and gardens, and a huge parking lot.

Of rustic appearance, twelve lanterns illuminating the frontage, the guests are as-

tished to find a very modern hotel with all conveniences, including wall-to-wall carpets, banquet and convention halls with a seating capacity of 700 people.

Domaine Montjoye is an ideal spot for popular meetings, weddings, dance parties and balls, shows fairs and other artistic events.

The Montjoye Hotel rooms are very modern, accommodating 60 people and has a fine cuisine in a typical French Canadian atmosphere.

Daily Rates, Per Person:
 Room with Meals, \$8.00, \$9.00, \$10.00.
 Dormitory, \$6.00, \$7.00.
 Room Only, \$2.00, \$2.50, \$3.00.
 7-Day Ski-Week Vacation, \$45.00, \$50.00, \$60.00.
 Annual Membership, Per Person, \$5.00.
 Membership, Whole Family, \$15.00.

Reservation Instructions may be made by writing or calling Robert Nadeau, Domaine Montjoye, North Hatley, P. Quebec. Tel. 842-9309.



Wide variety of trails and slopes make the Green Timber Mountain Hillcrest resort ideal for beginners, novice and experts alike. (Record photo by Gordon Alexander)

Learn To Ski Parallel... ...The Natural Way

- PRIVATE LESSONS
- GROUP LESSONS
Afternoon or Evenings
- CHILDREN'S CLASSES

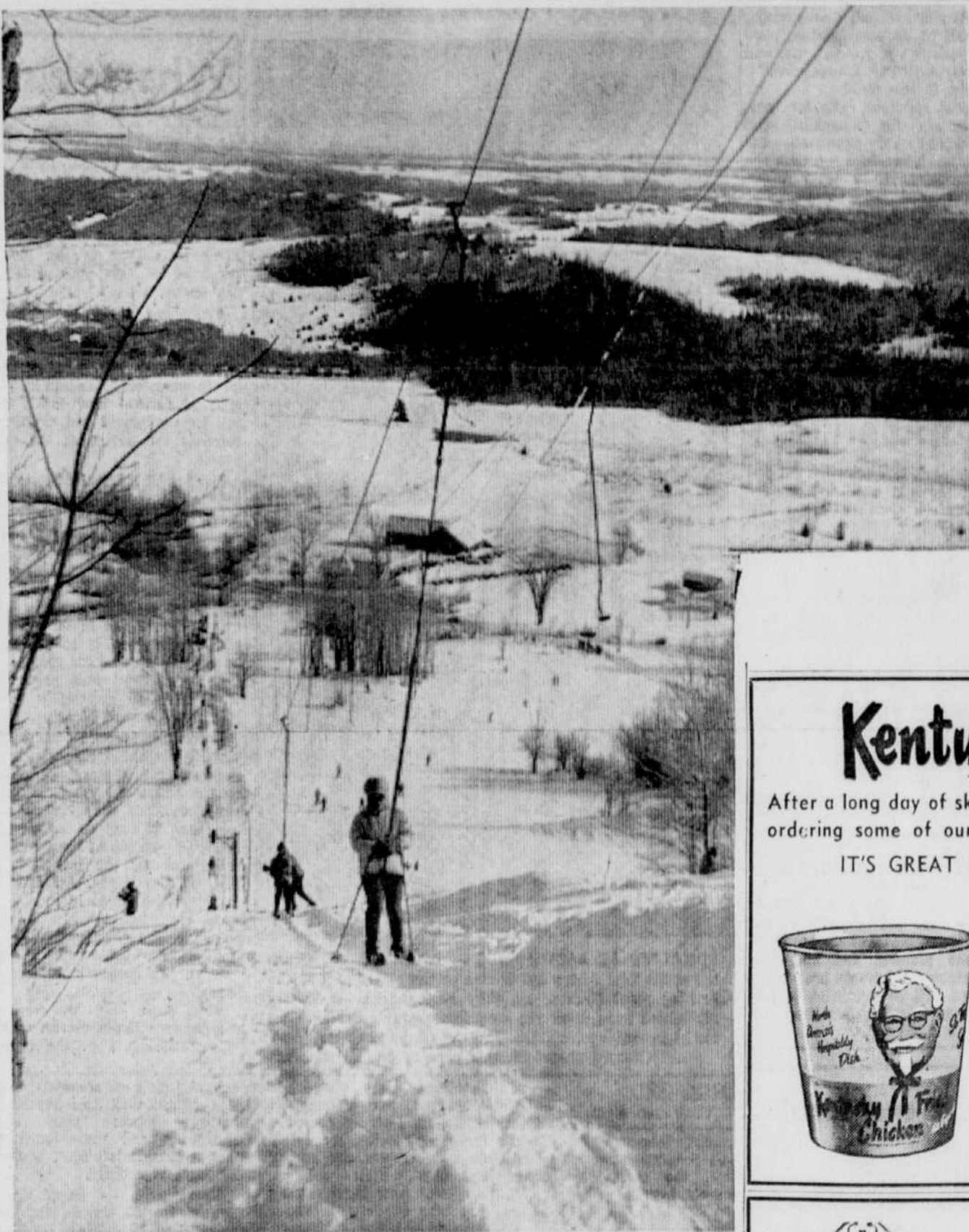
Director: Erich Schiller

REGISTER NOW!

HILLCREST SKI SCHOOL

NORTH HATLEY

Tel. 842-2332



EXCELLENT SKI LIFT CONVEYANCES — Thousands of skiers have chosen North Hatley's Green Timber Mountain Hillcrest Ski Resort as their play grounds. One of the oldest established ski centres in the Eastern Townships, this resort under the capable direction of Eric Schiller, has kept pace with the ever increasing popularity of skiing. Today, like all other ski resorts in southern Quebec, Hillcrest matches the best with modern facilities, capable staff and matching facilities demanded by the skiing public. (Record photo by Gordon Alexander)

ENDORSED — Continued from Page 15

Proper exercises strengthen the individual fibres and develop the elastic tissue present in muscles and ligaments, so that they are resilient. A muscle to be strong should have the individual muscle fibres increased in diameter as well as in length. As example, a rope is obviously stronger than a thread; but they will maintain and even develop increased flexibility. is to maintain and develop the length of muscle fibres. This is accomplished by stretching exercises which are by far the most important type of exercises for the skier. Thus the ladies can become strong and slender without developing unsightly bulging muscles. Huge muscles are developed by weight lifting and by pushing against immovable objects. Al-

See "Endorsed" on Page 18



"A YEAR ROUND RESORT"

- In the heart of the Eastern Townships.
- Fully Licensed • Modern Rooms
- Canadian Cuisine • T.V. in every room

SKI WEEKS

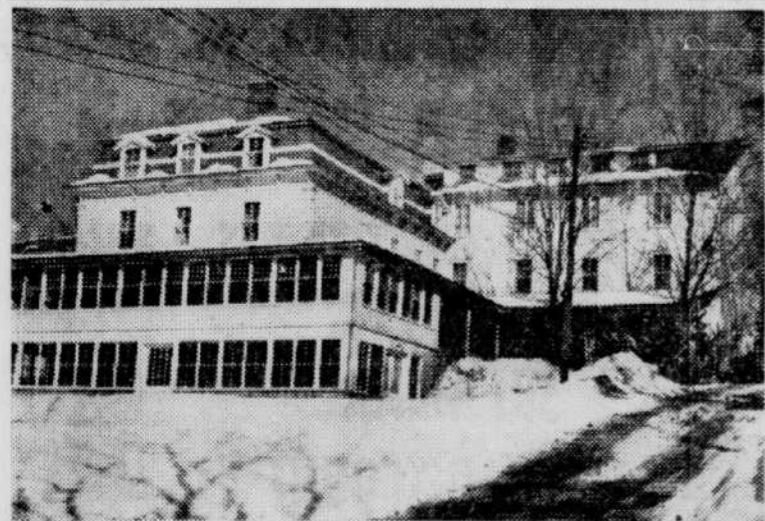
Includes clean up-to-date rooms and three delicious meals.
 Transportation "Courtesy Car" to and from Green Timber Mountain.
 All for \$60. to \$90. for Seven Days of fun.

ROLLING HILLS MOTEL

AAA

On Route Five

For reservations Tel. 567-5234, Lennoxville, Que.



SEE WHAT "PLEASANT VIEW" HAS TO OFFER!

- **SKIING** Ski Lift and tows available with FREE TRANSPORTATION available to residents to and from Green Timber Mountain and Mount Orford.
- **EXCELLENT MEALS** and accommodations.
- **Dancing** Friday and Saturday nights in the Cozy Upstairs Bar. Music by Hercule Gagné at the Organ. Fully licensed.

Phone Now for Reservation. • Special Week-end Rates.

Conventions Welcomed!

Pleasant View Inn & Cottages

NORTH HATLEY, QUE.

Tel. 842-2431

SKIERS! SALE!

Now is the time to buy!

DRASTIC REDUCTIONS ON—

- STRETCH PANTS
- SKI JACKETS

ERIC'S SKI SHOP

NORTH HATLEY, Que.

Tel. 842-2332

SKIMAN SKI

don't stay away today or any day because you haven't got a way —
 DRIVE ONE OF OUR LATE MODEL CARS — go and come when you want, it's so convenient, and economical too!

DE LUXE DRIVE YOURSELF ENRG.
 787 Conseil Street — Sherbrooke — Tel. 562-4933



FONTAINE "tasty" and "Wholesome" Bread and Baked Products are Skiers' Delight...

for delivery call —

Fontaine & Fils Ltée

869 King St. West — Sherbrooke — Tel. 569-5985

Ski fashions

that are cared for in our modern way, always look the best on slopes and places where skiers gather... look to the



SHERBROOKE LAUNDRY and DRY CLEANERS LTD.

for best care of ski wear
 Tel. 562-2633

Kentucky Fried Chicken

After a long day of skiing, make your day complete by stopping in or by ordering some of our delicious KENTUCKY FRIED CHICKEN.

IT'S GREAT FOR PARTIES. TRY SOME TODAY, WON'T YOU?

- BUCKET (15 pieces of chicken, 6 biscuits — 1 pint of sauce) \$3.75
- BARREL (21 pieces of chicken) \$4.95
- THRIFT BOX (9 pieces of chicken) \$2.25
- REGULAR DINNER (3 pieces of chicken, cole slaw, potatoes, honey 1 biscuit) \$1.25



Pat's Kentucky Fried Chicken

2 LOCATIONS TO SERVE YOU:
 SHERBROOKE Take-Home — 849 King West — Tel. 569-9445
 LENNOXVILLE: Restaurant, Dining Room and Take-Home.
 116 Queen St. — LENNOXVILLE — Tel. 569-0881



HOVEY MANOR

NORTH HATLEY — QUEBEC

Ski Weeks — \$75.00 all inclusive

Room with private bath, three table d'hote meals or Picnic lunch.

Ski at your choice of North Hatley — Mount Orford — Mount Sutton — Mount Echo or Jay Peak in Vermont.



"Hovey Manor is considered one of Canada's finest resort hotels".

Dinner, Dancing, Saturday evenings featuring steaks, charcoal broiled over huge colonial fireplace in the Top Room.

Hot and Cold Buffet Suppers Sunday evenings.
 Reservations suggested.
 Phone 842-2421.



Recommended

East Angus ski resort offers five exciting ski trails



EVERYTHING FOR
Winter Fun
in the
**East Angus
Region!**
**COUTURE DAIRY
INC.**
56-B Angus St., EAST ANGUS, Tel. 832-2781

Take a **WINTER VACATION**
and head for the
EAST ANGUS SKI CENTRE...
it's tops for fun, and the welcome you'll get at this popular resort will only be surpassed by the warmth of your own home!
When in the East Angus district, plan to stay at the
East Angus Hotel
Angus Street — Telephone 832-2424

East Angus Ski Club Inc.
HAS BEEN IN
OPERATION
FOR 2 YEARS
SPECIAL INVITATION
to Skiers from East
Angus, Sherbrooke and
other Eastern Townships
points!
DAY RATES, Mon. thru' Fri., \$1.50 adults;
75c Children and Students.
DAY RATES, Sat. & Sun., \$2. adults; \$1.00 Children.
SEASON TICKETS — Adults, \$50 (1 person).
FAMILY PLAN (Husband, Wife and Dependent Children), \$75
ON SALE AT THE SKI CLUB CHALET
RESERVATIONS — Phone East Angus 832-2336
(Reverse Charges)
• Slopes in excellent condition
• Poma-Lift
• RESTAURANT & SNACK BAR
• Competent Instructors (Bilingual)
• School Director, Fernand Robert
• Night Skiing
BUS SERVICE — Leaves Sherbrooke Terminal Week Days
and Sundays, 11:30 a.m.
Leaves Saturday at 12:15 and 1:30 p.m.—Returning at 4:15
TRAVELLING BY CAR, take Route 1 (Sherbrooke-Quebec
City). Arrows will lead you to the ski centre.

Townships are year-round holiday resort

The Eastern Townships in general have for years been regarded as potentially the most suited year round resort region in Eastern Canada. An article which appeared in The Sherbrooke Daily Record on January 10th, 1948, taken from an article by Colin A. Grovenor of Cardy Hotels, emphasizes without question that this district is far more suited for holidaying and the vacation industry than is the Laurentians.

The article, which carried the caption, TOWNSHIPS HAVE FINEST SKI TERRAIN, BUT LAURENTIANS HAVE DEVELOPMENT EXPERTS, reads in part as follows:

Stand at the corner of Broadway and 42nd Street in New York, or on Ottawa's Sparks Street, or anywhere along Philadelphia's Main Line, or on Toronto's Yonge Street, and ask the question, "Name the most glorious ski and summer resort in Eastern Canada," and the answer, if you get one, will surely be "The Laurentians."

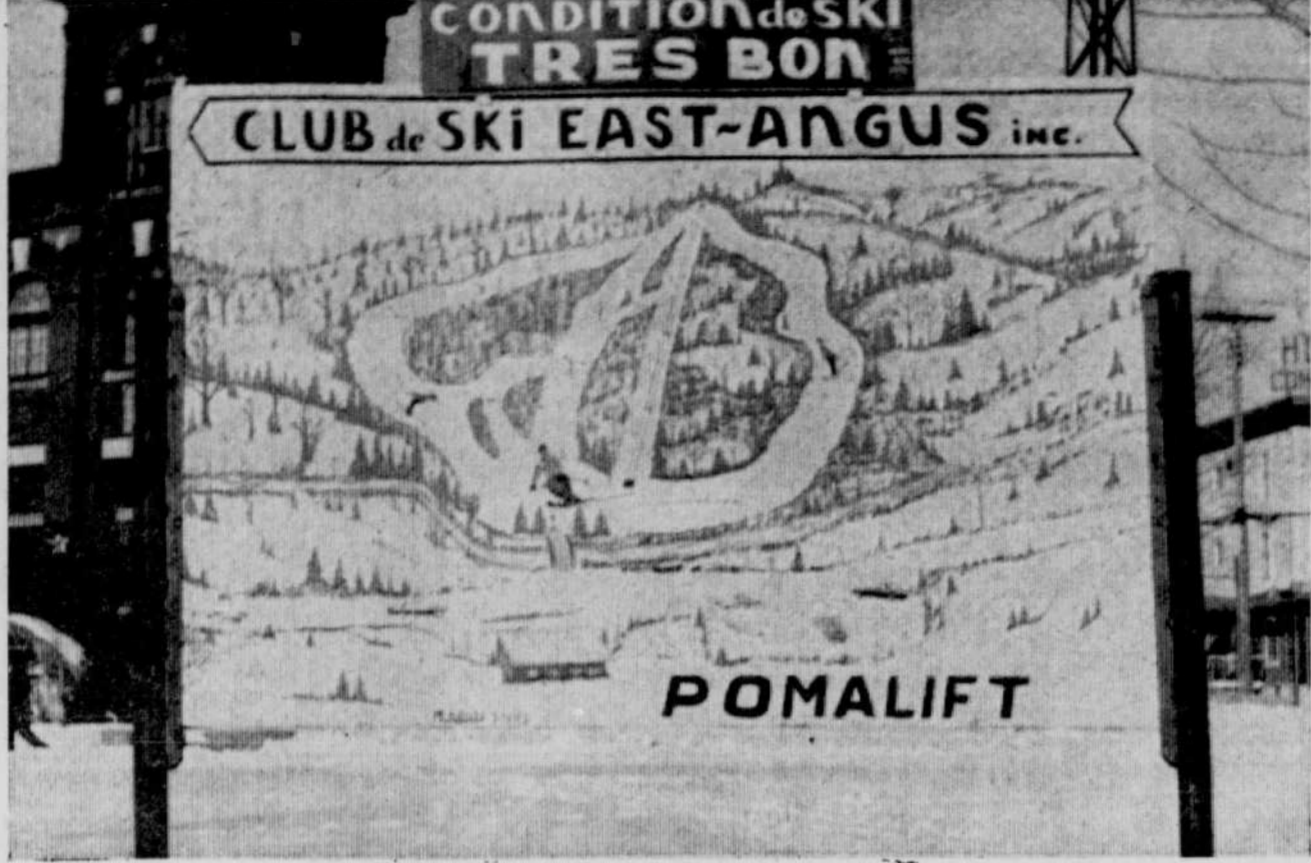
But is this true? Foot for foot, lake for lake, mountain for mountain, and snowbank for snowbank, the Eastern Townships can trim the Laurentians in a dozen different ways, and anyone who knows and compares the two regions on an unbiased basis is likely to agree without any argument.

Ski weeks are gaining popularity

A mark of distinction for our fast moving, excitement-packed Twentieth Century is the lust people have for fun, adventure and thrills. No pastime has provided a greater reason for outings than skiing, the international sport that creates a common interest that even political and national barriers cannot upset.

In this past quarter century trips abroad for skiing holidays have become quite fashionable among many of the North American Continent, as the resorts of Central Europe made their strong and effective appeal for patronage. The practice soon took root throughout Canada and the northern United States.

We refer to these excursions now as "Ski Weeks," and they're the popular trend. Why? Simple, if you like skiing, care for a cold weather outing, pleasant accommodations planned fun and good company, ski weeks are the answer. All in readiness, and all you have to do is join the crowd for a fixed fee.



EAST ANGUS SKI CENTRE DESCRIBED BY SIGN BOARD IN FRONT OF COMMUNITY'S CITY HALL



POMALIFT AT EAST ANGUS — A fast efficient Poma-lift at the East Angus Ski Centre carries skiers to a disembarking point from where they have the choice of five distinctive ways down the area slopes, which include runs for beginners, novice skiers and the advanced skiers. (Record photos on this page by Rollie Chiasson)

What to buy; what to wear

Almost with the season's first snowflake, the thoughts of skiers turn automatically to their favorite slopes. Once a status symbol pastime for the affluent, skiing has become a popular participation sport, attracting more and more Canadians each year to the thousands of all ages who already are enthusiasts.

For those about to become skiers, the sport presents two immediate problems: what equipment to buy, what clothing to wear, outdoors and in, — and, of course, how much to pay for equipment and clothing. Here is the advice of the experts:

The initial investment for skiing can be more than for almost any other sport but, fortunately, both equipment and clothing are available in a wide price range — something for the budget-minded as well as for the skier to whom cost is of little concern. As in most purchases, the ideal is to get the best possible value for your outlay. Being well and properly outfitted is an investment that will give years of pleasure.

From the practical point of view, experienced skiers advise the beginner to purchase good stretch pants and boots, making sure both are properly fitted, and then to rent or borrow as much as possible of the remaining items for the initial venture on the slopes. Attendants in ski rental shops in most resorts are usually proficient in selecting the proper size skis, bindings, and poles and will advise on the proper handling of them.

With their help, the novice can become familiar with what is available and at the same

time determine what suits his or her own comfort and taste. Armed with that information, the trip to a reputable sports dealer can be made with confidence.

The wardrobe items needed by a skier, from the skin out, include warm socks, long underwear or ski tights or leotards, a flat-knit turtle neck inner sweater or shirt, stretch pants, outer sweater, parka, boots, mittens and probably after-ski boots for indoor lounging.

The styles, of course, depend on the individual's taste but there should be no compromise with quality, the experts say. Pants must be cut properly of good fabrics that are sturdy and rugged with the proper stretch and the all-important capacity to recover possessed, for example, by stretch fabrics of nylon and wool blends. A personal fitting is important; there should be no wrinkling under the seat or under the knee when flexed.

As well as being important for warmth — and the wearer's comfort — the parka is the fashion star of the skier's wardrobe. Quilted parkas with a nylon or "Antron" shell and an insulation that is non-maturing and resilient provide warmth with lightness or weight. Many of this year's parkas are longer and are belted.

Sweaters in the layered look are both stylish and warm. Those made from acrylic fibre, for example, are lightweight and washable without need for blocking.

In a word: don't splurge but don't be penny wise and pound foolish either.

THERE'S
WINTER FUN
in the
EAST ANGUS
region!
J. R. McFadden Reg'd
INSURANCE
1 Cookshire St., EAST ANGUS, Tel. 832-2272

WELCOME SKIERS TO
EAST ANGUS AND
OUR SKI AREA!
**LUCIEN
MENARD**
FUEL OIL
21 St. Elie St. — EAST ANGUS — Tel. 832-2255

There's
Good Skiing
In The
East Angus
Region!
Ferronnerie Martineau Engr.
(HARDWARE)
102 Angus St. — Tel. 832-2390
— EAST ANGUS —

A warm welcome always awaits you in
COMPTON COUNTY
especially at the
EAST ANGUS SKI AREA
CLAUDE GOSSELIN
M.L.A. for Compton County
Like other centres in the Eastern Townships, East Angus is also claiming its own right as a winter sports and holiday community, and those who contribute to the district's year 'round tourist trade are to be complimented.

Congratulations to our local
Ski Club directors
East Angus Brick & Tile
Reg'd
EAST ANGUS — Tel. 832-2414

We welcome all skiers to visit East Angus and enjoy our hospitality and excellent skiing conditions.
TOWN OF EAST ANGUS
Herve Maltais, Mayor.
ALDERMEN — Oscar Bergeron, H. L. Tardif, Arthur Bibeau, Rene Gagnon, Murray Labonte, Wilfrid O. Roy.
Chief of Police — Andre Phaneuf.
Foreman — Egide Theriault
Welfare — Ls. R. Bouchard
Secretary-Treasurer — A. Tourigny

ENDORSED
Continued from Page 17
though this type of exercise will produce large muscle mass, the individual becomes muscle bound.
These over-developed muscles become shortened and the joints become virtually locked. Obviously this is not the type of exercise required for skiing. Stretching exercises which will keep the muscles elongated, and will maintain full range of joint motion are paramount for the skier. Enduring athletic ability depends on the maintenance of a full range of joint movement in all joints coupled with well developed muscles. This is achieved most readily by repetitive movements in which the joints are put through a full range of movement.
Hence the exercises in this booklet have been chosen specifically for the skier, in order to develop stamina, elastic and flexibility. This will enable you to be a greatly improved skier, and what is even more important, a SAFER SKIER.
Breathing Exercises
Exercise 1 — Stand in front of a mirror as erect as possible, shoulders well rolled back, chest out, and abdomen well drawn in. Now take as deep a breath as possible through your nose, remembering to keep your abdominal muscles well retracted. Feel your chest expand as you take as deep a breath as possible. At the conclusion of inspiration draw your abdominal muscles in even further and stick out your chest. Hold for the count of ten, and then exhale completely. Repeat 5 times.
This exercises the accessory muscles of respiration, strengthens the abdominal muscles, and aids posture.
Exercise 2 — Lying on the floor with your legs flexed, breathe in through your mouth, but keep the chest motionless, and blow out your abdomen as you inhale to the limit — now balloon out your abdomen even further. Hold for the count of ten and repeat 5 times. This strengthens the diaphragm and the abdominal muscles.
Exercise 3 — Standing with your feet apart about 18 inches and your arms extended upward, bend down, keeping your knees straight, and touch the floor 6 inches beyond right foot. Straighten and even hyper-

HAVE A SUNNY VACATION IN FLORIDA
"QUEBEC CENTRAL"
Offers a modern direct bus service to NEW YORK with good connections with thru' Greyhound buses for points in Florida —
leaving
SHERBROOKE
Daily
At 10.25 A.M.
This service is of the most modern, featuring buses equipped with Lavatory, Air conditioned, reclining seats and tinted Glass.
TRAVEL TO FLORIDA
VIA
QUEBEC CENTRAL

ANNUAL JANUARY
SALE
OVERCOATS SALE
Reg. \$59. - \$89.50 \$9.95 to \$49.95
SUITS SALE
Reg. \$59. - \$69.50 \$29.95 to \$39.95
COATS Winter SALE
Reg. \$59. - \$69. \$9.95
SPORT SHIRTS SALE SPECIAL
Reg. \$4.95 to \$7.95. \$1.98
SKI WEAR 20% DISCOUNT
Large choice of Ladies' and Men's "Stretchie" Ski Slacks
By White Stag and Brunex. Men's Sizes 28 to 42. Short - Regular - Tall.
EXTRA SPECIAL Ski Boots by Kastinger. After-Ski Boot by Tyrol.
ROMEO DRY CLEANING
140 Galt St. West Sherbrooke Tel. 562-4707
... see you in your "Romeo-fresh" togs this weekend, eh?
Fernand Yagné
182 Wellington St. North — Sherbrooke